



Brand, corporate, and celebrity credibilities: A reverse effect

Journal:	<i>EuroMed Journal of Business</i>
Manuscript ID	EMJB-10-2022-0187.R2
Manuscript Type:	Empirical Research Paper
Keywords:	Brand credibility, corporate credibility, celebrity credibility, advertising credibility, mediators, moderators

SCHOLARONE™
Manuscripts

Brand, corporate and celebrity credibility: A reverse effect

Abstract

Purpose - Celebrity endorsers are usually considered to bring positive effects to associated nodes, such as brands and corporations. However, limited evidence suggests that brands and corporations are equally responsible for affecting celebrities and their credibility. Drawing on associative network theory, this study explores the effects of brand credibility and corporate credibility on celebrity credibility, both directly and through the mediating and moderating effects of advertising credibility. The research addresses three main issues: (1) whether brand credibility, corporate credibility and advertising credibility have significant effects on celebrity credibility; (2) whether advertising credibility has a significant mediating effect on the effects of brand credibility and corporate credibility on celebrity credibility; and (3) whether advertising credibility has a significant moderating effect on the effects of brand credibility and corporate credibility on celebrity credibility.

Design/methodology/approach – The study used a quantitative approach involving structural equation modelling. Data was collected from 675 participants from London and focused on four leading international brands, corporations and celebrity endorsers.

Findings - The findings show that brand credibility and advertising credibility have positive direct effects on celebrity credibility; and that advertising credibility mediates the effects of both credibility constructs on celebrity credibility. Furthermore, moderating effects of advertising credibility are also found.

Practical implications – This study will help managers to understand the reverse effects, i.e., the effects of brand credibility and corporate credibility on celebrity credibility. They will be able to understand that a credible brand and corporation like a credible celebrity can also bring significant effects on the associated elements. This will help them to recruit celebrity

1
2
3 endorsers who have historically earned their credibility from previous endorsements of
4 credible brands and corporations. Further, these findings will help managers to understand
5 that credibility of the brand and corporation can also affect the credibility of the associated
6 advertising, resulting in having a significant effect on the credibility of the celebrity. This on
7 the consumers' side will enhance their preferences, attitudes, and behaviours, while for the
8 corporation, it will enhance their economic and commercial performance.
9
10
11
12
13
14
15

16
17 **Originality** - This is the first study in which a conceptual model based on the reverse effects
18 of both credibility constructs on celebrity credibility is examined both directly and based on
19 the moderating and mediating effects of advertising credibility. Hence, the contributions to
20 the literature are threefold: firstly, the study examines the reverse effect of celebrity
21 endorsement, whereby the credibility of a brand or corporation is transferred to a celebrity
22 endorser; secondly, the study examines the mediating and moderating effects of advertising
23 credibility on this reverse effect; and finally, associative network theory is used to examine
24 the importance of the model.
25
26
27
28
29
30
31
32
33

34
35 **Keywords** – Brand credibility, corporate credibility, celebrity credibility, advertising
36 credibility, mediators, moderators
37
38
39

40 **Paper type** – Research paper
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1. Introduction

The use of celebrity endorsers is a widely practised phenomenon used to create awareness for brands and corporations. Its history dates back to the 18th century, when the British pottery firm creator Josiah Wedgwood introduced royals as celebrity endorsers. In the same period, leading tobacco businesses signed similar contracts with well-known personalities. This legacy continued into the early 20th century, when various showbusiness personalities were associated with brands. Since the 1970s, celebrity endorsers have been extensively used. Today, 25 to 30 per cent of celebrity endorsers are used in countries like the UK and US, and over 60 per cent are used in some parts of the world (Hussain et al., 2021; Schimmelpfenning, 2018).

Each year, firms invest a huge proportion of their resources in celebrity endorsers, seeking to break through the clutter of competitors and create awareness. It is estimated that as much as 10 per cent of firms' yearly spending goes on celebrity endorsement (Bergkvist and Zhou, 2016; Hussain, 2021). In return, celebrity endorsers improve the credibility of the connected sources and give bundles of meanings to them (Brown and Tiggermann, 2020; Paul and Bhakar, 2017; Shin et al., 2022). They create positive associations in consumers' minds and persuade them to become attached to the connected sources (Brown and Tiggermann, 2020). They leverage their public profiles in the hope of achieving potential benefits by creating attention, increasing awareness of connected sources, enhancing the likelihood of purchase intention and bringing a positive return to firms' market values and revenues (Ding et al., 2011; El Hedhli et al., 2021; Roy et al., 2021).

The importance of celebrity endorsement has led various researchers (Brown and Tiggermann, 2020; Chin et al., 2019; Halder et al., 2021; Nosi et al., 2021; Wang and Liu, 2022) to examine its usefulness in more detail. Numerous models have been developed to achieve this, including meaning transfer model, match-up hypothesis, celebrity credibility,

1
2
3 celebrity identification, etc., which are highly evident in the literature (Erdogan et al., 2001;
4 Freire et al., 2018; Roy et al., 2021). Other researchers (Halder et al., 2021; Hussain et al.,
5 2021; 2023a; b) have significantly benefited from these models in their studies. Topics such
6 as celebrity prevalence, celebrity persuasion, non-evaluative celebrity transfer, celebrity
7 market value, celebrity parasocial relationships, celebrity-cause related marketing, celebrity
8 attachment, celebrity social commerce, celebrity destination marketing, etc. are clearly
9 evident in the literature (Halder et al., 2021; Jin and Ryu, 2020; Roy et al., 2021; Sakib et al.,
10 2020; Saldanha et al., 2018; Wang and Scheinbaum, 2018).

11
12
13
14
15
16
17
18
19
20
21
22 An emerging but weaker stream of literature on celebrity endorsement focuses on
23 brand-to-celebrity transfer (Johnson et al., 2022; Yoo et al., 2018). In most cases, researchers
24 have focused on brand-to-celebrity transfer based on image, equity, perception, negative
25 meanings, alliance, etc. (Seno and Lukas, 2007; Thomas and Fowler, 2016). However, there
26 is also weak evidence suggesting that credibility is the key determinant of brands and
27 corporations when evaluating value and equity, when compared to other nebulous constructs
28 (Haig, 2015; Hussain, 2021; Jeng et al., 2016). Credible brands and corporations influence
29 consumers and transfer positive information to celebrities, while brands and corporations that
30 lack credibility could badly damage the reputation and career of celebrity endorsers
31 (Bergkvist and Zhou, 2016; Hsieh and Li, 2020; Johnson et al., 2022). As stated earlier, most
32 researchers (Halder et al., 2021; Lee et al., 2022; Park et al., 2022) have focused on other
33 constructs while overlooking the importance that one credible source can bring to others. A
34 credible source can reduce consumers' uncertainty and risk, and can enhance believability,
35 perceptions, attitudes, values and behaviours toward other connected sources (Haig, 2015;
36 Jain et al., 2022; Kumar et al., 2021). There is limited evidence in the literature on the reverse
37 effects of brand and corporation on celebrity, especially based on their credibility. Hence,
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 considering the importance, this study examines the effects of brand credibility and corporate
4 credibility on the credibility of celebrity endorsers.
5
6

7
8 Furthermore, this study also uses advertising credibility as a mediator and moderator,
9
10 examining its effects on the effect of brand credibility and corporate credibility on celebrity
11 credibility. Previous researchers (De Pauw et al., 2018; Gong, 2021; Halder et al., 2021; Lee
12 et al., 2022) have suggested that credible advertising can perform as a major mediator and
13 moderator between two sources and thus can affect relationships. However, there is little
14 knowledge on the moderating and mediating effects of advertising credibility on the effect of
15 brand credibility and corporate credibility on celebrity credibility.
16
17
18
19
20
21
22

23
24 Taking the theory into consideration, this study uses associative network theory to
25 examine the reverse effects of brand credibility and corporate credibility on celebrity
26 credibility, directly and through the moderating and mediating effects of advertising
27 credibility, in order to (i) examine the effects of both credibility constructs on celebrity
28 credibility; (ii) examine whether advertising credibility has a significant mediating effect on
29 the effects of both credibility constructs on celebrity credibility; and (iii) examine whether
30 advertising credibility has a significant moderating effect on the effects of brand credibility
31 and corporate credibility on celebrity credibility.
32
33
34
35
36
37
38
39
40
41

42 The paper starts with the research background on the topic, before introducing the
43 conceptual model, then explaining the methodology, next providing the results and
44 discussion, and finally presenting the conclusions.
45
46
47
48
49

50 **2. Research background**

51
52 Celebrity endorsers are defined as individuals who enjoy public recognition and use that
53 recognition on behalf of goods by appearing with them in advertisements (Chin et al., 2019;
54 Halder et al., 2021; McCormick, 2016). They are considered in the literature as useful
55
56
57
58
59
60

1
2
3 marketing tools and serve as self-reference agents by inspiring consumers to adopt their
4
5 behaviour (Biswas et al., 2006; Brown and Tiggermann, 2020). They increase advertisement
6
7 recall rates, break through the media clutter, attract consumers' attention and bring their own
8
9 images and values, which can then be transferred to the brands and corporations through the
10
11 hierarchy of effects model, whereby consumers move from minimal knowledge of a brand
12
13 and corporation to the eventual brand and corporate choice (Charbonneau and Garland, 2009;
14
15 Chin et al., 2019; Ilicic and Webster, 2011; McCormick, 2016).
16
17
18

19
20 The multifaceted influence of celebrity endorsers on consumers' decisions makes this
21
22 an important topic to be researched (Moraes et al., 2019). Some studies ((El Hedhli et al.,
23
24 2021; Halder et al., 2021) have examined the impacts of celebrity endorsement on attitudes
25
26 towards the brand, corporation and purchase intention. In recent years, researchers (El Hedhli
27
28 et al., 2021; Erdogan, 2001; Moraes et al., 2019) have called for studies that focus on topics
29
30 other than attitudinal and behavioural constructs. The increases in the fame of celebrity
31
32 endorsers have opened new arenas of research. Topics such as examining celebrity endorsers'
33
34 effects on constructs like brand recall, brand recognition, brand credibility, brand equity,
35
36 brand love, corporate image, corporate credibility, etc. have emerged (Chin et al., 2019; Spry
37
38 et al., 2011; Teng et al., 2020; Zhang et al., 2020).
39
40
41

42
43 Anecdotal evidence suggests the existence of a reverse effect, whereby the elegance
44
45 or professional success of a brand or corporation can be transferred to a celebrity endorser
46
47 (Charbonneau and Garland, 2009; Seno and Lukas, 2007; Thomas and Fowler, 2016). Both
48
49 brands and celebrity endorsers are nodes and are connected through associative links, such
50
51 that when consumers think of a celebrity endorser, the brand and corporation come into their
52
53 minds, and when they think of a brand and corporation, the related celebrity endorser comes
54
55 into their minds (Hussain et al., 2023a, b). Taking this into consideration, some previous
56
57 researchers (Doss, 2011; Seno and Lukas, 2007; Thomas and Fowler, 2016) have examined
58
59
60

1
2
3 the reverse effect of brands and corporations on celebrity endorsers. Seno and Lukas (2007),
4
5 in a conceptual paper, hypothesised that brand image and corporate image were positively
6
7 related to celebrity image and indirectly related to celebrity equity. Doss (2011), using a
8
9 quantitative method, i.e. ANOVA, studied the effects of attitude towards the brand on each of
10
11 the dimensions of celebrity credibility. The results suggested a moderating effect of attitude
12
13 towards the brand on celebrity credibility. Similarly, Charbonneau and Garland (2010)
14
15 collected data from New Zealand undergraduate students and studied the reverse effects of
16
17 corporate image and brand image on celebrity image. They used simple statistical methods
18
19 and found that the potential for reverse image transfer was real, and that brands and
20
21 corporations had a positive effect on celebrities.
22
23
24
25

26 A few studies (Thomas and Fowler, 2016; Till, 2000; White et al., 2009) have also
27
28 been conducted exploring the negative effect of brands on celebrity endorsers. Till (2000)
29
30 demonstrated how a celebrity endorser's own image could be affected by associations with
31
32 negatively associated brands and corporations. White et al. (2009) used cognitive social
33
34 transference theory to examine the effect of negative product information on consumers'
35
36 perceptions towards the celebrity endorser in a laboratory experiment. They collected data
37
38 from students and found that consumers who saw negative news stories on the advertised
39
40 product showed less favourable perceptions towards the celebrity than those who did not
41
42 view the negative news. In addition, Halonen-Knight and Hurmerinta (2010) and Thomas and
43
44 Fowler (2016) examined the effects of brand transgression on consumers' attitudes towards
45
46 celebrity endorsers. The results using ANOVA suggested that brand transgression negatively
47
48 impacted attitudes towards celebrity endorsers. In recent years, Johnson et al. (2022)
49
50 examined the effect of brand transgressions on a celebrity endorser's endorsement portfolio
51
52 and bystander brands based on a quantitative ANOVA method. They found that negative
53
54 brand publicity only impacted the brand's moral reputation.
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

These studies show that most researchers (e.g. Charbonneau and Garland, 2010; Johnson et al., 2022; Seno and Lukas, 2007) have tended to focus on the effects of brands and corporations based on their image or attitudes, while little is known about the reverse effects of brand and corporate credibility on the credibility of celebrity endorsers. These credibility constructs, i.e. brand credibility and corporate credibility, are the two most important attributes for brand and corporate recognition (AlKasassbh and Salleh, 2016; Hussain, 2021). They represent the cumulative effect of all the current and past marketing strategies used by the firm and increase believability regarding the brand and the corporation's position (Erdem and Swait, 2004; Erdem et al., 2002). Previous research (Karanges et al., 2018; Wang et al., 2020) suggests that, although marketers can use numerous other marketing mix tools to signal credibility, such as distributing products through high-end channels, providing warranties, charging higher prices, sending positive images, etc., these signals may or may not be credible. Signals sent through credible brands and corporations are recognised as long-term and continuing investments, which can increase consumers' evaluation, choice, consideration, confidence, satisfaction and commitment, while at the same time they can reduce costs, price sensitivity and perceived risk related to the brand and corporation (Karanges et al., 2018; Kemp and Bui, 2011; Kharouf et al., 2020).

