

Abstract

Celebrity endorsement is a widely used marketing communication and brand building option found in different markets and product scopes. Most of empirical studies are found examining the effectiveness of celebrity endorsement with brand evaluations and brand relationship behaviours. The source credibility of the celebrity endorsement is one of the main bases discussed in this scope. The concept of entrepreneurial celebrity endorsement or celebrity entrepreneurship is a pivotal research priority in line with the practises found in today's business world. Celebrities involve with business and try to build the brand and performance with own endorsements. But the effectiveness of such endorsements on brand related evaluations and behaviours should be investigated to unveil the rationality. Accordingly, this paper attempts to review the concept of celebrity endorsement whilst special attention is made on celebrity entrepreneurship as the niche of investigation. Authors evaluate the empirical insights whilst cases are appreciated to discuss how such endorsements connect with the brand personality congruity. The main research instrument was literature review and journal articles, while business publications and cases were used to build the discussions. Paper makes an attempt to disclose the hands-on cases to provide learning avenues to further investigate how entrepreneurial celebrities engage with endorsement towards own businesses and social activities. Paper makes some