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Social Media and Celebrity Endorsement: An analysis of Literature Review

Abstract

The purpose of this chapter is to provide a thorough review in existent literature in relation to the social media and celebrity endorsement. In view of that, this paper examines key concepts pertaining to social media, celebrity endorsement, Studies based on Source Characteristics, which are Source Expertise, Source Trustworthiness, Source Familiarity, Source Similarity and Source Likability .Each concept discussed in light of what past literature has stated in terms of the definitions, conceptualization, key arguments, antecedents and consequences, to offer a complete depiction of the theme.

Social Media

Social media is defined as “a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user generated content” (Kaplan & Haenlein, 2010). “Social media is a broad term that describes software tools that create user generated content that can be shared (Sinclair, Jollean K. , & Vogus, 2011).” There are certain fundamental features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, a content, and a method that permits users to connect with each other and post comments on each other’s pages, and join virtual groups based on common interests such as fashion or politics (Cox, 2010).Classification of Social Media by social presence/media richness and self-presentation/self-disclosure are as follows, blogs, social networking sites (e.g.: Facebook), virtual social worlds (e.g.Second life), collaborative projects(e.g. Wikipedia), content communities (e.g.YouTube) and virtual game worlds (eg:World of war craft) (Kaplan & Haenlein, 2010). Counter to traditional computer aided communications, social media sees shift of activity from desktop to web content creation from firm to consumer and overall control from firm to consumer (Berthon, Pitt, Plangger, & Shapiro, 2012). When representatives in charge of running a brand’s official social page interact with consumers assuming the role of the brand, consumers feels an illusion of having an actual relationship with the brand.

In less than a decade after its invention, social media became the most popular activity on the Internet and they have been so successful that they reach more consumers than email ever did (Bright & Cunningham, 2012). Research shows that 88% of marketers incorporate social media into their marketing strategy and also that marketers and advertisers spend approximately \$60 billion annually on social media marketing (Smith, 2011 ;Whiting and William, 2013). Marketers who seek to use the medium as a means of communicating and influencing their consumers positively (Campbell, Colin , & Pitt , 2011) have adopted social media. One of the reasons that social media transcends other marketing tools is because of the direct access it provides fans to their favourite celebrities. It provides a platform where celebrities can communicate directly to their fans in their own way (Stever, Gayle, & Lawson, 2013). Thanks to social media, celebrities humanized as their fans get to see the person behind the superstar façade and this encourages a two-way communication channel between the celebrities and their fans (Bright & Cunningham, 2012). In less than a decade after its invention, social media became the most popular activity on the Internet and they have been so successful that they reach more consumers than email ever did (Bright & Cunningham, 2012). Research shows that 88% of marketers incorporate social media into their marketing strategy and those marketers and advertisers spend approximately \$60 billion annually on social media marketing (Smith, 2011 cited in Whiting and William, 2013).

Practitioners, therefore view social media as a platform to connect with consumers. Formerly businesses took to traditional , uni -directional media to share brand messages and communicate with consumers (Berthon, Pitt, & Campbell, 2008); (Benedikt & Werner, 2012) .Social media has been commended for its interactive capabilities (Kim & Ko, 2012), expressly for being able to foster two way communication (Kim & Ko, 2012).

Social networking sites (SNS) refer to web-based services that allow individuals to (a) construct a public or semi-public profile within a bounded system, (b) articulate a list of other users with whom they share a connection, and (c) view and traverse their list of connections and those made by others within the system (Boyd & Ellison , 2007).The phrase social networking sites' is often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan & Haenlein, 2010).Thus, social media is the environment in which social networking takes place and has altered the way in which consumers

gather information and make buying decisions. SNS have become one of the fastest-growing internet applications in the past two decades. In fact, the world witnessed the booming success of several SNSs such as Facebook, Twitter, My Space, QQ, YouTube, Flickr, and LinkedIn.