As celebrities are directly linked to endorsed brands and corporations, they are thought to be more than mere endorsing agents (Moraes et al., 2019; Teng et al., 2020). They are viewed as good friends, pleasant companions and romantic mates (Thomson, 2006). Their well-known personal attributes, their performances and their public or private lives are considered to be important aspects in determining consumers' preference towards endorsed brands and corporations (Carvalho and Azevedo, 2018; Ilicic and Webster, 2011; Kim et al., 2018; Teng et al., 2020; Thomson, 2006). In a similar way, there is a reciprocal process through which the traits of the connected brand are moved to the celebrity endorser (Ilicic

1
2
3 and Webster, 2011). These attributes assist consumers in making judgments about the image
4 and credibility of the celebrity endorser (Ilicic and Webster, 2011). Although there is some
5 evidence in the literature, as noted earlier, on the reverse effects of brand image and corporate
6 image on the celebrity, little is known about the effects of brand credibility and corporate
7 credibility on celebrity credibility. Hence, the first aim of this study is to examine the direct
8 effects of brand credibility and corporate credibility on celebrity credibility.
9

10
11
12
13
14
15
16
17 Along with the effects mentioned above, this study also examines the direct,
18 mediating and moderating effects of advertising credibility. Advertising credibility is
19 considered as a crucial element in defining the effectiveness of advertising (Choi and Rifon,
20 2002). Some researchers (Haghirian and Inoue, 2007; Kim and Han, 2014) have argued that it
21 positively influences consumers' attitudinal and behavioural constructs towards the celebrity,
22 brand and corporation. It also increases the believability and credibility of the linked sources,
23 for example the celebrity, brand and corporation (Hussain et al., 2020b; Kim and Han, 2014;
24 Wu and Wang, 2011). Although previous researchers have discussed these important effects,
25 none has examined the effects of advertising credibility on the three credibility constructs, i.e.
26 celebrity credibility, brand credibility and corporate credibility. Hence, the hypotheses of this
27 study concern the direct effects of advertising credibility on celebrity credibility, and the
28 indirect mediating and moderating effects of advertising credibility on the effects of brand
29 credibility and corporate credibility on celebrity credibility. The mediating effect of
30 advertising credibility is examined because the previous literature (Anubha and Shome, 2021;
31 De Pauw et al., 2018; Goldsmith et al., 2000; Sallam and Wahid, 2012) suggests that active
32 advertising mediates the relationship between the brand, corporation and celebrity. It helps in
33 critically processing the message on the brand and corporation, and increases consumers'
34 persuasive behaviours towards the connected sources, such as the endorsing celebrity
35 (Anubha and Shome, 2021; De Pauw et al., 2018). The mediating effect of advertising on the
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 effect of the brand and corporation on the celebrity will be higher when the advertising is
4 credible (Erdem and Swait, 2004; Kemp and Bui, 2011; Kia, 2016; Wang and Yang, 2010).
5
6 However, little is known about these relationships. Hence, the next objective of the present
7
8 study is to explore the mediating effect of advertising credibility on the effects of brand
9
10 credibility and corporate credibility on celebrity credibility.
11
12
13

14
15 Similarly to the above objective, the moderating effect of advertising credibility is
16
17 also examined. This moderating effect is explored because the literature (Anubha and Shome,
18
19 2021) suggests that consumers with a high level of involvement in advertising show higher
20
21 interest than consumers with low involvement. High-involvement consumers tend to
22
23 engender central route processing, which means they use cognitive efforts to evaluate the
24
25 issue-relevant arguments (Dens and Pelsmacker, 2010). In such situations, consumers are
26
27 likely to engage in critical evaluations or highly diagnostic cues, such as the use of different
28
29 attributes or performance to evaluate the advertising (Anubha and Shome, 2021; Dens and
30
31 Pelsmacker, 2010). This is in contrast with low-involvement consumers, who tend to
32
33 engender peripheral route processing, which means they use simple acceptance and rejection
34
35 cues in the evaluation of advertising. Previous studies (Hwang and Hyun, 2015; Kim et al.,
36
37 2020) suggest that consumers' high involvement in the critical evaluation of advertising
38
39 increases their opinion towards linked nodes such as brands, corporations and celebrities. The
40
41 effect of advertising on the connected nodes is higher when the advertising is highly credible
42
43 (Erdem and Swait, 2004; Hussain, 2021; Kia, 2016; Kim et al., 2020). Based on this, one of
44
45 the objectives of this study is to examine the moderating effect of advertising credibility on
46
47 the effects of brand credibility and corporate credibility on celebrity credibility.
48
49
50
51
52
53

54 **The conceptual framework used in this study is based on associative network theory,**
55 **which suggests that human memory is a network consisting of various nodes connected by**
56 **associative links (Spry et al., 2011; Wang et al., 2020). When one node is primed, it activates**
57
58
59
60

1
2
3 all the other associated nodes in consumers' memory through a process of spreading
4 activation (Dwivedi et al., 2015). Within the context of celebrity endorsement, celebrities,
5 brands and corporations represent nodes, which 'initially are unconnected but become linked
6 over time through the endorsement process' (Till and Shimp, 1998, p. 68). Feelings and
7 meanings associated with celebrity endorsers are expected to transfer to brands and
8 corporations through recurring associations (Hussain, 2021; Soesilo et al., 2020; Spry et al.,
9 2011). Previous researchers (Fink et al., 2012; Hussain et al., 2020a) using associative
10 network theory have examined the effects of celebrity credibility on other nodes. However,
11 there is some evidence (Charbonneau and Garland, 2009; Hussain, 2021; Johnson et al.,
12 2022; Thomas and Fowler, 2016) suggesting that the reverse effect can also be possible, i.e.
13 that both the brand and corporation also affect celebrity endorsers, and that their meanings
14 can be transferred to the celebrity endorser (Cuomo et al., 2018; Ozer et al., 2021; White et
15 al., 2009).

16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Next, the hypotheses are introduced, using associative network theory as discussed earlier.

<<<Insert Figure 1>>>

2.1 Brand credibility and celebrity credibility

Celebrity endorsers offer symbolic and inspirational benefits that are essential for the advancement and maintenance of consumers' self-identity (Dwivedi et al., 2015, 2016; Saeed et al., 2022). Consumers engage in long-term relational behaviours with entities directly related to their preferred celebrities so they can gain self-identification benefits. Brands are among the many entities that are connected with celebrities through their endorsements. Consumers buy these brands so they can enhance their own self-identity (Dwivedi et al., 2015, 2016; Nosi et al., 2022). The effect of transference towards brands increases when

1
2
3 consumers perceive that the chosen celebrity is credible (Dwivedi et al., 2015, 2016; Spry et
4 al., 2011; Takaya, 2019; Teng et al., 2020; Zhang et al., 2020). Prior research (Dwivedi et al.,
5
6 2018; Takaya, 2019; Zhang et al., 2020) shows that a high level of celebrity credibility leads
7
8 to higher brand credibility, while a low level of celebrity credibility damages the credibility
9
10 of the brand.
11
12

13
14 Similarly to the effect of celebrity endorsers on the brand, consumers may also use the
15 information associated with the credibility of the brand and transfer it to the celebrity
16 endorser. Celebrity endorsers benefit equally in the relationship between the celebrity and the
17 endorsed brand, as both have the potential to transfer effects from one to the other (Ilicic and
18 Webster, 2013; Johnson et al., 2022). Associative network theory confirms this notion and
19 illustrates that the human mind is a net of nodes, where every node is connected to others on
20 the basis of information about a brand and/or celebrity, such that when a celebrity endorser
21 comes into a consumer's mind, the connected brand also comes into their mind, and when
22 they think of a brand, the associated celebrity comes into their mind (An et al., 2019; Spry et
23 al., 2011; Takaya, 2019).
24
25

26
27 Based on this theory, a few researchers (An et al., 2019; Doss, 2011; Seno and Lukas,
28 2007; Wang et al., 2020) have also investigated the reverse effect, i.e. the effect of the brand
29 on the celebrity. From the conceptual study of Seno and Lukas (2007) to the empirical studies
30 conducted by Charbonneau and Garland (2010), Doss (2011), Thomas and Fowler (2016) and
31 Johnson et al. (2022), the findings suggest that the brand has a significant impact on the
32 celebrity endorser. However, all these studies were centred on the effect of brand image on
33 celebrity image, and little is known on the effects of brand credibility on celebrity credibility.
34 Taking the earlier noted importance of credibility, the following hypothesis is therefore
35 advanced:
36
37

38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58 *H1. Brand credibility has a direct positive effect on celebrity credibility.*
59
60

2.2 Corporate credibility and celebrity credibility

The credibility of celebrity endorsers is an important attribute in consumers' evaluations of the effectiveness of a corporation (Kim et al., 2014). A highly credible celebrity as a promotional tool can help a corporation in generating positive customer views towards its social responsibility, investment assurance and marketing ability; and most importantly enhances its credibility by purging all the negative images linked to it (Kim et al., 2014). These assertions are similar to the findings of earlier researchers (Kim et al., 2014; Yoo et al., 2018) who explored the positive effects of celebrity credibility on various corporate attributes. Anecdotal studies (Hussain et al., 2020b; Lafferty et al., 2002) suggest that celebrity credibility can have a beneficial impact on attitudes and behaviours towards a corporation. It can have a positive effect on a corporation's fiscal reporting, performance and material earnings (Ding et al., 2011). The current literature (Hussain et al., 2020b; Kim and Han, 2021; Lee et al., 2020; Yoo et al., 2018) reveals that celebrity credibility can have a significant effect on corporate image, corporate loyalty and, in particular, corporate credibility.

These assertions are consistent with associative network theory, which contends that celebrity credibility can create certain associations in consumers' minds, including that of corporate credibility (Fink et al., 2012; Lee et al., 2020). Based on this theory, the reverse effect of a corporation on a celebrity may also be possible, in that when consumers think of a corporation, all the information stored in their memory regarding the associated celebrity is retrieved (Hussain, 2021; Ricks Jr, 2005). A credible corporation can arouse consumers' emotional perceptions about the celebrity endorser (Kim and Han, 2021; Lai et al., 2010) and can act as a mechanism to send signals to consumers suggesting to them that the celebrity endorser has desirable traits such as being trustworthy, honest and of high credibility (He and Lai, 2014; Kim and Han, 2021). However, there is very little evidence available in the

1
2
3 literature on the effects of corporate credibility on celebrity credibility. Hence, the next
4
5 hypothesis is as follows:
6

7
8 *H2. Corporate credibility has a positive effect on celebrity credibility.*
9

10 11 **2.3 Advertising credibility and celebrity credibility** 12

13 The effect of advertising credibility on celebrity credibility is also examined in this study.
14
15 Advertising is a popular but challenging form of marketing communication (Muda et al.,
16
17 2014). It plays a substantial role in introducing and strengthening products and services. It
18
19 arouses awareness and transfers meanings to brands. Marketers use various techniques to
20
21 make advertisements effective at attracting more consumers. Engaging a credible celebrity is
22
23 one of the many techniques used to bring attention to the advertisements, and it helps firms to
24
25 break through the clutter of competing brands (Chan and Fan, 2021; Charbonneau and
26
27 Garland, 2005). This technique contributes to advertisement recall and recognition, increases
28
29 commercial rating and creates believability among consumers (Chan and Fan, 2021; Martins
30
31 et al., 2019; Singh and Banerjee, 2018).
32
33
34
35

36
37 Previous studies (Lafferty et al., 2002; Singh and Banerjee, 2018) have found that
38
39 celebrity credibility influences advertising effectiveness measures, including attitudes
40
41 towards the advertising, advertising image and advertising efficiency. It has also been
42
43 suggested that credible celebrities bring credibility towards the advertising and make it more
44
45 believable (Hussain et al., 2020b; Muda et al., 2014).
46
47

48
49 Based on associative network theory, it can also be suggested that the reverse effect is
50
51 also probable, i.e. that a credible advertisement can also have a significant effect on the
52
53 celebrity endorser and their credibility (Muda et al., 2014; Wang et al., 2020). Previous
54
55 studies (Andreini et al., 2021; Cotte et al., 2005; Wu and Wang, 2011) provide evidence that
56
57 advertising is an important factor affecting persuasion effectiveness. It helps in influencing,
58
59
60

1
2
3 informing and increasing consumers' thoughts, feelings, attitudes and behaviours towards the
4
5 celebrity endorser (Pang et al., 2009). It enhances the celebrity endorser's equity, prestige and
6
7 image, and, most importantly, affects the credibility of the celebrity endorser (Meenaghan,
8
9 1995). Credible advertising, as a communication tool, can send signals to the celebrity
10
11 endorser and can indicate that celebrity endorser is also credible (Andreini et al., 2021;
12
13 Hussain et al., 2020a; Kim et al., 2014; Spry et al., 2011). In sum, if consumers believe that
14
15 the advertising has credibility, they will believe the message and, as a result, will accept the
16
17 nodes associated with it (Spry et al., 2011; Wang et al., 2020). Despite the importance of
18
19 advertising credibility's effect on celebrity credibility, very little research is found on this
20
21 relationship. Based on this discussion, the following hypothesis is therefore advanced:
22
23
24

25
26 *H3. Advertising credibility has a direct positive effect on celebrity credibility.*
27
28

29 30 ***2.4 The mediating effect of advertising credibility on the effects of brand credibility and*** 31 ***corporate credibility on celebrity credibility*** 32

33 Substantial research has been carried out on celebrity credibility and its effects on the
34
35 advertising, brand and corporation, i.e. on attitude towards the advertisement, attitude
36
37 towards the brand and attitude towards the corporation (Lafferty et al., 2002; Muda et al.,
38
39 2014). A few researchers (Cho and Rifon, 2002; De Pauw et al., 2018; Goldsmith et al.,
40
41 2000) have also moved a step forward and examined the mediating effects of advertising on
42
43 the effects of celebrity credibility on brand and corporate credibility. Their results show
44
45 positive mediating effects, which are also in line with the outcomes found from the dual
46
47 mediation hypothesis and confirm that advertising affects the brand and the corporation, both
48
49 directly and indirectly (Goldsmith et al., 2000; Hussain et al., 2021).
50
51
52

53
54 These findings trigger the suggestion that a credible advertisement can also have a
55
56 positive mediating effect on the effect of celebrity credibility on brand credibility and
57
58 corporate credibility. It can be suggested that, since each of the constructs triggers
59
60

1
2
3 consumers' associative links or nodes (Muda et al., 2014), a reverse effect, i.e. the mediating
4 effect of advertising credibility on the effects of brand credibility and corporate credibility on
5 celebrity credibility, is also possible. Little is known on these effects, although a few
6 researchers (Anubha and Shome, 2021; De Pauw et al., 2018; Johnson et al., 2022; Sallam
7 and Wahid, 2012) have explored the mediating effect of advertising credibility on the brand
8 and corporation, and have suggested that consumers develop an attitude towards advertising,
9 which leads them to create attitudes towards the brand and corporation, before building a
10 positive attitude towards the celebrity credibility. This mediating effect towards celebrity
11 credibility will be higher if the brand, corporation and advertising are credible too (Anubha
12 and Shome, 2021; Chetioui et al., 2021; De Pauw et al., 2018; Goldsmith et al., 2000; Sallam
13 and Wahid, 2012). Nonetheless, there is weaker empirical evidence available on this topic.
14 Based on this discussion, and given the lack of evidence in the literature, the following
15 hypothesis is advanced:
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32

33 *H4. Advertising credibility significantly mediates the effects of (a) brand credibility*
34 *on celebrity credibility and (b) corporate credibility on celebrity credibility.*
35
36
37

38 ***2.5 The moderating effect of advertising credibility on the effects of brand credibility and*** 39 ***corporate credibility on celebrity credibility*** 40 41

42 The conceptualisation and measurement of involvement in an advertising message has been a
43 crucial and controversial subject in the literature (Andrews et al., 1990). This is important due
44 to the recent advancement of various involvement models in advertising, such as the
45 elaboration likelihood model, attitude towards the advertising model and integrated
46 information response model (Andrews et al., 1990). It is also significant in understanding
47 how consumers with high and low levels of advertising involvement make their decisions,
48 and what aspects they usually pick in making these decisions (Andrews and Durvasula, 1991;
49 Hussain et al., 2021; Spielmann and Richard, 2013).
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Researchers (Eisend, 2022; Hwang and Hyun, 2015; Spielmann and Richard, 2013)
4
5 suggest that consumers, based on their involvement in the advertising message, usually make
6
7 decisions differently. Consumers with a high level of advertising involvement depend on
8
9 central routes (i.e. a message-based route) to enhance their attitudes and beliefs, while
10
11 consumers with a low level of advertising involvement depend on peripheral cues (i.e. less
12
13 cognitive routes) to enhance their attitudes and beliefs (Eisend, 2022; Laczniak and
14
15 Muehling, 1993; Spielmann and Richard, 2013; Wu and Wang, 2011). Consumers with a
16
17 higher level of advertising involvement increase their attention level and cognitive effort
18
19 during their grasp of advertisements and may go through a process of interpretation in which
20
21 the memorial representation of the information is retrieved from the memory (Eisend, 2022;
22
23 Wang, 2006). These consumers typically use central route information processing and are
24
25 willing to apply themselves to elaborating on the content of advertising in order to get more
26
27 information on the brand and corporation. On the other hand, consumers with low levels of
28
29 advertising involvement use peripheral route information processing and have less interest in
30
31 the processing of elaborating information (Eisend, 2022; Wu and Wang, 2011). These
32
33 consumers are likely to acknowledge the emotional appeal of advertising, extracting
34
35 information based on factors such as music, layout and background, rather than taking the
36
37 functional attributes of the brand and corporation into account in their decision-making
38
39 processes (Namin et al., 2020; Wu and Wang, 2011).
40
41
42
43
44
45
46

