

A STUDY OF ANALYSING THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTIONS: INDIAN TRAVEL SERVICE INDUSTRY

P. Chaddha¹, B. Agarwal² and A. Zareen³

^{1,2}Amity College of Commerce and Finance, Amity University, Noida

³Bharati College, Delhi University

¹ghai_priyanka@yahoo.com, ²bagarwal@amity.edu, ³zareen.arshi@gmail.com

ABSTRACT

There is a growing trend of promoting tourism destinations by associating celebrity with its brand promotion. This paper tries to analyze the effectiveness of celebrity endorsement in promoting travel industry. The objectives of the study were framed to analyze whether or not the celebrity endorsement influence the consumers' purchase intention in travel service industry. The TEARS model was used as a measure of celebrity's source credibility. A structured questionnaire was prepared and the survey was conducted on 322 respondents belonging to Delhi-NCR using non-random convenience sampling. The various statistical tools such as SPSS, one sample t-test and AMOS were adopted for testing hypothesis. One Sample Wilcoxon Signed Rank test and Structural Equation modelling (SEM) were also used as a test of statistics. The outcomes of the study validated the application of TEARS model in Indian travel service industry. The significant observations of this study were that the celebrity endorsement creates strong brand recognition and enhances recalling power of consumers for endorsed tourism services. It was also analyzed that celebrity endorsement can be used as a more convincing and persuasive marketing tool in Indian travel service industry.

Keywords: *Celebrity Endorsement, Travel Service Industry, Celebrity's Experience, Trustworthiness, Physical attractiveness, Similarity and Familiarity*

1. Introduction

Having a superb product can alone not facilitate to vie in markets of high standards. Celebrity endorsement is one amongst the responses for various marketing issues. Celebrity Endorsement is one amongst the most important types of advertising within which an organization makes use of known people or well-known organizations so as to spice up consumers' interest within the product and/or services that it requires to sell. Celebrity endorsement advertising has therefore become a vital part of the advertising strategy. Now a day, each company is making an attempt to herald a brand ambassador for its brand. A commercial that uses celebrity endorsers has high recognition among the shoppers. It helps the patron to recognize and recall the brand therefore influencing their purchasing intentions and buying decisions. Since celebrity endorsers creates associate degree elevated impact on purchase call of customers, producers and retailers invariably favour to pay a large quantity of cash to urge celebrities to endorse their merchandise and services. Some studies prove that the employment of acceptable celebrities facilitate establish the

brand, helps to simply position a product within the world market and helps influence the acquisition intention of customers.

In India celebrity endorsement is undefeated because of the perceptions of shoppers have the perception that if a brand is supported by a celebrity, then it's a superior quality because it is supported by a reputable source. India is a country wherever individuals are motivated by film stars, cricketers, politicians. The factors that have helped celebrity endorsement estimate well in India are familiarity and high responsibility towards the celebrity. The shoppers provide high value to the celebrities supported their experience in their own fields. The shoppers feel that if the brand offers high quality if it is supported by celebrities.

2. Celebrity Endorsement In Tourism Industry

There are range of various on-line travel service suppliers in India like Make My Trip, Yatra, Booking.com, GoIbibo, Trip Advisors, to call a couple of. The basic nature of the online travel service industry need analyzing the knowledge collected from numerous sources particularly the other customers' travel experience, individuals' own past travel

experience along with marketer's-controlled data sources (Mangold, et al., 1999). The on-line travel service industry is finding it tough to usher in ability and differential among the services that are being publicized. Penetration into the market and gaining the notice of the shoppers has become a difficult one. In today's promotion world the shoppers are overfilled with promotional messages that they notice it tough to recollect the product or services provided by the various brands particularly tourism industry. A way out of this downside is to form effective use of celebrity endorser as researchers have conjointly known that celebrity endorsement will raise the next promotion ratings and products acceptance Phang G., Cyril E(n.d). A number of advantages of using favourite celebrities in advertising are that it helps to capture the eye of the audience, helps to make reliability towards the product advertised, helps to recall the advertised product easily, product recognition is simply achieved with the assistance of celebrity endorsement and helps to form a positive perspective towards the advertised tourist services.

A growing trend is being experienced in Indian on-line travel service sector wherever service suppliers have extensively used celebrity particularly the film stars as their ambassadors to determine believability with their merchants and users, be it in metropolitans, tier-III and rest of small Indian cities. The on-line travel service platform MMT is relying on Bollywood like Alia Bhatt, Ranvir Singh to beat its big competitors like GoIbibo, Yatra, Booking.com to realize the highest position. Salman Khan supported the Yatra's on-line app whereas Deepika Padukone were pitched in as brand ambassador for GoIbibo for sharing an equivalent objective of accelerating awareness, believability and promoting its services to a wider client audience.

