Celebrity endorsement and brand passion among air travelers: Theory and evidence

Faheem Gul Gilal[a], Justin Paul[b,c,*], Naeem Gul Gilal[d], Rukhsana Gul Gilal[a]

[a] *Department of Business Administration, Sukkur IBA University, Sukkur, Sindh, Pakistan*
[b] *Rollins College, FL, USA*
[c] *Graduate School of Business Administration, University of Puerto Rico, Puerto Rico, USA*
[d] *School of Management, Huazhong University of Science and Technology, Wuhan, Hubei, 430074, China*

ABSTRACT

The influence of brand characteristics on a consumer passion for a brand is firmly established in the literature. However, celebrity endorsers influence to the formation of brand passion remains largely untapped. Using three theoretical lenses- source credibility theory, relationship motivation theory, and congruity theory, the present study examines the influence of celebrity endorsement on brand passion using data from air travelers. To this end, we involved (n = 432) airline passengers to test the hypotheses in the service context. Confirmatory Factor Analysis and Structural Equation Modeling techniques were used as methods. When celebrity attractiveness, expertise, and trustworthiness were assessed, celebrity attractiveness was appeared to have the strongest influence on relatedness need satisfaction. The moderation analysis reveals that the effect of celebrity attractiveness, expertise, and trustworthiness on relatedness needs satisfaction is salient when the celebrity and user having the opposite gender. Finally, implications for policy, research and practice are discussed.

1. Introduction

The interest in the concept of brand passion has burgeoned in recent years among both consumer scholars and market practitioners. As such Vallerand et al. (2003) developed a dualistic model of passion which proposes two distinct forms of passion: obsessive and harmonious. Extensive research in psychology and in other domains of life referred passion as "the psychological state in which individual identifies with his favorite activity, enjoy it, find it important, and engage in it on a regular basis". Similarly, scholarship in the brand management and consumer behavior realm referred brand passion as "a psychological construct comprised of excitation, infatuation, and obsession for a brand" (Albert et al., 2013; Gilal et al., 2018a).

Both academicians and practitioners have noted the significance of consumer brand passion (Gilal et al., 2018a; Paul, 2015a, 2015b). As such, academic research in the marketing domain has revealed that passion plays a key role in improving word-of-mouth (Loureiro et al., 2017; Gilal et al., 2018b) and willingness-to-pay a premium for the brand (Swimberghe et al., 2014; Gilal et al., 2018c), and it may enhance brand loyalty (Hemsley-Brown et al., 2016), brand advocacy, brand community engagement, social media support, price insensitivity, and

purchase intention (Pourazad and Pare, 2015). Despite increasing interest in the consumer brand passion, the investigation into antecedents is marginalized and only a handful of studies have begun to examine predictors consisting of brand-related factors such as brand trust, brand identification, brand personality, actual/ideal self-congruence, and brand experience (Astakhova et al., 2017; Balon et al., 2013; Hemsley-Brown et al., 2016; Rohra and Sharma, 2016). Although these studies provide a preliminary insight into the antecedents of brand passion, the potential for discovering celebrity endorsers influence to the formation of brand passion remains largely untapped (Gilal et al., 2018b). Celebrity endorsement is "a marketing strategy in which an individual enjoying public recognition and who uses this recognition on behalf of a consumer product by appearing with it in an advertisement" (McCracken, 1989, p. 310). Past studies have shown that the effectiveness of a celebrity endorsement depends on the endorser's physical attractiveness, expertise, and trustworthiness, which positively influence consumer behavior outcomes, such as brand image, attitude, recall, and actual purchase behavior (Amos et al., 2008; Kim et al., 2014; Paul and Bhakar, 2018; Wang et al., 2017). Collectively, the existing literature suggests that consumers' perception of source credibility significantly influence brand relationship outcomes. Until now, no

efforts have been integrated into hospitality research to investigate the effect of source credibility on consumer brand passion. Thus, one of the key objectives of the present study is to examine whether endorser's credibility can enhance air travelers' passion for an airline brand. This is the first issue our research aims to address.

Moreover, the *relationship motivation theory* (RMT) has suggested that "all human beings have a fundamental psychological need to experience relatedness—that is, to feel personally accepted by others" (Deci and Ryan, 2014, p. 53). Academic research in the similar domain has shown that consumer satisfaction is shaped by the fulfillment of relatedness need and that when consumers' relatedness need is met; it provides the emotional security required to create intense attachments (Deci and Ryan, 2014; Gilal et al., 2019a). Based on this notion, it is expected that the mediation of relatedness need satisfaction on the relationship between celebrity endorsement and brand passion may provide a nuanced way to improve brand passion among air travelers. Hence, we embedded relatedness need satisfaction as a mediating mechanism to explore whether the influence of celebrity endorsement on a brand passion among air travelers is mediated by relatedness need satisfaction. This is the second issue our research aims to address.

In addition to examining the mediating effect of relatedness need satisfaction, we explore whether the *celebrity-user gender congruity* can differentiate the effect of endorser's credibility on relatedness need satisfaction. The existing research has examined the role of source credibility and gender (i.e., celebrity-user gender congruity) with mixed results (Albert et al., 2017; Knoll and Matthes, 2017; Pornpitakpan et al., 2017). Accordingly, research has shown that male celebrity is more effective for male customers and female spokespersons are more effective for female customers (Boyd and Shank, 2004; Luoh and Lo, 2012). In contrast, scholarship has shown that gender incongruity will lead to better consumer behavior outcomes (Paul and Bhakar, 2018; Pradhan et al., 2017; St James and Swartz, 2005; Lin et al., 2008). These mixed findings have put into question whether practitioners choose a female celebrity endorser over a male celebrity endorser when they aim at targeting male consumers, and vice versa. To address this gap, the present study contributes by exploring either celebrity-user gender congruity or incongruity is more perspicacious to enhance brand passion among air travelers.

In light of the above, this research makes the following contributions to branding and hospitality literature. First, the present study contributes to supporting the notion of source credibility theory, relationship motivation theory, and congruity theory in the branding and hospitality contexts. Particularly, the present study contributes by exploring the endorser's credibility-brand passion relationship by highlighting celebrity endorsement as a new avenue for enhancing brand passion among air travelers. Second, our study contributes by investigating the mediating effect of relatedness need satisfaction on the relationship between source credibility and brand passion among air travelers. Finally, we seek to establish the moderating effect of gender congruity on the association between the source credibility and brand passion among air travelers via relatedness need satisfaction (see

Fig. 1. Proposed theoretical framework.

Fig. 1).

2. Theoretical underpinning and hypotheses

Much of the research by marketing scholars on passion has revealed consumer brand passion by linking brand related facets, such as, brand trust, brand identification, actual/ideal self-congruence, brand quality, brand personality, and brand experience (Astakhova et al., 2017; Albert et al., 2013; Balon et al., 2013; Hemsley-Brown et al., 2016; Rohra and Sharma, 2016). However, celebrity endorsers influence to brand passion among air travelers is scarcely addressed in the branding and hospitality domain (Gilal et al., 2018a). McCracken (1989) and colleagues have explained the meaning transfer model and suggest that endorsers who are well-liked and attractive tend to be effective in transferring the meaning to a brand, creating a distinct personality for the endorsed brand (Paul and Bhakar, 2018; Escalas and Bettman, 2017; Tingchi Liu and Brock, 2011), and enhancing an immediate brand identity or persona for a brand (Gong and Li, 2017; Miller and Allen, 2012; Paul, 2018a, 2018b).