47 These differences form and change consumers' attitudes and beliefs. However, an
48
49 examination of the previous literature (Eisend, 2022; Laczniak and Muehling, 1993, Namin et
50
51 al., 2020; Wu and Wang, 2011) suggests that the results relating to high and low involvement
52
53 in advertisement messages are mixed. Laczniak and Muehling (1993), Namin et al. (2020)
54
55 and Wang (2006) found that consumers with a high level of involvement were more likely to
56
57 focus on an advertising message, and to have a higher effect regarding attitude towards the
58
59
60

1
2
3 advertising, belief confidence, advertising confidence, advertising recall and advertising
4 involvement. However, Gardner (1985) found that beliefs and attitudes toward advertisement
5 influenced brand attitudes equally in conditions of high and low involvement, while Park and
6 Young (1986) found that attitude towards advertising was an influence only in low-
7 involvement conditions.
8
9

10
11
12
13
14
15 Moreover, there is weak knowledge of the moderating effect of advertising credibility
16 on the persuasion and evaluation of consumers (Celebi, 2007; Haghirian et al., 2005; Zimand-
17 Sheiner et al., 2020). The limited prior knowledge (Haghirian et al., 2005; Kim and Han,
18 2014; Zimand-Sheiner et al., 2020) shows that advertising credibility has a positive effect on
19 consumers' persuasion and evaluation. It directly and positively influences consumers'
20 willingness to believe in the other connected sources (Haghirian et al., 2007; Okazaki, 2004).
21 A high level of advertising credibility can significantly influence all the other connected
22 sources, while a low level of advertising credibility does not affect them (Haghirian et al.,
23 2005; Zimand-Sheiner et al., 2020). Previous researchers (Anubha and Shome, 2021; Cotte et
24 al., 2005; Haghirian and Inoue, 2007; Haghirian et al., 2005) have explored the moderating
25 effect of advertising credibility on attitude towards the advertising, advertising value and
26 purchase intention. There is little knowledge on the moderating effect of advertising
27 credibility on the effect of celebrity credibility on the brand and corporation. Earlier studies
28 (Anubha and Shome, 2021; Celebi, 2007; Haghirian et al., 2005), however, have examined
29 the moderating effect of celebrity credibility and suggest that it makes it easier for consumers
30 to believe in the credibility of other connected sources. Based on associative network theory,
31 it can also be suggested that there is a possibility that advertising credibility has a moderating
32 effect on the reverse relationship, i.e. the effects of brand credibility and corporate credibility
33 on celebrity credibility. Therefore, the next hypothesis is:
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 *H5. Advertising credibility significantly moderates the effect of (a) brand credibility*
4 *on celebrity credibility and (b) corporate credibility on celebrity credibility, in that consumers*
5 *with a higher level of involvement in advertising credibility show a higher effect, while*
6 *consumers with a low level of involvement in advertising credibility show a lower effect.*
7
8
9
10
11
12

13 **3. Methodology**

14
15 This study used a quantitative method and a survey to collect the data. A quantitative method
16 was used to examine the (cause-and-effect) relationships between the constructs (Saunders et
17 al., 2009). To do this, we used a survey, which is beneficial to gather insights, opinions, and
18 attitudes on each construct used in the study (Bryman and Bell, 2011). Further, the non-
19 probability convenience sampling method was used for data collection. This method was
20 chosen as it provides ease and convenience in collecting data. The only disadvantage of using
21 this method is that some units in the population have a higher chance than others of being
22 selected. To reduce this problem, care was taken in collecting the data, and attempts were
23 made to ensure that a representative sample was used.
24
25
26
27
28
29
30
31
32
33
34
35

36 Further, 675 questionnaires were distributed and 655 were used in the study, as 20 had
37 missing data. Several measures were considered in choosing an appropriate sample size,
38 including missing data, the heterogeneity of the population, multivariate analysis, and the
39 number of constructs and items (Bryman and Bell, 2011; Hair et al., 2006; Malhotra, 2010).
40 Moreover, we also considered communalities (i.e. over 0.50) and the usage of SEM
41 (Malhotra, 2010).
42
43
44
45
46
47
48
49

50 As the population was heterogeneous, multivariate analysis and SEM were used. Most
51 prior researchers on the topic have used ANOVA, which measures a specific instance of
52 regression, and is used only to investigate a single factor and a single dependent variable
53 (Breitoshu, 2019). SEM is preferable to ANOVA, as it includes observed and latent variables,
54
55
56
57
58
59
60

1
2
3 and the relationships between various latent constructs can be examined. Several dependent
4 variables can be studied in SEM analysis, and equation residuals can be correlated in SEM
5
6 (Elsotouhy et al., 2024; Lei and Wu, 2007). It can also be used to analyse ANOVA and other
7
8 statistical tools.
9
10

11
12 A self-structured survey with a seven-point Likert scale to collect data from London
13 between November 2019 and March 2020. London was chosen because of its prominent
14 global status as a financial, multicultural and fashion hub (Fashion-Schools, 2016; The
15 Culture Trip, 2016). The questionnaire was created and sent to participants using both online
16 and offline methods (such as Google Forum, social media and distribution in community sites
17 such as libraries, universities, shopping malls, etc.). It was 10 pages long and included 51
18 questions on five constructs.
19
20
21
22
23
24
25
26
27

28 Four examples based on leading international brands, corporations, advertisements
29 and celebrity endorsers were chosen for this study. They were chosen because of their
30 popularity, credibility, positive customer perception, familiarity and strong competitive
31 positions in the market (Chang et al., 2007; Tong and Hawley, 2009; Hussain et al., 2020b;
32 Spy et al., 2009). To choose the brands, corporations and celebrity endorsers to be used the
33 survey, the researchers examined various databases (Biographyonline, 2015;
34 Celebrityendorsementads, 2015; Dimitropoulou, 2021; FHM, 2015; Hussain et al., 2020b;
35 2023b; Love Money, n.d.; Ranker, 2020; Startup Talky, 2021; TheRichest, 2015; White,
36 2021) on celebrity endorsers and also asked nearly 30 participants to recommend names that
37 fitted well with the consumer personality and celebrity personality dimensions (Delgado-
38 Ballester and Munuera-Aleman, 2001, 2005; Hussain et al., 2023b). We shortlisted several
39 names and then reduced them to four brands, four corporations and four celebrity endorsers
40 after contacting 10 researchers in the field to confirm that the names were well-suited to the
41 topic (Carvalho and Azvedo, 2018; Hussain et al., 2020a, 2023a; b). We used certain criteria,
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 i.e., we chose brands with similar names to the corporation to avoid issues with consumer
4 recognition (Anholt, 2010; Hussain et al., 2023a), we further made sure that the celebrity
5 endorsers possessed similar features to the brand and corporation, i.e. that they were popular,
6 credible, well-perceived and highly competitive in the market (Carvalho and Azvedo, 2018;
7 Delgado-Ballester and Munuera-Aleman, 2003; Soh et al., 2009; Zhu et al., 2019). All the
8 brands covered one industry, i.e. sportswear, and fell within the list of top 10 brands (Statista,
9 2023). Moreover, we made sure that the chosen celebrity endorsers were still endorsing the
10 above brands at the time of the data collection. We also confirmed these names with other
11 researchers in the field (Hussain et al., 2023b).

12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
The final brands selected were Puma, Adidas, Under Armour and Nike; the corporations were Puma SE, Adidas AG, Under Armour Inc. and Nike Inc.; and the celebrity endorsers were Usain Bolt, Lionel Messi, Dwayne Johnson and Serena Williams. Mostly, previous studies have used fictional examples (Carvalho and Azvedo, 2018; Charbonneau and Garland, 2009; Halonen-Knight and Hurmerinta, 2010; Thomas and Fowler, 2016), while the present study is based on real examples of celebrity endorsers, brands, and corporations.

In total, 24.56 per cent of the participants selected Usain Bolt, 26.97 per cent chose Lionel Messi, 22.71 per cent chose Dwayne Johnson and 25.76 per cent chose Serena Williams.

The model was analysed for all the brands and corporations together, because the emphasis was on the model not on the separate brands. Earlier studies on the topic (e.g. Charbonneau and Garland, 2009; Halonen-Knight and Hurmerinta, 2010; Hussain et al., 2023a, b; Johnson et al., 2022; Thomas and Fowler, 2016) used a similar approach, i.e. analysing the overall model rather than making justifications on individual brands.

The survey included questions on brand credibility, corporate credibility, advertising credibility, and celebrity credibility. Additional questions on participants' age, gender,

1
2
3 income, education and ethnicity were included. Furthermore, the participants were informed
4
5 of all the relevant information on ethics, such as anonymity, confidentiality, informed consent
6
7 and privacy (Bryman and Bell, 2011). They were provided with the option to withdraw from
8
9 the study at any phase (Bryman and Bell, 2011). They were also given information on the
10
11 purpose of the study and why their participation was important, and were offered small
12
13 incentives such as souvenirs and sweets to increase their motivation to participate.
14
15
16
17

18 **3.1 Survey measures**

19
20 The items on the four constructs, i.e. celebrity credibility, advertising credibility, brand
21
22 credibility and corporate credibility, were taken from the previous literature (Erdem and
23
24 Swait, 2004; Feathermen et al., 2010; Ohanian, 1991).
25
26

27 The first of these constructs, celebrity credibility, is defined on the basis of two
28
29 factors: expertise and trustworthiness. Expertise is defined as the extent to which a celebrity
30
31 endorser is perceived to be a source of valid assertions, while trustworthiness is defined as the
32
33 extent to which the celebrity endorser intends to communicate the assertions s/he considers
34
35 most valid (Chin et al., 2019; Erdogan et al., 2001; Ohanian, 1991). Ohanian's (1991) six
36
37 items were used to measure celebrity credibility.
38
39

40 The second construct, brand credibility, refers to a brand being seen as an honest and
41
42 reliable source with the capability to maintain its promises (An et al., 2019; Hanzae et al.,
43
44 2012). Erdem and Swait's (1998, 2004) seven-item scale was used to measure brand
45
46 credibility.
47
48

49 The third construct, corporate credibility, refers to a corporation that is caring, ethical,
50
51 honest, reliable and truthful, and that designs and delivers products/services based on the
52
53 needs and wants of consumers (Feathermen et al., 2010; Jahanzeb et al., 2013; Soesilo et al.,
54
55
56
57
58
59
60

2020). Ten items developed by Feathermen et al. (2010) were used to measure corporate credibility in this study.

The fourth construct, advertising credibility, relates to accurate, complete, honest and reliable information (Prendergast and Wong, 2009; Yaakop et al., 2013; Zimand-Sheiner et al., 2020). It means the advertising delivers what it promises and fulfils the claims it makes on products and services (Zimand-Sheiner et al., 2020). It was measured using six items developed by MacKenzie and Lutz (1989). All the items are shown in Table 1.

3.2 Analysis

To examine the quality of the data, we conducted various tests. Kolmogorov–Smirnov (K-S) and Shapiro–Wilks tests was performed, and it was found that all the items and constructs as a whole deviated from a comparable normal distribution (Field, 2009). Next, Omnibus K-Squared and Jarque–Bera tests was performed to analyse skewness and kurtosis (Tabachnick and Fidell, 2007). The results confirmed that the items and constructs had values between -1 and +1, confirming satisfactory criteria for skewness, and a value of zero confirmed normal distribution (Hussain et al., 2023b). We also used univariate and multivariate techniques to check whether there was any inappropriate representation of the population, and it was found that 13 cases had extreme outliers, which were then deleted from the study (Hawkins, 1980). Furthermore, we examined linearity and multicollinearity using Pearson’s correlation and bivariate correlation, respectively. The results of the linearity test confirmed that all the variables were linear with each other, while the results of the bivariate correlation showed that none of the values between the constructs was above the recommended value of 0.90, confirming that no issue of multicollinearity was found (Malhotra, 2010).

1
2
3 Furthermore, we conducted a non-response bias test to assess whether those who
4 responded varied in any apparent systematic way from non-respondents (Hill et al., 1995, p.
5 203). This approach consists of comparisons of observations to examine whether there is a
6 considerable variation between the observations on all the constructs (Whitten et al., 2010). A
7 Mann–Whitney U-test was carried out to examine non-response bias. The results of the
8 Mann–Whitney U-test showed no substantial difference between the observations (Malhotra,
9 2010). Hence, the results suggested that there was no non-response bias issue in this study
10 (Hair et al., 2006).
11
12

13
14
15 In addition, we conducted a common method bias test based on procedural and
16 statistical approaches (Hussain et al., 2023b; Khaneja and Hussain, 2023). For the procedural
17 approach, we followed Roni's (2014) suggested procedure, i.e. the independent variables
18 were placed after the dependent variables, the predictor and criterion variables' measures
19 were taken from different sources, participants' anonymity was kept and finally, the items
20 were unambiguous and simple. To analyse the statistical procedure, Harmon's one-factor test
21 was conducted, and it was found that no single factor accounted for more than 50 per cent of
22 the variance, confirming the essential criteria of common method bias (Podsakoff et al.,
23 2003).
24
25

26
27
28 The final step was to carry out an SEM test, where a two-step systematic approach
29 was used to analyse the model. The study used both a measurement model and a structural
30 model (Kline, 1998). Confirmatory factor analysis (CFA) was used to examine the
31 measurement model, and SEM was used to examine the structural model. CFA was used to
32 identify the number of factors required for each construct and to examine the relationship
33 between the observed variables and latent variables (Hair et al., 2006; Khaneja and Hussain,
34 2023). On the other hand, structural modelling was used to examine the hypotheses, or, in
35 other words, the relationships between the constructs (Malhotra, 2010).
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 CFA was carried out to measure the dimensionality of the constructs and the validity
4 of the measures. Reliability using Cronbach's alpha was used at the items level and
5 composite reliability was used to examine reliability at the constructs level (Hair et al., 2006).
6
7 The results showed that the Cronbach's alpha ranged from 0.84 to 0.936, while composite
8 reliability was between 0.75 to 0.89; both the values were thus adequate (Hair et al., 2006).
9
10 Furthermore, convergent and discriminant validity were carried out. For convergent validity,
11 average variance extracted (AVE) was used, which exceeded the minimum acceptable value
12 of 0.50. Discriminant validity revealed that the relationships between the research factors
13 were smaller than 0.92. Both the results confirmed the conditions of reliability as suggested
14 by Hair et al. (2006) and Malhotra (2010). The results on means are also provided, which
15 show that most participants tended to reply 'Somewhat Agree' for each construct and item.
16
17 No significant difference was found between the mean values of each construct and item,
18 indicating that the replies were also almost the same. All the above values are provided in
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33 Table 1.

