

# What is Beautiful is Good : An Evaluation of Effectiveness of Attractiveness in Celebrity Endorsements

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## Abstract

The studies in the field of marketing have shown that characteristics of the source will influence persuasiveness of an advertisement. Attractiveness is one such celebrity characteristic that is widely studied by researchers in the field of marketing. However, still, literature failed to explain how attractiveness of celebrity endorsers influenced purchase intentions. This study tried to fill this gap by modelling the influence of celebrity attractiveness on purchase intention. It also evaluated the effect of respondents' gender on the model. The data collection for the study were carried out during March - June 2017. The study found that the effect of celebrity attractiveness on purchase intention was mediated by celebrity brand fit, attitude towards the advertisement, and attitude towards the brand. The study also evaluated the moderating effect of respondents' gender using chi-square analysis, which found no significant model difference among male and female respondents. These findings indicated that celebrity attractiveness created purchase intention in a mediated manner among the respondents, irrespective of their gender.

**Keywords :** celebrity endorsement, advertising, purchase intention, attitude towards brand

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Celebrity endorsement is a highly used marketing strategy to attract customers with a view that the endorser plays an important role in persuasive communication (Agrawal & Kamakura, 1995; Erdogan, 1999). The influence of celebrity endorsers on consumers' minds (Chavda, 2004), positive attitudes, and intention towards products (Sharma, 2016) is a well-researched topic in the field of marketing. Therefore, advertisers and marketers use celebrities as endorsers for creating a brand image (Erdogan, 1999). The use of celebrities for promoting products dates back to the late 19th century. One of the early endorsements involving celebrities was Queen Victoria in association with Cadbury's cocoa (Erdogan, 1999). In the USA, the use of celebrity endorsements has increased markedly. In 1979, it was considered to be one in every six commercials. By 1988, it had increased to one in every five commercials, and in 2000, it was around one in every four commercials (Erdogan, 1999). The situation is not unique to the USA. Research findings have indicated that in some countries, 25% to 30% of the advertisements feature celebrities (Agrawal & Kamakura, 1995 ; Choi, Lee, & Kim, 2005). In 1998, the use of celebrities in Japan was extremely popular as about 70% of all commercials featured celebrities (Muda, Muso, & Putit, 2011). In 2002, more than half of the total Korean advertisements were found to feature celebrities (Choi et al., 2005).

In India, the rise in celebrity endorsements was found after 1980s. Before that, only a few companies used this strategy, like HLL who used celebrities to promote their Lux soap brand as the 'soap of the stars' from late 1950s.

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During the last decade, celebrity endorsements increased tremendously. A report by the Federation of Indian Chambers of Commerce and Industry (FICCI) stated that 60% of the Indian brands used celebrities in some form in 2008 as compared to 25% in 2001 (Jain, Roy, Daswani, & Sudha, 2010).

Jewellery is one such product which widely uses the celebrity endorsement strategy to attract customers. This study was undertaken for evaluating the effectiveness of celebrity attractiveness on purchase intention of jewellery products. The Indian jewellery retailing industry is mostly dominated by gold jewellery, which accounts for nearly 80% of the sales and it is dominated by the South Indian states which account for around 35% of the sales (Gupta, Pant, Hundekari, Roy, Pansari, Garg, & Chakrabarty, 2013). Kerala is considered as the top consumer of gold in India. Annually, the state consumes around 75 tonnes of gold, making it the second largest retailing market in the state after the food market (Radhakrishnan, 2011). So, the stiff competition amongst the retailers has made it necessary for the advertisers to introduce attention seeking advertisements. For this reason, the jewellery advertisers mostly rely on endorsements. According to Geevarathna (2013), almost every jewellery group in Kerala has a celebrity to endorse its products. It makes the state the right area for evaluating the impact of celebrity attractiveness in jewellery advertisements in India.

