

A Review of Theories Relating to Celebrity Endorsements

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Abstract: *It examines public views on celebrity endorsement and suggests ways to utilize them as a basis for future research. This article uses a wide theoretical framework to connect endorsement theory with celebrity-endorsed advertising effectiveness. A comprehensive theoretical framework is required to explain the variety of celebrity endorsements in marketing initiatives. This study uses qualitative data collection and analysis to explore celebrity endorsement notions. The study shows how five celebrity endorsement concepts might influence future research. This article provides a basic summary of celebrity endorsement, emphasizes the five primary theories of celebrity endorsement as a framework for further study, and reviews previous studies and data.*

Keywords: Source Credibility, Attribution Theory

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