CELEBRITY ENDORSEMENT IN ADVERTISEMENTS AND ITS IMPACT ON

WOMEN'S SELF-ESTEEM IN THE UNITED KINGDOM

By

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ABSTRACT

The foremost aim of this research study is to investigate and understand the underlying factors for the inclusion of celebrities in advertisement, followed by its impact on the women's self-esteem in the United Kingdom.

The research problem identified in this study was that celebrity endorsement's inclusion and wrongful portrayal have somehow negatively affected the self-esteem and attitude of women in the globalised era and this study identifies those factors.

Quantitative method of research design along with primary method of data collection has been adopted by researcher. The sample size was 300 and tests applied include: correlation and regression. The independent variable was celebrity endorsement whereas dependent variable was self-esteem. Both the variables were further broken down into sub-variables.

The findings of the study revealed that significant correlation exists between both the variables as the Pearson correlation values obtained were more than 50%. On the other hand, regression results revealed that all the variables in the study that are expertise, physical attractiveness, similarity, respect and trustworthiness have a strong relationship with objectification. Also, it can be seen that all of the variables have a significant impact on the dependent variable of body image

It is recommended that advertising agencies are required to consider the celebrities who have an aspirational and positive image. The current state of knowledge within the field of marketing and advertising consists of multitude dimensions, where the abundant mass of the research stems from different advertising journals. It has been made evident that the path towards the successful celebrity endorsement campaigns entails much more than just picking a highly rated celebrity, having them endorse the product, and then sending it to the mass market

CHAPTER 1

INTRODUCTION

1.1.Introduction

This chapter intends to present the introduction of the thesis with the explanation of different concepts that will be examined in this study. The chapter will introduce the reader to the initial concepts of the whole research and key terms that will be used throughout the study. In addition, the chapter will discuss the research background and context,including a brief discussion of celebrity endorsement from the perspective of strategic marketing, retail industry, a young generation and the cosmetic industry in order to achieve a holistic view of the idea behind celebrity endorsement. After discussion of the celebrity endorsement concept, the problem statement, aim and objectives and research questions are discussed. Moreover, thesignificance of the research along with the nature and scope of the study was also discussed. Finally, the chapter ends with adiscussionof the structure of the study along with a brief conclusion.

1.2.Research Background and Context

1.2.1. Celebrity Endorsement

In the contemporary business environment, organisations have continuously inundated the world of marketing communication with the attractive advertisement, which finds it quite difficult to go unnoticed (Spry, Pappu, and Cornwell, 2011). Considering this, the designer's foremost task is to differentiate their advertisement campaign from the competitors, while focusing extensively on attracting the attention of the viewers. In the modern age, advertisements and commercials are ignored by people while switching channels, or flipping through the newspapers and/or magazines (Rosca, 2010). Likewise, the

celebrity's glamour often goes unnoticed in the contemporary business environment. Therefore, the concept of celebrity endorsement in advertisement has gained significant importance considering its impact on the benefits that it offers to the overall brand (Chan et al., 2013). Celebrities, in simpler words, are people that enjoy public recognition by a variety of people within the community. Their unique attributes of extraordinary lifestyle, social status, attractiveness, and skills are not commonly observed in the community, which differentiates them from the common people that eventually help them to enjoy a higher degree of public attention (Rafique, 2012).

Celebrities have been argued to add value to a brand; therefore local and multinational companies are more willing to pay huge salaries to celebrities as they are respected and liked by the target audience, and can provide the organisations with an opportunity to change and influence the attitude and behaviour of the consumers (Shimp and Andrew, 2013). Moreover, it has been claimed by Mukherjee (2009) that companies have transformed their approaches from using anonymous endorsers to celebrities in the advertisement as they add significant value in sustaining brand communication, which helps achieve a higher level of brand recall and attention.

1.2.2. Celebrity Endorsement as Strategic Marketing Tool

Research has shown that celebrity endorsement is a strategic marketing tool. According to a research, it was discussed as a highlighted topic, with the sports celebrity Zlatan Ibrahimovic endorsing a car. The video showed how this celebrity was hunting and driving the car and has gained much success in spreading. According to top management of Volvo brand, this celebrity endorsement has increased their sales to a large extent, gaining much exposure in the Swedish Market, when the video was released including Ibrahimovic in the campaign (Segalen and Roux-Fougere, 2014). One more example of the celebrity

endorsement strategy was utilised by the Rolex brandwhen the well-known tennis player Roger Federerhelped promote luxury watches.

One more obvious and popular example of celebrity endorsement is the track record of Pepsi during the last ten years. With multiple strategies of brand endorsement usingsportsfigures and actors used as brand endorsers, as was the case with Michael Jackson and Beyonce (Doss, 2011), this highlights their Pepsi bottles and can with their pictures on them. Nowadays, different firms are investing in celebrity endorsementsin order to improve their sales. For instance, celebrity endorsement accounts for around 25% of advertisement in the United States (Chao, Wuhrer, and Werani, 2005, p.173). According to McCormick (2016), celebrities as diverse as Elvis Presley, Beatles and Michael Jackson were involved in attracting young consumers, through their endorsements, to promote different products.

1.2.3. Celebrity Endorsement and Retail Industry

As observed in the literature, celebrity endorsement strategy has been widely used by retailers during the nineteenth century. The term 'celebrity' in this context can be defined as a personality, well-known among the public, due perhaps to their personal skills or lifestyle habits, which distinguish them from many others (Atwal and Williams, 2009, p. 339). Another author says that celebrity endorsement is a marvellous communication tool for a specific brand, where the role of the celebrity is to be a representative and deliver the importance of the brand confidently, using his/her popularity, personality, social build and expertise as a source and a successful tool to gain attention of viewers/observers.

The evolution of celebrity endorsements originates during the reign of Queen Victoria, herself a brand ambassador for Cadbury Cocoa during the 1880s.However, unofficial celebrity endorsements were used by a company named Goodwin and Co. who made cards with baseball players and published them on the packs of cigarettes they sold.

With the evolution of television and radio advertisements during the 1920's and 1930's, a rise in the trend of celebrity endorsements was observed, more inclined towards real human celebrities than non-human or fictional characters, although cartoon characters were also used as influencers. Such cartoon characters included Mickey Mouse, Tom and Jerry, Cinderella, Snow White, etc. (Halonen-Knight and Hurmerinta, 2010). In this era of advancement and globalization, celebrity endorsements are used as a communication medium as part of various public relation events, as a brand ambassador in conventional media and across the internet technology.

1.2.4. *Celebrity Endorsement and the Young Generation*

Celebrities play an important role in influencing younger consumers. International celebrities such as Justin Bieber and Taylor Swift are highly popular among young audiences, having an outstanding impact on retail levels (Dix, Phau, and Pougnet, 2010, p. 39). A similar impact has been observed in the previous literature, since after the birth of television and radio, but celebrity endorsement could not have reached its current level of impact without the latest technology and the advanced strategies utilized by the brandmanagers when viewed from the perspectives of retailers, consumers, and celebrities.

Celebrity endorsement is viewed differently in different countries (Doss, 2011; Spry, Pappu and Bettina, 2011). One example is the Middle East, where displays of values and perceived authenticity from western countries like the United States and Britain are found to be influencing factors for anArab audience, although they follow their own religion and values, giving them more importance. As such, the celebrity endorsement concept is enjoying success and is apparently fascinating to the Arab audience. However, in India, the celebrities are given so much importance and idolised by so many people that fans wait to meet them during shoots. Also, as observed in the literature, in the Far Eastern countries including South

Korea, the mix of celebrity endorsement between South Korean and American celebrity culture is common. From a review of television and print advertisements, it quickly becomes clear that celebrities endorse more than one brand or that many celebrities often collaborate on promoting awareness for a single brand. Such endorsements are termed 'multiple brand endorsements' or 'multiple celebrity endorsements.'Examples in this regard include; a single celebrity who is a golf champion, Tiger Woods, was endorsing multiple and popular brands such as Express, Rolex, Nike. One well-known portrayer of James Bond, Pierce Brosnan, promoted such brands as Omega, BMW and Noreico.

The Elaboration Likelihood Model (ELM) added further information to the findings of Carroll (2009) and suggested that the existing attitude of a person can be changed through the use of persuasion techniques used in advertisements and messages. Moreover, ELM indicated that there are two possible routes to effecting such change. In the case of high consumer involvement, the attitude can be changed through the use of persuasion. In this regard, Rice, Kelting, and Lutz (2012) suggested that consumers with higher involvement are more inclined towards thoughtful consideration of the content and ideas presented in the message. This implies that they are more likely to be influenced by the trust qualities of the product rather than the inclusion of the celebrity in the advertisement (White, Goddard, and Wilbur, 2009, p. 326). By contrast, consumers with a lower level of involvement can change their attitude through the use of persuasion's peripheral route. In this regards, ELM suggests that the consumers do not process the messages cognitively; therefore they are more likely influenced by the inclusion of the celebrity within the advertisement (Mukherjee, 2009).

1.2.5. Celebrity Endorsement and Fashion and Cosmetic Industry

In the case of the fashion and cosmetic industry, companies have endorsed celebrities in sexualised and provocative advertisements (Media Smart, 2014). In their advertisements,

models are always very thin with perfect makeup, great skin, and are portrayed in a sexual manner (Escalas and Bettman, 2009). Even though these advertisements have remained the centre of attention for decades, it has affected the self-esteem of women in one way or another. Celebrities, in such advertisements, have made the women feel insecure and not up to the standard shown in the advertisement (Marshall, Na, and Deuskar, 2008). Though the celebrities shown in the advertisement are beautiful, viewers (especially women) have often failed to realise that the advertisements are altered before airing to make them look perfect. As a result, women have continuously suffered from poor self-esteem because of the unrealistic portrayal of women in advertisements (Calogero, Pina, Park, and Rahemtulla, 2010).

In this regard, the Telegraph (2009) questioned 1000 women and revealed that advertisements in the fashion and cosmetic industry have negatively impacted their daily lives. In particular, the survey revealed that sexualising women in advertisementshave made 40 percent of respondents feel self-conscious about their appearance; whereas, 28 percent of the women were feeling inadequate due to the standards set by such advertisements (Telegraph, 2016). More importantly, 20 percent of the participants felt that their self-confidence has decreased after viewing the advertisement. Considering the outcome of the campaign, Dr Orbach as cited in the Telegraph (2009) argued that *"On a daily basis women are bombarded with impossibly perfect images created by artifice, which they will always aspire towards, but can rarely achieve because these images depend on serious transformation by photographers"* (p.1).

Women-Research has shown that women are influenced negatively by what they observed in media and that their hygiene, body image and self-esteem are highly affected. The media that are representing ideal body images had negatively influenced the behaviour of the women and has also led to a change in eating habits of the women who view such media-

portrayed body images. These women respond to the advertising negatively by becoming dissatisfied, developing lower self-image as compared to those women who also have low body image and low self-esteem, and not observing media related to self-image advertisements. A lot of magazines have an objective to make women focus on their self-image, even in the case of magazines targeted at men. They divert the attention of women towards the physical attributes of her body: shape, body bone structure, makeover, hair styling, and clothes etc.,but fail to identify why this is important for women.

Another study has shown that media promoting the idea that women with thin body structures have the ideal image is dominating and negatively affecting the female generation, making them become dissatisfied and develop the habit of skipping food. This shows the relationship between media and self-body image and identifies that this fact should be brought into consideration because it is negatively influencing women. The different disorders become associated with women in regards to developing a good body image, they include anorexia nervosa, bulimia, and eating disorders binge eating etc. which may progressively lead to death as a consequence. A fact stated by the American Anorexia and Bulimia Association, that each year the women who are dying with disorders related to eating habits have been on number two, is a psychological aspect. Also, just because of Anorexia, the women who are dying constitute to 1000 each year. It is thus important to decrease this number of women dying each year due to self-body imaging negative classification eating disorders.

This problem should be solved; one way is to start with the already obvious relation between media-generated images and its effect on female body imaging. All women are willing to enhance their beauty, as an attribute of female beauty is the attractive stereotype of women. Different social and cultural values also contribute to the risk of women developing various eating disorders. Sometimes women are highly influenced by their family members

and their friends to work on their self-body images, which in turn leads to eating disorders. A study by Choi and Rifon (2012) regarding female beauty and self-esteem, showed that women who are somewhat overweight have a serious and negative impact on their diet and eating habits as a lot of people in her surroundings are negatively discriminating or in a way teasing her.

Advertisements, in the fashion and cosmetic industry, have a significant influence on the way people see themselves and the way they look. In particular, women's magazines have been argued to have a tremendous influence on teenage girls, with respect to their body image, as they rely heavily on the information and consider the advice valuable in comparison tothat of their peers (Bleske-Rechek, Remiker, and Baker, 2008). In particular, women's magazines have long incorporated models with thinner body image in their advertisement. Moreover, the editors do not consider underweight models to be slim enough; therefore image manipulation tools like Photoshop are used on the images to help them meet the standards set by the industry. This tactic simply highlights the insecurities of women with a hope that women will seek a solution to their insecurities by purchasing more of the offered product or service (Derrick, Gabriel, and Tippin, 2008).

The effect of advertisement on the self-esteem of women is a rising concern in the contemporary business environment. Fashion and cosmetic advertisements have continuously shown very slim models, which the young teenage girls aspire to become in the forthcoming year (Shorter, Brown, Quinton, and Hinton, 2008). As a result, young teenage girls are reported to be suffering from eating disorders like anorexia and bulimia. Anorexia is commonly found in teenage girls between the age of 15 and 19 years. Young teenagers often do not eat to look abnormally slim, yet they believe that they have not achieved the standards as shown in the advertisement; therefore they continue to reach for their goal of becoming

slimmer (Harper and Tiggemann, 2008). By contrast, bulimia is a person's lack of control whenever they eat.

Celebrity advertisement in the fashion and cosmetic industries has given rise to both diseases. Teenage girls are often found to be suffering from anorexia in order to become thinner so that they can look like their favourite celebrities (Sperry et al, 2009). In this regard, Thomas, Mussweiler, and Mandel (2010) claimed that the portrayal of women through underweight models makes them feel bad about the way they look; meanwhile Hollis (2014) argued that the conventional wisdom in the fashion and cosmetic industry is wrong as it increases the insecurity amongst females about how they look. Considering this, females are more inclined towards realistic representation and portrayal of women with respect to beauty in advertising, which is why Dove's Campaign for Real Beauty has resonated with millions of women across the globe.

From the consumer's perspective, attractiveness is considered an element of celebrity endorsements intended to catch their attention. Attractiveness means the appearance, the personality type, resemblance to the observer, thus creating a social value that sounds positive in the minds of the consumer (Sharma, 2011). A lot of executives use this strategy to attract consumers, in television and print advertising, as it appears an influence in changing the customer's attitude, perceptions, and behaviours towards a particular brand (Choi and Rifon, 2012). Research has shown that whencommunicating with the audience through advertising as a communication media, the role of a celebrity as compared to a non-famous person is more persuasive for products involving such attributes as food taste, self-body image and views and perspectives of others (Slevec and Tiggrmann, 2012, p. 66). The results of some studies suggest anassociation between brands and endorsement and found that it appears important in the promotion of the products in some situations but may fail as a whole, depending on the celebrity's skill to deliver the brand's message properly.

1.3. Problem Statement

Celebrity endorsement, no doubt, has provided companies with an opportunity to encourage the target audience to purchase more of the offered products and services, but their inclusion and wrongful portrayal have somehow negatively affected the self-esteem and attitude of women in the globalised era. Taking this into consideration, the research study focused on investigating and evaluating the underlying factors that negatively affect women's self-esteem in the United Kingdom.

1.4. Research Aim and Objectives

The foremost purpose of this study is to investigate and understand the underlying factors for the inclusion of celebrities in advertisements, followed by its impact on women's self-esteem in the United Kingdom. Following are the objectives surrounding the research study:

- To critically analyse the available literature on celebrity endorsement, advertising and the self-esteem of women
- To determine the underlying factors of celebrity endorsement in advertising and self-esteem of women in the UK fashion and cosmetic industry
- To assess the strength of the association and relationship between celebrity endorsement and self-esteem of women through the use of the TEARS model
- To offer recommendations based on the findings of the study with respect to celebrity endorsement and self-esteem of women in the UK

1.5. Research Questions

The research questions that the study has addressed are as follows:

- What are the underlying factors affecting celebrity endorsement and self-esteem of women?

- What is the impact of celebrity endorsement on the self-esteem of women in the UK?

- What are the ways in which the self-esteem of women can be improved considering celebrity endorsement?

1.6.Research Hypotheses

The hypotheses of this research have been formed in the light of the TEARS model. The five dimensions of the TEARS Model were used for formulating hypothesis statement. The TEARS model is primarily based on credibility and attractiveness, and then sub-divided into different components which are discussed in detail within the conceptual framework of this study. The first dimension of the TEARS Model is credibility,which refers to the extent to which the source can be recognised as the possession of significant expertise and knowledge for offering an unbiased judgement (Carroll, 2009). The components of credibility are trustworthiness,defined as the perception of the believability, integrity, and honesty of the endorser. The second component in the credibility is expertise,defined as the skills, knowledge, and experience of the endorsers with respect to the particular brand (Silvera and Austad, 2004). The second dimension of the model is the attractiveness which is explained as the persuasion of the endorser through their identification. It is spread over three components,including physical attractiveness,whichconsists of personality, prowess, and intellectual skills (Alsmadi, 2006). The third component is respect,defined as the quality of being admired because of the accomplishments of the endorser. The last component of attractiveness is similarity especially those of the endorser's personality traits that match with the target audience (Banytė, Stonkienė and Piligrimienė, 2011). Considering this, the explanation of the dependent and independent variable is defined as,

Independent Variable: *Celebrity Endorsement (Trustworthiness, Expertise, Physical Attractiveness, Respect, and Similarity)*

Dependent Variable: *Self-Esteem (Objectification and Body Image)*

The hypotheses for the research study are as follows:

H_{1n}: Trustworthiness has no significant impact on the self-esteem of the body image

H_{1a}: Trustworthiness has significant impact on the self-esteem of the body image

H_{2n}: Expertise has no significant impact on the self-esteem of the body image

H_{2a}: Expertise has significant impact on the self-esteem of the body image

H_{3n}: Physical Attractiveness has no significant impact on the self-esteem of the body image

H_{3a}: Physical Attractiveness has significant impact on the self-esteem of the body image

H_{4n}: Respect has no significant impact on the self-esteem of the body image

H_{4a}: Respect has significant impact on the self-esteem of the body image

H_{5n}: Similarity has no significant impact on the self-esteem of the body image

H_{5a}: Similarity has significant impact on the self-esteem of the body image

H_{6n}: Trustworthiness has no significant impact on the self-esteem of the objectification

H_{6a}: Trustworthiness has significant impact on the self-esteem of the objectification

H_{7n}: Expertise has no significant impact on the self-esteem of the objectification

H_{7a}: Expertise has significant impact on the self-esteem of the objectification

H_{8n}: Physical Attractiveness has no significant impact on the self-esteem of the objectification

H_{8a}: Physical Attractiveness has significant impact on the self-esteem of the objectification

H_{9n}: Respect has no significant impact on the self-esteem of the objectification

H_{9a}: Respect has significant impact on the self-esteem of the objectification

H_{10n}: Similarity has no significant impact on the self-esteem of the objectification

H_{10a}: Similarity has significant impact on the self-esteem of the objectification

1.6.1 Hypothesis development

H_{1n}: Trustworthiness has no significant impact on the self-esteem of the body image

H_{1a}: Trustworthiness has significant impact on the self-esteem of the body image

The first hypothesis of the study has been designed to assess the impact of trustworthiness on self-esteem of body image. The existing literature reveals that in celebrity endorsement, consumers build trusts on celebrities which either reduces or increases their self-esteem when they see advertisements as stated by Croll (2005).

H_{3n}: Physical Attractiveness has no significant impact on the self-esteem of the body image

H_{3a}: Physical Attractiveness has significant impact on the self-esteem of the body image

Physical attractiveness has found to have significant impact because consumers/mostly females tend to get attracted by those celebrities which are fair, beautiful and have attractive features. However, this reduces their self-esteem in certain cases and as highlighted by Bryne, Whitehead, and Breen (2003) that it helps in making purchase decisions.

H$_{4n}$: Respect has no significant impact on the self-esteem of the body image

H$_{4a}$: Respect has significant impact on the self-esteem of the body image

Celebrities are respected for their performance and it was determined by Charbonneau and Garland (2005) that respected celebrities are used in advertisements as their voice has more impact on the consumers and they tend to trusts them more which leads towards making purchase decisions.

H$_{5n}$: Similarity has no significant impact on the self-esteem of the body image

H$_{5a}$: Similarity has significant impact on the self-esteem of the body image

Similarity has significant impact because it was revealed by Cialdini (2007) that consumers are easily influenced by celebrities that share similar characteristics with them and they start associating themselves with celebrities which results in changing attitude of consumer towards the brand.

H$_{6n}$: Trustworthiness has no significant impact on the self-esteem of the objectification

H$_{6a}$: Trustworthiness has significant impact on the self-esteem of the objectification

It was found by Shimp (2003) that celebrities are trusted by the consumers and customers trusts them because of their personality, lifestyle and professional life, which is further revealed by the advertisements and the mass media that celebrity is a public figure which should be trusted and considered credible.

H$_{7n}$: Expertise has no significant impact on the self-esteem of the objectification

H$_{7a}$: Expertise has significant impact on the self-esteem of the objectification

According to the study conducted by Biswas et al. (2006) it was found that consumers are more inclined to believe that celebrities are the real experts who possess all knowledge and information about brands hence they influence the decisions taken.

H_{8n}: Physical Attractiveness has no significant impact on the self-esteem of the objectification

H_{8a}: Physical Attractiveness has significant impact on the self-esteem of the objectification

Physical attractiveness significantly impacts females as they consider the celebrities to be their role models and they pursue to look like them hence, females make their decisions based on these celebrities endorsing brands.

H_{9n}: Respect has no significant impact on the self-esteem of the objectification

H_{9a}: Respect has significant impact on the self-esteem of the objectification

Respect and credibility of the celebrities cannot be denied by the females. They make decisions based on their favourite celebrity and they are more judgemental about which female celebrity they can easily associate with.

H_{10n}: Similarity has no significant impact on the self-esteem of the objectification

H_{10a}: Similarity has significant impact on the self-esteem of the objectification

Lastly, similarity is important as mentioned earlier because females tend to compare and match their characteristics with celebrities hence; it influences their self-esteem to become exactly like the celebrities in terms of physical appearance and other characteristics.

1.7. Rationale of Research

The UK is considered to be one of those countries in which companies mainly focus on the use of celebrity endorsement to reach out to their customers and promote new and existing brands. This is due to intense competition in different industries which can drastically change the behaviour of the customers. The companies seek new marketing strategies which assist them in outdoing their competitors while differentiating their brands. Furthermore, the UK's most popular celebrities are David Beckham, Gaga, and Rihanna. It has been suggested by Gullov-Singh, (2011), that the celebrity endorsement practices in the

UK are still a grey area in terms of the attitude of the customers and its association with the self-esteem of women.

Previous research has been carried out in the wake of traditional modes of celebrity endorsement persuasion which are based on the premise that celebrity endorsement mainly increases the attention towards the advertisement; the second notion is that the celebrities are commonly attractive, which helps in the persuasion for the product and its related attractiveness (Prentice et al., 2017). The research carried out by Sheu, (2010) also suggested that celebrity endorsement impacts people when they are worried about their social acceptance within society. However, the research carried out by Thomson (2006), highlighted the fact that celebrities may be regarded as credible sources if they have expertise within the particular area of advertisement, for instance, an athlete endorsing sports brand or a beautiful model endorsing make-up brands.

There was a gap in the previous literature and research as most of the studies have focused on the sense of belongingness and its relation to celebrity endorsement (Wagner and Petty, 2011), or the purchase intention of the customers (Belch, George and Michael, 2007) and even social media users in association with celebrity endorsement (Thomson, 2006). A limited number of studies have been carried out regarding the self-esteem of women in the particular case of the United Kingdom. A similar study has been carried out by Choi, and Rifon (2012),focusing on the influence of the nexus between consumer ideal self and celebrity image on the effectiveness of celebrity endorsement.

The approach of the present study differs from the traditional explanations regarding celebrity endorsement's effects on consumer behaviour and the purchase intention; instead, the present study focused on filling the gap in the previous research by looking into celebrity endorsement from a different perspective. The researcher has incorporated the element of women's self-esteem within the particular focus on the UK. This study has presented a

holistic evaluation framework of celebrity endorsement and its impact on women's self-esteem from the viewpoint of the TEARS Model, which has assisted in constructing the meaning of self-esteem of women from the association of celebrity endorsement. The model explains that the symbolic properties are associated with the celebrity endorsers or the brands which are used by the consumers for constructing the self in communicating it to others. In this study, the researcher has focused on how the celebrity endorsement may influence the self-esteem of women with the support of TEARS model.

A number of studies associated with the celebrity endorsement have considered the "endorser effect" which is based on the characteristics of the endorsers. Moreover, the characteristics of the endorsers have influenced the persuasiveness for the communication which is conveyed to the target audience (Raluca, 2012). The TEARS model was discussed in the study carried out by Shimp (2003) in which the author operationalized the variables stating that the endorser effect is mainly comprised of attributes which are credibility and attractiveness that contributed towards the effectiveness of the endorser, followed by distinct sub-attributes. The acronym for TEARS is utilised for presenting five discrete attributes, defined as trustworthiness and expertise, the dimensions of the credibility. However, the physical attractiveness, similarity, and respect (for the target audience) are the components of the general impression of attractiveness (Shimp and Andrews, 2012). The use of this model will help the researcher in filling the gap in the existing research and present new results in the favour of the self-esteem of women with respect to celebrity endorsement.

Research conducted by Balakrishnan and Kumar (2011) revealed that young people are constantly engaged in comparing themselves and their personalities with those of the celebrities that they tend to admire. The involvement of famous celebrities, as an endorsement, for promoting products is an advertising strategy frequently used in the modern world (Han and Yazdanifard, 2015). There is evidence that endorsement by celebrities has an

impact on women's attitudes to products and also towards themselves as purchasers of those products (Jalees and Rehman, 2014). Celebrities are perceived positively by young people and because of this, they are able to influence the attitudes and values of others (Hassan and Jamil, 2014).

Advertisements persuade by creating favourable associations between female role models and products (Prasad, 2013). Women can relate to these role models as they possess characteristics desired by them. Young female models, as role models, are youthful and yet have the independence and freedom that many women strive for; thus, they possess characteristics associated with the ideal self (Hassan and Jamil, 2014). Though much literature exists on celebrity endorsement (Bindah and Othman, 2011; Balakrishnan, and Shalini, 2011; Caleb and Shirley, 2012), limited research has been done on celebrity endorsement affecting UK women's attitudes and perceived self-esteem.

Considering this, the research study has offered valuable information regarding the impact of celebrity endorsement in the fashion and cosmetic industry on the self-esteem and attitude of women, followed by how women (especially teenagers) have developed insecurities about their body image and self-confidence after viewing celebrities in the advertisement.

For advertising, one main objective is to encourage the consumers to buy the product so as to encourage a positive attitude of consumer towards the brands (Javornik and Mandelli, 2012, p. 305). In this case, it is very important for the celebrity to be trustworthy and credible for what they say, as it may play a significant role in the consumer to make a decision of buying a product (Escalas, Bettman, 2009). This strategy helps the advertisers to create a credible image for their brand as part of its reliability, purpose, and persuasiveness. The current study intends to determine factors such as reliability, credibility, and persuasiveness and observe these factors with regard to the self-esteem of women living in the UK.

Literature has shown that a variety of disorders become associated with women in regards to developing a good body image, including anorexia nervosa, bulimia, and eating disorders such as binge eating etc. which may progressively lead to death. A fact stated by the American Anorexia and Bulimia Association, that each year the women who are dying with disorders related to eating habits have been on number two, is a psychological aspect (Hesse-Biber, Leavy, Quinn and Zoino, 2006, p., 209). Also, just because of Anorexia, the women who are dying constitutes 1000 each year. This study in this regard will evaluate whether in this population there is a relation between this statistic and the self-image of women being affected.

1.8. Significance of Research

The significance of the research study can be viewed from its theoretical and empirical perspective. At one end, the study has presented information related to the importance and significance of celebrity endorsement for companies to survive and thrive in the fashion and cosmetic industry, while determining the consequences it may have on the attitude and self-esteem of women, especially teenage girls. On the other hand, the study has presented facts, figures, and statistics, showing the influence of celebrity endorsement on women's self-esteem in the contemporary business environment.

Furthermore, the research study has offered valuable and in-depth analysis of the impact of celebrity endorsement. This can help companies like Dove that have continually worked towards the improvement of women's self-esteem and self-image. Similarly, the study has presented information related to the most vulnerable target audience i.e. women, when it comes to body image, appearance, and beauty. This information can help women to understand their uniqueness and worth, irrespective of anything that is being conveyed to them through celebrity endorsement in advertisements.

An important element of this research is the careful evaluation of celebrity endorsement as it is important for brand managers to focus on the celebrity endorsement carefully and observe its impact on the brand simultaneously,since celebrity endorsements may have certain negative effects. Chief among these is the "Vampire effect" where it may override the brand. If this happens it can cause a drop down in the operative communication levels between the product and the consumer, because the audience is attracted to the celebrity more than the product being shown. As such, this element should be focused onby the brand managers. Secondly, it important to determine the cost of celebrity endorsement, as firms try to increase their sales and performance by using this strategy but also have to keep in mind that any agreement with the celebrity should be cost-effective, not affecting the budget of a specific brand to a negative extent (Till and Shimp, 2009). Occasionally the celebrities that are involved in an advertising campaign become involved in media scandals, affecting the brand negatively. One more factor affecting the product value negatively is that consumers may get confused due to the numerous endorsements for a particular brand and by a single celebrity. Additionally, whenever consumers want to buy a product and are being influenced by the celebrity endorsement advertisements, there exist a chance that the consumer may consider whether the celebrity who is endorsing the product, himself has used the product or not. For instance, Bollywood actor Shahrukh Khan may drink Pepsi, but may not use Lux soaps.

1.8.1. Significant for Policy Makers

This research will help policymakers and researchers to create such policies that may control celebrity endorsements elements that negatively influence the eating behaviour of women and affect their self-esteem. In this way, it will help limit the risks of deaths occurring due to eating disorders such as anorexia nervosa etc.

1.8.2. *Significant for Scholars and Researchers*

This research will help researchers to conduct evidenced-based research regarding celebrity endorsements and apply it for follow up in the advertising sector. It will help researchers determine whether, among the population of UK, celebrity endorsement does or does not impact women's self-esteem, as the UK market is a trendsetter in various brands and its accurate evaluation may be helpful.

1.8.3. *Significant for Advertising Firms*

This research will help advertising firms to understand the impact of celebrity endorsement in advertising and may provide guidance related to its impact on the self-esteem of women so that they can develop strategies in relation to celebrity endorsements to increase the opportunity of improving their sales and revenues.

1.9. Nature and Scope of the Study

The study is quantitative in nature. Considering this, first-hand data has been obtained from females aged between 17 and 30 years to determine the impact of celebrity endorsement on their attitude and self-esteem. The TEARS Model has been used in the research study to determine the impact of celebrity endorsement, in the fashion and cosmetic industry, on the self-esteem of the participants. TEARS is an acronym for five discrete attributes i.e. trustworthiness, expertise, physical attractiveness, respect, and similarity. The attributes of trustworthiness and expertise are among the dimensions of credibility; meanwhile, the remaining three attributes are components of attractiveness.

A total of 300 participants have been considered for the research study, and the questionnaires were distributed to them in London shopping malls. A random sampling

technique was used during the distribution of the questionnaire, and the participants were randomly selected for the study. Before conducting the actual survey, a pilot study has been conducted with a total of 50 participants. The same procedure has been followed for the collection of first-hand data for the pilot study.

1.10. Structure

The research study has been divided into five distinct chapters, which are briefly defined and elaborated on below.

1.9.1 Introduction

The introduction has presented the readers with an understanding of celebrity endorsement and its importance in the contemporary business environment, followed by its impact on vulnerable teenagers with respect to self-esteem and attitude. In the fashion and cosmetic industry, companies have relied on using image manipulation tools and techniques to make the models look thinner and more attractive, which has influenced the women across the globe to feel insecure about their appearance and body image. Considering this, women have frequently been found to be suffering from diseases like anorexia and bulimia, which implies that self-esteem and attitude of women have significantly been impacted because of the advertisements.

Moreover, this chapter has presented readers with the importance and the reasoning for conducting the research study, followed by the questions that the author has focused on addressing with respect to self-esteem and attitude of women. Furthermore, information related to the model being used for the study has also been highlighted in this chapter.

1.9.2 Literature Review

The literature review chapter has presented information on the concept of celebrity endorsement, its importance in the fashion and cosmetic industries, and the benefits associated with the use of celebrity endorsement on the attitude and behaviour of the people. Moreover, this chapter has presented information related to the impact of celebrity endorsement on the attitude and self-esteem of women with respect to their appearance, body image, and self-confidence.

This chapter has also presented information on TEARS model that has been used in the study to evaluate the impact of celebrity endorsement based on the characteristics of the endorser. The characteristics of the endorsers have a significant influence on the persuasiveness of the message that is conveyed to the target audience. The attributes of the model have briefly been defined in this section.

1.9.3 Research Methodology

Research methodology chapter contains information about the direction of the study. In this regards, this chapter has included information related to the adopted research philosophy, research design, research approach, and type of investigation (i.e. explanatory, exploratory, and descriptive). Additionally, this chapter has presented justification for the selection of each aspect of the study, and the importance of each aspect with respect to the research study.

On the other hand, the research methodology chapter has offered information related to the techniques and instruments used for the collection of data relevant to the study. The research instrument and the questions included in the instrument have also been elaborated on, followed by the ethical responsibilities that the author complied with while collecting the data. Population, sampling, and sampling technique used within the study are also included in

this chapter, followed by the data analysis plan. The tests used in the study (i.e. correlation and regression) have also been discussed in this chapter.

1.9.4   Findings and Discussion

This chapter has offered valuable insight regarding the impact of celebrity endorsement on the attitude and self-esteem of women in London. The findings section contains a demographic analysis of the participants, followed by the descriptive analysis, and the result of correlation and regression analysis to determine whether or not celebrity endorsement reduces the self-esteem and attitude of women in the United Kingdom. Moreover, this chapter has focused on developing a regression model showing the relative influence of celebrity endorsement factors on women's attitude and self-esteem, while integrating the results into the conceptual model.

1.9.5   Conclusion and Recommendations

The last chapter of conclusion and recommendation has offered a summary of the entire dissertation while identifying the limitations and deficiencies of the study. Based on the limitations and deficiencies, the future researchers have been offered with several recommendations to gain in-depth information regarding the impact of celebrity endorsement of the attitude and self-esteem of women.

1.11. Conclusion

This thesis seeks to gain insights on the celebrity endorsement with respect to theself-esteem of women in the UK. The celebrity endorsement in the advertisement is conceptualised by using different variables such as retail industry, cosmetic industry and as

the main tool for the strategic marketing. The factors are further discussed in the following chapters which will develop the understanding of the celebrity endorsement in an in-depth manner. The overall purpose of this section has been to unveil the underlying factors which are directed towards the celebrity endorsement in the advertising which influences the self-esteem of women in the UK. The issues related to celebrity endorsement are discussed in the further chapters in the light of different authors and studies that helped the author develop the conceptual model of the research.

CHAPTER 2

LITERATURE REVIEW

2.1. Introduction

In the contemporary business environment, the concept of brand promotion has gained significant importance and has been claimed to be the most effective advertisement strategy employed by local and international brands (Park and Lennon, 2009). In this regard, it has been argued that brand promotion not only offers the brand a variety of benefits, but also plays an influential role in changing the perception, behaviour and attitude of the target audience with regard to thebrand association (Spry, Pappu, and Bettina Cornwell, 2011). This implies that brand promotion helps in increasing the positive affirmations towards brands that have employed the advertising strategy while increasing the negative substantiation towards other brands in the marketplace. As a result of the brand promotion, brands are presented with an opportunity to have a positive impact on consumer's buying behaviour. In this regards, it has been revealed by Erdogan et al. (2001) that approximately 25% of advertisements are endorsed by celebrities; meanwhile, Ilicic and Webster (2011) argued that approximately 10% of the budget of commodity organisations are dedicated to celebrity endorsement.

2.1.1. Purpose and Scope

The purpose and scope of this chapter arecalculated towards reviewing and analysing the relationships and connections among different studies which are presented in the favour of celebrity endorsement. Moreover, the chapter has facilitated the researcher with reviewing different theories and concepts that underlie the concept of celebrity endorsement and the self-esteem of women. In addition, the chapter has incorporated major works along with the

subsequent scholarship which lays out in the evolution of the research topic and established the overall context of the future research. Moreover, the chapter has helped the researcher in establishing the fact that how celebrity endorsement has created an impact on the self-esteem of women in the theoretical context.

The main purpose of this chapter is to develop an overall understanding of the research study and identify new possibilities and problems for the further research and also help in expanding and exploring the overall objectives of the research. As far as the scope is concerned, this literature review has been highly selective by keeping the focus on celebrity endorsement as it relates to women's self-esteem and examining the impact of celebrity endorsement on the self-esteem by reviewing different theories and concepts along with the findings of previous studies. In addition, the scope of the literature has been expanded by contrasting and critiquing the existing theories within the context of the celebrity endorsement and reveals the gaps that were present in the previous studies. In addition to this, the chapter has also pointed out different themes and debates within the field of celebrity endorsement and self-esteem of the women.

2.2. Conceptualisation of Advertising

In light of work done by Aaker and Biel (2013), advertising is explained as the visual or the audio form of the marketing communication which employs a non-personal and openly sponsored message for the purpose of promoting or selling a product to the target audience. Furthermore, the advertising is differentiated from the public relations as the advertiser has the control over the message which is presented to the target audience. In addition to the above statement, the advertising can be communicated through different mass media which includes magazines, outdoor advertising, direct mail, TV ads, or the websites (De Mooij, 2013). However, the actual presentation of the advertisement is mainly targeted towards the

selected audience because the products are segmented on the basis of preference and needs of the customers. On the other hand, there are several ethical issues in the field of advertising which every advertising agency or organisation has to take it into the consideration.

According to Gov.UK (2017), the advertising industry primarily operates under strict federal regulations and is also monitored by the Federal Trade Commission. In the UK, the advertising of the businesses is covered under the Business Protection from the Misleading Marketing Regulations. It is prohibited for businesses to copy their competitor's trademark or logo or produce something which is similar to the competitor's strategy. Moreover, if these regulations are overlooked by the companies, then the case is reported to the Local Trading Standards Office; the company owner can be fined, imprisoned, or prosecuted. In light of Murphy (2010), the unethical advertising methods are utilised as falsehoods to deceive the public or the target audience, whereas ethical advertising employs truthful facts to deceive the public. In advertisements, it is necessary that there should be a clear demarcation between true and false, which is not possible. Advertising is a highly adequate and visible business activity and has the propensity to lower ethical standards. Common ethical issues in the context of advertising can be obscenity, misleading information, stereotypes, puffery, racial issues, tobacco, alcohol, or gambling.

2.2.1. Advertisement

Advertisement, according to Rucker and Galinsky (2009), is the process of creating a buying response from customers, while producing the desire to know more about the product and service being offered by the company. This implies that advertisement is concerned with informing, persuading, and reminding the consumers and customers in the contemporary business environment to mould their behaviour towards the featured products and services. In

this regard, Halvorsen et al. (2013) argued for advertisement as a marketing tool that both local and international companies rely upon to persuade and influence the consumers.

Grönroos and Voima (2013) raise an important aspect of advertisement whether it is designed to maintain the brand loyalty, to induce switching of brand or to buy the product for the first time. It is so because some commercial advertisements are intended to enhance sales but some are designed to just draw the attention of the reader to simulate the interest hoping that it will lead to the purchase of the product. Conversely, advertisements repeating for a long time are intended to make the customer take the quick decision of purchasing. Pinson (2008) describes advertisement as an investment in the future of business; following the rules of investment it is necessary to search out maximum before taking a decision.

2.2.2. Types of Advertisement

In the technologically advanced era, the advertisement has become an integral part of business as it helps promote the products and services offered by a company (Aaker and Biel, 2013). The primary purpose of advertisementis to understand the needs and requirements of the consumers while ensuring that the consumers are informed about the availability of the products and services that could satisfy their requirements and needs in the most optimal manner. Considering this, advertisementhas become an important aspect of the corporate world, and companies have dedicated a huge part of their budget to build the brand (Ragique and Zafar, 2012, p. 54).

The advertisementcreates the wonderful possibility for progress so that it may be industriously used for the profit of manufacturers, dealers, customers, and the economy of the country (Sorensen, 2009). Cannon et al. (2015) mentioned like other advertisements the objective of wall-scape advertising is also to draw the attention of theconsumer and make them buy it. But it requires the fulfilment of some objectives. Most satisfactory model is

AIDA (Attract **A**ttention, Arouse **I**nterest, Stimulate **D**esire, get **A**ction). Following are the types of advertisement that companies have relied upon in the intensely competitive contemporary business environment.

2.2.1.1. Print Advertisement

This type of advertisement is amongst the most commonly used form of advertisement in the modern business environment (Sallam, 2011). These advertisements are commonly found in magazines, newspapers, fliers, and brochures. In this regards, it has been argued that anything written with the purpose of grabbing the attention of the consumers comes under the purview of print advertising. However, it has been revealed that this type of advertisement is only effective when viewed by the target audience.

Newspaper Advertisement

A newspaper is a combination of different aspects of life such as games, entertainment, educational information, and business news; therefore, it is found in almost every house (Wakolbinger, Denk, and Oberecker, 2009, p. 366). As such, placing an advertisement in a newspaper can helpan advertiser reach their target audience. Unlike in broadcast media,a newspaper reader has control over the pace of reading and re-reading. Newspaper advertising is also more detailed, containing information about prices, vouchers, addresses, and telephone numbers. It also benefits the advertiser as they can make short notice changes at a low cost; it also has a variety of sizes available with the facility of insertion of other small ads without exceeding the range of budget. At the same time, it also offers some disadvantages such as the quality of text and especiallyphotography is low; thus only simple artwork is articulated (Briggs, 2011)). A newspaper is not referred to for more

than one day and it is also possible that due to the large size of the newspaper and smaller size of the ad the advertisement may go unnoticed.

Magazine Advertisement

According to Rand (2014), magazine advertisement has the same features as a newspaper with some differences i.e. it comes weekly or monthly. Unlike a newspaper, it is more coloured and the pictures/posters are clearly articulated; thus, it is more costly. Magazine advertisements are not immediate; they are prepared in advance so immediate changes are not possible. Magazines are further divided into two classes i.e. consumer magazine and trade magazine. Trade magazines are magazines that cover definite types of industries, services, and businesses. On the other hand, consumer magazines are generally found out at the average newsstand. Both have specific application and selection depends upon the requirement of the advertiser.

2.2.1.2. Broadcast Advertisement

This form of advertisement is more concerned with reaching a wider audience through the use of television, radio, and the internet (Gilhooley, 2011). By adopting this form of advertisement, companies tend to reach the mass audience in order to inform and persuade them about the benefits associated with the usage of the offered products and services. In the technologically advanced era, companies have heavily relied on broadcast advertisement considering its effectiveness in terms of reaching the customers and influencing them to purchase the product.

Radio Advertisement

Radio is usually used as an integral part of thedailyentertainment and can be used even if you are working on something else. Radio offers news, music, traffic conditions, weather reports, and advertising. It is accessible to everyone due to low cost, makingit an easy way to reach the masses (Oakes and North, 2011, p. 183). It facilitates instant change in updates therefore also called personal advertising medium. But it is impossible to review the advertisement.

Television advertisement

As stated by Logan, Bright, and Gangadharbatla (2012) the major source of advertisement is television media, almost watched by everyone. It covers all sensing i.e. visual, listening and motion. It is considered the most persuasive tool for marketing and advertising. It covers huge audience and area covered by what is called A.D.I which stands for "Area of Dominant Influence." Like radio, the reader does not have control over the pace of advertisement. The target audience is easily reachable even if that audience is quite diverse. But along with advantages come the advantage of high cost. The cost depends on two elements i.e. a number of the audience watching the program and time period during which the program is on-aired.

2.2.1.3. Online Advertisement

In the technologically advanced era, companies have shifted their focus from traditional advertisements to online advertisements based on cost-effectiveness and the possibility of reaching a wider audience in a couple of seconds (Calder, Malthouse, and Schaedel, 2009). Companies have relied upon the World Wide Web (WWW) to reach customers on a global scale, rather than restricting themselves to a specific location. The most

prominent platform for online advertising is social networking websites, where millions of potential customers are searching for products and services that could help them satisfy their needs and requirements.

Direct Mail

Hsin Chang, Rizal and Amin (2013) specified that direct emails are the promotional email directed to the individual through traditional media. It comes on the third number after television and newspaper for extensive advertisement. The methodology includes defining the kind of customers, mailing list categorised on the basis of age, professions or geographically.