## Literature Review

Marketers are of the belief that celebrities possess some character and the endorsement process helps to transfer these traits to the products (Choi & Rifon, 2007; McCracken, 1989). Some of these celebrity characteristics that are widely studied in marketing literature are celebrity expertise (Biswas, Biswas, & Das, 2006), celebrity trustworthiness, and celebrity attractiveness (Amos, Holmes, & Strutton, 2008; Erdogan, 1999; Ohanian, 1990). Marketers always use attractive celebrities to capture the attention of customers for their products with the belief that the respondents might think 'what is beautiful is good.' In most of the research, the attractiveness is operationalized as facial and physical attractiveness with dimensions varying from chicness, sexiness, likability, and similarity (Ohanian, 1990). Earlier literature in the field of communication showed that an attractive communicator will influence the views of the audience (Judson & Aronson, 1965) and increase the effectiveness and persuasive efficacy (Chaiken, 1979; Debevec, Kernan, & Madden, 1986) of his/her communication. Debevec, Kernan, and Madden (1986) suggested that a person will "attribute physically attractive people a host of desirable traits." According to Chan, Leung Ng, and Luk (2013), celebrity endorsers who are more attractive, funny, and expressive will create a better recall. Furthermore, Felix and Borges (2014) found that attractive celebrities created a positive attitude towards advertisements and brands. Thomas and Johnson (2016a, 2017b) found that celebrity attractiveness played a mediating role in creating behavioral changes. Furthermore, Mashwama, Chiliya, and Chikandiwa (2017) suggested that spokes-character attractiveness and expertise influenced attitude toward the advertisements. So, it can be observed that communication researchers have suggested that attractiveness plays a vital role in advertising effectiveness.

Baker and Gilbert (1977) further extended attractiveness literature into marketing perspective and found that attractive models increased advertising effectiveness. Kahle and Homer (1985) compared the effectiveness of attractive celebrities and unattractive celebrities and found an increased brand attitude when the attractiveness related product was paired with an attractive endorser. These findings were in line with the suggestions of McCracken (1989) that endorsements succeed when an association is fashioned between the cultural meanings of the celebrity and the endorsed product. Towards this extent, Bower and Landreth (2001) and Till, Stanley, and Priluck (2008) suggested that celebrity-brand coherence positively influenced the attractiveness effect. However, the study conducted by Till and Busler (2000) suggested that an attractive spokesperson positively influenced brand attitude and purchase intentions, irrespective of the product type. Against all these assumptions, Bower (2001) suggested a negative effect of attractiveness. Specifically, he suggested that when a highly attractive model was used in the advertisement, the respondents tended to compare themselves with the models and got frustrated,

which affected the respondents' attitude towards the products. However, the empirical evaluation of the hypothesis found that the negative effect may need to reach high levels for the negative effect to occur.

Furthermore, in 1990, Ohanian incorporated attractiveness as an important component of the celebrity credibility scale which was later widely used. In 2010, Sheu found that celebrity credibility influenced the product attributes and the belief strength. Furthermore, Karasiewicz and Kowalczyk (2014) evaluated the effect of celebrity credibility on assessment of advertisements and found that the influence of celebrity was higher for assessment of advertised products in case of watches as compared to fruit juice. Later, Thomas and Johnson (2016b) found that celebrity credibility influenced behavioral intention by invoking the cognitive response model.

Even though researchers have evaluated the effect of celebrity attractiveness in almost every context, a common effect model was not found. The earlier studies evaluating the effect of attractiveness on purchase intention failed to incorporate the ability of celebrity attractiveness in creating a celebrity brand fit which influences purchase intention. The later studies evaluated the role of celebrity attractiveness on celebrity brand fit, but failed to show the impact of this effect on purchase intention. The present study aims to evaluate the mediating role of celebrity brand fit in the creation of the attractiveness effect among jewellery retailers. According to Bower and Landreth (2001), jewellery is an attractiveness - enhancing product, so attractiveness of the celebrity will create more influence on purchase intention of jewellery products. This higher influence of celebrity attractiveness was also found in the study of Pornpitakpan (2004) conducted among Singaporeans.

