

CELEBRITY ENDORSEMENT TOWARDS BRAND SWITCHING BEHAVIOR WITH SPECIAL REFERENCE TO SRI LANKAN MOBILE TELECOMMUNICATION INDUSTRY IN BADULLA DISTRICT

M.M. Sanika Maduwanthi Jayalath
Department of Management, Eastern University, Sri Lanka,

F. B. Kennedy
Department of Management, Eastern University, Sri Lanka,
kennedyb@esn.ac.lk

Abstract

The mobile telecommunication industry has become an extraordinary part of today's dynamic and modern world. As the market becomes more mature, mobile communication services become more homogeneous and the increasing competition for acquiring new customers and retaining existing customers to maintain and to improve their market share and profitability. On another hand, the mobile telecommunication industry is one of the industries which possess high rates of brand switching. Therefore, all industry players in the telecommunication industry trying to retaining the existing customers and attract new customers to increase their customer base, to achieve these, aims marketers are spending a huge sum of money on celebrity endorsement. Therefore, the aim of this study was to examine the impact of celebrity endorsement towards brand switching behavior of the mobile telecommunication industry in Badulla district. The researcher has been used to TEARS model measure weather impact celebrity endorsement on customer switching behavior. This research has one independent variable and four dimensions namely celebrity endorsement, trustworthiness, expertise, attractiveness, and respect. The samples are collected from customers who are using mobile telecommunication services in the Badulla district. 320 questionnaires were used to collect data and those 320 questionnaires divided into 80 for Mobitel, Dialog, Airtel, and Hutch. Here, the researcher adopts Descriptive statistics, Correlation analysis, and Regression analysis to test the research questions. This study found that there is a moderate level of contribution to celebrity endorsement, trustworthiness, expertise, attractiveness, respect of the celebrity endorser on brand switching behavior of the mobile telecommunication industry. Also, found a strong positive relationship between celebrity endorsement, trustworthiness, expertise, attractiveness, respect for brand switching behavior of the mobile telecommunication industry. Another finding was celebrity endorsement, trustworthiness, expertise, respect is significantly impact of brands switching behavior of mobile telecommunication industry in Badulla district, also found that there is no significant impact on attractiveness of the endorser for switching behavior of the customer in mobile telecommunication industry.

Keywords: celebrity endorsement, trustworthiness, expertise, attractiveness, respect, brand switching behavior

1. Introduction

In the global context, the mobile telecommunication industry is a rapidly growing industry that became an important milestone in the global economy. The mobile telecommunication industry has also played a vital role in the global context as an innovator for new services (Gsma,2017). In the Sri Lankan context also it is one of the fastest-growing industries because mobile usage has improved up to 100% of the total population of the country according to the Telecommunication Regulatory Commission (TRC) of Sri Lanka.

Sri Lanka's Telecom industry has been overcrowded during the last couple of years and this remains the key medium-term risk to telecom operators in the country. Sri Lanka's mobile industry is one of the most competitive markets in the region with five operators competing for a total addressable population of 21.7 million and the competition among the five operators, Dialog, Mobitel, Etisalat, Airtel and Hutch is expected to remain high in years ahead and Trevor Mendes, Course Director, IIHE for University of Wales, UK BSc and MBA programmers said" (Hewage, 2012).

The above numbers prove that the number of telecommunication subscribers in Sri Lanka is higher than even population of the country. It is a proof that telecommunication service providers have to grab the market from other market players which leads to make customers switch from one service provider to another.

Except functional elements offered by competitive products and services offered to Sri Lankan customer by various local, international, and multinational producers in every product category; there is a common feature which we can identify that there is an emotional content which adds extra value to the functional benefits inherent in the products and services offered by every brand.