Similarly, empirical studies guided by source credibility theory (Hovland and Weiss, 1951) suggest that the usefulness of a message depends on the source attractiveness, expertise, and trustworthiness (Paul and Bhakar, 2018; Lee et al., 2015; Kim et al., 2013). Physical attractiveness for celebrity endorser can be categorized as the weight, height and the beauty of the face which is often judged by the public (Albert et al., 2017; Pornpitakpan et al., 2017). The effect of the endorser attractiveness on consumer behavior outcomes has received considerable attention in the literature. As such, studies by Friedman and Friedman (1979), Mohd Suki (2014) and Till and Busler (2000) reported that celebrity attractiveness positively improves brand attitude and brand recall. Tantiseneepong et al. (2012) and Bardia et al. (2011) disclosed a positive relationship between brand perception image and endorser's attractiveness. Kahle and Homer (1985) showed that customers develop a positive attitude towards the product when a celebrity endorser's physical attractiveness is congruent with the product s/he is endorsing. Yoon and Kim (2016) in the tourism and hospitality settings confirmed the prominent role of source attractiveness on attitude towards the ad. Escalas and Bettman (2015) revealed that consumers look to celebrity endorsement to construct self-concepts. Celebrity endorser might give a bundle of meanings that become related to the brands s/he endorses (Miller and Allen, 2012) and that customers satisfy with the needs for relatedness when they feel connected with him/her (Thomson, 2006). In the similar vein, Zhu and Chen (2015) reported that "followers not only want to know more about the celebrities, but also want to be more like them: how they dress, what they eat, and how they live" (p. 341). This perspective is consistent with Escalas and Bettman (2017) research which suggested customers with a high need to belong often look to celebrities to meet their belongingness need by consuming a brand endorsed by the attractive endorser. For example, a woman may buy a fairness cream endorsed by a gorgeous celebrity in order to be recognized among beautiful women, which ultimately satisfies her relatedness need (e.g., sense of belonging and togetherness). Based on these preceding studies, we argue that celebrity attractiveness can be an important antecedent/path leading to the relatedness need satisfaction. Thus, the following can, therefore, be expected:

H1. Celebrity attractiveness relates positively to air travelers' relatedness need satisfaction.

Perceived expertise is related to the celebrity's qualification which directly influences consumer behavior (Clarke et al., 2016; Kim et al., 2014). Amos et al. (2008) noted that "consumers exposed to a source perceived as highly expert exhibit more agreement with the source's recommendation" (p. 2015). In a similar vein, an empirical study by Bergkvist and Zhou (2016) and Mohd Suki (2014) reported the positive influence of celebrity expertise on purchase behavior of customers. The scholarship has also revealed that a knowledgeable celebrity is more
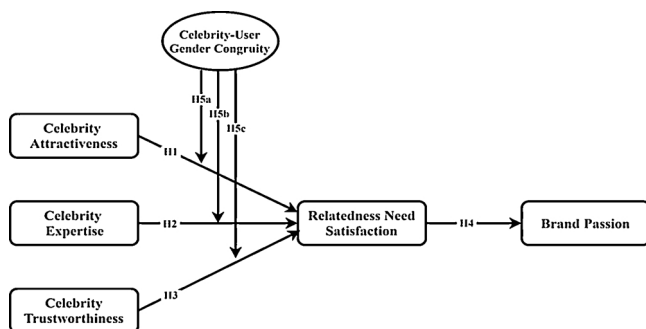
effective at persuading the consumer to buy the product and have a positive attitude towards the brand (Bardia et al., 2011; Chan et al., 2013). Kim et al. (2014) in the tourism and hospitality settings revealed that celebrity with expertise rather than 'attractiveness' or 'trustworthiness' is likely to attract more customer attention and contribute to the hotels' image. Surveys such as that conducted by Thomson (2006) showed that consumers value the expertise of a celebrity and perceive them as real people who care about them and enhance the feeling of security by endorsing a brand of expertise in his/her occupation. This idea is supported by Zhu and Chen (2015), who suggested that "celebrities use social media as a channel of influence, while followers use social media to get the latest information about the products endorsed by celebrities (e.g., what they eat, how they live and dress) and to satisfy their need for relatedness by following" (p. 341). Based on these findings of Zhu and Chen (2015), we expect that this perceived source expertise should meet consumers need for relatedness and improve their passion for a brand. Thus, we anticipate that:

H2. Celebrity expertise relates positively to air travelers' relatedness need satisfaction.

Celebrity trustworthiness is the attribute of honesty, believability, affinity, and/or dignity possessed by the endorser (Bergqvist and Zhou, 2016; Lee et al., 2015). Research has proven that the trustworthiness of celebrity is the most efficient way to make the consumers extra confident about the product and that when customers believe that the source is trustworthy, they believe that the endorsed brand is highly reliable (Kim et al., 2013; Paul and Bhakar, 2018). The scholarship has also revealed that the honest celebrity can improve perceived quality and reduce perceived risks which in turn improve purchase intention (Erdem and Swait, 2004). A meta-analysis by Amos et al. (2008) on the relationship between celebrity endorser effects and advertising effectiveness suggested that trustworthiness is an important predictor of celebrity endorsement effectiveness which captures the most influential source effects on consumer relationship outcomes than source attractiveness and expertise. In a similar vein, an empirical study by Wang et al. (2017) in the air transportation context reported that celebrity trustworthiness constitutes the strongest driver of consumer attitude for an airline brand. Kowalczyk and Pounders (2016) revealed that consumer attachment to the brand is likely to be created when the target audience considers the source of the message as reliable and trustworthy. Similarly, a recent study by Escalas and Bettman (2017) showed that consumers with a high need to belong look to celebrities to a greater extent than those who have lower need to belong. In light of the above, we expect that this perceived source trustworthiness should meet consumers need for relatedness and improve their passion for an airline brand, thus, we propose the following:

H3. Celebrity trustworthiness relates positively to air travelers' relatedness need satisfaction.

Relationship motivation theory (RMT) suggests that "all individuals have a fundamental need to experience *relatedness*—that is, to feel personally accepted by others" (Deci and Ryan, 2014, p. 53). The relatedness needs satisfaction reflects the experience of intimacy and/or one's desire to feel connected to others and caring for them (Chen et al., 2015). Prior research has shown that consumer satisfaction is shaped by the fulfillment of relatedness need and that, the consumer need for relatedness is considered vital for optimal human functioning and personal well-being (Gilal et al., 2019a, 2019b; Wang and Li, 2016). Studies guided by RMT have shown that consumer need for relatedness has a prominent influence on consumer behavior. As such, a study exploring consumers brand co-creation engagement by Hsieh and Chang (2016) reported the positive association between consumer need for relatedness and motivation to participate in brand co-creation campaigns. Similarly, Wang and Li (2016, 2017) explored the antecedents and consequences of perceived relatedness need in the social networking sites and showed that trust positively enhances consumer

relatedness need satisfaction, which in turn fuel customer satisfaction. A study examining consumers' willingness to spread energy-saving WOM by Sweeney et al. (2014) showed that WOM messages significantly improves consumer need for relatedness which in turn enhances integrated motivation for energy-saving. Thomson (2006) explored the antecedents of consumers' attachments to celebrities and reported relatedness need satisfaction as a prominent predictor of celebrity attachment. A recent study by Gilal et al. (2019b) reported relatedness to need satisfaction as a stronger driver of consumer brand attachment. Taken together, the findings of these studies suggest that relatedness need satisfaction can increase the explanatory power of brand relationship outcomes. Therefore, in line with the studies above-cited, it is reasonable to postulate that the relatedness needs satisfaction can also play a key role in improving brand passion among air travelers. Thus, we derive a hypothesis:

H4. Relatedness needs satisfaction relates positively to brand passion among air travelers.

