

Dilemma of Selecting Celebrity Endorsers: A Systematic Literature Review

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Abstract

This study aims to assess whether a local celebrity or an international celebrity is best suited for product/service endorsements in developing and developed countries. The technique used is a systematic literature review. Using 8 keywords, 114 articles were selected; 32 were rejected after the abstract screening. Around 19 articles could not be accessed, and after applying the year bracket (2012-2022), 40 articles were finalized for the study. Celebrity endorsement is a marketing strategy that has delivered results worldwide. However, when this strategy is used in developing countries, marketers should go for local endorsers, as populations are mostly nationalistic and ethnocentric and respond more favorably to local celebrities. On the other hand, populations in developed countries are indifferent to the fact whether a local or international celebrity is used. Furthermore, they respond favorably to those campaigns in which the endorser is credible, attractive, and is congruent with the product/service. The year bracket can be expanded to include more literature, and the research methodology can be changed to online or email interviews with marketers in developing/developed countries for deeper insights. The number of countries can be increased as well. Brand Managers/Global brand managers should use local endorsers in developing countries, as it is more fruitful and cost-effective. In developed countries, use endorsers who are more credible, attractive, and congruent with the product/service.

Keywords: *Celebrity Endorsement, Local Celebrity Endorser, International Celebrity Endorser, Developed Countries, Developing Countries..*

JEL Classification: *M31, M37, P42*

INTRODUCTION

Famous personalities in the entertainment industry, sports, or other fields, known as celebrities, have been utilized to promote products or brands since the 18th century. (Winterich, Gangwar, & Grewal, 2018) The use of these celebrity endorsers enhanced a company's brand

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appeal by attracting attention and improving brand recall. (Mishra & Mishra, 2014) It has also proven to increase sales, profits, brand recognition, brand recall, awareness, and even market share. (Johannes & Matthes, 2017) Celebrity endorsers are famous people who use their fame to promote a product/service by appearing in an advertisement for it. The celebrity endorser's fame may be general or specific to a particular brand's target audience. Normally, famous actors, sports athletes, singers, and comedians are used as celebrity endorsers. (Schimmelpfennig, 2018) When using a celebrity endorsement, marketers need to ensure that the celebrity has a positive emotional appeal with the target audience. (Centeno & Wang, 2020) However, the celebrity is selected by the CEO himself. The CEO should be aware of whether his consumers are ethnocentric. If they are ethnocentric, a local celebrity is more suitable to promote a local brand. (Roy, Guha, Biswas, & Grewal, 2019) If not, then international celebrities can be used to promote international and local brands.

In the West, around 25% of ads are based on celebrity endorsement, (Elberse & Verleun, 2012) whereas in East Asian countries, this figure is around 60%. (Yang, 2018) Research has shown that actors and sports celebrities are the most preferred endorsers by marketers globally. For example, Chris Hemsworth was used as an endorser for Tourism Australia, singer Taylor Swift for New York, singer Rihanna for Barbados, actor Jackie Chan for Indonesia, and actor Bae Yong-Joon for Korea. This shows that a local endorser has been used to market indigenous products or destinations. Sometimes, however, local celebrities are also used to market the indigenous locations of other countries. An example includes the use of Arnold Schwarzenegger to lure US tourists to Spain, (Roy, Dryl, & Gil, 2021) and the use of actor Ranveer Singh to attract Indian tourists to Switzerland. (Bapna, 2017)

Although using celebrity endorsers increases revenue, sometimes things turn out otherwise. These celebrity endorsers or brand ambassadors typically charge a large fee for their endorsements, and the whole campaign may backfire if customers are offended or dislike it. (Roy, Dryl, & Gil, 2021)

In recent years, with the rise of social media and other digital platforms, the use of celebrity endorsement has increased significantly. Social media, particularly Instagram, has extended the idea of a celebrity to include 'micro' celebrities, who are ordinary people but gain fame via their regular appearances on social media. These micro-celebrities are then used to endorse products on these platforms. (Moraes, Gountas, Gountas, & Sharma, 2019)

In Pakistan, celebrity endorsements are prevalent. Famous female celebrity endorsers include Mahira Khan, Sajal Ali, Ayeza Khan, and Aiman Khan, whereas famous male celebrity endorsers include Shahid Afridi, Fahad Mustafa, Faisal Qureshi, and Fawad Khan. (Rabia, Babar, Akram, Arif, & Tanveer, 2019) International celebrities were also preferred by some companies, but the scope was limited to India; however, in 2019, due to rising escalation between India and Pakistan, celebrity endorsements from Indian celebrities were banned. (Webdesk, 2019)

With the TV show *Dirilis Ertugral*'s rising popularity on the international stage, its stars managed to gather a huge fan base in Pakistan. For that reason, local brands began using Turkish actors and actresses to endorse them. However, this move was disliked by many local endorsers. (Entertainment Desk, 2020)

Based on these inferences from celebrity endorsement research, this study will examine whether an international celebrity or a local celebrity should be selected for ad campaigns in both developed and developing countries. This research article will firstly add to the literature regarding the preference for international celebrities over local celebrities. Secondly, it will provide businesses with guidelines on celebrity endorsements, enabling them to use their expenditure on celebrity endorsements more efficiently.