34
35 Table 1 also shows that the square root of AVE for each construct is higher than the
36 correlation between the construct and any other construct.
37

38
39
40 <<<Insert Table 1>>>

41
42 Configural and metric invariances were also examined for the moderator, i.e. for the
43 involvement of advertising credibility. The results showed that the values from the configural
44 invariance were satisfactory; however, the metric invariance showed substantial differences
45 between the two models, i.e. the constrained and unconstrained models. Hence, further
46 analysis using a delta test was carried out. The results showed minor differences between the
47 models and hence no items were deleted (Khaneja and Hussain, 2023; Vandenberg and
48
49
50
51
52
53
54
55
56
57
58
59
60
Lance, 2000).

1
2
3 Next, nomological validity was carried out on the data through goodness-of-fit
4 indices. GFI, AGFI, IFI, CFI, NFI, TLI, SRMR and RMSEA were used. The values for GFI,
5 AGFI, NFI, CFI, IFI, and TLI were over 0.90, while SRMR and RMSEA were lower than
6 0.08. Based on Hair et al.'s (2006) suggestion, i.e. that CFI, AGFI, IFI, NFI and TLI should
7 be higher than 0.80, and that RMSEA and SRMR should be lower than 0.08, these values
8 confirmed that the model was adequate (Khaneja et al., 2024).
9

10
11
12 Furthermore, the study was also examined for common method bias. According to
13 Conway and Lance (2010), when self-reporting measures are obtained from one sample,
14 concerns arise over general method variances. Common method variance refers to variance
15 that is attributable to the measurement method rather than to the constructs the measures
16 represent (Chang et al., 2010, p. 178). It happens when variations in responses are caused by
17 the instrument, rather than the actual predisposition of the respondents that the instrument is
18 attempting to uncover. In this study, Harman's single-factor test (1967) was used to analyse
19 it. The results suggested that there was a 40 per cent variance, which was less than 50 per
20 cent, suggesting there is no issue of common method bias (Podsakoff, 2003).
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36

37 Next, the structural model was examined. Regarding model fit, The values for GFI,
38 AGFI, NFI, CFI, IFI, and TLI were over 0.90, while SRMR and RMSEA were lower than
39 0.08, confirming the adequacy of the model (Hair et al., 2006; Hussain et al., 2023a; b).
40
41
42
43

44 Finally, we examined the hypotheses, i.e. the causal relationships, both direct and based
45 on the mediating and moderating effects. As stated earlier, the structural model was used to
46 examine these relationships. The results are given in the next section.
47
48
49
50
51
52
53
54
55
56
57
58
59
60

4. Results and Discussion

4.1 Results

Before the results on the hypotheses, we went through the structure of the sample as given in the analysis. To represent a mix of gender, age, and ethnicity, we carefully chose the sample. The sample comprised 44.5 per cent males and 55.5 per cent females. Regarding age, 51.9 per cent were younger consumers and 48.1 per cent were older consumers, the sample having been split into older and younger consumers using a median split (Hussain et al., 2020b). The median value was 35 years old. The group below the median included 340 (i.e. younger) subjects and the group above the median included 315 (i.e. older) subjects. The two groups were classified accordingly as younger and older consumers. Finally, regarding ethnicity, 57.2 per cent were white consumers and 32.8 per cent were BAME consumers.

Regarding the direct hypotheses, H1, which analyses the effect of brand credibility on celebrity credibility ($\beta = 0.56$, $t = 9.253$, $p = 0.000$) is statistically supported. H2, which explains the effect of corporate credibility on celebrity credibility ($\beta = 0.70$, $t = 1.036$, $p = 0.300$) is not confirmed. H3, which analyses the effect of advertising credibility on celebrity credibility ($\beta = 0.50$, $t = 7.113$, $p = 0.000$) is statistically confirmed. All the results are provided in Table 2 and Figure 2.

<<<Insert Table 2>>>

<<<Insert Figure 2>>>

Table 2 also shows the results regarding the mediating and moderating effects of advertising credibility. The findings significantly confirm the mediating effect of advertising credibility on the effect of brand credibility on celebrity credibility ($\beta = 0.75$, $p = 0.001$) and on the effect of corporate credibility on celebrity credibility ($\beta = 0.302$, $p = 0.001$). H4a and H4b are therefore supported.

1
2
3 In terms of the moderating effects, it is also observed that advertising credibility
4 significantly moderates the effect of both brand credibility and corporate credibility on
5 celebrity credibility. H5a and H5b are therefore confirmed ($\Delta\chi^2/\Delta DF = -2.417$, $p = 0.016$,
6 supported; $\Delta\chi^2/\Delta DF = -2.338$, $p = 0.019$, supported). Further analysis based on hypothesis
7 H5a suggests that a high level of advertising credibility significantly moderates the effect of
8 brand credibility on celebrity credibility, such that consumers with a higher level of
9 involvement in advertising credibility show a higher effect ($\beta = 0.63$, $t = 6.589$, $p < 0.05$),
10 while consumers with a low level of involvement in advertising credibility show a low effect
11 ($\beta = 0.12$, $t = 1.112$, $p > 0.05$). Similarly, further analysis based on hypothesis H5b also
12 suggests that a high level of advertising credibility significantly moderates the effect of
13 corporate credibility on celebrity credibility, such that consumers with a high level of
14 involvement in advertising credibility show a higher effect ($\beta = 0.69$, $t = 7.732$, $p < 0.05$) and
15 consumers with a low level of involvement in advertising credibility show a low effect ($\beta =$
16 0.27 , $t = 2.891$, $p > 0.05$).

35 36 **4.2 Discussion**

37
38 Regarding the support for H1, i.e. the positive effect of brand credibility on celebrity
39 credibility, the previous literature on similar topics (Spry et al., 2011; Teng et al., 2020;
40 Zhang et al., 2020) has provided some evidence regarding the effect of brand credibility on
41 celebrity credibility, suggesting that the positive effect of the brand transferred onto the
42 celebrity. Similarly, the third hypothesis (H3), i.e. proposing a direct and positive effect of
43 advertising credibility on celebrity credibility, is also confirmed. This study therefore offers
44 empirical support to similar theorised relationships, whereby earlier researchers (Fink et al.,
45 2012; Hussain et al., 2020b; Till, 1998) suggested that one credible source triggered
46 credibility in the other source. The credibility of one source has the desired effect and in turn,
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 improves the credibility of the other source. These findings are a valuable contribution to the
4
5 literature, as there is little knowledge present on these relationships.
6
7

8 However, the lack of support for H2, which proposes a direct effect of corporate
9
10 credibility on celebrity credibility, is not in line with prior studies (He and Lai, 2014; Kim et
11
12 al., 2014), in which previous researchers using somewhat similar constructs confirmed the
13
14 effect of corporate credibility on celebrity credibility. This result could be due to the fact that
15
16 consumers are not usually aware of brands linked to corporations. One example is Unilever,
17
18 which has more than 400 brands, and consumers are usually not aware of the parent
19
20 company. This may cause a recognition problem for consumers and could contribute to
21
22 reducing the effect of corporate credibility on celebrity credibility. Secondly, consumers care
23
24 more about the brand than they do about the corporation, because the corporation is not the
25
26 direct face presented to the consumers, as brands are (Liao and Wang, 2009; Siu et al., 2016).
27
28 Moreover, as celebrities are brands, their relations with brands are dual relationships, making
29
30 brand-related information easier to process than information on corporations (Hussain et al.,
31
32 2023a; Lafferty et al., 2002).
33
34
35
36

37 Furthermore, the confirmation of H4a and H4b, indicating that advertising credibility
38
39 mediates the effect of brand credibility and corporate credibility on celebrity credibility, is a
40
41 valuable contribution to the current literature, where little is known on the mediating role of
42
43 advertising credibility in the effects of brand credibility and corporate credibility on celebrity
44
45 credibility.
46
47
48

49 Finally, the support for H5a and H5b establishes that consumers with a higher level of
50
51 involvement in advertising credibility show a higher effect towards the effect of (a) brand
52
53 credibility and (b) corporate credibility on celebrity credibility than consumers with a low
54
55 level of involvement in advertising credibility.
56
57
58
59
60

1
2
3 These findings also broaden the theoretical domain of associative network theory by
4 examining the effects of brand credibility and corporate credibility on celebrity credibility,
5 both directly and through the mediating and moderating effects of advertising credibility.
6
7 Overall, the outcomes, such as the direct effect of brand credibility and corporate credibility
8 on celebrity credibility, and the mediating and moderating effects of advertising credibility on
9 the effects of brand credibility and corporate credibility on celebrity credibility, support the
10 notion that an associative link is forged between the constructs, such that each affects the
11 other. These findings are in line with previous researchers like Dwivedi et al. (2015), Hussain
12 et al. (2020b), Phua et al. (2018) and Till (1998), who found the positive effect of similar
13 constructs on each other.
14
15
16
17
18
19
20
21
22
23
24
25

26 27 **4.3 Implications**

28
29 This study makes a number of theoretical and managerial contributions.
30
31

32 33 *4.3.1 Theoretical implications*

34
35 Regarding theoretical implications, this study minimises a gap in knowledge in two ways.
36
37 Firstly, it examines the effects of credible brands and corporations on the credibility of
38 celebrity endorsers. Although previous researchers (Charbonneau and Garland, 2009;
39 Johnson et al., 2022; Yoo et al., 2018) confirmed reverse effects based on image or equity,
40 there was limited evidence on the effect of credibility. As suggested earlier, credibility plays
41 a significant role in reducing consumers' uncertainties and risks, while enhancing
42 perceptions, values, attitudes, and behaviours towards a credible source (Haig, 2015; Jain et
43 al., 2022). It can also play a vital role in enhancing the credibility of associated elements
44 (Hussain, 2021).
45
46
47
48
49
50
51
52
53

54
55 Secondly, this study examines the mediating and moderating effects of advertising
56 credibility on the effect of credible brands and corporations on the credibility of the celebrity
57
58
59
60

endorser. It is evident that advertising plays a major role in increasing awareness and attitudes towards celebrities, brands and corporations (Anubha and Shome, 2021; Soesilo et al., 2020). However, there was limited knowledge on whether credible advertising could enhance the credibility of a celebrity, including whether it could mediate and moderate the effects of brand credibility and corporate credibility on celebrity credibility (Halder et al., 2021; Hussain et al., 2020a). This study has developed a conceptual model examining the reverse effects of brand credibility and corporate credibility on celebrity credibility, both directly and through the mediating and moderating effects of advertising credibility.

Furthermore, to examine the model, associative network theory is used, which suggests that human minds comprise nodes connected through associative links, such that when consumers think of the celebrity, the brand and corporation come into their mind, and when they think of the brand and corporation, the opposite happens (Spry et al., 2011; Wang et al., 2020).

These findings also help future researchers to understand the importance of the overall topic, i.e. the effects of credible brands and corporations on the credibility of celebrities, and the moderating and mediating effects of advertising credibility on the above relationships. Furthermore, potential researchers would also be able to understand the reverse relationship based on associative network theory.

4.3.2 Managerial implications

This study has several implications for marketing managers, specifically in branding and advertising contexts. Firstly, the findings will help managers to recognise the direct transference effects of brand credibility and corporate celebrity onto celebrity credibility, i.e. to understand that it is not only the case that credible celebrities can help in increasing the credibility of the brand and corporation but a reverse effect of the brand and corporation on the celebrity is also possible (Kim et al., 2014; Spry et al., 2011). These findings will help

1
2
3 managers to understand that this transfer of credibility to celebrity endorsers could also
4
5 enhance the performance of other associated elements, such as image, equity and extension of
6
7 the same brand, corporation and advertising. This will help them to choose endorsers whose
8
9 previous associations with brands and corporations are credible, including having a reputation
10
11 within society, so the credibility effects can be transferred to the potential sources
12
13 (Agustiansyah and Mardhiyah, 2020). Managers will also be able to understand that hiring
14
15 credible celebrity endorsers who are/were associated with earlier credible brands and
16
17 corporations would give consumers a twofold guarantee, i.e. the celebrities are not only
18
19 credible, but also are/were associated with earlier credible brands and corporations (Dwivedi
20
21 et al., 2015; Hussain et al., 2023a; Ilicic and Webster, 2015; Mishra and Mishra, 2014; Um
22
23 and Kim, 2016). This will also enhance the credibility of the advertising and result in
24
25 satisfactory outcomes, such as enhancing credibility, enhancing customers' perceptions and
26
27 increasing their attitudes and behaviours towards the associated brands and corporations.
28
29 While the effect of celebrity endorsers on brands and corporations or of brands and
30
31 corporations on celebrity endorsers does not happen immediately, a credible association
32
33 among these factors would shorten the time.
34
35
36
37
38
39

40 Secondly, the findings help managers to recognise the transference effects of brand
41
42 credibility and corporate credibility towards celebrity credibility through the mediating and
43
44 moderating effect of advertising credibility (Goldsmith et al., 2000; Hussain et al., 2020a). It
45
46 is evident from previous studies that advertising has a positive role in changing consumers'
47
48 attitudes towards brands and corporations (Lafferty et al., 2002; Raza et al., 2020; Soesilo et
49
50 al., 2020). The findings of this study make a clear contribution to helping managers to
51
52 understand the role of credible advertising, including its moderating and mediating effects on
53
54 the effects of brand credibility and corporate credibility on celebrity credibility. Managers
55
56 will be able to launch credible advertising, so the liking of the brand and corporation can be
57
58
59
60

1
2
3 increased, and its effects can be passed to the celebrity endorser (Cuomo et al., 2019; Um,
4 2022). As stated earlier, a credible celebrity, based on the significant effects of a credible
5 brand and corporation, can have reverse effects that improve performance, such as awareness,
6 image and equity of the same brand, corporation and advertising. The findings also help
7 managers to choose endorsers whose previous associations with brands, corporations and
8 advertising are credible, so the credibility effects can easily be transferred to the potential
9 elements.

10
11 Both these suggestions could also help to improve economic and commercial
12 performance. Managers would be able to enhance the credibility of their endorsed brand and
13 corporation, so the credibility of the celebrity can be enhanced, which would also reinforce
14 the credibility of the earlier stated sources (Dwivedi et al., 2015; Hussain et al., 2023a; Ilicic
15 and Webster, 2015). This means that a credible brand, corporation and celebrity would work
16 hand-in-hand to attract more customers, influence their attitudes and enhance their
17 investments in the brand and corporation. Furthermore, credible brands, corporations and
18 celebrity endorsers would help in reducing resources on other marketing mix strategies, such
19 as advertising, promotions, etc. (Liu et al., 2020; Shrivastava et al., 2021) Commercially,
20 managers would be able to hire credible celebrity endorsers who could easily liaise with the
21 credibility of their own brands and corporations. Once again, this would enhance the
22 profitability and success of brands and corporations.

23 ***4.4 Future study and limitations***

24
25 This study has a few limitations, providing guidance for future research. Firstly, a future
26 study should be carried out to enhance the generalisability and validity of the findings. It
27 could be suggested that research on this topic in other contexts could produce different results
28 (Jain et al., 2019). Secondly, a future study could apply a probability sampling technique,
29
30

1
2
3 since, due to the limitations of resources and time, this study collected data using the
4 convenience sampling technique. Thirdly, a future study could examine the model based on
5 qualitative or mixed methods, and could establish how different methods affect the results.
6
7
8
9
10 Fourthly, a future study could use an experimental method.

