CHAPTER 5

RESEARCH OBJECTIVES

In view of the research gaps identified, the following research objectives have been developed.

5.1. To study the effects of the perceived congruence/incongruence of celebrity personality-brand personality on endorser suitability and credibility.

5.2. To study the effects of the resulting impact of this suitability and credibility on consumers’ beliefs, attitudes and intentions.

5.3. To study the difference between celebrity-brand personalities congruence levels (high/low) in the cases of believability of the advertisement, attitude toward the advertisement, attitude toward the endorsed brand and purchase intention.