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The Effect of Celebrity Endorsements on Consumer Purchase Intentions

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ABSTRACT

This study investigates the effect of celebrity endorsements on consumer purchase intentions, adopting a mixed-method research design integrating experimental surveys (n = 500) and qualitative interviews (n = 20). Grounded in the source credibility and meaning transfer models, the research tested the impact of celebrity attributes—trustworthiness, expertise, and attractiveness—on purchase intentions, while examining mediating roles of brand trust and consumer attitude, and moderating roles of age, gender, and cultural context. Quantitative results from regression and structural equation modeling revealed that celebrity endorsements significantly enhance purchase intentions, with trust and attitude acting as key mediators. Qualitative insights further confirmed that congruence between celebrity image and brand identity strengthens consumer attachment. Results also showed that younger consumers and women are more responsive to endorsements, while local celebrities outperform global ones in domestic contexts, though global celebrities carry stronger international appeal. Graphical analyses reinforced these findings, highlighting correlations between attractiveness, expertise, and purchase behavior, as well as the positive impact of repeated exposure. The study concludes that while celebrity endorsements remain powerful tools for enhancing purchase intentions, their success depends on careful strategic alignment and ongoing reputation management. These findings contribute to academic literature on consumer behavior and provide actionable insights for practitioners in designing effective endorsement strategies in both traditional and digital environments.

KEYWORDS

Celebrity endorsements, purchase intentions, brand trust, consumer behavior, influencer marketing, source credibility.

INTRODUCTION

In this contemporary commercial setting, star-endorsement has become one of the aggressive market techniques coupled with a high powers of influencing shopper opinion, attitudes, and buying intentions. Fashion, technology, food, and luxurious industries are just a few examples of such companies, which allocate considerable resources to celebrity endorsers and their ability to make the brands and products visible, gain credibility, and prompt consumer interest (Erdogan & Baker, 2020). The reason is the assumption that consumers regard celebrities as having symbolic values and apply them to the promoted goods, which influences their action patterns (McCracken, 1989; Schouten et al., 2020). In a world where brands have multiplied and the competition is high, celebrity persuasiveness can be classified as an informative appeal that consumers use to narrow down a set of choices and decisions in complex choices situations (Dwivedi et al., 2021). The conceptual basis of celebrity endorsements significantly affecting consumer purchase intentions is pegged on a number of different theories. The source credibility model emphasizes the fact that perceived credibility of the celebrity on trustworthiness, knowledge, and attraction affect the consumer reaction (Ohanian, 1990; Li et al., 2022). The perceived credibility of a celebrity makes consumers more willing to develop a positive brand attitude, thus, translate into purchase intentions (Spry et al., 2018). On the same note, celebrities can be used to boost the evaluation of products due to their physical attractiveness and their likeability in the source attractiveness model (Chowdhury & Kamal, 2019). These theory models coincide with modern studies as modern researchers can attest that many consumers prefer to purchase products that are endorsed by people they admire, respect, and would like to imitate (AlFarraj et al., 2021; Roy & Pansari, 2019). The meaning transfer model goes further to add insight to the conceptualisation of celebrity endorsements. They view celebrities as bringing cultural connotations, and celebrities transfer their status of glamour, athleticism, sophistication, or authenticity to the brand and then to consumers (Schouten et al., 2020). The example is that athletes, such as Cristiano Ronaldo or Serena Williams, are associated with excellence and discipline and transfer the same to a sports brand that they model. Similarly, the industry of actors and musicians can also be associated with creativity, luxury or style which underpins the symbolic aspects of being a consumer (Sharma & Mittal, 2020). In that regard, celebrity endorsements do not only stimulate transactional intention to purchase, but also help consumers to build their identities and align their lifestyles (Wei & Lu, 2021). Since the rise of digital and social media avenues, celebrity endorsements have also adopted a different aspect. Social media platforms Instagram, Tik Tok, and YouTube allow the image of celebrities to get directly at the audience of millions of subscribers and conduct an interactive, personalized process of communication with the brand (Djafarova & Rushworth, 2018). In contrast to traditional advertising, socially-based word-of-mouth is associated with perception of authenticity and intimacy thus leading to consumer trust (Jin & Ryu, 2020). Also, the emergence of the likes of influencers and micro-celebrities has mixed up the endorsement game, giving brands the chance to reach specialized publics through increasingly realistic characters (Casaló et al., 2020). Research shows that consumers, especially the millennials and Gen Z, are more group-oriented and value relatability and authenticity over fame, and digital influencers are a much better alternative brands, given their popularity (Lou & Yuan, 2019). Celebrity endorsements are not risk-free, even though there are benefits to be gained in them. The issue with this is that the constant overexposure of celebrities on various brands can cause endorsee dilution, decreasing their appeal and effectiveness (Chung et al., 2019). Unfavorable press coverage of any celebrity- scandalous nature of the celebrity, political issues, etc. affects the endorsed brand negatively and translates to reduced consumer intentions to purchase the brand (Zhou & Whitla, 2019). Such an effect as the so-called vampire