2.2.1.4. Mobile Advertisement

Mobile advertisement is a relatively new form of advertisement but has gained a lot of attention and importance in the intensely competitive business environment (Unni and Harmon, 2007). Since customers can access social networking platforms through their Smartphone, companies have used this form of advertisement to reach potential customers worldwide. However, this form of advertisement has been argued to be the most difficult as it leaves customers with ill will (Unni and Harmon, 2007). Customers are frustrated and annoyed with the mobile advertisement being deceptive and manipulative, which is why companies have been advised to use this form of advertisement only if they can do it correctly every time.

Ithasbeenstatedthatexplicit permission must be given for mobilemarketing. In new media communication, thewidespread problem of spam prevailing is based on the conceptof "permission marketing" whichdemandstheexplicitagreementoftheaddresseetoreceive marketing information (Kim et al., 2003). This approach recognisesthat consumers despise

the majorityof anonymous mass advertising which results in rejecting marketingmessages (Godin, 2001). Lee et al. (2009)have determined thatmobilemarketingeffectiveness is influenced bypermission-basedmarketing intwoways.Firstly,informationcontrolaccess isgranted to consumersandsecondly, the cost of marketing and advertisingclutter is greatly reduced to a great extent.

Marketing Strategy in Mobile Marketing

Marketingstrategy isafoundationof firms' marketingactivities. Since the 1960s, the overridingdesignfor the strategy of marketing is the marketingblendapproach.Generally speaking,governablestrategicmarketing makes thesetof marketingmixtoolsthatare combined by firmsto harvestthefavouriteresponse among theobjectiveaudience(Shankar et al., 2010).Further to elaborate the needs, 4Psclassification is proposed –promotion, price,product,andplace–andithasbeen proved the elementaryparameter for marketingexploration andreal-world actions.But it does not mean thatthemarketingmixtacticislackingitscritics; the approvedspecificationmethodstilloffersa usable device for accepting the composite and consistent kind of marketing activities. Explicitly, advertisingcommunicationsmixentailstheprecisegroupingofmarketing,personal marketing,tradespromotion,publicdealings,andthroughmarketingtoolsthatare used by themarketerto trackits promotioncommunications and globalsellinggoals(Bosomworth, 2015).

2.2.1.5. Guerrilla Advertisement

During the last two decades, the concept of guerrilla advertisement (or ambient advertisement) has gained a lot of attention across the world. In this form of advertisements, companies are more inclined towards the participation of the customers and consumers to interact with them (Bigat, 2012). Creative ideas and innovation have been argued to be the

driving forces of guerrilla advertisements, which is why this advertisement is spread via social media. Likewise, customers and consumers tend to spread the word about the product or service based on their experience and expectation.

Chih-Chung et al. (2012) describe brand awarenessas the main objective of theguerrilla advertisement; that is why this kind of advertisement is the best fit for start-ups, small organisations and un-established brands. In numerous ways, it gives the facility to create a positive reputation and strong attitude in the market.

This helps in the fast spreading of a brand due to the concept of "word of mouth." The guerrilla advertisement includes Twitter, Facebook, Instagram, and YouTube. It induces a brand energy that cannot be achieved through traditional media (Trusov, Bucklin, and Pauwels, 2009). With guerrilla marketing, those consumers who have not experienced the product at first hand have the opportunity to experience at second hand. Guerrilla marketing leaves a long-lasting impression on the mind of the consumer that other advertising media are not able to leave.

2.2.3. Importance of Advertisement

Advertisementhas played an influential role in the growth and success of companies over the years. In this regard, Oakes and North (2011) mentioned that advertisement requires the low cost to spread the message to the masses within a short period of time. It develops the confidence of customer in the brand and company and also helps in energising the demand of the market. Due to advertisements, the brand succeeds in getting preference, acceptance, and demand at the same time. Further, advertisement supports educational characteristics and entertainment in present life. At the same time, it helps in achieving social-oriented purposes such as physical fitness, the prohibition against smoking and prevention of drug usage.

Companies have relied upon advertisements in the contemporary business environment based on the following reasons.

2.2.3.1. Introduction of Brands

In the intensely competitive business environment, companies offer their customers almost identical products and services through similar distribution channels (Huang and Sarigollu, 2014). In this clustered environment, the introduction of new products with distinct features has become a challenge for companies. In this regards, companies tend to adopt advertisement strategies for the launch of creative and innovative ideas in the business environment and market. Moreover, companies have used advertisements to announce an upcoming event, which plays an important role in maximising the change of event attendance (Patra and Datta, 2012). Likewise, the advertisement also helps in highlighting the benefits associated with the usage of a specific product over others available in the market, while defining its uniqueness to the customers.

2.2.3.2. Generation of Revenues

Advertisement has played a critical role in the generation of revenues. Since advertisement is concerned with increasing customer awareness about a particular product or services, it increases the likelihood of the sales of the product and service (Kabani, 2013). The costs associated with the advertisement are significantly lower in comparison to the revenues that it generates for the company.

2.2.3.3. Increase in the level of Sales

Advertisement has been argued to have a noticeable impact on the level of sales of products and services offered by the company. In this regard, it has been indicated that

advertisement sparks an interest in the consumers, which ultimately results in the creation of demand for the offered product or service (Kabani, 2013). An increase in the demand results in a higher level of sales of the advertised products and services. Considering the impact of advertisement on the level of sales, companies have relied upon advertisements through a variety of platforms (Zhang, Wedel, and Pieters, 2009, p. 671).

However, it has also been revealed that companies can only achieve the desired level of growth in sales if they provide customers with consistent quality while maintaining the price-quality ratio. In the intensely competitive business environment, customers tend to spread negative publicity about the product and service that are different from what was promised, which eventually leads to anegative brand image (Kabani, 2013). As a result of negative publicity, the likelihood of increasing sales significantly declines, which ultimately results in the failure of the company as a whole.

2.2.3.4. Profit Maximisation

As mentioned in the earlier section, advertisement helps companies to increase the level of sales, which has a direct impact on the profitability and performance of the business in the industry (Morgan, Slotegraaf, and Vorhies, 2009). Profit maximisation has always been the priority of companies, irrespective of their nature and size of operations. With this taken into consideration, it has been indicated that companies can achieve the desired level of profitability, performance and markets share through effective advertisements that inform the customers about the benefits associated with the usage of the product.

Moreover, the literature has suggested that advertisement helps the company widen the gap between the level of sales and the costs associated with the production (Crampes, Haritchabalet, and Jullien, 2009). Since advertisement increases the level of sales, the costs

associated with the production significantly reduce; thus providing the company with an opportunity to maximise its profit.

2.2.3.5. Consumer Awareness

The primary purpose of advertisement, in the globalised era, is to create awareness amongst the consumers about the products and services offered by the company (Jr Muñiz and Schau, 2007). In this regard, the advertisement has played a critical role in creating awareness about the availability of the offered products and services in the marketplace. Moreover, the advertisement has provided companies with an opportunity to convey the unique benefits associated with the product that alternates do not have in the marketplace. Similarly, the advertisement has helped companies to inform consumers about the price, quality, and various features of the offered products and services. Since customers are more concerned about the details of the products, companies have relied upon advertisements to provide relevant information about the product, its ingredients, and the manufacturer.

2.2.3.6. Brand Image

Advertisements have provided companies with an opportunity to engage with the customers while addressing their concerns and queries (Bergkvist, and Bech-Larsen, 2010). This has helped create a positive image of the brand in the minds of consumers. As a result of frequent communication and engagement with the customers, companies have created goodwill that has positively helped in the development of the unique brand image in the intensely competitive business environment.

In this regard, it has been found that companies have repeated their advertisements, as repeated advertisement helps in making the offered products and services popular in the eyes of consumers. Moreover, consumers are more inclined towards advertised products and

services in comparison to non-advertised products; therefore they tend to show the trustworthy attitude that eventually results in the development of positive brand image (Boyland and Halford, 2013). Trust development and an increase in the popularity of the business influence the customers to boost sales of branded products, which eventually increase the value of the brand.

2.2.4. Transition from Traditional to Contemporary Advertisement

In the 21st century, people have started spending more time on their technologically advanced products like laptops, Smartphone, and tablets. This has eventually presented challenges for both local and international companies to connect and communicate with their customers (Sivulka, 2011). Furthermore, the challenge is also presented during the creation of campaigns that are supported across social media. Considering this, it has been argued that the nature of marketing has significantly changed over the years based on the real-time conversations that companies have with their customers through websites and mobile applications. Companies have proposed to combine technological side of the data with the creative side of the discipline to ensure an optimal level of influence by tapping into the aspirations and wishes of the people. However, creative marketers and technical staff have differences in their opinions, which have presented challenges to effectively transit from traditional to the contemporary advertisement.

In earlier years, advertisement was more focused on persuading, informing, and creating awareness about the existence of the products, rather than violating women rights as has been done in the contemporary advertisements (Carrascosa, González, Cuevas, and Azcorra, 2013). It has been revealed that modernisation has significantly enhanced the scope of advertisements, but companies have used it in a discriminatory manner and have portrayed women as a sex object. Considering this, it has been argued that advertisements have invaded

our minds, and have shaped the image of the women as an object (Zimmerman and Dahlberg, 2008).

Prior to 1960s, women were largely absent in advertising; even when they did appear, they were portrayed in an ethical manner i.e. as a companion to the lead model (Frith, Shaw, and Cheng, 2005). However, the world of marketing and advertisement witnessed a complete change after the 1960s as companies became more inclined towards the objectification of women in advertisements. In particular, women were shown holding liquor and beer in provocative poses, which eventually resulted in the degradation of women as mere objects. In particular, it was revealed that 44% of the women were shown in a sexualised manner; whereas on 11% of the advertisement showed men in such poses. On the contrary, the percentage increased to 83 with respect to women and 17 with respect to men. This implies that women were continually shown as an object and were considered to be hypersexualized, which can be clearly seen from the following figure;

During the 1950s, awoman in the advertisements was frequently shown as suburban housewives whose foremost concernswere their children, home, and husband. These advertisements represented the true foundation of feminism (Furnham and Paltzer, 2010). It has been indicated that the social expectation from woman played an influential role in the advertisements, and women were portrayed based on the expectation of the society. The vast difference in advertisementsof the 1950s and, 2000s with respect to women can be clearly

observed. In earlier years, women were portrayed based on their domestic roles and responsibilities; however,this tendency has evolved into advertisements where the image of women (i.e. independent, strong, and intelligent) has frequently been made fun of (Acevedo et al., 2011)). For instance, women in advertisements are shown touching themselves, lying on the floor, dressed like children, sexually available, confused, and vulnerable. All the modern sexualized features in the advertisements are calculated to sell the product.

Considering the transition of the advertisement, Kaul and Sahni (2010) indicated that voyeuristic portrayal of women in the advertisements of the 21st century have negatively influenced the perception and opinion of men with respect to women in the society, and have even reduced their self-esteem (i.e. how women view themselves). The authors further claimed that companies have bombarded the people with images and texts suggesting that thinner women are better than others in the society. The aforementioned notion has resulted in decreased self-esteem and eating disorders.

2.3. Marketing Communication Models

2.3.1. The ELM Model of Persuasion

The ELM model of persuasion is explained as the dual process theory which describes the change of attitude in different forms. Initially, it was developed by Richard Petty and John Cacioppo in the year 1986. Furthermore, the model intends to comprehend various directions for processing stimuli, their outcomes, and why they are used for the attitude change (Li, 2013). In addition, the model also indicates the factors which determine on what point the people are likely to be influenced by the content presented in the form of the persuasive communication rather than the superficial characteristics and vice versa. According to Petty and Wegener (2014), the ELM model helps in explaining how the attitudes are formed and changed through the process of persuasion of the speaker.

The ELM proposed two major routes for persuasion: the peripheral route and the central route. In the light of Kitchen et al. (2014), the central route is utilised when the message recipient has the motivation along with the ability to think about the message with the topic. Moreover, the people process information through cognitive responses and the elaborations which are relevant to the information, whereas, processing information peripherally may focus on the heuristics and different rules of thumb for elaborating the message. In addition, at the end of the elaboration continuum, the person mainly assesses the object-related information within the context of schemes which they already possess and further supported by the information. It has been argued by Li (2013) that it is necessary to consider two different factors which can influence how one can elaborate within the perspective of the persuasive message. Overall, the motivation of the people along with their ability for processing the message and the development of elaborations decreases, in the case when the peripheral cues are present in the situation for becoming more significant in the processing of the messages.

Another route which is proposed in the ELM model is the peripheral route which is employed when the message receiver has little or no interest in the subject or has the lesser ability for processing the messages. However, being at the lowest end of the continuum, the message receiver does not examine information in an in-depth manner. In the context of the peripheral routes, the receivers are likely to rely on the general impressions which reflect their own mood, negative and positive cues regarding persuasion. In the light of Petty and Wegener (2014), people are highly cognitive, because of which they are likely to reduce the mental effort and often used the peripheral route and further relies on the heuristics within the context of processing the information. The figure presented below highlights how the message is transferred to the receiver by the central and the peripheral routes.
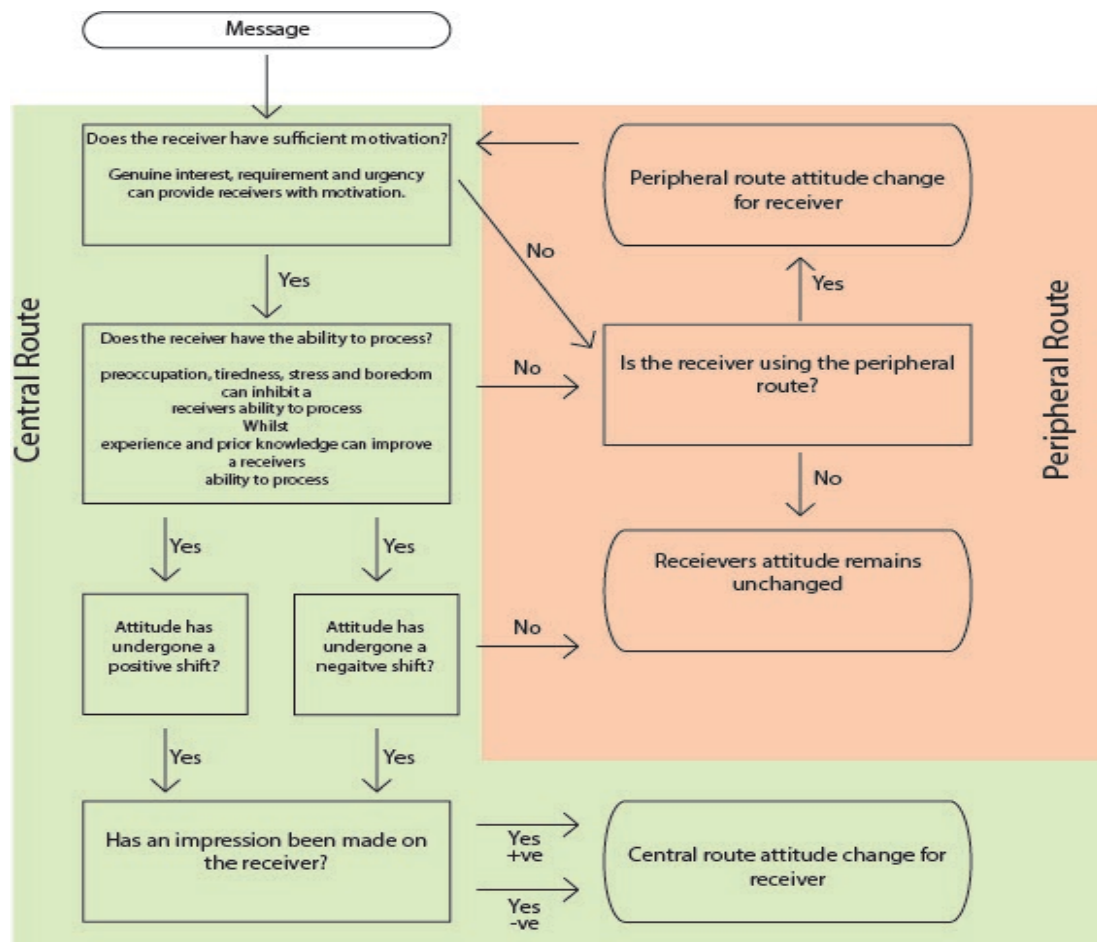
Figure 1: Central and Peripheral Routes
Source: Petty and Wegener (2014)

2.3.2. Heuristic-systematic model

The heuristic-systematic model for the information processing is widely recognised as the communication model which is developed by Shelly Chaiken that intends to explain that how people receive and process the information and the persuasive messages (Chaiken and Ledgerwood, 2011). This model is similar to the ELM model,focusing on information processing along with persuasive messages. However, the model ideally highlights that the individuals can process the information or the messages within information processing in two different methods which are either heuristically or systematically (Zhang et al., 2014). The guiding perspective in this model is that the individuals are more prone towards minimising their cognitive resources which can affect the intake and message processing.

In the systematic processing, the person tends to think carefully regarding the available information when forming an opinion regarding the determination of the fact that whether the information is valid and accurate. According to Metzger et al. (2010), the attitudes are based on careful conclusions regarding the facts and information processed. Conversely, this type of thinking requires a lot of effort and people have limited ability and time to think carefully regarding the message or the information. The model suggests that the attitudes are mainly formed in more simplified manner. However, the simplified form in the context of the judgement of attitude is regarded as the heuristic processing.

In the case of heuristic processing, the person mainly uses the judgement rules which are known as the knowledge structures learned within the person's memory. Furthermore, the heuristic approach in this model mainly offers the economic advantage by requiring the minimum cognitive effort from the perspective of the recipient. It is also governed by applicability, accessibility, and availability. Availability is explained as the knowledge structure which is being stored in the memory for the future purpose. The accessibility of the heuristic has implications about the ability for memory retrieval (Chaiken and Ledgerwood, 2011). Applicability refers to memory relevance and the judgement task. Due to the use of knowledge structures, the information processors are likely to agree with the messages which are delivered by the experts or the messages which are endorsed by the other famous personalities.

2.3.3. Source Attractiveness Model

The Source Attractiveness Model are characterised under the generic name for the Source Models as they basically inform and reflect the research for the social influence as it argues that the perceived communication may have a beneficial impact on the receptivity of the message. Moreover, the model is applied to the celebrity endorsement process as they

have been developed originally for communication studies in the field of marketing. As found byOhanian (1990), the celebrity with more obvious expertise is found to be persuasive for the target audiences and for the generation of buying intentions towards a particular brand. By contrast, Seiler and Kucza (2017) identified that the expert celebrities mainly produced higher recall for the product information than the non-expert celebrities. However, the difference between the expert and non-expert celebrities were not significant. A possible exception to this belief is that the more credible a source is those cases were a source is particularly authentic and persuasive.

This has been identified within the context of cognitive response theory,which claims that the message receiver's initial opinion is highly significant for the determinant of the influence (Van de Sompel and Vermeir, 2016). The theory also advocates that if people possess a positive predilection towards the message, then a source lacking in credibility can be considered more persuasive rather than the highly credible source. It can favour the advocacy as it can make a greater need for ensuring that the position of the brand is adequately presented to the target audience. On the contrary, if the target audience or the individuals have a negative disposition, then the highly credible source tends to be more persuasive than the less credible source.

2.4. Celebrity Endorsement

According to Patel (2009) celebrity is defined as a person who is recognised publically by a large group of people and in the perspective of celebrity endorsement, it is a person who is well known to the public for their achievements in all areas. Attractiveness, extraordinary lifestyle, and special skills are the key attributes of a celebrity.

The concept of celebrity endorsement is not a new phenomenon and has been used by companies within the advertisement campaigns for over centuries (i.e. approximately, 200

years). In particular, the last decade experienced a significant rise in the number of celebrities in advertisements, where the purpose was to differentiate the advertisement from others. It has been stated that it has become a common practice to employ celebrity approach for the purpose of advertisement, especially among major firms (Muda et al., 2014). A huge amount of money is being invested in celebrity advertisement to highlight the contrast among same products of different brands in terms of attractiveness, quality, and trustworthiness. It is expected that it will generate positive outcomes. But, every so often, the qualities of celebrity may be undesirable, irrelevant, or inappropriate.

Choi and Rifon (2012) argued that celebrity endorsement has played an influential role in introducing positive assertions from consumers; whereas Knittel and Stango (2009) found that celebrity endorsement can also produce negative results. For instance, the irregular behaviour and extramarital affairs of Tiger Woods resulted in the estimated loss of $5-$12 billion in comparison to companies that did not consider utilising the celebrity in advertisement campaigns.

2.4.1. Reasons for Celebrity Endorsement

Celebrity endorsementoffers companies a variety of benefits, irrespective of the form of advertisement considered by the company. The key to successful celebrity endorsement is the relevance and broad appeal of the celebrity that could help the company in the generation of attention in the marketplace (Keel and Nataraajan, 2012). Taking this into consideration, let us identify the factors that encourage both local and multinational companies to use celebrities in advertisements.

2.4.1.1. Influence Purchase

The familiarity of consumers with celebrities has been argued to have a significant influence on their purchase intention. People in the contemporary business environment tend to have an attitude that 'if the celebrity is using a specific brand, I can use that brand as well' or 'if the specific brand is good for a celebrity, it will be good for the people too' (Keel and Nataraajan, 2012). It has been observed that celebrities induce stronger purchase meanings and creates more optimistic assertiveness towards an advertisement as compared to a spokesperson). Moreover, if a company is successful in relating a product correctly to the celebrity, it is believed to produce an increase in net sales (Hunter, 2010).The aforementioned philosophies have motivated the companies operating in the fashion and cosmetic industries to advertise their brand so as to create the impression that its sole purpose is to help the audience achieve the desired level of success.

Moreover, it has been revealed that consumers are more inclined to purchase brands that are continually used or endorsed by celebrities for personal satisfaction (Keel and Nataraajan, 2012). This is primarily because of the fact that endorsement of brands by celebrities adds instant credibility, which the consumers hold important during their purchase decisions.

2.4.1.2. Brand Awareness

As mentioned in the earlier section, the advertisement has a key role in increasing the brand awareness in the marketplace. Likewise, celebrities also play an influential role in building brand awareness within the industry (Keel and Nataraajan, 2012). It has been argued that celebrity endorsement in advertisement helps businesses to quickly build brand awareness in comparison to more traditional forms of advertisement. The term brand awareness refers to the percentage of people within the marketplace that are familiar with the

products and services offered by companies in the contemporary business environment (White, Goddard, and Wilbur, 2009).

Companies, irrespective of their size and nature of operations, have dedicated a lot of time and money to achieve the desired level of brand awareness amongst the consumers through the use of celebrity endorsement (Keel and Nataraajan, 2012). Companies have been argued to consider using local celebrities for enhancing the awareness of consumers, rather than endorsing celebrities that have a lower impact on the purchasing decision behaviour of consumers.

2.4.1.3. Product Positioning

Both local and multinational companies have relied on celebrity endorsements to position their brands in the mind of consumers. Even though positioning the brand might seem to be an insignificant aspect, companies have relied on celebrities to promote the brand, where the purpose is to bring the specific brand on top of the consumers' list when making decisions to purchase (Alsmadi, 2006). In simpler words, the concept of product positioning focuses on placing the offered products and services in the minds of the target audience. Brand positioning has been argued to help the brands in the creation of an image that makes them remember the specific brand at the right time and place (Malik and Sudhakar, 2014). Celebrities have played a crucial role by becoming ambassadors of brands to make the target audience familiar with the brand while ensuring that the consumers would prefer the brand over others during shopping.

2.4.1.4. Customer Attraction

In the globalised environment, companies have faced difficulties in terms of attracting new customers due to the intense competition from local and international brands operating

on a levelled platform (Wei and Lu, 2013). Attracting new customers has often been shown to be the most difficult task in marketing and advertising, but companies have faced this challenge for decades. Since companies operating within the industry have offered customers with almost identical products and services, customers are reluctant to leave their current brandfor others available in the marketplace. In such instances, companies have relied on the use of celebrity endorsement in advertisements to convince the customers to give their brand a try for once (Wei, Miao, and Huang, 2013). As mentioned in the earlier section, local celebrities have a significant influence on the purchase and decision-making of customers; therefore customers are more inclined to listen to the advice of celebrities, which eventually results in the usage of the brand.

Competitive brands have used the aforementioned strategy to increase their market share and brand image in the intensely competitive business environment (Wei and Lu, 2013). Likewise, it has been revealed that customers that have continually seen celebrities endorsing the brand in television commercials may be convinced to try the brand once, and if it satisfies their requirements they tend to stick to the new brand rather than going back to their own brand.

2.4.1.5. Trust and Credibility

Customers, in the globalised environment, are morally and emotionally connected to celebrities. Celebrities have millions of followers and fans; thus, endorsing celebrities is the wisest strategy to retain and sustain existing customers.Meanwhile, the use of celebrity endorsement influences the customers to switch from their brand to the endorsed brands (Wei and Lu, 2013). As a result of celebrity endorsements, companies have observed millions of customers becoming associated with their brands, thus increasing the overall market value of

the brand as well as its reputation. This eventually improves the competitiveness of the brand in both short-term and long-term.

2.4.2. Opportunities and Pitfalls of Celebrity Endorsement

The literature has revealed that companies have frequently relied on the use of celebrities in advertisements to endorse their offered products and services through a variety of imagery. Companies have considered the attractiveness and likability of the celebrities while determining the celebrity's level of trustworthiness to ensure that consistent message and characteristics are reflected in their offered brand (Patel, 2009). This section of the literature has focused on examining the frequency of usage of celebrity endorsement by companies in the world of marketing communication while highlighting the success factors of celebrity endorsement as well as the negative impact of celebrity endorsement on the product.

Nike is amongst the world's leading sportswear brands and was able to increase its sales by 400% by using Tiger Woods as a brand ambassador for its gold-related sportswear (Chung, Derdenger, and Srinivasan, 2013). Considering the outstanding increase in the level of sales caused by endorsing a celebrity, it has been argued that endorsing the right celebrity for the offered brand can result in positive outcomes related to brand image and brand awareness (Patel, 2009). Moreover, the testimony of Tiger Wood (i.e. association with Nike) was more than enough to influence the followers and fans to use the sportswear brand over others available in the marketplace.

The foremost benefit that can be viewed through celebrity endorsement in the marketing campaigns is that the customers are informed about the wide variety of products and services that the company has to offer its customers, which eventually results in reaching a wider target market (Chung, Derdenger, and Srinivasan, 2013). Multinational companies like Nike, Reebok, and Adidas are the prime examples when it comes to companies that have

used a variety of brand marketing strategies with respect to celebrity endorsement. Celebrity endorsement has provided the companies with an opportunity to reach the level of credibility through the endorsers based on their expertise, trustworthiness, likeability, and status.

Celebrity endorsement in the mainstream media has become a common element of marketing communication strategy, where celebrities offer their phenomenal characteristics to the brand to ensure that they achieve the desired height of success and growth. Since celebrities are regarded as role models, they are featured in television commercials (Chung, Derdenger, and Srinivasan, 2013). Over the years, companies have achieved considerable success through the use of celebrities in the advertisement, while ensuring that their brand is differentiated from the substitutes available in the marketplace. This implies that the use of celebrities has helped companies to create a platform through which they can differentiate their offered products and services to make an impact on the customers and consumers in the marketplace. It has even been acknowledged by authors and marketing professionals that target prospects are more likely to be influenced by celebrities in advertisement rather than those brands that have overlooked the importance of including a celebrity in the commercial. This means that celebrities have facilitated companies in terms of immediate attention and instant awareness in the globalised era (Felix and Borges, 2014).

In the 21st century, celebrities are frequently used by companies for a variety of endorsements, irrespective of the fact that they belong to the sports or entertainment industry. A research project revealed that pharmaceutical companies have frequently relied on celebrities in advertisements to increase the consumers' frequency of usage of offered products and services (Mukherjee, 2014). In particular, the return on investment of pharmaceutical companies with respect to celebrity endorsement was found to have a positive relationship. Meanwhile, the literature has also revealed that celebrity endorsement in

pharmaceutical advertisements has resulted in a tremendous increase in the use of medicinal products as compared to other companies operating within the same industry.

Celebrity endorsement has offered a variety of benefits and opportunities to companies in the intensely competitive business environment; it has been argued that using celebrities in advertisement has not always achieved the desired results and outcomes. In particular, celebrity endorsement may offer the company positive results in the short-time period, but in the long-run, it may have negative consequences for the company. In this regards, Knittel and Stango (2009) suggested that the prominent issues with celebrity endorsement include exclusivity and morality.

For instance, the Tiger Woods scandal resulted in the loss of approximately 3% market share of the companies that were associated with the celebrity. Sponsors like PepsiCo and EA lost approximately over 4% of their market share and faced negative publicity by the aforementioned scandal (Knittel and Stango, 2009). Even though the association of the brands with Tiger Woods presented businesses with a variety of benefits and opportunities in the short time-period, but as a whole, the endorsement resulted in the loss of shareholders from $5 to $12 billion.

Furthermore, Kate Moss was allegedly caught using cocaine when she was linked to high iconic brands worldwide. Considering this, Acavedo, Warren, and Wray-Bliss (2005) indicated that the British supermodel was dropped by H&M from their forthcoming marketing campaigns due to negative publicity. Similarly, Chanel (a luxury perfume brand) ended their association with Kate Moss due to the illicit substance usage. Consumers associated the brand Chanel with grace and elegance; therefore the company had to terminate the relationship to avoid developing an association with drug usage and abuse, as well as masculine behaviour that was in conflict with the original aura of elegance. This implies that

by continuing the relationship with Kate Moss, Chanel would have been at risk of promoting substance abuse.

2.4.3. Celebrity Endorsement in Fashion and Cosmetic Industries

2.4.3.1. Cosmetic Industry

Since the introduction of celebrity endorsement culture worldwide, celebrities have been used in advertisements as role models, especially in the fashion and cosmetic industry. In the intensely competitive business environment, fashion and cosmetic companies have taken optimal level of advantage by including the celebrities in advertisements to build and heighten brand awareness, which presents an opportunity to attract more potential customers towards the products (Hunter, 2011). Likewise, celebrities have been used as spoke persons to increase the brand equity. In simpler words, the positive qualities and characteristics of celebrities through celebrity endorsement are projected on the brand, which eventually reinforces the brand values.

L'Oreal and Rimmel are amongst the most prominent and leading companies that have frequently relied on the use of celebrity endorsement to reap impressive benefits. In particular, L'Oreal has continually used female celebrities like Cheryl Cole and Beyoncé Knowles to promote their brand; meanwhile, Rimmel has been endorsed by Kate Moss. Ngnoubamdjum and Zahn (2016) indicated that L'Oreal has dedicated a handsome amount of over $1.7billion annual to advertisements, where the sole purpose is to maintain their popularity and brand image. Since the products offered by companies in the cosmetic industry look alike, companies have relied on using celebrities in advertisements to personify their brand over others in the industry, which has eventually swayed the consumers into choosing the brands endorsed by celebrities over others in the market.

The use of celebrities in the cosmetic industry gives rise to the idea that consumers should use the product considering the fact that it will help them look beautiful (i.e. a better version), even if it costs premium price (Sivesan, 2013). The strategy employed by the cosmetic industry might not bear fruitful results in car advertisements because consumers are more concerned with looking like their role model (i.e. celebrities), but the case of cars is different as each car is individually personified and they can be differentiated based on their looks. On the contrary, the case is different in the cosmetic industry. Each company operating in the cosmetic industry has offered its customer's almost identical products. For instance, the mascara offered by cosmetic companies is almost identical but with a different brush (Hunter, 2011). Consumers may purchase the mascara offered in the marketplace, but when a celebrity endorses mascara, consumers are more inclined to purchase the endorsed brand rather than going after other mascaras available in the market even if they have to pay a premium price. Even though the celebrity might have never used the cosmetic product herself, she leads the consumers to understand that her beauty and appearance is due to the mascara. By contrast, if the same cosmetic is endorsed by an unknown person, consumers would be reluctant to purchase the product and would consider it as rubbish.

Kate Moss has long been a prominent figure in terms of endorsing products offered by companies in the cosmetic industry, endorsing a variety of brands like Rimmel and others in the fashion and cosmetic industry.Her career came to an end when she was found using drugs in 2005. Audi, Masri, and Ghazzawi (2015) indicated that Chanel did not renew her contract worth £750,000-a-year to protect the positive persona of the brand; otherwise, the brand image and reputation would have been damaged.

The aforementioned L'Oreal advertisement shows Beyoncé Knowles with a womanly body shape that consumers, especially teenagers, aspire to have. The advertisement has subconsciously tapped into the minds of the consumers making them think that the purchase of the lipstick would make them as beautiful and sexy as the celebrity (Löfgren and Li, 2010). Even though the consumers have realised that the purchase of lipstick would not change the way they look, the company has tried to convince them that purchasing the infallible lip colour would make them stand out amongst their friends, family members, and peers. Considering this, it has been revealed that celebrity endorsement has played an influential role in the cosmetic industry as the companies have addressed the needs and requirements of the consumers on an unconscious level.

2.4.3.2. Fashion Industry

Celebrity endorsement in the fashion industry has influenced the younger generation to a significant extent in the digital era (Fionda and Moore, 2009). Prominent figures like David Beckham, Kim Kardashian, and even Usain Bolt have helped companies to change the perception and opinions of the consumers, and have helped companies to promote their

brand. For instance, PaperMag featured Kim Kardashian, eventually bringing attention to one of the less popular magazines in New York.

In the digital era, companies have increased their association with celebrities in the fashion industry due to the surge in social networking websites like Twitter, Facebook, Instagram, and Snapchat. The use of celebrity endorsement, in the fashion industry, has provided fashion companies with an opportunity to increase their exposure, which is quite valuable for the company as well as the retailers that have displayed their brands (Fionda and Moore, 2009). Kate Middleton is amongst the fashion icons in the contemporary business environment and has played an influential role in increasing fashion sales. Reiss, a British fashion label, is closely associated with Kate Middleton, and the company has experienced a significant increase in the level of sales and profitability (Banister and Cocker, 2014). The celebrity endorsement has presented the company with an opportunity to increase its availability in the market while assuring that its operations are not compromised with the significant increase in the level of sales. In particular, the company experienced a significant rise in the level of interest amongst consumers in terms of the fashion dresses offered by the company. More importantly, the company had to re-release one of its dresses due to the greater demands of the customers. This demand was the result of the Kate Middleton as she wore the same dress in the official engagement portraits. The company was able to sell one dress per minute after the re-release and quickly sold out due to the intense demand of the dress in the United States as well as in the United Kingdom (Banister and Cocker, 2014).

Retail Gazette (2014) indicated that celebrity endorsement can result in unexpected sales booms, which can ultimately damage brand values if the website malfunctions. Since hundreds and thousands of customers are purchasing the same product at the same time, the probability of a website malfunctioning significantly increases, which eventually results in the failure of the retailers to fulfil the unforeseen customer demands. Likewise, some of the

researchers and authors have argued that exclusivity of the fashion product makes it more luxurious, which eventually encourages the consumers to personally visit the retail stores for the specific brands.

Reiss indicated that one of its dresses (Shola Dress) gained a lot of popularity since it was worn by the Duchess in the year, 2011 (Retail Gazette, 2014). This ultimately created an intense demand of the dress that eventually resulted in the website to crash for, 2 ½ hours. Once the website was resumed, the company was able to sell the dress until it was sold out. Considering the importance of customer satisfaction, the dress had to be reordered and the customers were requested to pre-order the dress. This implies that consumers are inclined to feel satisfied if the brand is endorsed by a celebrity; therefore they are willing to pay a premium price for the brand to be associated with their role model.

Considering the immense impact of celebrity endorsement on consumers, Kirkova (2014) revealed that women are more twice inclined to purchase an endorsed brand in comparison to men. In particular, Kirkova (2014) indicated that women are vulnerable when it comes to celebrity endorsement and they tend to react differently to products that are endorsed by celebrities. This implies that women, especially teenagers, are more easily swayed by brands if they are associated with a celebrity or celebrities. Approximately 41.2% of the participants indicated that they consider only those brands that are endorsed by celebrities (Retail Gazette, 2014).

2.5. Celebrity Endorsement and Consumer Attitude

Undoubtedly, celebrities have a significant impact on the attainment of desired goals and objectives of a brand. This has been posited as the fundamental reason that companies have relied on celebrity endorsement for almost everything ranging from clothes to gadgets and food to cars etc. The overall impact of celebrity can easily be judged by the fact that even

political parties have relied on celebrities to influence the general public in changing their preferences, perceptions, and opinions about the political parties (Veer et al., 2010).

Even though celebrities have played an influential role in changing the attitude and behaviour of consumers towards a brand, the number of research studies indicating their relationship and effect are scarce in number. However, investigative studies have revealed that companies have endorsed celebrities to influence, motivate, and create a desire to purchase the endorsed brand. Furthermore, studies conducted by Lauder (2012), and CFP (2012) revealed that celebrity endorsement has become the source of companies' competitive advantage. Moreover, Anghel (2009) argued that brands with distinguished media celebrities are in a prime position to generate a higher level of brand recall and attention in comparison to companies that have not been endorsed by celebrities. This implies that consumers are brand-conscious and are more likely to purchase a brand that has endorsed celebrities with likeable qualities and characteristics.

However, studies have also highlighted that fact that celebrity endorsement is not effective for a variety of products available in the marketplace. Friedman and Friedman, as cited in Sun (2009), argued that consumers tend to purchase endorsed wines for a higher degree of taste expectation than non-endorsed wines. In particular, the study indicated that celebrity endorsement in wine advertisement resulted in the generation of favourable outcomes with respect to likability, whereas the factors of intention-to-purchase, product quality, and knowledge were found to have higher scores with respect to non-celebrity endorsed wines. Similarly, other studies have revealed that the impact of celebrity endorsement on consumer depends extensively upon the attractiveness and credibility of the celebrity, followed by the type of consumers and the way in which they were influenced by celebrities.

Considering this, it has been argued that companies must select the right celebrity to evoke the desired response from the customers. This means that companies should focus extensively on the recognition of celebrity while evaluating their impact on the customers with respect to their offering (Kotler, 2009). For instance, Paris Hilton has been found to have higher recognition in the digital era, yet her reputation has been perceived negatively in many circles. Likewise, Jim Carrey was found to have wide-scale recognition and positive effects in terms of influencing the general public; however, he would not be the perfect fit to be selected for advertisement related to International Peace Conference.

Research conducted by Chang (2011) attempted to evaluate to evaluate the factors that affect the buying behaviour of consumers. The findings of the research indicated that consumers are more attracted to brands that have higher involvement rate in comparison to products with lower involvement rate. Companies have focused on the selection and implementation of right strategies and techniques at the right time and place, which are more likely to influence the buying decisions, preferences, and priorities of consumers. Considering this, it has been argued that celebrities are in the optimal position to mould and influence the perceptions, feelings, and attitudes of the consumers associated with specific brands in the business environment. Furthermore, the author argued that consumers are more inclined towards the purchase of products that help them to achieve and enhance the desired concept of self, which allows them to express and strengthen their self-identity and self-esteem.

2.5.1. Celebrities Influence on the Attitude of the Consumers

The study carried out by Albert, Ambroise and Valette-Florence (2017) demonstrated that celebrities have become famous for more than the TV shows or the movies; they appear on the covers of the magazine because they endorse the products, perfume and clothing

belonging to different brands. In this regard, the celebrities can make a notice about what they are endorsing and hence create a significant impact on the identity of the person. In the study carried out by McCormick (2016), it was highlighted that the celebrity endorsement is the manner in which the customers become knowledgeable and educated in an elusive manner regarding different products which are endorsed by the celebrities.

The study carried out by Bexley (2014) stated that consumers can perceive a product to be of higher quality if it is heavily advertised. The author also identified that advertising or celebrity endorsement can influence the perception and attitudes of the consumers regarding the quality of the product as it can eventually influence the buying behaviour of the customers. As determined by Renton (2006), the use of the celebrities in the endorsement of the brands is intended towards attracting the target audience as they bring meaning to the brand which consumers perceive beneficial to meet their demands and expectations. As long as the celebrity endorser is authentic and reliable, he/she can help the companies in lending credibility to the brand and influence the direction in which the brand is perceived by the customers.

As has been argued by Dix, Phau, and Pougnet (2010), a large number of consumers are of the opinion that if the product is sufficient for the celebrities, then it is also good for them. Apparently, the younger generation tends to be influenced by the celebrities as teens and tween tend to idolise such celebrities as Taylor Swift or Justin Bieber, whereas the adults tend to admire the enduring celebrities. In the light of Forbes Celebrity 100 list, the most powerful celebrities of the year 2013 were Lady Gaga, Beyoncé, Madonna, and Oprah Winfrey. However, it is difficult to gauge the influence of the celebrities on the attitudes of the consumers.

The Fishbein Attitude theory also suggests that the attitude of the person is based on the salient beliefs which are given the pointat the time. However, this concept can be related

to the impression of celebrity endorsement of the brand in which the overall evaluation of the attitude can be influenced by the reliability and authenticity of the celebrities or can be directed towards the purchasing that brand because of the credibility of that celebrity (Fishbein and Ajzen, 2011). Therefore, the theory can directly be linked with celebrity endorsements and the changes in consumers' attitudesregarding the promotion of the brand and influences the purchase decisions.

2.6. Empirical Reviews on the Celebrity Endorsement

In the light of the research carried out by Chan, Leung Ng, and Luk (2013), it was highlighted that the celebrity endorsement can be comprehended as the marketing technique in which the individuals can enjoy their public recognition by the use of their recognition on the behalf of the consumer goods by appearing in the advertisement. Most of the previous studies have been carried out regarding the celebrity endorsement within the context of the purchase intentions of the consumers.

The research carried out by Freeman and Chen (2015) revealed that the entertainment and advertising industry have changed rapidly over certain years. Moreover, the celebrities in the contemporary advertising situation are found to be highly influential as they enjoy a higher public profile by the organisations and the consumers. This is not limited to singers and actors, but also includes sports personalities and the TV series stars. The authors also suggested that the on-going fascination of the public with the celebrities facilitates the advertisers with the wide range of creative ideas for attracting the audiences and has further established the impression of the celebrity endorsement as the popular promotional tool for the companies. The main aim of the research was to evaluate the impact of the celebrity endorsement on Malaysian young adults. The researchers took into account the key attributes of the celebrity endorsers which are based on the TEARS model for examining the

relationship between the celebrity endorsement and younger adults along with the purchase intentions. In addition to the above statement, the attributes which were taken into consideration were trustworthiness, physical attractiveness, expertise, respect and similarity. Furthermore, the study has adopted the quantitative approach in which the researcher surveyed 318 Malaysian young adults by means of a structured questionnaire. The findings of the research suggested that four out of five attributes of the Tears Model significantly on the purchase intention of the consumers, whereas, the expertise of the celebrities do not influence the purchase intentions.

Another study carried out by Dissanayake and Weerasiri (2017), highlighted that the application of celebrity endorsement has been identified as an intensive practice in the advertising industry;most companies are seeking celebrity endorsement because of the head-on competition between the brands. The author also suggested that this forces the organisations to depend on the celebrities to promote the brand because of consumer perception. The study was intended toevaluate the perceived effectiveness regarding the celebrity endorsement towards the perceived brand personality. The findings of this study revealed that there is a significant relationship between perceived effectiveness and brand personality. Apparently, it was noticed that the trustworthiness and attractiveness of the celebrity endorsement mainly influence the brand personality as depicted from the coefficient values.

The review for the study carried out by Koththagoda and Weerasiri (2015) determines that the celebrity endorsement can make a significant influence in the recent years towards the purchase intention of the customers. In this study, the researcher used a simple random sampling method for selecting the individuals in the western province. Furthermore, the sample size of the study was 385 telecommunication subscribers which were selected for the study and the data was analysed by the use of correlation matrix. The findings of the study

indicated that the expertise, attractiveness, trustworthiness, and respect of the celebrity have the significant influence on the purchase intention of the consumers.

According to the study carried out by Sertoglu, Catl, and Korkmaz (2014), sponsorship is quite similar to the celebrity endorsement and the brand alliances as they are based on the brand image transfer that relies on the associations transferring from one entity and further resulting in the associative networks. However, when the consumer perceives or thinks about the brand, the node of the endorsers is activated and the evaluation by the consumer of the endorser mainly transfers to the brand.

Furthermore, the research carried out by Spry, Pappu and Bettina Cornwell (2011), utilised the concept of brand credibility for the celebrity endorsement which has emerged from the brand signalling literature. The theory and its factors have been grounded from the information economics where the firms can use the brands as the signals for conveying information within the marketplace that is also characterised by the asymmetric and imperfect information. In addition, the brand signals embody the present and past marketing mix strategies. However, the content of the brand signal can be regarded in the context of credibility and clarity. The clarity is explained as the lack of clarity or ambiguities regarding the brand signal content. However, the credibility is comprehended as the effective information which is conveyed by the brand signal and how reliable and authentic the information is to be considered. In such instances, the credibility is regarded as the significant factor for the brand signal and the key focus of the research.