The growing situation of pandemic Covid-19 has led to drastic reduction in Tourism sector. People are avoiding travelling physically outside. The Information and Communication Technology (ICT) has caused vast revolution in tourism industry resulting in the modern generation of sightseeing as "Virtual Tourism" (VT). By important advancement of ICT, VT

has developed to extend individuals accessibility to various tourism region information. VT may be a non-physical style of tourism that emerges in 3D world to integrate computing systems and human attitudes towards virtual and unreal travel (Sussmann & Vanhegan, 2000). VT utilizes the natural attractions to those that are unable to travel physically however want to experience different place (Huh & Singh,2007).

This study tries to watch whether or not the celebrity endorsement has its impact in an exceedingly tourism industry, conjointly to assist alter or produce a destination image that a tourist or potential client can have on the destination that successively can produce an inclination to decide on the destination.

3. Review Of Literature

D'Souza (2012) articles found a 15 percent annual increase of tourism in Gujarat after the endorsement done by Amitabh Bachchan for Gujarat Tourism promotion. It also reported the increase in West Bengal tourism was also reported with the help of promotion task done by Sharukh Khan. The article also talked about the positive impact of hiring brand ambassadors like Prachi Desai for Goa, Hema Malini in the Sparsh Ganga campaign, the badminton famous player Saina Nehwal for Andhra Pradesh and Preity Zinta for her homeland Himachal Pradesh. Hakimi et al. (2011) observed a strong association between the credibility, expertise, attractiveness and the endorser's match of a product with the endorsed product's brand image for Malaysian customers in apparels industry. Pandey (2011) also analyzed that majority of the youngsters wanted to buy the products such as food, cosmetics, stationery items endorsed by female celebrities. Dzidrov (2010) also observed that the Chinese consumers perceived the advertisement done by celebrities as trustworthy and they preferred the television as the best source of tourism advertisements.

Van (2009) concluded that there should be a proper match between the celebrity endorsers and the target tourist destination for enhancing the credibility of the celebrity endorsement in promoting Hong Kong's tourism through print media.

Honeycutt and Cross (2008) study found that the celebrity endorsement is the one most effective way out of creating a difference from the clutters of multiple advertisements and promotional strategies used in the hospitality industry. They found that the consumers assumed the advertisements trustworthy if done by experienced celebrities. The celebrity's match to the product is the utmost requirement for getting better results. Zafar (n.d.) claimed that attractive and credible celebrity has significant impact on target consumers' brand perception and buying behaviour. Clow et al. (2011) concluded that for making a successful advertisement especially in service sector it is imperative to have an endorser's reliability with their expert opinion because of the intangible nature of services. The chosen celebrity must give the expert opinion of the promoted service in order to be considered trustworthy by the target audience.

Numerous researchers are there who have assessed the source credibility in various ways. Ohanion (1990) and Lafferty et al. (2002) evaluated the source credibility by taking three major dimensions such as trustworthiness, expectance and attractiveness. Arora, et al. (2006) and Clow et al. (2006) used several different parameters for measuring the source efficiency, such as credibility, attractiveness and liability. Shimp (2003) conducted a study that brilliantly elaborated the evaluation of efficacy of credibility of endorsed celebrity on the basis of two key traits, such as reputation and attractiveness, along with their various sub-attributes. He developed TEARS model for describing these sub-attributes namely trustworthiness and competence as components of credibility and physical beauty, respect and similarity to the target group as various

components of attractiveness. Koththagoda & Weerasiri (2017) tested the TEARS model application in telecommunication industry of Sri Lanka and proved the existence of a relationship between the TEARS model's traits and the purchasing intention of the customer.

In addition, numerous studies have been conducted and studied in international contexts, however the observations of those studies aren't directly applicable in Indian perspective. In India, all major players of online travel service providers have been widely used celebrity endorsement as an effective brand promotional tool. They are investing heavily in nominating celebrities as the brand ambassadors in various promotional campaigns. However, it remains unknown and unproved in Indian context that how the concept of celebrity endorsement evolves and influence the purchasing intentions of tourists in the Indian online travel service industry.

