

INVESTIGATING THE RELATIONSHIP BETWEEN CELEBRITIES- CONSUMERS' CONGRUENCE ACCORDING TO THE ROLE OF FAMOUS CELEBRITIES IN 5040 COMPANY'S ADVERTISEMENTS

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ABSTRACT

Nowadays, advertisement and information provisioning have become integral parts of the economic units; in line with this, advertisement using famous individuals is considered as one of the most attractive and most widely applied methods for introducing or strengthening the companies' brands. The present study aims at the elaboration of the relationship between celebrities-consumers' congruence according to the role of celebrities in 5040 companies' advertisements. The current study is an applied research in terms of its objectives and it is a quantitative research in terms of the data and it is finally a descriptive-survey research in terms of the data collection method. In this research paper, the study sample volume was selected using convenience method from amongst the customers of the internet-based 5040 store in Tehran and the questionnaire was distributed between the reachable individuals. To determine the study sample volume, Cochran formula was used for an uncertain sample volume and it was set to 384 individuals considering the unlimited number of the customers. In this study, Cronbach's alpha coefficient was used for determining the reliability of the questionnaire. To test the study hypotheses and analyze the information, structural equation modeling (SEM) was applied. The results indicated that the celebrities-consumers' congruence is positively associated with four of the related variables, including brand identification, brand attitude, brand commitment and customers' behavioral intention.

Keywords: Celebrities, Celebrity-Consumer Congruence, Structural Equation Modeling

INTRODUCTION

The use of the reference groups in marketing and advertising of the goods constitutes part of the organizations' costs parallel to the advancing of the products' sales. In his marketing management book, Cutler defines reference groups as follows: "an individual's reference groups are comprised of the entire groups that directly or indirectly influence his or her behavioral beliefs and opinions; the groups that directly influence an individual are called membership groups" (Cutler and Keller, 2016). Amongst these groups are famous individuals who are welcomed by the other society members for their fame, popularity, honors and the other accomplishments and organizations use them for encouraging the consumers buy their goods. Famous individuals are somehow realized as the leaders of the minds and opinions of the addressees and have the ability to guide the consumers' tendencies and preferences towards a given commercial product or name within the format of a reference group (Abdolvand and Husseinzadeh, 2015). Since the presence of the famous celebrities in advertisements in Iran is envisioned as a rather new phenomenon and its importance is yet to

be clarified for the possessors of the goods and occupations, the present study tries elucidating the relationship between the celebrities-consumers' congruence according to the role of celebrities in 5040 Company's advertisements. The study title as well as the used variables are amongst the innovations of the current research paper.

STUDY BACKGROUND

In a study titled "the investigation of using celebrity endorsement in advertisements and its effect on the consumers' attitudes towards advertisement", Esma'eilpour et al (2018) dealt with the effect of such characteristics of the famous celebrities as physical and appearance attractiveness, expertise, congruence to the product and reliability on the consumers' attitudes towards the advertisement. The results of the study indicated that the aspects and properties of the endorsing celebrities like appearance attractiveness, reliability and expertise exert positive and significant effects on the consumers' attitudes towards advertisement; but, the positive and significant effect of such an attribute as the congruence between the celebrity and the advertised product on the consumers' attitudes towards the advertisement is not confirmed.

In 2017, Faiz et al performed a study called "the effect of the famous celebrities' attractiveness and advertisement effectiveness". The results of the study are reflective of the idea that familiarity has a negative and significant effect on the attractiveness of the famous celebrity. It was also found out that loveliness positively and significantly influences the attractiveness of the famous celebrity. On the other hand, the results are reflective of non-effectiveness of similarity on the attractiveness of the famous celebrity. The relationship between the attractiveness of the famous celebrity and advertisement effectiveness was also found positive and significant.

Khosravi Anjedani et al (2016) dealt in a dissertation with the role of advertisements in the purchase point as one medium of the marketing communication in consumers' decision-making and intention-to-buy. The study findings indicated that the advertisement in purchase point has a positive and significant effect on the consumers' intention to buy and brand equity, also, as an intermediary variable between advertisement in purchase point and intention to buy, was found having a synergistic effect on intention to buy.