In the case of the study carried out by Spry, Pappu, and Bettina Cornwell (2011), the research was focused towards the examination of the impact of the celebrity endorsement on the consumer based equity within the context of the endorsed brand. Furthermore, the researcher comprehended that the credibility of the endorser was developed by the associative learning principles, whereas the brand signalling theory was applied for the examination of

the mediating role in the brand credibility. The researchers tested the conceptual framework by means of field experiment as the data was collected from the mall-intercept approach at the shopping centres from a large sample of consumers in the metropolitan Australian city. However, the data were analysed by the use of structural equation modelling. The results of the study suggested that the endorser credibility has an indirect impact on the equity of the brand when the relationship is mediated by the credibility of the brand. This study was the first one to empirically examine and evaluate the influence of endorser credibility on the consumer-based brand equity and brand credibility. There have been mixed findings regarding the study carried out in the favour of celebrity endorsement and the relation with different variables.

2.7. Advertisement and Women

The modern advertisement has become an essential part of the world for hoarding millions and billions of dollars from selling the product. Advertisements have become prominent and can be viewed everywhere – on televisions, internet, magazines, and billboards (Harper and Tiggemann, 2008). In the digital age, consumers are bombarded with advertisements without even realising that they are looking just right at the time. However, the modernity has negatively affected the advertisements, where ethics and women rights are continually neglected by local and multinational companies for the sake of profitability. In this regards, it has been argued that modern advertisements have evolved from ethical to sexists and discriminating, where women are degraded on a continual basis.

Objectification of women, as mentioned earlier, has become an essential part of advertisements and can be found in every aspect of the society. For instance, Playboy magazine has claimed to celebrate the beauty of women (Reichert, LaTour, Lambiase, and Adkins, 2007). Even though women are made to realise that the worldwide population

havesimilar characteristics, the fact is that the company has celebrated a small quota of the female gender, where only models of a specific body shape and size are considered for appealing the male eyes. This implies that women have not been represented as a whole in advertisements, instead, they have been shown in sexually revealing dresses to minimise the individuality that exists amongst women (Harper and Tiggemann, 2008).

Advertisement, in the male-dominant society, has represented and portrayed women in a voyeuristic manner. Almost every advertisement has objectified women. For instance, Hanes Mystrece's stocking advertisement has shown a nude librarian sitting with a pile of book in front of her body indicating that wearing stockings can increase their sex appeal while making them unforgettable (Stankiewicz and Rosselli, 2008). Likewise, another advertisement of Kellogg's PEP in the 1930s objectified women as a household worker, rather than portraying the true individuality of the women as independent, hardworking, and intelligent. In the 1970s, a brand for menswear (Leggs) showed a man in professional attire and was shown standing over a tiger skin rug. The alarming part of the advertisement was that the woman's head was under the man's feet. The advertisement stressed the message that male is always superior to female, and she was not human enough to stand by him. Moreover, the advertisement further stresses violence against women (Reichert, LaTour, Lambiase, and Adkins, 2007).

The examination of advertisement over the years has indicated that women are supposed to have perfect bodies as depicted in the advertisement through the inclusion of female models with flat stomachs and extremely thin figures (Stankiewicz and Rosselli, 2008). Even though the images are heavily edited to make them look beautiful and thinner, this has negatively influenced and objectified the women in the society. Advertisements have continually promoted the religion of superficiality that has tossed females on the sidelines for not living up to the standards of the society.

Indeed, beauty is admired and celebrated across the globe, but advertisements have influenced the people to judge the beauty on the predefined standards; however, it has been argued that there is no particular standard for measuring the perfection and beauty of an individual. In the digital era, advertisements have portrayed anorexic models as the definition of beauty. For instance, Amanda Kendrick has often been seen endorsing Drop Dead Clothing (Taylor, Dion, and DeHekker, 2013). Despite her anorexic and unhealthy looks, advertisements have portrayed her as the standard that every female should strive to achieve while encouraging them to believe that being skinny and having an anorexic body is the art of beauty. Considering the advertisements showing Amanda Kendrick, females have been psychologically influenced into thinking that having a body other than skinny is ugly. As a result, females are encouraged to hate themselves on the basis of their looks and beauty, while suggesting them to become more like zero-sized models.

2.7.1. Celebrity Endorsement and Advertisement

The highly competitive business environment has inclined organisations to increase brand awareness through various means of advertisement and promotions (Pry et al., 2011). It has gained prominence in the last decade as organisations have been using effective marketing and promotional strategies to gain a competitive advantage and brand prominence on both domestic and international level. With respect to this, Erdogan et al. (2001) stated that brand promotion does not only affect the brand awareness but also consumer evaluation of brand or product attributes. However, with the changing perceptions of consumers in the market as well as altering consumer trends, the brands are required to be more persuasive in order to target audience and increasing brand association. It might imply that advertisement brings positive affirmations of consumers towards a brand in which effective advertising strategy plays a significant role. However, Grönroos and Voima (2013) stated that wrongful

advertisement would cause negative substantiation and opinions in the minds of people towards a brand.

The major result of brand promotion could be seen with how organisations promote brands for impacting consumer behaviour. According to the study conducted by Aaker and Biel (2013) revealed that celebrity endorsements have been using in almost all the genres of marketing where brands are willing to spend on celebrity endorsement more than a commodity price. It implies that the organisations use celebrity endorsement in order to capture the consumer's mind even if the price of the advertisement is high. However, Cannon *et al.* (2015) stated that advertisement is not only the process of increasing consumer motivation towards a brand but also enhancing the desire of consumers by providing the knowledge about prospects of the product or a brand. In this regard, the responses captured by consumers are linked with the benefits offered by the brand for which famous celebrities have been used for increasing consumer purchase intention. As defined by Rand (2014),advertisement is related to persuading and reminding consumers about the brand over and over again. For this matter, the brand use advertisement as a tool for reaching to the minds of customers and persuading and influencing them to approach the same brand or product over and over again.

It has been argued by Kabani (2013) that advertisement also raises a number of questions regarding the attitude of people towards the brand. The most important aspect of advertisement is being related to the aspect that it is used in order to maintain brand loyalty. However, it has been determined by Benady (2014) that some brand use commercials and ads with a celebrity included not only for enhancing sales but for drawing the attention of consumers by stimulating their minds leading towards the brand purchase. This has implied that advertisements have been used by the marketers to intend consumers to make quick buying decisions. In accordance with the study conducted by Carrascosa et al. (2013), the

advanced era of technology has been using celebrity endorsement in order to promote the brand or product offered by the company. However, the main concern is related to the needs and desires of the consumers due to which the availability of products attributes required are ensured through the use of a famous celebrity in the advertisements. In this way, the displayed product or brand attributes become important to the consumers inclining them to make purchases.

As defined by Calogero, Davis, and Thompson (2005) celebrity endorsement is the use of a person who is publically recognized by a large number of audiences. The marketers use those people who have been known amongst audiences for his/her achievements in all areas of life. However, Keel and Nataraajan (2012) stated that the selection of a celebrity is based on personality attributes which are required to be aligned with the product or brand attributes. It can be argued that celebrity endorsement concept is not a phenomenon of contemporary world but it is a continuation of various advertising and marketing campaigns incorporated by the company over the years. It has been because the number of celebrities in advertisements has increased with the intention of enhancing the positive consumer response towards the brand. According to one empirical analysis conducted by Wei and Lu (2013), celebrity endorsement has been playing an important role in stimulating the minds of the consumers,although it can have a negative impact. For instance, the irrational behaviour of Tiger Woods has resulted in the loss of $5-12 billion because the brand used the celebrity who no longer has agood reputation.

2.7.2. Advertisement and Celebrity Endorsement in Fashion Industry of UK

According to Taylor, Dion, and DeHekker (2013) advertisement have been playing a major role in the development and success of the brand. It has been due to the fact that advertisement has been used by the companies in order to ensure cost-effectiveness in the

advertising campaigns. In UK fashion industry, brands have been using advertisement campaigns in order to achieve confidence of the consumers and enhancing market demands. Thomas, Mussweiler, and Mandel (2010) has argued that in fashion industry of UK the famous brands have been incorporating the strategies which can provide an exclusive information about product attributes for the success of the brand and consumer preference. The consumer orientation of the advertising campaigns has been due to the effect of advertisement on consumer behaviour. The study conducted by Mulgrew et al. (2013) revealed that the purpose of advertisement is to relate to social orientation, in UK fashion industry, with physical fitness, beauty conceptions and use of material which is not prohibited. Due to this, companies have been relying on the advertisements showcasing valid information about product attributes.

It was identified in the study of Kaur, Arumugam and Yunus (2013, p.61) that companies have been establishing marketing strategies which can enhance the competitiveness of the brand in the market. In UK fashion industry the brands have been offering identical products through a number of distribution channels. The introduction of new features in the product has become a major challenge for the companies due to the fact that it either increases or decreases brand association in the market. Wolf (2013) has found that UK brands in the fashion industry have focused on adopting promotional strategies which can be beneficial for launching product attributes in a creative and innovative way. Hence, companies use the media to advertise their brand attributes by announcing their events (Belch and Belch, 2013, p.369). It has been implied that the highlighting factors associated with the benefits of advertising in the UK fashion industry are based on consumer motivation, resulting in a large amount of purchase.

The empirical analysis conducted by De Mooij (2013) stated that advertising in the UK fashion industry has been playing a critical role in terms of generating revenues.

However, the argument can be made that advertisement is not only related to the increased brand awareness but also to the increase in sales of fashion apparel or products. It has been revealed in the study of Vermeer and Van de Sompel (2014, p.205) advertisement has a prominent impact on consumer interests towards a brand. In this way, the consumer's interest has been altered by the inclusion of their favourite celebrity. Such was the case with Gucci as the brand had been endorsed by famous celebrities for the launch of its perfumes, which indicated that celebrity endorsement has a huge impact on overall sales of the brand.

Chou (2014, p.391) stated that the use of celebrity endorsement has been regarded as a way of increasing demand for the products by using a famous celebrity. An increase in the demand for the product ultimately leads towards the high amount of sales. For instance, H&M has used David Beckham for the purpose of endorsing fashion apparel due to which, there has been a high-level demand for apparel regarding the fact the David Beckham is a famous celebrity. The study conducted by Bian and Wang (2015, p.1184) revealed that advertisements which have been using celebrity endorsement strategy have helped the brands to increase profitability and overall business performance. Hence, profit maximization has been considered as the most important element required by the brands for which effective advertisement strategies play a major role (Okonkwo, 2016). It has been due to the fact that celebrity endorsement in advertising is used to provide information about the product or brand as well as for indicating celebrity association with the brand.

One of the meta-analyses conducted by McCleary (2014) stated that in the highly globalised world, the brands are concerned with creating brand awareness on both international and national level. With respect to this, brand awareness has been achieved by incorporating effective advertisement strategy. The use of celebrity endorsement for the purpose of advertisement has been regarded as an effective way of creating brand awareness. However, Ashikali, Dittmar and Ayers (2017, p.255) stated that brand awareness through

celebrity endorsement can have negative implications if the chosen celebrity is found to be alleged of any act which is unacceptable for the society. For instance, Puma has been endorsed by Kylie; although critics have argued that the selected celebrity is not an athlete, Kylie's endorsement for beauty products has been more successful due to the belonging of the model to a particular domain of the fashion industry.

The advertisement has been significant for the brands in terms of informing the consumers about quality, attributes, and its price. It has been because customers are highly concerned with the details of the products which the companies have portrayed by using famous celebrity. However, Balcetis et al. (2013, p.99) stated that celebrity endorsements might hide the factors of quality and price of the products. The reason behind this is that people get attached to the celebrities and start to follow them in all walks of life. Hence, the endorsement of celebrity with the brand would result in high-level spending on the part of consumers. It has been identified by Brown (2014, p.87) that, in the UK context, celebrity endorsement has resulted in high-level spending amongst women who have their own association with the celebrity. The concerns of many women in the UK have been related with how the brands have portrayed the brand attributes by the inclusion of celebrity endorsement.

2.7.3. Advertisement in UK Fashion and Cosmetic Industry

The early years of anadvertisement solely focused on the prospects of informing, creating, and persuading the consumers through brand awareness. However, as stated by Kaur, Arumugam and Yunus (2013, p.61), contemporary advertisements have been violating women's rights by portraying the acceptable image as the predefined beauty standards. For this matter, modernization has been considered as the notion which has improved advertisements. However, critics of modern advertisement have professed that it has been

expressed in a discriminatory manner as women have been objectified in the advertisements. It has been argued by Belch and A. Belch (2013, p.369) that advertisements today have been capturing the minds of people and shaped their thinking regarding women's body and other beauty standards. Nevertheless, in the earlier years women have never been present in the advertisements and whenever presented, women have been portrayed in a respectable and ethical manner.

With the rise of technological advancements in marketing and advertisement, there has been a complete change identified in the field of advertisement. Vermeir and Van de Sompel (2014, p.205) stated that major brands in the UK's fashion and cosmetic industries have been objectifying women. This objectification has been related to the provocative poses in which women have been holding beer and liquor as well. Furthermore, the study conducted by Frith, Shaw, and Cheng (2005) revealed that 44% of women have been portrayed in a sexualised manner whereas only 12% of men have been shown in such poses. It has identified that more women have been portrayed by the brands than men, which implies that women have been continually portraying as an object as well as considered being hyper-sexualized in the figures provided in the advertisements.

In the 1950s, the brands portrayed women in their advertisements as the suburban housewives. Calogero, Davis, and Thompson (2005) stated that the women who had been portrayed in advertisements in the 1950s had sole priority concerns of their children, husband, and family. In early years, these advertisements had created the basis for feminism. It has led towards the major expectations from women in a society. Hence, women had always been expected to fulfil all these responsibilities in accordance with the society. Bian and Wang (2015, p.1184) stated that the major difference came in the picture in the shift of 1950s to, 2000s when it was observed that the image of women from being a housewife and

caretaker turned into the image of women being strong and independent. This shift has been made in order to attract a large number of consumers towards a brand.

According to the study conducted by Ashikali, Dittmar and Ayers (2017, p.255), the major transition in advertisements in the UK has suggested that the voyeuristic portrayal of women in the 21st century has negatively affected the opinions of men towards women leading towards lower self-esteem. In this way, brands have been showing images as well as a brand message to people showing that petite women with zero-size figure should be more acceptable in the society. However, Balcetis et al. (2013, p.99) stated that it has not only been resulted in lower self-esteem but also in the high-level eating disorders amongst young females. The domestic and international brands of UK's fashion and cosmetic industry have highly relied upon the celebrity endorsements in the contemporary marketing. According to Sinh (2013, p.31), it has been done in order to capture the mind of the consumers. Major brand such as Zara and H&M have used celebrity endorsements in order to position themselves amongst other brands in fashion industry of UK.

In today's world of advertisement, brand positioning has been regarded as a mean of creating an image in the mind of the consumers. With respect to this, Kim and Chock (2015, p.331) stated that celebrities have been playing an important role by targeting audience through the endorsements of the brand. The use of celebrity endorsement has been in order to make a brand familiar amongst the consumers. For instance, Kate Mosswas regarded as a prominent figure, endorsing many famous brands such as Rimmel and Bobby Brown in a cosmetic industry of UK. However, her career came to an end in 2005. For this matter, Rice (2015, p.387) identified that for brands to save their reputation, the association with the authentic celebrity has to be ensured. Such was the case of Chanel in which the brand took a step and refused to renew the contract of Kate Moss for saving their brand reputation.

The transformation in advertising campaigns has brought women to the front page. Zipporah and Mberia (2014, p.178) stated that famous brands in the UK have been using models and celebrities who have been famous amongst teenagers. This has frequently been found been found in the fashion and cosmetic industry of UK. For instance, L'Oréal had used Beyoncé Knowles for advertisement of their beauty brands. The womanly body of Beyoncé Knowles has been shown due to the fact that she has been famous amongst teenagers. Hence, the advertisement of L'Oréal has captured the minds of the consumers and inclined them to purchase that lipstick which can make them as beautiful as the celebrity. According to Fathi and Kheiri (2015, p.619), the purchase of famous brands has been related to the involvement of competition in the fashion industry for which brands use famous celebrity for advertisement. The brands which use the most famous celebrity for advertisement would be more famous as well as have a large number of customers. However, the main concerns are how the brands are affecting the minds of consumers with regard to their self-esteem.

The famous brands have been facing challenges due to high-level competition. In this regard, Kaur, Arumugam and Yunus (2013, p.61) stated that competition is one element of the contemporary advertising. The companies operating in the fashion and cosmetic industry of UK have been taking measures for marketing their products and services. With regard to this, celebrity endorsement has been regarded as the best way of attracting a large number of customers towards making a large number of purchases of a brand. The study conducted by Ashikali, Dittmar and Ayers (2017, p.255) revealed that the major concern of the brands has been the issue of identical products. For this matter, the brands have been using the local as well as international celebrities for advertisement of their products. However, the objectification of women in the advertisement has been incorporated by the most famous brands in order to attract women towards the fashion and cosmetic products. Due to this,

today's advertisements have been reducing the self-esteem of women by providing undefined beauty standards in the UK.

2.8. Impact of Celebrity Endorsement on Self-Esteem of Women

The inclusion of celebrities in advertisements has represented women in an exploitative manner. A study conducted by Swami and other colleagues (2010) depicted the strong relationship between beauty ideals and sexism. In this regards, it was revealed that celebrities have portrayed a differentiated definition of body-shape and beauty, which has resulted in a drastic increase in the number of plastic surgeries as well as eating disorders amongst females (Shorter, Brown, Quinton, and Hinton, 2008). When a woman gazes at a celebrity in an advertisement, she unintentionally wishes to become just like the celebrity and fails to understand the fact that the advertisement in front of her is not real. The deception in the advertisement eventually leads the majority of the female audience on a path of self-destruction.

In the digitally-advanced era, celebrity endorsement has played an influential role in affecting the self-esteem of women, especially the most vulnerable teenagers. This has become a rising concern for societies and women as thinner celebrities with perfect looks and height are selected for the advertisement, which negatively affects their self-esteem (Shorter, Brown, Quinton, and Hinton, 2008). In particular, women tend to consider the models to be the perfect definition of beauty and appearance; therefore they tend to follow their footsteps ranging from diet and clothing to their attitude and behaviour. As a result, females are often found to suffer from eating disorders like anorexia. They frequently avoid their meals to achieve the abnormal thinness portrayed in the advertisements, which eventually results in considering their body as inadequate and imperfect (Shorter, Brown, Quinton, and Hinton, 2008). This has been further clarified by Thomas, Mussweiler, and Mandel (2010).

According to the aforementioned authors, it has been revealed that the advertisement has manipulated the portrayal of women in real-life, which has eventually made the women feel bad about the way they look; therefore they are frequently found to be lacking in terms of self-confidence and self-esteem.

The impact of celebrity endorsement on self-esteem of women can be broadly categorised into the following;

2.8.1. Body Image

The term 'body image' with respect to self-esteem has frequently been defined as the overall physical appearance of an individual, especially women, where Harter (1998) and Altabe and Thompson (1996) argued that self-esteem plays an influential role in the mental health and self-worth across the lifespan of an individual. Therefore, the concept of body image has frequently been associated with the self-esteem, identity, sexuality, and family relationship. Furthermore, Thompson et al. (1999) argued that the body image is the internal representation of an individual's outer appearance along with the unique perception of the body. In the light of the academia, it has become evident that self-esteem of an individual rests upon the body image (i.e. negative body image leads to reduced self-esteem).

In the case of celebrity endorsement, it has often been observed that companies have a predefined standard when it comes to advertisement. They tend to select the most beautiful woman with the perfect body for the advertisement, which eventually leads to the reduced self-esteem of women across the globe. Since they consider the model to be the perfect women, they often negatively comment on the social media about their body and consider themselves to be an irrelevant part of the society. For instance, Lo (2015) indicated that 4/5 girls tend to have a negative perception of themselves, and have frequently stated something negative about themselves over the social media. This implies that celebrity endorsement in

advertisement has played an influential role in reducing the level of self-esteem amongst women across the globe.

Generally, women with negative body image tend to have negative feelings about themselves. In this regards, the findings of Cash et al. (1997) indicated that the negative feelings that women have with respect to their body image are only minor annoyances; whereas, for other women, it has played an adverse role that interferes with their daily routine (i.e. everyday life). Considering the adverse effect of body image, Croll (2005) and Field et al. (2001) indicated that negative body image amongst women leads to reduced self-esteem, and severity can lead to several other disorders including bulimia and/or anorexia, which has frequently been observed amongst adolescents and teenagers. Furthermore, Ata et al. (2006) suggested that self-esteem has continually been found to be intrinsically linked to the thoughts of an individual with respect to their body, where physical appearance was amongst the most common predictor of self-esteem, irrespective of the age of the individual.

2.8.2. Objectification

In the technologically-advanced era, the media has been argued to be the most important and widespread form of mass communication. Considering this, the literature has suggested that media has frequently influenced the society in several ways that one could have never imaged or thought about it. In this regards, it has been indicated that media has become the sole source of what the public sees, and the media has been argued to be solely responsible for such portrayals, which has made it a conveyor of social and cultural values with respect to the ideal body size and shape, and has created a perception and standard of the ideal women and men in the globalised environment (McCabe et al., 2007). With respect to women in media, the gender has been objectified and portrayed to have a perfect physique (i.e. slender feminine) with very little body fat and small waist. In this regards, Mulgrew et al.

(2013) highlighted that advertisement have a significant impact on the overall self-esteem of women, which is conveyed through the advertisement where women have been objectified on a consistent basis.

Considering the objectification of women and its impact on self-esteem, it is important to consider the objectification theory, where it has been suggested that women are more prone to internalize the perspective of observers in comparison to their own view of their physical bodies. Moreover, the theory proposes that adolescents and teenagers have continually subjected their bodies to continuous monitoring to ensure that they look alike the model in the advertisement, which ultimately leads to body dissatisfaction. Though objectification with respect to the body has continually increased in women over the years, adolescents and teenagers have taken a cautious approach to change their physical appearance (i.e. body) in any way possible. According to Fredrickson and Roberts (1997), women have frequently experienced some kind of objectification depending on class, age, ethnicity, and sexuality. In particular, when a female is subjected to body objectification, it leads to body dissatisfaction and body surveillance, which ultimately reduces the self-esteem of women across the globe. The study conducted by Radford (2007) indicated that women in the western cultures have reported a higher level of objectification in comparison to men, which is quite common in the advertisement where only slim girls have been considered based on their feminine psyche.

2.9. Celebrity Endorsement in Fashion Industry of UK

As defined by Chung Derdenger, and Srinivasan (2013), celebrity endorsement has been employed frequently by the use of celebrities and famous personalities in advertisements. For this matter, the marketers use a variety of imagery in order to attract a large number of customers towards the brand. One of the main prospects of celebrity

endorsement is related to the level of likeability of the celebrity amongst people which creates trust towards brand attributes. Celebrity trustworthiness is being regarded as a consistent way of reflecting brand through the message. However, it has been argued by Temperley and Tangen (2006, p.100) that the level of trust amongst the consumers towards a celebrity can affect their self-esteem it is not matched with the consumer's own personality horizon. For instance, that Nike has used Tiger Woods as a brand ambassador was regarded as the main reason for the increase in its sales up to 40%, however, the extramarital affairs of Tiger Woods led to a number of arguments and criticism towards the brand (Knittel and Stango, 2009). Hence, the increase in the level of sales has been considered as the main outcome of brand awareness by the use of celebrity, but selecting the right celebrity for the brand is essential to gaining positive consumer responses.

According to one study conducted by Ngnoubamdjum and Zahn (2016), the major benefits of celebrity endorsement is linked with marketing campaigns in which the brands inform consumers about the product or brand attributes. It implies that companies use celebrity endorsement for targeting audience by the use of appropriate and relevant celebrity and brand message. With this regard, the international brands such as Reebok, Adidas and Nike can be considered as a great example amongst the companies which have been using celebrity endorsement as brand advertisement and promotional strategy. Sivesan (2013) has argued that celebrity endorsement has been providing a number of opportunities to the companies in order to achieve brand credibility and reliability. It has been done on the basis of celebrity brand trustworthiness, status and likeability. Thus, it is a mainstream media advertisement which has become the element of marketing communication amongst the brand, celebrity and consumers due to the fact that celebrities have been regarded as role models amongst people.

According to Audi, Masri, and Ghazzawi (2015), major brands have achieved a dire amount of success by incorporating celebrity endorsement as a brand promotional strategy. It has been done by the marketers for differentiating their product or brand from other products in the market. However, the use of celebrity endorsement has been impacting the consumers in a way that they have been making a comparison between the celebrity and their own personality. Nevertheless, many marketing professionals and authors have professed that the target audience has been influenced by the celebrities featured in the advertisements. It has been further explained by Löfgren and Li (2010) that those brands have shown higher consumer preference which has been using a celebrity for endorsement. It implies that celebrity has facilitated the companies for increasing brand awareness which ultimately affects consumer preferences in the market.

The study conducted by Banister and Cocker (2014) revealed that celebrities have been used by the company for endorsing products and services irrespective of the industry they belong to. For instance, in the fashionindustry, the brands have been highly associated with using celebrity endorsement as a strategy in order to achieve frequent use of apparel provided by the brand. On the other hand, Retail Gazette (2014) revealed that the return on investment in fashion industry of UK, with regard to the use of celebrity, has been found to be positive. It has implied that the celebrity endorsement could result in a large number of users of a brand by the consumers in any industry. In this way, celebrity endorsement has been providing a number of opportunities to the brands in the competitive business environment. However, an argument can be made that celebrities in advertising campaign have not been able to provide effective outcomes (Veer et al., 2010). It has been identified that celebrity endorsement might offer a positive impact on consumer behaviour but in a long run, it could have a negative impact.

As posited by Chang (2011) the most prominent issues in the prospects of celebrity endorsement have been related to morality and exclusivity. Such was the case of the Tiger Wood scandals in which the market share of the companies which have been associated with the celebrity decreased up to 3%. It has been considered as a major issue in which consumers have criticised the brand on a higher level. Harper and Tiggemann (2008) stated that the issue of Tiger Woods has resulted in the loss of 4% of market share of PepsiCo and EA. However, the use of Tiger Woods as a celebrity strategy has been resulted in benefits for the brand but only in a short run. Moreover, it has been considered to be one of the major drawbacks of celebrity endorsement. For instance, Kate Moss was associated with the high fashion iconic brand however the use of cocaine by Kate Moss was resulted in dropping of the model by H&M, as the brand did not use Kate Moss for their next marketing campaign.

2.10. Celebrity Endorsement, Advertisement and Women Self-esteem

According to one study conducted by Vermeir and Van de Sompel (2014, p.205) consumers have shown a familiarity with celebrities which has a huge impact on consumer purchase intention. In a highly competitive business world, the consumers especially women have an attitude which purports that if a specific celebrity is using a brand, the consumers should also use it as well. It implies that using a celebrity endorsement has an effect on the selection of the product. It has been argued in the study of Bian and Wang (2015, p.1184) that celebrity endorsement has strongly created meanings and assertiveness of women towards a brand. The main notion is related to how women in the UK perceive brands which use celebrity endorsements because in some cases a brand with celebrity endorsement becomes a spokesperson of the advertisement. Through this specimen, Ashikali, Dittmar and Ayers (2017, p.255) stated that women in the UK decide how the brand can be used for identifying the basis of their own personality. It means that if a company has been successful in relating

the product attributes correctly aligned with consumer choices and interests the brand will have a larger number of sales. However, if brand attributes are not aligned with consumer trends and interests, low self-esteem will result in comparison to celebrity presented in the ads and a woman's own personality

It has been revealed in the study of Balcetis et al. (2013, p.99) that companies in the cosmetic and fashion industries are motivated to present their brand in a way which fulfils the desires of the consumers. In fashion and cosmetic industry of UK, most of the consumers are women. With regard to this, women in the UK prefer those brands which have continuously been endorsed by the celebrities. It has been primarily due to the fact that women in fashion industry of UK have been using the brand which provides high-level satisfaction. However, CIOCHINĂ (2013) stated that unnecessary beauty standards portrayed by the brands can cause a low-level self-esteem amongst consumers. It might also imply that celebrity endorsements add instant credibilityto the brand however the purchase decisions are being made on the basis of consumer's own needs. Due to this, consumers become self-conscious regarding the results the product or brand could provide just as it has been providing to the celebrity in the advertisement.

As per one study conducted by Susanto (2014) advertisement has been playing a great role in creating brand awareness amongst women in the UK. Likewise, it has also been identified that major brands have been using celebrity endorsements to influence awareness of brand within the fashion and cosmetic industry of UK. However, celebrity endorsements have been regarded as the contemporary form of advertisement in which the brands offer products and services which can help to retain a large number of customers (Um, 2013, p.155). Another empirical analysis conducted by Sinh (2013, p.31) revealed that celebrity endorsements have been introduced in almost all the culture worldwide where celebrities are being used as a role modelfor people. It has mostly been seen in the cosmetic and fashion

industry. It has also been argued that cosmetic and fashion related brand has taken a great advantage of including celebrities for attracting a large number of women towards the brand.

The use of celebrity endorsement in the fashion and cosmetic industry is related to the notion that the companies have been targeting potential consumers towards the higher sales of the brand. It was identified by the study conducted by Bian and Wang (2015, p.1184) that the increased brand equity is concerned with how the celebrities have endorsed the brand. The positive qualities of celebrities are being used in order to project and place the brand on the market-leading towards higher brand value (Aaker and Biel, 2013). The use of celebrity endorsement in the fashion industry has been incorporated into an advertising strategy in order to influence the younger generation. Grönroos and Voima (2013) stated that it has been done by using prominent celebrities such as Kim Kardashian, Usain Bolt, Penelope Cruze and David Beckham in order to change the perception of young generation especially young girls. For instance, PaperMag has featured Natalie Portman in its magazine which had gained prominence in the UK.

A study conducted by Ashikali, Dittmar and Ayers (2017, p.255) revealed that in a tech-savvy world, the major brands in fashion and cosmetic industry of UK such as H&M, Zara, Nike, Reebok and others have been using celebrities in order to achieve consumer association with the brand. It has been due to the fact that celebrities are considered to have an immense effect on women in the UK. It has also been determined by the study conducted by Kirkova (2014) that women in the UK are known to be more inclined towards making purchases as compares to men. Women become more vulnerable towards the celebrity as they start to compare themselves with the celebrity. It has also been assessed that women use more frequently those brands which are endorsed by a celebrity than those which do not have any association with the brand (Marshall, 2015, p.1). It implies that advertisement, celebrity endorsement and women's self-esteem are highly related to each other.

2.11. TEARS Model

TEARS model has frequently been used by researchers and experts during the evaluation of celebrity characteristics that influences the target audience to purchase a specific product or service in the business environment. In this regards, Shimp (2003) categorised the effect of endorsers into credibility and attractiveness. At one end, credibility can be defined and elaborated through dimensions of expertise and trustworthiness; on the other hand, the dimension of credibility can be measured through the respect, physical attractiveness, and similarity of the celebrity to the target audience. Following is a brief description of the TEARS Model.

2.11.1. Credibility

The attribute of credibility focuses on recognising the celebrity's knowledge or experience in terms of offering unbiased and impartial judgements (Carroll, 2008). Daneshvary and Schwer (2000) argued that consumers are more inclined towards information that is coming from a credible source, which eventually influences their values, attitudes, and opinions through the process of internalisation. Furthermore, Daneshvary and Schwer (2000) suggested that internalisation occurs when consumers allow the celebrity to change their attitude and behaviour with respect to the endorsed brand. Considering this, it has been revealed that consumers tend to accept the influence of the celebrities, rather than resisting it, because of the fact that the celebrity has something valuable to offer, which is both reliable and credible.

Euis and Basu (2012) define credibility in terms of Internalization (a form of influence) as when influencing force to induce internalisation in the receiver it is associated with credibility and the source is stated to be credible if validity, truthfulness and trustworthy is fulfilled. Whether the source is an expert in field or trustworthy is related to credibility.

Trustworthy in the sense whether the source is expected to communicate the reality and expert are whether the source recognises the reality. Hunter (2010) argued that celebrity followers can produce internalisation and credentials and if they are perceived as dependable or professionals in the product grouping being recognised they aggravate internalisation in consumers. Therefore, it can be argued that a credible celebrity endorsing a brand has a higher likelihood of influencing and affecting the behavioural intention of the consumers.

2.11.1.1. Trustworthiness

The first dimension of credibility is trustworthiness. Erdogan (1999) defines trustworthiness as "the degree to which a follower is supposed to be a source of effective declarations." The term trustworthiness refers to the perception of the consumer associated with integrity, honesty, and believability of the celebrity. In this regards, it has been argued by Shimp (2003) that celebrities are often trusted by the consumers and customers due to her personality, lifestyle, and her personal and professional life, which is further revealed by the advertisements and the mass media. The celebrity does not need to be perfectly expert in the field; the thing that is necessary is that consumer should think celebrity as an expert (Ohanian, 1990). Amos, Holmes and Strutton (2008) describe the effect as the level of expertise of celebrity. Negative publicity cannot change the expertise of a celebrity. However, credibility and believability would be influenced negatively. Under this consideration, Priester and Petty (2003) highlighted the fact that if consumers consider a specific celebrity to be trustworthy, they would overlook the importance of scrutinising the message delivered; rather they would accept everything told to them as valid.

2.11.1.2. Expertise

The second dimension of credibility in the TEARS model is the expertise of the celebrity. In particular, the dimension of expertise refers to the celebrity's experience, knowledge and skills with respect to the endorsed brand. Biswas et al. (2006) argued that consumers are more inclined to consider celebrities as experts for the products they have endorsed. For instance, sports athletes are considered to be experts if they are endorsing sportswear like Nike, Adidas etc. Likewise, models are perceived to be experts when promoting and endorsing cosmetic and fashion items.

2.11.2. Attractiveness

According to McCracken (1989) and Shimp (2003), the second attribute in the TEARS model is the attractiveness of the celebrity. The concept of attractiveness defined by Erdogan (1999) includes physical attractiveness, personality properties, athletic performances, intellectual skills, skills of endorsers and way of living. In particular, it has been found that consumers tend to look into the characteristics of celebrities that they find relevant and attractive, which eventually influences them to be persuaded through identification. The concept of identification, as defined by Friedman and Friedman (1979), is the conformity of the individual towards the attitude and behaviour of the celebrities because satisfaction amongst the individuals is derived from the belief that they and celebrities are alike. There are cases when attractiveness is not particularly important because there is a perfect match between the product and celebrity; so celebrity that is not very attractive can be chosen (Chao, Wührer and Werani, 2005). However, there are cases where a celebrity who is not very attractive and can represent a company/brand.

2.11.2.1. Physical Attractiveness

In the majority of endorsement relationships, the physical attractiveness of the celebrities is amongst the fundamental considerations (Ohanian, 1990). The term physical attractiveness revolves around the characteristics of celebrities including; personality, prowess, lifestyle etc. (Shimp, 2003). Moreover, research conducted by Bryne, Whitehead, and Breen (2003) indicated that the physical attractiveness of the celebrities has resulted in favourable outcomes, which eventually presents the brands with an opportunity to influence the consumers into making purchase decisions. By and large, it is anticipated that physical attractiveness through identification affects the persuasive communications. Though, in line with the Elaboration Likelihood Model (ELM) persuasion under high and low participation circumstances, varies, for instance, the superiority of point of view has the better impression when participation is high, on the other hand bordering cues such as source appeal have a superior impression on persuasion under low participation circumstances. Henceforth, it can be stated that the efficacy of the source appealing model varies depending on the participation circumstances (Erdogan, 1999).

2.11.2.2. Respect

The R in the TEARS model represents the dimension of Respect, which focuses on the admiration based on the accomplishments of the celebrity in the industry. In the world of marketing communication, celebrities are respected for their outstanding performance in the entertainment industry, their appealing personalities, and their qualities that help them to stand out in the industry. Charbonneau and Garland (2005) argued that respected celebrities are frequently been used in advertisements as their voice has more impact on the consumers against non-credible and ordinary models.

2.11.2.3. Similarity

The last attribute and component in the TEARS model is Similarity. The term 'similarity' focuses on representing the degree to which the audience consider themselves to be similar to the celebrity in terms of characteristics, gender, age etc. (Shimp, 2003). On the other hand, Erdogan (1999) defined the concept as the resemblance between the celebrity and the target audience. Considering this, Cialdini (2007) argued that target audience is easily influenced by celebrities that have similar characteristics, traits, and personality; therefore consumers tend to hold everything as valid and true, which eventually results in greatest effect in influencing the attitude and behaviour of the target audience.

According to Belch and Belch (2001), empathy is created by companies through the induction of celebrities. Empathy and understanding between the customer and brand set a strong bond thereby increasing the level of persuasiveness- a creative approach of similarity. In the meantime, a common and average looking person is chosen who is not a well-known celebrity to increase the level of similarity as customer easily find himself in the celebrity style.

2.12. Critical Review of TEARS Model

The TEARS model was initially introduced into the academic literature by Petty and Cacioppo in the year 1981. Prior to this model, the persuasion field along with its impact on the consumer attitude formation was characterised by the methodological deficiencies and ambiguities despite the work associated with the dominant attitudinal model developed by Fishbein and Ajzen (1977). There was a little doubt whether the authors Petty and Cacioppo has taken the works into consideration which was recorded later by Rucker and Petty (2006) and in the earlier stages was recorded in the papers reflecting as the ELM Model. The ELM model, in this case, suggests that the consumers will scrutinize the claims which are

important to the situations such as lifesaving drugs or also for the similar products such as Pepsi and Coke.

In light of the study conducted by Hollensen and Schimmelpfennig (2013), it was represented that the celebrity relative in relation to the non-celebrity spokesperson would be considered as most effective for the products which are high in the social or psychological risk. However, the ELM model has theoretical significance because most of the authors doubt about its practical application and have raised questions about this model, and further its weaknesses have become apparent over the years. The academics and advertising practitioners have recognised the ELM's post hoc explanatory power which they continue to raise the question regarding its predictive abilities and advertising design and implementation. In this context, the TEARS model is considered as significant because it has described the overall selection criteria for the celebrity in the favour of endorsement of the advertisements.

It has been argued by Alsmadi (2006), that the TEARS model mainly represents the extent to which the endorser matches the personality characteristics which are pertinent to the endorsement relationship such as age, ethnicity, or the gender. However, Banytė, Stonkienė and Piligrimienė (2011) have stated in the study that the companies should be using No-Tears Approach for the celebrity endorsement in which the celebrity must match up with the target market of the endorsed brand, for instance, the NBA players who endorse shoes. In the continuation of this statement, Coulter and assistant (2004) argued that the No-Tears Model follows the approach that the advertising executives within the companies require that the behaviour, values and decorum of the celebrities should be compatible with the advertised brand image.

The model has been further critically appraised by Malaviya (2007), as he stated in the study that the Tears Model of Persuasion helps the companies in selecting the right

celebrity because the marketers with help of this model keep in mind about the personality of the celebrity endorsers which matches the theme of the product or the marketing campaign. However, it was also stated by the author that if there is a mismatch between the personality of the celebrity endorsers with the campaign or the product then the main motive of the advertisement will be lost. On the contrary side, the authors Kitchen et al. (2014) found that the Elaboration Likelihood Model (ELM) can be more effective in terms of persuasion of the message or the advertisement for the target audience because it can be directly linked to the change in the attitude of the consumers.

Following Wagner and Petty (2011), the authors have also used the Source Attractiveness Model for the celebrity endorsement which is found to be the credible method for the selection of the celebrity in the favour of an ad campaign. The Source Attractiveness Model is regarded as the part of source valance which takes into consideration the factors of similarity, expertise, and likeability between the audience and the celebrity. However, the factors are somewhat similar to the Tears Model of persuasion, where most of the researchers prefer the Source Attractiveness Model for the selection of the celebrities for the advertisement or the marketing campaign.

It was empirically determined by Tingchi Liu and Brock (2011) that the less popular celebrities can have a negative impact on the brand which is endorsed by the celebrity. However, Petty and Cacioppo (1986) controlled the factor of the attractiveness of the celebrity for the shampoo commercial which tested the ELM for comprehending the overall effectiveness of the advertising message and it was also observed that the attractiveness of the endorser was significant in high and low involvement situations. Precisely, there have been mixed reviews regarding the Tears Model as most of the authors suggest the No-tears model, ELM or source attractiveness model for the selection of celebrities for the ad campaigns. On the other hand, there were positive reviews about the model that it helps the marketers in an

effective selection of the celebrities which matches the target audience personality traits with that of the endorser.

2.13. Justification for Using TEARS Model

This research is based on the application of the TEARS Model within the context of the celebrity endorsement and the self-esteem of the women in the UK. The researcher has opted for using this research model because the TEARS model will facilitate the study of the complete knowledge regarding the celebrity endorsement along with the judgements regarding self-esteem of the people. It is apparent from the literature review that the selection of the celebrity is not an easy task because of which the scholars have developed to create the model for selecting appropriate celebrity for the brand promotions and marketing campaigns. In addition to the above statement, the research did not use source attractiveness model because the model fails to explain the major reason behind the appeal of an endorser and does not allow the researcher for comparing the popularity of different celebrities (Liu and Shrum, 2009).

The model also fails to explain why the celebrity is not compatible with the particular category of the product. On the other side, the ELM model has also been criticised by a number of authors which begins with its development and whether the model attempts to explain the peripheral cues. In addition, the Petty and Cacioppo's involvement in the ELM model has also received significant criticisms. For example, Choi and Salmon (2003) articulated that the authors of the model assumed a correct recall for the products which are subjected towards expecting the people who are highly involved with the advertised products. The framework also depicts strong and weak arguments which are perceived to be similar to the Heuristic model of persuasion.

In addition, the main motivation behind taking the TEARS model as the base for the present study is that it has been used by different researchers in their studies which have provided a significant output in the favour of celebrity endorsement and its selection process by the marketers. The studies which are carried out in the favour of Tears Model include Ngnoubamdjum and Zahn (2016), Low and Lim (2012), Koththagoda and Weerasiri (n.d), Dissanayake and Weerasiri, (2017) and lastly Freeman and Chen (2015). The studies carried out by these authors provided a baseline regarding the execution of the research which helped the researcher in viewing the aspect of celebrity endorsement from the perspective of self-esteem of women within the particular case of the UK.

2.14. Conclusion

This chapter was designed to present the review of the literature which suggested that there is a need to further develop the theoretical understanding of the celebrity endorsement in order to explain the interrelationship between the endorsement and the self-esteem of women. Current research and studies require further advancement as they are not focused towards the effective implications and selection of the celebrities for an advertisement which can influence the self-esteem of women within the context of the UK. studies carried out by Ngnoubamdjum and Zahn (2016), Low and Lim (2012), Koththagoda and Weerasiri (2015), Dissanayake and Weerasiri, (2017) and lastly Freeman and Chen (2015) requires further improvement as they are limited to the buying patterns of the consumers by employing TEARS model into the study. However, the studies have not taken into consideration the factor of self-esteem of women.

This review indicates that there is lack of explanation regarding the celebrities' endorsement because of ambiguities in the selection procedure of the celebrities. Moreover, this paucity of the research is mainly because of problematic and complex nature of the

celebrity endorsement and its association with the self-esteem of women. A limited research has been carried out on the present research area which facilitates insufficient data for the development of a model which can incorporate both celebrity endorsement and self-esteem of women that is also grounded in the empirical data. This can influence the development of the practical implications which offers guidance to celebrity endorsement in advertising and the self-esteem of women practitioners. Consequently, the practices and theories regarding the celebrity endorsement in advertising and the self-esteem of women are incoherent. The present research is intended towards synthesising theory and applied perspective towards identifying critical themes for the celebrity endorsement in the advertising and the influence it makes on the self-esteem of women in the UK. It is anticipated that the final findings and the outcomes of the research will make a strong contribution towards the body of knowledge regarding celebrity endorsements in the UK.

CHAPTER 3

CONCEPTUAL FRAMEWORK

3.1. Introduction

In light of the literature, the term 'conceptual framework' in a research study has been defined as the system of concepts, beliefs, assumptions, and theories that act as a platform to inform and support the research study. Considering the definition of the conceptual framework, it has been indicated by Dey et al. (2001) that it is a critical part of the research design. On the other hand, Miles and Huberman (1994) argued that conceptual framework is a written product, where the purpose is to present the main ideas being studied – the key concepts, factors, or variables – along with the presumed association between the variables. This implies that conceptual framework focuses on determining the relationship and association between the variables, ideas or beliefs.

With the definition of a conceptual framework taken into consideration, the purpose of this chapter is to present the key variables that have been considered to determine the impact of celebrity endorsement in advertising and its impact on the self-esteem of women in the United Kingdom.

3.2. Rationale

The conceptualised framework has been developed for understanding the celebrity endorsement in advertisement and its impact on the self-esteem of women in this chapter. The theoretical grounding of the conceptual framework developed is extracted from models studied in the previous chapter. The primary theoretical perspective selected for the study is the TEARS model introduced by Shimp (2003) which is an extension of the model presented by Kelman as part of source characteristics that are used to deliver successful marketing

communication. The TEARS model is made up of initials of each element of celebrity endorsement: is trustworthiness (T), expertise (E), physical attractiveness (A), respect (R), and similarity (S). The TEARS model determines that credibility and attractiveness are two important characteristics of celebrities that encourage the effectiveness of an endorser regarding the impact of celebrity. For the celebrity endorsement part, the TEARS model is used using source credibility and attractiveness but is further divided into variables of trustworthiness and expertise within credibility and physical attractiveness, respect and similarity within attractiveness. The conceptual framework designed and formulated here shows how celebrity endorsement works in advertisement and how it impacts the self-esteem of women.