In order to marketers are using various market strategy for attracting the customers from competitive brands, retaining customers and facing competitiveness. In the modern world one of the best marketing strategy, as identify the celebrity endorsement. Consumer minds are exposed to thousands of brand messages per day and the level of exposure to that message and tendency to believe, at that time in the question (Choi & Berger, 2010). But, they (customers) mostly believe what their friend says about a brand, what one of their family members says about a brand, what one of the believe celebrities say about a brand, what an expert tells about the brand within their own experience or their own knowledge. There where we can find out celebrity endorsement or brand ambassador (Warren,2020). Generally saying, Celebrity could be a person who has experienced the same brand previously, an expert who is believed by the general public as a person who has expert knowledge about a related area or product category (Schiffman & Kanuk, 2006). Via this research study it is focused to measure the impact of this celebrity endorsement towards brand switching behavior in Sri Lankan service sector with special reference to Mobile telecommunication industry in Badulla district.

2. Literature review

The Celebrity Endorsement

According to Byrne et al. (2003), celebrity endorsement has become one of the communication strategies employed by marketers trying to build a congruent image between the brand and the consumer.

Celebrity endorsement is a million-dollar industry today. In this modern era, the world of advertisement undergoes a change, from classical ways, it has converted to take a modern route. This modern route requires marketers to develop strategies incorporating the elements of emotions, humor etc. the main purpose that lay behind these strategies is to

get brand exposure, attention, interest, desire and action. And in order to make these strategies into success, marketers employ famous celebrities because celebrities have the power to create a greater impact on the consumers buying behavior. Since some of the celebrities have charismatic personalities and they enjoy public recognition because they possess distinctive qualities like trustworthiness and attractiveness. Many big brands make use of the concept of celebrity endorsement as a marketing communication tools (Adam & Hussain, 2017).

Dimensions of Celebrity endorsement

Trustworthiness

The term Trustworthiness refers to the honesty, integrity, and believability of a source. Though expertise and trustworthiness are not mutually exclusive, often a particular endorser is perceived as highly trustworthy but not especially expert. An endorser's trustworthiness rests on the audience's perception of his or her endorsement motivations. In other words, when the endorser is motivated purely for personal reasons it will be less trustworthiness then when they have nothing to gain by endorsing the product (Shimp, 2003).

Expertise

The Expertise is the second dimension of endorser credibility (McCracken, 1989); and it is the Component of the TEARS model (Shimp, 2003). This refers to the knowledge, experience, or skills possessed by an endorser as they relate to the endorsed brand. Shimp (p. 297, 2003) states that; whether an endorser is really an expert is unimportant; all that matters is how the target audience perceives the endorser. Endorsers who are perceived as an expert are more persuasive in changing audience opinions pertaining to his or her area of expertise then if the audience does not perceive the endorser as an expert.

Attractiveness

Attractiveness means more than simply physical attractiveness and includes any number of virtuous characteristics that consumers may perceive in an endorser. When consumers find something in an endorser that they consider attractive, persuasion occurs through identification. Meaning that when consumers perceive a celebrity endorser to be attractive, they identify with the endorser and are likely to adopt the endorser's attitudes, behaviors, interest or preferences (Shimp p. 297, 2003).

Respect

This represents the quality of being admired or even esteemed due to one's personal qualities and accomplishments. Whereas a celebrity's physical attractiveness may be considered the "form" aspect of the overall attractiveness attribute, respect is the "function" or substantive element (Shimp p. 298, 2003).

Celebrities are usually respected for their acting abilities, athletic power, political statements, and personality. When respected/liked celebrities enter into endorsement relationships with various brands, the respect/liking of the celebrities may extend to the brands they are linked to, thus enhancing the brand's equity via positive effects on consumers' attitudes toward the brand (Shimp, 2003).

Trustworthiness and switching behavior

Trustworthiness is defined as "the degree of confidence in communicator" intends or communicates the assertion that considers the most valid (Woodside and Davenport 1974). Giffin (1967) describes favorable disposition, acceptance, psychological safety, and perceived supportive climate as favorable consequences of trust.