Sarkeshiki and Haghighi (2015) dealt in a study with the effect of famous advertisements on the customers' brand perception and their intention to buy in Iran's clothing industry. The results indicated that there is a high correlation between famous advertisements and brand perception as well as the Iranian consumers' intention to buy in clothing industry.

Bajmalvi Rostami et al (2015) dealt in a study with the effect of the presence of the celebrities and famous persons in advertisements on the customers' intentions to buy. The results of this study indicated that the consumers' attitudes towards advertisement influence their attitudes towards the goods which are per se influential on their intentions to buy.

Kamal Khan et al (2016) dealt in a study with the effect of celebrities' endorsement on the consumers' intentions to buy. The results obtained from this study indicated that the customers-celebrities relationship and their judgments and endorsements do not have any effect on the customers' intention to buy but the quality, brand image and brand trust were found influential on the consumers' intentions to buy.

Futbyawaygan (2015) conducted a research named "the investigation of the celebrity endorsement's effect on the young consumers in purchasing of trendy clothing in Hong Kong".



The results of the study indicated that the young consumers are influenced in their purchase of clothing by the advertisements in which celebrity endorsement for advertising the stylish clothing was used.

Suki (2014) carried out a research called “Does the credibility of the celebrities influence the Muslim and non-Muslim consumers in respect to brand and their intentions to buy?” The results of these studies indicated that the celebrities’ expertise and their attitudes towards brands can be predicted in a more intensified manner amongst the Muslim consumers as compared to non-Muslim consumers. It was also found out that the faith and trust of the Muslim consumers might be associated with the perception of the celebrity endorsed products and services that are in compliance with the canonical principles and Islam.

Ilicis and Webster (2011) dealt in a study with the effects of numerous endorsers and consumer-celebrity attachments on the purchase intention and attitudes. The results obtained in this study indicated that the intense attachment to a celebrity provokes positive attitudes towards advertisement and trademark disregarding the number of the endorsements. There was also found a significant mutual effect for intention to buy and it is indicative of the idea that both the variables, i.e. attachment and number of endorsements, influence the purchase likelihood. When the consumers feel more intensive attachment to a famous person, they are found negatively influenced in their intention to buy if the celebrity endorses many trademarks; moreover, their intentions to buy are increased by the numerous endorsements if they feel weak attachment for the celebrity.

H. Silvera and Astad wrote an article in 2004 entitled “factors predicting the advertisement effectiveness using celebrities”. The results of their study indicated that the perceived knowledge of the celebrity about the product is not associated with the attitudes towards the products and that the attitudes towards the sponsor can be assessed through admiration, type of feelings, perceived similarity and physical attractiveness of the sponsor.

In another study, Goldsmith et al (2000) investigated the effect of the celebrity endorsement and the company credibility on the attitudes towards advertisement, attitudes towards trademark and purchase motivations. The findings indicated that the credibility plays an important role in consumers’ response to advertisement and trademark.

