

Bibliography

- Aiken, L. (1985). Three Coefficient for Analyzing the Reliability and Validity of Ratings. *Educational and Psychological Measurement*, 45.
- Ajzen, I. &. (1980). Understanding attitudes and predicting social behavior. *Englewood Cliffs, NJ: Prentice-Hall*.
- Altman, N., & Krzywinski, M. (2015). Simple linear regression. *Nature Methods*, 999-1000.
- Arifianto, N. (2017, December 12). *Indonesia Negara Penggila Sepak Bola Nomor Dua di Dunia*. Retrieved from CNN Indonesia: <https://www.cnnindonesia.com/olahraga/20171219204103-142-263606/indonesia-negara-penggila-sepak-bola-nomor-dua-di-dunia>
- Atkin, C., & Block, M. (1983). Effectiveness of celebrity endorsers. *Journal of Advertising Research*, 57-61.
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research agenda. *International Journal of Advertising*, 642-663.
- Bhasin, & Hitesh. (2019, May 11). *What is a Low involvement product or Low involvement purchase?* Retrieved from Marketing91: <https://www.marketing91.com/low-involvement-product-low-involvement-purchase>
- Bougie, Sekaran, U., & Roger. (2016). *Research Methods for Business*. Chichester: John Wiley and Sons Ltd.
- Check, J., & Schutt, R. K. (2012). *Research methods in education*. Thousand Oaks: Sage Publications.
- Chiu, Y. B., Lin, C. P., & Tang, L. L. (2005). Gender differs: assessing a model of online purchase intentions in e-tail service. *International Journal of Service Industry Management.*, 16.
- Cole, C. (2007). *Encyclopedia of Gerontology*.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structures of tests. . *Psychometrika*, 297-333.
- Dwivedi, A., McDonald, R., & Johnson, L. (2014). The impact of a celebrity endorser's credibility on consumer self-brand connection and brand evaluation. . *J Brand Management*, 559-578.
- Elliott, S. (2012, 1 10). *A place where sponsors sign athletes*. . Retrieved from New York Times: <http://www.nytimes.com/2009/10/19/business/>

- Ellis, & Hoskin, A. W. (2019). *Handbook of Crime Correlates (Second Edition)*. Academic Press.
- Erdogan, B. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 291-314.
- Ericsson, L., & Hakansson, E. (2017). Athletes as celebrity endorsers. Case studies from Sweden. *Lulea University of Technology*.
- Ernst, S. (1878). *Steiger's Educational Directory for 1878*. New York: University of California.
- Grönlund, Asiimwe, E. N., & Åke. (2015). MLCMS actual use, perceived use, and experiences of use. *International Journal of Education and Development using Information and Communication Technology*, 101-121.
- Gupta, R. (2017). Construction and Validation of a Five-Dimensional Celebrity Endorsement Scale: Introducing The Pater Model. *British Journal of Marketing Studies*, 15-35.
- Hair, J., & Celsi, M. (2016). *The essentials of business research methods: Third Edition*. New York: Routledge.
- Hjørland, B., & Sejer, C. F. (2002). Work tasks and socio-cognitive relevance: a specific example. *Journal of the American Society for Information Science and Technology*, 960-965.
- Howell, D. (2002). Statistical Methods for Psychology. *Duxbury*, 324-325.
- Howell, T. (2017, May 18). *High involvement vs low involvement decision-making*. Retrieved from LinkedIn: <https://www.linkedin.com/pulse/high-involvement-vs-low-decision-making-tara-howell/>
- Kahle, L. R., & Homer, P. M. (1985). Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective. *Journal of Consumer Research*, 11(4), 954.
- Kaplan, R. M., & Saccuzzo, D. P. (2009). Principles, applications, and issues. *Psychological testing*. Belmont, CA.
- Keller, K. L. (2001). Building customer-based brand equity: creating brand resonance requires carefully sequenced brand-building efforts. *Journal of Marketing Management*, 15-19.
- Khosla, S. (2010). Consumer psychology: The essence of Marketing. *International Journal of Educational Administration*, 220.