Theoretical background

Source Credibility Model theory suggests that the effectiveness of a message is dependent on the trustworthiness and expertise of its endorser. (Hovland & Weiss, 1951) It is also defined as the positive traits of a communicator that impact the receiver's acceptance of a message. (Ohanian, 1990) It means that the credibility of the source plays an important role in celebrity testimonial research because it has a positive yet complex impact on the message's persuasiveness. (Seiler & Kucza, 2017) Trustworthiness refers to the integrity, truthfulness, and believability of the celebrity who is endorsing the brand. This is why most marketers prefer endorsers known to be honest and dependable, since some customers are not convinced by messages from untrustworthy endorsers. Expertise of an endorser refers to the extent to which he/she is considered to be a source of sound opinions. This does not mean the endorser is an expert; it refers only to the endorser's information, skills, and experience. (Erdogan, 1999)

However, the Source Effectiveness Model indicates that the effectiveness of the message given by the celebrity endorser depends upon three factors: similarity, familiarity, and liking of the endorser. (Seiler & Kucza, 2017) Simultaneously, it refers to the assumed analogy between the source and the receiver of the message. Familiarity is defined as knowledge of the source due to exposure, and likeability refers to fondness for the source due to its behaviour and appearance. According to this theory, consumers are more likely to form positive stereotypes about a product or service when they see an attractive celebrity endorsing it. This is why marketers choose celebrity endorsers based on their attractiveness. (Erdogan, 1999)

Furthermore, the Transfer Model states that when an endorser is paired with a brand, consumers assume that the meaning related to the endorser applies to the brand as well. This transfer is done through a three-stage process. Firstly, meanings related to a celebrity are developed from his/her characteristics, achievements, roles, and campaigns. Then, it is expected that the celebrity transferred the meaning to the products through the endorsement. Lastly, the same meanings are transferred from the product to the customer via purchase and consumption. (McCracken, 1989)

LITERATURE REVIEW

In the current era, advertisers frequently use celebrity endorsements to attract customers and encourage them to purchase products or services. (Chan & Fan, 2020) According to Jaffari & Hunjra (2017), celebrity endorsements in advertisements play a significant role in motivating consumers to purchase a product or service, as the ad's target audience associates the brand with the celebrity. Hence, if he liked the celebrity, there was a strong chance that the customer would purchase the product. Their research also highlighted that credibility, familiarity, and clutter affected customers' purchase intention. Rabia, Babar, Akram, Arif, & Tanveer's (2019)

research also concluded that celebrity endorsement had a strong impact on brand-conscious consumers' perceptions. The more attractive a celebrity was to the target audience, the higher the brand recall of the consumers. The celebrity's attractiveness was such a significant factor that some customers chose the brand endorsed by their favorite celebrity, regardless of the product's price. Zaheer (2018) also endorsed the view that celebrity endorsements affected consumers' purchase intention, but the attractiveness and expertise of the celebrity endorser played an important role in this. This means the brand's superstar endorser needs to be beautiful and have expert knowledge on the subject. Her work also highlighted that male consumers' purchase intentions were more likely to be affected by the celebrity endorser than those of female consumers.

Research was conducted in the cosmetics industry to measure the influence of local and international celebrity endorsers' credibility on consumer purchase intention. The research concluded that young consumers responded differently to local and international celebrities, and there was an indication that the celebrity's nationality could be a moderating variable in the relationship. (Nyamakanga, Ford, & Viljoen, 2019) Yu & Hu (2020) suggest that the impact of a local celebrity endorser or an international celebrity endorser on consumers' mindset depends on the level of patriotism. The more patriotic a person is, the more that individual would prefer a local celebrity as an endorser for the product, as was the case in China, where the use of a local celebrity had a greater impact than that of a Western celebrity.

Roy, Guha, Biswas, & Grewal (2019) state that local celebrities should be used to promote products when the customer base consists of higher-ethnocentrism customers, and foreign celebrities should be used for less-ethnocentric customers, but only for foreign brands. The study also emphasized that, when selecting a celebrity endorser for foreign brands, the marketers need to align the celebrity with the brand or with the target consumer segment.