Priester & Petty (2003); Erdogan (1999), who concluded that if a celebrity endorser were perceived to be highly trustworthy, consumers would be more likely to accept unthinkingly their advertising message as valid instead of scrutinizing and analyzing it. As O'Mahony & Meenaghan (1997) showed, source trustworthiness is a basic attribute underlying source credibility that fundamentally affects attitudinal change in consumers. Without trustworthiness, the other attributes possessed by the endorser are unlikely to be effective in changing consumers' attitudes. This is consistent with Atkin and Block (1983), who postulated that celebrities are perceived to be more trustworthy than non-celebrities, since consumers are more easily influenced by someone they perceive to have higher standards. Perceived communicator trustworthiness has also been shown to produce a greater attitude change than perceived expertise (McGinnis & Ward 1980).

The extant literature on celebrity endorsers suggests that trustworthiness is an important predictor of celebrity endorsement effectiveness. Research shows that when a communicator is perceived to be highly trustworthy, an opinionated message is more effective than a non-opinionated communication in producing attitude change (Ohanian, 1990).

H₁: There is a significant impact of the trustworthiness of celebrity endorsement on brand switching behavior of mobile telecommunication service users in the Badulla district.

Expertise and switching behavior

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions (Hovland. et al. 1953). Endorser's expertise is akin to the source's qualification, which directly influences the level of conviction to persuade consumers to purchase that which is endorsed. Expertise has a positive influence on brand attitudes. (Till and Busler, 2000).

It is a matter of determining whether the advertising target perceives the endorser as having a certain level of experience, knowledge, and know-how that makes their recommendation of a product and/or brand credible (Erdogan, 1999). Erdogan's review of previous literature (1999) indicated that a source perceived as highly credible is more effective and persuasive than a less credible one, as well as including a more positive change of attitude towards the brand or product and more change in behavior. Respondent's actions in response to the source's recommendations seem to vary directly with the source's perceived level of expertise and the target person's level of agreement with those recommendations.

Subjects exposed to a source perceived as highly expert exhibit more agreement with the source's recommendation than did those exposed to a source with low expertise (Ohanian 1990). The level of perceived celebrity expertise should predict celebrity endorser effectiveness. Silvera & Austad, 2004 found that the expertise of an endorser correlates with the validity of the claims concerning the product, and is thus an important factor in increasing the persuasiveness of marketing messages. Also, the expertise of a celebrity provides consumers with more concrete information on the product offering, which can then lead to a favorable attitude towards the brand Change buying behavior (Magnini,, Honeycutt, & Cross, 2008).

H₂: There is a significant impact of the Expertise of celebrity endorsement on brand switching behavior of mobile telecommunication service users in the Badulla district.

Attractiveness and switching behavior

Attractiveness is a function of how similar, familiar, and likable to someone (McGuire, 1969). Similarity represents the resemblance that was perceived between the endorser and the consumer. Familiarity is a consumer's knowledge about the source that he or she gained through repeated coverage of the celebrity in the media. An attractive celebrity has a positive effect on brand attitude and purchase intentions (Kahle and Homer, 1985). Based on source credibility theory and the literature, authors predict that regardless of the product category endorsed, how a consumer perceives the attractiveness of a celebrity endorser will enhance the customer's attitude toward the endorsed brand, or brand attitude. Likeability is the liking for the endorser that the consumer inculcated due to the qualification, outward appearance, and conduct of the endorser (McGuire, 1969). Together, these can enhance perceptions of attractiveness.

Advertisers have chosen celebrity endorsers based on their physical attractiveness to gain from the dual effects of celebrity status physical appeal (singer, 1983); while there is no doubt that celebrity endorsers enhance attitudes towards advertising and brands, the role that plays in repeat purchase intention is less clear (Byrne, Whitehead, and Breen, 2003).

