CELEBRITIES AS VAMPIRES IN ADVERTISING: EXPLORATION OF THE VAMPIRE EFFECT ON ADVERTISING MEDIATED BY SOURCE CREDIBILITY

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Abstract

In contemporary business practices, it is imperative for organizations to devise a comprehensive brand communication strategy that incorporates diverse techniques, including leveraging the influence of celebrities, utilizing lesser-known models, and even employing nonhuman message sources, such as graphical representations. The absence of agreement concerning the presence of this overshadowing phenomenon can be attributed for further investigation into the concept of the vampire effect within the realm of advertising. In advertisements that do not feature celebrities, the participants' natural inclination is to focus their attention for a more extended period on the brand name and logo of the product and, when advertisements feature celebrity endorsements, celebrity themselves draws the audience's attention. Paper investigate the presence of vampire effect and its underlying mediators by administering a survey involving a sample of 384 individuals from generation Y based in Colombo District-Sri Lanka selected through quota sampling technique. Structured Equation modeling was adopted as the analysis method with Smart PLS software. Findings indicates the celebrity signals for higher exposure towards vampire effect and mediation was observed through the relationship of variables. Findings sheds crucial light on how to circumvent the vampire effect by putting in place the prerequisites. Findings would significant to practical marketers and advertising agencies to make decisions that will lessen the vampire effect and boost the effectiveness of advertisements. Paper directs managerial implications for further enhancing the efficiency of advertisements while minimizing the vampire impact of various endorsement tactics in the context of Sri Lanka.

Keywords: *Advertisement Effectiveness, Celebrity Endorsement, Marketing, Source Credibility, Vampire Effect*

Introduction

Effective advertising may express a business's unique value proposition to prospective consumers and set it apart from its competitors, resulting in increased customer loyalty and referrals. Through the ability to pinpoint specific demographics, location, desires, and behavior, advertising can reach the audience who is most inclined to be interested in the advertised product or service. In conclusion, advertising plays a crucial role for marketing due to how it enables companies to connect with their target market, build brand recognition, and enhance sales. In highly competitive markets, advertising plays a crucial role as it helps businesses stand out from the competition, offer their goods and services, and entice in consumers. Customers are more likely to decide on a particular company over its rivals when they are aware of and interested in it, through advertising, where this is much crucial in marketplaces with fierce competition with wide range of

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alternatives. Effective advertising can encourage brand loyalty and promote repeat business by developing a good reputation and fostering trust with potential consumers.

Celebrities are frequently viewed as role models and are idolized for their talent, prosperity, and way of life as well with the capacity to influence their followers' views and habits, particularly when it comes to purchase decisions. This makes them an appealing target for marketers looking to capitalize on celebrity fame and influence in order to advertise products and services. Celebrities come from a variety of backgrounds and occupations, nevertheless they all have the attribute of being well recognized and prominent in their particular sectors, may be from their accomplishments, talent, or personal life, and have a devoted fan following eager to follow their every move. Companies are able to boost awareness of their brand or product by capitalizing on the social media following and celebrity status of notable personalities with whom they have formed strategic partnerships. This strategy is founded on the idea that customers are more inclined to trust and relate to a celebrity endorsement than they are to traditional types of advertising, and that this makes celebrity endorsements more effective overall. The significant influence from the Celebrity Endorsements (CE) towards consumers purchasing decisions have been addressed by many scholars. Marketers all over the world regard CE as an efficient promotional tool as it shapes perceived quality of the product and uniqueness. Celebrities tend to engage with various activities with the endorsement as such, generating the brand identity, brand loyalty and retention (Holmes & Redmond, 2014), where the people who would follow a celebrity often look up to them and try to model their behavior after them. As a result, consumers and followers are fast to adopt the brands and items that are endorsed by the celebrity or that they themselves utilize (Meyers, 2000), while creating a highly productive promotional tool. Within the advancement of technology, the use of celebrities as a means to attract the attention of the customer towards an advertisement has been increasingly prevalent (Erdogan & Baker, 2000). Human message sources may be highly successful in transmitting advertising messages to audiences in the manner that businesses want them to be perceived, or they may be very destructive for the efficacy of advertisements by causing the *Vampire Effect*.

In academic literature, there is no standard definition for "vampire effect;" nonetheless, phenomena like as vampire claims, which help to grasp the idea that underpins it. When any attention-getting aspects other than the product, brand, and text message capture all or the majority of the focus and overshadow the other elements of the advertisement, the vampire effect occurs, and eventually the efficiency of the advertisement might drops. Within this background, celebrities are frequently used as human message sources in advertisements due to their fame, but exists a high potentiality to produce vampire effect due to their prominence and attractiveness (Erfgen et al., 2015). According to Erdogan & Baker (2000), the possibility for the vampire effect is high with the celebrity who is supporting but does not have any connection with the product/brand endorsed. Further a large percentage of audience might be able to remember a celebrity, but not the brand (Akhidenor et al., 2012), however, this might lead to the failure of the promotional programme while leading for the overshadowing effect (Erfgen et al., 2015).

Herein, the vampire effect in advertising appears to have received insufficient investigation according to the existing scholarly work even though this overshadowing in advertising is a significant problem.

Research Problem
Organizations tend to invest more with the promotional programmes due to the intensive competition (Belch & Belch,

2013), and Sliburyte (2009) stated that one fourth of advertising involve a prominent person in some capacity as an endorsement within different promotional setups. However, organizations might concern more with the acceptable ROI of celebrities (Erdogan & Baker, 2000) at the final objective. Hence, the vampire effect may have diverse implications, whereas scholars (Belch & Belch, 2013) pointed out that the celebrities may even be able to eclipse the brand, to the point where customers remember just the celebrity and not the brand, simply the overshadowing. According to (Keel & Nataraajan, 2012) such overshadowing is especially noticeable in the dearth of any clear connection between the celebrity with advertised brand, tends to produce the "vampire effect", as a result, the audience might remember the celebrity rather not the product. Scholars (Fleck et al., 2012; Kuvita & Karlíček, 2014; Dom et al., 2016;), have generally focused on the degree of compatibility between the celebrity and the product/brand that is being pushed rather than CE and the influence of celebrity appeal on the success of advertisements (Pileliene & Grigaliunaite, 2017). Furthermore, (Erfgen et al., 2015) discovered that CE had a detrimental impact on the audience's ability to discern cognitive attitudes and remember the brand whereas Tokmak & Aksoy, (2021) argued on the existence of the vampire effect, thus highlighting contradictory arguments. There is limited number of scholarly work in line with the vampire effect whereas the research gap is identified within the CE. Therefore, purpose of the paper is to investigate the presence of vampire effect within the Sri Lankan consumer market in more depth, with the intention that the findings will provide significant perspectives to evade the impacts of vampires.

