an implicit preference by the celebrity, a potential "cool" factor, a competitive advantage of brand recall, and an increase on company market value (Agrawal and Kamakura, 1995).

**Purpose of the Study**

- To study effectiveness of celebrity and non-celebrity endorsement in the field of cosmetics with respect to brand preference
- To study the factors that attract consumers towards celebrity endorsement
- To measure the impact of advertisements endorsed by celebrities and non-celebrities on brand preferences of the consumers

**Hypothesis**

In order to find the impact of celebrity and non-celebrity endorsements on the brand preferences of consumers, the hypothesis is:

- **H1**: The respondents who like to watch celebrity advertisements prefer cosmetic brands endorsed by celebrities rather than brands endorsed by non-celebrities

- **H0**: The respondents who like to watch celebrity advertisements prefer cosmetic brands endorsed by non-celebrities rather than brands endorsed by celebrities
LITERATURE REVIEW

Within the past decade, the phenomenon of celebrity endorsement has become a key tool of advertising and the key principle for brand communication in the market. (Clark & Horstman, 2003).

With a flood of celebrity endorsements in advertisements, several studies have examined consumer response to celebrity endorsements and the way the brand can be built through this form of advertising. According to Lascu (2009), consumers are often driven by the idea of buying the product that is endorsed by a famous person, thus the consumers formulates an association with the product and the celebrity.

The past research is suggestive of celebrity endorsement as a tool for message believability and recall (Friedman & Friedman, 1979), recognition of brand names (Petty, Cacioppo & Schumann, 1983), positive attitude towards the brand (Kamins, 1999), and distinct personality for the endorsements of brand (McCracken, 1989).

Before looking into the past experiments by the researchers in the realm of celebrity endorsements and its impact on the processes of branding, it is important to define the concept of celebrity endorsement. According to Friedman and Friedman (1979), “A celebrity endorser is an individual who is publicly recognized for his or her achievements in his personal or social life, holding a distinctive identity”.

By this, it can mean that celebrity endorsements appear to be wielded through the use of actors, sports personalities, film stars, businessmen who enjoy public recognition for their expertise in the industry they are associated with.

Brands use celebrity endorsement to gain a competitive edge by creating a unique brand identity and brand acceptance in the consumer’s mind. When a celebrity endorses a brand, it creates a value for the brand that influences the perception in the consumer (Aaker, 1996; Kamins, 1989).
several celebrities to promote its products. Such a phenomenon is called multiple celebrity endorsement technique. Some spokespersons are “shared” by different advertising firms, that is, they are promoting more than one brand (Tripp et al., 1994).

Okorie (2011) citing Cooper et al. (2005) notes that all firms must be knowledgeable of the important aspects before employing celebrity endorsement tool: consistency and long-term commitment. As a crucial aspect of branding, companies must use endorsers that exhibit qualities consistent with the product’s image for a strong brand identity. Thus a strong influence can be wielded towards the consumer perception through this consistency. And, it must be viewed at a long term contract that strategically affects the brand over time.

Several theoretical explanations regarding the process of celebrity endorsement can also be traced in the past research.

One of the frequently used theoretical constructs to support the celebrity endorsement is the model of source credibility. This model highlights the qualities considered important while considering the association between celebrity and a brand. The literature identified three main aspects as components of source credibility: trustworthiness, expertise and attractiveness (Baker & Churchill, 1977; Giffin, 1967; Hovland, Janis, & Kelley, 1953; Joseph, 1982; Kahle & Homer, 1985; Maddux & Rogers, 1980; Mills & Harvey, 1972).

In the model by Ohanian (1990), the three main dimensions were trustworthiness, which included the categories of not dependable/dependable, dishonest/honest, unreliable/reliable, insincere/sincere, and untrustworthy/trustworthy. Expertise included the categories of not expert/expert, inexperienced/experienced, unknowledgeable/knowledgeable, unqualified/qualified, and unskilled/skilled. Attractiveness included the categories of unattractive/attractive, not classy/classy, ugly/beautiful (or handsome), plain/elegant, and not sexy/sexy.

Ohanian (1990) proposed that the effectiveness of celebrity endorsement depends on the endorser’s perceived attractiveness and perceived credibility, which are trustworthiness and expertise. So the source credibility was an
The source attractiveness model is a component of the 'source valence' model of McGuire (1985). The attractiveness model contends that the effectiveness of a message depends on source's 'familiarity', 'likeability', 'similarity' and 'attractiveness' to the respondent.

Attractiveness has become an important factor through the increasing use of celebrities as endorsers for products, services and/or social causes (Patzer, 1983; Ohanian, 1990). Most television and print ads use physically attractive people. Already in the eighties, research had shown that physically attractive communicators are more successful in changing beliefs than unattractive communicators (Chaiken, 1979).

As the influence of the celebrities and the prevalence of the celebrity endorsement process has become widespread (Choi & Berger, 2010), the marketers are attempting to associate brands to the celebrities in a more meaningful way, by exploiting the process of meaning transfer (McCracken, 1989).

According to the transfer of meaning model, McCracken(1989) has suggested that the effectiveness of the endorsement process depends on the meaning the celebrity confers upon the brand. Meanings can be associated to the personal characteristics of the endorser, societal or cultural meanings that provide a context to the whole world. The cultural meanings that are connected with the celebrity will be transferred to the endorsed product/brand (Brierley, 1995). Thus, it can assert that every celebrity will highlight specific meanings to consumers through their brand endorsement.

McCracken’s view also suggests the celebrity image and the brand image should exhibit a symbolic relationship of 'match' in order for the celebrity endorsement to be effective.

On the other hand, self-enhancers will be more likely to reject brand associations created by a celebrity endorsement where the celebrity associations are rejected (i.e., a non-aspirational celebrity), compared to consumers who do not have active self enhancement goals (Escalas & Bettman, 2003).
glamour and physical attractiveness portrayed in the advertisements, which is mostly evident in the celebrity endorsed advertisements, thus explains its effectiveness.

For the skin care brands (cleaners, toners, masks, day or night creams), both the celebrity and non-celebrity endorsed advertisements seemed to be effective in creating brand preferences among the young consumers. So, we can say that young respondents watch both celebrity and non-celebrity advertisements to make brand preferences so that they turn out to be effective and long lasting. So we cannot separate the role of celebrity and non-celebrity advertisements influencing the attitudinal tendency for brand preferences and choices.

For the hair care brands, the respondents seemed to be influenced by the celebrity endorsed advertisements more than non-celebrity advertisements. So, according to the results and analysis, the respondents with the celebrity advertisements with a feeling of likeability towards them and thus the brand preferences on the basis of what they are communicated in the advertisements i.e. the use of celebrity endorsement while employing non-celebrities in the advertisements for hair care brands doesn’t seem to yield more influence on the young respondent’s brand preferences as shown by the hypothesis results.

Other significant findings suggest that factors of physical attractiveness and expertise of endorser play an important role in how influential they will be in evoking an attitudinal or behavioral response. Of people aged between 16 and 35, 73% respondents agreed that physical attractiveness and 65% respondents agreed that expertise are the important factors while accessing the effectiveness of the endorser.

Overall, it is found out that the use of celebrity endorsements such as actors, singers, business men, and other renowned celebrities in advertisements seems to be more effective than the non-celebrity advertisements such as doctors, beauticians and common characters, in influencing the brand preferences of young, urban consumers in two Pakistani cities. The finding is consistent with the past research that has looked into many aspects of brand building with