besides investigating the influence of relatedness need satisfaction on a consumer passion for an airline brand, the present study also aims to explore whether theoretically relevant moderator such as gender congruity (i.e., celebrity-user gender congruity) can differentiate the effect of source credibility (i.e., celebrity attractiveness, expertise, and trustworthiness) on relatedness need satisfaction. The moderation of gender congruity into the relationship between source credibility and brand passion via relatedness need satisfaction is particularly relevant, as numerous studies have reported that the gender congruity can play a prominent role in modifying consumer' attitude and behavior (Knoll and Matthes, 2017; Gilal et al., 2018b, 2018c; Pradhan et al., 2017; Su and Reynolds, 2017). As such, a recent meta-analysis by Knoll and Matthes (2017) reported that, compared with non-matching endorsers, matching endorsers elicit more favorable attitudes and stronger behavioral intentions. Tom et al. (1992) revealed that male celebrities have been found to be more effective for male customers and female endorsers for female buyers. Additionally, Boyd and Shank (2004) revealed that men evaluated male celebrities as more trustworthy than female celebrities, while women evaluated female celebrities as more trustworthy than male celebrities. This notion has been further supported by Luoh and Lo (2012) in the service context, which confirmed that female shoppers are shown to have expectations of better service from female attendants, and male shoppers from male attendants. In contrast, Goldman (1995) and St James and Swartz (2005) showed that male customers perceive female endorsers to be more credible than male endorsers. Lin et al. (2008) revealed that male customers choose purchasing guest page table (GPT) brochures featuring photos of female tour leaders over males. This idea is further supported by Pradhan et al.'s (2017) study which reported that using a male endorser over a female endorser when targeting female customers, will lead to better consumer behavior outcomes. Based on the above discussion, the following can, therefore, be hypothesized:

H5. Gender congruity moderates the impact of (a) celebrity attractiveness (b) celebrity expertise, and (c) celebrity trustworthiness on air travelers relatedness need satisfaction.

3. Method

3.1. Participants and procedure

Using procedures from the extant research (Gilal et al., 2018d, 2018e; Paul, 2018a; Kumar and Paul, 2018), we distributed 500 questionnaires to the airline passengers at the two major international airports in Pakistan. Respondents were given a list of major airline brands and then we asked them to choose an airline brand (s) to which you want to fly (e.g., PIA, Pak Air Blue, Emirates, Qatar Airways, Singapore Airlines, Shaheen Air, Thai Airways, Etihad Airways, Gulf Air, Safi

Table 1
Profile of survey respondents.

Categories	Items	Percentage
Gender	Male	58.8%
	Female	41.2%
Age	Under 20 years	2.1%
	20–29 years	25.2%
	30–39 years	41.7%
	40–49 years	19.4%
	50–60 years	10.2%
	Above 60 years	1.4%
Marital status	Not Married	29.4%
	Married	70.6%
Education level	School/college	3.9%
	Bachelors	31.3%
	Masters	56.9%
	Others	7.9%
Occupation	Student	7.6%
	Teacher	24.5%
	Doctor	25%
	Engineer	10.9%
	Banker	6.3%
	Journalist	6.5%
	Athletes	8.1%
	Lawyer	2.3%
	Business person	3%
	Others	5.8%
Traveling income	5000 PKR or less	6.3%
	5001–10,000 PKR	1.2%
	10,001–20,000 PKR	1.9%
	20,001–40,000 PKR	3.7%
	40,001–60,000 PKR	30.8%
	Above 60,000 PKR	56.3%
Number of travels	1–5 times	16%
	5–10 times	63.2%
	10 or more	20.8%

Airways, Turkish Airlines, China Southern Airlines and so on). Next, we asked air travelers to complete the 10–15 minutes survey containing a set of items that mapped onto the dependent, (i.e., airline brand passion), independent (i.e., celebrity attractiveness, expertise, and trustworthiness), mediating variable (i.e., relatedness need satisfaction), and some demographic characteristics such as, age, sex, education, income, profession, and so on. Of the 500 air travelers sampled at the airports in Pakistan, 432 (86.4%) returned fully completed questionnaires.

Demographic information indicated that, of the 432 air travelers, 58.8% were male. 41.7% were aged between 30 and 39, 70.6% were married, 56.9% had a master degree, 56.3% had a traveling income of above 60,000 PKR, 63.2% traveled 5–10 times in a year, 25% were doctors, 24.5% were teachers, 10.9% were engineers, 8.1% were athletes, 7.6% were students, 6.5% were journalists, 6.3% were bankers, and remaining were lawyers, business person and government officials (see Table 1 for sample characteristics).

3.2. Measure validation

We draw on items used in empirically validated scales from prior research and all the items were slightly tailored to make the constructs suitable in the study's context. Next, we conducted a pilot study with a random sample of 45 airline customers to make sure the items could be clearly understood by air travelers. Finally, participants responses were measured on a 5-point Likert-type scale, ranging from "1 = completely disagree" to "5 = completely agree".

3.3. Celebrity credibility

To assess air travelers' perception of celebrity credibility, we adapted the scale used by Ohanian (1990), Yoon and Kim (2016) and Wang et al. (2017). The scale consists of three dimensions—celebrity attractiveness, expertise, and trustworthiness—and comprises of twelve

items. The exemplary item of celebrity attractiveness was "I remember an airline brand that is being endorsed by attractive celebrity more". One measure of celebrity expertise was "I think an airline brand that is being endorsed by an expert celebrity is more trustable", and one measure of celebrity trustworthiness was "I think an airline brand that is being endorsed by a trustworthy celebrity is more respectable and desirable". The reliability coefficient for the source attractiveness, expertise, and trustworthiness were 0.833, 0.811, and 0.884, respectively, which exceeded the required threshold, as recommended by Fabrigar et al. (1999). In addition, we ran a CFA and the results yielded an excellent fit value: $X^2/df = 1.946$, GFI = 0.962, CFI = 0.987, TLI = 0.983, IFI = 0.987, RFI = 0.965, SRMR = 0.026, RMSEA = 0.047.

3.4. Relatedness needs satisfaction

We adapted the relatedness need satisfaction scale developed by Chen et al. (2015). The relatedness need satisfaction comprises of four items and the exemplary items of the scale were "I feel that this airline brand cares about me" and "I feel connected with this airline brand". The reliability coefficient for the air travelers' relatedness needs satisfaction was 0.805 which exceeded the required threshold, as recommended by Fabrigar et al. (1999). Finally, CFA results show that relatedness need satisfaction has a good construct validity: $X^2/df = 2.324$, GFI = 0.995, CFI = 0.995, TLI = 0.985, IFI = 0.995, RFI = 0.974, SRMR = 0.020, RMSEA = 0.055.

3.5. Brand passion

We measured brand passion among air travelers with five items scale employed by Swimberghe et al. (2014). The exemplary items of the brand passion were "This airline brand allows me to live a variety of experiences" and "This airline brand reflects the qualities I like about myself". The internal consistency for the airline brand passion was 0.891 which exceeded the required threshold, as recommended by Fabrigar et al. (1999). Finally, CFA results reveal that brand passion has good construct validity: $X^2/df = 2.499$, GFI = 0.989, CFI = 0.994, TLI = 0.987, IFI = 0.994, RFI = 0.979, SRMR = 0.016, RMSEA = 0.059.

3.6. Celebrity-user gender congruity

Based on the pretest and focus group discussion with five experts in marketing and psychology field, it was decided to choose 4 celebrities (e.g., 2 male and 2 female). We then manipulated celebrity gender by asking participants to name celebrity whom you would like to watch in advertisements and/or which celebrity would you find more appealing as the endorser for airline brand? We operationalized celebrity-user gender congruity as "0" = indicating better gender congruity and "1" = indicating gender incongruity, inspired by Paul and Bhakar (2018) and Pradhan et al. (2017). Finally, consistent with previous research in hospitality management (Chiu et al., 2016; Chung, 2015), we control for the effects of respondents' age, culture, marital status, education level, job position, traveling income, number of travels, and flights routes.

4. Results

4.1. Confirmatory factor analysis (CFA)

We employed CFA in AMOS 22.0 to examine the discriminant validity of the celebrity credibility, relatedness needs satisfaction and brand passion variables. Based on the prior procedures (Gilal et al., 2018b), we compared 5-factor model (i.e., Model 1) with a 4-factor model (i.e., Model 2), a 3-factor model (i.e., Model 3), two 2-factor models (i.e., Model 4 and Model 5), and a 1-factor model (i.e., Model 6).