At this platform, the researcher gives its acknowledgement that while it is profitable for an establishment to use the correct celebrity match for better product/service ads as customers generally seems showing their willingness to purchase the celebrity-endorsed products/services. But the same has still not been proved in the online travel service industry of India. This study has a target to fulfil this significant gap in this important domain and wants to analyse the effectiveness of celebrity endorsement with the help of TEARS model on the buying intentions of Indian customers for the use of online travel services. The study also aims to identify the trait of TEARS model that most influences Indian customers' travel services buying intentions. Figure 1 provides the layout of the current study's proposed model:

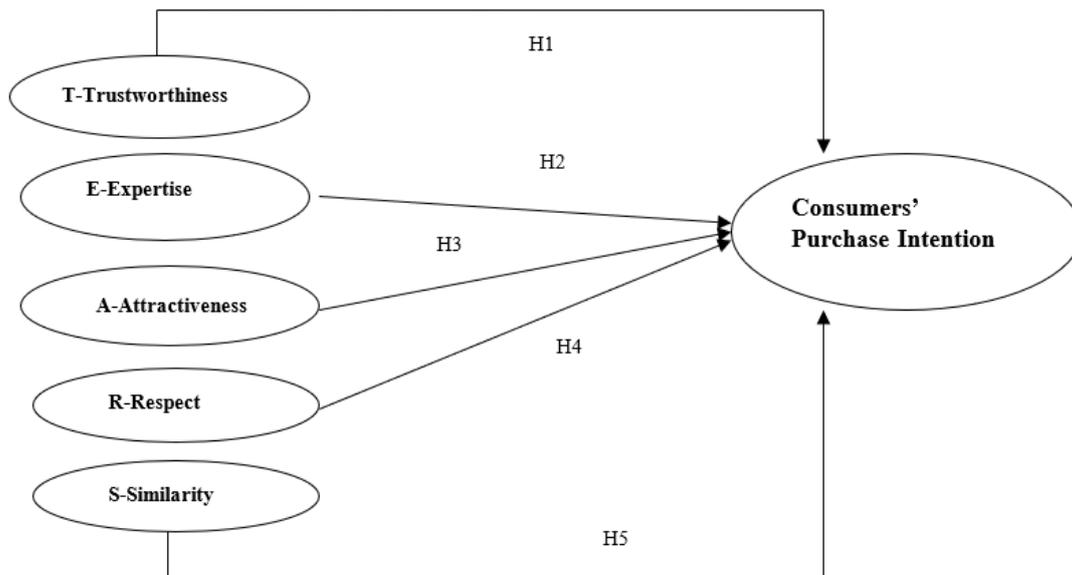


Figure 1: layout of the current study's proposed mode

4. Methodology

Objectives of the study

- To analyse the impact of credibility of celebrity advertisements on consumers' purchase intentions in tourism sector.
- To investigate whether celebrity endorsement enhances attraction, recognition, and brand recalling of endorsed travel services for consumers.

The current study is both descriptive and exploratory in nature because its objective is to investigate the effect of celebrity endorsement on travel service buying intentions of Indian consumers with the help of a well-established and tested by previous researchers five components of TEARS model, including trustworthiness, expertise, attractiveness, respect and similarity. The study was mainly based on primary source of data in order to measure the validation of the TEARS model in a service class that is comparatively unexplored, i.e., tourism. The primary information was collected with the application of structured questionnaire. It was divided into 2 sections wherein the first section requires the demographic information of the sample and the second section deals with the opinions of the sample on the use of celebrity endorsement in tourism services in India. The content of questionnaire was thoroughly discussed and approved by

academicians and industrial sector experts. The Secondary information was collected from various sources such as journals, books, newspapers etc. With ninety-two respondents, the form was pre-tested in pilot testing and modified on the basis of suggested changes. The virtual mode of distribution i.e., google form was prepared and mailed to 500 people for data collection by using non-random convenience sampling method. The completed forms were received from 322 respondents consisting of various age groups, occupation, education and income levels across Delhi-NCR.

5. Analysis Results And Findings:

H1: The consumers' purchase intention towards Indian travel services is influenced by the trustworthiness of a celebrity endorser

H2: The consumers' purchase intention towards Indian travel services is influenced by the expertise of a celebrity endorser

H3: The consumers' purchase intention towards Indian travel services is influenced by the attractiveness of a celebrity endorser

H4: The consumers' purchase intention towards Indian travel services is influenced by the respect of a celebrity endorser

H5: The consumers' purchase intention towards Indian travel services is influenced by the similarity of a celebrity endorser

H6: Celebrity endorsement has its impact on consumers' purchase intention for tourism destination and Indian travel services

H6 (a): Endorsed Destination becomes more attractive for consumers

H6 (b): Endorsed Destination can be easily recognized and recalled by consumers

H6 (c): Tourism service details are easily identified by the consumers for endorsed travel services

H6 (d): Consumer visits the destination which is endorsed by a celebrity.