Using the theoretical model described above enables the researcher to examine the effectiveness of celebrity endorsement in advertisement through their credibility and attractiveness and empirically examining its impact on the self-esteem of women within the region of United Kingdom. The TEARS model incorporates two important elements of assessing the effectiveness of celebrity endorsement on the general public that is its credibility and attractiveness. Furthermore, narrowing down the variables of credibility and attractiveness, it is made of further constructs that are trustworthiness and expertise within the credibility of celebrity endorsement which important dimensions of celebrity endorsement as per TEARS model (Dissanayake and Ismail, 2015). The second most important factor in the TEARS model is attractiveness which is further sub-categorized into physical attractiveness, respect and similarity. The three elements under the umbrella of attractiveness are major components of assessment of the effectiveness of celebrity endorsement onto the consumers (Freeman and Chen, 2015).

The rationale for the selection of the TEARS model to assess the effectiveness of celebrity endorsement in an advertisement has been discussed in the previous chapter, namely

under section 2.7.3. The TEARS model selected for this study provides the holistic approach for collecting data from females in the UK because this study is solely focused on women's self-esteem in the UK with respect to the effectiveness of celebrity endorsement in advertisement through its key characteristics of credibility and attractiveness. The TEARS model is characterised by two of three important elements in source characteristics (since power characteristic refers to the authority, the credibility and attractiveness elements outweigh the power and thus, power is not selected). The five constructs used to represent celebrity endorsement are trustworthiness, attractiveness, expertise, respect and similarity.

Many researchers have used the TEARS model to assess the effectiveness of celebrity endorsement in the advertisement. Particularly, the model has been adopted in the studies of Arora and Sahu (2014); Dissanayake and Weerasiri (2017); Koththagoda and Weerasiri (2015); Low and Lim (2012); Apejoye (2013); Banytė, Stonkienė and Piligrimienė (2011); and Azab (2011). Choi and Rofin (2012) indicated that numerous studies have used the TEARS model to assess the effectiveness of celebrity endorsement with respect to different elements such as purchase intention, brand loyalty and consumer engagement. However, the study of Choi and Rofin (2012) focused on using the celebrity endorsement in an advertisement in relation to the consumer's ideal self or in other words the self-esteem of the individual. The study evaluates how celebrity endorsement in advertisement matches with the ideal self of consumer with the celebrity image presented in the advertisement. Although the TEARS model has been widely applied in the domain of celebrity endorsement, it has certain drawbacks which have been discussed in chapter 2 (see section 2.7.3).

Secondly, the TEARS model helps in focusing research attention towards investigating those constructs which undermine the effectiveness of celebrity endorsement. We can then study advertising's impact on female self-esteem. This, in turn, helps us achieve our second objective of thestudy to identify that what role does celebrity endorsement plays

in theassessment of theeffectiveness of celebrities being endorsed in anadvertisement with respect to theself-esteem of women in the United Kingdom. Using the TEARS model also helps us achieve the third objective of study that is to study the impact of celebrity endorsement in an advertisement on the self-esteem of women within the UK. Fourthly, the TEARS is an accepted model of celebrity endorsement all over the world and has been used in different countries that provide an effective measurement of the effectiveness of celebrity endorsement in the advertisement. The study of Malik and Sudhakar (2014) conducted the study in India using TEARS model for brand positioning among Indian consumers. Another study conducted in India was authored by Jain (2011) that studied the impact of celebrity endorsement through TEARS model on sales. Sharma (2011) studied the impact of celebrity brand endorsement using TEARS model on British-Indian community regarding decision making in the United Kingdom. Another study by Koththagoda and Dissanayake (2017) investigated the Singaporean service sector regarding the effectiveness of celebrity endorsement on brand evaluation using the TEARS model. Another study that used TEARS model for assessing the millennial attitude towards celebrity endorsement in beauty industry was conducted by Ngnoubamdjum and Zahn (2016).

The conceptual framework formulated is used to cover the gaps in previous studies. As discussed in the introduction, many of the previous studies have focused on the sense of belongingness with the celebrity endorsement that is related to the element of similarity and respect but the other factors have been ignored (Wagner and Petty, 2011). Other studies have also focused on the purchase intention linked with celebrity endorsement in most cases that have been discussed in study of Belch, George and Michael (2007) whereas, some of the gaps identified in the first chapter was related to the association of social media users with the celebrities being endorsed (Thomson, 2006). However, it was further noted that a scarce amount of research studies have been conducted in the domain of self-esteem linking it with

celebrity endorsement where few studies considering the context of women and lesser studies focusing on the UK region. One particular research that has been carried out in this domain and matches with the current study is of Choi and Riffon (2012) that have discussed the celebrity endorsement and image and its congruence with the ideal self-image of the customers. Thus, previous studies have focused more on the business problems and perspectives of enhancing brand image, encouraging purchase intention, increasing sales and creating brand loyalty. Yet, this research explores a new dimension in the social context where the self-esteem of women in the UK has been linked with celebrity endorsement in the advertisement. Previously, no research has been found to check the effectiveness of celebrity endorsement in advertisement and its impact on women's self-esteem in the UK and this research is the pioneering research into the new untapped area. Thus, the characteristics of the source of communicating the marketing message are constructed through the TEARS model and then linking it with the self-esteem of women in the United Kingdom. Overall, the conceptual framework presented in this study helps in fulfilling the gap found in previous research by exploring the social context of self-esteem of women in the UK.

3.3. Conceptual Framework Constructs

In the contemporary business environment, it has continually been argued that endorsing a celebrity in an advertisement has asignificantly positive impact on the buying behaviour of the consumers (Silvera and Austad, 2004). Not only this, celebrity endorsement also increases customer loyalty with respect to a specific brand and encourages consumers to purchase from the specific brand.

Considering this, it has been found that a variety of factors have played an influential role in making celebrity endorsement successful in the advertisement, even in the intensely

competitive business environment. Following are the most important factors to determine the impact of celebrity endorsement on the self-esteem of women in the UK.

3.3.1. Celebrity Endorsement

The important factors of celebrity endorsement in anadvertisement that have frequently influenced or affected the self-esteem of women are as follows:

3.3.1.1. Trustworthiness

The trustworthiness of the celebrity is significantly important in an advertisement. A brand endorsing Kate Moss might not be able to influence the consumers to purchase the brand because she has frequently been caught using cocaine and other drugs. In simpler words, brands being endorsed by Kate Moss, in an advertisement, might result in negative publicity and attitude of consumers towards the brand, which would ultimately result in the failure of the brand as a whole.

By contrast, brands being endorsed by prominent figures that are continually associated with integrity, honesty, and believability will ultimately result in favourable outcomes. In particular, Angelina Jolie has endorsed Louis Vuitton as well as Château de Beaucastel (Branding and Whatley, 2012). Women might prefer not to purchase bags and purses offered by Louis Vuitton because the brand has continually put crocodiles and alligators into danger for the products. However, an endorsement from Angelina Jolie has ultimately influenced the consumers to purchase the exotic bags and purses offered by the brand. Since Angelina Jolie has frequently been associated with integrity and honesty, an endorsement from her would definitely change the attitude and behaviour of the consumers with respect to the brand. In simpler words, the endorsement would bring in the crowd for LV, and consumers would purchase the bags and purses based on the trustworthiness factor

(McHugh, 2014). This implies that trustworthiness of the celebrity has a significant impact on the attitude and behaviour of the consumers, and could ultimately affect their self-esteem once the endorsed brand is purchased.

3.3.1.2. Expertise

The expertise of the celebrity emphasises their knowledge, experience, and skills with respect to the brand endorsed by a celebrity. It has been suggested that consumers are more inclined to purchase the brands endorsed by celebrities based on the level of expertise (Guindon, 2009). Considering this, it has been suggested that brands operating in fashion and cosmetic industry have often relied on models to promote and endorse their brands.

The most prominent celebrity with respect to expertise is Ellen DeGeneres in the fashion and cosmetic industry. Ellen has frequently been associated with Olay and CoverGirl. In particular, Olay was able to sell more of its cosmetic products after being endorsed by Ellen. The stand-up comedian is an expert in the field and has continually played an influential role in changing the mindset of the consumers through her experience, knowledge and skills. Over the years, Ellen has continually encouraged the consumers to purchase Olay's products, which has ultimately influenced the consumers to purchase the products rather than searching for cosmetic products in the marketplace (Halvorson, 2007).

3.3.1.3. Physical Attractiveness

Physical attractiveness is amongst the fundamental considerations when initiating the endorsement relationship. Physical attractiveness, in simpler words, revolves around celebrity's characteristics including prowess, lifestyle, and personality (Weeden and Sabini, 2005). Taking physical attractiveness into consideration, it has been suggested that celebrity

endorsement has resulted in favourable outcomes, which ultimately influence the consumers to purchase the brands over others available in the marketplace.

The factor of physical attractiveness is quite prominent in Victoria's Secret. The models are quite confident, even in the lingerie, though they are completely exposed in front of many people. Victoria's Secret has continually focused on important characteristics like lifestyle and confidence (Becerra and Stutts, 2008). In particular, women consider the models to be their idols as they are confident and a source of inspiration for them, which ultimately influences them to become more like the models. However, it has also been indicated that models have negatively affected the self-esteem of women across the globe. The models selected for the show are relatively slim, and reflection of a minority (Becerra and Stutts, 2008). Since the majority is overlooked by Victoria's Secret, women feel disgusted with their body shape and size, thus affecting their self-esteem.

3.3.1.4. Respect

The factor of respect has often been argued to be significantly important in celebrity endorsement. It has been suggested that the outstanding performance of the celebrity in the entertainment industry, followed by their unique qualities and charisma lets them stand out in the industry (Brown and Marshall, 2006). Brands that have considered celebrities that are respected across the globe are in better position to influence the consumers to purchase their products and services in comparison to other brands available in the marketplace.

Taking the factor of respect into consideration, Emma Watson is a celebrity who is respected within and outside the entertainment industry. She has frequently endorsed a variety of brands like Burberry, Dolce and Gabbana, Calvin Klein, and Christian Dior (Tantiseneepong et al., 2012). Though the consumers might already purchase the aforementioned brands, the endorsement further increased the value of the brand to a

significant extent. Moreover, Emma has continually worked towards increasing the confidence level amongst teenagers, while empowering them to become a prominent figure across the globe. Moreover, her charity work has further increased the confidence and self-esteem of women across the globe (Tantiseneepong et al., 2012). Thus, it can be stated that the self-esteem and attitude of the women can significantly be influenced by the respect of the celebrity in an advertisement.

3.3.1.5. Similarity

The factor of similarity emphasises the degree to which the audience consider themselves identical to the celebrity with respect to gender, age, and characteristics (Jackson and Darrow, 2005). Moreover, the factor of similarity has been argued to the degree of resemblance between the individual and the celebrity. In light of the literature, it has been suggested that women are greatly emphasised by celebrities with a similar personality, characteristics, and traits; therefore the factor of similarity has been argued to have a significant impact on the self-esteem and attitude of the women in the fashion and cosmetic industry.

Jessica Alba has continually endorsed a variety of brands in fashion and cosmetic industry. In particular, she was associated with a denim brand DL1961 in the year 2016, which influenced the consumers to purchase the fashion brand based on the factor of similarity. Since women are more interested in denim products, they changed their attitude towards the denim jeans brand DL1961 due to the endorsement (Saaksjarvi et al., 2016). In particular, they frequently purchased the branded jeans through leading retailers across the world, which was the result of the influence of Jessica Alba. Moreover, it was found that the endorsement of Jessica Alba in DL1961 helped women with different body shape and size to feel more confident with what they wore, without being concerned about what others had to

say about them (Saaksjarvi et al., 2016). This implies that the endorsement of a brand, even in the fashion and cosmetic industry, has a significant impact on the self-esteem and attitude of women in the United Kingdom.

3.3.2. Self-esteem

Over the years, the self-esteem of women has become a rising concern in the field of advertisement (Dierner and Diener, 2009). Women have frequently been objectified and are represented in an exploitative manner in the digital marketing communication era. In particular, it has been unveiled that celebrities in advertisement have portrayed a completely different picture of the body-shape and beauty, which has negatively influenced and affected the women with respect to their self-esteem and attitude towards their body shape and size (Clay et al., 2005).

Furthermore, the literature has suggested that when a woman, especially a teenager, gazes at a celebrity endorsing a brand, she unintentionally wants to become just like the celebrity (Truong and McColl, 2011). Though it is human nature to aspire and become a completely different personality, women have failed to realise that the celebrities are portrayed as completely different from the reality, which ultimately affects their self-esteem, confidence, and attitude.

With the importance of self-esteem and advertisement taken into consideration, following are some of the important factors playing an influential role in changing the attitude of women:

3.3.2.1. Body Image

In light of the literature, body image has continually been linked to the self-esteem level of women across the globe. It has been indicated that lower level of body image leads to

lower self-esteem amongst women; whereas a higher level of body image leads to higher level of self-esteem. However, women in the 21ˢᵗ century are rarely satisfied with their body image. In this regards, scholars like Bessenoff (2006), Hawkins et al. (2004), and Dohnt and Tiggeman (2006) have found that decrease in self-esteem results in an increase in body dissatisfaction. Though body image and self-esteem are correlated, it has been found that advertisement has a strong influence on the body image of women as well as their self-esteem. Considering the findings of Watson and Vaughn (2006), it has been found that women are culturally and socially pressurised to adhere to the standards of body image, which is reinforced by the advertisement through celebrity endorsement. Furthermore, the socio-cultural pressure has resulted in the negative perception of women about their body image. With this taken into consideration, self-esteem and body image both are affected through the inclusion of celebrities in the advertisement, where women tend to compare themselves with the media image of women with perfect feminine psyche (Aubrey, 2006).

3.3.2.2. Objectification

Objectification of women in advertising has become a rising concern across the globe. The findings of Radford (2007) highlighted that the self-esteem of the majority of women has constantly been affected by advertisement. More importantly, the objectification of women in advertisement has made women be involved in a psychological and physical battle with respect to their inability to live up to the social standards. This has ultimately resulted in the eating disorders amongst women and lower self-esteem. This has even been widely repeated in journal articles, websites, and peer-reviewed journals. Even though the aforementioned sources have failed to reach a unanimous decision about the objectification of women and self-esteem, but Radford has explained the association and impact through the use of Barbie

Doll and has been concluded that the self-esteem of women has put into consideration due to their objectification in the advertisement.

With the aforementioned discussion into consideration, the conceptual framework for the research study is as follows:
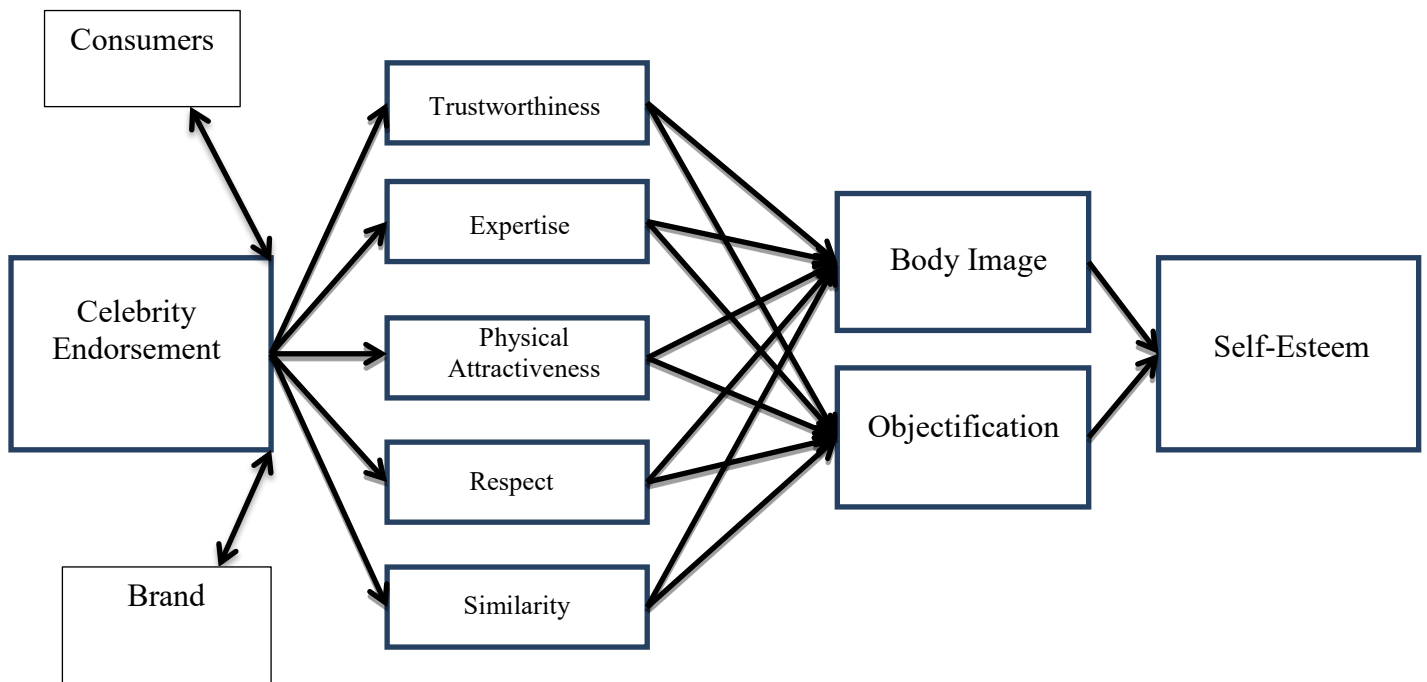
Figure 2: Conceptual Framework

3.4. Foundations of Conceptual Framework

The underpinned conceptual framework is formulated on the belief that celebrity endorsement in advertising is based on two important elements of the credibility and attractiveness of the celebrity, which is made up of different variables such as trustworthiness, expertise, physical attractiveness, respect, and similarity. The elements formulating the constructs of celebrity endorsement affect the self-esteem of customers to a great extent because of celebrity image matching with the ideal self-image of individuals (Choi and Riffon, 2012). Celebrity endorsement affects the self-esteem of women and that gives the direction to marketers on choosing the celebrities in advertisements being produced and visualised. The rationale of the research is in line with the facts discussed in the literature that self-esteem of women can be affected by celebrity endorsement and thus, the organisations have certain possibilities to choose the best celebrity that is in line with their requirement and fulfils the criterion on TEARS model for affecting the self-esteem of women in a positive manner to encourage more and more female consumers to buy a particular brand being advertised. Thus, it helps in understanding the impact of celebrity endorsement in an advertisement on the self-esteem of women in the United Kingdom region focusing specifically on beauty and cosmetic products.

So as to empirically analyse the data and validation of conceptual framework, the data will be collected on the constructs of celebrity endorsement that formulate the TEARS model regarding the effectiveness of celebrity endorsement in advertisement and its impact on self-esteem of women in the United Kingdom, as discussed in this chapter of conceptual framework (See chapter 4, section 4.10). Data analysis plan helps in focusing on the analysis and interpretation of data regarding the constructs of celebrity endorsement effectiveness to empirically observe which among the selected constructs impact the self-esteem of women to the greatest degree and what the overall impact is of all constructs of TEARS model onto the

self-esteem of women. The following helps in assessing the formulation of a valid and reliable conceptual framework to assess the effectiveness of celebrity endorsement in affecting women's self-esteem in the UK.

3.5. Conclusion

Conclusively, the chapter has presented the ideas and key variables for the study. The independent variable for the study was celebrity endorsement, and the moderating variable was an advertisement. On the other hand, the dependent variable for the study was self-esteem of women in the UK. Since celebrity endorsement has played an influential role in affecting the self-esteem of women, the variables were further categorised into 5 variables. The variables for celebrity endorsement were based on TEARS model; trustworthiness, expertise, physical attractiveness, respect, and similarity. On the contrary, the variables for self-esteem included; body image and objectification.

Moreover, it has been indicated that advertisements have continually promoted the religion of superficiality that has eventually highlighted others for not living up to the standards of society. This has ultimately influenced slim females to judge the beauty of others on a predefined standard, which has ultimately resulted in self-destructive behaviour amongst females, especially the vulnerable teenagers. This has become a rising concern as women with thinner bodies and perfect looks and heights are preferred for advertisement over other females, which negatively affect their self-esteem and attitude.

CHAPTER 4

RESEARCH METHODOLOGY

4.1. Introduction

The term 'research methodology' focuses on offering a plan to solve the research problem being investigated in a systematic manner (Kumar and Phrommathed, 2005). In addition, it has been argued to offer a process for conducting the research, while illustrating the different processes that are available for the researcher to study and resolve the highlighted problems of the study. On the other hand, research methods focus on explaining why and where tests and techniques should be applied; whereas research methodology focuses on describing the availability of best techniques and methods for conducting the research (Kothari, 2004). Moreover, research methodology is also concerned with the justification of certain techniques and tools that are more feasible, considering the nature and scope of the study, in comparison to others, while elaborating the assumptions underpinning the techniques. Creswell (2013) argued that research methodology offers acompleteguide to the researchers, and it may include research paradigm, research approach, research design, and other essential constituents that are aligned with the objectives of the study (Kothari, 2004).

As mentioned earlier, the process of research is a systematic process of inquiring into concepts and phenomenon for discovering new information related to the topic, which also helps in filling the void in the literature. In this regards, Kothari (2004) argued the process of research as an art of scientific investigation. On the other hand, Kumar (2010) indicated that the process of research focuses on techniques to tests the existing theories or conceptual frameworks in a variety of conditions and context to reach the possible outcome of the study. This study has followed the structure of Research Onion presented by Saunders (2011) in his book titles as "Research Methods for Business Students". The onion stands on the concept

that research methods are wide in terms of options but is to be narrowed, down similar to the layers of an onion. In this context, there are 6 levels or layers of theonion that are covered in this chapter. The first layer is philosophical stance which is then followed by approaches for the study. Then, thethird layer refers to strategies with choices as the fourth layer. The second last layer is referred to as the time horizon depending on the time frame of the study and last layer being techniques and procedures considering the data collection and data analysis for the study. In the discussion below, each of the research levels is described in detail with the selection of anappropriate method for the study and the rationale for choosing a specific method.

This chapter further tends to explain regarding the sample size selected for the study and the selection criteria for the respondents in the study with the justification and rationale for the choices made for this study. Moving forward, the third part of the chapter discusses different analysis techniques related to quantitative analysis and in this context, the selection of the most appropriate technique, as well as the justification for the choice, is provided. The last section of this chapter is focused upon research ethics of with regards to University policies and the general research ethics considered in this study.

4.2. Research Philosophy

The concept of research philosophy has often been argued as an integral part of the research study that offers valuable information that must be considered for the study to reach a valid and reliable conclusion (Rivas, 2010). Considering the relevance and importance of research philosophy, Jackson (2011) argued that a researcher can undertake a variety of research philosophies for conducting the research. Following is a brief description of the available research philosophies that can be used for the research studies.

Under the philosophy of realism, Jackson (2011) argued that the researcher collects data from general observations that are part of some other researcher's work. This implies that realism extensively relies on the secondary data, rather than the primary data. In this regards, it has also been indicated that realism research philosophy promotes the idea of human mind's independence from realism (Bhaskar, 2013). Since this philosophy is a branch of epistemology, it is based on the assumption of the scientific approach that encourages and promotes the development of knowledge.

The positivism research philosophy is based on the assumption that numeric and factual information is trustworthy, rather than any other information that is obtained without observation or measurement (Bhaskar, 2013). Considering this, this research philosophy promotes the idea of data collection and its interpretation through the use of the objective approach to ensure that the findings of the research are quantifiable and observable. In this regards, it has been argued that this research philosophy is highly dependent upon quantifiable observations while ensuring that the research is independent of the research study. Crowther and Lancaster (2008), in this regards, argued that the research philosophy of positivism usually focuses on the adoption of a deductive approach, rather than inductive approach. This means that research studies using this philosophy must consider a deductive approach to reach a valid and reliable conclusion.

The philosophy of interpretivismfocuses on the interpretation of the data collected for the study. In this research philosophy, the human integration is integrated into the study. Furthermore, it has been assumed in this philosophy that reality can only be accessed through social constructions like instruments, shared meaning, and language (Goldkuhl, 2012). Moreover, the researcher in this philosophy acts as a social actor who appreciates the diversity of the people. The last philosophy of pragmatism is considered relevant only if it supports an action. It has been suggested that pragmatism philosophy recognises that there

are several ways of interpreting the data collected for the research study, which implies that considering only one way cannot give the true picture of the world as there are multiple realities (Goldkuhl, 2012). In this philosophy, the research question is considered to be the most important determinant, which is available in both positivism and interpretivism; therefore pragmatism can combine both of the aforementioned philosophies based on the nature and scope of the study.

4.2.1. Justification for the Positivism Philosophy

Considering the aforesaid philosophies that are available for the researcher to choose from, the research philosophy that is best suited for this study is positivism philosophy. The positivist philosophy will allow the researcher to collect sufficient data within a very short period. The quantitative design of research cope with the positivist philosophy and it allows systematic observation to take place. The positivism philosophy helps in quantitative design by taking up existing theory as the basis and formulating hypothesis based on theory. Then, the data is collected through primary or secondary means which is then further tested through statistical software and tools that help in verifying the hypothesis in order to test the theory. The reason for selecting the positivism philosophy as the research philosophy is because the positivism philosophy follows a set of rules and well-defined structure that helps in minimising error. Moreover, the standardisation of gathering, coding, analysing and interpreting data is easy to understand. Furthermore, the positivism philosophy can also help the future researchers to test the findings of this study in another context geographically or with a different sample size. Thus, this study has used the positivism philosophy because it is in line with the quantitative design ofthe study and helps in reaching a feasible conclusion at the end of thestudy. The positivism philosophy has been adopted in astudy conducted by Low and Lim (2012) for analysing the impact of celebrity endorser on young Malaysian

consumers and based on TEARS model, tested the hypothesis using a quantitative design. Another study by Dissanayake and Weerasiri (2017) examine the impact of perceived effectiveness of celebrity endorsement on perceived brand personality. Basedon positivism philosophy, the study adopts a quantitative design and survey was used for collecting data. Therefore, this study has adopted a positivism philosophy using a quantitative design.

4.3. Research Approach

The most commonly used research approach includes deductive and inductivemethods. The deductive approach, at one end, focuses on moving from general information to precise and specific knowledge; whereas inductive approach focuses on moving from the specific information to general information (Hitchcock, 2012). Inductive research focuses on evaluating the existing theories while offering a new theory or a modification of the existing theory. Following is a brief description of both the approaches to consider the best fit for the study;

The deductive approach, as mentioned earlier, focuses on the movement from general information to specific information, which eventually increases the scope of information regarding the topic of core interest (Hitchcock, 2012). In this regards, it has been argued that research professionals must focus extensively upon the diverse speculations and procedures with respect to the clear goals of the study. In light of the literature, it has been argued that deductive research approach can easily be explained and described through hypothesis, which is usually derived from the existing theories and literature. In other words, this approach is more concerned with the deduction of a conclusion from existing propositions (Hitchcock, 2012). Generally, a deductive approach is initiated from an expected pattern that the researcher tests against the observations; whereas the process of inductive approach initiates from the observations, which is aimed to seek the patterns within them (Gómez-Rodrıguez,

Carroll, and Weir, 2008). On this ground, it has been argued that deductive approach focuses on exploring the theory and testing the theory to check whether or not it offers a valid conclusion in given situation. This approach has been argued to follow a logical path, where the reasoning is based on the theory that eventually leads to the formation of the new hypothesis (Gómez-Rodrıguez, Carroll, and Weir, 2008).

Inductive research, also known as inductive reasoning, focuses on proposing new theories through observations. In this approach, the researcher initiates the research based on the patterns obtained from the observations and tends to move towards the explaining the theories to reach a valid and reliable conclusion (Hitchcock, 2012). In this approach, no theories or hypothesis are re-applied at the beginning of the research study, which implies that the researcher has the opportunity to alter the direction of the study based on the research process. Moreover, it can be argued that this approach does not disregard the theories during the formulation of research objectives and questions, which means that inductive reasoning focuses on generating meaning from the data obtained for the identification of patterns. This eventually helps in building a new theory (Hitchcock, 2012). Furthermore, it has been revealed that this approach has provided the researchers with an ability to use the existing literature and theories during the formulation of research questions that are being investigated and evaluated during the study. Furthermore, the experience of the researcher plays an influential role in inductive reasoning promotes the concept of learning from experience (Hitchcock, 2012).

In light of the literature, it has been argued that inductive reasoning initiates with detailed observations of the world, which eventually helps in moving towards the generalisation of abstract and ideas. In particular, a researcher that uses inductive reasoning is more inclined towards developing empirical generalisations, while evaluating and identifying the relationship between the variables considered for the study (Hitchcock, 2012). Since

inductive researches are initiated with the generalisation of information, this means that hypothesis formulation occurs at the later stage because the researcher cannot confirm about the nature and scope of the research findings until the research has been completed.

4.3.1. Justification for Deductive Research Approach

Considering the fact that this study is quantitative in nature, the researcher has used deductive approach over inductive approach because the deductive approach is more closely associated with quantitative research. With this into consideration, the use of deductive approach has provided the researcher with an opportunity to formulate a relevant and applicable set of hypothesis to initiate the research study. This has eventually helped in testing the hypothesis to be either accepted or rejected. Moreover, the use of deductive over inductive reasoning has helped in developing an understanding of the research topic and underlying concepts that eventually helps in moving from general knowledge to specific information. The deductive approach has been selected because the topic of celebrity endorsement in advertising and measuring its impact on the self-esteem of women in theUK thus, the hypothesis has been formulated prior to the data collection, analysis, and further testing using quantitative approaches. The study conducted by Hellen and Saaksjarvi (2012) conducted the study on celebrity endorsement considering women's self-esteem and purchase intention and followed a deductive approach where hypothesis was developed and then tested through quantitative analysis. Another study conducted by Escalas and Bettman (2009) used deductive approach and tested thehypothesis for analysing the connection of celebrities with consumers through self-esteem. As the aforementioned studies have used the deductive approach, this study has also employed the deductive approach for analysing the impact of celebrity endorsement in advertisement on self-esteem of women in theUK.

4.4 Research Strategies

The next layer of the research onion is the selection of research strategies, which can be of various kinds that match with the domain of research and based upon the nature and demand of study. Theselection of an appropriate method is critical for reaching a concluding phase in the research. As per the research onion presented by Saunders (2011), there are various research strategies that can be selected by the researcher that fits the nature of thestudy. The study is directed by research strategies which are namely experiment, survey, case study, action research, grounded theory, ethnography, and archival research.

The experiment research strategy is the scientific way of examination of phenomenon where real-life observations and scientific experiments are conducted to determine a phenomenon and to examine the results scientifically (Charness, Gneezy and Kuhn, 2012). This variable is mainly concerned with the cause and effect of therelationship between two or more than two variables. In this context, one variable that is being experimented is manipulated time and again to check its impact on another variable (McCambridge, De Bruin and Witton, 2012). However, there might be other variables in consideration that are controlled by the researcher.

The second type of strategy that is used in the research methods for conducting the study is survey strategy. The survey strategy is the most commonly used strategy and usually complies with the deductive approach of research in line with quantitative nature of thestudy. The survey strategy helps to collectfirst-hand data from the respondents through different methods which include close-ended as well as open-ended options in the research instrument (Ponto, 2015). It helps in collecting alarge amount of data from numerous subjects in the study within a limited span of time. This type of strategy particularly addresses the 4 W's (who, what, when and why) and 1 H (how) questions related to the research. The survey strategy is nonetheless used in qualitative studies as well. In the quantitative nature of

thestudy, the survey is used with the questionnaires as data collection instrument where alarge amount of data is collected from the respondents in limited time (Malliari and Togia, 2017). On the other hand, with the qualitative studies, the survey strategy can help in examining a phenomenon in detail extracting in-depth information from the respondents with the usage of interviews as research instruments and can give a useful insight in the research domain.

The third type of research strategy in this context is the case study strategy. The case study strategy is used where single or multiple case studies related to an individual or a real-life problem are examined extensively (Starman, 2013). It helps in finding a problem at first and then evaluating different alternative solutions to the problem with the focus on a sole entity which can be an individual, an organisation or a business scenario. The case study research can be used with both the quantitative and qualitative nature of research but in most of the context, the case study is usually concerned with the qualitative aspect of the data because it requires extensive insight in to the case scenario and then identification of a problem with presentation of feasible solutions to the case (Crowe et al., 2011). The specific methods for data collection can be observations of behaviours, interviews with the subjects of study related to the case and search of theprevious record in order to gain the previous larger picture of the scenario that led up to the problem.

Action research strategy is applied in the real world scenario where the case selected for the study is used as the subject (Unlu, Dokme and Tufekci, 2015). In the action research, the researchers are required to become a part of anorganisation or any other case that is under consideration. Then, the researcher tends to find a specific problem that is encountered by the organisation and enables the researcher to collaborate with the organisation or case under study closely to find the solution to the problem. The researcher then analyses the situation from within the organisation or close association with the subject and, list of possible

solutions or recommendations are put forward through analysis that might be helpful in eradicating the problem faced by the organisation (Hong and Lawrence, 2011). According to Halai (2012), the action research strategy is mostly used in educational or teaching field which gives effective results.

The grounded theory strategy is most commonly used by researchers when following an inductive approach and a new theory is to be coined or to be defined for further refining (Dunne, 2011). The grounded theory helps in building up a new theory using an inductive approach where theory is formulated and then, thehypothesisis built to be tested by further studies in the future to determine the validation of the theory constructed (Peters, 2014). Here, the data collection method used commonly is observations through which the individual collects the data and then uses the data toformulate a theory based on which hypothesis are formulated. Then, the hypothesis is tested through statistical and scientific means which proves the theory as correct or incurred. Although this strategy is focused on thegeneration of a new theory, it takes up an existing grounded theory as the theoretical basis and conducts the traditional literature review to get understanding of the current scenario confronted by the researcher.

The next strategy that is presented under the research onion third layer is the ethnography research strategy. The ethnography research strategy is related to examination of a phenomenon from the observer's point of view (Goodson and Vassar, 2011). However, this strategy requires theresearcher to be a part of ethnography which is under consideration being a part of the community. In contrastwith other strategies of research, this strategy is time-consuming because it requires the researcher to fit into the ethnography or community which is being researched and then, collecting data and analysing it to present a suitable and feasible conclusion regarding the phenomenon under consideration (Dharamsi and Charles, 2011).

The last strategy considered under the section of research strategies is the archival research. This strategy works mostly with the secondary form of data collection which refers to the examination of existing data sets or to undertake the archive documents in order to examine certain impacts of one variable over another variable (Mohr and Vantresca, 2002). This also works with defining the current strategy in an organisation and then pointing out specific problems in the strategy to rectify and craft a new strategy that helps in fulfilling of the main purpose (Lowry, 2015). This can be applied to all the types of investigation including the exploratory, explanatory or descriptive researches. Yet, this type of strategy has a certain drawback that dependency on archival documents might limit the accuracy, breadth and depth of information collected for the secondary form of data.

4.4.1. Justification for Survey Research Strategy

As this research is based on the quantitative research design of the study involving statistics and quantifiable figures, the most common and best-fit research strategy, in this case, is the survey research. As described above, survey research is the most common strategy used in quantitative data that inspects who, what, when, why and how elements of thestudy. Moreover, since the study is conducted for all the women in theUK, this requires the examination of a large sample size in order to reach a valid and reliable conclusion. Thus, the survey strategy is preferred to gather the opinion of a large sample and to collect data from amaximum number of respondents in the short span of time to fulfil the objectives of this study. The instrument that is used to collect data is the survey questionnaire that works with the survey research strategy which helps in collecting data from a largepopulation within limited time and cost. Thus, the survey research is preferred in order to examine the impact of celebrity endorsement in anadvertisement on theself-esteem of women in theUK. The research study conducted by Jain (2011) analysed the celebrity endorsement and its impact on

sales in India using a survey approach by distributing questionnaire and collecting data through it for increased generalizability and to collect data from alarge group of respondents in limited time. Another study in this context was conducted by Jamil and Rameez ul Hassan (2014) in order to analyse the influence of celebrity endorsement on consumer purchase intention adopting survey strategy as the research strategy in Pakistan. Thus, this study has used survey strategy to collect data from the respondents in order to gain insights from alarge number of respondents and to generalise the results over entire population and survey strategy makes data collection easy for theresearcher.

4.5 Research Choices

The term 'research choices' refers to the researcher's choice of method selection. The research choices are methods that help in collecting and analysing the data for the appropriate design selected. The three choices described in Saunders (2011) onionis the mono-method, mixed method and multi-method research choices. The research choices are influenced by the nature of thetopic and the phenomenon under consideration for the study.

The mono-method is usually used when the research is interested in the application of a single method for study rather than multiple methods (Bowleg et al., 2016). The methodological choices in the mono method technique are the use of either quantitative or qualitative design for conducting the study. The mono-method enables the researcher to focus on only one aspect of the research but conducts a detailed discussion on the selected method (Molina-Azorin et al., 2012). The use of the mono method is consistent with the philosophical selection of the research and the research strategy used. Moreover, the research choice of mono-method can be used to contradict an existing view of a mono-method research within the same domain if the results are contradictory to other studies. The mono-

method works with the selection of a single design rather than using acombination of both designs that are quantitative and qualitative design.

The second choice of research techniques is the mixed method research. Mixed method research, as the name suggests, identifies a mixture of different methods of conducting the study. In this context, the mixed method refers to the usage of combining the designs of quantitative and qualitative designs in order to conduct the study from both the perspectives that help in collecting, analysing and interpreting data in statistical terms for factual information (Harrison and Reilly, 2011). In qualitative terms for in-depth and detailed information that helps in exploring the phenomenon in detail in order to get the comprehensive and complete information on the study topic which helps in yielding feasible and dependable results. The use and selection of the appropriate design for the study is dependent upon the philosophical selection of study and whether the design suits the nature of thestudy or not (Heyvaert et al., 2013). In this context, it can be stated that mixed method research is most commonly used with pragmatism philosophy that tends to use a grounded theory and then use it to practically implement the theory in a real-world case. The mixed method research can help in gaining information from both the perspectives of a quantitative and qualitative study because it tends to examine the factual and detailed information and thus, present feasible and comprehensive information on the topic.

The multi-method research is different from the mono-methodresearch but is somewhat similar to the mixed method research. In the mixed method research, the researcher is interested in theapplication of both methods at the same time; whereas in the multi-method research, both the methods are applied by the researcher but the core focus of the researcher is on a single point of view (Adcock, 2015). This means that the researcher applied both the quantitative and qualitative nature of researcher but the results and conclusion are derived from either quantitative or qualitative design of research whichever is

more reliable and accurate in the eyes of theresearcher (Reis, Amorim and Melao, 2017). The multi-method research is used in researches where both the methods can be applied but the feasibility can be investigated by either one of the design and thus, the analysis is conducted using both the designs but the results are presented from a single point of view.

4.5.1. Justification for Mono-Method Research

Considering the methodological choices available to researcher and keeping in mind the philosophical stance and nature of this study, the methodological choice selected is the mono-method research. This is because the philosophy used is positivism that is line with the quantitative nature of thestudy. Thus, the researcher has used the quantitative study as the basis of this study and the selection of a single method of quantitative study makes this study the mono-method research. Moreover, the study is aimed at examination of the impact of celebrity endorsement in anadvertisement on the self-esteem of women in the UK and thus, statistical testing requires the use of quantitative design and for this purpose, mono-method is an appropriate method of study. The mono-method is applied because a single quantitative design is used in this study. The mono-method of research is commonly applied in many studies. For instance, a study conducted by Ngnoubamdjum and Zahn (2016) has analysed the attitude of millennial towards endorsers in thebeauty industry and used the quantitative method for analysing the data for finding the results of thestudy. Thus, the research mentioned above selected only one method of quantitative analysis, which is based on mono-method. Another study similar to this was conducted by Koththagoda and Weerasiri (2015) for analysing celebrity endorsement and purchase intention in the telecommunication industry of Sri Lanka. The author conducted the study following a quantitative design of the study and thus, a single method was selected and the title of the study was similar to this study.

Considering that previous research conducted in similar domain have used mono-method, this study has also used mono-method for conducting the study using quantitative design.

4.6 Time Horizons

'Time horizons' in a general context refers to the time frame in which the study is conducted in order to determine the outcome of thestudy. The time horizon for the study is the fifth layer in the research onion presented by Saunders (2011). The time horizon can be based upon the time required by the study when it is conducted. This means the study can either be short term or long term. The short-term study which is referred to as the cross-sectional study in research methodologies while the long-term research is referred to as the longitudinal study in research terminologies. The researcher methodologies of time horizons,cross-sectional and longitudinal, are described as under followed by the selection of an appropriate time horizon and the rationale for the selection of specific time horizon.

The cross-sectional study or the short-term study is the study which is to be completed in the short span of time. The cross-sectional study is preferred when the data for the research study from the subjects that are groups or individuals is to be collected at a single point in time (Olsen and St George, 2004). The cross-sectional study helps in collection of data for a single point of time across different individuals, organisations or countries but the data is collected only one time and analysis is made based upon the data that is collected. This can be helpful for future research that tends to examine and conduct their studies in similar domains to further test the results (Zheng, 2015). The design of the cross-sectional study can either be quantitative or qualitative design. The most common instruments used for collection of data in a cross-sectional research survey questionnaire or interview questionnaire that are part of quantitative and qualitative designs respectively. The most common measure used in cross-sectional study is the survey questionnaire where specific close-ended statements are

asked from the subjects of study related to the topic of study and the subjects are asked to mark out their opinion measured on different scales among which most common is the Likert scale (Hall and Lavrakas, 2008). The cross-sectional study can help in examining different groups of people representing different backgrounds such as ethnic, cultural, and national and demographics such as age, gender and education and how the responses of individuals representing different groups react to the certain phenomenon confronted by the researcher.

The other type of time horizon that is commonly used for conducting the study is the longitudinal study which is a long-term study. The longitudinal study aims to study the behaviours or events across different points in time due to which, this study is also referred to as the long-term study (Hillygus and Snell, 2015). However, one thing to be noted in this context is that the sample that is used in a longitudinal study remains unchanged for the entire period. The longitudinal study seeks to analyse information over different periods and aims to observe the changes in behaviours or opinions of different subjects and variables over the time period they are observed and surveyed. The longitudinal study is conducted mostly with the help of secondary data where past performances and events are studied. In the domain of finance and economics, the use of longitudinal study is a common phenomenon where certain variables are selected and their impact on the dependent variable is examined across a long time span of multiple years into consideration (Grammer et al., 2013). Yet, the longitudinal study is not limited to the use of quantitative research but the longitudinal study is also used in qualitative research. This determines how a certain group of individuals or subjects of the sample behave over different time periods.

4.6.1. Justification for Cross-Sectional Time Horizon

Considering the above discussion of time horizons, it has been noted that this study is based upon the cross-sectional time horizon because the sample selected for the study is to be studied at a single point in time as compared to multiple times over years. Thus, this study seeks to analyse the impact of celebrity endorsement in anadvertisement on the self-esteem of women in theUK and thus, the data is collected from women in theUK at a single point in time thus, the cross-sectional design for the study is preferred in this context. The data is collected using questionnaire because of the easiness of collecting data from large sample size in limited time and faced with budget limitation, the selection of questionnaire as the data collection instrument is justified. Previous researchers have also used the cross-sectional horizon for conducting the studies in similar domain because cross-sectional time horizon is preferred for presenting the results over a generalised population for one time. The study of Zipporah and Mberia (2014) conducted astudy to determine the effects of celebrity endorsement in advertisement also considering the self-esteem of consumers using a cross-sectional time horizon for conducting the study. Another cross-sectional study, in this case, was conducted by Khan, Leung and Luk (2013) where the purpose was to investigate the impact of celebrity endorsement in advertising on brand image from the perspective of Chinese adolescents considering focus group as data collection method and using cross-sectional study for conducting thestudy. Based on the previous researches conducted by authors in domains similar to this study, this study also aims to collect data in cross-sectional study by collecting data at a specific point in time rather than over a longer time period.

4.7 Data Collection Techniques

For the data collection techniques, it is mandatory to ensure that the data collection for the research has the capability to answer research questions and are contributing to the

attainment of aims and objectives for the research. First, it is important to understand what data collection techniques are and why the selection of appropriate techniques are important. The study conducted by Murgan (2015) has shown that data is the raw form which is then used to generate meaningful information. Another study by Kowalenko et al. (2012) has described the data collection as the most important phase in research as it tends to gather the required information from the respondents or from sources that have been selected by the researcher as the most appropriate for the study. The study has further highlighted that selection of the most appropriate research techniques is important because the part which tends to describe the results and analysis for the study is vital for the accuracy and generalizability of the study. Thus, it is important for the researcher to choose the most appropriate data collection technique for presenting specific and accurate findings.

Another book authored by Bryman (2015) indicated that the data collection techniques are the strategies that are adopted by the researcher for collecting data through various instruments available for selection that are selected according to the nature of thestudy. The nature of research that helps in identification of the best possible research method combining different prospects that helps in making the accurate research method that helps in attainment of research objectives and fetching answers to research questions. Another study conducted by Thy, Asano and Finlayson (2015) have pointed that there are different data collection techniques that are applied in the qualitative and quantitative aspects as both the methods are used in different research. For this purpose, the data collection techniques are of several kinds which also differ by the primary and secondary data collection sources, also known as data collection instruments or sources of information.