Research Questions

Research questions have identified to address the research gap identified by involving a celebrity based promotions, unknown model based promotions and without any human message source based promotions with Advertising Effectiveness (AE):

RQ1: What is the impact of vampire effect on Advertisement Effectiveness (AE) with the mediating role of source credibility?

RQ 2: How celebrity creates significant difference on AE and credibility of source?

RQ 3: Whether an unknown model creates significant difference?

RQ 4: How no human message source creates significant difference?

RQ 5: In what extent credibility of source creates significant effect on AE?

RQ 6: In which capacity the credibility of source mediates the relationship of celebrity?

RQ 7: Whether credibility of source mediates the relationship of unknown model?

RQ 8: Whether credibility of source mediates the relationship of no-human message source?

Research Objective

Main research objective is to identify the vampire effect on Advertisement Effectiveness (AE) with the mediating role of the source credibility.

Sub Research Objectives

RO 1: To identify whether celebrity creates significant difference on AE and credibility of source

RO 2: To recognize whether an unknown model creates significant difference on AE and credibility of source

RO 3: To ascertain whether no human message source creates significant difference on AE and credibility of source

RO 4: To recognize whether credibility of source creates significant effect on AE

RO 5: To identify whether credibility of source mediates the relationship of celebrity

RO 6: To detect whether credibility of source mediates the relationship of unknown model

RO 7: To ascertain whether credibility of source mediates the relationship between no human message sources

This paper significantly addressed the diverse facets of concept formation and theory contribution by primarily giving evidence for the concept of vampire effect. Further, providing a comprehensive guideline for future researchers to follow when establishing and contributing to the CE impact to AE literature gap that currently exists. Sri Lankan marketers will benefit from the findings to avoid the vampire effect in future advertising efforts.

Literature Review

Celebrities & Non-celebrities in Advertising
"Celebrity" defined as a person whose life, professionally and personally, is the subject of interest to the public with a high profile in the media (Turner, 2010), and (Epstein, 2005) person who is famous for being famous and well known for well knowingness. Celebrity develops their ability for renown not only by accomplishing great achievements, but also by distinguishing their personality from rivals in the public arena, distinguished "mostly by trivia of personality."

When compared to the celebrity, a non-celebrity (unknown model) is someone who had no public renown prior to being placed in the campaign but appears in a product advertisement or simply a commoner may appeal for the advertisement (Menon, 2001; Rodriguez, 2008) and quite common approach. Non-celebrity endorsers will subsequently increase the emphasis on the product/brand rather than the endorsers themselves, as they are more representative of the intended market than celebrities (Martin et al., 2008). Furthermore, (Gaied & Rached, 2010) stated that non-celebrity credibility has become the most important asset for boosting AE, and generates more positive attitudes. Alternately, companies can construct their own endorsers, i.e., a produced spokesperson utilizing not-so-famous persons, to provide an opportunity for a high degree of control (Roozen & Claeys, 2008) and a cost advantage.

An appealing model/celebrity, message, sound, or anything else that is a part of the advertisement itself might serve as an attention-getter (Erfgen et al., 2015). within this contrary, incongruent message, graphical illustrations, an object, symbolism, typographic compositions, animation and motion graphics or a sound could also be considered as "vampires" where the audience might forget about the product/brand (Tokmak & Aksoy, 2021) while creating the vampire effect. Scholars pointed out that the audience are more likely to remember information, which is delivered visually than verbally whereas human brain was built to process visual information far more quickly and efficiently than textual information (Ilicic & Webster, 2011).

Celebrity Endorsement (CE)
Celebrities are akin to brands in that everything they do, from public performances to everyday life to their online presence, is essentially a branding and marketing effort which are performing in front of an audience, and would allow towards the profit gains (Holmes & Redmond, 2014). Many customers hold celebrities in high regard and use them as a kind of reference group by searching information and spending an effort trying to look like them (Albert et al., 2017). Celebrities are often used in advertisements not only to transfer their image to products but also to draw more attention to the advertisement, thus there is a chance to act like a vampire and grab all the attention (Wedel & Pieters, 2006). Endorsements from well-known celebrities are an effective method of attracting the attention of audiences, in addition, should persuade to purchase the advertised product. Accordingly, the credibility, uniqueness, and attractiveness of the celebrity become persuasive whereas CE would become more effective (Pileliene & Grigaliunaite (2017). However, Erfgen et al., (2015) pointed out the endorsement of a celebrity had a negative impact on the audience's ability to differentiate cognitive attitudes and recall

the brand name highlighting the negative effects from CE.

Scholarly perspectives differ widely on CE. Scholars (Holmes & Redmond, 2014; Pileliene & Grigaliunaite, 2017) encourage the use of non-celebrity endorsers owing to the strong relationship between them and the brand, which is unique, and the fact that customers focus more on the brand than the endorser under advertising conditions. In contrast, (Kazmi et al., 2022) discovered that CE results in more favorable perceptions with purchasing intention than non-celebrity endorsing. In addition, Agrawal, & Kamakura, (1995) pointed out the influence of a CE on the profitability of a firm supports the employment of celebrity endorsers. However, the celebrity's public personality must be consistent with the endorsed products and target audience (Erdogan & Baker, 2000), as well as possessing essential qualities such as being credible, attractive, likable, and trustworthiness.