11
12 Fifthly, future research could introduce different boundary conditions for the brands,
13 corporations, advertisements, and celebrities, since this study includes only highly credible
14 brands, corporations, advertisements and celebrity endorsers. In this regard, a future study
15 could differentiate between high- and low-credibility brands, corporations, advertisements
16 and celebrity endorsers, and could examine their differences to address this limitation; and
17 could furthermore examine the topic based on different kinds of brands (utilitarian and
18 hedonistic), corporations (small, medium and large), advertisements (humour and guilt) and
19 celebrity endorsers (sports stars, athletes and executives). Sixthly, a future study could
20 explore how consumers of different products, such as fast-moving consumer goods and
21 luxury brands, are affected. Finally, a future study could compare the effects when firms and
22 their brands have similar names with when firms and their brands have different names.
23
24
25
26
27
28
29
30
31
32
33
34
35
36

37
38 Another limitation is that the brands, corporations, advertisements and celebrity
39 endorsers examined in this study are all from Western countries. A future study could
40 minimise this limitation by using different types of celebrity endorsers, such as national, local
41 and international, and could perform a comparative study. Researchers could also examine
42 the topic on the basis of various consumers' demographics (age, gender, ethnicity, etc.),
43 psychographic factors (lifestyle), etc., and could investigate whether these factors affect the
44 model differently. Finally, a future study could also examine the topic based on consumers'
45 various involvement levels and could verify whether consumers' higher versus moderate
46 versus low levels of involvement have any effect on the outcomes.
47
48
49
50
51
52
53
54
55
56
57

58 **References**

- 1
2
3 Agrawal, J. and Kamakura, W.A. (1995), "The economic worth of celebrity endorsers: An
4 event study analysis", *Journal of Marketing*, Vol. 59 No. 3, pp. 56-62.
5
6
7
8 Agustiansyah, Z. and Mardhiyah, D. (2020), "The influence of endorser credibility, brand
9 credibility, and brand equity on the purchase intention in online shopping: The
10 Instagram phenomenon", Hurriyati, R., Tjahjono, B., Yamamoto, I., Rahayu, A.,
11 Abdullah, A.G. and Danuwijaya, A.A. (Ed.), *Advances in Business, Management and*
12 *Entrepreneurship*, CRC Press, Bandung, pp. 221-225.
13
14
15
16
17
18
19 An, J., Do, D.K.X., Ngo, L.V. and Quan, T.H.M. (2019), "Turning brand credibility into
20 positive word-of-mouth: integrating the signaling and social identity
21 perspectives", *Journal of Brand Management*, Vol. 26 No. 2, pp. 157-175.
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Andreini, D., Fetscherin, M. and Zarantonello, L. (2021), "How a CEO's Personality, Performance, and Leadership Predict Advertising Credibility: Conceptualizing and Measuring CEO Brand Image", *Journal of Advertising Research* Vol. 61 No. 1, pp. 110-124.
- Andrews, J.C. and Durvasula, S. (1991), "Suggestions for manipulating and measuring involvement in advertising message content", *ACR North American Advances*.
- Andrews, J.C., Durvasula, S. and Akhter, S.H. (1990), "A framework for conceptualizing and measuring the involvement construct in advertising research", *Journal of Advertising*, Vol. 19 No. 4, pp. 27-40.
- Anholt, S. (2010). Definitions of place branding—Working towards a resolution. *Place branding and public diplomacy*, Vol. 6 No. 1, pp. 1-10.
- Anubha and Shome, S. (2021), "Customer engagement and advertising effectiveness: a moderated mediating analysis", *Journal of Internet Commerce*, Vol. 20 No. 4, pp. 409-449.

- 1
2
3 Baek, T.H., Kim, J. and Yu, J.H. (2010), “The differential roles of brand credibility and brand
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Baek, T.H., Kim, J. and Yu, J.H. (2010), “The differential roles of brand credibility and brand prestige in consumer brand choice”, *Psychology & Marketing*, Vol. 27 No. 7, pp. 662-678.
- Baker III, T.A., Byon, K.K. and Brison, N.T. (2017), “Re-conceptualizing reverse meaning transfer: the moderating influence of meaning type”, *Sport, Business and Management: An International Journal*, Vol. 7 No. 5, pp. 483-496.
- Bello, D., Leung, K., Radebaugh, L., Tung, R.L. and Van Witteloostuijn, A. (2009), “From the editors: Student samples in international business research”, *Journal of International Business Studies*, Vol. 40, pp. 361-364.
- Bergkvist, L. and Zhou, K.Q. (2016), “Celebrity endorsements: a literature review and research agenda”, *International Journal of Advertising*, Vol. 35 No. 4, pp. 642-663.
- Bhasin, K. (2022), “Usain Bolt Files for Trademarks to Protect his Victory Pose”, available at: <https://www.bloomberg.com/news/articles/2022-08-22/usain-bolt-files-for-trademarks-to-protect-his-victory-pose?leadSource=verify%20wall> (accessed 11 August 2022).
- Biography online. (2015), “Famous Americans”, available at: <http://www.biographyonline.net/people/america/famous-americans.html/> (accessed 10 August 2022).
- Biswas, D., Biswas, A. and Das, N. (2006), “The differential effects of celebrity and expert endorsements on consumer risk perceptions. The role of consumer knowledge, perceived congruency, and product technology orientation”, *Journal of Advertising*, Vol. 35 No. 2, pp. 17-31.
- Breitsohl, H. (2019), “Beyond ANOVA: An introduction to structural equation models for experimental designs”, *Organizational Research Methods*, Vol. 22 No. 3, pp. 649-677.

- 1
2
3 Brown, Z. and Tiggemann, M. (2020), "A picture is worth a thousand words: The effect of
4 viewing celebrity Instagram images with disclaimer and body positive captions on
5 women's body image", *Body Image*, Vol. 33, pp. 190-198.
6
7
8
9
- 10 Bryman, A. and Bell, E. (2011), *Business Research Methods*, Oxford University Press, New
11 York.
12
13
- 14 Bucy, E.P. (2003), "Media credibility reconsidered: Synergy effects between on-air and
15 online news", *Journalism & Mass Communication Quarterly*, Vol. 80 No. 2, pp. 247-
16 264.
17
18
19
20
- 21 Carvalho, C.P. and Azevedo, A. (2018), "Do glamour, self-sexualisation and scopophilia
22 influence celebrity endorsement?", *EuroMed Journal of Business*, Vol. 13 No. 1, pp.
23 86-101.
24
25
26
27
- 28 Celebi, S.I. (2007), "The credibility of advertising vs publicity for new FMCGs in
29 Turkey", *Corporate Communications: An International Journal*.
30
31
- 32 Celebrity Endorsement Ads. (2015), "The Latest Celebrity Endorsement Ads", available at:
33 <http://www.celebrityendorsementads.com/celebrity-endorsements/> (accessed 6 June
34 2022).
35
36
37
38
39
- 40 Chan, K. and Fan, F. (2022), "Perception of advertisements with celebrity endorsement
41 among mature consumers", *Journal of Marketing Communications*, Vol. 28 No. 2, pp.
42 115-131.
43
44
45
46
- 47 Charbonneau, J. and Garland, R. (2010), "Product effects on endorser image: The potential
48 for reverse image transfer", *Asia Pacific Journal of Marketing and Logistics*, Vol. 22
49 No. 1, pp. 101-110.
50
51
52
53
- 54 Chetioui, Y., Lebdaoui, H. and Chetioui, H. (2021), "Factors influencing consumer attitudes
55 toward online shopping: the mediating effect of trust", *EuroMed Journal of*
56 *Business*, Vol. 16 No. 4, pp. 544-563.
57
58
59
60

- 1
2
3 Chin, P.N., Isa, S.M. and Alodin, Y. (2019), "The impact of endorser and brand credibility on
4 consumers' purchase intention: the mediating effect of attitude towards brand and brand
5 credibility", *Journal of Marketing Communications*, pp. 1-17.
6
7
8
9
- 10 Choi, S.M. and Rifon, N.J. (2002), "Antecedents and consequences of web advertising
11 credibility: A study of consumer response to banner ads.", *Journal of Interactive*
12 *Advertising*, Vol. 3 No. 1, pp. 12-24.
13
14
15
16
- 17 Chung, S. and Cho, H. (2017), "Fostering parasocial relationships with celebrities on social
18 media: Implications for celebrity endorsement", *Psychology & Marketing*, Vol. 34 No.
19 4, pp. 481-495.
20
21
22
23
- 24 Churchill Jr, G.A. (1979), "A paradigm for developing better measures of marketing
25 constructs", *Journal of Marketing Research*, Vol. 16 No. 1, pp. 64-73.
26
27
28
- 29 Conway, J.M. and Lance, C.E. (2010), "What reviewers should expect from authors
30 regarding common method bias in organizational research", *Journal of Business and*
31 *Psychology*, Vol. 25 No. 3, pp. 325-334.
32
33
34
- 35 Cotte, J., Coulter, R.A. and Moore, M. (2005), "Enhancing or disrupting guilt: The role of ad
36 credibility and perceived manipulative intent", *Journal of Business Research*, Vol. 58
37 No. 3, pp. 361-368.
38
39
40
41
- 42 Cronbach, L.J., Ambron, S.R., Dornbusch, S.M., Hess, R.D., Hornik, R.C., Phillips, D.C.,
43 Walker, D.F. and Weiner, S.S. (1985), *Toward Reform of Program Evaluation*, Jossey-
44 Bass, San Francisco.
45
46
47
48
- 49 Cuomo, M. T., Foroudi, P., Tortora, D., Hussain, S. and Melewar, T.C. (2019), "Celebrity
50 endorsement and the attitude towards luxury brands for sustainable
51 consumption", *Sustainability*, Vol. 11 No. 23, 1-21.
52
53
54
55
- 56 De Pauw, P., Hudders, L. and Cauberghe, V. (2018), "Disclosing brand placement to young
57 children", *International Journal of Advertising*, Vol. 37 No. 4, pp. 508-525.
58
59
60

- 1
2
3 De Vaus, D. (2002), *Surveys in Social Research*, Routledge, London.
4
5 Delgado, B.E. and Munuera-Aleman, J.L. (2005), "Does brand trust matter to brand
6 equity?", *Journal of Product & Brand Management*, Vol. 14 No. 3, pp. 187-197.
7
8 Delgado-Ballester, E., Munuera-Aleman, J.L. and Yague-Guillen, M.J. (2003),
9
10 "Development and validation of brand trust scale", *International Journal of Market*
11
12 *Research*, Vol. 45 No. 1, pp. 35-53.
13
14
15
16
17 Dens, N. and De Pelsmacker, P. (2010), "Consumer response to different advertising appeals
18
19 for new products: The moderating influence of branding strategy and product category
20
21 involvement. *Journal of Brand Management*, 18(1), 50-65.
22
23
24 Dimitropoulou, A., Giotopoulos, I., Protogerou, A. and Tsakanikas, A. (2021), "Does the
25
26 innovativeness of creative firms help their business clients to innovate?", *The Journal*
27
28 *of Technology Transfer*, Vol. 48 No. 1, pp. 1-32.
29
30
31 Ding, H., Molchanov, A.E. and Stork, P.A. (2011), "The value of celebrity endorsements: A
32
33 stock market perspective", *Marketing Letters*, Vol. 22 No. 2, pp. 147-163.
34
35
36 Doss, S. (2011), "The Transference of Brand Attitude: The Effect on the Celebrity Endorser",
37
38 *The Journal of Management and Marketing Research*, Vol. 7 No. 1, pp. 1-12.
39
40 Dwivedi, A., Johnson, L.W. and McDonald, R. (2016), "Celebrity endorsements, self-brand
41
42 connection and relationship quality", *International Journal of Advertising*, Vol. 35 No.
43
44 3, pp. 486-503.
45
46
47 Dwivedi, A., Johnson, L.W. and McDonald, R.E. (2015), "Celebrity endorsement, self-brand
48
49 connection and consumer-based brand equity", *Journal of Product & Brand*
50
51 *Management*, Vol. 24 No. 5, pp. 449-461.
52
53
54 Dwivedi, A., Nayeem, T. and Murshed, F. (2018), "Brand experience and consumers'
55
56 willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and
57
58
59
60

1
2
3 perceived uniqueness”, *Journal of Retailing and Consumer Services*, Vol. 44, pp. 100-
4
5 107.
6

7
8 Eisend, M. (2022), “The influence of humor in advertising: Explaining the effects of humor
9
10 in two-sided messages”, *Psychology & Marketing*, Vol. 39 No. 5, pp. 962-973.
11

12
13 El Hedhli, K., Zourrig, H. and Becheur, I. (2021), “Celebrity endorsements: Investigating the
14
15 interactive effects of internalization, identification and product type on consumers’
16
17 attitudes and intentions”, *Journal of Retailing and Consumer Services*, Vol. 58, pp. 1-
18
19 12.
20

21
22 Elstouhy, M.M., Mobarak, A.M., Dakrory, M.I., Ghonim, M.A. and Khashan, M.A. (2023),
23
24 “An integrated model predicting the drivers of mobile payment outcomes: evidence
25
26 from emerging markets”, *EuroMed Journal of Business*, pp. 1-29.
27

28
29 Erdem, T. and Swait, J. (1998), “Brand Equity as a Signalling Phenomenon”, *Journal of*
30
31 *Consumer Psychology*, Vol. 7 No. 2, pp. 131-157.
32

33
34 Erdem, T. and Swait, J. (2004), “Brand Credibility, Brand Consideration and Choice”,
35
36 *Journal of Consumer Research*, Vol. 31 No. 1, pp. 191-198.
37

38
39 Erdem, T., Swait, J. and Louviere, J. (2002), “The Impact of Brand Credibility on Consumer
40
41 Price Sensitivity”, *International Journal of Research in Marketing*, Vol. 19 No. 1, pp.
42
43 1-19.
44

45
46 Erdogan, B.Z., Baker, M.J. and Tagg, S. (2001), “Selecting celebrity endorsers: The
47
48 practitioner's perspective”, *Journal of Advertising Research*, Vol. 41 No. 3, pp. 39-48.
49

50
51 Fashion-schools (2016), “Top 10 Global Fashion Capitals”, available at:
52
53 <http://www.fashionschools.org/articles/top-10-global-fashion-capitals/> (accessed 12
54
55 September 2016).
56
57
58
59
60

- 1
2
3 Featherman, M.S., Miyazaki, A.D. and Sprott, D.E. (2010), “Reducing online privacy risk to
4 facilitate e-service adoption: the influence of perceived ease of use and corporate
5 credibility”, *Journal of Services Marketing*, Vol. 24 No. 3, pp. 219-229.
6
7
8
9
10 Fashion-schools (2016), “Top 10 Global Fashion Capitals”, available at:
11 <http://www.fashionschools.org/articles/top-10-global-fashion-capitals/> (accessed 12
12 September 2016).
13
14
15
16 FHM (2015), “FHM 100 Sexiest Women”, available at: [http://www.fhm.com/p/100-sexiest-](http://www.fhm.com/p/100-sexiest-2015)
17 [2015](http://www.fhm.com/p/100-sexiest-2015) (accessed 12 August 2022).
18
19
20
21 Field, A. (2009), *Discovering statistics using SPSS*, SAGE Publications, London.
22
23
24 Fink, J.S., Parker, H.M., Cunningham, G.B. and Cuneen, J. (2012), “Female athlete
25 endorsers: Determinants of effectiveness”, *Sport Management Review*, Vol. 15 No. 1,
26 pp. 13-22.
27
28
29
30
31 Foroudi, P., Akarsu, T.N., Marvi, R. and Balakrishnan, J. (2021), “Intellectual evolution of
32 social innovation: A bibliometric analysis and avenues for future research
33 trends”, *Industrial Marketing Management*, Vol. 93, pp.446-465.
34
35
36
37
38 Gardner, M.P. (1985), “Does attitude toward the ad affect brand attitude under a brand
39 evaluation set?”, *Journal of Marketing Research*, Vol. 22 No. 5, pp. 192-198.
40
41
42
43 Ghorban, Z.S. (2012), “The relationship between brand credibility and customers’
44 behavioural intentions, with reference to Iranian service market”, *Journal of Business
45 and Management*, pp. 34-38.
46
47
48
49 Goldsmith, R.E., Lafferty, B.A. and Newell, S.J. (2000), “The impact of corporate credibility
50 and celebrity credibility on consumer reaction to advertisements and brands”, *Journal
51 of Advertising*, Vol. 29 No. 3, pp. 43-54.
52
53
54
55
56
57
58
59
60