- Kim, Y.-J., & Na, J.-H. (2007). Effects of celebrity athlete endorsement on attitude towards the product: the role of credibility, attractiveness and the concept of congruence. *International Journal of Sports Marketing and Sponsorship*, 23-33.
- Malika, A., S.Suresh, & Sharma, S. (2017). Factors influencing consumers' attitude towards adoption and continuous use of mobile applications: a conceptual model. *Procedia Computer Science*, 106–113.
- Marketing Week. (2007, May 23). *Procter and Unilever*. Retrieved from MarketingWeek: <https://www.marketingweek.com/procter-vs-unilever/>
- Mehrabian, A., & Russell, J. (1974). An approach to environmental psychology. Cambridge: MA: MIT Press.
- Miciak, A. R., & S. W. (1994). Choosing celebrity endorsers. *Journal of Marketing Management*, 51-59.
- Minton, E. A., & Khale, L. R. (2014). *Belief Systems, Religion, and Behavioral Economics*. New York: Business Expert Press LLC.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness and Attractiveness. *Journal of Advertising*, 39-52.
- Osorio, B. R. (2002, April 10). *Celebrity endorsers: is the huge investment worth the risk & rewards?* Retrieved from Philstar: <https://www.philstar.com/lifestyle/business-life/2002/04/10/156756/celebrity-endorsers-huge-investment-worth-risks-amp-rewards>
- Patzer, G. (1985). Research claims that beauty is wallet deep. *Marketing News*, 30.
- Perloff, R. M. (2016). *The Dynamics of Persuasion: Communication and Attitudes in the Twenty-First Century*. Routledge.
- Republic, S. (2019). The Roma have a much younger population. *OECD Economic Surveys*.
- Rhodes, N., & Wood, W. (1992). Self-esteem and intelligence affect influenceability: The mediating role of message reception. *Psychological Bulletin*, 156–171.
- Rice, D. H., Katie, K., & Lutz., R. J. (2012). Multiple endorsers and multiple endorsements: the influence of message repetition, source congruence and involvement on brand attitudes. *Journal of Consumer Psychology*, 249-259.

- Ross, J., & Harradine, R. (2008). "I am not wearing that! Branding and young children. *Journal of fashion marketing and management*, 11-26.
- Russell, G. J. (2014). Brand Choice Models. *The History of Marketing Science, Hanover*, 19-46. .
- Schimanski, S. (2016). Usage Phases in the Development of Product Systems Exemplified by a Route Recommendation Scheme for Cyclists. *In: Masaaki Kuroso (ed.): Human-Computer Interaction.*, 332-333.
- Scott, B. A., & Judge, T. A. (2009). The popularity contest at work: Who wins, why, and what do they receive? *Journal of Applied Psychology*, 20-33.
- Taylor, C. (2016). Some interesting findings about super bowl advertising. *International Journal of Advertising*, 167-170.
- Tingchi Liu, M., Huang, Y., & Minghua, J. (2007). Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China. *Journal of Consumer Marketing*, 358-365.
- Tripp, C., Thomas, D. J., & Carlson., L. (1994). The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, 535-547.
- Wang, J., Cheng, Y., & Chu, Y. (2012). Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators. *Human Factors and Ergonomics in Manufacturing & Service Industries*,, 357-367.
- Wisnblit, L. G., & Schiffman, J. L. (2015). Consumer Behavior. In L. G. Wisnblit, *Consumer Behavior Eleventh Edition* (pp. 235 - 241). Essex: Pearson.
- Witt, E. B., & Bruce, D. G. (1972). Group Influence & Brand Choice Congruence. *Journal of Marketing Research*, 440-443.
- Wood, W. (2000). Attitude Change: Persuasion and Social Influence. *Annual Review of Psychology*., 539-570.