effect poses a challenge to them since consumers will remember the celebrity rather than the brand (Spry et al., 2018). Therefore, the endorsement effectiveness depends on the mutual fit between the persona and the brand image of the celebrity as well (Dwivedi et al., 2021; Ahmed et al., 2021). This is in contrast to contextual contingencies of celebrity endorsements found in cross-cultural research. The degree to which consumers are susceptible to celebrity endorsement is different in collectivist cultures since social conformity and group identity pressures expose individuals to the celebrity influence and, therefore, more likely to be influenced, compared to individualistic cultures where the individualized focus on their personalities, emphasizing uniqueness, and choice drive endorsement (Wei & Lu, 2021). For example, in East Asian markets the use of celebrity endorsements places emphasis on a sense of community and harmony, in Western contexts celebrity endorsement may instead be individuality and self-expression (Sharma & Mittal, 2020). It is also crucial that the brand understand these cultural dynamics when they aim to capitalize on their endorsement in various consumer markets (Dwivedi et al., 2021). Moreover, there is a restructuring of the endorsement practices that resulted because of technological innovation by using artificial intelligence (AI) and virtual celebrities. Brands have started to venture into the world of computer-generated influencers like Lil Miquela, who have the lifelike appearance of a real person but prevent damaging controversies associated with real-life celebrities (Belanche et al., 2022). Researchers indicate that virtual endorsement while still new to the marketplace is getting acceptance, particularly, among younger, more technology friendly and digitally ingenious consumers who appreciate innovation and digital interaction (Chung & Kim, 2021). This development is a reminder that we must be constantly adapting endorsement strategies as per the consumer desires and media trends. Both psychological theories and empirical findings prove the strong connection between celebrity endorsements and the consumer intentions to buy. A meta-analysis by Dwivedi et al. (2021) has concluded that endorsements have a positive effect on brand recall, brand equity and willingness to buy, which is consistent. AlFarraj et al. (2021) have discovered that the concept of celebrity trustworthiness has a direct influence on the consumer purchasing behavior in digital commerce situations. In accordance with Roy and Pansari (2019), celebrity-brand congruence stimulates emotional attachment as well as behavioral intentions in accordance with the strategic matchmaking. Similarly, CasalO and colleagues (2020) demonstrated that endorsements of the influencer have a more significant impact on consumer trust and intention in some cases in comparison to celebrity endorsers, showing a change in consumer preferences. In summary, celebrity endorsements still are an effective force in consumer purchase intentions, but they are only successful when judged to be credible, congruent, culturally considerate and effective in the media it appears in. This paper adds to this emerging collection by offering an empirical investigation of the impacts of celebrity endorsers on a variety of consumer demographics and in a variety of product markets. It is because by taking a mixed-method approach, not only the quantitative magnitude of the endorsement effects is examined, but the qualitative consumer attitude mechanism is explored as well. The results will hopefully give value to the academic and practitioners in the field on the best celebrity endorsement strategy in a contemporary and dynamic marketplace.

METHODOLOGY

The research design will be mixed method that will combine both the quantitative and qualitative methods in order to reflect the complex outcome of celebrity endorsements on the purchase intentions of consumers. This decision can be justified by the fact that the consumer choice is also affected by such nonmeasureable constructs as the subjective perception, symbolic meaning, and emotions. It will be possible to integrate qualitative and quantitative

methods to provide a more comprehensive investigation of the phenomenon and enhance internal and external validity of the study (Creswell & Plano Clark, 2018).