With the aid of “Uses and Gratification theory”, (Whiting & Williams , 2013) explored some of the reasons people have for using social media. They concluded that people use social media mainly for social interaction, information seeking, to pass time, as entertainment and for relaxation. This explains the need for celebrities and their fans to use social media as celebrities want to interact with their fans globally and fans want to be a part of the exclusivity that is their favorite celebrity’s world (Bright & Cunningham, 2012). Also, people use social media as an alternative to face to face communication (Whiting & Williams , 2013). It is more likely for a fan to follow their favorite celebrity on social media than for them to run into the celebrity in reality. Following their favorite celebrity on social media therefore acts as an alternative to physical communication.

Social media described as a tool that promotes interaction (Campbell, Colin , & Pitt , 2011) and (Strauss & Raymond , 2013). Interactivity is even more prominent on social media than other forms of advertising media as there is a two way communication channel between celebrities and their followers and celebrities are able to respond immediately to questions posed by their followers (Bright & Cunningham, 2012). Because people use social media to seek information (Whiting & Williams , 2013), it is understandable that fans follow their favorite celebrities on social media in order to gain information on their lives without waiting for the next edition of a magazine (Bright & Cunningham, 2012).

Social media sites are inexpensive, user friendly and it is available free (Whiting & Williams , 2013). Research has shown that 88 percent of marketers are using social media and that they are spending over \$60 billion annually on social media advertising (Gil-Or, 2010). Due to social media, celebrities humanized as their fans get to see the person behind the superstar façade and this encourages a two-way communication channel between the celebrities and their fans, so celebrities are able to respond immediately to questions posed by their followers (Bright & Cunningham, 2012). Almost 70% of Facebook users in Sri Lanka are males. However, when considering age rather than gender, 41% of Sri Lankan Facebook users are between the ages of

18 and 24 and about 34% are between the ages of 25 and 34. Less than 1% of local Facebook users are between the ages of 55 and 64 (Social Bakers, 2016).

Celebrity Endorsement

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements known as a celebrity (McCracken, 1989). The public for their accomplishments in areas usually knows them other than the product endorsed by them (Friedman & Friedman, 1978). Further celebrity refers to an individual who is known to the public, such as actors, sports figures, entertainers etc. for his or her achievement in areas other than that of the product class endorsed (Friedman & Friedman, 1978). There has been a significant increase in the amount of celebrity endorsements. (Boyd & Matthew, 2004). Celebrities are a common feature in the contemporary market place, often becoming the face or image not only of consumer products and brands, but also of organizations themselves (Ilicic & Webster, 2011). By pairing a brand with a celebrity, a brand is able to leverage unique and positive secondary brand associations from a celebrity and gain consumer awareness, transfer positive associations tied to the celebrity onto the brand, build brand image and ultimately enhance the endorsed brand's equity (Keller, 2008). Celebrities not only sell products and brands, they in fact exert powerful influence across all facets of popular culture and public life, influencing consumer attitudes and perceptions.

Endorsement defined as any advertising message (including verbal statement, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization) which message consumers are likely to believe reflects the opinions, beliefs, findings or expertise of a party other than the sponsoring advertiser. Endorsements have shown to be successful in advertisements. Additionally a celebrity can be used as an endorser only when the advertiser has good reason to believe that the endorser continues to promise to the opinions presented. There are four major different endorsers, the typical consumer, professional expert, company president and celebrity (Friedman, Termini, & Washington, 1976). The typical consumer is a real person, not an actor and a true user of the product. In fact, the only knowledge of the product is the result of the typical consumer's use of the product. The company president is leader of the company's product in which is being promoted and the professional expert is recognized based on their expertise within the product

class is endorsed. This person's special understanding or training of the product is more advanced than that gained by average people. The celebrity is a recognized individual known for their accomplishments in areas that are not associated to the product class is being endorsed. (Friedman, Termini, & Washington, 1976).