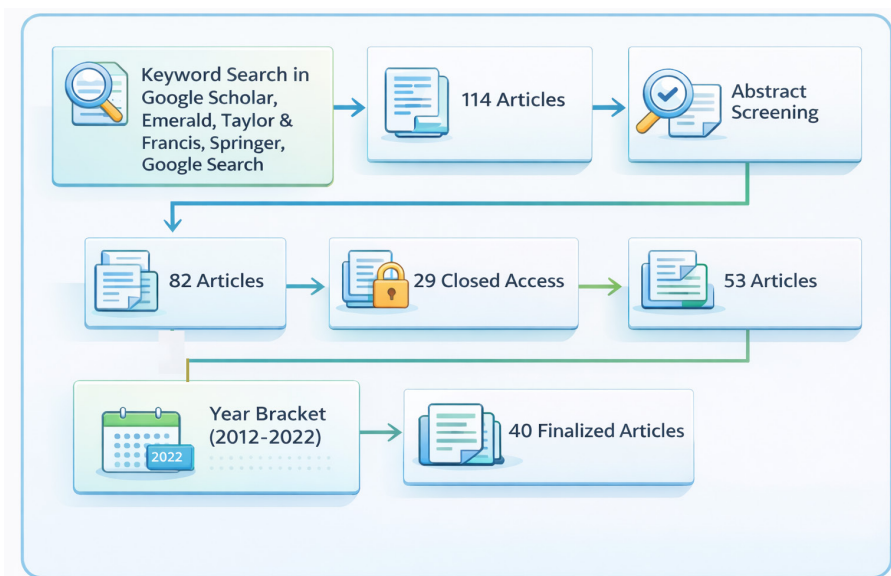
Centeno & Wang (2020) suggest that the use of foreign celebrities for local products can be more effective if celebrity endorsers can bridge social and cultural distances through social distance activation. The reason for this is that a foreign celebrity endorser has a natural social gap; hence, by narrowing social distance through social categories like friend or family member frames, the relational appeal of an international celebrity can be increased. When this distance is removed, foreign endorsers can deliver the desired results.

RESEARCH METHODOLOGY

A literature review merely helps develop academic inquiries, determine the boundaries of prior research, and push those boundaries forward by identifying new gaps. A systematic literature review, however, helps condense, analyze, and integrate a body of related literature, thereby developing new themes and theories. It also helps in checking the validity and quality of published work against criteria that reveal weaknesses and contradictions in research articles. (Xiao & Watson, 2019) This method was used in this research because it was congruent with the scope, which involved conducting research in both developing and developed countries. Quantitatively, this is not possible due to the scarcity of financial, human, and time resources. Therefore, a systematic literature review was adopted, as it could provide important research insights and was a cost- and time-effective method that required minimal human resources.

Data Collection

This is a qualitative research paper that represents a systematic literature review. The research is based solely on secondary data, comprising research articles, conference papers, reports, and magazine/news reports. Firstly, relevant research articles were searched in leading search engines such as Google Scholar, Emerald, Taylor and Francis, and Springer, as they offer extensive lists of articles with customizable search options. Furthermore, a simple Google search engine was also used to find the research articles. The articles were searched using the keywords celebrity endorsement, local celebrity endorser, international celebrity endorser, endorser credibility, endorser attractiveness, Patriotism/Ethnocentrism, Celebrity brand Congruence, and endorser expertise. These keywords were selected as they were directly related to the research. Secondly, only articles containing these keywords and published between 2012 and 2022 were selected.



A total of 114 articles were shortlisted by using the 8 keywords mentioned above. After abstract screening, 82 articles remained, of which 29 were not open access. 53 articles remained, and, with the 2012–2022 time bracket, only 40 were finalized for the systematic literature review. Based on analysis of the literature, the following themes emerged:

Celebrity Traits

According to Tri (2022), Ho, Phan, & Le-Hoang (2020), Abd Aziz, Omar, & Ariffin (2020), Komalasari & Liliani (2020), Jain & Roy (2016), Mishra & Mishra (2014), Ha & Lam (2017), NGuyen (2020), the credibility, attractiveness and expertise of the endorser had a great impact on the consumer mindset, purchase intentions, brand loyalty and purchase behavior among the developing countries. However, the magnitude of the impact varied over industries and geographical locations. In India, the magnitude was high as celebrities were the most respected people in society. (Emmadi, 2017) Similar cases, but of lesser impact magnitude, were seen in the other developing countries.