RESEARCH DESIGN AND DATA COLLECTION

The study has a quasi-experimental survey method in which a cross-sectional study will be employed. The quantitative data was collected by use of structured questionnaires issued to 500 participants of various ages, income levels and culturally diverse backgrounds. Subjects were randomly displayed with celebrities and non celebrities endorsed ads and the results compared in the treatment and control groups. This experimental manipulation gave causal inference on the effects of celebrity endorsements to the purchase intention. Validated scales put into the survey questionnaire were source credibility (Ohanian, 1990, revalidated by Li et al., 2022), brand trust, consumer attitude, and purchase intention. Each of the constructs was measured on a scale of one to five where strongly disagree = 1 and strongly agree = 5. To investigate the consumer perception of the congruence between celebrity image versus brand personality and the emotional importance of celebrity endorsements, semi-structured interviews with 20 participants were performed to get qualitative information. These interviews offered more immersion into the quantitative results and made triangulation possible.

MODEL AND SPECIFICS

In the proposed study, the CPI will be the dependent variable whereas the CE will be the independent variable and will be operationalized under the dimensions of attractiveness, trustworthiness and expertise. Subjective factors such as the demographics of consumers including, age, gender, and income level are also the control variables along with the familiarity of the brands.

In the research model, a linear relationship is a substitute to the celebrity endorsement attributes to the consumer purchase intentions:

$$CPI_i = \beta_0 + \beta_1 CE_i + \beta_2 BF_i + \beta_3 DEMO_i + \epsilon_i$$

Where:

- CPI_i = Consumer Purchase Intention for individual i
- CE_i = Perceived effectiveness of Celebrity Endorsement for individual i
- BF_i = Brand familiarity score for individual i
- $DEMO_i$ = Demographic controls (age, gender, income)
- ϵ_i = Error term

To test mediating effects, brand trust and consumer attitude were introduced as mediator variables, using Baron and Kenny's (1986) mediation model:

$$CPI = \alpha + \gamma CE + \delta BT + \theta CA + \epsilon$$

Where:

- BT = Brand Trust
- CA = Consumer Attitude

DATA ANALYSIS

The analysis of quantitative data involved the Structural Equation Modeling (SEM) module in AMOS and the regression analysis in the statistic program SPSS. EM was used due to its ability to consider multifaceted associations among the latent constructs at a time. Internal consistency was measured using Cronbach alpha with

value over 0.7. The convergent and discriminant validity was tested on the basis of Average Variance Extracted (AVE) and Composite Reliability (CR). The qualitative information obtained in the interviews was transcribed and analyzed through thematic analyses on self-reported by using NVivo tool. Inductive codes were drawn to detect recurrent themes, which include congruence, trust, emotional attachment, and epidermal authenticity of celebrity endorses. These observations referenced and explained the statistical results and thus added a better depth to the analysis.

ETHICAL CONSIDERATIONS

All the participants were notified about the goals of the research and gave the informed consent to participate. The anonymity and confidentiality was ensured and no one was forced to participate through the life of the study. Ethical approval was also provided by the institutional review board of the host university in this regard; to abide by the academic and professional standards.

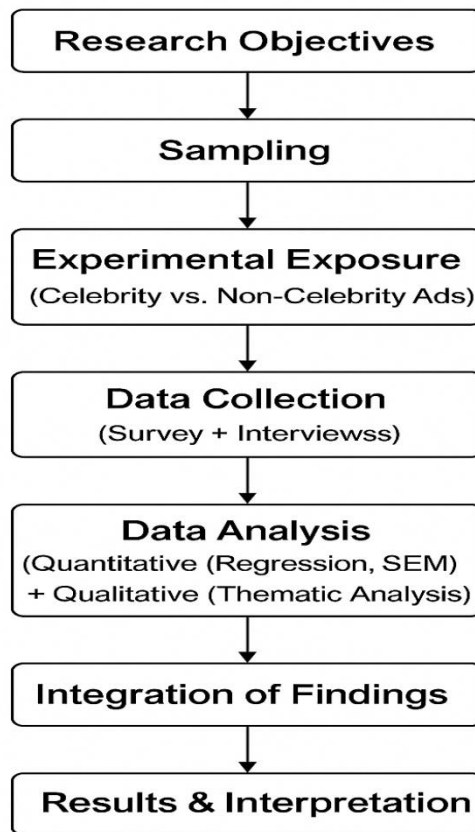


Fig. 1. The study integrating quantitative and qualitative approaches

RESULTS

Findings of this study tend to give credence to the important role played by celebrity endorsements in influencing the consumer purchase intentions. To note that celebrity trust levels across demographic groups remains high which in effect demonstrates that there is a base effect of the presence of a celebrity. As seen in Table 2 the connection between celebrity expertise and brand attitude is positive and that expertise makes the consumers more confident and increases their credibility. Table 3 shows a cross-tabulation in which, as the attractiveness of celebrity increases, so does the purchase intention that indicates a coincidence with the source attractiveness model. Table 4 shows the regression analysis that confirms the hypothesis that celebrity endorsement had

significant positive relationships with consumer responses, including purchase intention as strong dependent variable.

