

## **An Overview on the Effectiveness of Brand Mascot and Celebrity Endorsement**

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**Abstract :** Celebrity and brand mascot endorsement have been explored for more than three decades. Both endorsers can effectively transfer their reputation to corporate image and can influence the customers to purchase the product. However, there was little known about the mediators between the level of endorsement and its effect on buying behavior. The objective of the current study is to identify the gap of the previous studies and to seek possible mediators. It was found that consumer's memory and identification are the mediators, of source credibility and endorsement effect. A future study should confirm the model of endorsement, which was established in the current study.

**Keywords :** product endorsement, memory, identification theory, source credibility, unintentional effect

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