Vampire Effect (VE)
VE refers to a picture, item, or person that diverts the target audience's attention away from the product/brand, hence preventing buyers from remembering the product/brand (Erdogan & Baker, 2000). According to Jones et al., (2004) when a person is exposed to too much information, more likely to become deeply involved in one source of data at the expense of another, however, they with the ability to distract from vital product information, resulting the VE. In practically, VE occurs when celebrities eclipse the recommended brand and customer only recalls the celebrity, is considered the most glaring adverse consequence in an endorsement (Belch & Belch, 2013). To convey their message and readily capture audiences' attention, advertisers frequently choose to use human message sources, such as celebrities or attractive or undiscovered models (Tokmak & Aksoy, 2021). However, these sources could monopolize all or most of the attention, which might make it impossible

for the other components to be noticed. Therefore, human message sources may be very effective in getting audiences, or they may be very detrimental to the effectiveness of commercials by creating the VE (Erfgen et al., 2015; Ilicic & Webster, 2014).

The fact that every image used in an advertisement has the ability to distract from the main emphasis provides a hurdle when attempting to discover "vampires" in the advertising. Furthermore, when there is incongruence between a celebrity and product, the VE is more likely to manifest as well, VE might occur if the celebrity has no link to the product (Erdogan & Baker, 2000). Therefore, the hypothesis developed:

H1: There is a significant impact of celebrity on AE and credibility of source
H2: There is a significant impact of unknown model on AE and credibility of source
H3: There is a significant impact of no human message on AE and credibility of source

Advertisement Effectiveness (AE)
Advertisements aim to change consumers' perceptions, attitudes, and behavior toward the promoted product (Huang et al., 2011) and, the AE is a potentially complex trait that depends largely on the audience's confidence in the communicator and their assessments of that person's subject-matter competence. As a result, the positive sentiments about the commercial is directly impacted by favorable brand personality appeal and favorable marketer attitude and efficacy of the advertisement is determined by favorable attitudinal factors since they directly affect customers' inclinations to make purchases (Freling et al., 2010). The disparities in AE are explained by stereotyping rather than credibility and celebrities may boost marketing effectiveness mostly via their appeal (Walker, 2005;Roozen et al., 2006).

Efficacy of advertisements evaluates based on the ability to elicit a sales and communication effect. In addition, scholars

(Freling et al., 2010; Huang et al., 2011) state the communication effects can be measured through the efficacy of advertisements. Furthermore, the consumer attitude on the brand has a significant and crucial influence in influencing the consumer's intentions to make a purchase (Shimp et al., 1999; Goldsmith et al., 2000). In a similar vein, (Ray, 2003) propose that a consumer's attitude about a brand has a major impact on the consumer's intents. Further, Till and Busler, (2000) analyze the source credibility (endorser) dimensions: expertise and likeability effect on attitude toward brand and purchase intentions of consumer and proposed both aspects are positively associated with purchase intentions (Choi and Rifon, 2002). Thus, many scholarly work available on both adult (Homer, 1990) and adolescent (Phelps & Hoy, 1996) samples that support the notion that a consumer's attitude toward a brand has a positive and significant effect on purchase intention.

Purchase Intention (PI), Brand Recall and Loyalty

The likelihood that buyers will attempt to purchase a product is known as purchase intention and link with perceived value (Grewal et al., 1998; Dodds et al., 2001). Buy intention is the probability, excitement, and interest with which customers plan to make a purchase and additionally, consumer's willingness to make a purchase is tied to a product's value and life cycle (Tsai et al., 2011). When a customer's criteria are satisfied and they have established the intention and behavior to make a purchase, they develop the behavior of repurchasing and encouraging others to make purchases. According to (Pan et al., 2012; Chung et at., 2012), PI can be used to measure customers' level of conversion into purchase towards a product, used as an index for predicting purchase decision-making. Additionally, PI measure customers' level of transformation into purchase behavior toward an entirely different product (Jamil & Hassan, 2014).

Brand recall refers to the consumer's ability to recall a brand when given the product category. Thus, CE and AE focuses on how unique celebrity qualities affect the consumer's assessments and recall of advertising, as well as the featured items and businesses (Lu et al., 2014). Further, CE might help to enhance advertisement recall rates (Ilicic & Webster, 2011) and (Hudders et al., 2012) discovered the degree to which a brand is prominent has a positive influence on the level to which that brand is recalled, irrespective of the degree to which that respondent is connected to the artist endorsing the brand. Consumer's propensity to make repeated and systematic purchases of the same brand refer as brand loyalty (Belaid & Temessek Behi, 2012). According to (Rauyruen & Miller, 2007) brand loyalty is driven mostly by the emotional connection that exists between customers and the business, with logical and normative considerations arising in distant second and the degree to which a consumer favors purchasing above others. Loyalty to a company's brand is crucial to businesses to repeat sales and recommendations from satisfied customers, which are essential to sustained financial success. In addition assist businesses in preserving their market share, especially in the face of intense competition (Biscaia et al., 2013).

Credibility of Source, Expertise, Trustworthiness and Attractiveness
Source credibility described as the favorable attributes of a communicator that influence the recipient's reception of a message (Ohanian, 1990; Hovland et al., 2003) According to the (Erdogan & Baker, 2000) the concept proposes that the success of a communication is contingent on the perceived level of knowledge and credibility of an endorser or presenter. Furthermore, Pornpitakpan, (2004) discovered that the word "Source Credibility" has some degree of influence on the efficacy of communication and is widely used to signify the favorable traits of a communicator. In being certain, such credibility has frequently been linked to a model or an endorser

(Homer & Kahle, 1990; Lauda Kertz & Ohanian, 1990); corporate credibility (Petty & Schumann, 1999; Newell & Goldsmith, 2003.); the advertiser (MacKenzie & Lutz, 1989); the advertisement (Choi & Rifon, 2002; MacKenzie & Lutz, 1989).

The degree to which the source of a communication is believed to be able to make accurate claims due to possessing the necessary skills is referred to as *expertise*. This attribute is also known as "authoritativeness" (Jeradey, 1996), "competence,"(Headald, 2000) "expertness" (Applbaum & Anatol, 1992), or "qualification." (Marllo et al., 1999.) Further, celebrity endorsers' perceived expertise is more crucial in explaining PI than their attractiveness and trustworthiness (Ohanian, 1990).