A celebrity spokesperson's physical attractiveness has a positive impact on brand recall, attitude towards the brand, and purchasing intent (Kahle & Homer, 1985); (Joseph, 1982). Here, the endorser's physical attractiveness is assumed to influence the target's acceptance of the advertising, particularly due to the phenomenon of identification. Physical attractiveness has been an important topic of research in social science (Bersheid and Walster, 1974) and attitude change research

Research investigating physical attractiveness has shown that physically attractive celebrities have a positive effect on the product and brands with which they are associated. For instance, after a comprehensive review of the literature, joseph (1982).

H₃: There is a significant impact of Attractiveness of celebrity endorsement on brand switching behavior of mobile telecommunication service users in the Badulla district.

Respect and switching behavior

Celebrities are usually respected for their acting abilities, athletic power, political statements, and personality. When respected/liked celebrities enter into endorsement relationships with various brands, the respect/liking of the celebrities may extend to the brands they are linked to, thus enhancing the brand's equity via positive effects on consumers' attitudes toward the brand (Shimp, 2003).

H₄: There is a significant impact of Respectable of celebrity endorsement on brand switching behavior of mobile telecommunication service users in Badulla district.

Celebrity endorsement and switching behavior

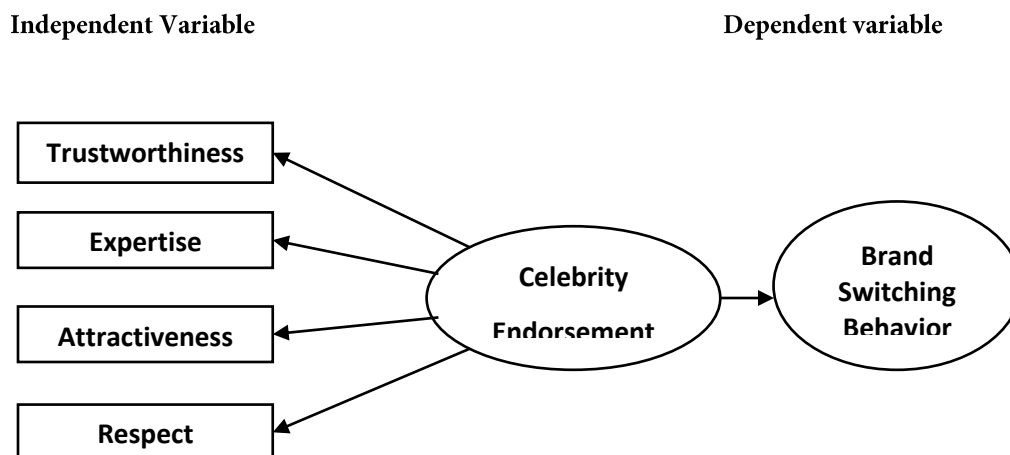
Customers have different perceptions, attitudes, and behaviors towards different brands. Customers often switch over from one brand to the other depending upon various factors. Brand switching occurs when customers switch their loyalties from one product to the other one. Customers' shift from one product to another product of similar nature is called the brand switching behavior of customers (Garland, 2002). A celebrity endorser used in an advertisement can be interpreted as a reference group. A reference group is defined as any person or group of persons that serve as a

point of comparison (or reference) for an individual by communicating values, attitudes and providing a specific guide for behavior (Kanuk & Schiffman, 2006). This means that a celebrity endorser can be interpreted as the ‘personality’ of the reference group. The reference group ‘rich and famous’, which often correspond with the way the ‘celebrities’ live, is frequently indicated as an aspiration group of which consumers like to be part (De pelsmacker, Geuens, & Van, 2004).

Every celebrity, through their performance, creates an impression on society. On this basis, people associate different attributes such as trustworthiness, reliability, credibility, likeability, attractive, etc. with different celebrities. When such a celebrity endorses a product, the attributes associated with that celebrity is transferred to the product. This has a strong impact on consumer’s attitudes towards the brand, their purchase intentions, and many other aspects (Erdogan, 1999).

H5: *There is a significant impact of celebrity endorsement towards the brand switching behavior of mobile telecommunication users in the Badulla district.*

Conceptualization Framework



Source: TEARS model shimp, 2003).