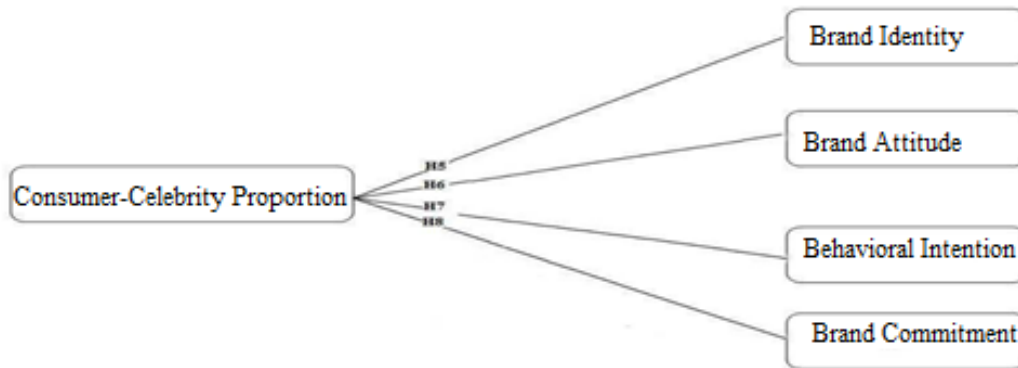
STUDY METHOD

The present study applies an inferential, descriptive, survey, cross-sectional method. The present study’s method is an applied one in terms of the objective; considering the study nature, it is a descriptive, survey and causal research. According to the fact that the researcher of the present study engages in observation and data collection in a point of time, the study can be considered as a cross-sectional one. The study population of the present study includes the customers of the internet-based 5040 company. The customers of the internet-based 5040 Company reach in number to over one million individuals. So, because the study population is very large in number, Cochran formula has been used for determining the study sample volume. A questionnaire was distributed electronically through email based on a convenience sampling method. The intended sample volume was found consisted of 384 individuals based on Cochran Formula and 450 questionnaires were distributed. Out of the foresaid number, 419 questionnaires were returned. Eleven questionnaires were found imperfect hence discarded. In the end, the information analysis was undertaken for 408 questionnaires.



According to the extensive activities of 5040 Online Store in using society's celebrities for advertisement of its products, the researcher made efforts to interview with six of the most well-known celebrities the 5040 Company has used for the advertisement of its online store's products. Two actors, Akbar Abdi and Nasrin Moghanlou, two singers, Reza Sadeghi and Farzad Farzin, and two football players, Ali Karimi and Mahdi Taromi, are amongst the most famous of the celebrities used by this online store for the advertisement of its products and their advertisements are amongst the most frequently visited ones on the company's website. The information gathering methods of the present study are library research and questionnaire. In determining the questionnaire's validity, the researcher has made more emphasis on the construct validity. In the current research paper, Cronbach's alpha coefficient was used to determine the instrument reliability. The Cronbach's alpha coefficient method is basically an investigation of the spectra or scales. In this study, SMART PLS 3.0 Software will be utilized to perform the intended analyses and confirm or reject the study hypotheses.

Study Model:



Study Hypotheses:

Main Hypothesis:

Consumer-celebrity congruence is associated with a) consumer's brand identification, b) brand attitude, c) behavioral intention, and d) brand commitment

Secondary Hypotheses:

Hypothesis One: there is a relationship between the consumer-celebrity congruence and the consumer's brand identification.

Hypothesis Two: there is a relationship between the consumer-celebrity congruence and the consumer's brand attitude.

Hypothesis Three: there is a relationship between the consumer-celebrity congruence and the consumer's behavioral intention.

Hypothesis Four: there is a relationship between the consumer-celebrity congruence and the consumer's brand commitment.

STUDY FINDINGS:

Inferential Analysis:

Structural Equation Modeling (SEM) and SMART PLS 3.0 Software were employed for investigating the study measurement model (factor loads, reliability, validity and model's

goodness of fit index) and the structural equation model (investigation of the study hypotheses).

Investigating the Normality Status of the Study Variables:

In this section, Kolmogorov-Smirnov Test is applied for evaluating the study variables' normality.

H0: the data follow a normal distribution.

H1: the data do not follow a normal distribution.

According to table (1), it can be stated that since the significance level of all the indices is higher than 0.05, these indices enjoy normal distribution.

Table 1: investigating the variables' distribution status using Kolmogorov-Smirnov test in SPSS20

Variables	Number	Significance level	Test result
Consumer-celebrity congruence	408	0.186	Normal
Brand identification	408	0.105	Normal
Brand attitude	408	0.134	Normal
Behavioral intention	408	0.140	Normal
Brand commitment	408	0.185	Normal

Study Measurement Model:

Before investigating the measurement model and structural equation model, the variables and their abbreviations are firstly defined as used in the software.