The factor that stood out the most was celebrity endorser credibility, followed by attractiveness and expertise. Among these three traits, endorser credibility and attractiveness were the primary factors influencing consumer mindset, purchase intention, brand loyalty, and purchase behavior.

According to Chan & Fan (2020), Seiler & Kucza (2017), Nyamakanga, Ford, & Viljoen (2019), and Calvo-Porrall, Rivaroli, & Orosa-González (2021), the traits of the celebrity endorser did have an impact on the purchase intention, brand value in the mind of a consumer, and consumption behavior of a customer amongst the developed countries. In the literature reviewed, it was observed that, among developed countries, credibility and attractiveness were the major factors influencing consumers' minds.

Customer Preference

As per the research conducted by Emmadi (2017), Rabia, Babar, Akram, Arif, & Tanveer (2019), Rameez ul Hassan & Jamil (2014), Bhatti & Fiaz (2016), Armielia (2018), Yu & Hu (2020), Roy, Guha, Biswas & Grewal (2019), Schimmelpfennig, (2018) & Chan & Fan (2020), whether it's a developed country or a developing country, the purchase intention, purchase behavior, brand image and brand loyalty of the majority of consumers are influenced by celebrity endorsers. However, whether a celebrity needs to be international or local varies by country. In ethnocentric and nationalistic countries, better results are obtained when local endorsers are used. (Yu & Hu, 2020) Schimmelpfennig (2018) endorsed the use of celebrities but advised using only those known to a minority of the population, as this would make the ad more effective by allowing the brand to elaborate on its story. He also added that this strategy is less risky and less expensive than hiring major celebrities.

In some cases, like the Philippines (Arcega, Lagarico, & Ramos, 2019), and Pakistan (Rameez ul Hassan & Jamil, 2014) Celebrity endorsements did not affect the customer's mindset; other factors did. Campbell & Warren (2012) observed that the use of endorsements leads to the transfer of negative associations. Arcega, Lagarico, & Ramos (2019) endorsed it and added that it also negatively affected the customer's mind.

Marketers Preference

Amongst developing countries, local and international celebrity endorsers exerted varying influences on their populations. Overall, in China, a local celebrity was preferred because most of the population was patriotic and the cost of a local celebrity endorser was lower (Tong & Su, 2021), even for effectively marketing international products. (Yu & Hu, 2020). Secondly, female celebrity endorsers, not Western but Korean, also had a positive influence on consumers' purchase intention. (Cui & Bai, 2020) In Vietnam, local celebrities were preferred over international ones as well. The same was the case in Indonesia, where local celebrities were preferred over international ones, to the extent that even those with minor achievements were preferred, as they were familiar to the audience. (Prambudi, 2018) In Bali, the use of local celebrities on social media induced impulse buying among customers in the culinary industry. (Wijaya & Suasih, 2020) The same was the case in the Philippines, where local endorsers were preferred. (Centeno & Wang, 2020) In Malaysia, however, two differing perceptions emerged. One research study found that international celebrity endorsers were preferred because they led customers to believe the product was of premium quality. (Mat Dom, Suhaila binti Ramli, Chin,

& Fern, 2016), whereas another study found that an attractive local celebrity endorser affected consumers' purchase intentions. (Abd Aziz, Omar, & Ariffin, 2020) Pakistan was an interesting case as well, where international celebrity did influence consumers' purchase intentions (Khan, 2018), but mainly for low-involvement products, whereas for high-involvement products, local celebrities were preferred. (Razi, Hasan, & Saqif, 2021) The impact of local celebrities was so strong that consumers were willing to pay a premium for products endorsed by them. (Rabia, Babar, Akram, Arif, & Tanveer, 2019) However, Rameez ul Hassan & Jamil (2014) stated that celebrity endorsers, whether local or international, had no impact on consumers' mindset; brand loyalty and image were the factors that triggered purchases. In India, since the population had a local orientation, local celebrities were preferred. (Mishra & Mishra, 2014) On the contrary, Bangladeshi people believed that international celebrities added value to the brand and improved brand awareness. (Rahman, 2018) Turkish marketers preferred to use international celebrities for global brands such as Turkish Airlines. (Kansu & Mamuti, 2013) The Kenyan marketers believed that the effectiveness of a local or international celebrity was only effective if it was congruent with the brand. (Welden, 2016)

