Abstract

Objectives – This paper aims to target few objectives, firstly being to measure the effectiveness of celebrity endorsements in terms of consumers’ perception of celebrity’s product knowledge. Also, measure the extent to which consumers infer the likability of celebrities and the brand image it portrays to the endorsed product, test the attitudes of consumers when it comes to evaluating advertisements using celebrity endorsements and compare attitudes towards celebrity endorsers between social classes.

Method – 100 questionnaires were distributed via personal approach using convenience sampling. Using SPSS, reliability was tested. To prove the hypothesis, regression was used and the paper also provides additional findings on different social classes compared to different types of celebrities.

Results – Out of 8 hypotheses, 4 were rejected. The results facilitate to the more extensive comprehension of the factors that affect the effectiveness of celebrity endorsements advertisements in a localized point of view. The research also expanded the researcher’s knowledge on different consumer profiles and their behaviors.

Conclusion – Out of the variables, the most significant are Correspondent Inference, Physical Attractiveness and Attitude towards Advertisement. The research model differed from the replicated journal by several points.

Keyword – Celebrity Endorsements, Advertising, Attitude