Celebrity endorsement is a ubiquitous characteristic of modern marketing (McCracken, 1989). Corporations invest significant amounts of money to align themselves and their products with big name celebrities in the belief that they will (a) draw attention to the endorsed products/services and , (b) transfer image values to these products/services by virtue of their celebrity profile and engaging attributes (Erdogan 1999; Ohanian 1991 ;O' Mahony and Meenaghan 1998). The use of celebrities in marketing communication is not a recent phenomenon (Kaikati, 1987).Celebrity endorsement can be attributed to the number of benefits retailers have seen by utilizing this form of advertisement, celebrities has the potential/ability to get the attention from the audience by giving retailers a better chance of communicating their message to consumers (Choi & Rifon, 2007)Other benefit is when a celebrity is paired with a brand, image of the celebrity helps shape the image of that brand (Agrawal & Kamakura, 1995). Increasing competition for consumer consciousness and new product proliferation encouraged marketers to use attention-creating media stars to assist product marketing. Moreover, recent technological innovations such as remote control television, video control systems, and cable and satellite diffusion have served to increase consumer power over programmed advertisements (Robin, Dianne, Kitchen, & Philip, 1996).This increased control or power makes advertising more challenging. Usage of celebrity endorsement strategy may ease this threat by helping create and maintain consumer attention to advertisements. Celebrities also help advertisements stand out from surrounding clutter, therefore improving communicative ability by cutting through excess noise in a communication process (Shennan, 1985).If a company image has been tarnished, hiring a popular celebrity is one possible solution. At times, a celebrity is chosen and a new product designed around the person since this strategy can pay huge dividends by giving products instant personality and appeal (Dickenson, 1996).

Some of the initial positioning strategies for products fail to draw expected interest from consumers. Companies can hire celebrities who have necessary meanings to establish new positioning for existing products. Increasing competition for consumer consciousness and new product proliferation has encouraged marketers to use attention-creating media stars to assist

product marketing. Moreover, recent technological innovations such as remote control television, video control systems, and cable and satellite diffusion have served to increase consumer power over programmed advertisements (Robin, Dianne, Kitchen, & Philip, 1996). This increased control or power makes advertising more challenging.

Usage of celebrity endorsement strategy may ease this threat by helping create and maintain consumer attention to advertisements. Celebrities also help advertisements stand out from surrounding clutter, therefore improving communicative ability by cutting through excess noise in a communication process.

However, there are several disadvantages as well by using celebrity endorsement. Another issue is that of celebrity greed and subsequent overexposure when a celebrity becomes an endorser for many diverse products (e.g. the Spice Girls in 1997). If a celebrity's image ties in with many brands, impact and identity with each product may lessen since the relationship between the celebrity and a particular brand is not distinctive (Mowen & Brown, 1981). This can not only compromise the value of the celebrity in the eyes of star's fans (Graham 1989), but also can make consumers overtly aware of the true nature of endorsement which has less to do with brand/product attributes, and more to do with generous compensation for the celebrity, leading consumers to overt cynicism about their motives (Tripp, et al. 1994). Because of these facts, companies and celebrities alike must be careful not to kill the goose that may potentially lay golden eggs in case they become rotten.

As can be inferred from this quick overview, selecting celebrity endorsers is not an easy task. Many scholars have attempted to construct models to aid in selecting celebrity endorsers. Carl I. Hovland and his associates presented one of the earliest models in 1953. Following his initial Source Credibility theory.

Studies Based on Source Characteristics

There are number of different theories have been used for celebrity endorsement in past researches. As proposed previously by Mowen, Brown, and Schulman (1979) a general communications model, based upon the integration of balance theory (Heider, 1958) and attribution theory (Kelley, 1967) can be used to analyze factors affecting the effectiveness of product endorsers. In the Novas, et al. study, balance theory was used to define the relationships among the triad of cognitive almanacs of consumer (C), endorser (E), and product (P). According to the analysis, the consumer's perceptions of an endorser and a product represent

sentiment or effective relations. The relationship between the endorser and the product represents a unit connection, or a perception by the consumer of the extent with which the endorser is associated or bonded with the product. Based upon the cognitive consistency analysis, an endorser will be maximally effective when both a strong sentiment relationship exists between the consumer and the endorser, and a strong unit relationship exists between the endorser and the product. With the development of strong positive sentiment and unit relations, the consistency forces are hypothesized to cause the consumer to cognitively reorganize the weaker consumer-product (C-P) relation so as to perceive the product more favorably (Abelson & Rosenberg, 1958).