The primary data, in general, is collected by the researcher himself through different sources including survey questionnaire, survey interviews, observations, experiments and focus group discussion. Among the aforementioned techniques, the survey questionnaire is

the process of collecting quantitative data as the most common tool while interviews are the most common tool for collecting qualitative data and information. Observations are also a part of qualitative data collection technique along with focus group discussions that are used to collect data that is in detail and in-depth. However, the last type of experiments can be either qualitative or qualitative in nature. This is because the findings from the experiments can be recorded as the quantitative aspect in anumber of either can be observed as per the qualitative aspect in wordings and coding that can help in findings of results in an efficient and effective manner. According to Yin (2013), the key instruments of data collection or the data collection techniques that are mostly used by researchers and widely utilised in the research process are observations, survey questionnaire and interviews.

As this study follows a quantitative design with a positivist approach, it is appropriate to use the survey questionnaire as the research instrument because it helps in assessing the objectives of thestudy. Thus, the survey has been chosen as the data collection technique while the instrument used for collecting data in this context is aquestionnaire. The study conducted by Andrew and Halcomb (2007) has stated that one of the major benefits of using survey questionnaire, as the research instrument for collecting data is that it is simple and effective simultaneously. Other than that, the survey questionnaire is cost effective and time-saving instrument for data collection.

All these benefits help in collecting data from a large number of respondents in limited time span because it can be distributed and recollected from a large number of respondents and does not require individual attention towards the respondents. Moreover, it is cost effective because the printing and formulating costs are not much high and this task can be completed within the limited budget. One more reason for using the survey questionnaire in this study is that it matches the time and budget constraint of research because the researcher is faced with some predetermined and existing limitations. Thus, based upon the

limitations confronted by the researcher, it has been deemed appropriate to use survey questionnaire as the data collection instrument for the researcher.

4.7.1 Survey Questionnaire

The survey questionnaire is certainly the most effective and appropriate tool for collecting data from the respondents in the quantitative research because it tends to allow the researcher to ask predetermined questions from the respondents on certain variables and gather their responses based on different scales that are used as the measures of items in the questionnaire. Here, the questionnaire is the series of questionswere different questions are combined to elicit the respondent's opinion on the subject matter. In this context, the study conducted by Bennett et al. (2011) has opined that research process needs to be transparent and unambiguous so that the readers of research can assess the weaknesses and strengths of the research and therefore, the survey questionnaire helps them in assessment.

This is because the findings from the survey questionnaire help the research to critically analyse points on which the research has had a strong valid point and where it is lacking so that it can be catered and tackled in future research. Moreover, another important or core concept in this regards is the validity or reliability of instrument because it tends to validate the instrument. It also tends to explain that whether the instrument selected for the study is accurate or not with the data collected from these instruments. Moreover, another important aspect in the quantitative research of questionnaire survey is the defined response rate that has been missing in many research because reporting the response rate is crucial in findings of research and reaching a valid conclusion through the responses from the participants of thestudy.

The study conducted by Sansoni (2011) defined 'survey questionnaire' as the tool in form of document that is prepared and formulated with the purpose of extracting and seeking

specific information from the respondents with close-ended responses to produce desired results. The author further suggests that questionnaire survey is best used with literate people that are able to read and write because the technical information can only be taken from people that can work upon this instrument in an accurate manner. The study has also pointed out towards advantages and disadvantages of thesurvey questionnaire. The first advantage described is that survey questionnaire is cheaper to produce and administer as compared to other sources of data collection techniques because it is in a written form and does not require individual attention or administration from the researcher's point of view.

The second advantage discussed in this context is that it can help in gathering data from a large number of respondents because it can be distributed to a mass audience in limited time span and collected back that contains responses from the respondents. The third advantage discussed in this context is that it can yield data that is not possible to obtain through other sources because the questions are designed by the researcher himself and thus, responses reflecting upon the opinion of respondents is accumulated while in other sources, the experiences, feelings and answered provided by the respondent himself relating to different paradigms are gathered. The fourth benefit or advantage that can be gained from the survey questionnaire usage is the high external validity of the results if the questionnaire is accurately and well designed. This refers to that the results from the survey questionnaire in one region can be applied to another region because of having high generalizability that results in one country are more or less similar to another country when conducting a cross-sectional study.

However, apart from the advantages, there are some drawbacks as well for the survey questionnaire that has been additionally discussed in the study of Sansoni (2011). In this case, the first disadvantage discussed is that it is heavily criticised for the crude or raw level of measurement through the instrument because it tends to focus on raw and basic level data as

it does not measure the detail or the explanation of why a certain phenomenon is happening. This tends to raise questionsabout the usage of survey questionnaire because of giving insights into basic information and a comprehensive conclusion cannot be drawn from the data obtained from survey questionnaire. In continuation, the second disadvantage discussed by the author is that it is often never validated and which is the mistake on the researcher's end because it is important to conduct the validity and reliability of the research instrument in order to ensure that the research instrument is appropriate for conducting the research. Moving forward, the third disadvantage discussed in this context indicates that the research instrument or survey questionnaire might be biased until the questionnaire is well designed by the researcher that eliminates the factor of biases from the research and presents the results accurately.

In light of the study conducted by Sahlqvist et al. (2011), the response rate of survey questionnaire was determined through a number of interventions and element that tend to have an impact on the response rate of the survey questionnaire. The results revealed that participants had ashort version of thequestionnaire and fewer questions have high response rate. The author further tends to conclude that shortening a questionnaire which is lengthy tends to generate better response rate from the participants and personalisation might be an important strategy to improve the response rate. According to Keough and Tanabe (2011), the design of survey questionnaire is important because it tends to determine the responses of the respondents through the design of thequestionnaire.

The main purpose of survey questionnaire is to extract information from the respondents based upon the questions asked from the subjects of study. The study of de Jonge, Veenhoven and Kalmijn (2017) indicated that asurvey questionnaire is a diverse tool that helps in collecting information through predetermined questions in order to get the desired results and can be validated for measuring the appropriateness of the responses. It

helps in gathering the opinions of respondents and recording their response with respect to a certain phenomenon. The main purpose, overall, is to extract desired and specific information from respondents regarding the research topic under consideration.

4.7.2 Survey Questionnaire Process and Questions

To meet the research's requirements of examining the celebrity endorsement in advertisement and its impact on theself-esteem of women in the United Kingdom, the researcher has employed survey questionnaire for collecting information. The survey questionnaire has been selected by considering the numerous advantages it offers to the researcher. It helps in getting the responses regarding predetermined variables for the study that are celebrity endorsement elements including similarity, respect, trustworthiness, physical attractiveness and expertise while for the self-esteem, two sub-variables are selected that are body image and objectification that are in line with research objective (See section 1.3, Research Objective, 2). In this case, thesimilarity is the similarity of theviewer with the product and celebrity being endorsed. The second element of celebrity endorsement is respect which refers to the respect towards the celebrity in the advertisement. The third element is trustworthiness which reflects the trustworthiness towards the celebrity and the product being advertised. The fourth element is physical attractiveness that is the physical appearance and attractiveness of celebrity in the advertisement. The dependent variable is the self-esteem of women.

The questions formulated for survey questionnaire are in line with the aim and objectives of study that aims to identify and examine celebrity endorsement in advertisement and its impact on women's self-esteem in the United Kingdom. The questions have been formulated such that it reflects the intention to gain information regarding celebrity endorsement in anadvertisement from the participant's point of view. Moreover, they are also

formulated in such a way that they reflect the body image and objectification and are in line with existing literature, theoretical concepts, and conceptual framework. The theoretical concept in this case applied in the TEARS model which is a frequently used model for measuring the celebrity characteristics and its ability to influence the targeted audience to encourage consumers to buy a product or service. The questionnaire thus uses the TEARS model in formulating the survey questionnaire in line with elements of TEARS model that are credibility and attractiveness. The credibility can be sub-definedby variables of trustworthiness and expertise whereas attractiveness is further divided into physical attractiveness, respect and similarity.

The questions in the questionnaire were organised as per the TEARS model while the dependent variables of the study were identified as part of self-esteem in women that are objectification and body image. Thus, the TEARS model helps in investigating the characteristics of celebrity endorsement while the dependent variables are for self-esteem in the United Kingdom for attaining the aim of thestudy.

Table 1: Seven Key Areas of Survey Questionnaire

Key Areas of Survey Questionnaire	
Celebrity Endorsement Characteristics	**Self-Esteem**
Similarity	Objectification
Respect	Body Image
Physical Attractiveness	
Expertise	
Trustworthiness	

Source: Author/researcher (2017)

The first dimension of this study is asimilarity. In this context, 'similarity' refers to the similarity of characteristics of celebrity, gender, age etc. that tends to match with the viewer and audience perceives it to be similar that ignites the consumer purchase and starts the purchase decision for the consumers. Thus with respect to thefollowing context, the research question covered were women are greatly emphasized by celebrity with similar personality, similarity with the personality of the celebrity directs a positive attitude of the women towards the endorsed brand, celebrities and the women having common factors like common interests or lifestyles; a strong brand association is formed, women level of persuasiveness is increased by using brands which are endorsed by similar personality celebrities, company selects celebrities upon their characteristics and personality that match well with consumers, and famous Brands might choose to prefer a regular-looking person who is not a celebrity, as consumers can identify themselves more easily.

The second dimension of the celebrity endorsement characteristicswas respected. The respect connects with the focus on the admiration of celebrity within the industry and thus, the respect is directly proportional to it. The questions asked to measure this variables include the importance of respect, brand's consideration regarding the their respect to better influence consumer purchases, respected celebrities increasing confidence of women regarding a particular brand, the value of brand increases with respected celebrities being endorsed, endorsement by celebrities helping women to stand out from the crowd, and the contribution of respect to increase self-esteem and confidence of women within the society.

The third element is physical attractiveness which refers to the physical that involves the characteristics of celebrities that includes personality, prowess, lifestyle etc. Furthermore, it is employed to determine the celebrity endorsement in theadvertisement. The questions asked are that brands try to find celebrities that are physically attractive for promotion of their brands, physical attractiveness revolves around celebrity's characteristics including prowess,

lifestyle, and personality, alignment of physical attractiveness with the product attributes to generate favourable results, physical attractiveness playing a role in encouragement of consumers to purchase brands as compared to other brands in the market, idolising the physically attractive celebrities in advertisement for women as source of inspiration to them and physical attractive celebrities helping women to feel confident and impacts their self-esteem positively.

The fourth element is trustworthiness,defined as a customer perception that is aligned with integrity, honesty, and believability of the celebrity. The questions include importance of a trustworthy celebrity in an advertisement, influence of trustworthy celebrities on women to purchase a brand, brands being endorsed by prominent figures that are continually associated with integrity, honesty, and believability, changing perception of customers if the product is advertised by a trustworthy celebrity, trustworthy celebrity impacts the self-esteem of women consumers in the society and the importance of trustworthiness as the most important factor with regard to the source credibility of the brand and influences a positive perception of the women consumers.

The last element among the celebrity endorsement characteristics is the expertise of the celebrity being endorsed in line with the product or in relevance with the industry that is associated with the celebrity's experience, knowledge and skills with respect to the endorsed brand. The questions formulated in this context include knowledge, skill and experience of celebrity is linked with expertise with the celebrity being endorsed, the consumers inclined towards brand being endorsed by expert celebrities, consumers think and believe that a celebrity has expertise for a particular advertisement, expertise influencing the perception of product's service quality, the effectiveness of the brand in relation to the expertise of the brand, and the expertise characteristic encouraging the consumers to purchase the specific brand being endorsed.

Moving towards the dependent variable of the study, we have kept self-esteem as the dependent variable which is further sub-divided into body image and objectification. Through survey questionnaire, the questions asked from the respondents asked regarding the link of self-esteem with the body image of women, lower body image leads to lower self-esteem, the standardisation of body image according to different societies, cultures and norms, self-esteem and body image being affected through the celebrity being endorsed in the advertisement, and the comparison females make with the image of celebrity in the advertisement with regards to perfect feminine physique.

The last variable in this context was investigated to be objectification with objectification referring to perfect physique of afemale with less body fat and perfect waist. The questions include self-esteem being affected through viewing of advertisement, the objectification factor leading to women being involved in psychological and physical encounter with respect to inability to live up to societal standards, sexual objectification which is a prevalent factor in today's advertisement of celebrity endorsement, turning women into societal sex objections has become a trend in advertisement and women consistently checking or changing their clothes to ensure that she is presentable to the society that ultimately leads to them hurting their self-esteem.

All of the above-mentioned variables help in identifying and collecting information from the respondents with respect to celebrity endorsement in advertisement and their impact on women's self-esteem in the United Kingdom while the questions are in line with research objectives.

4.7.3 Participant Selection Criteria

In the context of statistics, the participant selection incurs two common terms that are population and sample which are used in the research for conducting the study that helps in

collecting data in order to achieve the aim of the study. The population furthermore refers to the subjects that have been selected for the study belonging to a specific region, a class, a group of consumers or people with special characteristics but are large in numbers. The sample is referred to as the people that are selected from the entire population for collecting the data and analysing results that are used to generalise over the entire population. In other words, thesample is a part of thepopulation that is taken to generalise results over the entire population that helps in assessment of study in reaching a comprehensive conclusion at the end of thestudy. According to Etikan, Musa and Alkassim (2016), the sample refers to the number of people, subjects and units extracted from the population for conducting a research study in order to analyse the findings of study for the purpose of determining the celebrity endorsement in advertisement and its impact on self-esteem in the context of United Kingdom. The sample in this context can be a specific sub-region within the region the results from which can be used to generalise over the entire region of a special group of consumers among a large group that are either randomly selected or selected as per the convenience of researcher in order to have access to the sample of study for the ease of collecting data from specified population.

It is important to specify the population and select the appropriate population for conducting the study so that the results can be specified into desired results by the researcher according to the requirements of thestudy. According to the study conducted by Hanlon and Larget (2011), the population of the study consists of individuals and units of interest that are in a data set but the data for all the subjects is not available or is difficult to access. On the other hand, thesample is the subset of thepopulation which is a specific number of people from the population selected for the study and data for these individuals is either available or is easily accessible to the researcher for collecting relevant information. The data from the sample is used to analyse the information, interpret and present in terms of findings to

achieve the aim of thestudy. The study furthermore conducted by Delice (2010) showed that the sample selection criteria are used through the sampling techniques and sampling methods in this context based upon which, the selection of an appropriate technique is ensured. This makes the research justified because the selection of an appropriate technique ensures that the right type of respondents has been selected in the study that ensures the validity and credibility of research. Moreover, the sampling technique also helps in choosing the specific correct sample size in order to conduct the study which is enough for generalising the results from the sample over the entire population in order to ensure that research questions are properly and comprehensively answered. In this study, the population is all the women and female genders in the United Kingdom that purchase branded cosmetics and fashion industry goods and view advertising from brands that endorse celebrities for promoting their brand.

According to Farrokhi and Mahmoudi-Hamidabadi (2012), it has been studied that the selection of the sampling technique is majorly based on the research design followed by the study. This implies that for different designs such as quantitative, qualitative and mixed research designs, there are different sampling techniques which are also selected after consideration of the data collection instrument to ensure that appropriate sample is included in the study. The following study has worked upon the mixed design of study through which, the inclusion of qualitative and quantitative design both are used to ensure that the study is conducted comprehensively to extract information from both the perspective. In addition to this, the inclusion of primary as well as secondary information helps in fortifying and solidifying information that is vital for the achievement of aim and objective of thestudy. For this purpose, the study has collected primary quantitative and secondary qualitative data that is in numbers and facts in accordance with statistics for the quantitative part and in-depth detailed information for the qualitative part. The study is then conducted to ensure that all of the relevant aspects are covered.

In this context, 'sampling' is a vast term that involves two methods that are namely probability and non-probability sampling (Uprichard, 2013). The probability sampling method ensures that all the participants or subjects in the population have an equal chance of being selected in the sample size as per the respondents of study (Palinkas et al., 2015). In other words, the probability sampling is a bias-free sampling method that is used to ensure that every subject in the population is being treated fairly and equally to be selected as part of thesample in the study. The probability sampling is used for random selection of participants in the study (Gentles et al., 2015). In this method, the researcher tends to employ different methods that are used for selecting the sample but it is to be ensured that each of the subjects in population has the equal chance of being selected as the sample in thestudy. Within the probability method of sampling, there are various subtypes known as sampling techniques that are adopted by the researcher when choosing the sample size to ensure that a bias-free sample is extracted out of thepopulation to ensure that the results produced from the study are valid and generalizable over the entire population of study.

In this context, the probability sampling is further divided into simple random sampling, stratified sampling, cluster sampling, systematic sampling and multistage sample. Among the aforementioned sampling techniques, simple random sampling, stratified sampling and cluster sampling are the most commonly used sampling techniques that help in best selection of the sample size through probability sampling method. Among the most common, the simple random sampling method is the one which each of the members of thepopulation has an equal chance of being selected as the sample size in thestudy (Singh and Solanki, 2013). The simple random sampling is selecting the subjects to be part of thesample from population randomly without any specific or predefined criteria (Meng, 2013). The second type of sampling in the probability sampling method is the stratified sampling which can be referred to as the sampling technique where the population is divided by the researcher

into different classifications or strata that is separate groups (Cesar and Carvalho, 2011). The groups are made based on population characteristics where people of same characteristics are classified under one group. The stratified sampling has several advantages, for example, it help in ensuring that all relevant cases are included in the sample for the study (Shi, 2015). The stratified sampling helps in collecting data for a specific purpose from the respondents in order to achieve a specific purpose. In stratified sampling, asample from each of the strata is selected for collecting data and present results in order to generalise results over study. The next type of sampling is the clustered sampling. The clustered sampling method is another type of probability sampling where the researcher divides the population into different groups based upon the characteristics of the population and then selects the best group out of the various groups to ensure that best sample and population are selected for the study (Galway et al., 2012). The next type of probability sampling in this context is the systematic sampling. The systematic sampling is the sampling method in which, there is a random selection of thefirst participant of sample in population and after a fixed time interval that is also known as sampling interval, the second sample is chosen and thus, the desired sample size is chosen after a certain fixed time interval from the population (Uthayakumaran, 1998). The sampling interval is calculated by dividing the entire size of population by the sample size desired to be included in the study. The systematic sampling helps in selecting the sample in the form of systems where the sampling interval helps in collecting data to ensure that after a certain time period, the data is collected (Palinkas et al., 2015). The last type of probability sampling that is discussed in this study is the multistage sampling. The multistage sampling is the modified form of cluster sampling that helps in collecting data from the respondents by dividing thepopulation into different clusters from which, one or more clusters are chosen randomly and then, every subject within the cluster is used to collect the data (Guetterman, 2015). However, among all the methods of probability sampling, the multistage sampling is the most

complex and difficult of all because it is a time-consuming technique for collecting data from the respondents (Whittemore, 1997).

Moving forward from the probability sampling method, then there is non-probability sampling method which is contrary to the probability sampling method. The non-probability sampling method is the method where the population in a region or the population selected for the study does not have an equal chance of being selected as the sample size of the research (Singh and Masuku, 2014). In other words, it is shown that non-probability sampling method is a biased research sampling method because the subjects are not treated equally and thus are not equally considered in the sample size (Brick, 2015). This is because,in the non-probability sampling method, the author seeks to conduct the study based on own convenience and ease of access to respondents thus, the bias factor is involved in the sampling but still it has to be ensured that population from which the sample is extracted has to be accurate for the data collection and conduction of study in order to assure that results do not reflect the effect of biases upon the findings so that, the results are accurate (Battaglia, 2008). As with probability sampling, there are also multiple techniques in the non-probability sampling method. The techniques in the non-probability sampling method are convenience sampling, snowball sampling, purposive sampling and quota sampling. Among the aforementioned methods, the convenience and snowball sampling are the two most used methods where mostly, convenience sampling is applied in quantitative designs of study and snowball sampling is used in qualitative design studies. Each of these non-probability sampling techniques is described as below.

The first sampling technique in non-probability sampling method is convenience sampling that is the sampling method where the researcher tends to collect data from the respondents that are readily available and easily accessible without predefined criteria. In the convenience sampling technique, where the researcher tends to collect data from asamplethat

is easy to access, there is a chance of bias but it has to ensure that the population is to be accurate for comprehensive results (Lavrakas, 2008). The convenience sampling is a common technique to be used in studies that follow a quantitative design for research and use survey questionnaire as research instrument (Peterson and Merunka, 2014). The second type of sampling in this context is the snowball sampling. The snowball sampling technique in the non-probability sampling method is a technique that is commonly referred to as the method of referral among which the selected sample size is asked for referring to other individuals from whom the data can be collected and thus, the respondents are furthermore reached to collect data (Heckathorn, 2011). The snowball sampling method is mostly used in qualitative research design, specifically in interviews, because without this technique, it is difficult to reach the respondents in right numbers in order to collect data but through the referrals in interviews, the snowball sampling technique is a useful method for collecting data and conducting the study (Sulaiman-Hill and Thompson, 2011). The third type of sampling technique in non-probability sampling method is the method of purposive sampling that is often called judgemental, subjective or selective sampling in which the sample from the population are extracted based on the characteristics of population and the characteristics that fulfil the requirements of study's aim and objectives so that only people that are directly concerned with the study are selected. It is used mostly in the quantitative design where the researcher tends to only collect data from specific individuals that tend to answer predetermined questions from the study for achieving aspecific aim (Tongco, 2007). Moreover, the purposive sampling is useful when the characteristics of thepopulation are to be judged or opined, then the sample among that population is selected (Suen, Huang and Lee, 2014). This is also one of the common techniques non-probability sampling methods that are used in quantitative studies. The last technique of sampling among non-probability sampling methods and techniques is the quota sampling which is opposed to simple random

sampling (Yang and Banamah, 2014; Rada and Martin, 2014). Here, the population is selected and randomly, the sample size from the population is selected as representatives of theentire population to ask questions and provide answers. For example, among a population, 100 males and 100 females might be selected to determine their attitude regarding a luxury clothing brand in a specific region such as theUnited Kingdom.

As this study has followed the mixed design of study, the study intends to collect primary data from the respondents in quantitative form through survey questionnaire and thus, the use of convenience sampling in this study is preferred because of selecting the data from samples in limited time and with limited budget through 300 respondents in a short span of time. Survey questionnaire was the instrument used. It helps to collect data from a large group of respondents in limited time so that the results are effective. As the participant selection criteria extends to this section, it has been determined that through convenience sampling, 300 women's from the United Kingdom have been selected in order to provide their opinion regarding the celebrity endorsement in advertisement and its impact on their self-esteem to determine that whether the characteristics of celebrities help these individuals to motivate purchase intention and attitude towards self-esteem. In addition to this, the convenience sampling helps in collecting data from women because women in theUnited Kingdom view advertisement and assess the celebrity endorsement and thus, can provide valuable information regarding the celebrity endorsement in advertisement and its impact on their own self-esteem. The population are the entire ration of women in the United Kingdom. However, as part of thesample, only 300 among the population are selected for conducting the study. Because the population of UK is large and women among these population constitute about 50.9% of the entire population of UK (Office of National Statistics, 2011), the study needs to get the data from women because thetopic is solely focused on self-esteem of women. Being a large population, it is important to generalise the results over an entire

population and thus, a large sample is selected to enhance the accuracy of results. Moreover, the age group of study that is specifically focused in this study is from 17 to 30 years of age women. This is because the women aged from 17 to 30 years of age are focused more on their self-esteem and their physical appearance in the society as compared to women other than this age. This has been discussed in astudy conducted by Erol and Orth (2011) which suggest that self-esteem conscious people lie between theage group 14 to 30 years of age. However, in the context of UK, most of the people are from age group 16 to 64 years of age making around 60% of population overall (Office of National Statistics, 2011). Therefore, the age group that is focused in this study is from 17 to 30 years of age because women in this age group can opine regarding the topic of this study accurately and regard their self-esteem based on objectification and body image.

Initially, the author distributed 1250 questionnaires in shopping malls, mega malls, relatives, friends, and in their immediate social circle for the ease of access to the participants of the study. Every source from whom the responses can be gathered has been used by theresearcher by conducting face to face surveys in different shopping and mega malls. Moreover, the author has distributed the questionnaire to relatives in family, friends and colleagues in workplace and university. Apart from this, the social circle has been used to send out questionnaires to as much as possible samples. Initially, as mentioned above 1250 questionnaires were sent for getting responses. However, out of 1250 questionnaire sent out to the respondents, only 300 were returned filled and complete. Among the rest 250 that were discarded in the study, 60 were incompletely filled and returned with information missing in the questionnaire and not every answer was marked in this context. Furthermore, the rest of 190 questionnaires were not received back by the respondents. So, the actual number of respondents that participated in thestudy and returned the filled questionnaire was 300 and thus, 300 has been selected as the sample size of thestudy. The questionnaire contained

information regarding celebrity endorsement in anadvertisement with regards to different elements such as trustworthiness, expertise, similarity, respect and physical appearance, whereas, the self-esteem variable was measured through two different variables that are body image and objectification of women in the society.

In this context, the variables used were in total 7. 300 participants took part in the study. The participants wereselected through non-probability sampling method with the application of convenience sampling technique and participants that were easily reachable were accessed for this study. The sample ratio, in this case, is justified because of two main reasons because it does not only help in generalising the results from selecting a large sample size of respondents among the population which are women because this research is specifically focused on women. The women can provide amore informed opinion regarding the celebrity endorsement in cosmetics and fashion industry regarding their self-esteem and thus, they are included in the sample size. Moreover, the women are more focused ontheir self-esteem as compared to men and are more conscious regarding them and can better provide anopinion regarding celebrity endorsement in advertisement and its impact on theself-esteem of women in theUK. Thus, the sample ratio helps from the consumer's point of view. On the other hand, the second reason for selecting the sample size is that it helps the managers and organisations from the company's point of view because the study helps in assessing the impact of celebrity endorsement in anadvertisement on theself-esteem of women. Hence, the companies can use the findings from this study to incorporate the effective celebrity endorsement that enhances the self-esteem of women in theUnited Kingdom with respect to cosmetics and fashion industry. It helps in providing the recommendations and suggestions to the industrialists and brands for improving their effectiveness to enhance women's self-esteem in the United Kingdom.

After the collection of data for the study from survey questionnaire through the number of respondents specified and identified, the attention of the researcher was drawn towards the brands because many of the respondents opined that due to complexity within the society, they are more concerned towards brands and idolising the celebrities they see in anadvertisement. Thus, they follow their idols for acquiring a better place in the society. Thus, after the initial response from the respondents of study, it was determined that a large sample size is required in this context for conducting the study and to identify and analyse whether this problem really exists in themajority or not. In this context, a large sample size of 300 respondents was conducted to ensure that the results are accurately presented and the information from the respondents is comprehensively received to reach a feasible and valid conclusion.

4.8 Data Analysis Strategy

The data analysis helps in assessing the exclusive aim of thestudy and helps in presenting findings to meet the requirements of the research study (Onwuegbuzie and Combs, 2011). The data analysis strategy selection is dependent upon the nature of thestudy and the purpose of thestudy. This is also dependent upon the design selected for conducting the study which helps in selection of the best and most appropriate method of data analysis that helps to accurately research conclusive results (Vaismoradi et al., 2016). The quantitative aspect of the research helps in collecting data in terms of statistics and facts whereas the qualitative aspect of the research helps in collecting data from the in-depth and detailed perspective which assists in exploring information and further used to fortify the findings of study and furthermore reach valid and widely regarded conclusions (Bowen, 2009).

The collected data from quantitative aspect is in numerical form and is to be converted into meaningful information through assigning values and extracting a valid

conclusion from it (Michel et al., 2011). As per the study conducted by Wickham (2011), it has been stated that data analysis is perhaps the most important part of theanalysis and commonly, the split-apply-combine strategy for data analysis is applied. This strategy means to split the data into several pieces, and then the application is conducted on each of the pieces to find results and put the pieces back in the stage of combining to present the results comprehensively and conclusively (Ron and Shamir, 2013). In the context of this study, the splitting part is the splitting of variables that are main variables of study including the celebrity endorsement in advertising and the self-esteem.

The split of variables is done for the characteristics of celebrity endorsement which are perceived respect which determines the respect towards celebrity being endorsed. The second split is perceived similarity which shows the similarity between the celebrity being endorsed and the viewer of the advertisement that makes the celebrity's characteristics matching with the characteristics of oneself. The third variable that is split in this context is the physical attractiveness which means the personality, lifestyle of theindividual and the social life of celebrity being endorsed that attracts the viewer of the advertisement in the whole. The fourth split variable, in this case, is the expertise of the celebrity being endorsed. 'Expertise' in this case refers to the expertise of celebrity with the expertise with relevant industry and the connection of product being endorsed with the relevance of celebrity with that particular product. The fifth variable in the splitting scenario is based on the trustworthiness variable that is shown through the trustworthiness of the viewer upon the celebrity being endorsed. In other words, the credibility of the celebrity is considered in this case because the celebrities that are being endorsed has to be trustworthy and having good credibility to gain the trust of customers with the project. A person with bad credibility does not have a good reputation makes it difficult for the consumer to purchase that specific brand.

Then, the next stage of the strategy is to apply the pieces separately which in this context refers to the conduction of analysis separately on each variable in order to find out the conclusion from each split piece. In this context, for this study, the application has been made for the techniques of data analysis on all the 7 variables from both the perspectives of thequantitative and qualitative data analysis. This helps in the assessment of all variables separately and comprehensively which is used to conduct the study. Then, after conducting the analysis, the results are combined and matched to estimate the results from the two main variables to achieve the prime aim and objectives of thestudy and to answer research questions. This process is cumulatively known as the split-apply-combine strategy that has been discussed in the earlier section. Apart from the data analysis strategy, it is also important to specify the data analysis techniques in order to better understand specifically the methods applied to find the results and later present them in an organised manner for conclusive results.

Moving towards the data analysis techniques, the study can be classified in both the techniques of quantitative and qualitative design, which helps in attaining the aim of thestudy. The classification of data analysis techniques from the quantitative perspective is through the use of statistical or econometrics software which helps in gathering data and input in anumerical form that presents a benchmark and results can be interpreted accordingly in this context. The different quantitative analysis techniques include statistical analysis of descriptive statistics that uses measures of central tendency, measures of dispersion and measures of skewness that helps in determining the summary of entire data set through different statistical measures. Moreover, the frequency analysis is another technique that is also part of thedescriptive analysis that is furthermore used to analyse the responses from the respondents measured on a Likert scale and present frequencies for each response to determine the number of responses for each option under the measurement scale. Another key

data analysis technique that is applied in quantitative studies is the reliability and validity analysis that helps in examining and determining validity and reliability of research instrument used to determine that whether the instrument used in this study is valid or not.Furthermore, in the statistical quantitative analysis, the correlation analysis is present that helps in examining and identifying the relationship between different variables in the study. It helps in determining the interdependence of one variable over another variable for the specific aim of thestudy. The correlation analysis helps in examining the strength, direction and significance of relation that how one variable reacts in the presence of another variable. The second technique in this context is regression analysis that is a common analysis used to discuss the impact of asingle independent variable or several variables on thedependent variable and to determine the extent to which one variable has the capability to predict another variable.

In similar fashion, the qualitative research techniques are different. The most common techniques in the perspective of qualitative research analysis techniques are thematic and content analysis (Sgier, 2012). The thematic analysis is an analysis where the interviews are decoded and interpreted to achieve the aim of study with the formulation of different themes depending upon the questions asked from the responses.

The preceding examining of different techniques has shown that the techniques used to conduct the data are part of quantitative as well as qualitative research because the research study has followed a mixed method research design. In this context, the quantitative data analysis technique used in this study is frequency analysis, correlation analysis and regression analysis. The frequency analysis is conducted on each of the variables including similarity, respect, trustworthiness, physical attractiveness and expertise while for the self-esteem, two sub-variables are selected that are body image and objectification that helps in determining responses of respondents (Leech and Onwuegbuzie, 2011). Moreover, the study has shown

the correlation analysis that links the aforementioned variables with one another. Furthermore, the regression analysis is conducted to determine the impact of celebrity endorsement in anadvertisement on theself-esteem of women in the United Kingdom.

4.8.1 Systematic Approach to Data Analysis and Reporting Of Findings

The data from the quantitative analysis was analysed using Statistical Package for Social Sciences (SPSS) software. This involved manually putting the data into software assigning it values and then coding the information through informed consent of the participants then, decoding the information to analyse results. The following approach ensures that data is comprehensively covered and analysed to reach the aims and objectives and to answer research questions. Specifically, the data is analysed to determine the characteristics of celebrity endorsement in advertisement and its impact on women's self-esteem in the United Kingdom by making use of empirical data. For conducting the entire research process, the following processes have been completed for this research.

Quantitative Analysis

1. The data from questionnaire has been inputted into adata file for making a valid data file.

2. The variables are entered one by one into the variable with coding for each variable.

3. The responses are one by one recorded in the data file.

4. The data from responses is then transformed into a single variable that makes it easy to conduct theanalysis.

5. The analysis is conducted with the aforementioned techniques using SPSS.

6. First, the descriptive analysis is conducted to determine the frequency of response for each variable.

7. Then correlation analysis is conducted to determine the relationship between different variables of thestudy.

8. The regression analysis is then conducted to determine the impact of the independent variables on the dependent variables.

9. The output is reported in an SPSS output file.

4.8.2 Handling Data Analysis

As the research has followed a mixed method design, it involves both the quantitative and qualitative data. From the aspect of quantitative analysis, the study has a 300 sample size and analysis of such a large data is time-consuming as well as difficult manually. Thus, the software has been used to analyse data known as SPSS (Hair et al., 1998). The software makes it easy and convenient for theresearcher to address and conduct the data analysis for easy interpretation and results which overall helps in reaching the aim of thestudy. Furthermore, in this context, SPSS also helps in validating the instrument of study through validity and reliability analysis to check that whether the research instrument selected and used is valid or not (Librado and Rozas, 2009). In this context, there are several advantages as well as disadvantages that make the selection of this tool justified (Wright, 2005).

Table 2: Justification of Tool

Advantages	Disadvantages
1. Has a user-friendly interface and is easy to learn and use	1. Not for academic use, lags behind other, more advanced and useful statistical software
2. Widely recognised and accepted as a good statistical software	2. The menu offerings are basic and even lacking through which, a beginner can conduct a wrong analysis due to no specification or description of analysis.
3. Easy loadings of many data sets.	3. Expensive to purchase a license key when more advanced and accurate software is present.
4. Other file extensions easily imported to SPSS	4. Faces compatibility issues with previous version file of its own software or other software such as MS Excel
5. Analyse large sets of data within few minutes	5. Does not estimate thesimultaneous equation of regression parameters.
6. Valid and reliable for results generalisation and estimation	6. Does not provide model fit indices in order to evaluate the fitness of data.

With respect to above-mentioned pros and cons, it has been determined the SPSS is a useful software that can help in conducting basic analysis with the large data set and thus, it used in this study to analyse celebrity endorsement in advertisement and its impact on theself-esteem of women in the United Kingdom.

4.9 Reliability and Validity

The reliability and validity are important in a research because the research intends to test that whether the data collected is reliable for the study producing accurate and valid results or not. The study conducted by Tavakol and Dennick (2011) has opined that reliability and validity are important to test in a study because it tends to increase the accuracy of evaluation and helps in presenting valid results that help in formulating comprehensive conclusion of thestudy to present results applicable over larger context. This shows that reliability and validity are critical tools in the questionnaire to include for ensuring that the results produced by the study are dependable which is confirmed by the reliability and validity analysis. According to Bolarinwa (2015), in social sciences, measuring the validity and reliability of the research instrument is a necessity in order to ensure that best results are extracted out of the study. The author further opines the Cronbach's coefficient is one of the major reliability and validity testing tool that helps in measuring the validity of theinstrument. The Cronbach's alpha is also known as the measure of internal consistency and used for measuring the reliability of theinstrument. The reliability and validity test is conducted through SPSS which measures the reliability through Cronbach's alpha coefficient where a value higher than 0.7 indicates that instrument used for study is reliable. This study uses Cronbach's Alpha to measure the validity and reliability of research instrument.

For this study which aims to examine the celebrity endorsement in advertising and its impact on theself-esteem of women in theUK, the reliability and validity test has been conducted for internal consistency using Cronbach's alpha and following results have been generated through the statistical tool.

Case Processing Summary

		N	%
Cases	Valid	1000	100.0
	Excluded[a]	0	.0
	Total	1000	100.0

a. Listwise deletion based on all variables in the procedure.

The case processing summary above shows that all the cases i.e. 1000 were valid and none of the cases was excluded from the reliability test with 100% being valid.

Reliability Statistics

Cronbach's Alpha	N of Items
.992	40

The reliability test for internal consistency has been conducted for this study. N shows the number of items in the analysis and Cronbach's Alpha coefficient depicts the reliability and validity of the data. The 'N' shows that there are a total of 40 items in the questionnaire spread out over 7 variables of study which are out 5 independent variables and 2 dependent variables. The Cronbach's coefficient shows that the reliability is at 0.992 or 99.2% which is over 0.7 or 70% indicating that instrument is valid for consideration and to conduct further study.

4.10 Ethical Consideration

Maintaining the appropriateness and applicability is the foremost concern of the researcher; therefore ethical considerations play an important role during the research study In this regards, Creswell and Clark (2007) have argued that the researcher must comply with a variety of ethical responsibilities and guidelines to ensure that the integrity of the research study is maintained and sustained without compromising the quality. Moreover, it has been argued that the foremost concern troubling the researcher during the completion of the research study is plagiarism. In educational institutions, plagiarism is considered an offence

and is punishable, which means that avoiding and remaining the plagiarism was the foremost concern of the researcher. With this into consideration, the researcher was more inclined towards the avoidance of plagiarism with extreme care, which eventually helped in maintaining the integrity as well as the quality of the research study.

The issue of copyright infringement was also a rising concern for the researcher because it is considered a serious offence in the majority of educational institutions. Considering this, the researcher took extreme care to avoid any copyright infringements that eventually helped in maintaining the authenticity and originality of the research conducted. Under the light of the literature, duplication is considered when the researcher copies the ideas, concepts and findings of other researchers, which eventually damages the authenticity and worth of the entire research study based on duplication. Therefore, duplication was also avoided by the researcher by protecting the study from sub-standards works and shortcuts that might have affected the reliability and validity of the research study.

In this research study, the data was collected from a variety of participants (i.e. females between the age group of 17 and 30 years), which means that they were vulnerable during the research study. However, the researcher took extensive care to ensure that the participants are protected through ethical and personal rights violations. For the very reason, the researcher ensured that only participants that were willing to participate were considered for the study, rather than forcing or pressurising the individuals in the shopping malls to share their opinions and perspective for the personal benefit of the researcher. Moreover, the researcher also considered the factor of informed consent as significantly important during the involvement of the participants in the research study. In this regards, a consent form was provided to the participants to ensure that they were willingly participating in the research study. The consent form also indicated a variety of clauses. For instance, one of the clauses

was that the participant may leave the research study whenever he/she wants, and the researcher would not force the participant from leaving.

Likewise, the researcher also informed the participants about the hazards and risks that the participants may face during the collection of the research study. Since the research study was more concerned about the self-esteem and attitude, it was essential to inform that they may be asked questions regarding their perspective on self-esteem and attitude towards celebrity endorsement and how has the celebrity endorsement affected their self-esteem and attitude over the years. However, it was the responsibility of the researcher to ensure that the participants were removed from harm's way as done by earlier researchers and experts. The term 'harm', in the aforementioned sentence, implies that the participants were ensured that the researcher would do anything possible to remove them from physical and psychological harm that may affect their current state. For the very reason, the researcher did not disclose the name, contact number, and other confidential information about the participants, which was part of the plan to reduce any kind of harm for the participants. Similarly, the researcher protected the anonymity of the participants.

Following are some of the other ethical responsibilities that the researcher considered during the collection of primary data;

4.10.1. Honesty

This element has been argued as one of the most important ethical responsibility that must be maintained to ensure validity and reliability of the study. Considering this, the researcher has used only those methods and approaches that were aligned with the purpose and objective of the study. This element of honesty allowed the researcher to maintain the authenticity of the research study. Moreover, the researcher avoided any personal preferences and opinions during the analysis of the data, which further helped in improving the

authenticity and credibility of the study. The data was presented as it was analysed, which means that the data was not manipulated or misinterpreted as it would affect the reliability and credibility of the study. The researcher took utmost care to minimise the chances of errors that might eventually mislead the readers and the target audience. However, one issue in the ethical consideration might be the age of respondents because some respondents might wrongly state their age as incorrect because of respondents specifically being surveyed from age 17 to 30 years.

4.10.2. Objectivity

Before and during the analysis of the data collected through the questionnaire, the researcher took special care in terms of making personal decisions regarding the design, approach, and philosophy to assure that every aspect of the methodology was in accordance with the objectivity of the study. Considering this, the researcher was more inclined towards minimising the chances of self-deception and biases.

4.10.3. Integrity

The researcher took measures to ensure that the integrity of the study was maintained as a whole. In this regards, the researcher took extreme care in terms of consistency during the presentation of thoughts, while elaborating the impact of celebrity endorsement on the self-esteem and attitude of women in the United Kingdom.

4.10.4. Carefulness

Errors and carelessness often lead to the misrepresentation of the facts and figures, which might negatively affect the reliability and credibility of the research study. In this

regards, the researcher took extreme measures to ensure that the data obtained is carefully analysed and interpreted to minimise any kind of negative impact on the study.

4.11 Conclusion

This chapter has discussed the research methodology for the study. Firstly, the philosophies have been discussed and through the review of different philosophies, it has been determined that positivism philosophy is best suited for this research because of the researching being quantitative in nature. Secondly, the approaches are discussed and it has been determined that deductive approach is feasible for this research because of hypothesis derived from areview of literature and use of TEARS model which are to be tested in the following chapter. Thirdly, several types of research strategies are discussed in this chapter but the survey research strategy has been selected among other research strategies which involve quantitative data collection through questionnaire as the data is to be gathered from alarge number of respondents. The research method selected is mono-method because the researcher is using a single quantitative method rather than weighing one method more than other or using both methods simultaneous. The mono-method is suited because of testing hypothesis through quantitative study and thus, a single quantitative method is selected. The time horizon selected for the research is cross-sectional design because the data is to be collected at a single point in time rather than over a longitudinal period. The data collection technique wassurvey research. The data analysis plan includes SPSS test for analysing quantitative results. Moreover, the reliability and validity test has been conducting to show that research instrument used is reliable and valid for the study. In the next chapter, the research presents the findings of this study through SPSS and combination of the methods that have been discussed in this study to be selected.

CHAPTER 5

FINDINGS

5.1. Introduction

This chapter has been dedicated to presenting the findings of the research study which has been carried out in order to achieve the aim and the objectives of the research. In the following chapter, the researcher has presented the findings of the study which has been carried out on the data collected by 300 women in different regions of the UK in the shopping malls who have provided their feedback in the form of survey questionnaire as how the celebrity endorsement affects their self-esteem and their purchase decisions for a particular brand. Furthermore, the data was collected in a raw form which is then presented in a systematic manner by the researcher in this chapter so as to enable the readers in getting insights on the perceptions of the celebrity endorsement and how it affects the self-esteem of the women consumers for a particular brand.

There were two fundamental goals behind the collection of the data and carrying out subsequent analysis on the data presented in this chapter. The goals revolve around the development of the base knowledge about the importance of celebrity endorsement which influence the self-esteem of the women consumers and with the help of data collection, the researcher was able to get insights how the brand endorsement by the celebrities helps the women consumers in formulating their purchase decisions towards a particular brand. However, by the collection of the data from the women consumers in the shopping malls, the main aim of the study which was directed towards investigation and comprehension of the underlying factors for the inclusion of celebrities in an advertisement which was followed by its impact on the women's attitude and self-esteem in the United Kingdom.

Section 6.2 has presented a demographic analysis of the respondents who participated in the study which includes the analysis of their age, monthly income, profession and the education level. Section 6.3 presents the descriptive analysis where the researcher has incorporated the findings of the study from the data collected by 300 respondents of the study. In this section, the researcher has incorporated a set of systematic findings facilitated by the respondents of the study who have provided their acumens on the celebrity endorsement concept and its impact on the self-esteem and attitude while purchasing certain brands which are endorsed by the celebrities.

The section 6.4 of this chapter has presented the analysis on the correlation of the study which has been derived by the incorporation of SPSS software and also by the data collected from the respondents of the research. The regression analysis has helped the researcher in identifying the relationship between a dependent (self-esteem) and independent variable (celebrity endorsement). In addition to the presentation of the regression and correlation of the research, the next heading which is 6.5 has presented the analysis of the regression which helped the researcher in understanding strength of a relationship between the continuous variable of the study which were celebrity endorsement and the self-esteem of the women with a special focus on the United Kingdom.

The next heading, 6.6, addresses the assessment of the hypothesis statement which elaborated whether the alternative hypotheses assessment of the research has been accepted or rejected based on the data collection and the evaluation of the significance of the relationship between dependent and independent variable. Finally, the chapter concludes with the presentation of a brief summary of the overall results carried out in the discussion.