Table 2: variables and questions related to each variable

Variables	Number of questions	Abbreviations
Customer-celebrity congruence	Three questions	CCEL
Brand identification	Four questions	BIDE
Brand attitude	Three questions	BATT
Behavioral intentions	Six questions	BEHI
Brand commitment	Five questions	BCOM

Reliability of the Study Variables:

Factor Load Assessment:

The factor loads obtained from the model implementation have been given in table (3). A value equal to 0.4 has been set as the criterion for the appropriateness of the factor loads' coefficients.

Table 3: study questions' factor loads

Variables	Questions	Factor load	Accepted/rejected
Customer-celebrity congruence	CCEL1	0.796	Accepted
	CCEL2	0.871	Accepted
	CCEL3	0.913	Accepted
Brand identification	BIDE1	0.823	Accepted
	BIDE2	0.906	Accepted
	BIDE3	0.913	Accepted

	BIDE4	0.783	Accepted
Brand attitude	BATT1	0.854	Accepted
	BATT2	0.887	Accepted
	BATT3	0.900	Accepted
Behavioral intention	BEHI1	0.832	Accepted
	BEHI2	0.834	Accepted
	BEHI3	0.823	Accepted
	BEHI4	0.812	Accepted
	BEHI5	0.664	Accepted
	BEHI6	0.784	Accepted
Brand Commitment	BCOM1	0.830	Accepted
	BCOM2	0.900	Accepted
	BCOM3	0.836	Accepted
	BCOM4	0.890	Accepted
	BCOM5	0.806	Accepted

Cronbach's Alpha:

Cronbach's alpha coefficients of the study variables have been summarized in table (4).

Table 4: Cronbach's alpha

Construct	Abbreviation	Cronbach's alpha	Confirmed/rejected
Customer-celebrity congruence	CCEL	0.824	Confirmed
Brand identification	BIDE	0.879	Confirmed
Brand attitude	BATT	0.854	Confirmed
Behavioral intention	BEHI	0.874	Confirmed
Brand commitment	BCOM	0.906	Confirmed

According to the above table and the presented explanations, it is evident that the Cronbach's alpha coefficients are higher for all of the constructs than 0.70 as the boundary limit for the acceptability of Cronbach's alpha coefficient and this is reflective of the model's appropriate reliability.

Combined Reliability (CR):

The Results of the Constructs' internal reliability have been expressed in table (5).

Table 5: combined reliability of the structures

Construct	Abbreviation	Combined Reliability (CR)	Confirmed/rejected
Customer-celebrity congruence	CCEL	0.895	Good
Brand identification	BIDE	0.917	Excellent
Brand attitude	BATT	0.911	Excellent
Behavioral intention	BEHI	0.905	Excellent
Brand commitment	BCOM	0.930	Excellent

Study Variables' Validity:

Convergent Validity:

Table 6: constructs' convergent validity

Construct	Abbreviation	AVE	Confirmed/rejected
Customer-celebrity congruence	CCEL	0.741	Good
Brand identification	BIDE	0.736	Good
Brand attitude	BATT	0.774	Good
Behavioral intention	BEHI	0.617	Acceptable
Brand commitment	BCOM	0.728	good

Convergent validity was also found in the present study above 0.5 for all of the constructs as shown in the above table and this is reflective of the constructs' optimality of fit.

Divergent Validity:

Divergent validity is the third scale of goodness of fit estimation of the measurement models in PLS method.

A) Mutual Factor Loads Method:

According to the following table that presents the rates of correlation between the indices of a construct with the other indices of the same construct and those of the other constructs and considering the colored squares of the table that indicate the correlation of each construct with its own indices and comparing them with the other values in the same column, the divergent validity of the study model can be readily figured out based on the aforementioned explanations.