Trustworthiness refers to an endorser's honesty, integrity, and credibility in addition to its obvious connotations (Erdogan & Baker, 2000). When endorsing a product or service, a celebrity needs to be reliable in order to maintain their credibility (Schiffman & Kanuk, 2007; Friedman & Santeramo, 1999). In addition, the extent of a respondent's perceived likeness to the source, the level of the source's expertise, and the source's attractiveness were highly connected with the celebrity's credibility as a trustworthy individual (Ohanian, 1990).

Source's attractiveness traditionally linked with three interconnected aspects: familiarity, similarity, and likeliness (Guire, 1999). Further, attractiveness is a mixture of these three elements and physical attractiveness. However, the degree of attractiveness can affect not just how people see advertisements and how their behavior changes, but also other aspects of source credibility including expertise, trustworthiness, and liking for the endorser. Furthermore, improving the communicator's attractiveness increases positive attitude change (Homer & Kahle, 1990). Therefore, hypothesis developed,

H4: There is a significant impact of credibility of source on AE

H5: Credibility of source mediates the relationship between celebrity and AE

H6: Credibility of source mediates the relationship between Unknown model and AE

H7: Credibility of source mediates the relationship between no human message and AE

Conceptual Framework
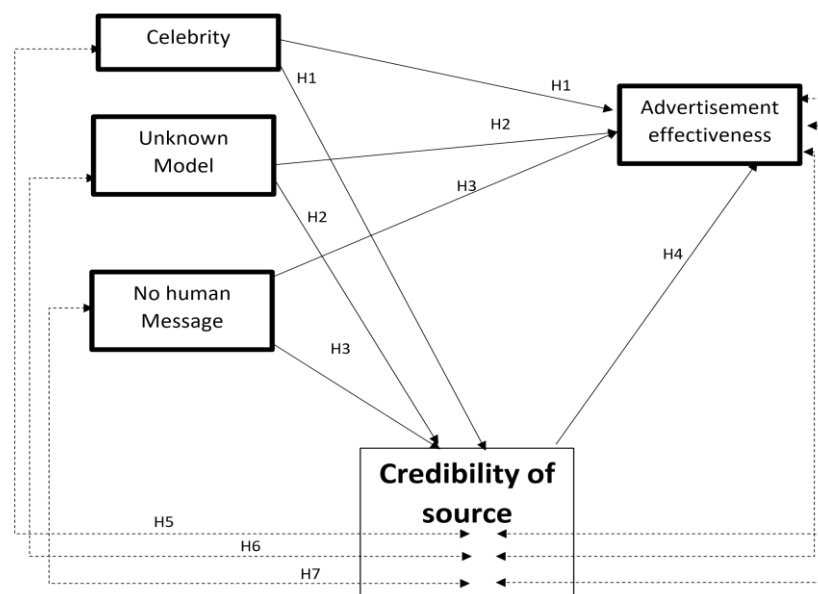Conceptual framework constructed by linking all discussed theoretical framework and identified research gap:

Figure 1: Conceptual model developed through Literature review

Research Methodology

Quantitative approach research design is adopted and carried out in the form of a deductive research. Informal in nature, the target population is made up of all of the information in its whole that the researcher is intending to collect in order to carry out the research study. Generation Y customers in Colombo district-Sri Lanka, who are established professionally and financially were chosen for the quantitative portion of this study's population. Since this research is based on a known population, Morgan Table has determined that the sample size which consist of 384 active people of Generation Y residing in the Colombo District. According to the (Senanayake, 2013), the Colombo city region has the highest population density in the country, with 13,364 people per km2 since the average population density across the country is 325 people per km2, which is the justification for selection. Quota sampling method was adopted as it ensure that the sample accurately represents the population in terms of the distribution of significant features. Quota sampling involves dividing a population into subgroups or strata based on certain characteristics such as age, gender, educational level, and ethnicity, and then selecting a predetermined number of individuals from each subgroup to participate in the study (Groves et al., 2018). Moreover, often used when obtaining a random sample is difficult or impractical, such as when a sampling frame is not available, or when certain groups are underrepresented in the population. Primary data collection conducted through a structured and pre-tested questionnaire. Furthermore, the pilot test was conducted instrument's validity and reliability tested.

Reliability and Validity

Researcher applied Cronbach's alpha reliability test to determine the dependability of collaboration independent and dependent variables, including CE and AE. Validity refers to the degree to which a measurement, instrument, or test accurately measures what it is intended to measure. In this study, the validity of the questionnaire's instruments was determined using the convergence and discrimination validity tests. Convergent validity is a construction that is convergent in relation to many construction measurement elements. This study assessed the convergent validity using the Average Variable Extraction value (AVE) and more than 0.5 validity observed (Ahmad et al., 2016) to be satisfactory.

Data Analysis

Data analyzed adopting the SEM model and SmartPLS software. In addition, descriptive analyses were utilized to evaluate primary data.

Structural Equation Modeling (SEM)

SEM is a statistical analysis method that involves multivariate and factor analysis. Path analysis, a method for assessing links between dependent and independent variables, is used in this study to evaluate data and test hypotheses.

Partial Least Square Structural Equation Modeling (PLS-SEM)

PLS-SEM model comprises of a measurement model and a structural model. Adapting the measurement model to establish the relationship between the observed data and the variable. The structural model is utilized to determine the link between variables. Thus, paper examined the effect of CE in the context of the Vampire Effect followed by the Source Credibility as a Mediator.

Descriptive Analysis

The descriptive data analysis is regarded as a valid method for presenting vital facts for respectable variables and provides graphical and numerical representations of the data gathered with the context of vampire effect.

Results and Discussion

As the demographic profile, age, gender and income level through descriptively analyzed. With regard to the Income Level, monthly earnings range from Rs.20, 000 to 40,000

have taken up the largest section and less than Rs.20, 000 was the lowest income category among the Generation Y.