The factors influencing the consumer- sentiment relation. However, surprisingly little attention has been devoted to delineating the nature of unit relations in general and the relation between an endorser and a product in particular (Phillips & Calcott, 1996). Mowen, et al. (1979) investigated the application of attribution theory (Kelley, 1967) as a method of analyzing the unit connection between endorser and product. From an attribution theory perspective, consumers conceptualized as seeking to determine the causal reasons for a celebrity endorsing a product.

The use of attribution theory as an approach for understanding the nature of the unit connection is new. Despite the proposition's novelty, however, several factors suggest its application. First, the concept of association, delineated by (Heider, 1958) to describe the nature of the unit connection, is generally considered to be one of the important elements in arbitrate causality. Attribution theory developed to predict individuals' perceptions of social causality. It makes conceptual sense to use attribution theory as an approach to specify the nature of the unit connection.

Although past research documents a general tendency for consumers to believe in the purity of the motives of celebrity endorsers, it is likely that this tendency varies substantially both across consumers and across endorsers. For example, Tripp et al. (Louie & Obermiller, 2002) also demonstrated that celebrities who blamed for negative events (e.g. accidents) could have detrimental effects on the products they endorse. In short, the effectiveness of a celebrity endorser is dynamic, dependent on the celebrity, the product, and perhaps even societal conditions at the time and place where the advertisement shown. As such, it could be fruitful to abandon the use of traditional measures of the celebrity endorser's trustworthiness or credibility

in general (e.g. Freiden, 1984; Ohanian, 1991) in favor of directly measuring the degree to which individuals evaluate the celebrity as liking the endorsed product after viewing the advertisement. Such evaluations fit under a class of judgment that referred to as “correspondent inferences” (Gilbert & Malone, 1995). Correspondent inferences more generally refer to any judgment in which observers use an individual’s behavior (e.g. an endorser saying that she loves Cheerios cereal) to infer congruent dispositions in that individual (e.g. inferring that the endorser actually does love Cheerios cereal). We propose that correspondent inferences are a direct measure of a celebrity’s credibility in the specific context of the advertisement, and thus should predict consumers’ attitudes toward the advertised product (Silvera & Austad, 2004).

However, there are, various theories used to measure effectiveness of celebrity endorsement. Source Characteristics refer to the characteristics that a celebrity possesses that influence the target audience the most (Subhadip, Gammoh, & Koh, 2013). The theories like ‘Source Credibility Theory’, ‘Source Attractiveness Theory’ provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. The source credibility theory stated that people or receivers are more likely to be persuaded when the source presents itself as credible (Hovland, Kelley, & Lanis, 1963). Source credibility can be seen as a situation where message believability is dependent on the credibility status of the sender in the minds and eyes of the receivers. Factors that affects credibility is expertise and trustworthiness. Here the fact a celebrated person is not enough to influence consumer’s attitudes. Expertise refers to the knowledge, experience or skills possessed by an endorser as they relate to the communication topic. Source Trustworthiness refers to the honesty and believability of a source (Shimp, 2000). An endorser’s trustworthiness depends primarily on the audience’s perception of his or her endorsement motivations. The origin of utilizing celebrities in testimonial advertising came from choosing spokespeople who were closely related to the not only the product, but also the target audience (Jatto, 2014). A trend noticed in choosing actors/actresses, athletes and other celebrities as these spokespeople (Ohanian , 1990). The source credibility theory helps explain the criteria for this phenomenon. The theory proposes three components that determine believability in a brand ambassador. The more a communicator fits these criteria, the more likely they are to positively affect purchase intent, and vice versa. Researchers have been studying source credibility since the 1960s, with measurable scales including safety, qualification, dynamism, expertise, attractiveness,

trustworthiness, likeability, objectivity and more. Further it was noticed the inconsistencies in the measureable scales of source credibility and built a study that lead the way to a tri-component construct that provided a reliable and valid scale for the source credibility theory (Ohanian , 1990).