Table 7: factor loads of the indices

	BATT	BCOM	BEHI	BIDE	CCEL
BATT1	0.853551	0.672811	0.731383	0.696126	0.686203
BATT2	0.886893	0.713065	0.769564	0.723291	0.679629
BATT3	0.899594	0.650269	0.762568	0.729475	0.673627
BCOM1	0.634686	0.830324	0.668375	0.579365	0.629691
BCOM2	0.696074	0.900434	0.723022	0.614991	0.665485
BCOM3	0.685787	0.836118	0.736070	0.633910	0.577510
BCOM4	0.655717	0.890161	0.691427	0.621282	0.598355
BCOM5	0.620515	0.806353	0.708396	0.552491	0.553475
BEHI1	0.810027	0.736830	0.833086	0.733375	0.706230
BEHI2	0.697684	0.634874	0.833748	0.688015	0.659270
BEHI3	0.699702	0.724642	0.822759	0.662476	0.642639
BEHI4	0.675388	0.627999	0.811618	0.708740	0.632200
BEHI5	0.501808	0.494184	0.663736	0.498997	0.461076
BEHI6	0.627249	0.658899	0.733836	0.565162	0.574093
BIDE1	0.624803	0.524917	0.669228	0.822956	0.508435
BIDE2	0.649984	0.621999	0.698444	0.906499	0.549392
BIDE3	0.761114	0.614820	0.725943	0.912706	0.588823
BIDE4	0.763115	0.656598	0.740537	0.783452	0.657636
CCEL1	0.597252	0.602013	0.658163	0.557162	0.795925
CCEL2	0.667082	0.584132	0.672007	0.533294	0.870727
CCEL3	0.727176	0.646189	0.697892	0.634189	0.913337



The important point here is that the researcher should revise or eliminate the indices (questions) for which the inter-construct factor loads' calculations have yielded values below 0.4. Considering the above table, it can be expressed that the coefficients of the items' factor loads have values larger than 0.4 hence confirmed and there would be no need for model revision.

B) Fornel and Larcker Method:

Table 8: Fornel and Larcker Table

	BATT	BCOM	BEHI	BIDE	CCEL
BATT	0.880226				
BCOM	0.771741	0.853452			
BEHI	0.757459	0.726064	0.785693		
BIDE	0.813996	0.703536	0.762444	0.858170	
CCEL	0.772856	0.709842	0.775087	0.669157	0.861364

It can be stated that the constructs of the present study feature more interaction with their indices than with the other constructs in the model. In other words, the divergent validity is in an appropriate level. The highest and the lowest values were 0.931 and 0.785, respectively, in the above model.

The Study's Structural Equation Model:

Evaluation of the Goodness of Fit Scale of the Structural Equation Model:

$$GOF = \sqrt{\text{communalities} * R^2}$$

$$\text{Communality (CCEL): } (0.72 + 0.82 + 0.92) / 3 = 0.64$$

$$\text{Communality (BIDE): } (0.82 + 0.92 + 0.92 + 0.72) / 4 = 0.68$$

$$\text{Communality (BATT): } (0.82 + 0.82 + 0.92) / 3 = 0.69$$

$$\text{Communality (BEHI): } (0.82 + 0.82 + 0.82 + 0.82 + 0.62 + 0.72) / 6 = 0.56$$

$$\text{Communality (BCOM): } (0.82 + 0.92 + 0.82 + 0.82 + 0.82) / 5 = 0.67$$

$$GOF = \sqrt{0.67 * 0.66} = 0.664$$

Based on the calculations, GOF was computed equal to 0.667 for this model. According to the fact that the obtained GOF value is larger than 0.36, the model enjoys a very optimum goodness of fit.

Structural Equation Model in Significant Values Mode (t):

Figure (1), shown underneath, pertains to bootstrapping and illustrates the t-values.