## Hypotheses Formulation

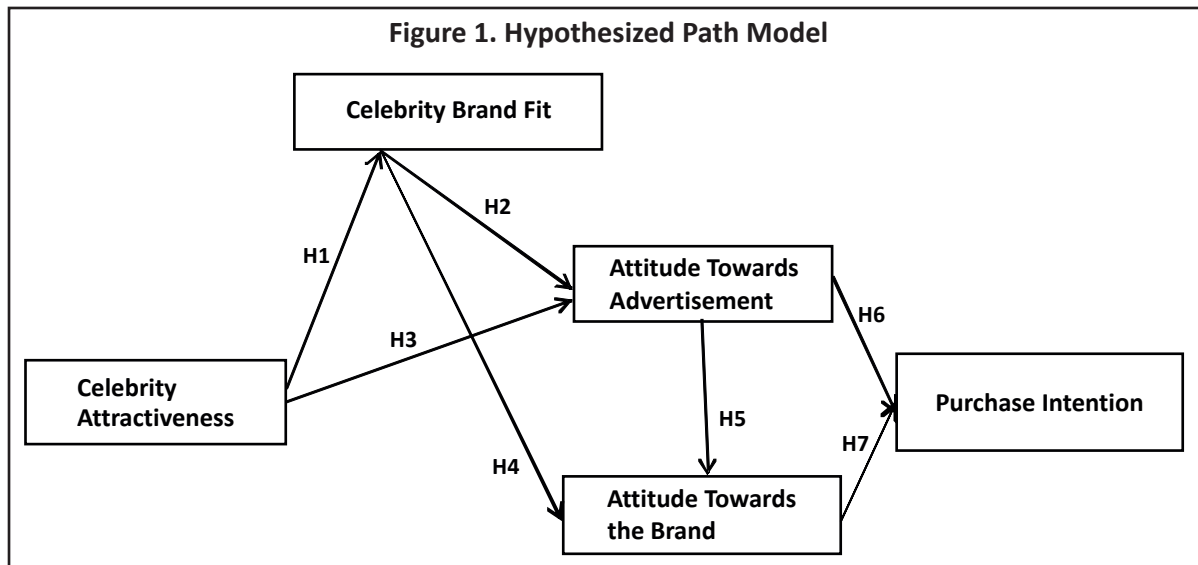
Many studies in the area of celebrity match up have shown that respondents' opinion about celebrities' physical attractiveness (Kahle & Homer, 1985; Kamins, 1990) will influence the advertising effectiveness. Kahle and Homer (1985) suggested that the influence of celebrity product congruence can be explained by using the social adaptation theory. According to this theory, the adaptive significance of the product will encourage the customers to see the advertisement and purchase the product. Accordingly, Kahle and Homer (1985) suggested that if a stunningly attractive person claims to use a beauty product, that product may be assumed to be an element of the beauty formula, which will increase the attitude towards the product which is attractiveness relevant. According to Bower and Landreth (2001), jewellery can be considered as an attractiveness - enhancing product. So, it can be hypothesised that celebrity attractiveness will enhance the fit between jewellery products and celebrities. This line of influence was also found in the studies of Till and Busler (1998) and Kamins (1990). Similarly, when a celebrity is considered as congruent with the brand image, then the viewers of the advertisement who are interested in the product will be more attracted towards the advertisement. This is because the audience views the advertisement because of their interest in the celebrity. Accordingly, it was hypothesised that the celebrity brand fit will influence attitude towards advertisements and attitude towards brands.

↳ **H1:** Celebrity attractiveness directly and positively influences celebrity brand fit.

↳ **H2:** Celebrity brand fit positively and directly influences attitude towards advertisements.

↳ **H3:** Celebrity brand fit positively and directly affects attitude towards brands.

In addition to congruence creation, the attractiveness of the celebrity also creates a distraction to the audience's thought process. According to Snyder and Rothbart (1971), attractive faces are distracting, impede counter arguing, and thus facilitate attitude change. This line of the hypothesis was based on the assumption of cognitive response theory. So, it can be hypothesized that when the celebrity present in the advertisement is attractive, then respondents will have a positive attitude towards that advertisement.



↳ **H4:** Celebrity attractiveness directly and positively influences attitude towards advertisements.

According to the dual mediation hypothesis suggested by Lutz, MacKenzie, and Belch (1983), attitude towards a brand is considered as a mediator of the effect of attitude towards advertisement on purchase intention. This model was later tested in the study conducted by Spears and Singh (2004) and was found to be significant. This model was suggested based on the elaboration likelihood model (ELM) which suggested that in peripheral processing, the audience members responded less to the content of a persuasive message than to factors incidental to the content (Petty, Cacioppo, & Schumann, 1983). Furthermore, in the study of Lafferty and Goldsmith (1999), the attitude towards advertisements was hypothesized to have a direct effect on purchase intention. This was based on the assumption that at a certain time, consumers may purchase a product without completely reviewing product qualities. The findings of Lafferty, Goldsmith, and Newell (2002) and Thomas and Johnson (2016b) suggest a direct positive influence of attitude towards advertisement on purchase intention.