Table 2
Model comparison: fit indices.

Model	X^2/df	df	CFI	TLI	IFI	SRMR	RMESA
5-factor model (CA, CE, CT, RNS, & BP)	1.989	179	.969	.964	.969	.039	.048
4-factor model (CA, CE, CT/RNS, & BP)	4.474	183	.889	.872	.889	.109	.090
3-Factors (CA/CE, CT/RNS, & BP)	4.503	186	.886	.871	.887	.110	.090
2-Factors (CA/CE/CT/RNS combined & BP)	4.561	188	.883	.869	.883	.116	.091
2-Factors (CA/CE/CT/BP combined & RNS)	7.996	188	.770	.743	.771	.138	.127
1-Factor (CA/CE/CT /RNS/BP combined)	9.706	189	.712	.680	.713	.150	.142

Note: CA = Celebrity attractiveness; CE = celebrity expertise; CT = celebrity trustworthiness; RNS = relatedness needs satisfaction; BP = brand passion.

Our results show that the 5-factor model (i.e., Model 1) fits the data better than other nested model: X^2/df = 1.989, CFI = 0.969, TLI = 0.964, IFI = 0.969, SRMR = 0.039, RMSEA = 0.048, suggesting that the five variables show good discriminating validity and that the respondents could clearly distinguish the constructs under study (see Table 2).

4.2. Structural equation modeling (SEM)

SEM was employed with a maximum-likelihood method to test the research hypotheses. The hypothesized model revealed an excellent fit, χ^2/d.f. = 2.867; GFI = 0.992; CFI = 0.996; TLI = 0.987; IFI = 0.996; NFI = 0.994; SRMR = 0.020; RMSEA = 0.066. The standardized estimates were inspected to determine support for the hypotheses (Table 3). H1 suggests that celebrity attractiveness positively improves air travelers' relatedness need satisfaction. This point of view is supported (β = 0.303, $p < 0.01$). The path between celebrity expertise and relatedness need satisfaction is also found to be statistically significant (β = 0.221, $p < 0.01$). Consequently, H2 is supported which proposed the positive link between celebrity expertise and relatedness need satisfaction among air travelers. H3, which argues that celebrity trustworthiness is positively related to relatedness need satisfaction is found to be insignificant ($\beta = -0.048$, $p = n.s.$). Thus, we find no support for H3. In line with H4, relatedness need satisfaction positively affects airline brand passion (β = 0.586, $p < 0.001$). Therefore, we find support for H4.

4.3. Moderation of celebrity-consumer gender congruity

Next, we employed the procedure recommended by Preacher et al. (2007) to examine whether *gender congruity* (i.e., celebrity-user gender congruity) can differentiate the effect of celebrity attractiveness, expertise, and trustworthiness on relatedness need satisfaction. Our Hypothesis 5a states that *gender congruity* moderates the relationship between source attractiveness and air travelers' relatedness need satisfaction

Consistent with expectation, our results of moderation show a significant interaction effect of endorser attractiveness and gender congruity on relatedness need satisfaction (β = 0.527, $p < 0.001$), that uniquely accounted for 28.2% of the variance, F = 56.00 < 0.001 (see Table 4). Based on the prior procedure explained by Preacher et al. (2007), we applied conventional procedures for plotting the interaction

effect (Aiken et al., 1991) to explore whether the effect of celebrity attractiveness on consumers relatedness need satisfaction is salient when celebrity and the user having the opposite gender than when celebrity and the user having similar gender. The results show that the celebrity attractiveness positively enhances air travelers' relatedness need satisfaction when the celebrity and user having opposite gender (β = 0.649, $p < 0.001$, 95% CI = 0.584–0.749) but not when the celebrity and user having similar gender (β = 0.122, p = n.s, 95% CI = 0.005–0.248). Furthermore, the plot and slop test confirmed that the effect of celebrity attractiveness on consumers relatedness need satisfaction is prominent when celebrity and the user having the opposite gender (see Fig. 2).

Similarly, the H5b states that *gender congruity* moderates the influence of celebrity expertise on air travelers' relatedness need satisfaction. The results demonstrate a significant interaction effect of the celebrity expertise and *gender congruity* on relatedness need satisfaction (β = 0.541, $p < 0.001$) with significant change in $R^2 = .070$, $p < 0.01$. Thus, we confirmed the H5b. To further examine whether the effect of celebrity expertise on relatedness need satisfaction is salient when the celebrity and user having the opposite gender or when the celebrity and user having similar gender, we plotted the interaction effect (Aiken et al., 1991). The results suggest that, the effect of celebrity expertise is more promising when the celebrity and user having opposite gender (β = 0.638, $p < 0.001$, 95% CI = 0.538–0.739) but not when the celebrity and user having similar gender (β = 0.067, p = n.s, 95% CI = 0.034–0.228). Fig. 3 presents the interaction effect.

Finally, the examination of H5c considered the interaction effects of endorser trustworthiness and *gender congruity* on consumer relatedness need satisfaction, and the results revealed a significant interaction effect on brand passion (β = 0.586, $p < 0.001$) with a significant change in $R^2 = .075$, $p < 0.01$. Thus, we confirmed the H5c. We further plotted the interaction effect to inspect whether the influence of celebrity trustworthiness on relatedness need satisfaction is salient for *celebrity-user gender congruity* (Aiken et al., 1991). Our findings show that, though the direct effect of celebrity trustworthiness on consumer relatedness need satisfaction is insignificant, it is likely to be effective in improving air travelers' relatedness need satisfaction when the celebrity and user having opposite gender but not when the celebrity and user having similar gender (see Fig. 4). The results of a slope test further confirmed that celebrity trustworthiness has a strongest effect on consumer relatedness need satisfaction when celebrity and user having opposite gender (β = 0.624, $p < 0.001$: CI = 0.514–0.734) and insignificant effect when celebrity and user having similar gender (β = 0.038, $p = n.s.$: CI = 0.103–0.179).

5. Discussion

Our study is the first to explore source credibility-brand passion relationship by highlighting celebrity endorsement as a new avenue for enhancing brand passion among air travelers. In particular, the present study has contributed to advance previous research by investigating the effects of source attractiveness, expertise, and trustworthiness on air travelers' relatedness need satisfaction under the framework of relationship motivation theory (RMT) and source credibility theory

Table 3
Structural equation modeling results.

H	Proposed Relationship	β	t-value
H1	Celebrity attractiveness → Relatedness need satisfaction	0.303**	3.17
H2	Celebrity expertise → Relatedness need satisfaction	0.221**	2.43
H3	Celebrity trustworthiness → Relatedness need satisfaction	− 0.048 ns	−.567
H4	Relatedness need satisfaction → Airline brand passion	0.586***	15.02

Note: *** p < .001, ** p < .01. ns = nonsignificant.

ARTICLE IN PRESS

Table 4
Moderation of celebrity-user gender congruity.