3. Problem statement

The Telecommunication industry has become extraordinary part of today’s dynamic and modern world. As the market becomes more mature, mobile communication services become more homogeneous and the competition for acquiring new customers and retaining the existing customers becomes more intense, and as a consequence customer satisfaction is a critical factor for mobile service providers to maintain and to improve their market share and profitability (Zhang, Zhao, Lu, & Yang, 2016). In competitive environment, organizations must consider other factors to maintain their customers to get distinctive competitive edge. Therefore, to remain competitive in the market, mobile operators have to identify the factors related to consumer satisfaction and loyalty (Donald, 2015).

Brand switching regarding cellular companies are becoming very important because it has both aspects that one company is losing their customers while other company is getting customer at same time. In today’s challenging

economy and competitive business world, retaining your customer base is critical to your success; if you don't give your customers some good reasons to stay, your competitors will give them a reason to leave.

As researcher has stated in the background of the study as well the number of mobile telecommunication subscribers is higher than the total population of the country (TRCSL, 2018). So it is evidential that the industry players need to grab the market from competitors if they need to expand their market share. Advertisement is very important tool for creating the brand image of the product due to which people buy the product again and again. Previous researches indicated that endorsement has been the most crucial factor of advertisement or the sale of the product. But there are some negativity exists about the Celebrity Endorsement and is not guarantee Fool-Proof success always (Koththagoda & Weerasiri, 2017).

In order to attract customers from competitive brands each and every service provider use celebrity to endorse their brands.

Although huge sum of money spent by advertisers in the industry for brand ambassadors, there is no any evidential material to judge or justify the true impact over switching behavior solely coming from Brand ambassadorship.

From the as well as in Badulla area have not done a research about impact of celebrity endorsement towards of customer switching behavior in mobile tele communication industry. So there is an identifiable knowledge gap which should be fulfilled and need of discovering of covered and derivable factors hidden with this particular research area.

So, the following research problem is advanced in this study,

“What is the impact form Celebrity endorsement towards brand switching behavior of Mobile telecommunication users in Badulla District”

The following research questions address the research problem:

Research questions

1. What is the level of Celebrity endorsement towards the brand switching behavior of mobile telecommunication users in the Badulla district?
2. What is the relationship between Celebrity endorsement towards brand switching behavior of mobile telecommunication users in Badulla district?
3. What significant impact form Celebrity endorsement on brand switching behavior of mobile telecommunication users in Badulla district?

Research objectives

1. To examine the level of Celebrity endorsement towards brand switching behavior of mobile telecommunication users in Badulla district.
2. To examine the relationship between Celebrity endorsement towards brand switching behavior of Mobile telecommunication users in Badulla district.

To examine the significant impact form Celebrity endorsement towards brand switching behavior of Mobile telecommunication users in Badulla district.

4. Methodology

The targeted population of the present study was consumers who are using telecommunication services in Badulla district as of 2020. A total number of 320 respondents were selected to collect the data required for the study. These 320 respondents were representing from mobile telecommunication users. Due to the unknown of the total population.

In this study, data were collected through the primary data. The primary data are those which are collected a fresh and for the first time. In this research, primary data were collected through the questionnaire from 320 mobile telecommunication users in Badulla District. The data related to the selected sample was collected using the questionnaire method. The questionnaire was developed based on two sections namely “section 1” general information and “section 2” research information from 320 samples which represent mobile telecommunication users in Badulla district. The variable and dimensions in the research (Celebrity endorsement, Trustworthiness, Expertise, Attractiveness, Respect) were measured through questionnaires with five point Likert Scale and Nominal Scale which were completed by the respondents themselves appropriately as they perceived respond to each and every questions.

The Celebrity endorsement was measured by using four dimensions as trustworthiness, expertise, attractiveness, and respect. To measure independent variable, 5 Likert Scale questions have been used. Four questions for trustworthiness, and four questions for expertise, four questions for attractiveness, two questions for respect. The dependent variable also was measured by using five Likert scale.