↳ **H5:** Attitude towards advertisements positively and directly influences attitude towards brands.

↳ **H6:** Attitude towards advertisements directly and positively influences purchase intention.

↳ **H7:** Attitude towards brands positively and directly influences purchase intention.

The Figure 1 shows the hypothesized path model.

The respondent's gender is a prominent factor which influences the celebrity's impact on advertising effectiveness. The literature in the field of celebrity endorsements shows a different opinion about how the gender of the respondent influences endorsements. In the study by Kahle and Homer (1985), it was found that female respondents had a higher recall than male respondents. However, in the study by Kinney, McDaniel, and DeGaris (2008), it was found that the male respondents had more recall than the female respondents. In Kahle's study, the products used as stimuli were razor and toothpaste ; whereas, for Kinney's study, the recall was related to brand names of sponsors of 'NASCAR' teams. From these findings, it can be concluded that the effect of recall was basically because of the nature of the product, that is, women were more concerned with products like razor and toothpaste, and men were more concerned with sports. This recall also affected attitudes, thereby influencing

purchase intention. According to Moideen (2011), Kerala women have a very strong liking for gold ornaments irrespective of the income group they belong to. Since the past studies failed to specifically identify the moderating effect of respondent's gender, the study evaluated a model difference among the respondents' gender.

## **Research Methodology**

Most of the audience swap through the channels when advertisements are played. This behaviour of the audience makes it impossible to assume that the respondents have seen all the advertisements and evaluate each advertisement similarly. So, for selecting the advertisements which were recalled by most of the respondents, a pretest was conducted among 61 post graduate students of a university in Kottayam, Kerala. From the combination recalled, two celebrity/jeweller combinations which got the highest recall were selected as the stimuli for the study. Respondents recalled 35 combinations in which Manju Warriar and Kalyan Jewellers combination was the highest recalled combination followed by Mohanlal and Malabar Gold combination. So, these combinations were selected as the stimuli for the study.

A structured questionnaire was used for the study. The reliability of the questionnaire was tested using a pilot study conducted among 100 respondents, which showed an alpha score of above 0.8 for each construct, indicating a good internal consistency. This questionnaire was used for the final study. It measured the respondents' opinion about both advertisements and their demographic factors like age and gender. The respondents for the study were selected from Kottayam, Trivandrum, Ernakulam, Palakkad, Kozhikode, and Kannur. A total of 600 questionnaires were distributed, and 406 questionnaires were received. Out of the 406 questionnaires that were returned, 386 respondents recalled Manju Warriar and Kalyan Jewellers combination, and 378 respondents recalled Mohanlal and Malabar Gold combination. The average response rate for both these advertisements was 63%, which can be considered as a good response rate for a study.

## **Data Analysis and Results**

The respondents for the study consisted of 166 men and 220 women. All the respondents were well aware of the advertisements and were able to recall them. The overall score for celebrity attractiveness ranges between 6 and 30 with an average score of 19.60 and standard deviation of 4.89. The mean score (19.60) of this variable is just above the mid value (18), which indicates that respondents considered the celebrities to be averagely attractive. The standard deviation for the variable is 4.89, which indicates good variability in the opinion of the respondents. On an average, the overall score for celebrity brand fit ranges between 3 and 15 with an average score of 9.64 and standard deviation of 2.63. The mean score (9.64) is just above the mid value (9), which indicates that respondents considered the celebrities to be average experts in the field of fashion. The standard deviation (2.63) indicates good variability in the opinion of the respondents. The overall score of attitude towards advertisements ranges between 5 to 25 with a mean score of 16.2409 and a standard deviation of 4.44025. The mean score of 16.24 indicates an average opinion about the advertisements. The standard deviation (4.44) indicates a good variability among the respondents' opinion regarding their attitude towards advertisements. The overall score of attitude towards brands ranges between 9 to 45 with a mean score of 29.7668 and a standard deviation of 7.80593. The mean score of 29.77 is above the mid value of 27, which indicates that the respondents had an average attitude towards the advertisement of Kalyan Jewellers. The overall standard deviation score for attitude towards Kalyan Jewellers shows that there is a good variability in the opinion of the respondents. The overall score of intention to purchase ranges between 2 to 10 with a mean score of 6.1528 and standard deviation of 1.8905. The mean value of 6.1528 is just above the medium level, which shows that the respondents had the intention to buy from Kalyan Jewellers. The standard deviation of 1.8905 indicates that the respondents' opinion varied considerably.