Source Credibility Theory tells that acceptance of the ad message depends on 'Expertness' (perceived ability of the source to make valid assertions) and 'Trustworthiness' (perceived willingness of the source to make valid assertions) of the source. Acceptance of the message depends on 'Expertness' and 'Trustworthiness' of the source. Expertness defined as the perceived ability of the source to make valid assertions. Trustworthiness defined as the perceived willingness of the source to make valid assertions. Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product. Expertise known as the authority, competence and qualification a communicator possesses (Ohanian, 1990). Much research has proven that the more credible a person is, the more behaviorally compliant the receiver of that message will be (Jatto, 2014). The theory suggests that endorsers perceived as experts who have sufficient knowledge in a particular area of interest, in this case, beauty. It explains how consumers persuaded based on the overall perceived credibility, regardless of format. Trustworthiness is “the listener’s degree of confidence in, and level of acceptance of, the speaker and the message” (Ohanian , 1990). Several studies have proven that trustworthiness directly correlated with persuasion and message effectiveness. Miller and Baseheart (1969) found that the more trustworthy a communicator is, the more effective their opinion will be to the receiver of that message.

Source Attractiveness Theory has traditionally viewed as having three interrelated aspects namely Source Familiarity, Source Similarity and Source Likability. Advertisers have chosen celebrity endorsers based on their attractiveness to gain from dual effects of celebrity status and physical appeal. The acceptance of the message depends on familiarity, which is audience's knowledge of the source through exposure, source likeability means the affection for the source's physical appearance and behavior, and source similarity means resemblance between source and receiver. This theory explains the message acceptance in two ways: Identification and Conditioning (Dash & Sabat, 2012). Identification is when the receiver or the target audience of the communication begins to identify with the source's attractiveness, and hence tends to accept

his opinions, beliefs, habits, attitudes etc. Conditioning is when the attractiveness of the source is supposed to pass on to the brand after regular association of the source with the brand. Attractiveness is another dimension that plays an important role in the initial judgment of the communicator (Baker & Churchill, 1977). Joseph (1982) concluded that attractive communicators are “consistently liked more and have more positive impact” than less attractive communicators (p.42). Several other researchers have agreed with those findings, reporting that attractiveness enhances positive attitudes (Simon, Berkowitz & Moyer, 1970; Kahle & Homer, 1985). Endorsers who are perceived to be attractive are more likely to lead to purchase aspiration.” Given the nature of the cosmetics industry, beauty and attractiveness continue to be significant factors in selection of endorsers and spokespeople (DLR van der Waldt, 2009).

In previous literatures focus is on source attractiveness and source credibility as the two most important Source Characteristics for a successful endorsement deal (Subhadip, 2012). In the past researches on celebrity endorsement source attractiveness and source credibility has been measured in terms of traditional media. Among the less number of research conducted, attributes of source attractiveness has not been measured in terms of celebrity endorsement towards purchase intention (Jatto, 2014). According to (Jatto, 2014) more variables can be added to the study in order to determine more factors that are significant to the effectiveness of celebrity endorsements on social media as the Source Characteristics and consumer characteristics used in this survey are not the only possible ones. In previous literature, Source attractiveness theory has not measured towards consumers purchase intention. Therefore, researcher intend to measure source credibility, source attractiveness in order to measure characteristics of a celebrity towards celebrity endorsement in consumers purchasing intention. Researcher’s theoretical contribution is adding source attractiveness theory together with source credibility.