5. Result

Results showed that there is a moderate level of celebrity endorsement. The dimensions of celebrity endorsement are trustworthiness, expertise, attractiveness and respect also shows was a moderate level. Further, there is strong positive relationship between celebrity endorsement (trustworthiness, expertise, attractiveness, respect) and brand switching behavior. Further there is a positive impact on celebrity endorsement trustworthiness, expertise, attractiveness, respect on brand switching behavior.

According to this study, the overall variable Cronbach's Alpha Coefficient for trustworthiness is 0.796(acceptable), expertise is 0.743(acceptable), attractiveness is 0.726(acceptable), respect is 0.712(acceptable). As well as overall Cronbach's Alpha coefficient for celebrity endorsement is 0.906(excellent). The dependent variable brand switching behavior of the customer shows the reliability of 0.721(acceptable).

Overall celebrity endorsement means score value 3.38 and 0.598 as standard deviation. The four dimensions of celebrity endorsement have mean values trustworthiness 3.406, (SD=0.706), expertise 3.389 (SD = 0.658), attractiveness 3.465 (SD = 0.685) and respect 3.306 (SD = 0.733) correspondingly. Brand switching behavior means score value shows 3.34 and 0.679 as standard deviation.

Celebrity endorsement significantly correlated with the brand switching behavior of the customers [(r)=0. 778, $p < 0.05$], and it shows a strong positive relationship with the brand switching behavior of the customers. Trustworthiness significantly correlated with the brand switching behavior of the customers [(r)=0. 720, $p < 0.05$], and it shows a strong positive relationship with the brand switching behavior of the customers, expertise significantly correlated with the brand switching behavior of the customers [(r)=0. 787, $p < 0.05$], and it shows a strong positive relationship with the

brand switching behavior of the customers. attractiveness significantly correlated with the brand switching behavior of the customers $[(r)=0.470, p < 0.05]$, and it shows a medium positive relationship with the brand switching behavior of the customers and respect significantly correlated with the brand switching behavior of the customers $[(r)=0.735, p < 0.05]$, and it shows a strong positive relationship with the brand switching behavior of the customers.

As per the findings of regression 60.6% of the variability in the celebrity endorsement on brand switching behavior and also celebrity endorsement have a positive impact on brand switching behavior in mobile telecommunication industry in Badulla district Thus that following hypothesis was accepted.

H₁: There is a significant impact of Celebrity Endorsement on the brand switching behavior of Mobile telecommunication users Badulla district.

According to the results of the regression analysis, Sig. value is 0.000 ($p < 0.05$) therefore statistically conclude that there is enough supporting evidence say that there is a significant impact of celebrity endorsement on Mobile telecommunication users Badulla district.

H₂: There is a significant impact of the trustworthiness of celebrity endorsement on brand switching behavior of mobile telecommunication service users in the Badulla district.

According to the results of the regression analysis analysis, Sig. value is 0.044 ($p < 0.05$) therefore statistically conclude that there is enough supporting evidence say that there is a significant impact of the trustworthiness of celebrity endorsement on the brand switching behavior of Mobile telecommunication users Badulla district.

H₃: There is a significant impact of the Expertise of celebrity endorsement on brand switching behavior of mobile telecommunication service users in the Badulla district.

According to the results of the regression analysis, Sig. value is 0.000 ($p < 0.05$) therefore statistically conclude that there is enough supporting evidence say that there is a significant impact of the expertise of celebrity endorsement on the brand switching behavior of Mobile telecommunication users Badulla district.

H₄: There is a significant impact of Attractiveness of celebrity endorsement on brand switching behavior of mobile telecommunication service users in the Badulla district.

According to the results of the regression analysis, Sig. value is 0.940 ($p > 0.05$) therefore statistically conclude that there is no enough supporting evidence say that there is a significant impact of the expertise of celebrity endorsement on the brand switching behavior of Mobile telecommunication users Badulla district. Therefore, there is no significant impact of the Attractiveness of celebrity endorsement on the brand switching behavior of mobile telecommunication service users in the Badulla district.