## Model Testing

From the literature review, a model was developed and path analysis was used for testing the model. According to the model, attractiveness is hypothesized to influence the celebrity brand fit and attitude towards advertisements directly and attitude towards brand and purchase intention indirectly. As it can be seen from the Table 2, the path analysis shows a  $X^2$  value of 5.320 ( $p = .150$ ), goodness of fit index (GFI) of 0.995, adjusted goodness of fit index (AGFI) of 0.973, a normed fit index (NFI) of 0.996, a comparative fit index of 0.998, root mean square error of approximation of 0.045. The model's fit, as indicated by these indices, is deemed satisfactory ; thus, it provides a good basis for testing the hypothesized paths.

Hypothesis H1 postulates a positive relationship between celebrity attractiveness and celebrity brand fit. Specifically, it suggests that when an attractive celebrity is used in the advertisement, the attractiveness of the celebrity will create a fit among the brand and the product. This hypothesis is based upon the findings of Bower and Landreth (2001), who suggested that in the case of attractiveness relevant products, the attractiveness of the celebrity endorser will influence the celebrity brand fit. As it can be seen from the Table 1, the estimated value for this hypothesis is 0.655 with a critical ratio of 17.017 and  $p < .05$ , which indicates a positive effect of celebrity attractiveness on celebrity brand fit. This suggests that a celebrity's attractiveness helps to create a celebrity brand fit for jewellery products.

Hypothesis H2 indicates a positive and direct relationship between celebrity attractiveness and attitude towards advertisements. It suggests that when an attractive celebrity is used in the advertisement, the respondents have a very positive attitude towards the advertisement. As it can be seen from the Table 1, the estimated value for this hypothesis is 0.245 with a critical value of 5.246 ( $p < .05$ ), indicating that celebrity attractiveness positively influences attitude towards advertisements.

Hypothesis H3 postulates a direct positive relationship between celebrity brand fit and attitude towards advertisements. Specifically, it suggests that when a celebrity fits the brand image, the respondents will have a more positive attitude towards that advertisement. From the Table 1, it can be seen that the estimates for this hypothesis are 0.537 with a critical ratio of 11.499 ( $p < .05$ ), which suggests a direct and positive relationship between the celebrity and brand fit and attitude towards the advertisement. This is in accordance with our hypothesis and in congruence with previous studies, which suggested higher advertising effectiveness for a celebrity congruent to a brand.

**Table 1. Model Testing**

Hypothesis	Hypothesized Path			Estimate	C.R.	Accepted / Not Supported
H1	Celebrity Brand Fit	<---	Celebrity Attractiveness	0.655	17.017	Accepted
H2	Attitude Towards Advertisement	<---	Celebrity Attractiveness	0.245	5.246	Accepted
H3	Attitude Towards Advertisement	<---	Celebrity Brand Fit	0.537	11.499	Accepted
H4	Attitude towards brand	<---	Attitude towards advertisement	0.593	13.304	Accepted
H5	Attitude Towards Brand	<---	Celebrity Brand Fit	0.239	5.362	Accepted
H6	Purchase Intention	<---	Attitude Towards Brand	0.534	10.654	Accepted
H7	Purchase Intention	<---	Attitude Towards Advertisement	0.28	5.593	Accepted
	$\chi^2$					5.320
	$p$					.150
	GFI					0.995
	AGFI					0.973
	NFI					0.996
	CFI					0.998
	RMSEA					0.045

Hypothesis H4 suggests a positive influence of attitude towards the advertisement and then on attitude towards the brand. This hypothesis was suggested based on advertising literature, which suggested a positive effect of the advertisement on a brand. Specifically, it suggests that when the respondents have a positive attitude towards an advertisement, then they will have a positive attitude towards the brand as well. As it can be seen from the Table 1, the estimate for the hypothesis is 0.593 with a critical ratio of 13.304 ( $p < .05$ ), which indicates that there is a significant positive effect of attitude towards the advertisement and then on attitude towards the brand. This finding is in accordance with the earlier studies in the field of advertising.