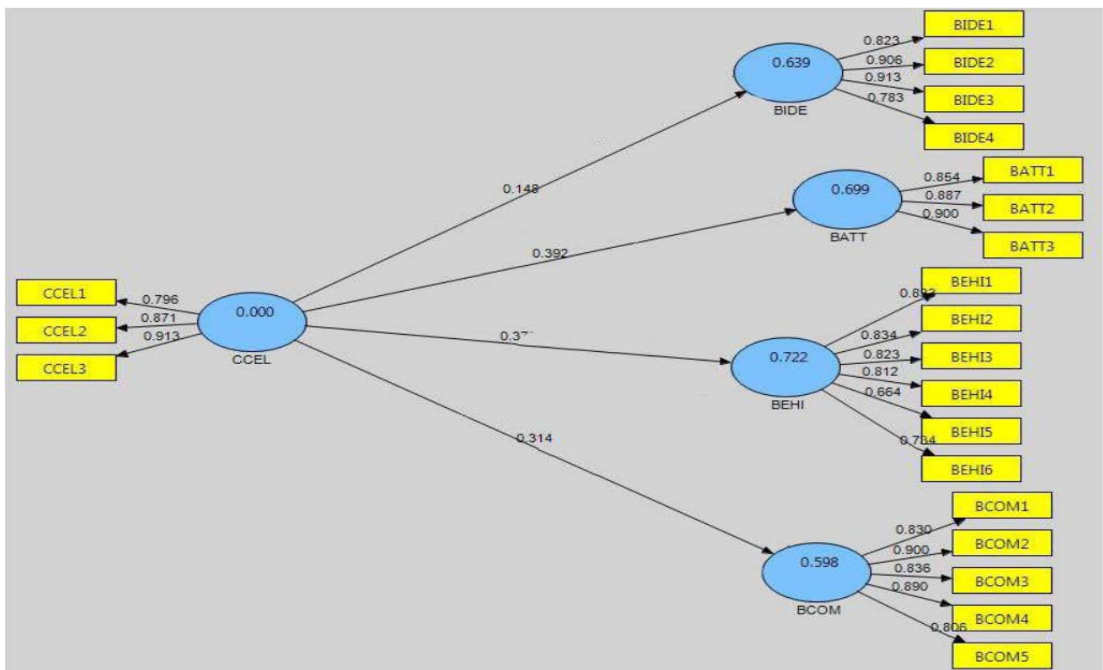


Figure 1: model in significant values mode

As it is clear in the above figure, the significance values of all the paths are above 1.96 and the study hypothesis is confirmed.

Structural Equation Model in Path Coefficient Mode:

As it is observed in figure (2), the path coefficients of the study model have been determined for the investigation of the hypotheses. These figures are excerpts of PLS Algorithm Test's output.

The structural equation model in standard mode has been displayed in figure (2).