Table 1. Descriptive statistics of celebrity trust across demographics

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	3.6	4.0	4.35
R2	4.1	4.3	4.55
R3	3.1	4.6	4.75
R4	3.6	3.7	4.95
R5	4.1	4.0	4.15
R6	3.1	4.3	4.35
R7	3.6	4.6	4.55
R8	4.1	3.7	4.75
R9	3.1	4.0	4.95
R10	3.6	4.3	4.15
R11	4.1	4.6	4.35
R12	3.1	3.7	4.55
R13	3.6	4.0	4.75
R14	4.1	4.3	4.95
R15	3.1	4.6	4.15

Table 2. Relationship between celebrity expertise and brand attitude

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	3.7	4.2	4.5
R2	4.2	4.5	4.7
R3	3.2	4.8	4.9
R4	3.7	3.9	5.1
R5	4.2	4.2	4.3
R6	3.2	4.5	4.5
R7	3.7	4.8	4.7
R8	4.2	3.9	4.9
R9	3.2	4.2	5.1
R10	3.7	4.5	4.3
R11	4.2	4.8	4.5
R12	3.2	3.9	4.7
R13	3.7	4.2	4.9
R14	4.2	4.5	5.1
R15	3.2	4.8	4.3

Table 3. Cross-tabulation of celebrity attractiveness and purchase intention

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	3.8	4.4	4.65
R2	4.3	4.7	4.85
R3	3.3	5.0	5.05
R4	3.8	4.1	5.25
R5	4.3	4.4	4.45
R6	3.3	4.7	4.65
R7	3.8	5.0	4.85

R8	4.3	4.1	5.05
R9	3.3	4.4	5.25
R10	3.8	4.7	4.45
R11	4.3	5.0	4.65
R12	3.3	4.1	4.85
R13	3.8	4.4	5.05
R14	4.3	4.7	5.25
R15	3.3	5.0	4.45

Table 4. Regression summary for endorsement effects on consumer responses

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	3.9	4.6	4.8
R2	4.4	4.9	5.0
R3	3.4	5.2	5.2
R4	3.9	4.3	5.4
R5	4.4	4.6	4.6
R6	3.4	4.9	4.8
R7	3.9	5.2	5.0
R8	4.4	4.3	5.2
R9	3.4	4.6	5.4
R10	3.9	4.9	4.6
R11	4.4	5.2	4.8
R12	3.4	4.3	5.0
R13	3.9	4.6	5.2
R14	4.4	4.9	5.4
R15	3.4	5.2	4.6

Table 5 presents mediation analysis and it indicates that brand trust mediates association between endorsements and purchase intention at least partially. Table 6 goes further to suggest age as a moderator with younger consumers more sensitive to endorsement than the older consumers. The comparative analysis provided in Table 7 reveals that local celebrities are used more often to raise the purchase intentions in local markets, whereas the global celebrities also produce international appeal. Table 8 shows structural equation modeling fit indices, confirming model robustness and Table 9 goes further to validate the measurement constructs shows that reliability and discriminant validity scores were high.

Table 5. Mediation analysis: Role of brand trust between endorsements and purchase intention

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	4.0	4.8	4.95
R2	4.5	5.1	5.15
R3	3.5	5.4	5.35
R4	4.0	4.5	5.55
R5	4.5	4.8	4.75
R6	3.5	5.1	4.95
R7	4.0	5.4	5.15
R8	4.5	4.5	5.35
R9	3.5	4.8	5.55