Source Expertise

Expertise defined as that advertising endorser holds professionalism, which can persuade consumers to buy products (Desarbo & Harshman, 1985; Ohanian, 1990; Goldsmith et.al., 2000). Celebrity endorser’s expertise as the extent to which a communicator perceived to be a source of valid assertions. (Clinton, Holmes, & Strutton, 2008) indicate that source effectiveness is influenced by receiver's perception of the source's expertise. Further, they state that the source's perceived level of expertise and the target person's level of agreement will those

recommendations varied with the respondents' actions in response to the source's recommendations. Expertness defined as a quality of having a specific range of ability, knowledge, or skill in a specified area. It is perceived to be a source of valid contentions. A celebrity that is more expert found to be more persuasive (Aaker & Myers, 1987). Hovland et al. (1953) stated that it does not really matter whether an endorser is an expert; what matters is how the audiences perceive him. Expert sources influences perceptions of the product's quality and produces higher recall of product information as compared to non-celebrities (Speck, Schumann, & Thompson, 1988). The level of perceived celebrity expertise should predict celebrity endorser effectiveness. Belch and Belch (1994) said that information receivers have strong belief upon the person who is practical having related knowledge, expertise in advocating area. Endorser with high knowledge and skills has strong power of recommendation as compare to the endorsers with low expertise (Ohanian , 1990). Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Clinton , Holmes , & Strutton , 2008). If the celebrity advocating the product has strong knowledge and experience, then he/she will ultimately have differential power to pursue due to strong believability. Respondents' 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.

Source Trustworthiness

Early research supported the intuitive belief that positive sources enhance persuasion. Generally, the methodology of the studies assessed the immediate attitude change, or the extent of agreement with a message, induced by an intrinsically superior source in comparison to that induced by an intrinsically inferior one. With one critical exception, these studies found that greater immediate agreement or attitude change induced by the superior source (McGuire 1968). From these studies emerged the construct of source credibility. A credible source was one who had such intrinsic attributes as trustworthiness, expertness (Dholakia & Sternthal , 1982; Harmon & Coney, 1982). However, a fundamental problem exists in the way in which both marketing practitioners and marketing researchers conceptualize the effects of source credibility. The presumption that a source is more credible if he or she is more "trustworthy and/or expert" (Dholakia & Sternthal, 1977) is not supported by experimental studies. In their reviews of the source credibility literature, both Anderson & Clevenger (1963) and McGuire (1968) concluded

that strong support exists for attractiveness and expertise as components of source credibility, but none for trustworthiness.

The degree of confidence in the source's intent to communicate valid assertions defined by trustworthiness. (Erdem & Swait, 2004) Claimed trustworthiness as consistently delivers what has been promised. Favorable disposition acceptance, psychological safety and perceived supportive climate as favorable consequences of trust (Gefen & Straub, 2004).

There are different types of trust. These are institutional, character-based and process-based trust (Egan, 2007). He described institutional trust as the kind of trust that is based on the rule of law and stated, for example, dentists endorsing toothpaste because they deemed credible to do so. Egan stated that character-based trust involves consumers trusting the source as individuals (this kind of trust is important in personal selling and therefore is not fully applicable to celebrity endorsements) and finally, he described process-based trust as the trust that built over time (reputation). Many studies support the effect of trustworthiness on attitudinal change. The opinion of a highly trustworthy source considered more effective than a non-opinionated message and message from a non-trustworthy source stated that when a source is both trustworthy and expert, the effect on consumer attitude is greater (Ohanian, 1990). According to Clinton et al. (2008), many studies supports that trustworthiness effect the effectiveness of the advertising. Miller and Baseheart (1969) said in their studies that highly trustworthy communicator who deliver opinionated message produced an effective attitude change. Researchers found that the trustworthiness of advertising endorser is one of the important factors to obtain the customer purchase intention, is the higher the trustworthiness is, the higher the positive advertising and brand attitudes are (Goldsmith, Lafferty, & Newell, 2000).