- 1
2
3 Gong, W. (2021), "Effects of parasocial interaction, brand credibility and product
4 involvement on celebrity endorsement on microblog", *Asia Pacific Journal of*
5
6 *Marketing and Logistics*, Vol. 33 No. 6, pp. 1437-1454.
7
8
9
- 10 Haghirian, P. and Inoue, A. (2007), "An Advanced Model of Consumer Attitudes Toward
11 Advertising on the Mobile Internet", *International Journal of Mobile Communications*,
12
13 Vol. 5 No. 1, pp. 48-68.
14
15
16
- 17 Haghirian, Parissa, Madlberger Maria, and Tanuskova Andrea (2005), "Increasing
18 Advertising Value of Mobile Marketing - An Empirical Study of Antecedents, *Paper*
19
20 *Presented at the Proceedings of the 38th Hawaii International Conference on System*
21
22 *Sciences (HICSS)*, Hawaii.
23
24
25
- 26 Haig, B. (2015), "Brand credibility measurement: A new measure for brand equity/brand
27 value: Part 1", *Journal of Brand Strategy*, Vol. 4 No. 2, pp. 177-189.
28
29
30
- 31 Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, R.L. (2006), *Multivariate*
32
33 *Data Analysis*. 6th ed., Upper Saddle River: Prentice Hall.
34
35
36
- 37 Halder, D., Pradhan, D. and Chaudhuri, H.R. (2021), "Forty-five years of celebrity credibility
38 and endorsement literature: Review and learnings", *Journal of Business Research*, Vol.
39
40 125, pp. 397-415.
41
42
43
- 44 Halonen-Knight, E. and Hurmerinta, L. (2010), "Who endorses whom? Meanings transfer in
45 celebrity endorsement", *Journal of Product & Brand Management*, Vol. 19 No. 6, pp.
46
47 452-460.
48
49
- 50 Harman, H.H. (1967), *Modern Factor Analysis*, University of Chicago Press, Chicago.
51
52
53
- 54 Hawkins, D.M. (1980), *Identification of outliers*, Chapman and Hall, London.
55
56
57
- 58 He, Y. and Lai, K.K. (2014), "The effect of corporate social responsibility on brand loyalty:
59 the mediating role of brand image", *Total Quality Management & Business*
60 *Excellence*, Vol. 25 No. 3/4, pp. 249-263.

- 1
2
3 Hill, A., Roberts, J., Ewings, P. and Gunnell, D. (1997), "Non-response bias in a lifestyle
4 survey", *Journal of Public Health*, Vol. 19 No. 2, pp. 203-207.
5
6
7
8 Honer, O., Leyhr, D. and Kelava, A. (2017), "The influence of speed abilities and technical
9 skills in early adolescence on adult success in soccer: A long-term prospective analysis
10 using ANOVA and SEM approaches", *PloS one*, Vol. 12 No. 8, pp. 1-15.
11
12
13
14 Hovland, C.I., Janis, I.L. and Kelley, H.H. (1953), "*Communication and Persuasion:*
15 *Psychological Studies of Opinion Change*. New Haven: Yale University Press.
16
17
18
19 Hultman, M., Robson, M.J. and Katsikeas, C.S. (2009), "Export product strategy fit and
20 performance: An empirical investigation", *Journal of International Marketing*, Vol. 17
21 No. 4, pp. 1-23.
22
23
24
25
26 Hussain, S., Melewar, T.C., Priporas, C.V. and Foroudi, P. (2020a), "Examining the effects
27 of advertising credibility on brand credibility, corporate credibility and corporate
28 image: a qualitative approach", *Qualitative Market Research: An International*
29 *Journal*, Vol. 23 No. 4, pp. 549-573.
30
31
32
33
34
35 Hussain, S., Melewar, T., Priporas, C.V. and Foroudi, P. (2020b), "Examining the effects of
36 celebrity trust on advertising credibility, brand credibility and corporate credibility",
37 *Journal of Business Research*, Vol. 9, pp. 472-488.
38
39
40
41
42 Hussain, S., Melewar, T.C., Priporas, C.V., Foroudi, P. and Yusef, W. (2021),
43 "Understanding celebrity trust and its effects on other credibility and image constructs:
44 a qualitative approach", *Corporate Reputation Review*, Vol. 24, pp. 247-262.
45
46
47
48
49 Hussain, S., Pascaru, O., Priporas, C.V., Foroudi, P., Melewar, T.C. and Dennis, C. (2023a),
50 "Examining the effects of celebrity negative publicity on attitude to, and reputation of,
51 brand and corporation, directly and based on moderating factors", *European Business*
52 *Review*, Vol. 35 No. 4, pp. 469-499.
53
54
55
56
57
58
59
60

- 1
2
3 Hussain, S., Khaneja, S., Pacholi, K., Yousef, W. and Kourtoubelides, M. (2023b), “The
4 relationship between consumer personality traits and celebrity personality
5 traits”, *Journal of Asia Business Studies*.
6
7
8
9
- 10 Illicic, J. and Webster, C.M. (2011), “Effects of multiple endorsements and consumer–
11 celebrity attachment on attitude and purchase intention”, *Australasian Marketing*
12 *Journal (AMJ)*, Vol. 19 No. 4, pp. 230-237.
13
14
15
- 16 Infobae (2021), “Usain Signs New Contract with Puma”, available at:
17 [https://www.infobae.com/aroundtherings/articles/2021/07/12/usain-signs-new-contract-](https://www.infobae.com/aroundtherings/articles/2021/07/12/usain-signs-new-contract-with-puma/)
18 [with-puma/](https://www.infobae.com/aroundtherings/articles/2021/07/12/usain-signs-new-contract-with-puma/) (accessed 12 August 2022)
19
20
21
22
23
- 24 Jahanzeb, S., Fatima, T. and Mohsin Butt, M. (2013), “How service quality influences brand
25 equity: The dual mediating role of perceived value and corporate
26 credibility”, *International Journal of Bank Marketing*, Vol. 31 No. 2, pp. 126-141.
27
28
29
- 30 Jain, S., Basu, S., Dwivedi, Y.K. and Kaur, S. (2022), “Interactive voice assistants–Does
31 brand credibility assuage privacy risks?”, *Journal of Business Research*, Vol. 139, pp.
32 701-717.
33
34
35
36
37
- 38 Jain, V. and Roy, S. (2016), “Understanding meaning transfer in celebrity endorsements: a
39 qualitative exploration”, *Qualitative Market Research: An International Journal*, Vol.
40 19 No. 3, pp. 266-286.
41
42
43
44
- 45 Jain, V., Merchant, A., Roy, S. and Ford, J.B. (2019), “Developing an emic scale to measure
46 ad-evoked nostalgia in a collectivist emerging market, India”, *Journal of Business*
47 *Research*, Vol. 99, pp. 140-156.
48
49
50
- 51 Johnson, C.D., Bauer, B.C. and Arnold, M.J. (2022), “The effect of brand crises on endorser
52 reputation and endorsement portfolios”, *Psychology & Marketing*, Vol. 39, pp. 1385-
53 1397.
54
55
56
57
58
59
60

- 1
2
3 Kamins, M.A. (1989), "Celebrity and Noncelebrity Advertising in a Two-Sided Context",
4
5 *Journal of Advertising Research*, Vol. 29 No. 3, pp. 34-42.
6
7
8 Karanges, E., Johnston, K.A., Lings, I. and Beatson, A.T. (2018), "Brand signalling: An
9
10 antecedent of employee brand understanding", *Journal of Brand Management*, Vol. 25
11
12 No. 3, pp. 235-249.
13
14
15 Kemp, E. and Bui, M. (2011), "Healthy Brands: Establishing Brand Credibility, Commitment
16
17 and Connection Among Consumers", *Journal of Consumer Marketing*, Vol. 28 No. 6,
18
19 pp. 429-437.
20
21
22 Khaneja, S. and Hussain, S. (2023), "Antecedents and Consequences of Physical
23
24 Environment Design in International Retail Stores" *Journal of Asia Business Studies*.
25
26
27 Khaneja, S., Hussain, S., Melewar, T.C. and Foroudi, P. (2022), "The effects of physical
28
29 environment design on the dimensions of emotional well-being: a qualitative study
30
31 from the perspective of design and retail managers", *Qualitative Market Research: An*
32
33 *International Journal*, Vol. 25 No. 2, pp. 161-180.
34
35
36 Kharouf, H., Lund, D.J., Krallman, A. and Pullig, C. (2020), "A signaling theory approach to
37
38 relationship recovery", *European Journal of Marketing*, pp. 1-53.
39
40
41 Kia, F.T. (2016), "Brand Credibility and Brand Prestige on Influencing Purchase a Mobile
42
43 Brand", *The Social Sciences*, Vol. 11 No. 9, pp. 2200-2205.
44
45
46 Kim, C., Jeon, H.G. and Lee, K.C. (2020), "Discovering the role of emotional and rational
47
48 appeals and hidden heterogeneity of consumers in advertising copies for sustainable
49
50 marketing", *Sustainability*, Vol. 12 No. 12, pp. 1-20.
51
52
53 Kim, M. and Han, J. (2021), "Effects of Media Representations and Congruency on
54
55 Corporate Image and Brand Attitude: A Case of a Korean Sport Celebrity with a
56
57 Korean Sponsoring Company", *International Journal of Human Movement*
58
59 *Science*, Vol. 15 No. 3, pp. 65-81.
60

- 1
2
3 Kim, S. and Choi, S.M. (2012), "Credibility cues in online shopping: an examination of
4 corporate credibility, retailer reputation, and product review credibility", *International*
5
6 *Journal of Internet Marketing and Advertising*, Vol. 7 No. 3, pp. 217-236.
7
8
9
- 10 Kim, S.S., Choe, J.Y.J. and Petrick, J.F. (2018), "The effect of celebrity on brand awareness,
11 perceived quality, brand image, brand loyalty, and destination attachment to a literary
12 festival", *Journal of Destination Marketing & Management*, Vol. 9, pp. 320-329.
13
14
15
16
- 17 Kim, S.S., Lee, J. and Prideaux, B. (2014), "Effect of celebrity endorsement on tourists'
18 perception of corporate image, corporate credibility and corporate
19 loyalty", *International Journal of Hospitality Management*, Vol. 37, pp. 131-145.
20
21
22
23
- 24 Kim, Yoo J. and Han, J.K. (2014), "Why Smartphone Advertising Attracts Customers: A
25 Model of Web Advertising, Flow, And Personalization", *Computers in Human*
26 *Behavior*, Vol. 33 No. 1, pp. 256-269.
27
28
29
30
- 31 Kline, R.B. (1998), "Software review: Software programs for structural equation modeling:
32 Amos, EQS, and LISREL", *Journal of Psychoeducational Assessment*, Vol. 16 No. 4,
33 pp. 343-364.
34
35
36
37
- 38 Kumar, P., Polonsky, M., Dwivedi, Y.K. and Kar, A. (2021), "Green information quality and
39 green brand evaluation: the moderating effects of eco-label credibility and consumer
40 knowledge", *European Journal of Marketing*, Vol. 55 No. 7, pp. 2037-2071.
41
42
43
44
- 45 La Ferle, C. and Choi, S.M. (2005), "The importance of perceived endorser credibility in
46 South Korean advertising", *Journal of Current Issues & Research in Advertising*, Vol.
47
48 27 No. 2, pp. 67-81.
49
50
- 51 Laczniak, R.N. and Muehling, D.D. (1993), "The relationship between experimental
52 manipulations and tests of theory in an advertising message involvement context",
53
54 *Journal of Advertising*, Vol. 22 No. 3, pp. 59-74.
55
56
57
58
59
60

- 1
2
3 Lafferty, B. A., Goldsmith, R. E. and Newell, S. J. (2002), “The dual credibility model: The
4 influence of corporate and endorser credibility on attitudes and purchase
5 intentions”, *Journal of Marketing Theory and Practice*, Vol. 10 No. 3, pp. 1-11.
6
7
8
9
10 Lafferty, B.A. (2007), “The relevance of fit in a cause–brand alliance when consumers
11 evaluate corporate credibility”, *Journal of Business Research*, Vol. 60 No. 5, pp. 447-
12 453.
13
14
15
16
17 Lafferty, B.A. and Goldsmith, R.E. (1999), “Corporate Credibility’s Role in Consumers’
18 Attitudes and Purchase Intentions When a High Versus a Low Credibility Endorser is
19 Used in the Ad”, *Journal of Business Research*, Vol. 44 No. 2, pp. 109-16.
20
21
22
23
24 Lafferty, B.A., Goldsmith, R.E. and Newell, S.J. (2002), “The dual credibility model: The
25 influence of corporate and endorser credibility on attitudes and purchase
26 intentions”, *Journal of Marketing Theory and Practice*, Vol. 10 No. 3, pp. 1-11.
27
28
29
30
31 Lai, C.S., Chiu, C.J., Yang, C.F. and Pai, D.C. (2010), “The effects of corporate social
32 responsibility on brand performance: The mediating effect of industrial brand equity
33 and corporate reputation”, *Journal of Business Ethics*, Vol. 95 No. 3, pp. 457-469.
34
35
36
37
38 Lee, G., Cho, S.Y., Arthurs, J. and Lee, E.K. (2020), “Celebrity CEO, identity threat, and
39 impression management: Impact of celebrity status on corporate social
40 responsibility”, *Journal of Business Research*, Vol. 111, pp. 69-84.
41
42
43
44
45 Lee, J.S., Chang, H. and Zhang, L. (2022), “An integrated model of congruence and
46 credibility in celebrity endorsement”, *International Journal of Advertising*, Vol. 41 No.
47 7, pp. 1358-1381.
48
49
50
51
52 Lei, P.W. and Wu, Q. (2007), “Introduction to structural equation modeling: Issues and
53 practical considerations”, *Educational Measurement: issues and practice*, Vol. 26 No.
54 3, pp. 33-43.
55
56
57
58
59
60

- 1
2
3 Liao, J. and Wang, L. (2009), "Face as a mediator of the relationship between material value
4 and brand consciousness", *Psychology & Marketing*, Vol. 26 No. 11, pp. 987-1001.
5
6
7
8 Liu, C., Zhang, Y. and Zhang, J. (2020), "The impact of self-congruity and virtual
9 interactivity on online celebrity brand equity and fans' purchase intention", *Journal of*
10 *Product & Brand Management*, Vol. 29 No. 6, pp. 783-801.
11
12
13
14 Love Money (2021), "The biggest celebrity endorsement deals of all times", available at:
15 [https://lovemoney.com/gallerylist/110420/the-biggest-celebrity-endorsement-deals-of-](https://lovemoney.com/gallerylist/110420/the-biggest-celebrity-endorsement-deals-of-all-time)
16 [all-time](https://lovemoney.com/gallerylist/110420/the-biggest-celebrity-endorsement-deals-of-all-time) (accessed 12 August 2022).
17
18
19
20
21 Lutz, R.J., MacKenzie, S.B. and Belch, G.E. (1983), "Attitude toward the ad as a mediator of
22 advertising effectiveness: Determinants and consequences", *ACR North American*
23 *Advances*.
24
25
26
27
28 MacKenzie, S.B. and Lutz, R.J. (1989), "An empirical examination of the structural
29 antecedents of attitude toward the ad in an advertising pretesting context", *Journal of*
30 *Marketing*, Vol. 53 No. 2, pp. 48-65.
31
32
33
34
35 Malhotra, N.K. (2010), *Marketing research: An Applied Orientation*, 6th ed, Prentice Hall,
36 New Jersey.
37
38
39
40 Martins, J., Costa, C., Oliveira, T., Gonçalves, R. and Branco, F. (2019), "How smartphone
41 advertising influences consumers' purchase intention", *Journal of Business*
42 *Research*, Vol. 94, pp. 378-387.
43
44
45
46
47 McCormick, K. (2016), "Celebrity endorsements: Influence of a product-endorser match on
48 Millennials attitudes and purchase intentions", *Journal of Retailing and Consumer*
49 *Services*, Vol. 32, pp. 39-45.
50
51
52
53
54 McCracken, G. (1989), "Who is the celebrity endorser? Cultural foundations of the
55 endorsement process", *Journal of Consumer Research*, Vol. 16 No. 3, pp. 310-321.
56
57
58
59
60