H₅: There is a significant impact of Respectable of celebrity endorsement on brand switching behavior of mobile telecommunication service users in Badulla district.

According to the results of the regression analysis, Sig. value is 0.000 ($p < 0.05$) therefore statistically conclude that there enough supporting evidence say that there is a significant impact of the expertise of celebrity endorsement on the brand switching behavior of Mobile telecommunication users Badulla district.

6. Limitation of the study

In this research can identify some limitations. Therefore, it must be taken some action to reduce the effects of those limitations faced to make sure the researcher can be done more accurately.

Firstly, the survey is expected to conduct in Badulla district and the data collected from 320 mobile telecommunication users in Badulla district. So the results may not be generalized and inapplicable to other Districts and whole of the country.

By carrying survey, we do not know about the background of the respondents and some of them might not fall under or fulfill our requirements because they may be busy schedule, so for this research study hence they might contribute inaccurate data and completing questionnaires carelessly and intentionally mentioning wrong answers.

The information is depending on respondent's values, norms, and attitudes at that time and impossible to compare answers between the same individuals at different point of time.

This study is farmed to investigate the TEARS Model in investigating celebrity endorsement even though, different theories and models are found in literature source.

7. Directions for Future Study

The current study aimed to examine the impact of celebrity endorsement towards brand switching behavior of the mobile telecommunication industry in Badulla district.

First direction is this research including only celebrity endorsement and it dimensions. Therefore, future researchers can conduct research by adding new variables.

Second direction is this study only covers in Badulla district. Therefore, in future research can be expand beyond the research area.

Third direction is that this study only taken a small time period to collect the data in large scale. If anyone can be get long period to collect the data, it may become an effective one. In this study only covers telecommunication industry, therefore in future research can be expand beyond the other industries.

In addition, celebrity future researchers can conduct research by celebrity endorsement can be compared with non-celebrity endorsement in the same industry in order to analyses what method is most effective for the attracting existing customers for other service providers.

This study is farmed to investigate the TEARS Model in investigating celebrity endorsement towards brand switching behavior. Future researchers can conduct research by celebrity endorsement though different theories and models are found in literature sources.

8. Conclusion

Specifically, when focusing on the Sri Lankan context in this regard, marketers need to be smart enough to choose celebrities in their product or service advertisement, especially for telecommunication industry advertising want to create using trustworthy, expertise, attractiveness, and respects the of celebrity endorser has to link with the product

and service what he/she is advertising on media. This suggests that telecommunication network owners in Sri Lanka should give much attention to the dimensions of the TEARS model, and it create and increase attracting customer of the others brand for their service.

when focusing on the Badulla district context telecommunication industry marketers want to choose the best celebrity endorser, that celebrity person should be mostly expertise, trustworthy, respectable person. According to the findings of the hypothesis shows that there is a significant impact of trustworthiness, expertise, and the respect of the celebrity on brand switching behavior, and also findings show that there is no significant impact of the attractiveness celebrity endorser on the brand switching behavior in the mobile telecommunication industry in Badulla district.

The right choice of celebrity for the right product advertisement is highly profitable for the company. We can confidently recommend companies that they should endorse celebrities in their advertisement because people really follow those celebrities and whatever they market in ads they wish and show an inclination to buy it. In order to attract customers from competitive brands and expand the market share service providers can use celebrity endorsement as the best marketing strategy.