5.2 Demographic analysis

The demographic analysis is significant when carrying out research in different study areas as it helps the researcher in understanding that which age group opined about a particular theme in the research. However, the selection of appropriate research participants is necessary for the researcher because it helps in narrowing the focus of the research and developing conclusions based on their responses. In this research, the researcher has carried out a survey from 300 women in different shopping centres of the UK which helped the researcher in understanding the influence of celebrity endorsement on the self-esteem and attitude of women. The representation of the tables presented below highlights the demographics of the respondents of the research.

5.2.1 Age of Respondents
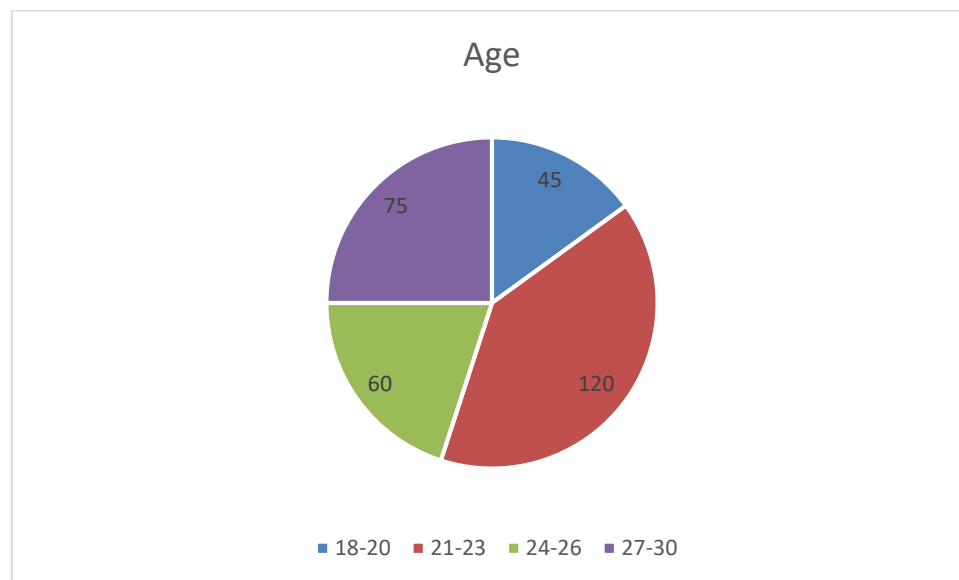
From the table presented above, it can be asserted that out of 300 respondents of the study, 45 of the respondents were from the age bracket of 18-20 years, 120 out of 300 respondents were from the age bracket of, 21-23 years, 60 respondents out of 300 respondents were from the age group of, 24-26 years, 75 out of 300 respondents were from

the age group of, 27-30 years .The table presented implies that the majority of the respondents for the study were from the age group of, a 21-23 year.

5.2.2 Profession
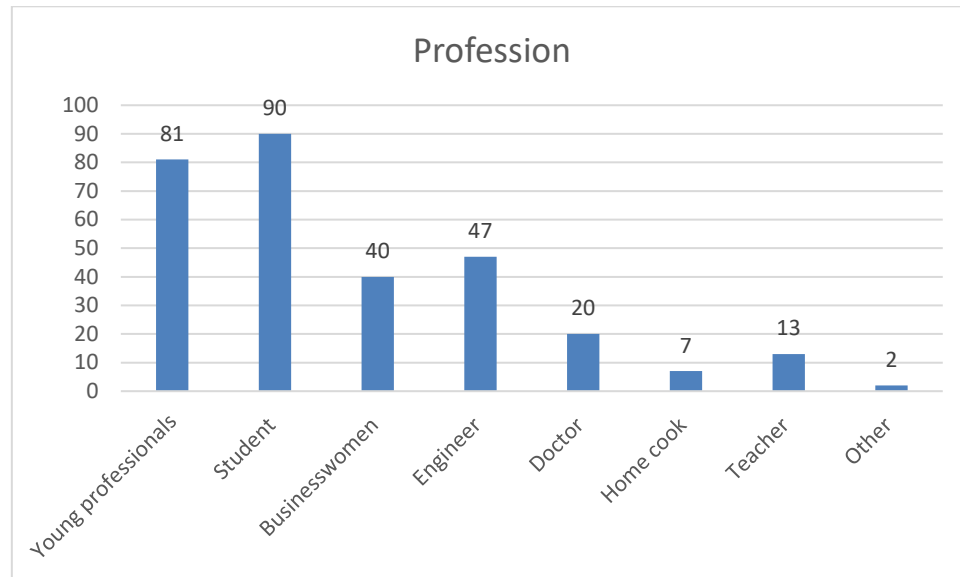
From the table presented above, it can be observed that out of 300 respondents, 81 were women who were young professionals, 90 were a student, 40 were business women, 47 were engineers, 20 were doctors, 7 were home cooks, and 13 were teachers. This reflects that the majority of the respondents were students who were serving organisations or own their businesses

5.2.3 Yearly Income

Yearly Income

42 | 135 | 45 | 78

■ 20,000-30,000 ■ 31,000-40,000 ■ 41,000-50,000 ■ 51,000 and above
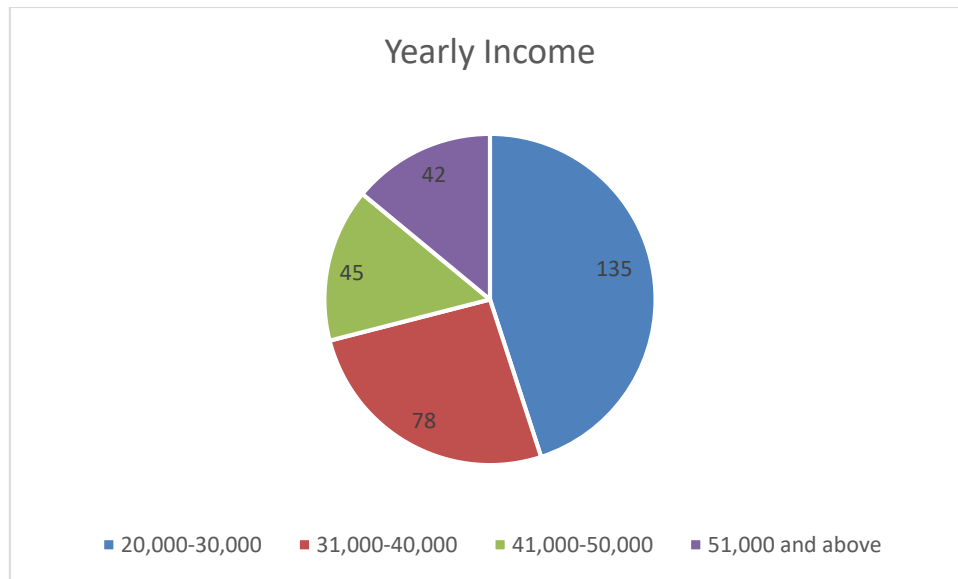
The table presented above highlights the monthly income of the respondents of the study and highlights that out of 300 respondents, 135 of the respondents lies in the monthly income bracket of, 20,000-30,000, 78 of the respondents belong to the income bracket of 31,000- 40,000, 45 of the respondents are from the income bracket of 41,000- 50,000, 42 of the respondents were from the income bracket of 51,000-60,000. In addition to the above statement, the majority of the respondents were from the income bracket of 20,000 to 30,000 which is also indicated in the blue area of the pie chart presented above.

5.2.4 Education Level

Education level

180

20 | 25 | 33 | 35 | 7

High School | College | A-levels | Graduate | Post-graduate | Other
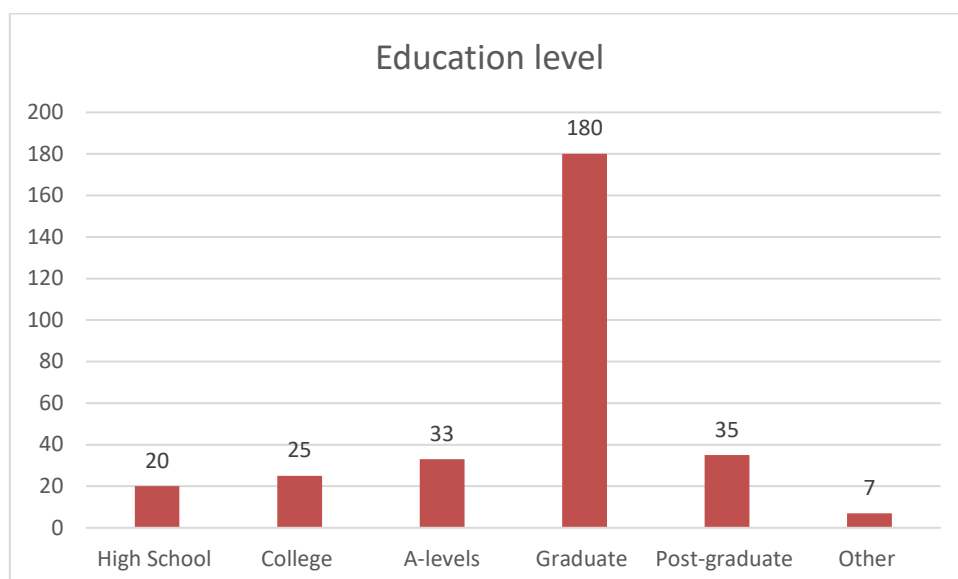
The table presented above highlights the educational level of the participants which highlights that around 20 of the respondents were in the high school, 25 of the respondents were in the college, 33 of the respondents were doing their A-levels, 180 of the respondents were graduates from the universities, 35 were postgraduate and rest of them, 7 belong to different educational backgrounds. The majority of the respondents were graduates.

5.3 Descriptive analysis

5.3.1 Similarity

1.Women are greatly emphasized by celebrities with Beyoncé who show power and confidence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	25	8.3	8.3	8.3
	Agree	86	28.7	28.7	37.0
	Neutral	117	39.0	39.0	76.0
	Disagree	63	21.0	21.0	97.0
	Strongly disagree	9	3.0	3.0	100.0
	Total	300	100.0	100.0	

The first question asked by the respondents was directed towards the similarity factor of the celebrity endorsement. From the question presented in the table above, it can be asserted that an accumulated more than 100 of the respondents were in the support of the statement that women are greatly emphasised by the celebrities who are of similar personality. Surprisingly, there was a total of 39% who remained neutral to this question reflecting that either they were not aware of the question or does not want to give their opinion regarding the statement of the question. On the contrary, a total of, 24% of the respondents negated with the statement that the women are mainly emphasised by the celebrity endorsement. Beyoncé was selected for analysis for this survey questionnaire as she is a popular celebrity who has been endorsing L'Oreal products.

2.Women perceive a positive image regarding brand like L'Oreal which is endorsed by powerful celebrities like Beyoncé

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	22	7.3	7.3	7.3
	Agree	105	35.0	35.0	42.3
	Neutral	103	34.3	34.3	76.7
	Disagree	59	19.7	19.7	96.3
	Strongly disagree	11	3.7	3.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it can be stated that an accumulated 43% of the respondents were in the favour of the statement that Women perceive a positive image regarding brand like L'Oreal which is endorsed by powerful celebrities like Beyoncé. In addition to the above statement, there were around 34.3% of the respondents who remained neutral to the question which simply highlights that either they were not aware of the nature of the question being asked or does not want to facilitate the researcher with their opinion

3.Women feel more associated with beauty brands such as L'Oreal where celebrities share common interests and lifestyles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	56	18.7	18.7	18.7
	Agree	91	30.3	30.3	49.0
	Neutral	104	34.7	34.7	83.7
	Disagree	45	15.0	15.0	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

In the light of the table presented above, it can view that an accumulated 49% of the total respondents were in the support of the impression Women feel more associated with beauty brands such as L'Oreal where celebrities share common interests and lifestyles. Moreover, there were a total of 34.7% respondents who stayed neutral with the question statement highlighting that either they were not aware of the question statement or does not want to comment on the fact that similar personality of the celebrities with that of the

consumers can actually help them in forming a strong association with the brand. In addition, there were 16.3% of the respondents who completely negated with the question statement being asked by the females implying that the majority of the female consumers were supporting the question impression

4.Women level of persuasiveness is increased by using brands which is endorsed by similar personality celebrities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	10.3	10.3	10.3
	Agree	98	32.7	32.7	43.0
	Neutral	110	36.7	36.7	79.7
	Disagree	53	17.7	17.7	97.3
	Strongly disagree	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it can be observed that most of the respondents (43%) confirmed the assertion that the level of persuasiveness in women is increased by the utilisation of the brands which are endorsed by the celebrities of the similar nature. This further implies that there were 36.7% of the respondents who remained neutral with the question implying that they were not aware of question or does not want to comment whether persuasiveness level of women increased by using the brands endorsed by the celebrities of similar personalities. In addition, a smaller percentage of the respondents refuted the question statement as most of the females were unanimous about their level of persuasiveness towards the endorsement of brands.

5. L'Oreal has always selected celebrities that match with the consumers easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	8.7	8.7	8.7
	Agree	104	34.7	34.7	43.3
	Neutral	114	38.0	38.0	81.3
	Disagree	46	15.3	15.3	96.7
	Strongly disagree	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

The table presented above is directed towards the assessment of whether L'Oreal selects the celebrities on the basis of their characteristics along with the personality which matches well with that of the consumers. For this statement, a total of 43.4% of the respondents which includes strongly agree and agree scales supported the question statement. In addition to the above statement, there were around 38% of the respondents who remained neutral with the statement and hence did not make any comments whether they supported or rejected the statement (See Table 12).

6. Famous Brands might choose to prefer a regular-looking person who is not a celebrity, as consumers can identify themselves more easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	10.3	10.3	10.3
	Agree	104	34.7	34.7	45.0
	Neutral	93	31.0	31.0	76.0
	Disagree	60	20.0	20.0	96.0
	Strongly disagree	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

The table incorporated above is directed towards the assessment of the fact that famous brands prefer to choose a regular person who is not a celebrity but the consumers can identify them easily. For the present state, a total of 45% of the respondents which includes strongly agree and agree scales supported the question statement. In addition to the prior

statement mentioned, it can also be asserted that an overall of, 31% of the respondents remained neutral to the question statement which highlighted that majority of the females were in the favour of the statement that the companies or the famous brands prefer to choose a regular person who is not a celebrity but the consumers can identify them easily

5.3.2 Respect

7.Respect is significantly important in celebrity endorsement for the advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	60	20.0	20.0	20.0
	Agree	91	30.3	30.3	50.3
	Neutral	85	28.3	28.3	78.7
	Disagree	56	18.7	18.7	97.3
	Strongly disagree	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

The seventh question probed by the researcher for the respondents was fixated towards the respect subfactor of the celebrity endorsement. From the statistics presented in the table above, it can be asserted that a hoarded 50% of the respondents were in the support of the statement that respect is significantly important for the female consumers in the light of celebrity endorsement of an advertisement. Unexpectedly, there was a total of 28.3% female respondents who continued to be neutral to this question imitating that either they were not attentive towards this particular question or does not want to give their opinion regarding the statement of the question. On the contrary, a total of, 21% of the respondents contradicted with the statement that the respect is one of the significant factors which leads to a successful celebrity endorsement towards the advertisement of a particular brand

8.L'Oreal has selected Beyoncé and Jennifer Lopez type celebrities which are popular and respected by consumers across the globe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	50	16.7	16.7	16.7
	Agree	90	30.0	30.0	46.7
	Neutral	113	37.7	37.7	84.3
	Disagree	43	14.3	14.3	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

In light of the table highlighted, it can observed that a total of 46.7% of the female respondents were in the support of the impression that various brands regards the celebrities as an important factor and also takes into account to prefer those celebrities which are widely respected on an international level in order to better influence the customers to purchase their particular brand. The respondents were given the option of Beyoncé and L'Oreal's collaboration which are popular for being respected globally. Moreover, there were a total of 37.7% respondents who persisted to be neutral with the question statement highlighting that either they were not aware of the question statement or does not want to comment on the fact that the companies prefer to place those celebrities who are strongly respected and widely known on an international level by the consumers. In addition, there were 15.6% of the respondents who completely negated with the question statement being asked by the females implying that the mainstream female consumers were supporting the question impression

9.Respected Celebrities increase the confidence of the women to use a particular brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	43	14.3	14.3	14.3
	Agree	109	36.3	36.3	50.7
	Neutral	103	34.3	34.3	85.0
	Disagree	38	12.7	12.7	97.7
	Strongly disagree	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

From table highlighted above by the researcher which is associated with the data collected by the female consumers, it can be observed that 50.6% of the female respondents of the research study confirmed the assertion that respected celebrities increase the confidence level of the female consumers in order to use a particular brand which also fits into the societal orders. This further implies that there were approximately 34.3% of the respondents who remained neutral with the question implying that they were not aware of question or does not want to comment whether the respected celebrities enhance the confidence level of the female consumers in the present society. In addition, a smaller percentage of the respondents refuted the question statement which is estimated at approximately 15% out of the total respondents selected for the study as most of the females were unanimous about their level of confidence gained by the endorsement of the brand from the respected celebrities.

10.Beyoncé has successfully increased the value of brand as it has become more popular after she has endorsed it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	61	20.3	20.3	20.3
	Agree	97	32.3	32.3	52.7
	Neutral	90	30.0	30.0	82.7
	Disagree	45	15.0	15.0	97.7
	Strongly disagree	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

It can be observed from the table above that the respondents of the study reflected on the statement made here that endorsement of the brands by the respected celebrities increases the value of their respective brands. Again, the researcher has added the element of Beyoncé as she has increased the brand value of L'Oreal. From this statement, the majority of the female consumers which is estimated at the total of 52.6% were supporting this statement. In addition to the aforementioned statement, there were approximately 30% of the respondents

from 300 female consumers who stayed neutral with the question implying that they were not aware of question or does not want to comment whether the respected celebrities enhances the value of the brand by their endorsement in the advertisement

11. Endorsement by respected celebrities helps the women to stand out in the crowd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	46	15.3	15.3	15.3
	Agree	99	33.0	33.0	48.3
	Neutral	108	36.0	36.0	84.3
	Disagree	42	14.0	14.0	98.3
	Strongly disagree	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

It can be perceived from the table validated above by the researcher that the respondents of the study reflected on the statement made here that endorsement of the brands carried out by the respected celebrities helped the female consumers by standing out in the crowd. In this essence, a large number of the female consumers which is estimated at a total of 48.3% strongly agree with the question statement. In addition to the above-mentioned statement, there were roughly 36% of the respondents from 300 female consumers who stayed neutral with the question inferring that either they were not aware of question or does not want to comment whether the respected celebrities enhances the value of the brand by their endorsement in the advertisement. In addition, there lingered a lesser percentage of the participants of the research who renounced the statement which is estimated at approximately 15.7% out of the total respondents selected for the study as most of the females were agreed about the fact that respected celebrities enhanced the value of the brand which eventually helps them to stand out in the crowd

12.L'Oreal with Beyoncé in their advertisements has increased self-esteem and confidence level among women to take stand for themselves

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	19.3	19.3	19.3
	Agree	102	34.0	34.0	53.3
	Neutral	104	34.7	34.7	88.0
	Disagree	32	10.7	10.7	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

In the question presented above, the researcher has taken into consideration the fact that the endorsement of the brand by the respected celebrities helps in increasing the self-esteem of the female consumers and also boosts their level of confidence for using that brand in the particular society. The statement was made clearer when example of celebrity and her advertisements was given. According to this statement, a total of 53.3% of the respondents strongly agree and agree with the statement, whereas, only 12% of the respondents out of 300 negated with this statement that celebrity endorsement influences the confidence level and self-esteem of the people

5.3.3 Physical attractiveness

13.Brands try to find celebrity endorsers who are physically attractive and influence the purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	100	33.3	33.3	33.3
	Agree	124	41.3	41.3	74.7
	Neutral	60	20.0	20.0	94.7
	Disagree	15	5.0	5.0	99.7
	Strongly disagree	1	.3	.3	100.0
	Total	300	100.0	100.0	

In the context of the physical attractiveness which is taken here as the sub-variable of the celebrity endorsement, the question conducted in the survey was focused towards the fact

that whether physical attractiveness of the celebrities influences the purchase decisions of the female consumers. From the table presented above, it can be identified that an estimated 74.6% of the total respondents strongly agree with the question statement that companies try to find those celebrities which are physically attractive. In addition, there were only 5.3% of the respondents who negated with the statement of the question and further, only 20% of the respondents stayed neutral with this particular question

14.Physical attractiveness revolves around celebrity's characteristics including prowess, lifestyle, and personality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	94	31.3	31.3	31.3
	Agree	120	40.0	40.0	71.3
	Neutral	67	22.3	22.3	93.7
	Disagree	17	5.7	5.7	99.3
	Strongly disagree	2	.7	.7	100.0
	Total	300	100.0	100.0	

In the question presented above, the researcher has taken into consideration the fact that the physical attractiveness of the celebrities revolves around the characteristics of celebrity which includes its lifestyle, personality, and prowess. In the light of this statement, a total of 71% of the respondents strongly agree and agree with the statement, whereas, only 6.4% of the respondents out of 300 negated with this statement that the physical attractiveness of the celebrity revolves around its relevant characteristics . The results also imply that only, 22.3% of the respondents remained neutral to the question statement which is relatively lesser than the previous responses and majority are in the favour of the question.

15.Physical attractiveness of Celebrity is associated with the product being promoted

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	97	32.3	32.3	32.3
	Agree	120	40.0	40.0	72.3
	Neutral	70	23.3	23.3	95.7
	Disagree	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

In the question presented above, the researcher has focused on the fact that the physical attractiveness of the celebrities should be aligned by the product attributes to carry out an effective endorsement of the celebrity. In the light of this statement, a total of 72.3% of the respondents strongly agree and agree with the statement, whereas, only 4.3% of the respondents from the total number of participants disagree with this statement that physical attractiveness of the celebrities should be aligned by the product attributes to carry out an effective endorsement of the celebrity . The results also imply that only, 23.3% of the respondents remained neutral to the question statement which is relatively lesser than the previous responses and majority are in the favour of the question.

16.Beyoncé is a big name and her personality influences customers to make purchase decisions more easily as they are attracted towards her easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	96	32.0	32.0	32.0
	Agree	129	43.0	43.0	75.0
	Neutral	60	20.0	20.0	95.0
	Disagree	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

In the question presented above, the researcher has focused on the fact that the physical attractiveness of the celebrities eventually affects the consumers to purchase the brands within contrasting to other brands available in the market. Beyoncé is popular for her

personality and her name in the industry which attracts female customers to make purchase decisions. With this debatable statement, a total of 75% of the respondents strongly agree with the statement, whereas, only 5% of the respondents from the total number of participants disagree with this statement that physical attractiveness of the celebrities eventually affects the consumers to purchase the brands within contrasting to other brands available in the market. The results also imply that only 20% of the respondents remained neutral to the question statement which is relatively lesser than the previous responses and majority are in the favour of the question

17.Beyoncé is a source of inspiration for women across the globe who want to look confident and determined with life goals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	77	25.7	25.7	25.7
	Agree	133	44.3	44.3	70.0
	Neutral	74	24.7	24.7	94.7
	Disagree	14	4.7	4.7	99.3
	Strongly disagree	2	.7	.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it has been observed that Women consider those celebrities who are highly physically attractive and can become their idols as they are confident and a source of inspiration for them. With this dubious statement, a total of 25.7% of the research participants strongly agree with the statement, whereas, only 5.4% of the respondents from the total number of participants disagree with this statement that Women consider those celebrities who are highly physically attractive and can become their idols as they are confident and a source of inspiration for them. The results also suggest that only, 24.7% of the respondents remained neutral to the question statement which is relatively lesser than the previous responses collected by the researcher for this research and also the majority are in the favour of the question

18.A physically attractive celebrity helps the women consumers to feel confident and positively impacts their self-esteem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	103	34.3	34.3	34.3
	Agree	109	36.3	36.3	70.7
	Neutral	71	23.7	23.7	94.3
	Disagree	17	5.7	5.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it has been observed that a physically attractive celebrity tends to helps the women consumers to feel confident and positively impacts their self-esteem. With this questioning statement, a total of 70.6 % of the research participants strongly agree with the statement and convinced the researcher about the impact on self-esteem, whereas, only 6% of the respondents from the total number of participants disagree with this statement that self-esteem is not linked with the endorsement of the celebrity for a particular brand of their choice. In addition to the above statement, the result table presented above also implies that only, 23.7% of the respondents remained neutral to the question statement which is relatively lesser than the previous responses collected by the researcher for this research and also the majority are in the favour of the question

5.3.4 Trustworthiness

19.L'Oreal has selected Beyoncé because of the level of trusts of consumers on her

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	72	24.0	24.0	24.0
	Agree	97	32.3	32.3	56.3
	Neutral	95	31.7	31.7	88.0
	Disagree	31	10.3	10.3	98.3
	Strongly disagree	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

The above question was asked from the respondents regarding whether L'Oreal has selected Beyoncé because of the level of trust of on her consumers or not. On the basis of the above table, out of 300 respondents, 72 strongly agreed, 97 only agreed, 95 remained neutral and 36 disagreed. This clearly indicates that respondents feel that consumers trust the celebrity that is why it is selected by the company.

20.The trustworthiness of the celebrities influences the women consumers to purchase the brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	50	16.7	16.7	16.7
	Agree	123	41.0	41.0	57.7
	Neutral	101	33.7	33.7	91.3
	Disagree	21	7.0	7.0	98.3
	Strongly disagree	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it has been clearly determined that that an accumulated 57.7% of the respondents which includes strongly agree and agree scales were in the favour of the statement that the trustworthiness of the celebrities influences the purchase decision of the female consumers. In addition, around 33.7% of the respondents were neutral to the statement and the rest of respondents estimated at 8.7% did not support the question statement

21.Brands such as L'Oreal are more associated with females hence it is endorsed by Beyoncé and Jennifer Lopez type celebrities who are trusted and honest with their profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	55	18.3	18.3	18.3
	Agree	102	34.0	34.0	52.3
	Neutral	107	35.7	35.7	88.0
	Disagree	32	10.7	10.7	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

The next set of question was asked related to whether brands such as L'Oreal are more associated with females or not. And also, it is endorsed by celebrities such as Jennifer Lopez and Beyoncé because they are trusted names in their profession and people like to feel associated with them. On the basis of the above table, out of 300 respondents, 55 strongly agreed, 102 only agreed, 107 remained neutral and 36 disagreed.

22. Women feel more confident and their attitude changes towards the brand due to celebrities like Beyoncé endorsing it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	19.3	19.3	19.3
	Agree	136	45.3	45.3	64.7
	Neutral	76	25.3	25.3	90.0
	Disagree	26	8.7	8.7	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

The next set of question was asked regarding whether women feel more confident and their attitude changes towards the brand due to celebrities or not. On the basis of the above table, out of 300 respondents, 58 strongly agreed, 136 only agreed, 76 remained neutral and 32 disagreed. This clearly shows that most of the people are in favour that women feel more confident and their attitude changes towards the brand due to celebrities endorsing it.

23. The brand endorsement from a trustworthy celebrity in an advertisement would impact the self-esteem of the women consumers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	19.3	19.3	19.3
	Agree	100	33.3	33.3	52.7
	Neutral	98	32.7	32.7	85.3
	Disagree	37	12.3	12.3	97.7
	Strongly disagree	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

The main theme of this question asked by the female consumers in the UK was directed towards the assessment whether they agree that the brand endorsement by a

trustworthy celebrity for an advertisement would impact the self-esteem of the women consumers. To this question, a total of 158 of respondents were in the favour that brand endorsement by a trustworthy celebrity impacts the self-esteem of women. However, around 44 research participants disagree with the statement and 98 remained neutral to the statement

24. Trustworthiness is very essential because of the fact that L' Oreal has used a popularly celebrity like Beyoncé which has already created a positive perception in the minds of the consumer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	55	18.3	18.3	18.3
	Agree	108	36.0	36.0	54.3
	Neutral	97	32.3	32.3	86.7
	Disagree	32	10.7	10.7	97.3
	Strongly disagree	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

The results presented above highlights that around 54.3% of the respondents were in the favour of the statement that trustworthiness is found to be an important factor with respect to the credibility of the brand which influences a positive perception of the women consumers. On the contrary context, only 40 respondents negated with the statement, and 32.3% were neutral to this statement.

5.3.5 Expertise

25. Expertise of the Beyoncé and Jennifer Lopez type celebrities emphasizes upon the knowledge, experience, and skills with respect to L'Oreal's characteristics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	.3	.3	.3
	Agree	12	4.0	4.0	4.3
	Neutral	65	21.7	21.7	26.0
	Disagree	121	40.3	40.3	66.3
	Strongly disagree	101	33.7	33.7	100.0
	Total	300	100.0	100.0	

The next set of question was asked from respondents regarding whether the expertise of celebrities like Beyoncé and Jennifer Lopez emphasize on knowledge and skills with respect to the characteristics of L'Oreal. On the basis of the above table, out of 300 respondents, 1 strongly agreed, 12 only agreed, 65 remained neutral and 222 disagreed. This shows that most of the respondents had no clue about this question or they will not able to understand it.

26. Consumers purchase brands which can easily be associated with based on their own level of expertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	.3	.3	.3
	Agree	15	5.0	5.0	5.3
	Neutral	61	20.3	20.3	25.7
	Disagree	110	36.7	36.7	62.3
	Strongly disagree	113	37.7	37.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it can be asserted that most of the female consumers were not in the favour of the statement that consumers are more inclined towards purchasing the brands which are endorsed by celebrities that are based on the level of expertise. In addition, a total of 74.4% of the respondents refuted with the statement, whereas, only 5.3% of the total respondents supported the statement. Around, 20.3% of the respondents continued to the neutral with this question

27. It is important that consumers think and believe that a celebrity has expertise for a particular advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	.3	.3	.3
	Agree	5	1.7	1.7	2.0
	Neutral	61	20.3	20.3	22.3
	Disagree	122	40.7	40.7	63.0
	Strongly disagree	111	37.0	37.0	100.0
	Total	300	100.0	100.0	

From the table presented above, it can be perceived that most of the respondents were not in the favour of the statement that it is important for the consumers to think and believe that the celebrity has expertise within the focus of the particular advertisement. The total percentage of the female consumers who negated with the statement is estimated at 77.7% reflecting that the expertise of the celebrities has no relation to the advertisement. Additionally, 20.3% of the respondents were neutral on the question

28.Expert sources also influence perceptions of the product's quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	1.7	1.7	1.7
	Neutral	68	22.7	22.7	24.3
	Disagree	134	44.7	44.7	69.0
	Strongly disagree	93	31.0	31.0	100.0
	Total	300	100.0	100.0	

From the table presented above, it has been articulated here that an accumulated, 24.4% of the respondents which comprises of strongly agree and agree scales were in the favour of the statement that expert sources also influence the perceptions directed towards the quality of the products. In addition, around, 22.7% of the respondents were neutral to the statement and the majority of the respondents estimated at 74.7% did not support the question statement

29.The level of celebrity expertise determines the effectiveness of the brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	.3	.3	.3
	Agree	7	2.3	2.3	2.7
	Neutral	69	23.0	23.0	25.7
	Disagree	123	41.0	41.0	66.7
	Strongly disagree	100	33.3	33.3	100.0
	Total	300	100.0	100.0	

The results presented in the table above demonstrate that an accumulated 2.6% of the respondents which encompasses strongly agree and agree scales were in the favour of the statement that the level of the celebrity expertise mainly determines the effectiveness for a particular brand. In addition to the above statement, around, 23% of the respondents were neutral to the statement and the majority of the respondents estimated at 74.3% did not support the question statement

30. The expertise of the celebrities encouraged the consumers to purchase the brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	13	4.3	4.3	4.3
	Neutral	46	15.3	15.3	19.7
	Disagree	132	44.0	44.0	63.7
	Strongly disagree	109	36.3	36.3	100.0
	Total	300	100.0	100.0	

The results presented in the table above has articulated that an accumulated 19.6% of the respondents were in the favour of the question stated as the expertise of the celebrities encourages the consumers towards the purchase of certain brands. In addition to the above statement, around 15.3% of the respondents were neutral to the statement and the majority of the respondents estimated at 80.3% were not in the favour of the statement

5.3.6 Body Image

31.Body image has continually been linked to the self-esteem level of women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	11	3.7	3.7	3.7
	Neutral	56	18.7	18.7	22.3
	Disagree	122	40.7	40.7	63.0
	Strongly disagree	111	37.0	37.0	100.0
	Total	300	100.0	100.0	

For the interpretation of the table presented, it can be asserted that only 22.4% of the respondents agree with the question statement and around 18.7% were found to be neutral. On the contrary side, there were 77.7% of the respondents who negated with the statement that body image has continued to link the self-esteem level of women

32.Lower level of body image leads to lower self-esteem amongst women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	25	8.3	8.3	8.3
	Agree	86	28.7	28.7	37.0
	Neutral	117	39.0	39.0	76.0
	Disagree	63	21.0	21.0	97.0
	Strongly disagree	9	3.0	3.0	100.0
	Total	300	100.0	100.0	

It can be interpreted from the table above that a total of 37% of the respondents were in the favour of a statement that lower level of body image leads to the lowered self-esteem of the female consumers. However, 24% of the respondents contradicted with the statement representing that majority were supporting the fact

33.L'Oreal advertisements have worked on promoting positive body image of women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	22	7.3	7.3	7.3
	Agree	105	35.0	35.0	42.3
	Neutral	103	34.3	34.3	76.7
	Disagree	59	19.7	19.7	96.3
	Strongly disagree	11	3.7	3.7	100.0
	Total	300	100.0	100.0	

The next set of question was related to whether Loreal advertisements have worked on promoting positive body image of women or not. On the basis of the above result, out of 300 respondents, 22 strongly agreed, 105 agreed, 103 remained neutral and 70 disagreed. This shows that Loreal advertisements have worked on promoting positive body image of women.

34.Celebrities like Beyoncé are source of confidence and strong self-esteem for female consumers and their presence in advertisements influence women across the globe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	56	18.7	18.7	18.7
	Agree	91	30.3	30.3	49.0
	Neutral	104	34.7	34.7	83.7
	Disagree	45	15.0	15.0	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

The next set of question was related to whether celebrities like Beyoncé are source of confidence and strong self-esteem for female consumers and their presence in advertisements influence women globally. On the basis of the above result, out of 300 respondents, 56 strongly agreed, 91 agreed, 104 remained neutral and 49 disagreed. This reveals that celebrities like Beyoncé are source of confidence and strong self-esteem for female consumers and their presence in advertisements influence women globally.

35.Women compare their body image with Beyoncé and Jennifer Lopez who actively endorse L'Oreal products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	10.3	10.3	10.3
	Agree	98	32.7	32.7	43.0
	Neutral	110	36.7	36.7	79.7
	Disagree	53	17.7	17.7	97.3
	Strongly disagree	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

The next set of question was related with whether women compare their body image with celebrities who actively endorse L'Oreal products. On the basis of the above result, out of 300 respondents, 31 strongly agreed, 98 agreed, 110 remained neutral and 61disagreed. This validates that women compare their body image with celebrities who actively endorse L'Oreal products.

5.3.7 Objectification

36.Self-esteem of majority of women has constantly been affected by advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	8.7	8.7	8.7
	Agree	104	34.7	34.7	43.3
	Neutral	114	38.0	38.0	81.3
	Disagree	46	15.3	15.3	96.7
	Strongly disagree	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

It can be surmised from the table above that 43.4% of the respondents were in the favour of the statement and 18.6% were not in the support of this question. In addition, there were 38% of the respondents who remained neutral with the statement that self-esteem of the majority of women is constantly affected by the advertisement

37. The objectification of women within an advertisement has made women to be involved in a psychological and physical encounter in the context of inability to live up to the social standards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	10.3	10.3	10.3
	Agree	104	34.7	34.7	45.0
	Neutral	93	31.0	31.0	76.0
	Disagree	60	20.0	20.0	96.0
	Strongly disagree	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

It can be reflected from the table above that 45% of the respondents were in the favour of the statement and, 24% were not in the support of this question. In addition, there were 31% of the respondents who remained neutral with the statement that the objectification of women within an advertisement has made the women within the society to encounter social standards

38. Sexual objectification is prevalent in the celebrity endorsement of different brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	60	20.0	20.0	20.0
	Agree	91	30.3	30.3	50.3
	Neutral	85	28.3	28.3	78.7
	Disagree	56	18.7	18.7	97.3
	Strongly disagree	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

From the table presented above, it can be observed that most of the respondents were in the favour of the question that the sexual objectification is also prevalent in the celebrity endorsement of different brands. A total of 50.3% of the respondents supported this statement and, 28.3% of the respondents remained neutral to this question and a total of, 21.4% of the female consumers negatively responded to the question statement being asked by the researcher

39.L'Oreal has ensured not to turn women into sex objects and through iconic celebrities like Beyoncé, it has promoted confidence and power

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	50	16.7	16.7	16.7
	Agree	90	30.0	30.0	46.7
	Neutral	113	37.7	37.7	84.3
	Disagree	43	14.3	14.3	98.7
	Strongly disagree	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

It can be reviewed from the table presented above that around 46.7% of the respondents were in the favour of the statement that most of the advertisement turns women into sex objects which are widely utilised by the brands. In addition, there only 37.7% of the respondents who remained neutral with the study and 47 respondents found to be negating with the statement.

40.Self-esteem of women is hurt when she is not able to relate or associate with celebrities in advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	43	14.3	14.3	14.3
	Agree	109	36.3	36.3	50.7
	Neutral	103	34.3	34.3	85.0
	Disagree	38	12.7	12.7	97.7
	Strongly disagree	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

The last set of question was associated with self-esteem of women is hurt or not when she is not able to related with celebrities. To this question, out of 300 respondents, 43 strongly agreed, 109 agreed, 103 remained neutral and 45 strongly disagreed.

5.4 Correlation Analysis

Correlations

		Similarity	Respect	Physical attractiveness	Trustworthiness	Expertise	Body Image	Objectification
Similarity	Pearson Correlation	1	.873**	.869**	.877**	.856**	.977**	.885**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	300	300	300	300	300	300	300
Respect	Pearson Correlation	.873**	1	.904**	.981**	.885**	.787**	.993**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300	300
Physical attractiveness	Pearson Correlation	.869**	.904**	1	.909**	.870**	.790**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300	300
Trustworthiness	Pearson Correlation	.877**	.981**	.909**	1	.893**	.808**	.967**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300	300
Expertise	Pearson Correlation	.856**	.885**	.870**	.893**	1	.838**	.888**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300	300
Body Image	Pearson Correlation	.977**	.787**	.790**	.808**	.838**	1	.791**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300	300
Objectification	Pearson Correlation	.885**	.993**	.923**	.967**	.888**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

From table presented above highlights the correlation between the variables of the study. It can be observed that the correlation between similarity and body image is estimated at 97.7% which represents a strong strength of the relationship between the variable. Moreover, the correlation between respect and body image is estimated at 78.7% which also depicts a slightly strong relationship between both variables. The strength of the relationship between physical attractiveness and body image is 79% which also depicts a strong relationship. Similarly, the strength of the relationship between trustworthiness and body image is estimated at 82% which is again a depiction of the strong relationship. In addition to the above statement, the relationship between expertise and body image is estimated at 80.8% which also highlights that relationship between these two variables is strong and significant.

From the table mentioned above, it can also be asserted that there is a significant relation identified between similarity and objectification which is estimated at 88.5%. Similarly, a strong relation was evaluated between respect and objectification as it is estimated at 99.3% which depicts a very strong relationship. In addition to the above analysis, the objectification and trustworthiness also depict a strong relationship as it is estimated at 96.7%. Finally, the relationship between expertise and objectification is estimated at 88.8% which is again a strong and significant relationship between the two variables.

In a nutshell, results of the correlation analysis depict a strong relationship between the components of the dependent variable with the components of the independent variable of the study. Overall from the entire correlation analysis conducted, it has been determined that all of the variables are strongly linked with one another and are significant in nature. The strong relationship of all the independent variables with the dependent variable is signified in the output table and is analysed and described in the discussion followed by the illustration of results. The analysis of the correlation results depicts the significance of the celebrity endorsement in advertising for the self-esteem of women in the UK. The results can be triangulated by the study carried out by Ashikali, Dittmar and Ayers (2017) in which it was highlighted that celebrity endorsements in advertisement have been used in today's world in a manner that has presented women with the certain beauty standards. In this way, there has been strong relationship identified by Swami et al. (2010) between sexism and beauty ideals. The results can also be triangulated by the study carried out by Bian and Wang (2015) in which it was highlighted that the celebrity endorsement has strongly created meanings and assertiveness of women towards a brand. This implies that the celebrity endorsement can be related to the self-esteem of women within the context of advertising.

5.4.2. Discussion on the Correlation Analysis

Firstly, it can be observed that each of the variables has a perfect relationship with itself because the Pearson's correlation coefficient 'r' is 1 indicating a perfect relationship. However, it can also be observed through the table that all the perfect relationships are present in diagonals for each of the variables with itself. In this context, each of the variables is therefore examined and analysed as below. The 'N' shows the number of observations in the data set which equals to responses in the data. The 'N' shows that there are 300 responses in the dataset showing that a total of 300 participants were in the study of the survey questionnaire.

5.4.2.1. Significant Relationship between Similarity and Respect

First, the relationship of similarity and respect is determined through the analysis. It is shown that there is a significant relationship between similarity and respect with a significance value of 0.000 which is then 0.05 indicating a significant relationship. Moreover, from the perspective of the correlation coefficient for the relationship indicates a value of 87.3% indicating a strong relationship between similarity and respect. In this context, the similarity refers to the similarity of the person viewing the advertisement with the celebrity used in advertisement and respect towards the celebrity that is being endorsed by the brand. Overall concluding the results from this relationship, it is, therefore, determined that respect towards the celebrity has a direct relationship with the similarity of the viewer with the celebrity being endorsed and the relationship is strong, significant, and positive. The results can be triangulated by the study carried out by Udo and Stella (2015) in which it was highlighted that the interpersonal attraction, similarity, and respect can be viewed from the attitudinal response of the perceiver towards the traits of the celebrities.

5.4.2.2. Significant relationship between physical attractiveness and similarity

Secondly, the relationship of physical attractiveness of the celebrity is linked with similarity and respect in this context. The physical attractiveness of the celebrity being endorsed is analysed here. The first relationship of physical attractiveness with similarity is found to be 0.000 which is less than the alpha value of 0.05 indicating that there is a significant relationship between physical attractiveness and similarity of the viewer with celebrity in the advertisement. Moreover, the relationship is then found to be strong having the Pearson's correlation coefficient at 0.869 or 86.9% indicating a strong relationship between the variables. This shows that the physical attractiveness of the celebrity is directly linked to the similarity of the viewer with the celebrity in the advertisement and both have a direct, positive, and significant relationship. The results can be affirmed by the study carried out by Okonkwo (2016) where it was highlighted that the credibility of the celebrities lies at the physical attractiveness and the similar personality traits of the celebrities with the target audience.

5.4.2.3 Significant Relationship between Physical attractiveness and respect

In a similar context, the second relationship was analysed of physical attractiveness with respect towards the celebrity. The relationship is therefore significant because of significant value at 0.000 which is less than the significance level of 0.05 or 5% indicating that relationship between physical attractiveness and respect towards celebrity in the advertisement is significant. It has also been determined through the analysis that Pearson's correlation coefficient value is 0.904 or 90.4% which shows a strong relationship between the variables. Here, it can be determined from the analysis that physical attractiveness has a strong relationship with respect towards celebrity. This shows that if the celebrity in the advertisement is physically attractive, the respect towards celebrity increases strongly.

5.4.2.4. Significant Relationship between Trustworthiness with Similarity

Next, the variable of trustworthiness with the celebrity being endorsed by the brand is examined with similarity, respect, and physical attractiveness of the celebrity in the advertisement. The variable of trustworthiness shows that it has a significant relationship with the similarity of the viewer with the celebrity being endorsed. The significance of the relationship is determined by the fact that significant value in the correlation table is depicted as 0.000 which is lesser than the significance value of 0.05 indicating that trustworthiness is significantly interlinked with similarity. This shows that relationship is significant at 0.877% and 87.7% of confidence level. Moreover, from the coefficient of Pearson's correlation, it has been determined that relationship is strong at 0.885 or 88.5% indicating that there is a strong relationship between trustworthiness and similarity. This intends to show that if the similarity of the viewer with the celebrity being endorsed by the brand exists, then there is the likelihood that the trustworthiness of the viewer towards the product and on the celebrity will increase significantly. Overall, the relationship between trustworthiness and similarity is strong, positive, and significant through the above discussion and analysis. According to the study carried out by Yu et al. (2011), it was highlighted that the trustworthiness can be associated with the similarity characteristics of the celebrities because the traits of the celebrity can influence the trust factor in the perspective of the target audience.