- 1
2
3 Melewar, T.C., Foroudi, P., Gupta, S., Kitchen, P.J. and Foroudi, M.M. (2017), “Integrating
4 identity, strategy and communications for trust, loyalty and commitment”, *European*
5
6
7
8
9
10
11 Mishra, A.A. and Mishra, A. (2014), “National vs. local celebrity endorsement and
12 politics”, *International Journal of Politics, Culture, and Society*, Vol. 27 No. 4, 409-
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Moraes, M., Gountas, J., Gountas, S. and Sharma, P. (2019), “Celebrity influences on consumer decision making: New insights and research directions”, *Journal of Marketing Management*, Vol. 35 No. 13/14, pp. 1159-1192.
- Muda, M., Musa, R., Mohamed, R.N. and Borhan, H. (2014), “Celebrity entrepreneur endorsement and advertising effectiveness”, *Procedia-Social and Behavioral Sciences*, Vol. 130, pp. 11-20.
- Namin, A., Hamilton, M.L. and Rohm, A.J. (2020), “Impact of message design on banner advertising involvement and effectiveness: An empirical investigation”, *Journal of Marketing Communications*, Vol. 26 No. 2, pp. 115-129.
- Nosi, C., Pucci, T., Melanthiou, Y. and Zanni, L. (2021), “The influence of online and offline brand trust on consumer buying intention”, *EuroMed Journal of Business*, Vol. 17 No. 4, pp. 550-567.
- Ohanian, R. (1990), “Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness”, *Journal of Advertising*, Vol. 19 No. 3, pp. 39-52.
- Okazaki, S. (2004), “How do Japanese consumers perceive wireless ads? A multivariate analysis”, *International Journal of Advertising*, Vol. 23 No. 4, pp. 429-454.

- 1
2
3 Ozer, M., Ozer, A., Ekinci, Y. and Koçak, A. (2022), “Does celebrity attachment influence
4 brand attachment and brand loyalty in celebrity endorsement? A mixed methods
5 study”, *Psychology & Marketing*, Vol. 39 No. 12, pp. 2384-2400.
6
7
8
9
10 Park, C.W. and Young, S.M. (1986), “Consumer response to television commercials: The
11 impact of involvement and background music on brand attitude formation”, *Journal of*
12 *Marketing Research*, Vol. 23 No. 1, pp. 11-24.
13
14
15
16
17 Park, J., Chenghui, X. and Kim, R.B. (2022), “The effect of brand credibility on search and
18 credence goods: A cross-country analysis of Korea, China & France”, *Journal of*
19 *International Studies*, Vol. 15 No. 2, pp. 199-209.
20
21
22
23
24 Paul, J. and Bhakar, S. (2018), “Does celebrity image congruence influences brand attitude
25 and purchase intention?”, *Journal of Promotion Management*, Vol. 24 No. 2, pp. 153-
26 177.
27
28
29
30
31 Petty, R.E., Cacioppo, J.T. and Schumann, D. (1983), “Central and peripheral routes to
32 advertising effectiveness: The moderating role of involvement”, *Journal of consumer*
33 *research*, Vol. 10 No. 2, pp. 135-146.
34
35
36
37
38 Phua, J., Lin, J.S.E. and Lim, D.J. (2018), “Understanding consumer engagement with
39 celebrity-endorsed E-Cigarette advertising on Instagram”, *Computers in Human*
40 *Behavior*, Vol. 84, pp. 93-102.
41
42
43
44
45 Podsakoff, P.M., MacKenzie, S.B., Lee, Y.J. and Podsakoff, P.N. (2003), “Common Method
46 Biases in Behavioural Research: A Critical Review of the Literature and Recommended
47 Remedies”, *Journal of Applied Psychology*, Vol. 88 No. 5, pp. 879-903.
48
49
50
51 Prakash, P. (2022), “By Signing an Exorbitant \$60 Million Nike Deal, Serena Williams
52 Became the only Athlete After Andre Agassi to Achieve Splendid Feat in 2023”,
53 available at: <https://www.essentialysports.com/wta-atp-tennis-news-by-signing-an->
54
55
56
57
58
59
60

[exorbitant-60-million-nike-deal-serena-williams-became-the-only-athlete-after-andre-agassi-to-achieve-splendid-feat-in-2003/](#) (accessed 18 August 2022).

Prendergast, G. and Claire, W. (2009), "Parental Influence on the Purchase of Luxury Brands of Infant Apparel: An Exploratory Study in Hong Kong", *Journal of Consumer Marketing*, Vol. 20 No. 2, pp. 157-169.

Prendergast, G., Liu, P.Y. and Poon, D.T. (2009), "A Hong Kong study of advertising credibility", *Journal of Consumer Marketing*, Vol. 26 No. 5, pp. 320-329.

Ranker (2020), "The most successful celebrity endorsements", available at: www.ranker.com/list/mostsuccessful-celebrity-endorsements-v1/celebrity-lists (accessed 20 June 2022).

Raza, S. H., Abu Bakar, H. and Mohamad, B. (2020), "The effects of advertising appeals on consumers' behavioural intention towards global brands: The mediating role of attitude and the moderating role of uncertainty avoidance", *Journal of Islamic Marketing*, Vol. 11 No. 2, pp. 440-460.

Roni, M.S. (2014), *Introduction to SPSS*, Edith Cowan University, Perth.

Roosens, B. and Dens, N. (2019), "When do social alliances pay off? How the effect on corporate image depends on consumers' prosocial attitudes", *Journal of Brand Management*, Vol. 26 No. 2, pp. 195-208.

Roy, S., Dryl, W. and de Araujo Gil, L. (2021), "Celebrity endorsements in destination marketing: A three country investigation", *Tourism Management*, Vol. 83, pp. 104213.

Saeed, M. R., Burki, U., Ali, R., Dahlstrom, R. and Zameer, H. (2022), "The antecedents and consequences of brand personality: A systematic review", *EuroMed Journal of Business*, Vol. 17 No. 4, pp. 448-476.

Sakib, M.N., Zolfagharian, M. and Yazdanparast, A. (2020), "Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics,

- 1
2
3 consumer readiness, and health consciousness”, *Journal of Retailing and Consumer*
4
5 *Services*, Vol. 52, pp. 1-11.
6
7
8 Sallam, M.A.A. and Wahid, N.A. (2012), “Endorser credibility effects on Yemeni male
9
10 consumer's attitudes towards advertising, brand attitude and purchase intention: The
11
12 mediating role of attitude toward brand”, *International business research*, Vol. 5 No. 4,
13
14 pp. 55.
15
16
17 Saunders, M., Lewis, P. and Thornhill, P. (2009). *Research methods for business students*,
18
19 Pearson Education, New York.
20
21 Schimmelpfennig, C. (2018), “Who is the celebrity endorser? A content analysis of celebrity
22
23 endorsements”, *Journal of International Consumer Marketing*, Vol. 30 No. 4, pp. 220-
24
25 234.
26
27
28 Seno, D. and Lukas, B.A. (2007), “The equity effect of product endorsement by celebrities: A
29
30 conceptual framework from a co-branding perspective”, *European Journal of*
31
32 *Marketing*, Vol. 41 No. 1/2, pp. 121-134.
33
34
35 Shavitt, S., Pamela, L. and James, H. (1998), “Public attitudes toward advertising: More
36
37 favourable than you might think”, *Journal of Advertising Research*, Vol. 38 No. 4, pp.
38
39 7-22.
40
41
42 Shin, I., Wang, L. and Lu, Y.T. (2022), “Twitter and Endorsed (Fake) News: The Influence
43
44 of Endorsement by Strong Ties, Celebrities, and a User Majority on Credibility of Fake
45
46 News During the COVID-19 Pandemic”, *International Journal of Communication*,
47
48 Vol. 16, pp. 2573-2595.
49
50
51 Singh, R.P. and Banerjee, N. (2018), “Exploring the influence of celebrity credibility on
52
53 brand attitude, advertisement attitude and purchase intention”, *Global Business*
54
55 *Review*, Vol. 19 No. 6, pp. 1622-1639.
56
57
58
59
60

- 1
2
3 Siu, N.Y.M., Kwan, H.Y. and Zeng, C.Y. (2016), “The role of brand equity and face saving
4 in Chinese luxury consumption”, *Journal of Consumer Marketing*, Vol. 33 No. 4, pp.
5 245-256.
6
7
8
9
10 Soesilo, P.K., Gunadi, W. and Arimbi, I.R. (2020), “The effect of endorser and corporate
11 credibility on perceived risk and consumer confidence: The case of technologically
12 complex products”, *Journal of Marketing Communications*, Vol. 26 No. 5, pp. 528-548.
13
14
15
16
17 Soesilo, P.K., Gunadi, W. and Arimbi, I.R. (2018), “The effect of endorser and corporate
18 credibility on perceived risk and consumer confidence: The case of technologically
19 complex products”, *Journal of Marketing Communications*, pp. 1-21.
20
21
22
23
24 Soh, H., Reid, L.N. and King, K.W. (2009), “Measuring trust in advertising”, *Journal of*
25 *Advertising*, Vol. 38 No. 2, pp. 83-104.
26
27
28
29
30 Spielmann, N. and Richard, M.O. (2013), “How captive is your audience? Defining overall
31 advertising involvement”, *Journal of Business Research*, Vol. 66 No. 4, pp. 499-505.
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Startup Talky (2022), “Top 10 highest paid celebrity endorsement deals”, available at:
<https://startuptalky.com/highest-paid-celebrity-endorsers/> (accessed 11 August 2022).

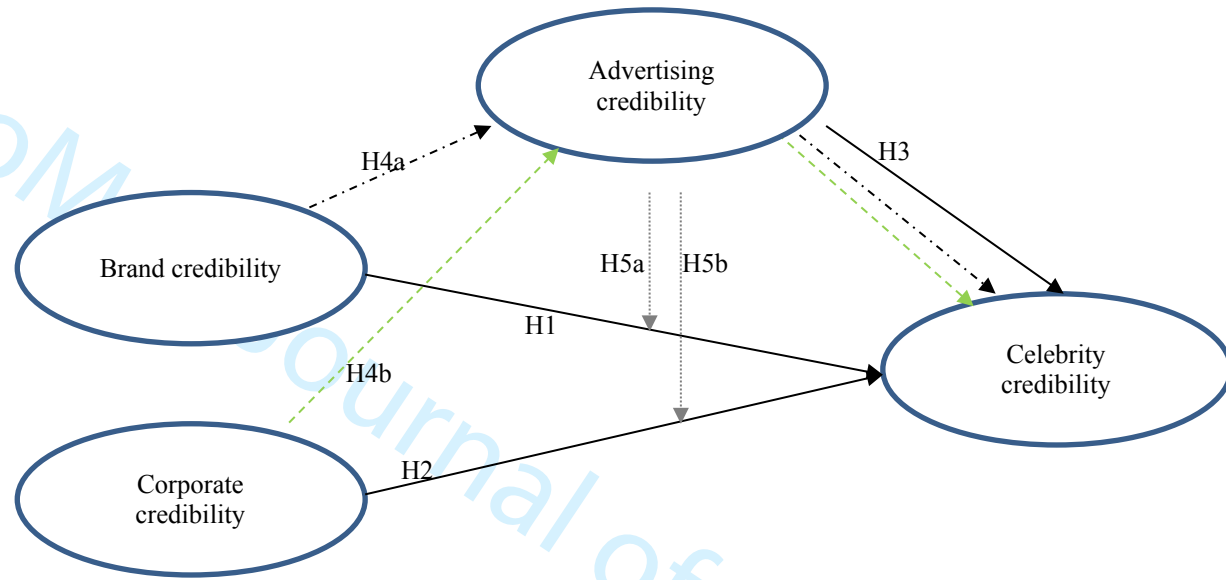
- 1
2
3 Statista (2023), “Sales of the Biggest Athletic Apparel, Accessories and Footwear Companies
4
5 Worldwide in 2022”, available at: [https://www.statista.com/statistics/900271/leading-](https://www.statista.com/statistics/900271/leading-sportswear-and-performance-wear-companies-by-sales-worldwide/)
6
7 [sportswear-and-performance-wear-companies-by-sales-worldwide/](https://www.statista.com/statistics/900271/leading-sportswear-and-performance-wear-companies-by-sales-worldwide/) (accessed 19 March
8
9 2023).
- 10
11
12 Tabachnick, B.G., Fidell, L.S. and Ullman, J.B. (2007), *Using Multivariate Statistics*, 5 ed.,
13
14 Pearson, California.
- 15
16
17 Takaya, R. (2019), “Effect of endorser credibility, brand credibility, self-brand connection on
18
19 brand equity”, *Business and Entrepreneurial Review*, Vol. 18 No. 2, pp. 115-132.
- 20
21
22 Teng, W., Su, Y., Liao, T.T. and Wei, C.L. (2020), “An exploration of celebrity business
23
24 ventures and their appeal to fans and non-fans”, *Journal of Retailing and Consumer*
25
26 *Services*, Vol. 54, pp. 102004.
- 27
28
29 Terek, E., Nikolic, M., Vukonjanski, J., Gligorovic, B. and Zoric, K. (2016), “The Impact of
30
31 Corporate Credibility on Organisational Commitment of Employees and Financial
32
33 Performances: The Serbian Case”, *Paper presentation at the Proceedings of Central*
34
35 *and Eastern Europe in the Changing Business Environment (CEECEBE)*, Prague.
- 36
37
38 The Culture Trip (2016), “The 10 Most Multi-Cultural Cities in the World,” available at
39
40 [https://theculturetrip.com/north-america/usa/california/articles/the-10-](https://theculturetrip.com/north-america/usa/california/articles/the-10-mostmulticultural-cities-in-the-world)
41
42 [mostmulticultural-cities-in-the-world](https://theculturetrip.com/north-america/usa/california/articles/the-10-mostmulticultural-cities-in-the-world) (accessed 12 September 2016).
- 43
44
45 The Richest (2015), “Top 20 Highest Paid Celebrities of 2015”, available at:
46
47 [http://therichest.com/expensive-lifestyle/money/top-20-highest-paid-celebrities-of-](http://therichest.com/expensive-lifestyle/money/top-20-highest-paid-celebrities-of-2015/)
48
49 [2015/](http://therichest.com/expensive-lifestyle/money/top-20-highest-paid-celebrities-of-2015/) (accessed 12 August 2022).
- 50
51
52 Thomas, V.L. and Fowler, K. (2016), “Examining the impact of brand transgressions on
53
54 consumers' perceptions of celebrity endorsers”, *Journal of Advertising*, Vol. 45 No. 4,
55
56 377-390.
57
58
59
60

- 1
2
3 Thomson, M. (2006), "Human brands: Investigating antecedents to consumers' strong
4 attachments to celebrities", *Journal of Marketing*, Vol. 70 No. 3, pp. 104-119.
5
6
7
8 Thwaites, D., Lowe, B., Monkhouse, L.L. and Barnes, B.R. (2012), "The impact of negative
9 publicity on celebrity ad endorsements", *Psychology & Marketing*, Vol. 29 No. 9, pp.
10 663-673.
11
12
13
14
15 Till, B.D. and Busler, M. (2000), "The match-up hypothesis: Physical attractiveness,
16 expertise, and the role of fit on brand attitude, purchase intent and brand
17 beliefs", *Journal of Advertising*, Vol. 29 No. 3, pp. 1-13.
18
19
20
21
22 Till, B.D. (1998), "Using celebrity endorsers effectively: lessons from associative
23 learning", *Journal of Product & Brand Management*, Vol. 7 No. 5, pp. 400-409.
24
25
26
27 Till, B.D. and Shimp, T.A. (1998), "Endorsers in advertising: The case of negative celebrity
28 information", *Journal of Advertising*, Vol. 27 No. 1, pp. 67-82.
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Trimble, C.S. and Rifon, N.J. (2006), "Consumer perceptions of compatibility in
cause-related marketing messages", *International Journal of Nonprofit and Voluntary
Sector Marketing*, Vol. 11 No. 1, pp. 29-47.
- Um, N. (2022), "Impact of Parasocial Interaction, Perceived Ad Message Authenticity, and
Match-Up between Brand and Celebrity in Evaluation of Instagram Celebrity-Based
Brand Endorsement", *Sustainability*, Vol. 14 No. 5, pp. 1-9.
- Um, N.H. and Kim, S. (2016), "Determinants for effects of celebrity negative information:
When to terminate a relationship with a celebrity endorser in trouble?", *Psychology &
Marketing*, Vol. 33 No. 10, pp. 864-874.
- Vandenberg, R.J. and Lance, C.E. (2000), "A review and synthesis of the measurement
invariance literature: Suggestions, practices, and recommendations for organizational
research", *Organizational Research Methods*, Vol. 3 No. 1, pp. 4-70.