(a) Moderation of celebrity-user gender congruity

Regression results for relatedness need satisfaction as the dependent variable

Predictor	β	t	p	F	R^2 (change R^2)	
Gender Congruity	.145	1.97	.049	56.00	.282 (.069)	
Celebrity Attractiveness	.424	10.56	.000			
Celebrity Attractiveness × Gender Congruity	.527	6.41	.000			
Gender Congruity	**Conditional Effect**	**SE**	**z**	**P**	**LLCI**	**ULCI**
Celebrity—User Gender Congruity	.122	.064	1.89	.059	.005	.248
Celebrity—User Gender Incongruity	.649	.051	12.68	.000	.584	.749

(b) Moderation of celebrity-user gender congruity

Predictor	β	t	p	F	R^2 (change R^2)	
Gender Congruity	.141	1.91	.057	53.76	.274 (.070)	
Celebrity Expertise	.408	9.98	.000			
Celebrity Expertise × Gender Congruity	.541	6.43	.000			
Gender Congruity	**Conditional Effect**	**SE**	**z**	**P**	**LLCI**	**ULCI**
Celebrity—User Gender Congruity	.097	.067	1.46	.145	.034	.228
Celebrity—User Gender Incongruity	.638	.051	12.47	.000	.538	.739

(c) Moderation of celebrity-user gender congruity

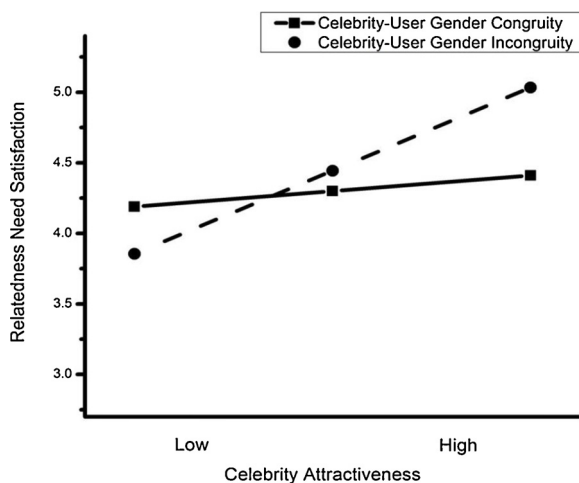| Predictor	β	t	p	F	R^2 (change R^2)	
Gender Congruity	.135	1.77	.078	43.00	.232 (.075)	
Celebrity Trustworthiness	.374	8.47	.000			
Celebrity Trustworthiness × Gender Congruity	.586	6.46	.000			
Gender Congruity	**Conditional Effect**	**SE**	**z**	**P**	**LLCI**	**ULCI**
Celebrity—User Gender Congruity	.038	.072	.531	.596	.103	.179
Celebrity—User Gender Incongruity	.624	.056	11.19	.000	.514	.734

Fig. 2. Relatedness need satisfaction as a function of celebrity attractiveness and celebrity-user gender congruity.
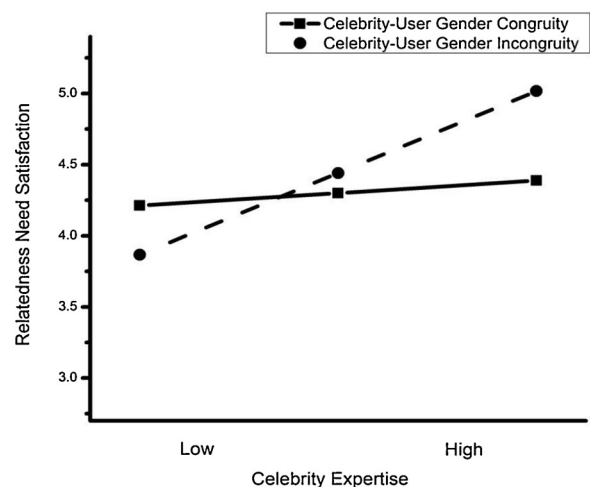

Fig. 3. Relatedness need satisfaction as a function of celebrity expertise and celebrity-user gender congruity.

(SCT). Second, this study has contributed to examine if consumer relatedness needs satisfaction is a significant predictor of brand passion among air travelers. Finally, we investigated whether gender congruity vs. incongruity is essential to predicting/differentiating the effect of source credibility on air travelers' relatedness need satisfaction.

Consistent with expectation, the present study revealed that when three aspects of celebrity credibility (i.e., celebrity attractiveness, celebrity expertise, and celebrity trustworthiness) were assessed, celebrity attractiveness had the greatest effect on consumer relatedness need satisfaction. This is an interesting finding which suggests that attractive sources are likely to be more influential in satisfying relatedness need satisfaction among airline passengers. This can be true since physical attraction is a powerful source to capture attention towards ads. For

example, celebrities frequently expose (e.g., Veet ads by Katrina Kaif and Mahira Khan) themselves by wearing attention-grabbing outfits in ads which creates more attention towards ads and such appearance makes them more attractive and easier to recall. Although these findings differ from some published studies (Baker and Churchhill, 1977; Caballero et al., 1989; Jamil and Rameez ul Hassan, 2014), they are consistent with those of Jeng (2016) and Mohd Suki (2014) which reported attractive sources as a prominent predictor of eliciting more-favorable attitudes and stronger purchase intentions from participants.

The results further revealed that celebrity expertise had the second-greatest effect on consumer relatedness need satisfaction. Our results indicated that an air traveler's relatedness needs satisfaction for the brand is likely to be improved when an expert celebrity endorsing a
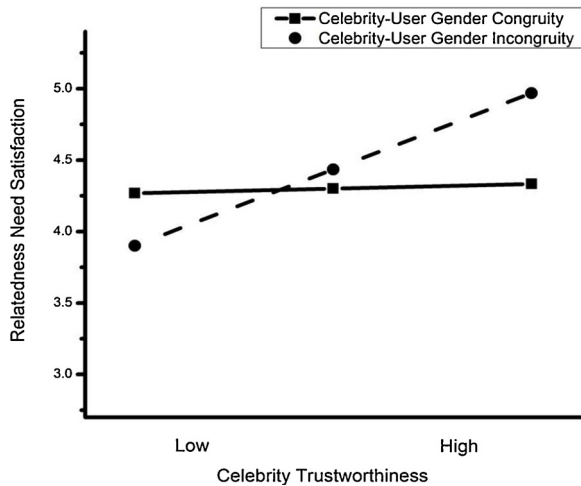
Fig. 4. Relatedness need satisfaction as a function of celebrity trustworthiness and celebrity-user gender congruity.

brand. This finding is in line with Bardia et al. (2011) and Chan et al. (2013) studies which linked source expertise to consumer purchase behavior and suggested that a well-informed endorser is more effective at persuading the consumer to buy. Our study also confirms the findings of Mohd Suki (2014) research found celebrity expertise as an important source to capture Muslim consumers purchase intention.

The study has also hypothesized the positive relationship between celebrity trustworthiness and consumer relatedness need satisfaction. Strikingly, outcomes of this research have shown an insignificant impact of celebrity trustworthiness and consumer relatedness need satisfaction. This finding suggests that celebrity trustworthiness does not play a role in generating brand salience and strengthening air travelers' relatedness need satisfaction. This might be attributed to the fact that multiple brands are being promoted by the same celebrity in Pakistan which may not only confuse consumers but also reduce correct brand/ celebrity associations. This viewpoint was supported by Tripp et al. (1994) study which revealed that celebrity loses his/her worth by endorsing multiple brands. Therefore, a possible explanation for the insignificant effect of celebrity trustworthiness on strengthening air travelers' relatedness needs satisfaction is that people in Pakistan do not rely upon celebrities who are endorsing multiple brands at the same time. Although this finding is consistent with prior published studies (Jamil and Rameez ul Hassan, 2014; Tripp et al., 1994), it differs from a meta-analysis by Amos et al. (2008) which concluded that celebrity trustworthiness is supposed to have the greatest effect on consumer behavior outcomes and invariably contribute to source credibility. In light of the above, it is suggested that further research is surely needed to decipher the role of source trustworthiness in strengthening air travelers' relatedness need satisfaction.

Moreover, the findings show that air travelers' relatedness needs satisfaction emerged as the strongest predictor of brand passion. This finding suggested that consumers' passion for an airline brand is likely to be created when celebrity fulfills their relatedness need. This finding is in line with Escalas and Bettman (2017) who reported that consumers with a high need to belong often look to celebrities for meaningful cues. Our finding also corroborates the ideas of prior studies which linked relatedness need satisfaction to consumer behavior outcomes such as brand attachment, the motivation of user-generated content, users' satisfaction with social network sites, and WOM messages given (Sweeney et al., 2014; Wang and Li, 2016, 2017).