5.4.2.5. Significant Relationship between Trustworthiness and Respect

Secondly, trustworthiness is examined with the factor of respect towards the celebrity being endorsed in this context. The table of output represents that the relationship is significant in nature because of significant value is 0.000 which is much lesser than 0.05 acceptable value of statistical significance. The study further tends to examine the

relationship strength and direction between trustworthiness and respect. The analysis shows that there is a strong relationship between the variables because the Pearson's correlation coefficient depicts a value of 0.981 which is almost a perfect relationship but in literal terms, it is a high or strong relationship. In addition to this, the relationship is positive because of no sign associated with the value. It implies that if the trustworthiness factor is present with the celebrity being endorsed, then the respect will automatically be increased for the celebrity in the advertisement and vice versa. Overall, it is shown that trustworthiness is positive, significantly and strongly related with respect to the variables. As discussed in the literature, the study carried out by Zipporah and Mberia (2014) can be linked to the results gathered from the research. The study highlighted that trustworthiness and the respect of celebrities are considered as the consistent way of reflecting brand through the message. It helps in enhancing the level of trust amongst the consumers towards a celebrity and can affect their self-esteem it is not matched with consumer's own personality horizon.

5.4.2.6. Significant Relationship between Expertise and Similarity

The third relationship in this context examined was expertise with trustworthiness, similarity, respect and physical attractiveness. The expertise in this context can be seen as the expertise of the celebrity being endorsed regarding the product being endorsed that either they match or not. It can be seen from the relationship between expertise and similarity that there is a significant relationship because of significant value having a value of 0.0000 which is less than 0.05 or 5% of significance level required for statistical significance. This indicated that there is a significant relationship between expertise and similarity. Moreover, the Pearson's correlation coefficient shows that there is a strong relationship between the variables because the value of Pearson's correlation coefficient is 0.866 or the relationship is 85.6% indicating a strong relationship between the variables. This intends to show that if

there is a similarity between the viewers with the celebrity being endorsed, it is likely that celebrity will be perceived as an expert with the product being endorsed and advertised. Overall, it can be seen from the analysis that there is a strong, significant, and positive relationship between expertise and similarity.

5.4.2.7. Significant Relationship between Expertise and Respect

The second relationship in this context is examined to be between expertise and respect. The relationship is determined to be strong because the Pearson's correlation coefficient reflects a value of 0.885 or 88.5% indicating a strong relationship between expertise and respect. Moreover, the relationship is found to be significant because of significant value at the level of 0.000 which is less than 0.05 indicating that there is a significant relationship between expertise and respect. It has been examined that if the celebrity being endorsed and advertised with the product has expertise with the product, then the viewers will respect the celebrity and respect will increase greatly because of having a strong correlation between the two variables discussed. Overall, it can be seen from the analysis that there is a strong, significant, and positive relationship between expertise and respect. The results are similar to the study carried out by Abdussalam (2014) in which it was highlighted that the expertise of celebrities plays a crucial role in influencing the behaviour of the customers because it can change the perception of the customers with respect to that brand and enhances the respect of the celebrity.

5.4.2.8. Significant Relationship between Expertise and Physical Attractiveness

Next, the relationship between expertise and physical attractiveness is determined which has been examined in order to determine the strength and direction of the relationship with respect to above-mentioned variables. In this context, it has been analysed and

determined that there is a significant relationship between physical attractiveness and expertise. This has been determined because the significance value is 0.000 which is less than the statistical significance level of 0.05 indicating that relationship between physical attractiveness and expertise is significant. Moreover, the Pearson's correlation coefficient 'r' has indicated a strong relationship between the variables because of illustrating a value of 0.87 which converts to 87% relationship between expertise and physical attractiveness. This implies that the expertise of the celebrity with the product goes hand in hand with the physical attractiveness of the product and both the variables move parallel to each other indicating that a celebrity must have both the factors to produce desired results from the marketing campaign. Overall, it can be seen from the analysis that there is a strong, significant, and positive relationship between expertise and physical attractiveness.

5.4.2.9. Significant Relationship between Trustworthiness and Expertise

Lastly, the relationship is analysed between two of the independent variables of the study that are expertise and trustworthiness. From the analysis of the output generated from SPSS shown above, it has been interpreted that relationship between trustworthiness and expertise is significant because the significance value shows a value of 0.000 which is much lesser than 0.05 indicating that relationship is significant statistically showing that expertise and trustworthiness are interconnected and interdependent. Furthermore, the magnitude and direction of the relationship were examined in this context and thus, the results revealed that there is a strong relationship as the Pearson's correlation coefficient 'r' shows a value of 0.893 that is 89.3% indicating a strong relationship. This intends to show that if the expertise of celebrity matches with the product being advertised, the trustworthiness level of the view were onto the product as well as the celebrity increases significantly. Overall, it can be seen

from the analysis that there is a strong, significant, and positive relationship between expertise and respect.

5.5 Regression analysis

Another important test which was applied in this research was the regression test which helps in understanding the impact of the independent variable on the dependent variable. For the present research, the regression analysis has been applied to the dependent and independent variables of the study in order to comprehend the impact of one variable on the other variable with the support of R and R^2 values. In this context, the 'R' value shows the relationship among all the variables in the study cumulatively which tends to show that to what extent; the variables are interconnected with each other. Other than that, there is the value of 'R Square' which shows the variation in the dependent variable caused by the independent variable altogether. Moreover, another value of 'Adjusted R Square' indicates the biases adjusted results that are the variation caused by the dependent variable with the dependent variable. In this context, the regression analysis is conducted to attain the aim of this study and to answer the research questions. The results are presented and described as below.

5.5.1 Objectification

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999[a]	.998	.998	.04773

a. Predictors: (Constant), Body Image , Respect , Physical attractiveness , Expertise , Trustworthiness , Similarity

The table presented above highlights the model summary which predicts the correlation among the variables and hence determines the variance which can be caused by the change in one variable. The R-value in the above table displays the interrelationships among the variables of the study as it is estimated at 0.999 which implies that there is 99.9% of the interdependence among the variables. This tends to show that all the variables in the study that are expertise, physical attractiveness, similarity, respect and trustworthiness have a strong relationship with objectification (see table 50). The value of R^2 depicts the extent to which the value of an independent variable can predict the value of the dependent variable.

In other words, it tends to describe the variation caused in the dependent variable by the independent variable cumulatively. In this research, the value of the R square is 0.998 implying that celebrity endorsement can predict the value of self-esteem of women to 99.8%. This tends to imply that all the independent variables in the study cause 99.8% variation in objectification and thus, overall it can be implied that 99.8% of the variation in self-esteem is caused by the celebrity endorsement in the advertisement. The results can be triangulated with the study carried out by Escalas and Bettman (2009) in which the author has highlighted that the celebrity endorsement can enhance the brand connections because of which the self-esteem of the women can be influenced in both positive and negative manner.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	278.646	6	46.441	20383.679	.000[b]
	Residual	.668	293	.002		
	Total	279.313	299			

a. Dependent Variable: Objectification

b. Predictors: (Constant), Body Image , Respect , Physical attractiveness , Expertise , Trustworthiness , Similarity

ANOVA is intended towards showing the fitness of the model for the research study. The fitness of model indicates that whether the dependent variable can be expressed and estimated with the help of independent variables of the study and thus, the model can be deemed as fit. The two most important values in the table of ANOVA are the F value and the sig value. A greater value of the F statistics shows the fitness of the model and the sig value shows the significance of model of the research. In this research, the F- value is estimated at, 20383.678 which is relatively large and highlights the significance of the model.

In addition, the significance of the value is 0.000 which is less than 0.05 and hence the model is significant for this research. There is no standard value for the F-stats as it can be estimated that high value of F-stats show that the model is fit and in this context, the significance value has a significance acceptable value of 0.05 or lesser than that. In this context, the F-stats has been depicted above and the significance value as well for which, it can be stated that the model used for this study is appropriate and fit for the study. This shows that model can be used further for the data analysis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.003	.017		.173	.863
	Similarity	1.079	.042	.833	25.594	.000
	Respect	.748	.020	.760	37.199	.000
	Physical attractiveness	.010	.011	.009	.978	.329
	Trustworthiness	-.131	.018	-.127	-7.409	.000
	Expertise	.192	.011	.162	17.510	.000
	Body Image	-.899	.037	-.662	-24.604	.000

a. Dependent Variable: Objectification

The table presented above represents the coefficient of the research and depicts the significance of independent variable over the dependent variable with the support of sig

value. It is evident from the above table that the significance value of both variables of the research which are components of the celebrity endorsement and self-esteem "objectification" is 0.000 which is less than 0.05 implying a significance of the impact of these two variables. Individually, it can be observed that there is a significant impact of similarity, respect, physical attractiveness and trustworthiness on the objectification because of all the variables having a significance value of 0.000 which is much lesser than 0.05 which is an acceptable value for statistical significance. However, the variable of expertise shows a significance value of 0.000 which is less than alpha value of 0.05 that is the acceptable error in the regression model.

From this model, it can be seen that celebrity endorsement in advertisement has a significant impact on self-esteem element of objectification. The coefficient for the independent variable shows that with 1 unit change in similarity, the objectification increases by 0.061 units positively. Secondly, if there is a change of 1 unit in respect, the objectification will increase by 1.074 indicating a significant positive impact. Physical attractiveness has a significant and positive impact on objectification because if physical attractiveness goes up by 1 unit, objectification goes up by 0.164 units indicating that there is the significant and positive impact on physical attractiveness on objectification. It has also been determined that if trustworthiness increases by 1 unit, the objectification decreases by 0.294 units indicating a significant but negative impact of trustworthiness on objectification. However, the expertise does not have a significant impact on body image. Overall, it can be seen that all of the variables have a significant impact on the dependent variable of body image. In other words, it can be seen that celebrity endorsement in advertisement has a significant impact on self-esteem.

5.5.2 Body Image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.998[a]	.996	.996	.04359

a. Predictors: (Constant), Objectification , Similarity , Expertise , Physical attractiveness , Trustworthiness , Respect

The R-value in the above table displays the interrelationships among the variables of the study as it is estimated at 0.998 which suggests that there is 99.8% of the interdependence among the variables of the study. This tends to indicate that expertise, physical attractiveness, similarity, respect and trustworthiness has a strong relationship with body image because of the R-value. For this research, the value of the R square is 0.996 infers that the predictors of the celebrity endorsement can predict the value of self-esteem (body image) to 99.6%. This shows that all the independent variables including expertise, physical attractiveness, similarity, respect, and trustworthiness cause variation in the independent variable of body image by 99.6% indicating a strong variation in the dependent variable by all the independent variables. The third value of 'Adjusted R Square' indicates the positive biases adjusted the value of variation in the dependent variable caused by the independent variable. From this, it can be determined that 99.6% of the variation in the dependent variable of body image is caused by expertise, physical attractiveness, similarity, respect and trustworthiness cumulatively showing a strong impact of the independent variables on the dependent variable. The results are in congruence with the study carried out by Shorter et al. (2008) in which it was highlighted that the body image can be influenced by the celebrities if they portray a positive image on the advertisement which can impact the society in an effective manner.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.715	6	25.119	13222.005	.000[b]
	Residual	.557	293	.002		
	Total	151.272	299			

a. Dependent Variable: Body Image

b. Predictors: (Constant), Objectification , Similarity , Expertise , Physical attractiveness , Trustworthiness , Respect

Similar to the case of objectification, the F-statistics here in the table mentioned is relatively larger which is estimated at 13222.005 reflects the fitness of the model for the study. In addition, the significance value of the study is estimated at 0.000 which is significant for the model suggested in this research. Similar to previous models, there is no standard value for the F-stats as it can be estimated that high value of F-stats show that the model is fit and in this context, the significance value has a significance acceptable value of 0.05 or lesser than that. In this context, the F-stats has been depicted above and the significance value as well for which, it can be stated that the model used for this study is appropriate and fit for the study. This shows that model can be used further for the data analysis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.028	.016		-1.757	.080
	Similarity	1.177	.008	1.234	146.259	.000
	Respect	.439	.036	.606	12.297	.000
	Physical attractiveness	-.049	.009	-.059	-5.259	.000
	Trustworthiness	-.034	.017	-.045	-1.939	.053
	Expertise	.210	.007	.240	27.983	.000
	Objectification	-.750	.030	-1.019	-24.604	.000

a. Dependent Variable: Body Image

It is highlighted from the table above that the independent variables of the study are highly significant as for the independent variable including similarity, respect, physical attractiveness, trustworthiness and expertise the sig value is at 0.000 which is less than 0.05 implying a significance of the impact of these two variables. It is shown that all the independent variables have a significant impact on the dependent variable because expertise, physical attractiveness, similarity, respect, and trustworthiness all have a significance value of 0.000 which is less than 0.05 showing significant impact for each individual independent variable on the dependent variable. Furthermore, from the coefficients of the independent variables, it can be observed that with 1 unit change in similarity, the body image increases by 1.177 units positively because there is no sign before the coefficient. Thus, it can be concluded that individually, similarity has a positive and significant impact on body image.

Secondly, if there is a change of 1 unit in respect, the body image will increase by 0.439 indicating a significant positive impact. Physical attractiveness has a significant and negative impact on body image because if physical attractiveness goes up by 1 unit, body image goes down by -0.49 units indicating that there is the significant but negative impact of physical attractiveness on body image. It has also been determined that if trustworthiness increases by 1 unit, the body image decreases by -034b units indicating a significant and positive impact of trustworthiness on body image. Furthermore, from the analysis of expertise, it has been further determined that expertise has a significant impact on body image with the coefficient indicating that if there is a 1 unit increase in the expertise, the body image increases by 0.210 unit. This shows that expertise has a significant and positive impact on body image. Overall, it can be seen that all of the variables have a significant impact on the dependent variable of body image. In other words, it can be seen that celebrity endorsement in advertisement has a significant impact on self-esteem.

5.6. Hypothesis Assessment

The table below highlights the hypothesis assessment of the study,

Table 3: Hypothesis Summary

S.no	Hypothesis Statement	Sig Value
1	H_{1a}: Trustworthiness has significant impact on the self-esteem of the body image	0.000 Accepted
2	H_{2a}: Expertise has significant impact on the self-esteem of the body image	0.000 Accepted
3	H_{3a}: Physical Attractiveness has significant impact on the self-esteem of the body image	0.000 Accepted
4	H_{4a}: Respect has significant impact on the self-esteem of the body image	0.000 Accepted
5	H_{5a}: Similarity has significant impact on the self-esteem of the body image	0.000 Accepted
6	H_{6a}: Trustworthiness has significant impact on the self-esteem of the objectification	0.000 Accepted
7	H_{7a}: Expertise has significant impact on the self-esteem of the objectification	0.000 Accepted
8	H_{8a}: Physical Attractiveness has significant impact on the self-esteem of the objectification	0.000 Accepted
9	H_{9a}: Respect has significant impact on the self-esteem of the objectification	0.000 Accepted
10	H_{10a}: Similarity has significant impact on the self-esteem of the objectification	0.000 Accepted

5.7. Conclusion

This chapter was dedicated to presenting the findings and analysing those findings which will help the readers to understand the relationship between the celebrity endorsement and the self-esteem of women in the UK. From the analysis of this research, it was identified that the results were significant and were in the favour of the fact that the celebrity endorsement has an impact on the self-esteem of women in the UK. The results portrayed a significant relationship between the variables both in terms of correlation and regression analysis. In addition to the above statement, the chapter has also presented the regression analysis which is also in the favour of the study variables.

The data presented in this chapter was helpful in presenting the discussion section of this thesis in which the researcher has triangulated the findings of the study with the previous

studies. Moreover, the data analysis was focused towards presenting the descriptive analysis which highlighted the questionnaire analysis from the results gathered by the researcher. This chapter added value to the existing findings of the studies which are related to the celebrity endorsement and the self-esteem of women.

CHAPTER 6

DISCUSSION

6.1 Introduction

This section of the report provides useful insights regarding the connection between primary findings of this research in accordance with the findings which are available in the form of past literature. According to Aguilar Gavira and Barroso Osuna (2015, p. 73), it is significant for the results of the research to match with what has been found in the similar researchers which have been conducted in past in order to ensure authenticity and accuracy. With the help of triangulation of the data, the researcher has been in a better position to reduce the bias and the rate of certainty in terms of the results increases as well. This research has been carried out mixed grounds, this means that both quantitative and qualitative data has been collected and analysed in order to achieve the main aim of the research which is to investigate and understand the underlying factors for the inclusion of celebrities in advertisement, followed by its impact on the women's attitude and self-esteem in the United Kingdom. In order to triangulate the findings of this research with the findings of the past research, the researcher has comprehensively and extensively analysed the primary and secondary findings. With the help of comparison of both these data, the researcher has been able to show that the results are valid and not merely a methodological artefact.

6.2 Trustworthiness and Self-esteem of Body Image

The first hypothesis which is formed by this research focused on the impact of trustworthiness on the self-esteem of body image. In terms of the primary source of information, the researcher has asked a number of questions which focused on the trustworthiness of the celebrity and self-esteem of the body image. It has been found from the primary data that the hypothesis in this regard has been accepted which means that there is an

impact of trustworthiness on the self-esteem of body image. The respondents were asked if trustworthiness of celebrity is significant in terms of advertisement, more than 50% of the participant agreed and strongly agreed with the statement which showed that there is a significant value of this factor in the perception of consumers. This is in conformation with the secondary findings of various previously conducted researches according to which the credibility of the advertisement is greatly dependent on factors such as trustworthiness of the celebrities which are used for the endorsement of the products (Hunter, 2010). Furthermore, the respondents were also asked if trustworthiness is an important factor in terms of purchase of products for the purchasing from a specific brand, 57% of the total respondents were of an opinion that trustworthiness of the celebrities plays a rather vital role in shaping the purchase decision of the female consumers. According to the study conducted by Priester and Petty (2003) which has been carried out in regard to this study it has been found that if the consumers perceive a celebrity to be trustworthy they do not pay much attention to the content of the advertisement and rather consider it to be valid which positively impact the purchase decision. Furthermore, the respondents were asked if the brands which are associated with prominent figures are associated with integrity, believability, and trustworthiness. Again, in response to this question, most of the respondents strongly agreed and agreed with the statement.

There was a wide range of questions which were asked of the respondents which focused on the main variable of the research which was self-esteem of body image. Firstly, in this regard, the respondents were asked regarding the connection between body image and self-esteem level of women, from the results of the research it is evident that majority of the informants were of a perception that there is a significant link of body image with the self-esteem level in women. This particular stance is in accordance with the findings of the research conducted by Thompson et al. (1999) body image is referred to the

physicalattributes and the perception regarding it hence there is a clear connection between body image and self-esteem of an individual. It is evident from both the primary findings as well as the secondary findings in this regard that there is an obvious link amongst body image and self-esteem level specifically in women. There are different studies which have been conducted in the past which shows that body image is strongly associated with the self-esteem in women. Inthis regard, the primary findings of the research triangulate with the secondary findings, which are available in the form of past research published journal articles, books, and case studies. Past research shows that women tend to associate themselves with the celebrities who endorse a brand, consumers especially women tend to admire the body of the model or celebrity and consider them to be the example of perfect which creates the perception in the minds of the consumer. This perception regarding the body image results in lower levels of self-esteem. According to the research conducted by Lo (2015), four out five girls tend to have a negative image regarding their body which tends to impact their self-esteem in a negative manner. This finding is in accordance with the primary findings because 37% of the total respondents who participated in the survey were of an opinion that lower level of body image tends to lower the self-esteem amongst women.

The respondents of this research were also asked to give their opinion regarding the role of social and cultural factors in terms of adhering to the standards of body image. From the results of the questionnaire, it is evident that more than 48% of the total respondents strongly agreed and agreed to the statement which means that they agreed to the fact that there is a significant role of cultural and social values in terms of the standards of body image. This stance is also supported by the previous researchers because according to the findings of the research conducted by Bian and Wang (2015, p. 1184) women are impacted by the societies in which they reside to have a perception regarding a perfect body image. Additionally, the respondents were also asked if the celebrities have a role to play in the

impact of self-esteem of women. It is found by the results of this research that 48% of the respondents do the thing that self-esteem is impacted due to the inclusion of celebrities in the advertisement. According to the research conducted by Brown et al, there is a significant impact of celebrity endorsement in the advertisement on the self-esteem of women.

6.3 Expertise and Self-esteem of body image

One of the hypotheses of this study is formed in order to assess the impact of expertise of the celebrities on the self-esteem of body image. It has been established by the results of this research that there is a significant impact of expertise of the celebrities on the self-esteem of body image of women. Here it is extremely important to assess the results and findings of secondary researches which have been carried out in this regard. The correlation analysis of this variable shows that expertise has a strong relationship with the self-esteem of body image. Particularly there is an 84.8% strong correlation among both the variables which means that the strength of relationship among the variables is high moreover the sig value for it is also less than the accepted value of 0.05 which means that there, in fact, is a relationship among them. There are certain studies which have been carried out in this regard shows that there are certain brands which select celebrities for the purpose of endorsement of their products who are not actually experts in that field however they tend to portray them in such a manner that it creates a positive appeal for that product. At one point in the literature, the example of Kylie Jenner in a Puma advertisement has given which does not make much sense because Kylie belongs to the beauty and fashion construct, on the other hand, Puma is a sports gear brand, however, the brand is able to portray them in an efficient manner. In the same regard when the respondents were asked regarding the importance of expertise in term of celebrity endorsement most of the respondents disagreed with the statement.

Irrespective of the descriptive analysis which has been carried out in this regard, the results of the correlation between these two variables are in accordance with the past studies which have been carried around the major aim of this study. According to Biswas et al. (2006), expertise is a significant factor when it comes to body image and self-esteem. If a well-known athlete is endorsing a brand the consumer will perceive it that the product is beneficial as that particular celebrity is endorsing it because the celebrity has expertise in that domain. This means that the correlation among expertise of celebrities and self-esteem of body image does exist as this statement is in conformity with the secondary sources of information. In order to find out the impact of expertise of the celebrities on the self-esteem of body image regression analysis has been carried out which shows that overall for all the factors in the TEARS model which includes expertise there is, in fact, is an impact on the self-esteem of body image. From the value of R square of the regression table, it is evident that their expertise along with other factors of TEARS model is able to explain the variation in body image up to 90.01%. The sig value in the regression analysis for expertise and body image is 0.000 which is less than the acceptance level of 0.05 hence it can be stated that the null hypothesis in this regard is rejected which means that there is an impact of expertise on the self-esteem of body image. Similarly, it has been found by the research conducted by Biswas et al. (2006) according to which expertise of the celebrities who promote a brand tends to impact the self-esteem of women in a positive manner. Moreover according to the past researches it has been found that with the help using expert celebrities for endorsement the customer perception is impacted positively because it is the psychology of the consumers that they tend to associate them with the celebrities in the advertisement. That is why if the celebrities are efficient and expert the consumer's self-esteem is impacted.

Overall from the primary and secondary findings related to the expertise of celebrities and body image, it is evident that the results of a survey which has been carried out by the

researcher are in conformity with what has been found by the researchers which have been carried out in past. Through the triangulation of this hypothesis, it has become clear that the results of this research are authentic and accurate because they are in accordance with the results and findings of the past researchers. The correlation and regression analysis have been carried out for this research in order to determine the relationship and impact of dependent and independent variables of the research respectively. From comparing the results of this research with the past literature it can be stated that the companies choose the celebrities which are expert in the field so that the impact the body image in the perception of the consumers in an efficient manner. The past researchers which have been taken into account for this research show that the results and findings of this research in regard to expertise are accurate because they triangulate with the previously done researches.

6.4 Physical Attractiveness and Self-esteem of Body image

In accordance with the TEARS model, the next variable has been tested to see its impact and relationship with body image are physical attractiveness. The literature review which has been carried out in the prior chapters of the research has explained this variable in great detail. For the purpose of analysing the impact and relationship of this variable on the body image, the researcher has carried out a survey which has been analysed with the help of descriptive analysis, correlation analysis, and regression analysis. Correlation analysis has been specifically carried out in order to know about the interrelationship or interdependence of both the variables. The questions which were asked of the respondents in this regard mostly were in agreement and strongly agreement which shows that in accordance with the perception of the informant's physical attractiveness is one of the most significant factors in terms of body image. The correlation matrix in the research shows that there is a strong relationship between thephysical attractiveness of celebrity and the body image. The results

signify that the relationship between both the variables is 79.8% strong. This relationship has been explained by various different past researchers and journal articles and it is evident from the comparison that the according to the past researchers as well there is a positive relationship between thephysical attractiveness of the celebrity and perception of the consumers regarding body image. According to the results of research conducted by Tazzyman (2014) in the region of UK majority of the brands have used attractive and beautiful women for the purpose of endorsing the brands this causes issues among the self-esteem of body image among the customers. The brands tend to portray the celebrities as they have the best body, features, and physique which make the consumer more conscious about their own body image. According to Harrison (2014) using physically attractive models can enhance the body image of the consumers as they might want to become like that model or celebrity, however, this stance is negated by the research conducted by Willets (2013) according to whom by using extremely attractive models and celebrities in the advertisements and promotional campaigns the concept of originality and beauty of women has varnished.

Regression analysis in regard to the physical attractiveness of celebrities and body image has been carried out in order to find out the impact of the independent variable on the dependent variable of the research. The results of overall regression show that there is an impact of TEARS factors on the body image. However, when particularly talking about the physical attractiveness of celebrities it can be stated that the sig value of the regression analysis is less than 0.05 which means that the null hypothesis in this regard has been rejected hence there is an impact of physical attractiveness on the body image. However, the relationship among them is negative which is indicated by the negative sign. It can also be stated that if there is variation in physical attractiveness by 1 unit body image is going to be varied by 0.172 units however in a negative direction. It has been found by the past researchers that because of usage of extremely pretty and physically attractive celebrities in

the advertisement the companies and brands have tarnished the concept of originality and uniqueness. The customers tend to associate the celebrities in the advertisement campaigns as the parameter of beauty which has led to feeling insecure about their own looks and body image. However, there are also certain studies according to which physical attractiveness has a positive impact on the body image of the consumers (Harrison, 2014). According to the results of research conducted by Brown (2015), young girls are mostly impacted by the use of physically attractive celebrities in the promotional campaigns and advertisement because they consider the celebrities as role models and then feel insecure about their own body image, uniqueness, and features. There are various researches which have been conducted in accordance to the same grounds and suggest that due to modification, editing and photo-shopping of models in commercials and advertisements they look flawless which is considered to be a real beauty by women. This is what ultimately leads to the destruction of self-esteem in women.

Overall the results of the primary findings of this research are in accordance with various researches which have been carried out for the purpose of analysing the impact and relationship of physical attractiveness of celebrities and body image. This research shows that there is the existence of a relationship among both the variables however the relationship among them is positive which is strongly supported by past researchers which cumulatively suggest that use of attractive and beautiful celebrities in the advertisements has impacted the self-esteem in terms of body image of the consumers in a negative manner.

6.5 Respect and Self-esteem of Body Image

The second last variable of the TEARS model is respect of celebrity which is studied and evaluated by the researcher in regard to the self-esteem of body image. In order to analyse these two variables in a comprehensive and extensive manner, the researcher has made sure

to use correlation and regression analysis. Both the statistical tests have been applied with the help of the responses which have been collected by the researcher from survey questionnaire. Correlation has been applied for these variables for the purpose of determining the relationship among them on the other hand regression analysis has been carried out in order to find out the impact of the independent variable on the dependent variable the research. From the correlation analysis, it is evident that there is a relationship between both the variables. The sig value for this variable is less than the accepted values of 0.05 which means that the null hypothesis has been rejected in this case. It can also be stated that there is a significant relationship between respect of celebrities and the body image. In order to be specific, the primary findings in this regard show that there is 79.7% relationship among respect of celebrities and body image. Respect is the variable which focuses on the accomplishments of the celebrities which are used in the commercials and promotional campaigns. According to the results and findings of the research conducted by Charbonneau and Garland (2005) respected celebrities are used in the advertisements because they impact the perceptions of the consumers in a positive manner. Moreover, it has also been stated in the findings of the same study that respected celebrities have a more effective voice as compared to other celebrities. This means that the results of correlation among both the variables are triangulated because both the primary and secondary findings are instinctwith each other.

From the overall results of the regression analysis, it has been found out that there is an overall all the variables of TEARS model has an impact on the body image. Particularly for the respect of celebrities in terms of body image, it can be found out that the sig value is less than the accepted value of 0.05 which means that the null hypothesis has been rejected. This means that there is a significant impact of respect of celebrities on the body image. However, there is an inverse relationship among both the variables as it is indicated by the

research that there is a change of 1 unit in respect; the body image will decrease by -0.367 indicating a significant but negative impact. This means according to the regression analysis which has been carried out for this research there is an inverse relationship among both the variables however according to the results and findings of the secondary sources it is depicted that there is a positive relationship among both which means that if the celebrity which is chosen for the advertisement is respected that there will be a positive impact on the body image in regard to self-esteem of the consumers. According to Pinkhasov and Nair (2014), it is extremely important for the brands to communicate the respect and esteem of the celebrities which they use in the campaigns to their customers so that it has a positive impact on the consumers in terms of body image and self-esteem. According to Zipporah and Mberia (2014, p. 178), most of the brands tend to use respected celebrities in their advertisements in order to gain positive feedback from the consumers. Moreover, when the consumers see respected and esteemed celebrities in the advertisements they tend to create a positive self-esteem which is not much possible in the case of non-respected celebrities.

Overall the results of the primary findings of this research are in accordance with various researches which have been carried out for the purpose of analysing the impact and relationship of respect of celebrities and body image. This research shows that there is the existence of a relationship among both the variables however the relationship among them is negative which is strongly supported by past research which cumulatively suggests that use of respected and esteemed celebrities in the advertisements has impacted the self-esteem in terms of body image of the consumers in a negative manner.

6.6 Similarity and Self-esteem of Body Image

The last variable of TEARS model is Similarity which means the extent to which the consumers consider them similar to the celebrities who are used in the promotional

campaigns and advertisements. Like other variables which have been discussed it also has a significant impact on the body image. In order to find out the relationship and impact of both the variables, the research has used correlation analysis and regression analysis respectively. Other than the primary sources of data the researcher has also used secondary sources of data in order to conform to the findings and ensure that the results and findings of the research are authentic and accurate. The correlation analysis of this variable shows that there is the existence of interdependence and correlation among both the variables. The sig value in this regard is less than the accepted value of 0.05 which means that the null hypothesis in this regard is rejected hence it can be stated that there is a significant relationship among similarity of the celebrities and the self-esteem of body image. According to Shimp (2003), companies should include similar celebrities as their target audience so that the consumers are able to relate themselves with the celebrities and hence develop a positive perception of body image and self-esteem. According to Cialdini (2007) has mentioned in his research that there is a positive relationship of similarity of attributes of celebrities tends to impact the body image and that too in a positive manner. The regression analysis of these variables shows that there is a significant impact of similarity of the celebrities on the body image of the consumers. Furthermore, from the coefficients of the independent variables, it can be observed that with 1 unit change in similarity, the body image increases by 1.135 units positively because there is no sign before the coefficient. Thus, it can be concluded that individually, similarity has a positive and significant impact on body image. The results of the primary findings in regard to the regression and correlation analysis it is found that the secondary researchhas also concluded the same thing. According to the research of Blech and Blech (2001) similarity tends to create a strong bond between the brand and consumers.

Overall the results of the primary findings of this research are in accordance with various research which has been carried out for the purpose of analysing the impact and

relationship of similarity of celebrities and body image. This research shows the existence of a relationship among both the variables;however, the relationship among them is positive, which is strongly supported by past research which cumulatively suggests that use of similarity of celebrities in the advertisements has impacted the self-esteem in terms of body image of the consumers in a positive manner.

6.7. Trustworthiness and the self-esteem of the objectification

The sixth hypothesis which is formed in this research by the researcher is intended towards examining the impact of trustworthiness on the self-esteem of the objectification. Within the context of primary sources for the information, the researcher has asked several questions regarding trustworthiness regarding their favourite celebrities from the respondents. Most of the respondents were in the favour of the fact that trustworthiness is directly associated with the self-esteem of the objectification. In the present research, the researcher has identified that similarity with the celebrity endorsement has a direct relationship with the self-esteem of the body image. The findings are similar to the study carried out by Patel (2009), which examined the fact that the companies have considered the level of celebrity's trustworthiness to ensure that reliable message and characteristics are reflected within their offered brand.

Since in the research, a positive correlation was identified between the trustworthiness and the objectification, therefore, it can be observed that trustworthiness of the celebrity is an important factor which can lead to enhancement of self-esteem of the women within the UK. The results also confirm what we observed in secondary findings, that indicated that trustworthiness is the important factor for celebrity endorsement because it is mainly associated with the self-esteem of the women. According to the study carried out by Kabani

(2013), in which it was stated that the attractiveness and the trustworthiness of the celebrities can enhance the effectiveness of the message which is delivered by the advertisement.

The result of the research was in support of the hypothesis and further suggested that the brands which are endorsed by the trustworthy celebrities can impact the objectification factor within the self-esteem of women. Though, the research findings support Hollis (2014) that the attractiveness and the trustworthiness of the celebrities' endorsers can significantly influence the message or advertisement effectiveness. It is not only the reason for the enhancement of women self-esteem as the present study has demonstrated the fact that there are other factors associated with the celebrity endorsement that can enhance the self-esteem of women within a geographical context. The findings of the hypothesis also presented the fact that women can also be influenced by the similarity and credibility of the celebrities.

From the findings of the literature review analysis, it was highlighted that the trustworthiness is the major factor which can influence the self-esteem of the women in a positive direction. According to the study carried out by Temperley and Tangen (2006, p.100), the trust among the consumers which is directed towards the celebrity can mainly impact the self-esteem of the people as it is matched with the consumer's own personality prospect. Both from the quantitative and qualitative analysis, the researcher identified that the trustworthiness of the celebrities can influence the self-esteem of the women where the objectification of women has taken the leap for becoming an essential part of advertisements and can be found in every aspect of the society.

When the researcher observed the factor of trustworthiness, it was evident that the celebrities are required to be trustworthy when they are endorsing a particular brand or a service. Moreover, this is highly logical that how the honest celebrity can positively influence the perception of the brand as they find the source of the brand highly credible as compared to the other brands within the same product line. In this research, the researcher evaluated the

impact of trustworthiness on the self-esteem of women from both quantitative and qualitative perspective. Both perspectives added value to the findings of the research because from both results, there was a strong significance identified between the variables which can also be triangulated by the regression and correlation analysis carried out for the research.

In addition to the above statement, the research participants who filled out the questionnaire and answered the questions regarding the trustworthiness of the celebrities were prudent towards the statements that the trustworthiness or the reliability of the celebrities are highly significant in the advertisement. They also regarded that the trustworthiness of the celebrities can positively influence the purchase decision of the female consumers. However, most of the consumers often think that the brands which are being endorsed by prominent figures that are frequently associated with honesty and integrity which creates a positive perception about the brand in the minds of the consumers which is highly beneficial for a particular brand. On this basis of these findings, it can be recommended to the companies who excessively rely on the celebrity endorsement for promoting their brand that they should focus on employing highly trustworthy and reliable celebrities for delivering the message to the target audience in an effective manner and hence lead the profile of the competitors within the fashion industry.

6.8. Expertise and its impact on the self-esteem of the objectification

The seventh hypothesis statement proposed by the researcher which is derived after carrying out literature and identifying the factors affecting the celebrity endorsement and self-esteem of the women is focused towards that the "expertise has a significant impact on the self-esteem of the objectification". The hypothesis statement was successfully proven by the researcher in the light of quantitative results as the researcher carried out correlation and regression analysis which highlights that there is a sign of expertise on the self-esteem of the

women objectification. The findings can be triangulated by the study conducted by Frith, Shaw and Cheng (2005), which stated that the expertise of the celebrities mainly emphasises on their experience, skills and knowledge within the context of the brand that is endorsed by the celebrity.

In this research process, when the women were asked by the expertise level of the celebrities who endorses the brand, most of them were of the opinion that the expertise of the celebrities can influence a positive influence perception of the quality of the product which is highly beneficial for the credibility and reliability of the brand with respect to market competitiveness and sustainability of the competitive advantage. Previously Ohanian (1991) carried out the research on the source credibility to which the results depicted that the expertise was having a significant impact on the purchase intentions of the customers.

The TEARS Model which has been discussed in the literature review of the research also highlighted that how the expertise of the celebrities is crucial for the promotion of advertisement to the target audience. The expertise of the celebrities is regarded as an important direction of the TEARS model because it refers to the experience, knowledge, and the skills of the celebrities which are highly crucial for a successful endorsement of a brand. Subsequently, it is apparent that the athletic brands such as Nike and Adidas are promoted by the top athletes who have the tendency to promote the brand more effectively than other celebrities. In this essence, the brands hire the celebrities which match the nature and type of the products which are offered to the customers for the purpose of matching their needs and exceeding their expectations with the brand.

The findings of this hypothesis also suggest that the expertise of the celebrities can be considered as the important factor for building viability and credibility in the brand because the power of the celebrity has a direct influence on the self-esteem of women. It can be further observed that the effects of the expertise of the celebrities can augment the feelings of

female consumers with the need for an increased self-enhancement with the response to the self-esteem. In addition to the above statement, within the present society, the women are motivated to create their own self-identity which is favourable and is heavily influenced by the requirement to enhance and maintain self-esteem. The findings of the study also suggested that the women are also motivated for creating a good impression for the purpose of gaining a social approval in the society where the beauty standards are high and hence for the intrinsic satisfaction, the positive self-image should be projected to the society.

In this discussion, the role of celebrities is highly important because it helps them to match or make their personality with that of the celebrities so that they can match the beauty standards present in the society. The findings of this hypothesis also present the idea that the effect of the celebrity endorsement can influence the self-image of the women which can also influence them to be active towards their self-enhancement goals. In addition to the aforementioned statement, the women are motivated to enhance their overall self-esteem in order to form connections with their preferable brands which are endorsed by the celebrities which are similar to their personality and yet they aspire to be like them. The findings also suggest that the women with high self-esteem are likely to avoid those brands which are endorsed by the celebrities having symbolic images as they do not match their preferable and desired self-image.

These findings can be compared with the research participants who responded that the consumers think and believe that the celebrity has an expertise for the particular advertisement can influence the self-esteem of the women. The participants of the research were of the opinion that the brand connections and self-esteem can be enhanced even if the brand is unknown is solely based on the endorsement of the brands. Thus, the researcher facilitated some support for the idea that the expertise of the celebrities is appropriated by the women who wish to construct high self-esteem which is also consistent with their self-

motivation. Moreover, the hypothesis also helped the researcher in signifying how the expertise can be associated with the self-esteem of women.

6.9. Physical Attractiveness and its impact on self-esteem of the objectification

The 8th hypothesis proposed by the researcher is directed towards the physical attractiveness of the celebrities which can be associated with the self-esteem of women in different societies of the UK. The hypothesis was tested by a different test carried out by the researcher which mainly includes the regression and correlation analysis. However, the hypothesis can also be viewed from the qualitative perspective as the researcher also carried out analysis through the secondary research. The analysis conducted for this research was in the favour of the clause that physical attractiveness of the women can have a significant impact on the self-esteem for the objectification.

The findings and the results of the hypothesis indicated that the level of the physical attractiveness of the celebrities is significant for the self-esteem of the women and further increases the likelihood that the product will have a positive influence on the minds of the consumers. In addition to the above statement, the findings of the study are consistent with the study carried out by Weeden and Sabini (2005), which stated that Physical attractiveness is between the essential contemplations during the endorsement relationship which is observed by the companies while they employ a celebrity for the endorsement of the brand. However, the author described the physical attractiveness of the celebrities as the measure which revolves around celebrity's characteristics including prowess, lifestyle, and personality.

While taking the impression of physical attractiveness into consideration, it has been suggested that celebrity endorsement has resulted in favourable outcomes, which eventually impacts the consumers to purchase the brands in contrast to other brands which are available

in the marketplace or the fashion industry. The findings of the study also suggest the physical attractiveness of the celebrities are likely to influence the self-image of the women consumers because the charming features of the celebrities are considered as the influential factor which can inspire the women to be like them and further enhance their personality. It can also be asserted from the literature review analysis which is carried out in this study that the objectification of women has a huge impact on their self-esteem due to the fact at women are more prone towards how they create their own image in accordance with the views and perspective of the different observers in the society and work on their own physical appearance and their figures.

The findings of the study and the hypothesis can also be triangulated with the fact that physical attractiveness of the celebrities can bring a positive perception of the women consumers because it will facilitate and encourage their confidence levels to step ahead in the society because they look for similarities in the favourite celebrities. According to the study conducted by Chang (2011), the attractive physical features of the celebrities result in the changing attitudes of adolescents and the teenagers who have been expanding customs to try to look exactly like celebrities which are showcased in the advertisements. In addition to the above statement, the study carried out by Marshall (2015, p.1) highlights the point that considering the celebrities and models have shifted the behaviour of the women consumers because of which they feel left out of the society as the looks and physical appearance of the models tends to be more attractive which is mostly preferred by the society that also has raised the bar of beauty standards disappointing the expectations of the female consumers and hurting their self-esteem. In this essence, the objectification has become a growing concern within the fashion industry as the fashion brands mainly portray or show cast celebrities and models in their advertisements.

In addition to the findings of the study, the significance of the physical attractiveness has been associated with the self-esteem of the women, where the physical attractiveness are related to some of the attributed which includes the familiarity and the likeability. Such factors are considered as the most important factors for the judgement of the other person. However, it motivates the women to adopt similar beliefs, behaviour, and preferences as that of the celebrities who are endorsing the brands. In addition to the aforementioned statement, the findings of the questionnaire also in the favour of the hypothesis statement as the more than 50% of the respondents were focused towards the fact that the physical attractiveness of the celebrities influences the purchase decisions of the female consumers.

Conversely, it was also stated that physical attractiveness of the celebrities should be aligned by the product attributes to carry out an effective endorsement of the celebrity as if the characteristics of the celebrity does not match the nature of the product then the advertisement will be less effective and will not leave an impact on the female consumers. Therefore, it is recommended to focus on nature and characteristics of the celebrities before opting them for a particular brand advertisement.

6.10. Respect and its impact on the self-esteem of the objectification

The 9th hypothesis proposed by the researcher is intended towards the analysis of the fact that respect has the association with the self-esteem of the objectification. The coefficient values supported the hypothesis statement and were found to be significant as respect of the celebrities is considered as the major element in the enhancement of self-esteem of women, Moreover, the empirical analysis reflects that the brands which are highly focused towards employing the celebrities which are respected all over the world are likely to influence the positive perception of the consumers because it creates a positive image of the brand in the minds of the consumers. The findings of the study also suggested that the advertisers and

companies are willing to pay an extra amount to the celebrities who are widely respected and liked by the consumers and the target audience can influence the behaviour and attitude of the consumers in a positive direction.

The findings are similar to the study carried out by Apejoye (2013) which highlighted that presently, the top celebrities have exclusive contracts of brand endorsements because they are respected and liked by the consumers all over the world. In addition to the above statement, the anonymous endorsers of the brands may add value to the image of the brands, but there are least chances that the brand can survive in terms of respect and reputation. The present research has shown and facilitated the readers that the utilisation of the respected celebrities within the advertising and brand promotions can create a positive impact on the preferences and credibility of the advertising and further enhances the purchase intentions of the consumers. The findings also suggested that the celebrity endorsement by an unknown celebrity can create a link to the target audience of the brand directly and either disrupt or escalate the image of the brand. In addition to the above statement, the researcher has carried out quantitative analysis for assessing the impact of the respect on the self-esteem of the objectification.

The analysis was favourable for the study and the hypothesis because a significant relation was identified. However, some of the respondents were not in the favour of the fact that the respect of the celebrity has nothing to do with the self-esteem of the objectification. Furthermore, the analysis revealed that celebrity endorsement where a respected celebrity endorses a brand can leave a positive perception on the minds of the consumers and yet the female consumers can create or enhance their self-esteem if they found that their favourite or most respected celebrity is endorsing their brand. In addition, the findings of the study can also be triangulated with the fact that the personal qualities and the accomplishments of the

celebrities tend to bring a positive influence on the image of the brand where the consumers are likely to spend their time in purchasing that brand.

The hypothesis statement stated above denotes the association between the respects of the celebrity with the self-esteem of the objectification which is found to be significant variables. Since the coefficient value are estimated at 0.000 which is lesser than 0.05, therefore, the hypothesis was accepted by the researcher. Further to the triangulation of the results, the questionnaire analysis identified a surprising fact that the respondents considered that that respected celebrities are likely to increase the confidence level of the female consumers in order to use a particular brand which also fits into the societal orders. Moreover, it was also found that endorsement of the brands by the respected celebrities increases the value of their respective brands and enables the female consumers by standing out in the crowd because of the respected celebrities which eventually helped the female consumers.

The results are consistent with the findings of the study carried out by Abdussalam (2014), which highlighted that the celebrities who are widely appreciated and accepted by the target audience are likely to enhance the brand reputation and its image within the market where the brand is operating. In addition to the above statement, the respected celebrities can help in sustaining the competitive advantage of the brand when it comes to the competition within the fashion industry, where most of the fashion brands are facing stiff competition with their competitors as they are continuously coming up with the new strategies that can upsurge their market share in the industry in which they are operating. Therefore, the findings of the study are significant for the companies to observe and it is also recommended to the companies to employ the respected celebrities for the brand endorsement within the fashion industry.