Table 1: Respondents' Profile

Variable	Categories	Number of Respondents	Percentage (%) of Respondents
Gender	Male	176	55
	Female	146	45
Age	Less than 18 years	37	11
	18-29 years	139	43
	30-44 years	96	30
	45-59 years	37	11
	60 years & above	13	4
Income	Below 10,000	73	23
	10,000-30,000	53	16
	30,001-50,000	72	22
	50,001-1 Lac	78	24
	Above 1 La	46	14
Education	Undergraduate	103	32
	Diploma	24	7
	Graduate	83	26
	Post Graduate	96	30
	Other	16	5
Occupation	Student	112	35
	Professional	64	20
	Business	43	13
	Service	83	26
	House Maker	20	6

Table 1 shows the summary of the demographic profile of sample wherein 55% are male and 45% are female respondents. 43% of the respondents were from 18-29 age bracket and it was followed by respondents in the 30-44 age bracket (30%). The 24% of the sample lied in monthly income group of Rs. 50,001 to 1 Lac rupees and 23 percent of respondents falls in the income group of below 10,000 rupees. The sample consisted 35% as graduate and post graduate students whereas 26% of the sample were from service sector.

The validity and reliability of the scale dimensions were also tested on the basis of their standard criteria. The material validity of the questionnaire was secured by using a well-established scale and regular suggestions of the subject experts. Exploratory factor analysis was applied for measuring the factor loadings of all scale items. All six scale items were loaded as planned and explained 71% of the variance in dependent variable. The factor

loadings for all the items were found to be higher than the recommended cut off values of 0.6. The Average Variance Extracted (AVE) was also calculated for all items which were measured as higher than the suggested value of 5 (Farrell, 2010). The Cronbach's alpha (Nunnally & Bernstein, 1994) was applied for testing the reliability of scale and its value was measured higher than 0.7. The table 2 below depicts the scale's reliability and validity.

Table 2: Reliability and Validity of the Scale

Construct	Statements	Factor Loadings	Composite Reliability	Cronbach's Alpha	AVE
Trustworthiness (T)	T1: I trust the recommendation given by the celebrity for endorsed tourism services	.81	.926	.924	.746
	T2: Celebrities in ads show their genuine interest towards the endorsed tourism services.	.87			
	T3: Celebrities provide true description for endorsed tourism services.	.84			
Expertise (E)	E1: Celebrities provide their expert opinion in endorsed tourism service ads.	.91	.943	.857	.867
	E2: Celebrities endorse only those tourism services which they consider genuine.	.96			
	E3: I consider expertise of celebrity as impactful while making a buying decision for tourism services	.89			
Attractiveness (A)	A1: I find tourism services endorsed by celebrity attractive.	.84	.929	.914	.748
	A2: Ads with beautiful/handsome celebrity develop my high recalling power	.86			
	A3: Celebrity with attractive looks is more influential in promoting tourism services.	.79			
Respect (R)	R1: I would like to avail services of tourism service provider just because the celebrities are associated with it.	.87	.922	.929	.656
	R2: I like to use tourism services endorsed by my role model celebrity.	.76			
	R3: I show my respect for celebrities by using tourism services endorsed by them.	.82			
Similarity (S)	S1: I find celebrity of my age group more influential in endorsing tourism services	.86	.857	.929	.631
	S2: I feel connected with the celebrity by using the tourism services promoted by him.	.81			
	S3: I always wish to use those tourism services that celebrities are using	.76			
Purchase Intentions (PI)	PI1: I would like to avail the services of such travel service provider who is getting their services endorsed by my favourite celebrity.	.86	.912	.939	.779

	P2: I remember a particular travel service just because of its promotion by celebrity.	.92			
	P3: I believe travel service providers are able to sell their services more by using celebrity endorsement.	.84			

The discriminant validity was measured by comparing the root of AVE of every construct with its inter-construct correlations and it was found to have the higher value (Table 3) as required by the criteria suggested by the Fornell-Larcker (1981).