A direct and positive influence of celebrity brand fit on attitude towards the brand is the assumption of hypothesis H5. Specifically, it suggests that when a celebrity who fits the product well is used in the advertisement, then the respondents will have a positive opinion about the brand. As it can be seen from the Table 1, the estimates for the study are 0.239 with a mean value of 5.362 ( $p < .05$ ). This indicates that there is a positive influence of celebrity brand fit on attitude towards the brand. This is in accordance with our hypothesis that celebrity fit will help the marketers to create a good brand image.

Hypothesis H6 postulates a positive influence of attitude towards the brand on purchase intention. Specifically, it suggests that when respondents have a positive attitude toward a brand then they will have a positive purchase intention. As it can be seen from the Table 1, the estimated value for this hypothesis is 0.534 with a critical ratio of 10.654 ( $p < .05$ ). This indicates that attitude towards a brand positively influences purchase intention. This is in line with the results obtained by earlier studies of Lafferty and Goldsmith (1999), Spears and Singh (2004), and Thomas and Johnson (2017a). It suggests that opinion towards a brand will positively influence the purchase intention.

Hypothesis H7 suggests a positive influence of attitude towards the advertisement on purchase intention. Specifically, it suggests that respondents' positive attitude towards the advertisement will create a positive attitude towards the purchase intention. As it can be seen from the Table 1, the estimated value for the hypothesis is 0.28 with a critical ratio of 5.593 ( $p < .05$ ). This indicates that there is a positive impact of attitude towards the advertisement on purchase intention. Lafferty and Goldsmith (1999) also obtained similar findings, which suggests a positive influence of attitude towards advertisement on purchase intention.

Overall, it can be seen that the influence of celebrity attractiveness on purchase intention is mediated by celebrity brand fit, attitude towards the advertisement, and attitude towards the brand. The influence of celebrity attractiveness on attitude towards advertisements is partially mediated by celebrity brand fit. In the case of attitude towards the brand, the influence of celebrity attractiveness is fully mediated by celebrity brand fit and attitude towards the advertisement. In the case of purchase intention, the celebrity endorser's attractiveness does not directly influence purchase intention, but it influences the purchase intention through the mediation of celebrity brand fit, attitude towards the brand, and attitude towards the advertisement. In order to further evaluate the effect of celebrity characteristics on each variable, a total effect analysis was made.

As it can be seen from the Table 2, attitude towards advertisement (0.597) has the highest impact on purchase intention followed by attitude towards the brand (0.534), celebrity brand fit (0.448), and celebrity attractiveness (0.44). This finding shows that as compared to attitude towards the brand, attitude towards the advertisement has a

**Table 2. Total Effect**

	Celebrity Attractiveness	Celebrity Brand Fit	Attitude Towards Advertisement	Attitude Towards Brand
Celebrity Brand Fit	0.655			
Attitude Towards Advertisement	0.597	0.537		
Attitude Towards Brand	0.511	0.558	0.593	
Purchase Intention	0.44	0.448	0.597	0.534

**Table 3. Model Difference Analysis**

Overall Model	Chi-square	df	p - value
Unconstrained	8.269	6	
Fully constrained	15.576	13	
Number of groups		2	
Difference	7.307	7	0.398

greater influence on purchase intention. This indicates that in case of the jewellery business, advertisements have more influence. As it can be seen from the Table 1 and Table 2, the direct effect of attitude towards advertisements is just 0.28 and the total influence is 0.597, which indicates that attitude towards advertisements has a greater indirect effect than direct effect through the mediation of attitude towards the brand. The findings of the study also indicate that celebrity attractiveness and celebrity brand fit have a mediated influence of 0.44 and 0.448, respectively.

For evaluating the effect of gender of the respondents on the path model, the chi-square analysis for the model difference was carried out. The study classified respondents based on their gender and then evaluated the model difference. For evaluating the model difference, the chi-square analysis was done. The Table 3 shows the model level difference analysis of the respondents' gender.

As can be seen from the Table 3, the chi-square value for the unconstrained model is 8.269 with a *df* of 6, and for the fully constrained model, the value is 15.576 with a *df* of 13. The chi-square difference is 7.307 and *df* difference is 7. The analysis of group difference shows that the model is not significantly different among the respondents' gender. This finding indicates that in both genders, the model remains the same, and this also reveals the robustness of the model in case of both genders.