6.11. Similarity and its impact on the self-esteem of the objectification

The last hypothesis stated in the research is directed towards the assessment of the impression that similarity has a significant impact on the self-esteem of the objectification. The hypothesis was accepted because the similarity and the self-esteem of the objectification were found to have a significant impact as their correlation was estimated at 0.891 which depicts a strong relationship between the variables. However, the coefficient value which was estimated at 0.000 lesser than 0.05 denotes a positive relationship between the variables. The findings of this hypothesis statement are suggesting that the objectification of the cultural practices has become the major part of the present day society where women have to portray themselves as the sex objects as the sexually objectifying women which are most pervasive in the western societies.

This is the reason that majority of the females are portrayed as the sex objects within the advertisement. Moreover, such factors can negatively impact the self-esteem of the women who are highly influenced by the celebrities because they grab the similar traits from the personality of the celebrities into their personal lives. In addition to the above statement, the findings of the present study also suggest that the companies with the particular emphasis on the fashion brands mostly focus on sexual objectification in their advertisement which can hurt the self-esteem of the female consumers because in different cultures women are supposed to be respected and treated equally with getting all their respective rights while living in the society.

In addition, it has also been observed that the similarity traits of the celebrities are argued to be taken under the principle of sexually objectifying experiences which is encountered by the women and girls of different ages. The results of the study are also consistent with the study carried out by Fathi and Kheiri (2015, p.619) in which it was highlighted clearly that this similarity is being derived on the basis of celebrity's gender, age,

looks and characteristics. With respect to this, the similarity between the celebrities as well targets audience is regarded as the main and crucial for the brands who wanted their brands to be promoted by the celebrities.

In addition to the above statement, the findings of the study also suggests that the objectification of the self-esteem of women can directly be associated with the similarity of the celebrity and their personality traits that mainly influence the perception of the female consumers with respect to the brand which has been endorsed by the celebrities of their particular choice. According to the study conducted by Ngnoubamdjum and Zahn (2016), it was observed that the major benefits of celebrity endorsement by the celebrities which have the similar characteristics and the personality traits that meet the personality traits and living style of the consumers with the specific emphasis on the women are mainly linked with marketing campaigns in which the brands inform consumers about the product or brand attributes.

It implies that companies use celebrity endorsement for the similar nature and characteristics for targeting audience by the use of appropriate and relevant celebrity and brand message. Therefore, the findings of the study suggested clearly that the similar characteristics of the celebrities endorsers are likely to influence the objectification and the self-esteem of the women within the present society because most of the women perceive to have similar nature and personality traits as that of their celebrities which should be taken into the consideration by the companies who usually undertakes celebrity endorsement for promoting their brands to the consumers. In this essence, appropriate measures should be taken by the company for not objectifying the female celebrities as the sexual objects because it can eventually disrupt the self-esteem of the female consumers.

6.12. Discussion on Findings

The findings of the study revealed that consumer perception holds significant importance, and is regarded as the second underlined factor of celebrity endorsement. According to the study conducted by Okonkwo (2016), the famous brands in UK's fashion and cosmetic industry such as Zara, Nike and Reebok have been using famous and popular celebrities for the purpose of achieving consumer preference towards a brand. However, it has been identified that women have been highly affected by the celebrities and female models portrayed in the advertisements. It has been due to the fact that women are more inclined towards making purchases of those brands which are being associated with the brands. The study conducted by Vermeir and Van de Sompel (2014, p.205) revealed that women have been regarded as vulnerable towards the represented celebrity due to which they have started making a comparison with the celebrities. In this way, it can be argued that these advertisements create the issue of self-esteem amongst women.

The advertisement is reflected to be an essential share of promotion and marketing for which the brands employ a dire amount of money for presenting millions of displays around the world. It has been played an influential role especially in the case of fashion and cosmetic industry. Kaur, Arumugam and Yunus (2013, p.61) stated that the brands use internet, magazines, televisions and billboards all around the UK in order to attract a larger customer base. The findings of the research have also professed the same notion that the women have been influenced by the celebrities and make a purchase of the brands which have been associated with the brand. Empirical findings have also shown that another underlining factor of celebrity endorsement with respect to women self-esteem and advertisement is the consumer perception towards the brand attributes.

In the light of TEARS model, body image is one of the essential factors of self-esteem that is likely to be influenced by celebrity endorsements. The findings of the study

supportthis notion and found that body image is highly associated with the celebrity endorsements based on the embracing of the idea that is perpetuating continuously in the western society. In accordance with the research findings that have been acquired through using TEARS model, celebrity endorsements have been classified into the five different sub-variables that can influence and have a relationship with the body image.

It has been indicated through review of literature and findings of the research that trustworthiness of the celebrities that are endorsed in the advertisement are likely to influence self-esteem of the body image. Trustworthiness is regarded as a consumer's perception that is associated with the believability, honesty, and integrity of the celebrity. These findings are parallel to the findings of a study conducted by Hartley (2012) which stated that celebrities are frequently trusted by the customers and are influenced by their lifestyle, personality; a professional and personal life that is often revealed by the mass media and advertisement. The findings of the study also revealed that the trustworthiness of the celebrities is highly significant in the advertisement as it strongly related to the self-esteem of the body image and influences women to purchase the brand.

Trustworthiness of the celebrities in advertisement campaign can influence body image in terms of honesty, integrity, and believability that eventually influence the behaviour and attitude of the customer to purchase a brand. A research performed by D'Alessandro and Chitty (2011) supports these findings and stated that brand endorsement through a trustworthy or reliable celebrities in the advertisement can impact on the self-esteem of the consumers as it is highly associated with the body image which is a major determinant of self-esteem that refers as a way to feel and think about own personality and appearance. The research findings also demonstrated that if a particular brand promote their brand, with less trustworthy celebrity in an advertisement, then it is less likely to persuade self-esteem of the women consumers in terms of body image as trustworthiness of the celebrities is perceived

by women consumers as a credible source of the brand and can influence their body image as well. As stated by Yu, Damhorst and Russell (2011), the trustworthiness of the celebrity has either apositive or negative relationship with the body image. The lower level of trustworthiness leads to negative body image, whereas ahigher level of trustworthiness leads to positive body image.

The research findings have suggested that the consumers particularly the women have a strong perception and attitude towards the brand that is promoted by the celebrity endorsement and use that brand that is also used by their favourite and attractive celebrity. Expertise is another essential factor of celebrity endorsement that determines the credibility of the brand. The research outcomes also suggested that expertise is likely to influence body image of the women consumers on the basis of knowledge, experience, and skills with respect to the endorsed brand. A study conducted by Micu and Coulter (2012) are in alignment of these findings which stated that body image of the consumers are likely to be influenced by the expertise level of the celebrities in which they are endorsed and consider celebrities as an expert of the brand in terms of acquiring knowledge, experience and skills. For instance, women consumers perceive model as an expert of fashion and cosmetic products and also perceive their body image with respect to the expertise of celebrities in relation to the brand which they have endorsed.

The relationship between expertise and body image has been found significantly strong which reveals that the expertise of celebrities is likely to influence body image of the women consumers. In this regard, Alcañiz, Cáceres, and Pérez (2010) stated that advertisement through celebrity endorsement shows theconsumer that they are experts on the products they have endorsed. This revealed that the expertise level of celebrities in the advertisement is significantly related to the body image, and when expertise increases it often leads to an increase in the self-esteem with respect to body image. It has been determined

through findings of the study that women consumers perceives celebrities as an expert of the brand they endorsed that can influence their perception towards the body image and develop insecurities regarding their self-confidence and body image after viewing celebrities like models, athletes, actresses in the advertisement.

The findings of the study revealed that physical attractiveness of the celebrities has a significant and strong association with the body image. Physical attractiveness of the celebrities by means of celebrity endorsement is likely to influence body image of the women consumers as it includes lifestyle, prowess, and personality attractiveness of the celebrities that attract women consumers to acquire similar body image in terms of personality, appearance, and lifestyle. A research conducted by Bryson, Atwal and Hultén (2013) supports the existence of a relationship between physical attractiveness and body image and demonstrated that physical attractiveness persuades consumers to modify or adjust their body image through using brands that are used by their attractive personality or celebrity. As regards to this, it can be stated that physical attractiveness of the celebrities that are promoted through celebrity endorsement in an advertisement has a significant relationship with the body image. Nevertheless, it has also been suggested that models that endorsed particular brand or product can negatively influence the body image of women across the world (Ndlela and Chuchu, 2016). The models preferred for the advertisement are moderately slim and reflect as an attractive personality in front of the consumers especially the women consumers and they often feel upset and distressed as regard to their body image, including size and shape, hence influencing their self-esteem.

As suggested through findings of the research, respect is also an essential factor of celebrity endorsement and has frequently been regarded to be significantly associated with the body image of women consumers. With respect to this, it has been determined that the exceptional performance of the celebrities in the field of amusement and entertainment is

often proceeding through their distinctive features, qualities and personality that lets them be prominent in the industry. De Chernatony (2010) stated that brands that use celebrity endorsement for the advertisement are respected and appreciated all over the globe and they are in better position to influence customers to buy their products and services relative to the other available brands in the competitive marketplace. The research findings also suggested that respect for the celebrities across the world can significantly influence the body image as it empowers consumers to become prominent as of the celebrities that endorsed particular products and services. In this regard, Diedrichs and Lee (2011) evaluated that attitude and self-esteem of the women consumers in terms of their body is significantly related with the respect of celebrities as women consumer respect those celebrities that have agood appearance, size and shape and likely to purchase those brands that endorsed by such celebrities.

In accordance with the TEARS model, the research findings also suggested that there is a relationship between celebrity endorsement and objectification. Each independent sub-variable of the celebrity endorsement, including trustworthiness, expertise, physical attractiveness, respect, and similarity has asignificant relationship with the dependent variable objectification that is discussed individually in the section below:

The findings of the study demonstrated that objectification of the women consumers can be influenced by the trustworthiness of the celebrities in an advertisement as it involves aphysical and psychological conflict as regard to their inabilities to live up to the level of societal standards. In addition to this, the research findings also depicted that trustworthiness of the celebrities is significantly and strongly related to the objectification of women consumers. In the light of the study conducted by Ngnoubamdjum and Zahn (2016), it has found that celebrity endorsers who consume theparticular product in their life may have apositive impact on the objectification of the consumers relatively to those who cannot

consume theproduct in their life as they consider them less trustworthy in an advertisement. In addition, it has also been found that celebrity with ahigher level of trustworthiness is often used by different companies to endorse their products and services as it likely to influence consumer's purchasing decision in terms of objectification of women, which ultimately influences their self-esteem.

In other words, trustworthiness is related to the objectification of the women consumers with the prospects of honesty and integrity which the customers perceive regarding the product or brand. These findings are parallel with the research findings of the study conducted by Apejoye (2013), celebrities are often being trusted by the consumers due to their objectiveness through celebrity's personality and characteristics. It has been due to the reality that women objectification reveal their physical appearance which demonstrates that they have to acquire pretty skin and thin body. It has also been demonstrated that women objectification is regarded as women frequently have negative thoughts and perception regarding their appearance and characteristics, which results in the development of a feeling that they are lacking in some features to meet the level of social standards. This reveals that the objectification of the women consumers is likely to be influenced by thetrustworthiness of the celebrities that endorsed particular product or brand.

According to findings of the research, the element of expertise presented in the TEARS model is significantly related to the information and knowledge regarding celebrity's own skills and experience to the endorsed product or brand. As regards to this, consumers have become more connected with the brands that have transmitted the experience of the celebrity. However, the issue of objectification exists when the standards of celebrities presented in the advertisements are unattainable by the consumers. Thus, Kwon and Kwon (2014) demonstrated that those products used by celebrities who have expertise in the relevant field are likely to influence self-esteem of the consumers in terms of objectification.

For example, Adidas, Nike and Reebok are the renowned sports brand and cast athletes who are associated with the sports field influences objectification of the consumers.

The findings of the study also suggested that physical attractiveness of the celebrities is the most important attributes of celebrity endorsement that is significantly associated with the objectification of the consumers. It has been demonstrated that objectification of women in anadvertisement is majorly because of the physical attractiveness of the celebrities, which is based on their personality properties, physical traits and attributes. The celebrities have their way of living in an advertisement, which persuades the consumers to make them feel distressed and uncomfortable. The relationship between physical attractiveness and objectification is further explained by the study of Tien (2011) that revealed that the consumers are inclined towards relevant and attractive attributes and characteristics of celebrities which persuade them in terms of objectification. The findings of the study illustrated that objectification or identification in the higher level of societal standards is regarded as a serious concern that is often influenced by the physical attractiveness of the celebrities in which behaviour and attitude of the individual fluctuate based on their attractiveness and traits.

On the other hand, it has also been found that women consumers, in the UK cosmetic and fashion industry, have found to have low self-esteem in terms of objectification due to the values of physical attractiveness being promoted in the form of celebrity endorsement. An empirical analysis executed by Nandan (2005) revealed that physical attractiveness of the celebrities have been regarded as the main factor for the companies in terms of influencing objectification of the women as it involves their prowess and lifestyle, along with the personality traits. The further suggestions from research findings also revealed that physical attractiveness was found to have asignificant impact on the objectification of the women self-esteem.

With respect to the concept of respect in celebrity endorsement, it has been identified in the research findings that the respected celebrities have been cast in advertisements which have a significantly great impact on consumer behaviour in terms of objectification of the self-esteem. It has also been demonstrated that the major issue with this aspect is the concern of objectification of self-esteem of women consumers in the UK fashion and cosmetic industry. The study conducted by Mulgrew et al. (2013) demonstrated that women, especially young females, in the UK respect the celebrities with regard to their performance and presentation in the industry and change their behaviour and attitude towards their own self-image and objectification on the basis of defined standards or extent of beauty. The literature considered in the study has revealed that media has often persuaded the society in different ways that one could have never thought or imaged. With respect to this, it has been identified that media has become the sole source of what the public sees, and has been argued to be solely responsible for portrayal, which has made it a conveyor of social and cultural values with respect to the ideal body size and shape, and has created a perception and standard of the ideal women and men in the globalised environment. With respect to women endorsement in media, the gender has been portrayed and objectified to have a perfect physical type (i.e. slender feminine) with very small waist and little body fat. In this regards, Nagi (2014) highlighted that respect of celebrities across the globe hasasignificant impact on the objectification of women, which is communicated by means of advertisement where women have been objectified on a constant basis. The study findings have revealed that the assessment of the perfect body has been associated with the indication that the women should have perfect skin and bodies. In this way, the commercials are required to use celebrities and model with perfect skin and bodies. All of these features have been negatively influencing women while making them concerned about their body and self-image in the world. It has also been found that beauty has been admired around the world; however, the brands in

fashion and cosmetic industry have been expressing beauty standards that have a negative impact on women self-esteem or objectification.

The last factor of TEARS model is similarity which is considered to be related to the level to which the customers strive to find similarity between the celebrities and themselves. Carlson and Donavan (2013) demonstrated that this similarity is being resultant into the objectification of the celebrities in accordance with the celebrity's age, gender, characteristics and physical appearance. In this regard, it can be stated that the similarity of consumers with the celebrities is the main concern for consumers that resulted in their objectification. The findings of the study also revealed that objectification of women consumers have become an essential component of advertisements and can be found in similarity aspect of the celebrity endorsement. De Chernatony (2010) stated that women are made to believe the worldwide population are similar to the characteristics and implies that women have not been represented as a whole in advertisements, instead, they have been shown in sexually revealing dresses to minimise the individuality that exists amongst women.

6.13. Conclusion

On the basis of the data analysis and the interpretation using the quantitative evidence from the field of research respondents and the documentation, this chapter has presented the readers with the discussion on the hypothesis of the research. Based on the analysis, it was affirmed that the celebrity endorsement in the advertisement has a significant influence on the self-esteem of women which was confirmed by the effective application of TEARS model that helped the researcher in highlighting the influence between the two variables. Moreover, the ultimate objective of this chapter is directed towards the discussion of the data analysed by linking it with the hypothesis statement. In addition, the discussion of the findings and the

hypothesis are presented within this chapter that focuses on how the celebrities can enhance the self-esteem of women through promoting the brand message with positive vibes.

The study has articulated the underlying strategies and models which are used by the firms for the celebrity endorsement, on the contrary side, this study proved how the companies can utilise the TEARS model for the effective selection of the celebrities for the project. The extent of the discussion carried out in this chapter is centred on the perceived understanding of the researcher as to how the participants of the research helped in analysing the significance of celebrity endorsement and the self-esteem of women. The reviews regarding celebrity endorsement were taken from 300 female respondents keeping in mind the nature and overall context of the study. In this essence,

This chapter was focused on presenting the triangulation of the data analysed in the previous chapters with respect to the findings gathered from the literature review and the quantitative analysis carried out by the researcher. In this chapter, the researcher has discussed the hypothesis statement in the light of different theories and perspectives from the viewpoint of the studies that have been presented by the researchers in the field of celebrity endorsement and its relation to the self-esteem of women within the region of the UK. The next chapter presents the discussion and conclusion of the study which will highlight key learning points attained from the dissertation.

CHAPTER 7

CONCLUSION AND ORIGINAL CONTRIBUTION

7.1. Conclusion

This thesis has investigated and comprehended the underlying factors for the inclusion of the celebrities in the advertisement which was followed by observing its impact on the self-esteem of women in the UK. Moreover, the celebrities selection in the advertisement was also comprehended which is based on the five different factors of the TEARS model that is retrieved from the conceptual framework of the study. In the introductory chapter of the research, the objectives and research questions were identified for the research which were focused towards critically analysing the available literature on celebrity endorsement, advertising and the self-esteem of women, the determination of the underlying factors of celebrity endorsement in advertising and self-esteem of women in the fashion and cosmetic industry of UK and assessing the strength of the association and relationship between celebrity endorsement and self-esteem of women through the use of TEARS model. The objectives were successfully achieved by the researcher in reviewing different studies and theories which were associated with the celebrity endorsement and the self-esteem of women.

Throughout the study, it has been made evident that the path towards the successful celebrity endorsement campaigns entails much more than just picking a highly rated celebrity, having them endorse the product, and then sending it to the mass market. It is beyond the fact of selecting an appropriate celebrity for the endorsement of the brand because of the impression that it involves various factors which are to be considered by the companies and their marketers. The self-esteem is one of the factors which is necessary to be focused on by the companies because the target audience, particularly the women gender is greatly

influenced by the celebrity endorsement which is the reason that the companies select the celebrities wisely for their brands.

The companies, for instance, must look at the celebrities in terms of their performance, personality, their influencing power and their level of encouragement for the target audience because they are eventually representing the brand. Furthermore, each brand advertisement should be curtailed with the connection between the brand and the celebrity so that it can be endorsed in an effective and can positively influence the self-esteem of women. From the present research, it was also made apparent by the researcher that the celebrity endorsement also enhances the meaning of the brand when the consumers aspire to be like their favourite celebrity, but it can harm the credibility and image of the brand if the consumers do not want to aspire. Moreover, the researcher found that the effect can be pronounced as the brand image can be congruent to the image of the celebrity.

The main purpose of the study was focused towards examining the changes in the self-esteem of the women with respect to the endorsed product. In addition to the above statement, it was also highlighted that the celebrity endorsement will be moderated by the extent to which there is a similarity between the image of the celebrity and the attribute of the brand. Particularly, the aspirational celebrity will have a positive influence on the brand connection when the image of the celebrity matches the self-esteem of women. Therefore, in this research, the researcher has argued that the consumers form appropriate brand meaning from the celebrity endorsement which mainly constructs their self-esteem or the self-concepts. In making this claim, the researcher integrated the literature from the sociological tradition in the field of marketing along with social psychology. The studies have presented the idea that the consumers report the higher self-esteem for the brands with images which are consistent with the celebrity image that they aspire to be like, specifically in the case when the celebrity image and the image of the brand matches. However, the celebrity

endorsements can be considered as an effective marketing strategy for the consumers' aspirations, brand image, and the celebrity image which should be taken into consideration by the companies.

In the light of this research, it can be concluded that the celebrities that create or influences the self-esteem of the women play a significant role in the final stages of the product knowledge transfer. Moreover, the celebrity helps the companies in enhancing the self-esteem of women through the brand image which is developed by different performers and roles in the media and television. In addition, the enhancement of the brand image and self-esteem of the women contributes towards makes the celebrities' inspirations and ideal in the perspective of the women consumers. From the study, it was also revealed that most of the female consumers are constantly moving the symbolic qualities of the consumer goods into their own lives for creating the aspect of inspiration and making their lives better. However, the research has also observed that the consumer has created his own primitive for using the available products.

The literature review carried for this research highlighted relevant information regarding the crucial factors which are associated with the celebrity endorsement. The attributes of the TEARS Model have been previously gaining significant importance in the field of marketing for the selection of celebrity that could enhance the image of the brand alongside influence the self-esteem of women. In addition, the TEARS model helped the researcher is gaining an optimal use of the celebrity being the endorser of the companies. The model has led to the focal point of the research which was to investigate the influence of celebrity endorsement in advertising on the self-esteem of women. Furthermore, the literature review carried out for the research presented the idea on how the celebrity endorsements affect the willingness of the consumers for purchasing the product or the service, alongside the fact when the celebrity is associated with the negative assessment of the brands.

In order to conclude the study, the researcher has made apparent throughout the research by also providing empirical reviews on the celebrity endorsement with respect to the self-esteem of women that is regarded as the source of symbol that enhances the brand meaning. In addition, the consumers also connect with the brand meaning to actively construct the message through the overall process of the celebrity endorsement along with the self-brand connections. In addition to the conclusion of this thesis, the researcher also identified the impression from the overall results that the celebrity endorsement can be moderated with the extent to which there is an association between the images of the celebrity along with the image of the brand. Moreover, the celebrities having an aspiring personality can create a positive impact on the brand connections and the self-esteem for the women in the UK.

For assessing the effectiveness of the celebrities within an advertisement, the researcher has considered the TEARS Model which significantly explained the relation between the celebrity endorsement and the self-esteem of women. This study also examined the brand image with respect to objectification and body image considering the celebrity endorsement. It was made apparent from the results that the celebrity who supports a specific cause within the advertisement result may be regarded as the greater amount persuasive statement which is basically for the marketing strategies. Females are more pulled in on these advertisements particularly are considered as the triggering point in the marketing and promotions as it can influence the buying behaviour of the customers and enhance their self-esteem.

The previous studies which analyse the endorser's gender mainly resulted in multiple ideas. The study carried out by Lafferty et al. (2002) explored the association between the endorser's gender, and the gender of the consumers which resulted in two different ideas implying that the gender of the endorser does not significantly influence the attitude of the

consumers towards the products. The other idea proposed in the research was directed towards the fact that gender of the endorser positively influences the attitudes of the consumers towards the products. In addition to the above statement, the findings from the present study concluded that there was an association between the consumer and the endorser, particularly in what essence the utilisation of the female endorser along with the respondent's answers, stressing that the respondents agree more of the fact that female celebrity endorsement can influence their self-esteem.

7.2. Recommendations

The researcher in this research has identified a set of recommendations which are arising from the theorisation and research findings, which can benefit the advertising agencies and the companies for improving their celebrity endorsement strategy and enhancing the self-esteem of women in the UK. The use of the celebrities for the endorsement of the brand can be regarded as a valuable and effective strategy and can also hamper the companies for creating a unique position and receive attention from the consumers.

In addition, the use of the celebrities within the marketing strategy can help the companies in creating exclusive advertisements along with a positive impact on the attitude of the consumers which is a positive sign for the image of the brand. However, the celebrity endorsement has a positive influence on the self-esteem of women which is the reason that the marketers and the advertisers should be careful while devising the marketing strategies or selecting celebrities for the brand promotions. In this essence, the researcher has proposed the recommendation and the integration of these recommendations will help the companies in successful planning of the advertising campaigns by the preferred celebrities which can influence the self-esteem of women in the UK.

1. The advertising agencies which are responsible for formulating strategies for the celebrity endorsement are required to consider the celebrities who have an aspirational and positive image from the perspective of the customers. In this essence, the agencies could explore the boundary conditions in the favour of non-aspirational celebrities to uplift the image of the brand. In addition, the advertising agencies or the marketers are required to ensure and inspect the lifestyle and their perception from the customer's viewpoint regarding the celebrities before the endorsements along with their social acceptance in the society where the celebrities are unveiled to the audience in order to avoid the negative influences an image of the celebrities in the eyes of the women which can significantly damage their self-esteem and self-identity.

2. From the literature review, it was made evident that the female consumers are more conscious about their body image and objectification as they believe that the female celebrities are portrayed because they are considered as sex object which is the reason that the advertisements can be enhanced or preferred by the target audiences. However, this perception should be changed in order to enhance the self-esteem of women because they do not want to be considered as objects by the society. In this essence, the advertisers and marketers should focus on choosing the celebrities which can uplift the image of women within this particular society and promotes a social cause that could enhance their credibility and trustworthiness towards the celebrity which is selected for the advertisement.

3. In the UK, the advertising standards are more explicitly related to fact that perfect body shape and fair skin are some of the major beauty standards hence the companies endorse such models and celebrities who fit into these beauty standards. However, this impression affects the self-esteem of women who are less beautiful and have imperfect body shapes. In this essence, it can be recommended to the advertisers and marketers that they should focus on transforming their definition of beauty and should avoid body shaming. In

addition, the women with fat bodies and darker skin might feel disregarded and feel left out in the society when they see much fairer and skinnier celebrities in the advertisements on-screens. Therefore advertising agencies and companies should take in into their consideration and should consider each and every woman, an equal part of the society while transmuting their definition of perfect body and perfect skin colour. This would allow the women to create their self-esteem and would help them to sense as an equal part of the society.

4. The last recommendation for this study which has been identified by taking into consideration the responses, the findings and the literature review carried out for this research that the advertisers and the marketers should not fake the beauty in the advertising or the celebrity endorsement because they should promote them with true meanings that would not deceive the society and the norms of the society. This has been a massive practice in the present advertisements and celebrity promotions which result in self-destruction and decrease in the self-esteem of the women because the women consumers cannot eventually afford these affluent surgeries to guise as beautiful as they try to replicate their favourite celebrities. Therefore it can be recommended for the companies to promote natural beauty and should endorse celebrities, supporting the fact that true beauty lies in simplicity.

7.3. Contribution to knowledge

The current Ph.D. thesis is aimed towards researching the connection between the celebrity endorsement in the advertising and the self-esteem of the women in the UK. The current state of knowledge within the field of marketing and advertising consists of multitude dimensions, where the abundant mass of the research stems from different advertising journals. In the present section, the author has provided a series of contributions which this research has made along with the discussion on the contribution it has made to significantly

less reconnoiter realm in marketing and advertising and within the area of celebrity endorsement in advertising.

7.3.1. Conceptual Framework Contributions

This thesis was directed towards the assessment of celebrity endorsement in advertisement association with the self-esteem of women. For the very reason, in the conceptual framework of the study, the researcher has focused on the TEARS model for designing the conceptual framework as its attributes were associated with the celebrity endorsement and have been employed by different research previously. Based on the area of study, the conceptual framework of the research helped the researcher in thoroughly understanding the theoretical underpinning of TEARS Model of celebrity endorsement, and used the components of this model in the study and determined how the model can be implemented in practice and how it can be useful for companies engaged in fashion and cosmetic industry of UK.

The research model proposed in the research by the author helped to give a new dimension to the existing research by relating it to the self-esteem of women which has not been identified by the previous researchers. However, the author of this research has given a new dimension to the existing research by linking the self-esteem with the celebrity endorsement with the special focus on the UK female consumers because the main idea of the research was directed towards the female consumers who get highly influenced by the celebrity endorsement. With the support of this model, the researcher identified two major characteristics, i.e.the credibility and attractiveness of the celebrity, where credibility involved celebrity expertise and trustworthiness while attractiveness involves respect, physical attractiveness, and similarity. The dimensions helped the researcher in identifying how the celebrity endorsement is related to the self-esteem of the women in the UK. The

conceptual framework of the study helped the researcher in comprehending how the companies select the celebrities for the promotions which can influence the buying pattern or the self-esteem of the women. However, it is believed by the author that the feature of celebrity motive to use the product and celebrity-brand fit with the endorsed product or service in the advertisement. These elements were extracted from the study of Bergkvist, Hjalmarson, and Mägi (2016).

From the conceptual framework, it was made apparent that the celebrity endorsement is based on the mechanism which can generate both advertising returns for the organisation and influence the brand equity with the self-esteem of women in the UK. The TEARS model helped the researcher in focusing on the main idea of the research that is to examine the effectiveness of the celebrity endorsement within the advertisement because of their attractiveness and credibility that is an integral part of the TEARS model. In addition to the above statement, the conceptual framework has been developed which specifies how the TEARS model factors and dimensions are associated with the celebrity endorsement in advertising that affects the self-esteem of women with the support of objectification and body image, and what the reciprocal effects are of these factors because of the celebrity image.

The conceptual framework of the study further argues that it involves different factors such as respect, similarity, trust or the physical attractiveness of the celebrities which bottom-up the advertisement at the grassroots levels because it is one of the appropriate marketing strategies which is put in place by the companies for raising the willingness of the consumers to purchase the products which are endorsed by the celebrities. However, the conceptual model of this research has been derived from careful consideration on the gaps in the literature and how the TEARS model will best suit the research by focusing on the research which is derived from the previous studies that have successfully used TEARS model in their conceptual framework.

7.3.1.1. Gaps in the Literature

As discussed in the literature review section about the gaps which has been identified by the researcher after carrying out literature review for the present thesis, the main gap in the literature which was identified by the researcher was directed towards the use of different models of celebrity endorsement and lesser use of the TEARS model for the explanation of celebrity endorsement in the advertisement. In addition, the previous research has been carried out in the favour of traditional modes of celebrity endorsement along with the existing theories and concepts that explain the celebrity endorsement. Moreover, the main gap which was discussed previously that mainly enhances the attraction of author towards this present study is that a limited number of studies have been carried out in the favour of celebrity endorsement which is supported by the TEARS model. Therefore, the main motivation of the researcher to conduct the research in the celebrity endorsement was the lesser use of the TEARS model for explaining the notion of celebrity endorsement with respect to body image and objectification which were the factors of self-esteem of people.

The author of the research fills the gaps in the research by offering analytical and methodological approaches which are based on the celebrity endorsement and its influence towards the self-esteem of women in the UK. From the theoretical perspective of this study, this research study has contributed towards the integration of different insights gathered from the previous studies which are concerned with the celebrity product endorsement into the conceptual model of this study that has been derived from the TEARS model. Moreover, the conceptual framework helped the researcher in explaining how the characteristics of the celebrity which are trustworthiness, expertise, similarity, physical attractiveness, and respect are important for understanding the relationship between the celebrity endorsement and the self-esteem of women in the UK. The conceptual framework of this study also helped the researcher in explaining how the endorsement of products by the celebrities and the self-

esteem are linked with the mediating role of objectification and body image. The propositions which make up the conceptual framework for the thesis provides the groundwork for the empirical testing of the hypothesis statement, which is regarded as an important aspect of the celebrity endorsement research which is still to be developed further by the different perspective that is explained by the end of this section.

This study is also among the first research for focusing on the specific moderators of the self-esteem of women which is influenced by the celebrity endorsement by taking into consideration body image and objectification. Highlighting the integration of celebrity into the promotions as the moderator of the brand, the initial step towards the selection of the celebrities for the advertisement can be focused towards the TEARS model by taking into considerations the factors of the model as it will help in determining the contingent output. In addition, the celebrity endorsement inclusion hasbroadened the spectrum of the potentially relevant variables which will be helpful for the celebrity endorsement studies.

The attributes and antecedents identified in the conceptual model for this study are grouped into source and management-induced factors categories which are credibility and attractiveness. These factors which are derived from the TEARS model will look into different aspects of the celebrity endorsement from the perspective of a particular brand. This thesis aimed towards contributing to the literature of the existing studies in the field of marketing and advertising by incorporating different models and theories which are associated with the celebrity endorsement. In addition, the research also offered a unique methodology for measuring the impact of celebrity endorsement in advertising on the self-esteem of women by investigating the factors of TEARS model with the self-esteem factors simultaneously.

7.3.1.2. Practical Applications

The practical perspective of the study facilitates the criteria for selecting appropriate celebrities for the advertisement in order to enhance the value of the products. Moreover, different parameters of the study can be taken together for enhancing the effectiveness of the celebrity endorsement that is based on the factors of the TEARS model which are trust, expertise, physical attractiveness, respect, and similarity. If these factors are taken into consideration, then the self-esteem of women can be enhanced further while managing the brand itself. In addition to the above statement, the matching the characteristics for the celebrity endorser with the features and attributes of the products is regarded as the important aspect of the practical application of conceptual framework as it helps in identifying suitable endorsers for the brand. Furthermore, the credibility and attractiveness of the celebrities are important for the selection of the celebrity endorsers among the identified celebrities. For the practical application, the decision regarding the celebrities is required for the selection of appropriate celebrity; celebrity activation (selection of the celebrity and communicating the information to the target market of the brand) becomes an important factor of the celebrity endorsement and its practical application. Overall, the practical application of the celebrity endorsement process can be comprehended from the series of management decisions which are to be made for a period of time.

7.3.1.3. Academic Application

In terms of academic application, the conceptual model proposed in this research can be beneficial for the future students as they can seek help in their research as for how the celebrity endorsement and the self-esteem can be linked together. In addition to the above statement, the academic application for the conceptual model will assist in defining the scope of the projects as it will help marketers in executing the project for which the celebrities are

to be selected. Furthermore, there are some hidden factors which should be considered in the conceptual model of the study that could help in enhancing the self-esteem of women in the UK. From the discussion presented in the thesis, it can be concluded that there are some factors which are a consumer and the brand that needs to be considered when the advertisers are using the strategy for the celebrity endorsement for enhancing the self-esteem of women. These attributes of brand and consumer are combined in a network within the strategy of celebrity endorsement that is necessary to be considered for an appropriate selection of the celebrity. It is necessary to include the consumers because eventually, they evaluate the advertising or the brand for optimal utilisation of celebrity endorsement strategy in advertising. Therefore, consumer and brand should be prioritised by the marketers for directly linking the strategy to the celebrities and this is how the marketers should opt for a celebrity. The figure mentioned below unveils the hidden factors that need to be considered before opting for the celebrity endorsement strategy in advertising as it will be beneficial for the company if these factors are taken into consideration.
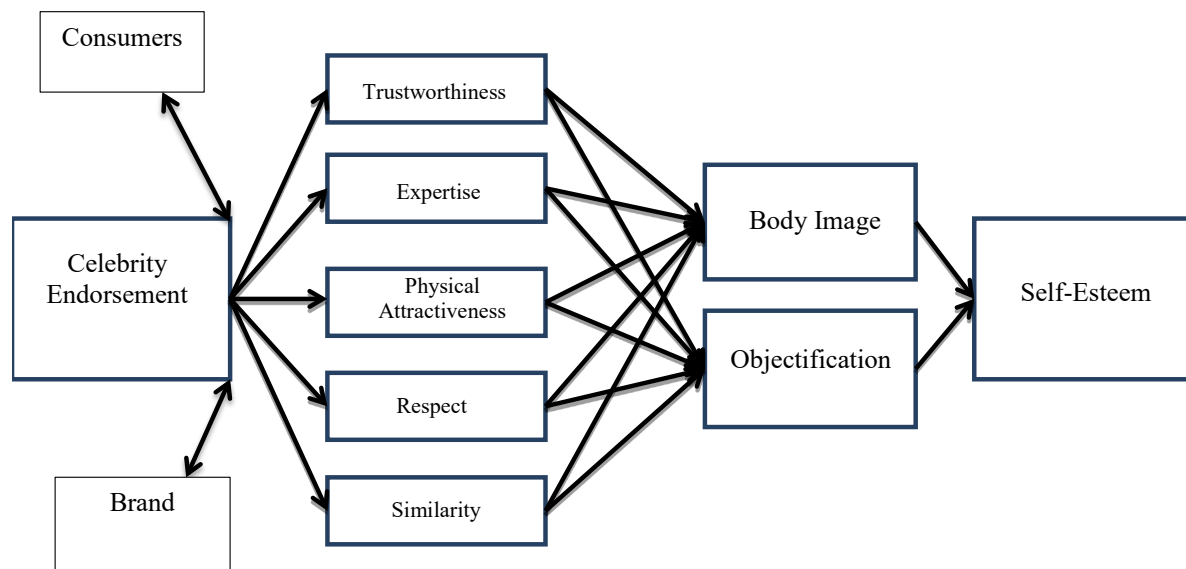
7.4. Future research

In this section, the researcher has outlined some suggestions for the future research which deals with the issues that are associated with the investigation carried out within this present research. Starting with the concept of celebrity endorsement which is introduced in this thesis, there is still a requirement for identification and separately examining the aspects of celebrity endorsement which are still in-depth. Are consumers influenced by the celebrity endorsement and their personality traits? Future researchers may try to identify which attributes of the celebrity endorsement and their engagement have the most influence on the customers (which includes both positive and negative aspects). Answering this question, for example, enable the advertisers and the managers of the companies to focus or de-focus on the general endorsement activities by the celebrities which will assist in hindering the objectives. This can be executed in several ways. Most of the studies have used the conjoint analysis which can be designed for determining which of the engagement attribute of the celebrities which were identified in the study have the significant influence on the consumers. In addition to the above statement, the researchers can also use the simple designs such as questionnaires or interviews. If this approach will be followed by the future researchers, they will be required to ensure that the larger sample can be chosen and perhaps a different perspective on the celebrity endorsement can be presented to the readers.

The focus of this study is celebrity endorsement and was limited to the self-esteem of women. Are there any other attributes or features which are the important influencers of the customers that have been neglected or overlooked in this study? For instance, in the literature review, it was argued that the celebrities can provide different sources of information about the product which can be used for forming and correcting the attributions. Further to add on this, the researcher has used the TEARS model for relating the study into the context of advertising and marketing and for the appropriate selection of celebrity into the promotion of

the brand. However, the researcher can also take into account other marketing models of the celebrity endorsement which are discussed in the literature review of the study. The source credibility model can be utilised for the effective selection of the celebrities for the brand promotions which can be considered for the enhancement of the self-esteem of the women. In this essence, the models can be used for selection of the celebrities by taking into consideration the effects of the attributions on the effective communication for the female consumers which can be developed if the celebrities have influential personality.

In addition, the identification of the endorser activities can be regarded as beneficial for the celebrity endorsement strategy as it could benefit the researchers and managers which are attempting towards enhancing the effectiveness of the endorser. Moreover, it will be considered as the particular interest in identifying the aspects of celebrity engagement much like the enhancement of self-esteem of women, which is actionable. Indeed, uncovering these unknown aspects will require the researcher to employ the qualitative approaches, for instance, unstructured interviews or the focus groups. The celebrity endorsement held a significant role in this thesis as it enhanced the self-esteem of women which is proven by this research. Nevertheless, this construct can be verified and operationalized by the use of analytical techniques. The future researchers can employ structural equation modeling which can be used for testing the structural model and the measurement. In addition to the above statement, the structural modeling can be used for testing the entire model which has been proposed in this study by the researcher. Furthermore, the empirical verification for the propositions presented in this research is required by the future researchers. However, the lead proposition which will enhance and further authenticate the research is the brand image which can be mediated through brand equity. Moreover, the researcher can focus on understanding how the celebrity endorsement can influence the product awareness along with

the celebrity awareness, what other factors are involved in the celebrity endorsement which could lead to a more detailed conceptual model in this study.

The TEARS model is further required to be analysed in greater depth with a different perspective other than focusing on the region of the UK. While this thesis has empirically and analytically tested the TEARS model regarding the celebrity endorsement, there is yet another expanding marketing communication area as the products are endorsed even in the movies and the television shows known as product placement. It is another step towards studying the factor of celebrity endorsement as it helps in creating symbolic associations for the brands which can be appropriated by the consumers.

The usage of interviews and focus groups in the future studies can also be beneficial for obtaining thoughts and beliefs of the female consumers regarding their self-esteem. Despite having an analytical and quantitative approach for the collection of data in this research, the qualitative approach such as semi-structured interviews along with the focus group can help the future researchers to probe answers and further enrich the understanding of the impression of celebrity endorsement and research questions.

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Appendix 1

Questionnaire

This questionnaire is specifically prepared for an academic research. For the purpose of this research, *celebrity endorsement* is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a products or a service.

As consumers, you must have watched several advertisements of L'Oreal where various international celebrities have endorsed it and given confidence to women. Keeping in mind your favourite celebrity such as Beyoncé who has endorsed advertisement of L'Oreal, please fill in the following survey questionnaire.

Kindly give your responses by (✓) an appropriate option for each of following question:

Name _____

Contact Number _____

Age: Below 18-20 ☐   21-23 ☐   24-26 ☐   27-30 ☐

Profession
- ☐ Young Professional
- ☐ Student
- ☐ Businesswomen
- ☐ Engineer
- ☐ Doctor
- ☐ Home cook
- ☐ Teacher
- ☐ Other

Yearly Income
- ☐ 20,000-30,000
- ☐ 31,000-40,000
- ☐ 41,000-50,000
- ☐ 51,000-60,000
- ☐ 60,000 and above

Education level

- ☐ High School
- ☐ College
- ☐ A-levels
- ☐ Graduate
- ☐ Post Graduate
- ☐ Other

Please rate your responses by ✓ the value that you think is more appropriate:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
0	1	2	3	4

Celebrity Endorsement (Ohanian, 1990; Thompson, 1988; Ohanian, 1991; Kotler, 1997 and Erdogan, 1999).	0	1	2	3	3
Similarity					
1. Women are greatly emphasized by celebrities with Beyoncé who show power and confidence					
2. Women perceive a positive image regarding brand like L'Oreal which is endorsed by powerful celebrities like Beyoncé					
3. Women feel more associated with beauty brands such as L'Oreal where celebrities share common interests and lifestyles.					
4. Women level of persuasiveness is increased by using brands which is endorsed by similar personality celebrities.					
5. L'Oreal has always selected celebrities that match with the consumers easily.					
6. Famous Brands might choose to prefer a regular-looking person who is not a celebrity, as consumers can identify themselves more easily.					
Respect					
7. Respect is significantly important in celebrity					

endorsement for the advertisement.					
8. L'Oreal has selected Beyoncé and Jennifer Lopez type celebrities which are popular and respected by consumers across the globe.					
9. Respected Celebrities increase the confidence of the women to use a particular brand.					
10. Beyoncé has successfully increased the value of brand as it has become more popular after she has endorsed it.					
11. Endorsement by respected celebrities helps the women to stand out in the crowd.					
12. L'Oreal with Beyoncé in their advertisements has increased self-esteem and confidence level among women to take stand for themselves.					
Physical Attractiveness					
13. Brands try to find celebrity endorsers who are physically attractive and influence the purchase decision.					
14. Physical attractiveness revolves around celebrity's characteristics including prowess, lifestyle, and personality					
15. Physical attractiveness of Celebrity is associated with the product being promoted.					
16. Beyoncé is a big name and her personality influences customers to make purchase decisions more easily as					

they are attracted towards her easily.					
17. Beyoncé is a source of inspiration for women across the globe who want to look confident and determined with life goals.					
18. A physically attractive celebrity helps the women consumers to feel confident and positively impacts their self-esteem.					
Trustworthiness					
19. L'Oreal has selected Beyoncé because of the level of trusts of consumers on her					
20. The trustworthiness of the celebrities influences the women consumers to purchase the brand.					
21. Brands such as L'Oreal are more associated with females hence it is endorsed by Beyoncé and Jennifer Lopez type celebrities who are trusted and honest with their profession.					
22. Women feel more confident and their attitude changes towards the brand due to celebrities like Beyoncé endorsing it.					
23. The brand endorsement from a trustworthy celebrity in an advertisement would impact the self-esteem of the women consumers.					
24. Trustworthiness is very essential because of the fact that L'Oreal has used a popularly celebrity like Beyoncé which has already created a positive					

perception in the minds of the consumer.					
Expertise					
25. Expertise of the Beyoncé and Jennifer Lopez type celebrities emphasizes upon the knowledge, experience, and skills with respect to L'Oreal's characteristics.					
26. Consumers purchase brands which can easily be associated with based on their own level of expertise					
27. It is important that consumers think and believe that a celebrity has expertise for a particular advertisement.					
28. Expert sources also influence perceptions of the product's quality.					
29. The level of celebrity expertise determines the effectiveness of the brand.					
30. The expertise of the celebrities encouraged the consumers to purchase the brands					
Self-esteem					
Body Image					
31. Body image has continually been linked to the self-esteem level of women.					
32. Lower level of body image leads to lower self-esteem amongst women.					
33. L'Oreal advertisements have worked on promoting positive body image of women					
34. Celebrities like Beyoncé are source of confidence and					

strong self-esteem for female consumers and their presence in advertisements influence women across the globe					
35. Women compare their body image with Beyoncé and Jennifer Lopez who actively endorse L'Oreal products					
Objectification					
36. Self-esteem of majority of women has constantly been affected by advertisement					
37. The objectification of women within an advertisement has made women to be involved in a psychological and physical encounter in the context of inability to live up to the social standards.					
38. Sexual objectification is prevalent in the celebrity endorsement of different brands.					
39. L'Oreal has ensured not to turn women into sex objects and through iconic celebrities like Beyoncé, it has promoted confidence and power.					
40. Self-esteem of women is hurt when she is not able to relate or associate with celebrities in advertisements.					