Finally, our results of moderation analysis (i.e., gender congruity) show that the effect of source attractiveness, expertise, and trustworthiness on consumers' relatedness need satisfaction is salient when the celebrity and user having the opposite gender (i.e., gender incongruity) but not when the celebrity and user having similar gender (i.e.,

gender congruity). This finding is in line with a prior scholarship which reveals that gender incongruity will lead to better consumer behavior outcomes (Pradhan et al., 2017). Taken together, our results revealed that the effect of source credibility on brand passion among airline passengers via relatedness need satisfaction is salient when the celebrity and user having the opposite gender.

6. Theoretical and managerial implications

Our study presents the implications for both academicians and market practitioners. Although considerable research has been devoted to examining the influence of celebrity endorsement on ads effectiveness in communication literature, rather less attention has been paid to applying this concept to explain customers' brand-related behavior. Therefore, the present study went one step ahead to test celebrity attractiveness, expertise, and trustworthiness as antecedents of brand passion among air travelers in the branding and hospitality contexts. Specifically, our research has made the following theoretical contributions. First, the present study provides a fresh perspective on endorsers influence by drawing from the theoretical implications of the source credibility theory (SCT). Our study illuminates that source attractiveness and expertise positively improve brand passion among air travelers when their need for relatedness is satisfied. Therefore, we contributed to extending the SCT framework by suggesting that consumer passion for the airline brand can be created in the hospitality and tourism settings through celebrity endorsers.

Second, our study establishes the validity of relationship motivation theory (RMT) in the branding and hospitality settings. RMT suggests that human satisfaction is shaped by the fulfillment of relatedness need and that when relatedness need is met; it provides the emotional security required to create intense attachments (Deci and Ryan, 2014; Gilal et al., 2019a). Based on RMT, we link relatedness need satisfaction to brand passion. Specifically, our research illuminates that greater satisfaction of need for the relatedness among air travelers contribute to their passion with the airline brand.

Third, in order to better understand the endorser's influence on brand passion via relatedness need satisfaction, the moderating effect of celebrity-user gender congruity was examined. While there has been much research on user gender (Gilal et al., 2018b; Osei-Frimpong, 2019) and celebrity gender (Pradhan et al., 2017; Luoh and Lo, 2012), no single study exists which explored moderation of celebrity-user gender congruity in the branding and hospitality settings. Our study went one step ahead to examine the importance of celebrity-user gender congruity in promoting air travelers relatedness need satisfaction. Specifically, our study illuminated the importance of celebrity-user gender congruity and how it matters in improving brand passion among air travelers. Hence, we contribute to extending the branding and hospitality literature by providing a more comprehensive view of the effect of celebrity-user gender congruity in improving air travelers' passion for an airline brand via relatedness need satisfaction.

Fourth, the findings of our study also produce some implications for practitioners of the hospitality industry in general and brand managers of the air transport industry in particular. Our research has established the importance of a source credibility model in an emerging market as a strategic tool in building an airline brand. The study reveals that celebrity attractiveness is one of the prominent sources of improving brand passion among air travelers via relatedness need satisfaction followed by celebrity expertise. This suggests that physical attractiveness and expertise of the endorser are the most important attributes of celebrity in the hospitality industry. Thus, taking into account the air travelers' preference, advertising agencies, and marketers, seeking to improve airline brand passion, are encouraged to invest in attracting endorsers who are physically attractive and knowledgeable.

Fifth, in addition to employing source credibility to increase brand passion among air travelers, firms should pay special attention to improve their relatedness need satisfaction as the air travelers'

belongingness need satisfaction greatly influences their passion for airline brand. This suggests that the relatedness need satisfaction should be commensurate strongly with the attractiveness and expertise of the celebrity endorser. For example, Zhu and Chen (2015) note that consumers are following attractive celebrities to know how they dress, what they eat, and how they live in order to satisfy their need for relatedness. Thus, when air travelers' need for relatedness is not satisfied by celebrity endorsers (e.g., in the case of celebrity trustworthiness), the use of source credibility model might not be thriving. Brand managers in the airline industry are encouraged to improve relatedness need by designing brand messages which truly care about air travelers and provide warm feelings of openness and acceptance. Once the need for relatedness is met, airline travelers are more likely to develop a passion for an airline brand as established in our results, which is an asset to the firm.

Finally, it is notably imperative for the strategists of the airline industry to pay special attention to consider celebrity endorser's gender with that of the target market. Our research establishes that the effect of source credibility (i.e., celebrity attractiveness, expertise, and trustworthiness) on air travelers' brand passion via relatedness needs satisfaction is more salient when the celebrity and user having the opposite gender (i.e., gender incongruity) but not when the celebrity and user having a similar gender (i.e., gender congruity). Based on this, brand managers and other strategists are encouraged to use a female celebrity over a male celebrity endorser when they aim at targeting male air travelers, and vice versa.

7. Limitations and suggestions for future research

Though the findings of our study provide several implications for both academicians and practitioners, it has some limitations that can be the source of several avenues for further research. First, this research contributes by investigating the effect of celebrity credibility on airline brand passion via relatedness need satisfaction, whereas, intergenerational influence (i.e., parental influence) and intra-generational influence (i.e., siblings influence) to brand passion were not considered. Marketing research on consumer socialization suggests that parents and siblings can be important role models for each other and their brand preference influence may also be exerted (Cotte and Wood, 2004). For instance, empirical studies have documented the parent-child similarity in deal proneness (Schindler et al., 2014), brand preference (Hussain and Siddiqui, 2016), and purchase behavior (Francis and Burns, 1992). In line with these rationales, one of the interesting topics would be to explore (and if possible compare) the effect of celebrity and siblings/parents on the brand passion of children (Gilal et al., 2018a).

Second, we examined the moderated mediation of the celebrity-user gender congruity into the relationship between endorser credibility and brand passion via relatedness need satisfaction. Our findings suggest that the influence of source credibility on air travelers' relatedness need satisfaction is salient when the celebrity and user having the opposite gender. This finding is interesting and very encouraging, but it leaves unanswered question regarding the contribution of celebrity-user age congruity to the formation of brand passion. Academic research has shown that the age of the celebrity has a considerable influence on consumer behavior. Accordingly, Lazarevic (2012) proposed that older celebrity endorsers may be more impactful in increasing younger consumer purchase intentions. Similarly, research has revealed that young celebrity-consumer age congruency positively improves product perceptions (Chang, 2008), which in turn enhance brand attitude (Deshpandé and Stayman, 1994) and purchase intention (Roy et al., 2015). Given that, we invite branding and hospitality scholars to explore the moderation of celebrity-user age congruity into the relationship between source credibility and brand passion.

Finally, the present study employed relatedness need satisfaction as a mediating mechanism to link celebrity credibility with brand passion in the airline industry. Exploring the mediating effect of consumer

autonomy and competence (Chen et al., 2015) on the brand passion for low involvement products might prove a fruitful future research endeavor.

8. Conclusion

The present research was aimed to examine the causal effect of antecedents to brand passion among air travelers in an emerging market. The literature review indicated brand characteristics such as brand identification, brand personality, and brand experience, act as antecedents to consumer brand passion. We tested a theoretical model consisting of celebrity attractiveness, expertise, and trustworthiness as independent variables and celebrity-user gender congruity and relatedness need satisfaction as moderating and mediating variables respectively to capture brand passion among the airline passengers. Our findings revealed that celebrity attractiveness had the highest effect on brand passion among air travelers via relatedness need satisfaction. The moderation results suggested that the effect of source attractiveness, expertise, and trustworthiness on relatedness need satisfaction is salient when the celebrity and user having the opposite gender. In light of the above, we believe that the present has opened a window of discussion and would lead to an academic debate on the influence of celebrity on the creation of brand passion in developed countries.

References

Aiken, L.S., West, S.G., Reno, R.R., 1991. Multiple Regression: Testing and Interpreting Interactions. Sage, Beverly Hills.

Albert, N., Merunka, D., Valette-Florence, P., 2013. Brand passion: antecedents and consequences. J. Bus. Res. 66 (7), 904–909.