Data Screening and Preparation
PLS-SEM can be used to verify the measurement scale and the item correlation level necessary for the study was confirmed by the Kaiser- Meyer-Olkin (KMO) value (KMO = 0.647), which was significant in Bartlett's test of sphericity (X2 = 199.412, p 0.000). The PLS Structural Equation analysis yielded KMO values for all variables that were more than 0.50 and the preceding table displays the communality values of the variables derived from the PLS analysis.

Evaluation of Measurement Model
The evaluation model is constructed using the utilization of Cronbach's Alpha, Composite Reliability, Average Variance Extracted, Convergent Validity, and Discriminant Validity.

Validation of the Measurement Model
Cronbach's Alpha and Composite Reliability were utilized in order to conduct an analysis on the reliability of the instrument. (Hair et al., 2014) the value of Cronbach Alpha and the compact dependability be higher than 0.7.

Composite Reliability
Composite Reliability measures internal consistency reliability and each of the composite reliability values is greater than the minimum threshold of 0.7, the dependability of the internal consistency is ensured.

Table 1: Composite reliability

Variables	Composite reliability
AE	0.973
Celebrity	0.942
Credibility of source	0.883
No human message source	0.890
Unknown model	0.952

Convergent Validity
The Smart PLS version 4 software was utilized throughout each validation and reliability test that was conducted. Since all the AVE values are above the threshold of point 0.5, the convergent validity is ensured.

Table 2: AVE results

Variables	Average variance extracted (AVE)
AE	0.728
Celebrity	0.644
Credibility of source	0.769
No human message source	0.783
Unknown model	0.787

Discriminant Validity
In addition, the amount to which a construct is actually distinct from other constructs in accordance with empirical standards is referred to as its discriminant validity. Measures of discriminant validity include cross loadings of the indicators, the Fornell-Lacker Criterion, and HTMT (Heterotrait-Monotrait Ratio). The Fornell-Lacker Criteria is the method that is considered to be the most conservative option for determining the discriminant validity of a test. It does this by contrasting the square root of the AVE with the correlations of the latent variables. It is important to ensure that the square root of each construct's AVE is higher than the highest correlation it shares with any other construct.

Table 3: Discriminant validity

	AE	CE	COS	NHM	UM
AE	0.853				
CE	0.949	0.802			
COS	0.897	0.887	0.877		
NHM	0.932	0.815	0.869	0.885	
UM	0.787	0.788	0.754	0.746	0.887

Square root of each construct's AVE has a higher value than the highest correlation it has with any other construct, the discriminant validity has been confirmed.

The determining coefficient, or R2, is primarily responsible for assessing how effectively exogenous and endogenous variables may be represented by one another. The percentage of the DV's overall variation that can be explained by the IV alone or by the interaction of the IVs known as the model's R2 value. Rather than a simple integer, this value is given as a percentage. The main purpose of R2, sometimes referred to as the determining coefficient, is to assess how effectively endogenous and exogenous variables represent by one another. Based on the output of the Partial Least Square , model explains 97.7% of the variation in Celebrity, Unknown model and No human message source by AE.

According to these data, the suggested model adequately describes the proportion of the overall Variance of Credibility of source.