Among the developed countries, results varied widely from country to country. In Spain, local celebrities had a great influence on consumers' purchase behavior when they matched the product, to the extent that customers were willing to pay a premium. (Calvo-Porrall, Rivaroli, & Orosa-González, 2021) In Lithuania, people also preferred local endorsers, but only for low-involvement products. (Dikčius & Iliciukienė, 2021) In the USA, there were two types of results: cosmopolitan customers reacted more favorably to ads endorsed by international celebrities, whereas ethnocentric customers responded more favorably to local endorsers. (Roy, Dryl, & Gil, 2021) In South Africa, the consumers were more prone to be influenced by an international celebrity if he possessed the expertise trait. (Nyamakanga, Ford, & Viljoen, 2019)

CONCLUSION

After reviewing the literature on celebrity endorsements, preferences for international or local celebrities, and celebrity traits in developed and developing countries, it can be concluded that celebrity endorsement is a strategy that has been in use for decades and has proven fruitful for many businesses worldwide. However, since each country or geographic location is a unique sphere, even if it may share some similarities with other locations, the marketer must take all individual, cultural, and economic factors into account before deciding whether to use a local or international celebrity endorsement for a product/service. An endorsement strategy may work brilliantly at one location and fail spectacularly at another.

Secondly, since some developed countries tend to have more nationalistic populations, campaigns featuring local celebrities tend to yield good results, even for international products. The results are even better when the population adores its local celebrities, as in India. In rural areas of these developing countries, people tend to respond more favorably to physically attractive female endorsers than male endorsers. But even in these cases, the celebrity needs to be credible, attractive, and a good match for the product/service they are endorsing. In other developing countries, such as Indonesia, Malaysia, and Vietnam, local endorsers were preferred in some areas, while international endorsers were preferred in a few. On the other hand, since majority of developed countries have more globalized populations, some of those people are indifferent whether a local or international celebrity is used for the endorsement,

to them, credibility, attractiveness and product match up matters the most while others, who are zealous fans of any celebrity, group or team they would react positively to any campaigns endorsed by them. Hence, it can be concluded that, in most developing countries, local celebrities should be preferred, but only after analyzing population preferences, whereas in developed countries, the use of international celebrities is a better option.

Limitations

This research has three limitations. Firstly, this research is limited to 21 countries; therefore, the scope can be expanded to include additional countries. Secondly, only articles published in the year bracket 2012-2022 were used; a wider year bracket can be used. Thirdly, more detailed insights can be gained by shifting the research methodology from a systematic literature review to a mixed-methods approach. However, data can be collected from different actors in markets in developed and developing countries. This will help in providing detailed insights into this field.

Implications

Implications for theory

This research article contributes to the literature on celebrity endorsements, specifically addressing whether to choose a local or international celebrity across developing and developed countries. Although prior research has provided detailed insights regarding celebrity endorsements, local or international endorsements, the scope of this research has been expanded to many developed and developing countries. The findings of this research are an important academic contribution that will pave the way for further research in this field.

Implications for practice

In the practical field, this research article provides important insights for marketers, especially brand managers and global brand managers responsible for managing a brand in a particular country or across multiple countries. For marketers in most developing countries, it advises them to prefer local celebrities, as most of the population is more nationalistic and ethnocentric. At the same time, they need to ensure that the celebrity they choose to endorse the product is credible, attractive, and congruent with the product or service. Furthermore, since using local celebrities is more cost-effective than international celebrities, marketers can achieve the most desirable results at minimal cost.

For marketers in developed countries, it arms them with the knowledge, that since their population is more globalized and has different traits, i.e., some are receptive to international endorsers, some are more receptive to local celebrities, or their beloved celebrity idols, some are indifferent whether the endorser is international or local, the marketers need to conduct a thorough audience analysis before going for a national or local endorser if they want to maximize the result of the campaign.

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APPENDIX

| Author/s | Origin | Article Title | Research Type | Summary Points |
|-----------------------------------|-------------|---|-------------------------------|---|
| Yu & Hu (2020) | China | When luxury brands meet China: The effect of localized celebrity endorsements in social media marketing | Quantitative Research Article | Local celebrity endorsers would instigate more social media interaction and improve perceived brand luxury than the international (Western), celebrity endorsers. Local celebrity endorsements are even more effective if the target audience is patriotic. |
| Roy, Guha, Biswas & Grewal (2019) | USA | Celebrity endorsements in emerging markets: Align endorsers with brands or with consumers? | Quantitative Research Article | When local celebrities are used to endorse foreign-made goods, ethnocentric customers respond positively to the product. However, cosmopolitanism consumers react more positively when international celebrities are used. |
| Chan & Fan (2020) | Hongkong | Perceptions of advertisements with celebrity endorsement among mature consumers. | Qualitative Research Article | Celebrity endorsement has a cognitive effect, and young people are more likely to be influenced by it than older people. Secondly, the source attractiveness and brand fit model, which best explains the communication effect of celebrity-endorsed branding |
| Seiler & Kucza (2017) | Switzerland | Source credibility model, source attractiveness model and match-up-hypothesis – an integrated model | Quantitative Research Article | Celebrity credibility, attractiveness, and trustworthiness, along with product fit, are significant factors in a testimonial strategy. When used correctly, it can create a positive effect towards a brand. |
| Campbell & Warren (2012) | USA | A risk of meaning transfer: Are negative associations more likely to transfer than positive associations? | Quantitative Research Article | When using celebrity endorsements, negative associations are more likely to be transferred than positive associations, even in environments that hinder the transfer of positive ones. |
| Centeno & Wang (2020) | Philippines | Effects of narrowed social distance on local and international celebrity-endorsed advertisement attitudes | Quantitative Research Article | Use of celebrity endorsers is more effective when the celebrity used is local rather than international and is featured in a socially close category. |