- 1
2
3 Wang, A. (2006), “Advertising engagement: A driver of message involvement on message
4 effects”, *Journal of Advertising Research*, Vol. 46 No. 4, pp. 355-368.
5
6
7
8 Wang, S.W. and Liu, M.T. (2022), “Celebrity endorsement in marketing from 1960 to 2021: a
9 bibliometric review and future agenda”, *Asia Pacific Journal of Marketing and
10 Logistics* (ahead-of-print).
11
12
13
14 Wang, S.W. and Scheinbaum, A.C. (2018), “Enhancing brand credibility via celebrity
15 endorsement: Trustworthiness trumps attractiveness and expertise”, *Journal of
16 Advertising Research*, Vol. 58 No. 1, pp. 16-32.
17
18
19
20
21 Wang, X. and Yang, Z. (2010), “The effect of brand credibility on consumers’ brand
22 purchase intention in emerging economies: The moderating role of brand awareness
23 and brand image”, *Journal of Global Marketing*, Vol. 23 No. 3, pp. 177-188.
24
25
26
27
28 Wang, Y.C., Qu, H. and Yang, J. (2020), “Love spillover from a hotel sub-brand to its
29 corporate brand: An associative network theory perspective”, *Journal of Hospitality
30 and Tourism Management*, Vol. 44, pp. 263-271.
31
32
33
34
35 White, D.W., Goddard, L. and Wilbur, N. (2009), “The effects of negative information
36 transference in the celebrity endorsement relationship”, *International Journal of Retail
37 & Distribution Management*, Vol. 37 No. 4, pp. 322-335.
38
39
40
41
42 White, C. (2021), “Here are 8 of the best celebrity endorsements of 2021”, available at:
43 [https://boldtv.com/cwhite/2021/12/10/heres-8-of-the-best-celebrity-endorsements-of-](https://boldtv.com/cwhite/2021/12/10/heres-8-of-the-best-celebrity-endorsements-of-2021/)
44 [2021/](https://boldtv.com/cwhite/2021/12/10/heres-8-of-the-best-celebrity-endorsements-of-2021/) (accessed 23 December 2021).
45
46
47
48
49 Whitten, G.D., Green, K.W. and Zelbst, P.J. (2012), “Triple-A supply chain performance”,
50 *International Journal of Operations and Production Management*, Vol. 32 No. 1, pp.
51 28-48.
52
53
54
55
56
57
58
59
60

- 1
2
3 Wu, P.C. and Wang, Y.C. (2011), "The influences of electronic word-of-mouth message
4 appeal & message source credibility on brand attitude", *Asia Pacific Journal of*
5
6
7
8
9
10
11 Yaakop, A., Anuar, M.M. and Omar, K. (2013), "Like it or not: Issue of credibility in
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
- Wu, P.C. and Wang, Y.C. (2011), "The influences of electronic word-of-mouth message appeal & message source credibility on brand attitude", *Asia Pacific Journal of Marketing & Logistics*, Vol. 23 No. 4, pp. 448-472.
- Yaakop, A., Anuar, M.M. and Omar, K. (2013), "Like it or not: Issue of credibility in Facebook advertising", *Asian Social Science*, Vol. 9 No. 3, pp. 154.
- Yoo, J.W., Lee, H.S. and Jin, Y.J. (2018), "Effects of celebrity credibility on Country's reputation: A comparison of an Olympic star and a political leader", *Corporate Reputation Review*, Vol. 21 No. 3, pp. 127-136.
- Zhang, H., Xu, H. and Gursoy, D. (2020), "The effect of celebrity endorsement on destination brand love: A comparison of previous visitors and potential tourists", *Journal of Destination Marketing and Management*, Vol. 17, pp. 100454.
- Zhu, Y.Q., Amelina, D. and Yen, D.C. (2022), "Celebrity endorsement and impulsive buying intentions in social commerce-The case of Instagram in Indonesia: Celebrity endorsement", *Journal of Electronic Commerce in Organisations*, Vol. 18 No. 1, pp. 1-3.
- Zimand-Sheiner, D., Ryan, T., Kip, S.M. and Lahav, T. (2020), "Native advertising credibility perceptions and ethical attitudes: An exploratory study among adolescents in the United States, Turkey, and Israel", *Journal of Business Research*, Vol. 116, pp. 608-6.

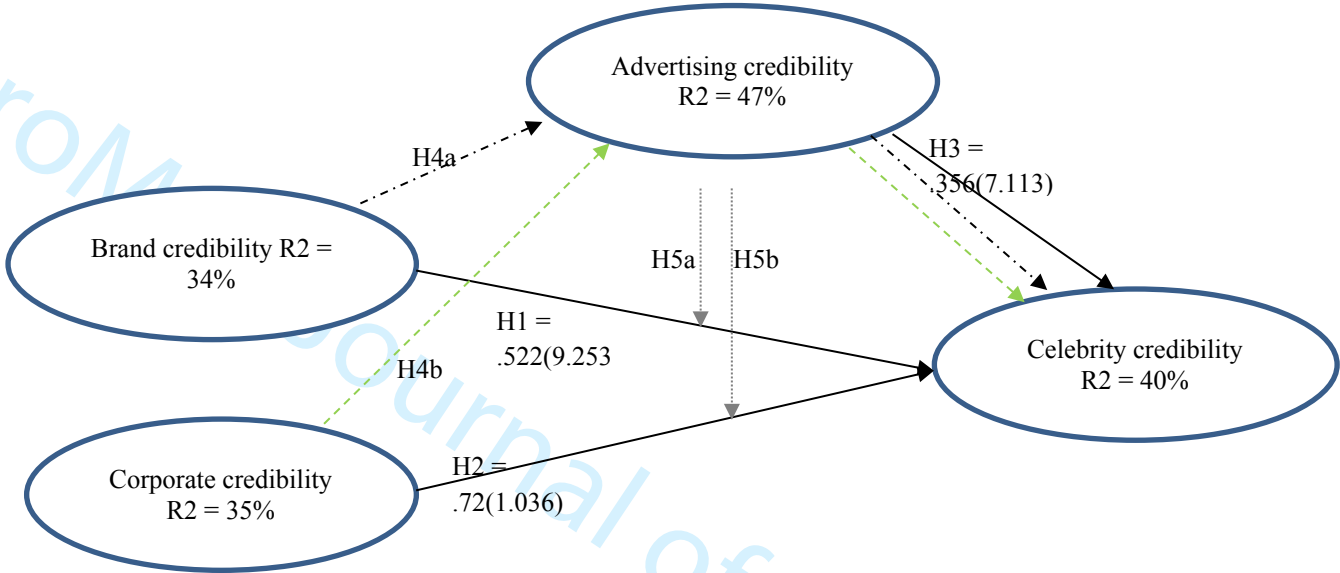
Figure 1. Conceptual model



H4 (a and b): Mediating effects

H5 (a and b): Moderating effects

Figure 2. Conceptual model direct hypotheses results



H4 (a and b): Mediating effects

H5 (a and b): Moderating effects

Table 1. Construct Items, Factor Loading, Cronbach's Alpha, Composite Reliability and AVE

Construct	Means	Factor loading	Cronbach's alpha	Composite reliability	AVE	Source
Celebrity credibility	5.36		0.875	0.814	0.503	Ohanian (1991)
Celebrity is honest	5.29	0.727				
Celebrity is trustworthy	5.36	0.744				
Celebrity is good looking	5.24	0.757				
Celebrity is attractive	5.21	0.782				
Celebrity is an expert	5.60	0.770				
Celebrity is knowledgeable	5.45	0.774				
Advertising credibility	5.43		0.895	0.79	0.564	Mackenzie and Lutz (1989)

Advertising is believable	5.44	0.781				
Advertising is credible	5.47	0.811				
Advertising is trustworthy	5.51	0.731				
Advertising is dependable	5.53	0.811				
Advertising is reliable	5.38	0.722				
Advertising is reputable	5.27	0.721				
Brand credibility	5.5		0.936	0.874	0.589	Erdem and Swait (1998; 2004)
The brands reminds me of someone who's	5.61	0.700				

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46

competent and knows what s/he is doing						
The brand has the ability to deliver what it promises	5.67	0.739				
The brand deliver what it promises	5.72	0.774				
The brand's product claims are believable	5.61	0.724				
Overtime, my experience with this brand have led me to expect it to keep promises, no more and no less	5.66	0.754				

The brand has a name you can trust	5.43	0.775				
The brand does not pretend to be something it isn't	5.41	0.751				
The brand has quality	5.59	0.753				
Corporate credibility	5.43		0.936	0.876	0.671	Feathermen <i>et al.</i> (2010)
The corporation is dependable	5.45	0.771				
The corporation is honest	5.43	0.811				
The corporations is reliable	5.41	0.780				
The corporation is sincere	5.36	0.813				

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46

1 2 3 4 5 6 7	The corporation is trustworthy	5.38	0.705				
8 9 10 11	The corporation has experience	5.35	0.778				
12 13 14 15 16	The corporation is knowledgeable	5.43	0.818				
17 18 19 20 21	The corporation is expert	5.47	0.776				
22 23 24 25	The corporation is skilled	5.60	0.712				
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46	The corporation is qualified	5.39	0.744				

Table 3. Hypotheses

Hypotheses				Estimate	SE	CR	P	Results
H1	Brand credibility	...>	Celebrity credibility	.522	.056	9.253	***	Supported
H2	Corporate credibility	...>	Celebrity credibility	.072	.070	1.036	.300	Not supported
H3	Advertising credibility	...>	Celebrity credibility	.356	.049	7.113	***	Supported
Mediation effect (Advertising credibility)								
Hypotheses				Estimate	Lower	Upper	P	Results
H4a	Brand credibility	...>	Advertising credibility ...> Celebrity credibility	.075	.119	.037	.001	Supported
H4b	Corporate credibility	...>	Advertising credibility ...> Celebrity credibility	.302	.277	.390	.001	Supported

Moderation effect (Advertising credibility)										
Hypotheses					Δdf	$\Delta \chi^2$	P	Results		
H5a	Brand credibility	...>	Advertising credibility	...>	Celebrity credibility	1	-2.417	.016	Supported	
H5b	Corporate credibility	...>	Advertising credibility	...>	Celebrity credibility	1	-2.338	.019	Supported	

1
2
3 **Brand, corporate, and celebrity credibilities: A reverse effect**
4
5

6
7 **Shahzeb Hussain (*)**
8 *Northumbria University*
9

10
11
12 **Constantinos-Pripos Vasilios**
13 *Middlesex University*
14
15

16
17 **Suyash Khaneja**
18 *World University of Design*
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

EuroMed Journal of Business

Shahzeb Hussain (*) [First and Corresponding Author]

Senior Lecturer in Marketing

Newcastle Business School

Sutherland Building, 2 Ellison Pl,

Newcastle upon Tyne NE1 8ST

UK

Tel: +447547630894

Email: shahzeb.hussain@northumbria.ac.uk & shahzebworld@hotmail.com

Constantinos-Vasilios Priporas

Senior Lecturer in Marketing

Department of Marketing, Branding and Tourism

W209 Williams Building

Middlesex University

Business School

The Burroughs

London NW4 4BT

UK

Tel: (0)2084114007

Email: C.Priporas@mdx.ac.uk

Suyash Khaneja

Assistant Professor

School of Management

World University of Design

Plot No. 1, Rajiv Gandhi Education City

Sonipat, Haryana 131029

India

Tel: +91981293361

Email: Suyashk@hotmail.com

Short Authors Bio

Shahzeb Hussain (*), PhD, MA, MSc, PgDip, BS, is a Senior Lecturer in Marketing at Northumbria University. Prior to joining Northumbria University in September 2020, he worked as a Lecturer in Marketing at Cardiff Metropolitan University, Associate Lecturer at Middlesex University London and an Associate Tutor at few of the other institutions in United Kingdom. He also has performed various roles in social care, retailing and other academic roles. He has obtained a PhD from Middlesex University London, UK; MA from University of West London, UK; MSc from University of Luton, UK; PgDip from Middlesex University, UK and BS (Hons) from Sir Syed University of Engineering and Technology, Pakistan. His research interests include branding, consumer behaviour, international marketing, relationship marketing, ethics, etc. (email: shahzeb.hussain@northumbria.ac.uk)

Constantinos-Vasilios Priporas, PhD, MCIM, FEMAB, is a Senior Lecturer in Marketing at Middlesex University Business School, UK. His research interests include consumer behaviour and strategic marketing with a main emphasis on services. He has published in several international academic journals and conferences, including Tourism Management, Journal of Travel Research, Journal of Business Research, International Marketing Review, European Journal of Marketing. In addition, he co-authored a textbook on Technology and Innovation for Marketing and co-edited a book on Market Sensing. He is a member of several professional bodies, and he is an editorial board member of the International Marketing Review and Journal of Customer Behaviour and has acted as a guest editor, reviewer, and track chair in academic journals and conferences. (e-mail: c.priporas@mdx.ac.uk)

Suyash Khaneja holds a PhD in Marketing from Business School, Middlesex University, United Kingdom. She is an Assistant Professor at Assistant Professor at the World University of Design. She believes that investing in the design can be a sustainable business advantage, because it leads to five benefits, creative collaboration, innovation, differentiation, simplification, and customer experience. Her understanding of consumer behaviour has been sharpened by many years of observation of both retail markets and their consumers. She is a leading expert on design research with a particular focus on the emotional well-being of consumers. She has published on topics concerning Physical Environment Design, and Consumers' Emotional Well-Being. Her main interest is in Physical Environment Design and its components such as ambiance, artefacts, and spatial layout (email: suyashk@hotmail.com)