References

- Adam, M. and Hussain, N., 2017. Impact of celebrity endorsement on consumers buying behavior. *British Journal of Marketing Studies*, 5(3), pp.79-121.
- Andrews, J.C. and Shimp, T.A., 2017. Advertising, promotion, and other aspects of integrated marketing communications. Cengage Learning.
- Choi, C.J. and Berger, R., 2010. Ethics of celebrities and their increasing influence in 21st century society. *Journal of business ethics*, 91(3), pp.313-318.
- De Cannière, M.H., De Pelsmacker, P. and Geuens, M., 2010. Relationship quality and purchase intention and behavior: The moderating impact of relationship strength. *Journal of Business and Psychology*, 25(1), pp.87-98.
- Donald, R.O., 2015. Exploring the Relationship between Relationship Marketing, Relationship Quality and Customer Loyalty in Nigerian Telecommunication Industry. *Global journal of emerging trends in e-business, marketing and consumer psychology*, 1, pp.269-281.
- GSM Association, 2017. The mobile economy sub-Saharan Africa 2017. GSMA Intelligence. Regional report <https://gsmaintelligence.com/research>.
- Hovland, C.I. and Weiss, W., 1951. The influence of source credibility on communication effectiveness. *Public opinion quarterly*, 15(4), pp.635-650.
- Joseph, W.B., 1982. The credibility of physically attractive communicators: A review. *Journal of advertising*, 11(3), pp.15-24.

- Kahle, L.R. and Homer, P.M., 1985. Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of consumer research*, 11(4), pp.954-961.
- Koththagoda, K.C. and Weerasiri, S., 2017. Celebrity Endorsement and Purchase Intention of Telecommunication Industry in Sri Lanka. *International Journal of Science and Research (IJSR)*, 6(6), pp.635-638.
- Magnini, V.P., Honeycutt, E.D. and Cross, A.M., 2008. Understanding the use of celebrity endorsers for hospitality firms. *Journal of Vacation Marketing*, 14(1), pp.57-69.
- McCracken, G., 1989. Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), pp.310-321.
- McGuire, W.J., 1985. Attitudes and attitude change. *The handbook of social psychology*, pp.233-346.
- Ofori-Okyere, I. and Asamoah, E.S., 2015. Celebrity endorser selection strategies as effective marketing communications tool in the automobile industry–A review paper on related literature. *International journal of business and marketing management*, 3(1), pp.1-15.
- Ohanian, R., 1991. The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of advertising Research*.
- O'Mahony, S. and Meenaghan, T., 1997. The impact of celebrity endorsements on consumers. *Irish marketing review*, 10(2), p.15.
- Ranaweera, D.N. and Gunawardane, N., Experiential Brand Activation on Customer Brand Trust in Mobile Telecommunication Services of Sri Lanka: with special reference toward Door to Door Promotions.
- Schiffman, L.G. and Kanuk, L.L., 2006. *Consumer Behavior*. Pearson Prentice Hall.
- Shimp, T.A., 2010. *Integrated Marketing Communication in Advertising and Promotion*/por Terence A Shimp (No. 658.8 S45.).
- Silvera, D.H. and Austad, B., 2004. Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of marketing*.
- Till, B.D. and Shimp, T.A., 1998. Endorsers in advertising: The case of negative celebrity information. *Journal of advertising*, 27(1), pp.67-82.
- Warren, M., 2020. Word of mouth marketing in 2019: How to create a strategy for social media buzz & skyrocket referral sales. *Ecommerce Marketing and Social Proof*, Big Commerce, <https://www.bigcommerce.com/blog/word-of-mouth-marketing/#word-of-mouth-marketing-statistics>. Accessed, 11.
- Weerasiri, R.A.S. and Herath, H.M.R.P., The Impact of Celebrity Endorsement toward Brand Image with Special Reference to Men's Wear Apparel in Sri Lanka.
- Wimalasiri, R.K.H.S., 2018. Factors Influencing Brand Switching in Telecommunication Industry among in Sri Lanka: Study based on Undergraduates in Sri Lanka. *Asian Journal of Multidisciplinary Studie*, 6(2), pp.77-85.
- Zhang, S., Zhao, L., Lu, Y. and Yang, J., 2016. Do you get tired of socializing? An empirical explanation of discontinuous usage behaviour in social network services. *Information & Management*, 53(7), pp.904-914.