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|---|------------------------|---|-------------------------------|---|
| Emmadi (2017) | India | Celebrity Endorsement: A Literature Review | Qualitative Research Article | Celebrities are the most respected people in Indian society; hence, most Indians see them as role models. Using this connection, companies market products through celebrity endorsements and can influence consumer buying behavior and attitudes towards a brand. |
| Rabia, Babar, Akram, Arif, & Tanveer (2019) | Pakistan | Impact of Celebrity Endorsement on Brand Conscious Consumers: A Case Study in Pakistan | Quantitative Research Article | Local celebrity endorsements are strongly associated with product sales. The celebrity's attractiveness also influences consumers and makes them/brand loyal. Hence, ads featuring local celebrities tend to increase sales, even for expensive products. |
| Jain & Roy (2016) | India | Understanding meaning transfer in celebrity endorsements: A qualitative exploration | Qualitative Research Article | 7 dimensions of celebrity endorsement, namely: Personality, Credibility, Physical Appearance, Feelings, Performance, Values, and Cogent Power have a significant impact on local celebrity advertisements in India. |
| Nyamakanga, Ford, & Viljoen (2019) | South Africa | Local and international celebrity endorsers' credibility and consumer purchase intentions | Quantitative Research Article | The honesty and attractiveness of local celebrities significantly influenced the purchase intentions of Generation Y and Z, whereas the expertise aspect of international celebrities impacted the purchase intentions of the consumers. |
| Mishra & Mishra (2014) | India | National vs. Local Celebrity Endorsement and Politics | Quantitative Research Article | In India, a local celebrity (area-specific) endorser will be considered credible if the individual is attractive, an expert, and honest. Local celebrities (area-specific) can be hired to build political brand equity; however, they are less effective than national-level celebrities. |
| (Roy, Dryl, & Gil (2021) | India, Brazil & Poland | Celebrity endorsements in destination marketing: A three country investigation | Quantitative Research Article | Celebrity endorsements led to positive customer attitudes; however, if a consumer has a high level of global orientation, he/she may prefer an international celebrity over a local one, whereas if people have a high level of local orientation, local celebrity endorsement would be more effective. |

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| Schimmelpfennig, (2018) | Switzerland | Who is the Celebrity Endorser? A Content Analysis of Celebrity Endorsements | Qualitative Research Article | Celebrities known only to a minority of consumers can be used to make celebrity endorsement ads more effective, as they allow the brand to elaborate on its story in the ad and are less risky and less expensive than major celebrities. |
| Ha & Lam (2017) | Vietnam | The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention | Quantitative Research Article | Celebrity match, brand trustworthiness, and expertise play an important role in shaping consumers' purchase intentions in Vietnam. Celebrity familiarity had no impact on the consumer attitude towards the brand |
| Tri (2022) | Vietnam | Celebrity endorsement and purchase intention: The case of Toyota Vios in Vietnam | Quantitative Research Article | Celebrity characteristics (credibility, attractiveness, and brand match), personal traits (expressiveness and satisfaction), and social factors (influence of peers) have a notable effect on the customer's purchase intention via imitation behavior in Vietnam. |
| Ho, Phan, & Le-Hoang (2020) | Vietnam | The Authenticity of Celebrity Endorsement on Purchase Intention - Case on Local Fashion Brand in Vietnam | Quantitative Research Article | Celebrity reliability, similarity, and compatibility had the most impact on the consumption behavior of youth in Vietnam, followed by attraction and expertise. |
| Wijaya & Suasih (2020) | Indonesia | Peran Local Celebrity Endorsement pada Iklan Di Media Sosial Terhadap Pembelian Produk Kuliner Di Provinsi Bali Pada Masa Stay Home Akibat Pandemi Covid-19 | Quantitative Research Article | Use of local celebrity endorsement via social media had a significant impact on buyer intention and, indirectly, on impulsive buying in Bali's culinary product industry. |
| Rahman (2018) | Bangladesh | Building brand awareness: The role of celebrity endorsement in advertisements | Qualitative Research Article | International Celebrities, who are famous in the target market, are likable, have a positive image, good personalities, and capabilities, adding value to the brand and improving brand awareness. Furthermore, factors such as viewers' positive attitudes towards the celebrity and the ad message also contribute to making celebrity endorsement more effective. |