Table 3: Discriminant Validity of the Scale

	Trustworthiness	Expertise	Attractiveness	Respect	Similarity	Purchase Intentions
Trustworthiness	.891					
Expertise	.643	.945				
Attractiveness	.689	.581	.864			
Respect	.736	.657	.731	.839		
Similarity	.724	.783	.598	.681	.817	
Purchase Intentions	.663	.689	.662	.693	.771	.887
Note: The diagonal bold elements are the square roots of AVEs whereas non-diagonal elements represent the latent correlations.						

In order to test the relevancy of the TEARS model, the Keiser-Meyer-Olkin (.821, vital at .05 significance level) and Bartlett's test of sphericity (significant at .05 significance level) was adopted.

6. Findings Of The Study

Descriptive statistics were used to analyse all the constructs of the conceptual model. One sample Wilcoxon Signed Rank was applied as

a test statistic at 5 % significance level as the collected data was measured to be not normal. The following Table 4 represents the descriptive statistics of the model:

Table 4: Descriptive Statistics

Construct	N	Mean	Std. Deviation	Test	Significance
Trustworthiness (T)	322	4.29	1.23	One Sample Wilcoxon Signed Rank Test	.002
Expertise (E)	322	3.89	1.12		.001
Attractiveness (A)	322	4.53	1.34		.000
Respect (R)	322	3.47	1.16		.001
Similarity (S)	322	3.87	1.18		.000
Purchase Intentions (PI)	322	3.74	1.23		.000
The significance level is .05.					

Table 4 above highlighted that all the constructs of the model were favoured by the respondents higher than their mean value (i.e., 3) and were considered important at a 5 percent significance level for each construct test. Attractiveness (A) was identified with the

maximum mean value of 4.53 (.000 sig.). It was followed by Trustworthiness having mean value of 4.29 (.002 sig.) and Expertise with mean value of 3.89 (.001 sig.).

It was found as the significant observations with respect to the proposed model that the

respondents considered celebrity endorsement as attractive and trustworthy also. It can also be inferred those celebrities are able to provide their expert opinion in the tourism service sector which may influence consumers' purchasing decisions. Respondents also believe that by purchase celebrities endorsed tourism services, they can show and justify their respects for their favourite celebrities.

The majority of respondents feel connected with their role model celebrities by purchasing and experiencing celebrities' endorsed tourism services. It is more likely for respondents to recall easily those tourism services which are endorsed by their adored celebrities. It was also found that respondents preferred to buy celebrity's endorsed tourism services.

The research proposed source credibility model fitness in the Indian tourism service industry was also tested with the help of using structural equation modelling whose calculated measures for multiple fit indices are shown below in Table 5. The model was analyzed as fit with a CMIN/DF value of 2.069, which is lower than the recommended value of 3 (Bagozzi and Yi, 1988). The Root Mean Square Error of Approximation (RMSEA) also justify the fitness of the model as its resultant value is .036 (Browne and Cudeck, 1993) which is below than the recommended value of .10. All various remaining model indices have also been found higher than their recommended value of .9.

Table 5: Model Fit Indices

Index	Structural Model Value	Recommended Value
CMIN/DF	2.069	≤ 3
NFI	.904	≥ .80
RFI	.925	≥ .90
IFI	.921	≥ .90
TLI	.932	≥ .90
CFI	.943	≥ .90
RMSEA	.036	≤ .10

The result of the theoretical model has been found in the following figure 2. It has been observed that all traits of TEARS model measuring celebrity's credibility have their significant impact on the Indian consumers' purchase intention for various services offered by tourism sector and they together can explain overall 56 % (.000 sig.) of the variance in purchase intention of Indian consumers. Hence it can justify the acceptance of all hypothesis (namely H1, H2, H3 H4 and H5) of this study. The maximum variance (59 %, .000 sig.) was observed in the attraction component of celebrity's credibility which was followed by trustworthiness aspect (57 %, .001 sig.). The expertise of celebrity's explained 52 % (.001 sig.) variance, respect and similarity traits explained 44 percent (.000, sig.) and 47 percent (.001, sig.) of the variance in consumers' purchase intentions.