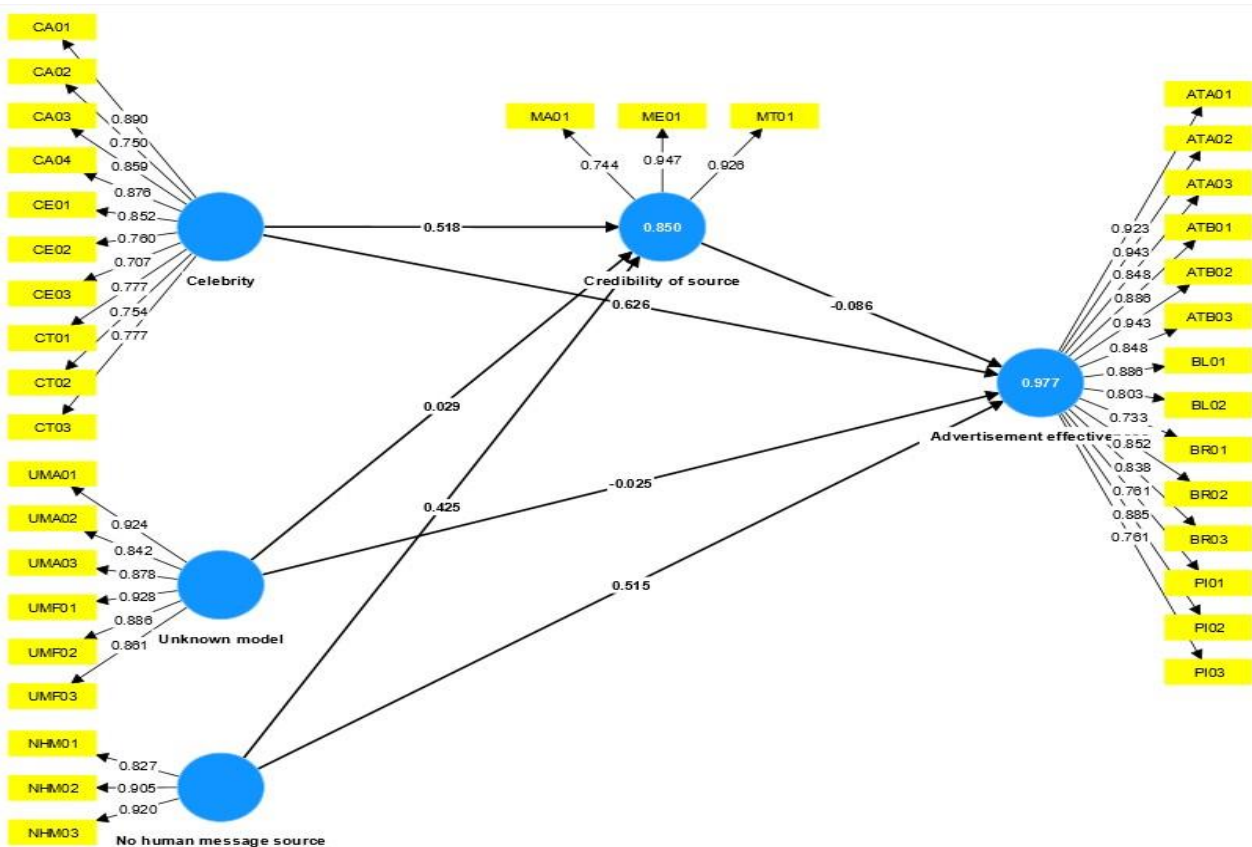*Evaluation of the SEM -Path Analysis Model*
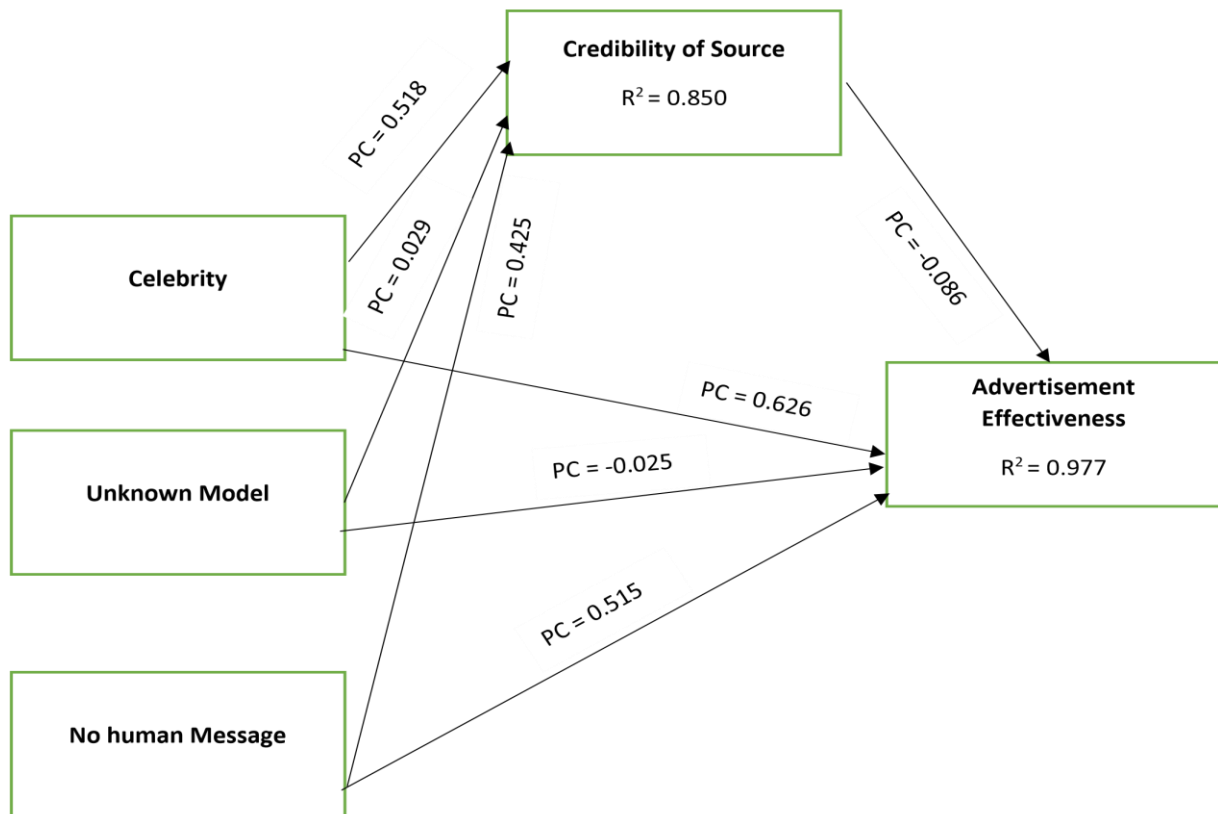

Figure 2: Output of the SmartPLS

Figure 3: Path analysis model

Specific Indirect Effect Evaluation

Table 4: Specific indirect Evaluation

	Original sample (O)	Sample mean (M)	Standard Deviation	T statistics (|O/STDEV|)	P values
Celebrity->Credibility of source -> AE	0.045	-0.044	0.016	2.843	0.004
No human message source -> Credibility of source -> AE	0.037	-0.038	0.016	2.308	0.021
Unknown model-> Credibility of source -> AE	0.002	-0.003	0.002	1.166	0.244

Under the model that has been proposed, three indirect effects that can be drawn between Celebrity, Unknown model and No human message source to the AE. In light of the facts in table 4, the sample mean reveals the value of 0.044,-0.038 and -0.003 respectively. A mean value of -0.044 in the context of particular indirect effect evaluation denotes a negative indirect impact between two variables, as determined by the specific indirect effect. A unique MV is used to quantify the impact of an IV on a DV in a specific indirect effect. In order to account for the direct impact of the, the particular indirect effect is calculated as the product of the route coefficients from the iIV to the mediator and the mediator to the DV. Accordingly, there is no indirect influence between unknown models, AE that is mediated by the credibility of the source as the t-statistic of the indirect impact is given as 1.166, and the p-value is 0.244, which is significantly higher than the threshold of 0.05. Therefore, the Credibility of source does not exert any kind of mediating influence on the connection between unknown model and AE.

Results of the Path Coefficient

Accordingly, five hypotheses has been accepted and H2, and H6 has been rejected indicating that there is no significant impact of *unknown* model on credibility of source and AE as well as *credibility of source* does not mediate the relationship between *Unknown model* and *no human message* source with AE.