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| Komalasari & Liliani (2020) | Indonesia | The Effectiveness of Celebrity Endorsement in Instagram for Local Food Brand on Indonesia's Customers Attitude Towards Brand and Purchase Intention | Quantitative Research Article | Factors that make celebrity endorsements more effective in influencing consumers' purchase intention in the Indonesian food industry include celebrity personality, attractiveness, similarity, and match-up congruence with the product. Hence, merely using a celebrity with expertise, trustworthiness, and popularity will not suffice. |
| Abd Aziz, Omar, & Ariffin (2020) | Malaysia | The Impact of Celebrity Endorsement on Millennials' Purchase Intention towards Local Health and Beauty Product | Quantitative Research Article | The use of local Malaysian actresses to endorse local health and beauty products significantly impacted millennial purchase intentions in Malaysia. The main reason for this impact was the local celebrity's attractiveness. |
| Shah, Olya, & Monkhouse (2022) | Pakistan and U.K. | Developing strategies for international celebrity branding: a comparative analysis between Western and South Asian cultures | Qualitative Research Article | Global celebrities have cross-cultural appeal, and common areas exist across markets. The U.K.-based audience responded similarly to ads with or without sexual appeals, but in the case of Pakistan, the people responded negatively to ads with sexual appeals, even though they accepted sexuality in association with a brand ambassador. |
| Rameez ul Hassan & Jamil (2014) | Pakistan | Influence of celebrity endorsement on consumer purchase intention for existing products: A comparative study | Quantitative Research Analysis | Using a local (Pakistani) or an international (Indian) celebrity had little impact on Pakistanis' purchase intention. Product quality, brand image, and loyalty were the key factors influencing purchase decisions. |
| Razi, Hasan, & Saqif (2021) | Pakistan | Impact of national and international celebrity endorsement on consumer purchase intentions | Quantitative Research Article | When purchasing low-involvement products, consumers typically rely on ads featuring global celebrities; however, when purchasing high-involvement products, they trust those endorsed by local celebrities. |
| Bhatti & Fiaz (2016) | Pakistan | Exploring the Effects of Celebrity Endorsement in Electronic Media Advertisements on Purchasing Behavior of Citizens of Sargodha City | Quantitative Research Article | Celebrity-endorsed ads had higher recall than non-celebrity-endorsed ads. Furthermore, female celebrities in the showbiz industry had a greater impact on consumers' minds than male celebrities. |

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| Cui & Bai (2020) | China | Influence of Korean Celebrity Endorsement on Chinese Consumers' Purchase Intention towards Fashion Goods | Quantitative Research Article | Ads portraying Korean Celebrities have a significant impact on the purchase intention of young, educated Chinese consumers. Furthermore, attractive female Korean celebrities have greater impact than male celebrities. |
| Khan (2018) | Pakistan | The Effect of Celebrity Endorsement on Consumer Purchase Intention - Evidence from Qmobile Linq Advertisement | Quantitative Research Article | The use of Priyanka Chopra (International Celebrity) in the Qmobile ad campaign had a positive impact on consumer purchase intention due to her attractiveness, Trustworthiness, and alignment with the product. |
| Prambudi (2018) | Indonesia | Comparing Between Local and International Endorsement | Quantitative Research Article | Indonesian people were more likely to be influenced by local athletes than by international athletes, even if the local athlete had only minor achievements. This was because the Indonesians were more familiar with the local athlete and hence preferred him over the international one. |
| Friedrich & Nitsch (2019) | Germany | Celebrity Political Endorsement and Young Voters in Europe: A Five-Country Comparison on Celebrity Support Effectiveness in the European Elections | Quantitative Research Article | Celebrity endorsements in European political campaigns are culturally bound. Secondly, since the European film industry is fragmented and comparatively small, language barriers within national media hinder international visibility and fame. Very few manage to become transnational celebrities, but even they were unable to influence the young audiences. The reason for this was that, due to specific cultural orientations, European celebrities appeal only to certain fan communities, not to society as a whole. So, well-known stars in Europe who can serve as effective endorsers for political campaigns at the subcultural, national, and international levels are scarce. |