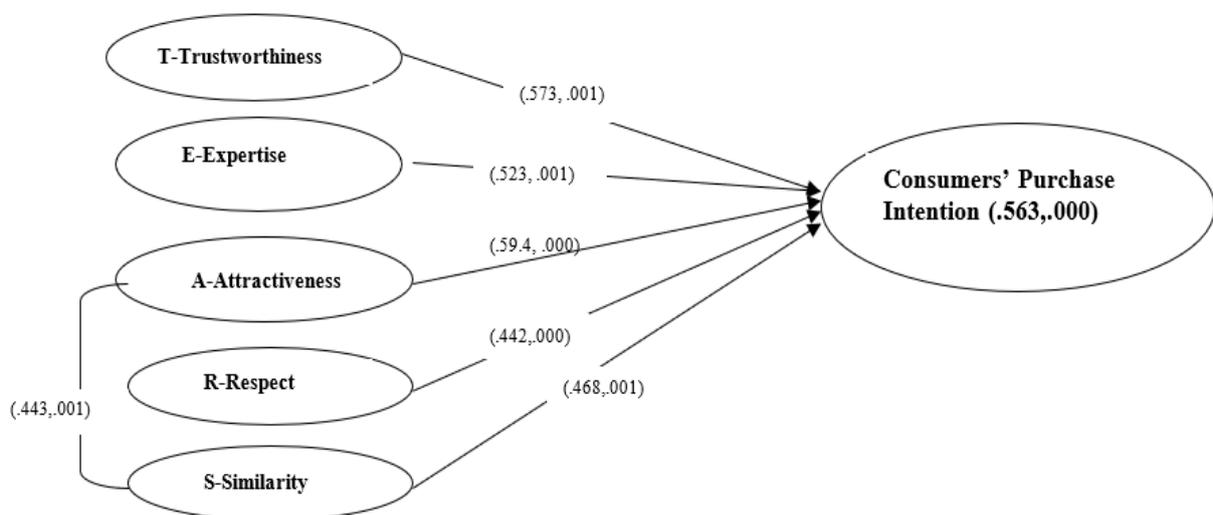


Figure 2: Results of Proposed Model

The model also suggested that an attraction and similarity aspects of source credibility collectively had an inter-construct covariance of 44 percent (.001 sig.). Thus, it can be inferred that the higher attractiveness of the celebrity can enhance resembling the celebrity viewed by the customers.

The study's findings were in consensus with previously existing literature, based on the application of TEARS model in various products' categories. Like Gupta et al. (2015) found that the consumer's intent to buy

endorsed merchandise was strongly influenced by trustworthiness and attractiveness traits of celebrity. Stafford et al. (2002) also suggested that consumers generally trust the opinion of the celebrity for purchasing fun services. Koththagoda and Weerasiri (2017) also observed that various traits like attractiveness, trustworthiness, expertise and respect of endorser have a robust association with the consumer's purchase intention in the service sector.

Table6. Descriptive statistics and one sample t test result of opinions of celebrity endorsements t value p value

			T value	P value
I am attracted to a destination which has a familiar celebrity face in its Ad	μ	2.61	-2.456	0.001
	σ	1.141		
I can more promptly recognise and recall a destination if it is endorsed by a celebrity	μ	2.44	-6.192	0.001
	σ	1.103		
I pay more attention to tourism service details if it is endorsed by a celebrity	μ	2.85	-0.954	0.000
	σ	1.182		
I generally visit places that have been endorsed by celebrities	μ	3.01	1.341	0.001
	σ	1.096		

One Sample t-test was used for testing the hypothesis related to analyse the impact of celebrity endorsement on the perception of consumers and their buying behaviour towards endorsed tourism services. The result of the same are shown in the above table 6. The p-value of all statements are less than 0.05 resulting in the rejection of null hypothesis. Thus, it is indicated that the celebrity endorsement develops consumers' interest for endorsed destination and make easy for them to recall and recognise as compared to non-endorsed destinations and other tourism services. The consumers pay more attention towards endorsed tourism service details and would like to avail and visit endorsed tourism services and destinations.

7. Conclusion

Advertisers used celebrity endorsements to differentiate their brands and products or services from their competitors in the market. This has become a trend in recent years for companies to use celebrity endorsement to raise direct and strong awareness of their

products or services while presenting their own unique selling propositions in comparison to their competitors. This research looks into the impact of celebrity endorsement on travellers when it comes to choosing a tourism destination or online travel service provider. The current study's findings imply that celebrity endorsement helps to raise awareness for endorsed travel services, making it easier to recognise and recall the location by associating it with the celebrity. The study discovered that celebrity endorsement had a considerable impact on tourists' purchasing inclinations in the Indian tourism service sector. Consumers viewed celebrity-endorsed travel businesses as trustworthy, reputable, and appealing. They also feel a connection to celebrities who promote tourism services. Though it should be acknowledged that celebrity endorsement aids in the development of awareness, it does not necessarily translate into consumers visiting the location or purchasing the promoted travel services. As a consequence of the research, it can be

concluded that celebrity endorsement may assist consumers in filtering decisions among the many destinations they wish to visit.