Albert, N., Ambroise, L., Valette-Florence, P., 2017. Consumer, brand, celebrity: which congruency produces effective celebrity endorsements? J. Bus. Res. 81, 96–106.

Amos, C., Holmes, G., Strutton, D., 2008. Exploring the relationship between celebrity endorser effects and advertising effectiveness. Int. J. Advert. 27 (2), 209–234.

Astakhova, M., Swimberghe, K.R., Wooldridge, B.R., 2017. Actual and ideal-self congruence and dual brand passion. J. Consum. Mark. 34 (7), 664–672. https://doi.org/10.1108/JCM-10-2016-1985.

Baker, M., Churchhill, G.A., 1977. The impact of physically attractive models on advertising evaluations. J. Mark. Res. 14 (4), 538–555.

Balon, S., Lecoq, J., Rimé, B., 2013. Passion and personality: are passionate behavior a function of personality? Rev. Eur. Psychol. Appl. 63 (1), 59–65.

Bardia, Y.H., Abed, A., Majid, N.Z., 2011. Investigate the impact of celebrity endorsement on brand image. Eur. J. Sci. Res. 58 (1), 116–132.

Bergkvist, L., Zhou, K.Q., 2016. Celebrity endorsements: a literature review and research agenda. Int. J. Advert. 35 (4), 642–663.

Boyd, T.C., Shank, M.D., 2004. Athletes as product endorsers: the effect of gender and product relatedness. Sports Mark. Q. 13 (2), 82–93.

Caballero, M.J., Lumpkin, J., Madden, C.D., 1989. Using physical attractiveness as an advertising tool: an empirical test of attraction phenomenon. J. Advert. Res. 29 (4), 16–23.

Chan, K., Leung Ng, Y., Luk, E.K., 2013. Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. Young Consum. 14 (2), 167–179.

Chang, C., 2008. Chronological age versus cognitive age for younger consumers: implications for advertising persuasion. J. Advert. 37 (3), 19–32.

Chen, B., Vansteenkiste, M., Beyers, W., Boone, L., Deci, E.L., Van der Kaap-Deeder, J., et al., 2015. Basic psychological need satisfaction, need frustration and need strength across four cultures. Motiv. Emot. 39 (2), 216–236.

Chiu, S.C., Liu, C.H., Tu, J.H., 2016. The influence of tourists' expectations on purchase intention: linking marketing strategy for low-cost airlines. J. Air Transp. Manage. 53 (3), 226–234.

Chung, Y.S., 2015. Hedonic and utilitarian shopping values in airport shopping behavior. J. Air Transp. Manage. 49 (8), 28–34.

Clarke, T.B., Murphy, J., Adler, J., 2016. Celebrity chef adoption and implementation of social media, particularly pinterest: a diffusion of innovations approach. Int. J. Hosp. Manage. 57, 84–92.

Cotte, J., Wood, S.L., 2004. Families and innovative consumer behavior: a triadic analysis of sibling and parental influence. J. Consum. Res. 31 (1), 78–86.

Deci, E.L., Ryan, R.M., 2014. Autonomy and need satisfaction in close relationships: relationships motivation theory. Human Motivation and Interpersonal Relationships. Springer, Netherlands, pp. 53–73.

Deshpandé, R., Stayman, D.M., 1994. A tale of two cities: distinctiveness theory and advertising effectiveness. J. Mark. Res. 31 (1), 57–64.

Erdem, T., Swait, J., 2004. Brand credibility, brand consideration, and choice. J. Consum. Res. 31 (1), 191–198.

Escalas, J.E., Bettman, J.R., 2015. Managing brand meaning through celebrity endorsement. Brand Meaning Management. Emerald Group Publishing Limited, pp. 29–52.

Escalas, J.E., Bettman, J.R., 2017. Connecting with celebrities: how consumers appropriate celebrity meanings for a sense of belonging. J. Advert. 46 (2), 297–308.

Fabrigar, L.R., Wegener, D.T., MacCallum, R.C., Strahan, E.J., 1999. Evaluating the use of exploratory factor analysis in psychological research. Psychol. Methods 4 (3), 272–299.

Francis, S., Burns, L.D., 1992. Effect of consumer socialization on clothing shopping attitudes, clothing acquisition, and clothing satisfaction. Cloth. Text. Res. J. 10 (4), 35–39.

Friedman, H.H., Friedman, L., 1979. Endorser effectiveness by product type. J. Advert. Res. 19 (5), 63–71.

Gilal, F.G., Zhang, J., Gilal, N.G., Gilal, R.G., 2018a. Association between a parent's brand passion and a child's brand passion: a moderated moderated-mediation model. Psychol. Res. Behav. Manage. 11, 91–102.

Gilal, F.G., Zhang, J., Gilal, R.G., Gilal, N.G., 2018b. Linking motivational regulation to brand passion in a moderated model of customer gender and age: an organismic integration theory perspective. Rev. Manage. Sci. 1–27. https://doi.org/10.1007/s11846-018-0287-y.

Gilal, F.G., Zhang, J., Gilal, N.G., Gilal, R.G., 2018c. Integrating self-determined needs into the relationship among product design, willingness-to-pay a premium, and word-of-mouth: a cross-cultural gender-specific study. Psychol. Res. Behav. Manage. 11, 227–241.

Gilal, N.G., Zhang, J., Gilal, F.G., 2018d. The four-factor model of product design: scale development and validation. J. Prod. Brand. Manage. 27 (6), 684–700.

Gilal, N.G., Zhang, J., Gilal, F.G., 2018e. Linking product design to consumer behavior: the moderating role of consumption experience. Psychol. Res. Behav. Manage. 11, 169–185.

Gilal, F.G., Zhang, J., Paul, J., Gilal, N.G., 2019a. The role of self-determination theory in marketing science: an integrative review and agenda for research. Eur. Manage. J. 37 (1), 29–44.

Gilal, F.G., Zhang, J., Gilal, R.G., Gilal, N.G., 2019b. Integrating intrinsic motivation into the relationship between product design and brand attachment: a cross-cultural investigation based on self-determination theory. Eur. J. Int. Manage. 1–27. https://doi.org/10.1504/EJIM.2019.10018089.

Goldman, K., 1995. Women endorsers more credible than men, a survey suggests. Wall Street J.

Gong, W., Li, X., 2017. Engaging fans on microblog: the synthetic influence of parasocial interaction and source characteristics on celebrity endorsement. Psychol. Mark. 34 (7), 720–732.

Hemsley-Brown, J., Hemsley-Brown, J., Alnawas, I., Alnawas, I., 2016. Service quality and brand loyalty: the mediation effect of brand passion, brand affection, and self-brand connection. Int. J. Contemp. Hosp. Manage. 28 (12), 2771–2794.

Hovland, C.I., Weiss, W., 1951. The influence of source credibility on communication effectiveness. Public Opin. Q. 15 (4), 635–650.

Hsieh, S.H., Chang, A., 2016. The psychological mechanism of brand co-creation engagement. J. Interact. Mark. 33 (2), 13–26.

Hussain, K., Siddiqui, K., 2016. Dynamics of intergenerational influences on brand preferences in Pakistan: (Brand-in-Mind vs Brand-in-Hand). J. Mark. Manage. Consum. Behav. 1 (3), 51–60.

Jamil, R.A., Rameez ul Hassan, S., 2014. Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. J. Manage. Inform. 4 (1), 1–23.

Jeng, S.P., 2016. The influences of airline brand credibility on consumer purchase intentions. J. Air Transp. Manage. 55 (5), 1–8.

Kahle, L.R., Homer, P.M., 1985. Physical attractiveness of the celebrity endorser: a social adaptation perspective. J. Consum. Res. 11 (4), 954–961.

Kim, S.S., Wang, K.C., Ahn, T.H., 2013. Which endorser and content are most influential in Korean restaurant promotions? Int. J. Hosp. Manage. 33, 208–218.

Kim, S.S., Lee, J., Prideaux, B., 2014. Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility, and corporate loyalty. Int. J. Hosp. Manage. 37, 131–145.