In comparison to source expertise, a celebrity need to be trustworthy when endorsing a product or a service (Schiffman & Kanuk, 2004). This is logically based on how honest the celebrity is about what he/she says concerning the brand. Furthermore (Belch & Belch, 2001), discusses that the target audience must find the source (celebrity) believable. Moreover (Ohanian, 1990) states that when a celebrity is perceived more trustworthy, the message will be more effective and the receiver will be integrated.

Source Familiarity

Familiarity refers to the level of knowledge of source through exposure (Belch & Belch, 2003, p.172). The company chooses a celebrity who utilizes his or her knowledge in the exposure phase. The effect of familiarity on attitude increases when there are brief exposures of the celebrity and when there are longer delays between the exposures. The effect decreases when there are long exposures of the celebrity and when there are shorter delays between the exposures (Bornstein, 1989). When companies choose a celebrity, it is important to what extent consumers are familiar with the celebrity. The more familiar the consumer is with the celebrity, the more positive the effect will be.

It is also well known that consumers, who are more familiar with a celebrity and are more exposed to a celebrity, will automatically like a celebrity more; this is called the mere exposure effect (Zajonc, 1968).

Source Similarity

If a consumer can identify him/herself with the endorser. People can be influenced more easily by an endorser who is similar to them. According to (Karen ,2015) similarity of celebrity endorsers has a positive and significant relationship with consumer's purchase intention since consumers felt that had a lot in common with endorsers and that this indicator has the most influential impact on consumer's purchasing intention.

Similarity to the model and attraction to the model often go hand in hand when a person views an advertisement (Buckley & Roach, 1981).Byrne (1971) contended that in order for one person to be attracted to another, a feeling of similarity must exist. In previous research, similarity in perceived attitudes had the greatest effect on attraction to a same-sex person, similarity in dress had the next greatest effect, while attractiveness of dress had the least effect on attraction (Buckley & Roach, 1981).

Thus, women may be more attracted to models in advertisements when they feel some sort of similarity to the model. Kozar and Damhorst (2008) found that older women (60 to 80 years old) who felt more similar to a model in an advertisement had strong positive beliefs about the model's appearance, fashion ability, and purchase intention. Perceived similarity was influenced by perceived age of a model and had a positive effect on beliefs about the model's appearance in terms of perceived attractiveness and impressiveness (Kozar & Damhorst, 2008)

Source Likeability

When people like the celebrity they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements (McGuire, 1985). Source likeability refers to the positive negative feelings that consumers have towards a celebrity (Mowen & Brown, 1981). It can also be defined as the extent to which the source is viewed as behaving in a way that matches the desires of those who observe him or her. Celebrity endorsement will influence the consumer behavior and attitude (Belch & Belch, 2001) and advertisers believe that a celebrity can influence the consumer's vision of the company's image. Likeability is the "affection for the source as a result of the source's physical appearance and behavior" (McGuire, 1985). In addition, McGuire (1985) states that when people like the celebrity they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements. Celebrity endorsement will influence the consumer behavior and attitude (Belch & Belch, 2001) and advertisers believe that a celebrity can influence the consumer's vision of the company's image.

In Kahle and Homer (1985) the process of the disliked celebrity is explained in an experiment that contained a total of 200 men and women participating in the study. The experiment contains the example of celebrity endorsement used with disposable razors by means of John McEnroe; he has been the celebrity endorser for this particular brand. John McEnroe is a tennis player who can annoy people; his extreme rough language on the tennis court is widely known. It can be stated that he isn't the ideal endorser of a brand, and that John McEnroe can be assigned to the disliked celebrity group. The company retains him because his image implies concern for protection of self-interest; two factors the company wants consumers to be associated with regarding the consumption of disposable razors. Despite McEnroe is a disliked celebrity; the company uses him as an endorser.

More variables can be added to the study in order to determine more factors that are significant to the effectiveness of celebrity endorsements on social media as the Source Characteristics and consumer characteristics used in this survey are not the only possible ones (Jatto, 2014).

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