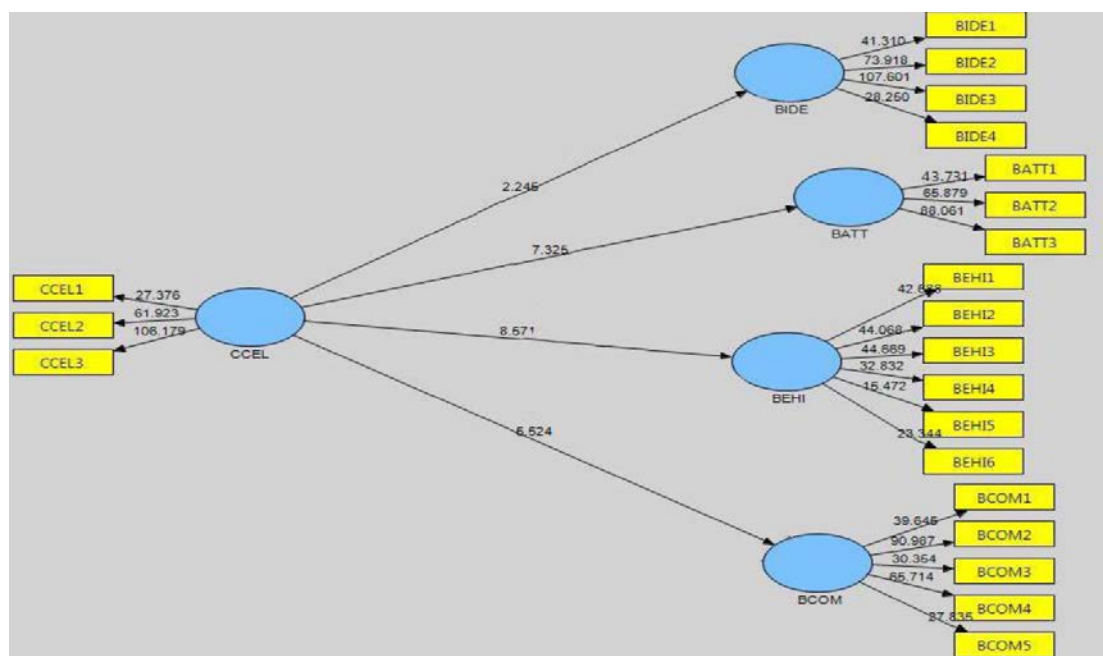


Figure 2: structural equation model in path coefficient mode

Investigating the Study Hypotheses:

The study hypotheses have been investigated in table (9).

Table 9: study hypotheses investigation

Hypothesis	Independent variable	Dependent variable	Sig. level	Sig. Value	Path coefficient	Rejected/ accepted
	Customer-celebrity congruence	Brand identification	0.000	2.212	0.148	Accepted
	Customer-celebrity congruence	Brand attitude	0.000	7.178	0.392	Accepted
	Customer-celebrity congruence	Behavioral intention	0.000	8.716	0.372	Accepted
	Customer-celebrity congruence	Brand commitment	0.000	5.614	0.314	accepted

The confirmation or rejection of the study hypotheses can be investigated via comparing the t-value calculated for each path. This way, if the t-value is found larger than the modulus value of 1.96, the intended relationship is confirmed. Thus, all of the hypotheses were found accepted as demonstrated in table (9).

DISCUSSION AND CONCLUSION

The result of the first study hypothesis test indicated that the consumer-celebrity congruence is positively associated with the brand identification of the consumer ($b=0.148$, $t\text{-value}=2.212$). The results obtained for this hypothesis are not consistent with the findings by Albert et al (2017) in such a way that the significance value computed for this hypothesis was 1.21 and the path coefficient was found equal to 0.08 in their study. This hypothesis was rejected therein.

The results of the second study hypothesis test showed that there is a positive relationship between consumer-celebrity congruence and brand attitude of the consumer ($b=0.392$, $t\text{-value}=7.178$). The results obtained for this hypothesis are not consistent with findings by Albert et al (2017) for the reason that the significance value obtained for this hypothesis was -1.65 and the path coefficient was found equal to -0.10 in their study. This hypothesis was also rejected in their study.

The results of the third hypothesis test are suggestive of the idea that there is a positive relationship between the consumer-celebrity congruence and the behavioral intention ($b=0.372$, $t\text{-value}=8.716$). The results obtained for this hypothesis in the present study are not in accordance with the findings by Albert et al (2017) for the reason that they found values equal to -1.31 and -0.08 for significance value and path coefficient, respectively. This hypothesis was also rejected in their study.

The results of the fourth hypothesis test demonstrated that there is a positive relationship between the consumer-celebrity congruence and the brand commitment ($b=0.314$, $t\text{-value}=5.614$). The results obtained in the current research paper for this hypothesis are inconsistent with what was found by Albert et al (2017) for the fact that they found significance value and path coefficients correspondingly equal to -1.06 and -0.07. This hypothesis was also rejected in their study.

The present study's main objective was clarification of the relationship between customer-celebrity congruence according to the role of famous persons in 5040 Company's advertisement.

Although many studies have been so far conducted regarding the celebrities, the existing supportive models cannot be utilized for the description of all the system related to the celebrities' endorsements. In one of the recent studies, Albert et al (2017) offered a detailed report of the combined effects of the celebrities' endorsement models on the brand identification, brand attitude, brand commitment and the behavioral intentions of the consumers. In this study, as well, the results of that analysis were analyzed based on the same variables. In these models, consumers have been considered as passive elements in the relationship between celebrity and brand.