## Discussion

The study hypothesizes that celebrity attractiveness will influence advertising effectiveness. Specifically, it is hypothesized that celebrity attractiveness will influence purchase intention through the mediation of celebrity brand fit, attitude towards the advertisement, and attitude towards the brand. The study finds this hypothesis to be true, indicating a mediating role of celebrity brand fit, attitude towards the advertisement, and attitude towards the brand. These findings suggest that respondents considered the attractiveness of the celebrities as a cue for evaluating the advertisements. This is in accordance with the findings of Bower and Landreth (2001) and Kahle and Homer (1985). The mediating role of attitude towards advertisement and attitude towards brand on purchase intention suggests that attractiveness will help the respondents to view the advertisement and brand positively. This is an important finding for the advertising practitioners who are interested in using the celebrity endorsement strategy. This suggests that the practitioners of the celebrity endorsement strategy should use attractive celebrities to create a more positive attitude towards advertisements and brands.

The study also hypothesizes that the influence of celebrity attractiveness on purchase intention will be different for female and male respondents. This hypothesis was formulated with a belief that women and men differ in their involvement in the purchase of jewellery products. This hypothesis is rejected in the study, which indicates that the influence of celebrity attractiveness on advertising effectiveness is the same across genders. This suggestion is particularly important for advertising practitioners because this finding suggests that celebrity attractiveness influences purchase intention through celebrity brand fit as well as attitude towards advertisements and brands in both genders. This finding suggests that practitioners using attractive celebrities will be more effective with their advertisements.

The findings of the study can also be explained by using the social adaptation theory. According to Kahle and Homer (1985), the adaptive significance of the message will influence advertising effectiveness. Based on these



suggestions, the study hypothesizes that jewellery being an attractive relevant product will be influenced by the attractiveness of the celebrity. This hypothesis is found to be statistically significant in the study. In the case of respondents' gender, the study hypothesizes that women respondents will be more influenced by the celebrity endorsements as they are considered more involved in jewellery purchase, but this hypothesis fails to get accepted, indicating no significant difference among respondents' gender. Considering these findings, the explanation of the social adaptation theory for explaining celebrity attractiveness on purchase intention is not appropriate in the case of respondents' gender. This is an important finding for the academic community as the finding suggests a positive impact of celebrity attractiveness on purchase intention according to the predictions based on the social adaptation theory. However, generalization of this theory for explaining the influence of other factors, such as respondents' gender, should be made with caution.

## **Managerial Implications**

The study finds that celebrity attractiveness positively influences purchase intention for jewellery products. Hence, practitioners using the celebrity endorsement strategy should focus on attractiveness of the celebrities. The study developed a model which explains the influence of celebrity attractiveness on purchase intention for jewellery products. According to the model, the influence of celebrity attractiveness on purchase intention is mediated by celebrity brand fit and attitude towards advertisements. This finding shows the importance of communicating the relevance of celebrity attractiveness in products through advertisements. Furthermore, the effect of celebrity attractiveness on attitude towards the brand is also mediated by celebrity brand fit and attitude towards advertisements. These findings further emphasize the role of advertisements in creating purchase intention. The study also uses the social adaptation theory to explain the influence of celebrity attractiveness on purchase intention. This explanation is partially accepted as the model developed based on the theory holds good, but fails to find any gender influence. These findings are important for managers and academicians evaluating the effectiveness of celebrity endorsers.

## **Limitations of the Study and Scope for Further Research**

The basic aim of the study was to understand the effect of consumer perception about celebrity attractiveness on purchase intention. So, the study was carried out using two celebrities (Manju Warriar and Mohanlal) in a more realistic environment. The manipulation like high versus low which was used in the earlier literature (like Bower & Landreth, 2001) is not done in this study. Future studies can evaluate these manipulations. The study only takes into account the attractiveness factor of celebrities, and its effect on other factors like expertise, trustworthiness, image, etc. are not considered here. So, future studies can evaluate the influence of these factors on the model. The effect of time and involvement is considered as an important factor in influencing communication effectiveness. This study does not consider this factor, so future studies can be undertaken to incorporate these factors. Also, the study uses a high social risk product which is used for enhancing attractiveness. This limitation provides a biased opinion towards the celebrity attractiveness effect. Future research can be carried out using different product categories as well.

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