Table 5: Hypotheses analysis

Hypothesis	P value	Status
H1	0.000	Accepted
H2	0.094	Rejected
H3	0.000	Accepted
H4	0.010	Accepted
H5	0.004	Accepted
H6	0.244	Rejected
H7	0.021	Accepted

Discussion on RO 1: Vampire effect on advertising with mediating role of source credibility

In accordance with the results, celebrity has a substantial impact on the AE and credibility of source when considered in the context of the VE. The output of the SmartPLS indicates that there is a strong positive impact (t-value 4.08 and p value 0.000. Further, unknown model creates an impact on AE and credibility of source and no human message sources creates a significant impact on AE and credibility of source. Therefore, no human message source and an unknown model creates a significant impact on AE within the context of vampire effect. Furthermore, the lack of a human message source is associated with the lowest possible probability of a VE, but the presence of an unknown model is associated with a moderate level of exposure. Recent researchers (Goldsmith & Clark, 2008) have identified both positive and negative impacts of the CE on the AE within the context of the vampire effect. However, the majority have supported to the positive impacts, indicating AE will decline because the celebrity overshadows the brand/product that been endorsing. The findings provide an empirical support for the assertions (Till & Shimp, 1998; Petty & Schumann, 1999; Ilicic & Webster, 2014; Kuvita & Karlíček, 2014; Lu et al., 2014; Erfgen et al., 2015), which demonstrates that the presence of a celebrity will divert attention away from the brand and reduce the AE (Negi et al., 2018; Wong et al., 2020). Therefore, study findings supports to the literature.

Discussion on RO 2: Celebrity creates significant difference on AE and credibility of source

Accordingly, hypothesis analysis shows (t-value 4.08 and P value 0.000), thus, there is a significant impact of the CE with the AE. Further, in practical scenario, celebrity is heavily utilized to increase the reach and attractiveness of advertisements. The outcomes of the study is in line with most of the previous scholarly work (Till & Shimp, 1998; Gaied & Rached, 2010; Bhatt et al., 2013), where the researchers concluded that celebrity would strengthen the AE in term of purchase intention, brand recall and brand loyalty. As in additional attempt, this study adopted all three forms, celebrity, non-celebrity and a source of information that does not include a human being when examining the effects of CE. Therefore, findings will contribute with a comprehensive understanding of endorsements, support the preponderance of the arguments presented in literature. Study explores attractiveness, trustworthiness, and expertise as significant characteristics that contribute to the success of advertising. Since these factors can be viewed either a cognitive or affective stimulus that provokes either more affect-based or more cognition-based processes when confront advertisements with celebrity endorsers, the researcher chose these factors as the most appropriate variables in the interest of examining the interactions of affect and cognition. Thus, physically attractive celebrities and attractive communicators are fruitful at changing beliefs and attitudes and generating purchase intention ((Homer & Kahle, 1990; Erdogan 1999). Furthermore, skills, knowledge, and experience of the

endorser considered on the level of expertise, which is a cognition-based quality. Furthermore, a celebrity who is highly competent and skilled in their field is more compelling than a celebrity endorser who has a low perceived level of ability (Ohanian, 1990; Erdogan & Baker, 2000) and trustworthiness (Erdogan & Baker, 2000; Huang et al., 2011). Moreover, when the celebrity is well known or widely recognized than the brand, customers might recall the celebrity, but not the company/ product that advertised (McCracken, 1999). In addition, CE might influence the attitudes and actions of consumers positively (Homer & Kahle, 1990) and boost the persuasiveness of advertising messages and the likelihood of consumers paying attention to the message (Ohanian, 1990). Therefore, findings would supports to the literature.

Discussion on RO 3: Unknown model creates significant difference on AE and credibility of source

According to the findings, unknown model creates no significant difference on AE (P value 0.094) and findings are in line with previous scholars (Till & Shimp, 1998; Erdogan & Baker, 2000; Tokmak & Aksoy, 2021). The use of unfamiliar models in advertising resulted to a lower level of recall and recognition when compared to advertisements that employed well-known models (Kamins et al., 1994). Thus, better levels of brand recall and identification can be attributed to the utilization of well-known models in advertising, and this effect was found to be particularly potent for luxury goods. When compared, advertisements that featured celebrity endorsers led to higher levels of brand recognition, positive attitudes towards the brand, and purchase intentions (Erdogan, 1999). In general, scholars suggests that using well-known models or celebrities in advertising can be beneficial in improving brand awareness and purchase intentions, particularly for new or unfamiliar products. However, effectiveness of the endorsement might affect by other factors; celebrity and the brand are a good fit and whether consumers believe the

product/brand to be credible. Furthermore, some scholars (Till and Busler.,2000) contributed with contradictory findings, as such , unknown model can lead to higher levels of brand recall and recognition when compared to advertisements that employed well-known models. Findings of the study confirm the scholarly view, where an unidentified model does not significantly affect the AE.

Discussion on RO 4: No human message source creates significant difference on AE and credibility of source

Accordingly, no human message source makes a significant difference on the AE and confirm scholarly findings (Chan et al., 2007). Furthermore, the use of graphical elements and animated characters in advertising led to increased levels of ad attention as well as positive attitudes toward the product that was being advertised in comparison to ads that did not use both of these elements around each other (Nelson et al., 2006). Further highlights, graphical images were particularly effective for rational and adult audiences. According to (Lee et al., 2018), the use of no human message source might enhance the consumers' positive sentiments about the advertised product as well as their intents to make a purchase of the product. As well, the visual metaphors in advertising, which are graphical depictions that express an abstract concept or idea, enhance consumers' positive sentiments toward brands as well as their intentions to make purchases of those brands (Pan et al., 2003; Ilicic & Webster, 2011; Baghi et al.,2014). Findings indicate that the use of no human message sources can be helpful in enhancing customers' positive sentiments toward the promoted product, buy intentions, and the AE.

Discussion on RO 5: Credibility of source creates significant effect on AE

According to the findings, source's credibility has a significant impact on how effective an advertisement (p value is 0.010), which accepts the relevant hypothesis of credibility of source. Furthermore,

consumers are more likely to believe the message and be affected by it if the source of the advertisement is viewed as credible. A well-known brand or a trustworthy celebrity speaker are both examples of reputable sources that could be used in an advertisement. Herein a situation where the advertisement is from an unknown brand or a famous person with a negative reputation, customers are more inclined to be skeptical of the message, due to the fact that their perception on misleading. Hence, credibility of the source is a key component in determining the attitudes and behaviors of consumers and AE (Ohanian, 1990; Petty et al., 2000). Moreover, Credibility of the source can be affected by a variety of factors; expertise, trustworthiness, and attractiveness (Chaiken et al., 2009). Therefore, the study findings suggest credibility of the source plays a significant role in the AE and in line with literature.