8. Discussion And Implications

The goal of the study was to see how celebrity endorsement affects consumers' buying intentions for Indian tourism services. The current study found that celebrity endorsement plays an important role in the Indian tourism service industry, which falls into the limited problem-solving category, and that all credibility traits, such as trustworthiness, expertise, attraction, respect, and similarity, have a significant impact on changing purchase intentions. However, the celebrity's credibility was only able to explain half of the variation in customers' purchasing intentions for tourism services, according to the study. The results of the investigation show that, while the credibility of the celebrity is seen as trustworthy, desirable, and respectable by the respondents, it has its significant impact on purchasing intentions.

While engaging celebrities for brand promotion, particularly to capitalise on their mass appeal, may be effective in products or services that entail less participation, similar benefits are difficult to see in limited or prolonged problem-solving categories such as tourism and banking. Because marketers are spending billions on celebrity endorsement, it is recommended that they partner with the ideal celebrity match in order to maximise their benefits and analyse their results in terms

of economic factors. One key finding of the current study is that a combination of celebrities, unique features of the place, and reviews from some experienced tourists will aid marketers in converting consumer awareness into visits to the destination

9. Limitations

The TEARS model was chosen because of its wide coverage of all traits of celebrity endorsement credibility and the proven results of the existing literature. Such studies are also not free of shortcomings. There are various other proven models also which can also be used for this type of studies. So, another exploratory study could identify a previously tested model that could provide superior results in the area in question. The TEARS model has only been used in online tourism in this study, and its generalizability will be determined exclusively by comparing its results to other related service classes. According to the findings, celebrity endorsement has an impact on the promotion of tourism services. However, it was not possible to tell whether to what extent the consumer's actual buying behaviour is affected by celebrity endorsements for endorsed travel services. In other words, only purchase intentions were examined rather than actual purchases. For this study, sample size, time commitment, location, and effort limitations also remained existing.

References

1. Albert, N. & Merunka, D., 2013. The Role of Brand Love in Consumer-Brand Relationships. *Journal of Consumer Marketing*, Volume 3, pp. 258-266.
2. Arora, R., Stoner, C. & Arora, A., 2006. Using Framing and Credibility to Incorporate Exercise and Fitness in Individuals' Lifestyle. *Journal of Consumer Marketing*, Volume 23, pp. 199-207.
3. Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16(1), pp.74-94.
4. Bajs, I. (2011). "Attributes of Tourist destination as Determinants of Tourist Perceived Value." *International Journal of Management Cases* 13(3): 547-554.
5. Bauernfeind, U. and Zins, A.H. (2006). "The Perception of Exploratory browsing and Trust with Recommender websites". *Journal of Information Technology & Tourism*. 8(2): 121-136.