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| Dikčius & Ilciukienė (2021) | Lithuania | National or Global? Moderated Mediation Impact of Sports Celebrity Credibility on Consumer's Purchase Intention | Quantitative Research Article | Celebrity credibility had no influence on perceived quality, regardless of whether the celebrity was local or international. But the localness of the national celebrity influenced customers' purchase intentions and led to purchases when the product was low-involvement. |
| Calvo-Porral, Rivaroli, & Orosa-González (2021) | Spain | The Influence of Celebrity Endorsement on Food Consumption Behavior | Quantitative Research Article | The use of local celebrities for the Spanish target audience positively impacted Spanish food consumption. If there was congruency between the celebrity and the product, the celebrity was credible and trustworthy. The impact was so significant that people were willing to pay a premium for foods endorsed by local celebrities. |
| Kansu & Mamuti, (2013) | Bosnia and Herzegovina | The Use of Celebrity Endorsement as Marketing Communication Strategy by Turkish Airlines | Qualitative Research Article | Turkish Airlines has used a Think Global, Act Local strategy with celebrity endorsements; hence, its use of international sports athletes with different marketing messages and campaigns for different markets has yielded great results for the airline. |
| Mat Dom, Suhaila binti Ramli, Chin, & Fern (2016) | Malaysia | Determinants of the Effectiveness of Celebrity Endorsement in Advertisement | Quantitative Research Article | The celebrity endorser's nationality did not cause ethnocentrism among customers, and ads featuring international celebrities were more effective. Furthermore, ads featuring international celebrities led consumers to perceive the product as higher quality. |
| Armielia (2018) | Indonesia | Celebrity endorsement in Japan tourism based on consumer-celebrity worship | Quantitative Research Article | The use of local Japanese celebrities to promote Japanese destinations prompted a positive response among Arashi's fan base. One reason for this response was the fan base's extreme zeal for Arashi. |

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| Morimoto (2018) | Japan | Congruence and celebrity endorser credibility in Japanese OTC drug advertising | Quantitative Research Article | Celebrity endorsements are a preferred marketing strategy in Japan, as identification is a key factor in developing customer relationships. Furthermore, market-specific information about endorsers' cultural meanings is vital for influential marketing campaigns by pharmaceutical companies. |
| NGuyen (2020) | Vietnam | The Influence of Celebrity Endorsement on Young Vietnamese Consumers' Purchasing Intention | Quantitative Research Article | Use of a local Vietnamese celebrity (Son Tung) influenced the purchase intention of the consumer due to the physical attractiveness, credibility, expertise, product match-up, and popularity of the endorser. |
| Tong & Su (2021) | China | Country-of-origin effects in celebrity endorsements: The case of China | Quantitative Research Article | Employing a local celebrity with a global image would be the recommended strategy for international brands entering the Chinese Market. Likewise, using local (Chinese) sports stars for local brand endorsements will yield better results. Furthermore, using a local celebrity would be more affordable than using an international celebrity. |
| (Pokharel & Pradhan, 2017) | Nepal | Influence of Celebrity Endorsement on Consumers' Buying Behavior of Fast Moving Consumer Goods in Kathmandu | Quantitative Research Article | Celebrity-endorsed ads influenced the majority of Nepalese respondents; however, the study also revealed that celebrity endorsement ranked fourth among customers' priorities. Brand, quality, and cost were among the top 3. |
| Arcega, Lagarico, & Ramos (2019) | Philippines | The impact of celebrity endorsement on the buying behavior of the students of college of business administration in Pup Manila 2019-2020 | Quantitative Research Article | Most Filipino respondents stated that they were neutral toward ads with celebrity endorsements, as these did not influence their decisions to buy the product. However, it did affect some customers' decisions. Lastly, if a celebrity was involved in a scandal or received negative publicity, that also affected the customer's perception. |

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| Mahao & Dlodlo (2017) | South Africa | Investigating the source attributes influencing Consumers' credibility evaluations of an athlete celebrity endorsed product | Quantitative Research Article | Only those local athlete celebrities need to be chosen to endorse the brand who have trust, authority, likeability, and most importantly, match the product. These endorsers should be trained to improve their knowledge and equip them with the relevant skills to endorse and match the product. Likeability can be improved by engaging these celebrities in non-commercial community initiatives. |
| Welden (2016) | Kenya | Influence of celebrity endorsement of smartphones in Creating customer loyalty among university youth in Nairobi | Quantitative Research Article | The impact of a local or international celebrity product endorsement depends on popularity, credibility, physical attractiveness, and product match. An example of a Sony Ericsson phone branded as a James Bond phone worked wonders. |