Discussion on RO 5: Credibility of source mediates the relationship between celebrity and the AE

According to the findings, credibility of the source mediates the relationship between celebrity and the AE (p value = 0.004) and in parallel with the literature (Petty & Schumann, 1999; Erdogan & Baker, 2000; Pornpitakpan, 2004; Bhatt et al., 2013). Advertisers frequently make use of prominent celebrities in order to attract more people's attention, win their favor, and encourage them to make a purchase, in same time; AE may reduce if the target audience (Bhatt et al., 2013) does not see the celebrity endorser as credible. Consequently, the credibility of the source will serve as a mediator between the AE and the celebrity (Pornpitakpan, 2004). It is possible that the celebrity endorser's credibility will improve with the product association, which increase AE. Accordingly, source credibility in mediating the relationship between CE and the AE and in par with scholar findings.

Discussion on RO 6: Credibility of source mediates the relationship between unknown model and AE

Findings revels the credibility of the source does not mediates the relationship between the unknown model and the AE (p value =0.244) and in agreement with previous scholars (Hovland et al., 2003; Jamil & Hassan, 2014). Customers are more likely to have a favorable reaction to advertisements that include celebrities or well-known models since they are already aware with these individuals and may trust the endorsements that they provide. On the other hand, if the model is not easily identifiable, its effect could be constrained. If the unidentifiable model is used in a manner that is inconsistent with the message or image conveyed by the brand, the AE may be diminished (Hovland et al., 2003; Ismagilova et al., 2020). According to the findings, the AE would be negatively impacted when a model is unknown, despite the fact that the model may be attractive. Findings demonstrate having an unknown model promote a product does not increase the probability that consumers would purchase the product if the endorser is perceived to be unreliable.

Discussion on RO 6: Credibility of source mediates the relationship between no human message source and AE

Findings demonstrate the credibility of source does mediates the relationship between no human message source and (P = 0.021). Depending on the setting of the advertisement, the credibility of the source will act as a mediator between the credibility of the no human message source used in the advertisement and the AE. When customers view the information provider as reliable and trustworthy, the usage of no human message source may have a stronger influence on the consumers' views toward the subject as well as their intents to make a purchase. Furthermore, the credibility of the source was shown to have an effect on the AE that used no human message source; yet, the attractiveness of the message was strong (Chan et al., 2007). Thus, marketers should employ reliable sources and compelling messaging appeals.

Conclusion

Vampire effect is a phenomenon characterized by the diversion of attention from other stimuli due to the presence of a particularly salient or capturing stimulus, such as an individual with physical attractiveness. The phenomenon referred as the ability of vampires to hypnotize and manipulate their captives, and crucial for discerning brand loyalty and consumer behavior across various contexts. This paper investigate the vampire effect on the AE, taking into account the role that sources of credibility play as a mediator, by focusing the Generation Y. There is a clear research gap within Sri Lankan context, which highlighted the significance of the study. Sample consisted with Gen Y 384 respondents and quota-sampling technique was adopted for a justifiable sample. Study constructed a model that was validated, supported, and tested in accordance with the findings that were produced by the PLS Algorithm in the PLS-SEM approach. The findings demonstrates a direct and positive association between celebrity and AE, no relationship between no human message source and no positive direct connection between an unidentified model. Accordingly, celebrities are the primary factor that overshadow a brand, and that endorsing a brand with celebrities is the least effective way to do so in the current economic crisis context of Sri Lanka. In practically, customers strives for rational decisions and putting their necessities first in times of economic uncertainty. In addition, the outcomes demonstrated the credibility of the source does not act as a mediator in the link between an unknown model and AE. The findings confirm the scholarly findings. Study contributes new theoretical information to the field of research regarding the vampire effect of endorsements with effectiveness and signals practical implications where a marketer could adopt. Therefore, the research ultimately provides an essential theory on how the vampire effect varies when using different endorsement types, including no human message sources; how each component affects to the advertisement effectiveness; and what is the mediating role of credibility of source to each component in Sri Lankan context.

Managerial Implication

Within the context of the vampire effect, marketers must carefully contemplate how to craft attention-grabbing advertisements that do not eclipse the intended product or message. Thus, following MIs are proposed for marketing professionals:

1. Utilize elements that are closely associated with the product rather than incorporating irrelevant or superfluous elements to attract attention.
2. Utilize various techniques such as storytelling, relatable situations, and humor to effectively captivate the audience and establish a favorable correlation with the product.
3. Developing a distinct and memorable brand identity can aid in distinguishing a product in a competitive market, without relying on extraneous or unrelated visual or textual elements.
4. Utilization of repetition and reinforcement in strengthening the retention of the product or message within the viewer's cognitive processes.
5. Prioritize the development of captivating components that are pertinent to the merchandise, evoking emotional responses from the target audience, utilizing unique branding, and employing repetition and reinforcement in a calculated and efficacious manner.

Recommendation

- To consider personality, credibility, and reputation within the industry other than the popularity while hiring a celebrity for the advertisement
- Prioritizing the brand/product within the advertisement rather than the celebrity
- Employing celebrities as a spokesperson to promote the product/brand
- Ensure the genuine and authentication of the celebrity's endorsement before proceeding

- Compatibility between the celebrities ideas/endorsement with the brand objectives

Future Research Directions

As future directions, CE with diverse components within the promotional tools, celebrities to promote the products based on product Life cycle stages (PLC) and vampire effect within the FMCG's in mature markets by adopting mix-method research would be proposed with a larger sample.

Limitations of the Study

The researcher was able to identify several limitations, including those that were sample-related, methodological, and contextually pertinent to the study. Limitations due to the sample as not represented all parts of the country, and adopting only the quantitative techniques rather mix-method research design were highlighted.

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