6. Bedi, P. and Banati, H. (2006). "Trust Aware Usability". *Journal of Information Technology and Tourism* 8(34): 215-226
7. Browne, M. W., & Cudeck, R. (1993). *Alternative Ways of Assessing Model Fit*. In K. Bollen & J. Scott (Eds.), *Testing Structural Equation Models* (pp. 136-142). Newbury Park: CA, Sage Focus Editions.
8. Chen, Y. and Barnes, S. (2007). "Initial trust and online buyer behaviour". *Industrial Management & Data Systems*. 1079(1): 21-36.
9. Cho Y, Wang Y and Fesenmaier DR (2002) Searching for experience: The web-based virtual tour in tourism Marketing. *J. Travel & Tourism Marketing*. 12(4), 1-17.
10. Doss, S. (2011). The transference of brand attitude: The effect on the celebrity endorser. *Journal of Management and Marketing Research*, 7(1), 58-70. Retrieved from <http://www.aabri.comwww.aabri.com/manuscripts/10636.pdf>. D'Souza, D. N. (2012, April 5). Follow the Stars. *Indian Express*. Retrieved from <http://www.indianexpress.com/news/follow-the-stars/9326260>.
11. Daghfous, A. and Barkhi, R. (2009). "The strategic management of information technology in UAE Hotels: An exploratory study of TQM, SCM and CRM implementations." *Technovation* 29(9): 588-595.
12. Doss, S. (2011). The Transference of Brand Attitude: The Effect on the Celebrity Endorser. *Journal of Management and Marketing Research*, 7(1), 58-70.
13. D'Souza. (2012, April 5). Follow the Stars. *Indian Express*.
14. Dzidrov, M. (2010). Advertising industry: Trends, Opportunities and Challenges with Special Emphasis of Chinese Tourism. *UTMS Journal of Economics*, 1(2), pp. 85-90.
15. E. Clow, K., E. James, K., E. Sisk, S. & S. Cole, H., 2011. Source Credibility, Visual Strategy and the Model in Print Advertisements. *Journal of Marketing Development and Competitiveness*, Volume Vol. 5(3), pp. 24-31.
16. Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18, pp. 39-50.
17. Glover, P. (2009). Celebrity Endorsement in Tourism Advertising: Effects on Destination Image. *Journal of Hospitality and Tourism Management*, 16 (1), pp. 16-23.
18. Gregori, N. and Daniele, R. (2011). "Affiliate marketing in Tourism: Determinants of Consumers' Trust". *Information and Communication Technologies in Tourism 2011*. 13: 559-571.
19. Guttentag DA (2010) Virtual reality: Applications and Implications for Tourism. *Tourism Management*. 31, pp. 637-651.
20. Habor, L. (1998). "Correlates of tourist satisfaction." *Annals of tourism research* 25(4): 197-000
21. Hobson JSP and Williams AP (1995) Virtual reality: a new horizon for the tourism industry. *J. Vacation Marketing*. 1(2), 125-136.
22. Hakimi, B., Abedniya, A., & Zaeim, M. (2011). Investigate the Impact of Celebrity Endorsement on Brand Image. *European Journal of Scientific Research*, 58(1), pp. 116-132.
23. Khatri, P. (2006). Celebrity endorsement: A Strategic Promotion Perspective. *Indian Media Studies Journal*, 1(1), pp. 25-37.
24. Magnini, V. P., Honeycutt, E. D., & Cross, A. M. (2008). Understanding the Use of Celebrity Endorsers for Hospitality Firms. *Journal of Vacation Marketing*, 14(1), pp. 57-69.

25. Ohanian, R., 1990. Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness and Attractiveness. *Journal of Advertising*, Volume 19 (3), pp. 39-52.
26. Pandey, V. (2011). Impact of Celebrity Endorsement on Young Generation through TV Advertisement. *VSRD-IJBMR*, 1(4), pp. 226-231.
27. Palmer A and McCole P (2000) The Role of Electronic Commerce in Creating Virtual Tourism Destination Marketing Organizations. *Int. J. Contemporary Hospitality Manage.* 12(3), pp. 198-204.
28. Phang, G., & Cyril, E. (n.d). Celebrity Endorser and Respondents Gender: Its impact on Company, Behavioural and Attitudinal Variables.
29. Pornpitakpan, C., 2003. The Effect of Celebrity Endorsers' Perceived Credibility on Product Purchase Intention: The Case of Singaporeans. *Journal of International Consumer Marketing*, Volume 16 (2), pp. 55-74.
30. Pringle, H. & Binet, L., 2005. How Marketers can Use Celebrities to Sell More Effectively. *Journal of Consumer Behavior*, Volume 4 (3), pp. 201-214.
31. Rajagopal. (2011). Consumer Culture and Purchase Intentions Toward Fashion Apparel in Mexico. *Journal of Database Marketing & Customer Strategy Management*, 18, pp. 286-307.
32. Roy, K. & Rishav, S., 2014. Analyzing the Impact of Celebrity Endorsements: Goods V/S Services. *Journal of Management Research*, Volume 31, pp. 217-226.
33. Shanker D (2008) ICT and Tourism: challenges and opportunities. *Humanities & Soc. Sci.*, Indian Instit. Technol. Guwahati-781039, Assam.
34. Shimp, T., 2003. Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications. Thomson South Western, Issue 6th Edition.
35. Stafford, M. R., Stafford, T. F. & Day, E., 2002. A Contingency Approach: The Effects of Spokesperson Type and Service Type on Service Advertising Perceptions. *Journal of Advertising*, Volume Vol. 31, No.2, pp. 17-35.
36. Van, D. V. (2009). Celebrity endorsement effectiveness for Print Destination Advertising, 2(2), pp.186-189.
37. Waldt, V. D., Loggerenberg, M. V., & Wehmeyer, L. (2009). Celebrity Endorsements Versus Created Spokespersons in Advertising: A survey Among Students. *South African Journal of Economic and Management Sciences*, 12(1), pp. 100-114.
38. Zafar, Q. (n.d.). Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention. *Asian Journal of Business and Management Sciences*, 1(11), pp. 53-67.