The results of the first to fourth hypotheses are reflective of the existence of positive relationships between the consumer-celebrity congruence and brand identification, brand attitude, behavioral intention and brand commitment of the consumers. This hypothesis has been rejected in the study by Albert et al (2017). That is because the use of celebrities in brand advertisement is quite common in their studied country, France, and a celebrity might perform advertisements for several brands with several different ranking of the goods. Thus, it is no more the case that a certain brand or product is realized with one celebrity. But, in Iran, according to the fact that the celebrities are less frequently employed in the advertisements and the process of using celebrities for advertisement has just become common and considering the celebrities used by the foresaid company, i.e. two actors named Akbar Abdi and Nasrin Moghanlou, two singers, Reza Sadeqghi and Farzad Farzin and two football players, Ali Karimi and Mahdi Taromi who are amongst the most famous artists and football players of the country, and this, besides being the first case of advertisement through the celebrities' expression of their personal use of goods, has been the first advertisement by these individuals for a special brand through a special type of vide commercial; so, it can be stated in regard of 5040 Company that the higher the congruence between the celebrity and consumer, the more positive it will influence the brand identification, brand attitude, behavioral intention and brand commitment of the consumers.

SUGGESTIONS

In selecting the celebrities for advertisements, too much care should be exercised. In fact, very appropriate scales should be utilized for selecting the famous persons. This point is amongst the most important parts of the process of advertisement by celebrities for they should be maximally congruent with the target customers and market as well as with the organizational services. In addition, as it is clear from the effect of such a football player as Ali Karimi in advertisement videos, the target market's trust in the celebrity, the relationship between his popularity and his influence and the customers' sympathy with him as well as the celebrity's expression of his experience in using the products are all amongst the most effective factors.

The questions and needs of the consumers should be carefully taken into consideration in the shows and dialogues of the celebrities in the advertisements. The advertising celebrity should endeavor to establish the best communication with the consumer in such a way that the consumers watching the advertisement feel that their needs are aligned with those of the celebrities in purchasing a certain brand's products and the experience of using the brand's



products should be well communicated. It is natural that the higher the rate of this congruence, the more the consumers' brand identification, brand attitudes, brand commitments and behavioral intentions will be increased as evidenced in the present study's results.

Due to the people's becoming of more inclined towards pursuing the general news, the day's news and information and, especially, the controversial news and even rumors in cyberspace in such a way that necessary measures are quickly taken in the cyberspace for interviewing an individual following the disclosure of the news, interviews and/or a football game and theater and/or film or home shows and so forth and these will be most frequently visited on the websites and in the virtual space; for example in an interview with Milad Kaymaram following the frequent visiting of his home show serial on Instagram and/or the interview with Behnoush Bakhtiyari following her verbal fight and engagement with a TV director and/or Bahareh Rahnama's interview after the spreading of the news indicating the publication of her poetry book as well as her participation in a theater and the interview with Sayyed Jalal Hosseini following his scoring of a determinant goal for Persepolis and/or his not being invited to the national team during the world cup and so forth and considering the fact that Instagram Live has found its great many of the followers and many of the actors and players use it for establishing communication with their followers, 5040 Company is recommended to, in lieu of using actors and other celebrities in the interviews all together and their assertion of using the products within a two- to three-month period, hold live Instagram sessions and introduce the intended products by means of the celebrities of choice and make discussions every day for a period of two to three months about the advertised products.

Study Constraints

The present study cannot be generalized to the hiring of less known or unknown individuals for making advertisements and the use of the present study's findings can be only limited to the use of celebrities. This is a limitation of the present study for the users of the results.

The findings are limited to the customers of 5040 customers and they might not be generalizable to the other internet sites like Digikala and Bamilo.

The present study was conducted in 2019 and its results might not be usable in future years due to the changes in the advertisement styles and/or change in the customers' tastes and/or the change in the consumers' behaviors and even the change in the popularity of the celebrities.

Another constraint of the present study was the shortage of time considering the number of the variables and the rich content of research in this regard.

Also, there was a scarcity of the research background of the appropriate and related type.

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