On the article *Determinants of the Effectiveness of Celebrity Endorsement in Advertisement*, the authors research is try to find the correlation between celebrity who is advertising for a certain brand. They found out that, not every celebrities can do advertisement for any brand they want. Methodology shown that, celebrity source credibility can divided into 3 categories: Ohanian (expertise, trustworthiness, and attractiveness), Nationality (local or foreign) and Endorser Fit (positive feelings about the advertisement, attention grabbing, purchase intention, personality and appeal and high recalls rates). They’ve also found that Ohanian is the number one on the list, as it creates a significant relationship between the brand and celebrity and also high effective to the brand. After that is Nationality and Endorser Fit, as they all get some affective but not as much as the Ohanian theory. There is actually a survey, that conducted at a shop in Malaysia, where the survey has been completed by people in different age and different nationality. The result actually shown in a different way. Based on the Reliability Test and Pearson Correlation, the Celebrity Endorser (or Product Fit) is actually the most important for them, followed up with Celebrity Source Credibility and Nationality. Respondents believe that nationality is as much important as a celebrity who is looking good, as from there, they will easily attract customers, create a positive image from customer’s view toward the brand. Customers in developing countries tend to choose product that imported from a developed country, because the have a popular celebrity who advertise for them, so Malaysian believes, if there local product hire popular foreign celebrity, it would make an impact on the product. In the conclusion of the article, they said that purchase intention is highly depend on celebrity endorser, if that celebrity is best fit to the product.

The article is pretty straightforward in content so I would say there is no implication. What the article is referring to is that, a product need to choose a celebrity carefully as they are the representative for the product, therefore, the relationship between a product and the model must corresponding to the sale intention. Most likely, a celebrity can only best fit for a few products due to their personality such as trustworthy, attractiveness, effectiveness and nationality. From that, managers must identify what is the strength and weakness of their product so they can decide who will be best fit for them.

In my opinion, this article give me a clear idea how a company going to choose their representative. I always asking why some popular brand such as Nike, Adidas, Chanel always stick to familiar face on their advertisement, as there are so many other celebrities to choose from. Same to the game industry, where a new game can only hire a person who is an expert on the type of game they are doing to advertise for them. By doing that, they can make sure that the person who is advertise for them got some basic idea about the product as they can use to introduce and advertising the product well. On the article, they gave an example of a strong correlation (Michael Jordan with Nike) and weka correlation (Yao Ming and the mobile network company from China). Michael Jordan is a sport player, he endorsed Nike, and Nike produces sport shoes, simple strong correlation is that, while Yao Ming is also a sport player, but he didn’t endorsed the network company, but they indeed still want him because he is popular, therefore, they didn’t make best advertisement.

References:

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