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DOES CELEBRITY ENDORSEMENT IN WOMEN'S CLOTHING LINE ADVERTISEMENTS IN THE UK, HAVE ANY IMPACT ON CONSUMER PURCHASING BEHAVIOUR? A CASE STUDY TWO HIGH STREET BRANDS.

Cynicism and increasing advertising literacy threaten traditional approaches to brand communications, which have traditionally relied on verbal communications and storytelling. Nowadays, brands have evolved to represent much more than the traditional markers of quality, trust and reliability to consumers. Brands have become embedded in the consumer psyche and offer consumers the opportunity for self-expression, self-realisation and self-identity. This effect is particularly strong in fashion categories. This has led brand managers to adopt a different strategy to catch and retain consumer's ever shifting attention.

Endorser strategy is one of the most popular marketing practices for enterprises. A successful endorser can increase consumers purchase intentions and preference toward brands directly or indirectly. Some brand characteristics even derivate from endorsers.

Celebrity endorsement is a billion dollar industry today (Kambitsis et al., 2002) with companies signing deals with celebrities hoping that they can help them stand out from the clutter and give them a unique and relevant position in the mind of the consumer. According to Solomon (2002), the reasons for using celebrity endorsement involves its potential to create awareness, positive feelings towards their advertising and brand. Advertisement featuring celebrity endorsement is often also perceived to be entertaining. Moreover, celebrity endorsement is recognised as a potentially potent tool in communications, with celebrities viewed as more powerful than anonymous models and campaigns tending to verbalise the meaning of the celebrity in relation to the brand.

Besides, research has shown that celebrity endorsement can have an impact on the consumer's attention, recall, evaluations and purchase intentions (Silvera & Austad, 2004 Atkin &Block, 1983).

Three variables have been identified by Till (1998) to make celebrity endorsed advertisement believable, leading the consumer to form an associative link (pre-existing associations or groups of concepts that are related meaningfully to an object) and purchase the product, or turn to its competitor. These variables are 1) physical attractiveness, 2) source credibility (trustworthiness and expertise), and 3) celebrity/brand congruency. If an endorser lack one of these variables will the advertisement fail to effect purchase?

Who is a Celebrity? Celebrities are people who enjoy public recognition and mostly they are the experts of their respective fields (usually actors sport figure, entertainer, e.t.c) having wider influence in public life and societal domain. Attributes like attractiveness, extraordinary life style or special skills, larger than life image and demigod status can be associated with them. It is safe to infer that within a corresponding social group celebrities generally differ from the social norm and enjoy high degree of public awareness.

While Endorsement, is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand. In a market with a very high proliferation of local, regional and international brands, celebrity endorsement was thought to provide a distinct differentiation (Martin Roll, 2006).

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