Knoll, J., Matthes, J., 2017. The effectiveness of celebrity endorsements: a meta-analysis. J. Acad. Mark. Sci. 45 (1), 55–75.

Kowalczyk, C.M., Pounders, K.R., 2016. Transforming celebrities through social media: the role of authenticity and emotional attachment. J. Prod. Brand Manage. 25 (4), 345–356.

Kumar, A., Paul, J., 2018. Mass prestige value and competition between American versus Asian laptop brands in an emerging market—theory and evidence. Int. Bus. Rev. 27 (5), 969–981. https://doi.org/10.1016/j.ibusrev.2018.02.007.

Lazarevic, V., 2012. Encouraging brand loyalty in fickle generation Y consumers. Young Consum. 13 (1), 45–61.

Lee, B., Ham, S., Kim, D., 2015. The effects of likability of Korean celebrities, dramas, and music on preferences for Korean restaurants: a mediating effect of a country image of Korea. Int. J. Hosp. Manage. 46, 200–212.

Lin, C.T., Wang, K.C., Chen, W.Y., 2008. Female tour leaders as advertising endorsers. Serv. Ind. J. 28 (9), 1265–1275.

Loureiro, S.M.C., Costa, I., Panchapakesan, P., 2017. A passion for fashion: the impact of social influence, vanity and exhibitionism on consumer behaviour. Int. J. Retail Distrib. Manage. 45 (5), 468–484.

Luoh, H.F., Lo, P.C., 2012. The effectiveness of chef endorsement in restaurant print advertising: do respondents' gender stereotypes or genders matter? Asia Pacific J. Tour. Res. 17 (4), 416–431.

McCracken, G., 1989. Who is the celebrity, endorser? Cultural foundations of the endorsement process. J. Consum. Res. 16 (3), 310–321.

Miller, F.M., Allen, C.T., 2012. How does celebrity meaning transfer? Investigating the process of meaning transfer with celebrity affiliates and mature brands. J. Consum. Psychol. 22 (3), 443–452.

Mohd Suki, N., 2014. Does celebrity credibility influence Muslim and non-Muslim consumers' attitudes toward brands and purchase intention? J. Islam. Mark. 5 (2), 227–240.

Ohanian, R., 1990. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. J. Advert. 19 (3), 39–52.

Osei-Frimpong, K., 2019. Understanding consumer motivations in online social brand engagement participation: implications for retailers. Int. J. Retail. Distrib. Manage. 47 (5), 511–529.

Paul, J., Bhakar, S., 2018. Does celebrity image congruence influences brand attitude and purchase intention? J. Promot. Manage. 24 (2), 153–177.

Paul, J., 2015a. Masstige marketing redefined and mapped: introducing a pyramid model and MMS measure. Mark. Intell. Plan. 33 (5), 691–706.

Paul, J., 2015b. Market access and the mirage of marketing to the maximum: new measures. Asia Pacific J. Mark. Logist. 27 (4), 676–688.

Paul, J., 2018a. Toward a' masstige' theory and strategy for marketing. Eur. J. Int. Manage. 12 (5–6), 722–745.

Paul, J., 2018b. Masstige model and measure for brand management. Eur. Manag. J. 37 (3), 299–312. https://doi.org/10.1016/j.emj.2018.07.003.

Pornpitakpan, C., Li, Q., Fu, S.F.I., 2017. A gender-focused review of the effect of message source attractiveness on persuasion: implications for marketers and advertisers. Communications 42 (2), 195–237.

Pourazad, N., Pare, V., 2015. Conceptualising the behavioural effects of brand passion among fast fashion young customers. In: Proceedings of Sydney International Business Research Conference. University of Western Sydney Campbelltown, Australia. pp. 17–19.

Pradhan, D., Kapoor, V., Moharana, T.R., 2017. One step deeper: gender and congruity in celebrity endorsement. Mark. Intell. Plan. 35 (6), 774–788.

Preacher, K.J., Rucker, D.D., Hayes, A.F., 2007. Addressing moderated mediation hypotheses: theory, methods, and prescriptions. Multivariate Behav. Res. 42 (1), 185–227.

Rohra, D., Sharma, D., 2016. Qualitative study on brand passion: the role of admiration and experience. South Asian J. Manage. 23 (2), 90–108.

Roy, S., Guha, A., Biswas, A., 2015. Celebrity endorsements and women consumers in India: how generation-cohort affiliation and celebrity-product congruency moderate the benefits of chronological age congruency. Mark. Lett. 26 (3), 363–376.

Schindler, R.M., Lala, V., Corcoran, C., 2014. Intergenerational influence in consumer deal proneness. Psychol. Mark. 31 (5), 307–320.

St James, M., Swartz, J., 2005. Gender as a Determinant of the Relative Merits of Celebrity Sports Figures in Magazine Advertising,‖ Where Sports Marketing Theory Meets Practice: Selected Papers from the Second Annual Conference of the Sports Marketing Association.

Su, N., Reynolds, D., 2017. Effects of brand personality dimensions on consumers' perceived self-image congruity and functional congruity with hotel brands. Int. J. Hosp. Manage. 66, 1–12.

Sweeney, J.C., Webb, D., Mazzarol, T., Soutar, G.N., 2014. Self-determination theory and word of mouth about energy-saving behaviors: an online experiment. Psychol. Mark. 31 (9), 698–716.

Swimberghe, K.R., Astakhova, M., Wooldridge, B.R., 2014. A new dualistic approach to brand passion: harmonious and obsessive. J. Bus. Res. 67 (12), 2657–2665.

Tantiseneepong, N., Gorton, M., White, J., 2012. Evaluating responses to celebrity endorsements using projective techniques. Qual. Mark. Res. Int. J. 15 (1), 57–69.

Thomson, M., 2006. Human brands: investigating antecedents to consumers' strong attachments to celebrities. J. Mark. 70 (3), 104–119.

Till, B.D., Busler, M., 2000. The match-up hypothesis: physical attractiveness, expertise, and the role of fit on brand attitude purchase intent and brand beliefs. J. Advert. 29 (3), 1–13.

Tingchi Liu, M., Brock, J.L., 2011. Selecting a female athlete endorser in China: the effect of attractiveness, match-up, and consumer gender difference. Eur. J. Mark. 45 (7/8), 1214–1235.

Tom, G., Clark, R., Elmer, L., Grech, E., Masetti Jr, J., Sandhar, H., 1992. The use of created versus celebrity spokespersons in advertisements. J. Consum. Mark. 9 (4), 45–51.

Tripp, C., Jenson, T., Carlson, L., 1994. The effect of multiple product endorsements by celebrities on consumers' attitudes and intentions. J. Consum. Res. 20 (4), 535–547.

Vallerand, R.J., Blanchard, C., Mageau, G.A., Koestner, R., Ratelle, C., Léonard, M., et al., 2003. Les passions de l'ame: on obsessive and harmonious passion. J. Pers. Soc. Psychol. 85 (4), 756.

Wang, X., Li, Y., 2016. Users' satisfaction with social network sites: a self-determination perspective. J. Comput. Inf. Syst. 56 (1), 48–54.

Wang, X., Li, Y., 2017. How trust and need satisfaction motivate producing user-generated content. J. Comput. Inf. Syst. 57 (1), 49–57.

Wang, S.W., Kao, G.H.Y., Ngamsiriudom, W., 2017. Consumers' attitude of endorser credibility, brand, and intention with respect to celebrity endorsement of the airline sector. J. Air Transp. Manage. 60 (3), 10–17.

Yoon, D., Kim, Y.K., 2016. Effects of self-congruity and source credibility on consumer responses to coffeehouse advertising. J. Hosp. Mark. Manage. 25 (2), 167–196.

Zhu, Y.Q., Chen, H.G., 2015. Social media and human need satisfaction: implications for social media marketing. Bus. Horiz. 58 (3), 335–345.