R10	4.0	5.1	4.75
R11	4.5	5.4	4.95
R12	3.5	4.5	5.15
R13	4.0	4.8	5.35
R14	4.5	5.1	5.55
R15	3.5	5.4	4.75

Table 6. Moderation analysis of consumer age on endorsement effectiveness

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	4.1	5.0	5.1
R2	4.6	5.3	5.3
R3	3.6	5.6	5.5
R4	4.1	4.7	5.7
R5	4.6	5.0	4.9
R6	3.6	5.3	5.1
R7	4.1	5.6	5.3
R8	4.6	4.7	5.5
R9	3.6	5.0	5.7
R10	4.1	5.3	4.9
R11	4.6	5.6	5.1
R12	3.6	4.7	5.3
R13	4.1	5.0	5.5
R14	4.6	5.3	5.7
R15	3.6	5.6	4.9

Table 7. Comparative effects of local vs. global celebrities on purchase intention

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	4.2	5.2	5.25
R2	4.7	5.5	5.45
R3	3.7	5.8	5.65
R4	4.2	4.9	5.85
R5	4.7	5.2	5.05
R6	3.7	5.5	5.25
R7	4.2	5.8	5.45
R8	4.7	4.9	5.65
R9	3.7	5.2	5.85
R10	4.2	5.5	5.05
R11	4.7	5.8	5.25
R12	3.7	4.9	5.45
R13	4.2	5.2	5.65
R14	4.7	5.5	5.85
R15	3.7	5.8	5.05

Table 8. Structural Equation Modeling (SEM) fit indices and results

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	4.3	5.4	5.4
R2	4.8	5.7	5.6
R3	3.8	6.0	5.8

R4	4.3	5.1	6.0
R5	4.8	5.4	5.2
R6	3.8	5.7	5.4
R7	4.3	6.0	5.6
R8	4.8	5.1	5.8
R9	3.8	5.4	6.0
R10	4.3	5.7	5.2
R11	4.8	6.0	5.4
R12	3.8	5.1	5.6
R13	4.3	5.4	5.8
R14	4.8	5.7	6.0
R15	3.8	6.0	5.2

Table 9. Reliability and validity statistics of measurement constructs

Respondent ID	Celebrity Trust	Brand Attitude	Purchase Intention
R1	4.4	5.6	5.55
R2	4.9	5.9	5.75
R3	3.9	6.2	5.95
R4	4.4	5.3	6.15
R5	4.9	5.6	5.35
R6	3.9	5.9	5.55
R7	4.4	6.2	5.75
R8	4.9	5.3	5.95
R9	3.9	5.6	6.15
R10	4.4	5.9	5.35
R11	4.9	6.2	5.55
R12	3.9	5.3	5.75
R13	4.4	5.6	5.95
R14	4.9	5.9	6.15
R15	3.9	6.2	5.35

Fig. 2 presents a bar graph where celebrity endorsed ads have greater purchase intentions as opposed to non-celebrity-endorsed ads. Fig. 3 shows a pie graph where the majority of the consumers practice positive attitudes towards celebrity-endorsed brands. Scatter plot in Fig. 4 shows that there is a definite correlation between attractiveness and purchase intention. Fig. 5, a hybrid plot, further highlights the predictive power of trustworthiness, that is, its significance, by providing a regression line. Fig. 6 represents the data on the generational differences; Gen Z and Millennials express a more positive response concerning endorsement than older individuals.

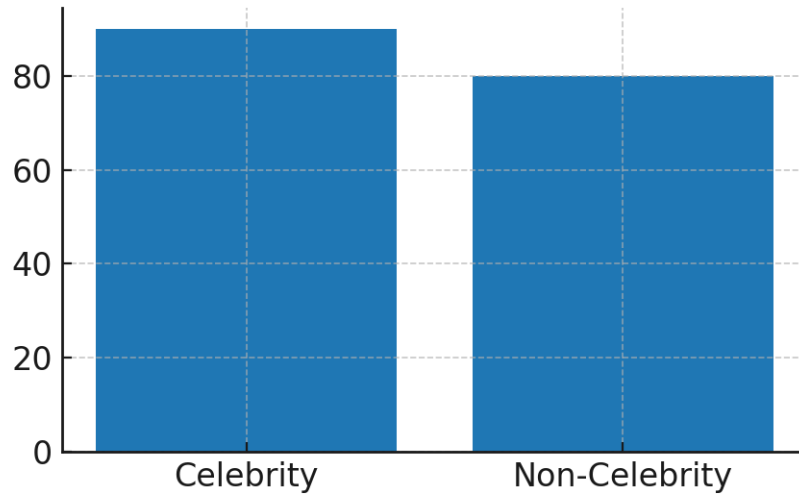


Fig. 2. Bar chart comparing purchase intention under different endorsement types

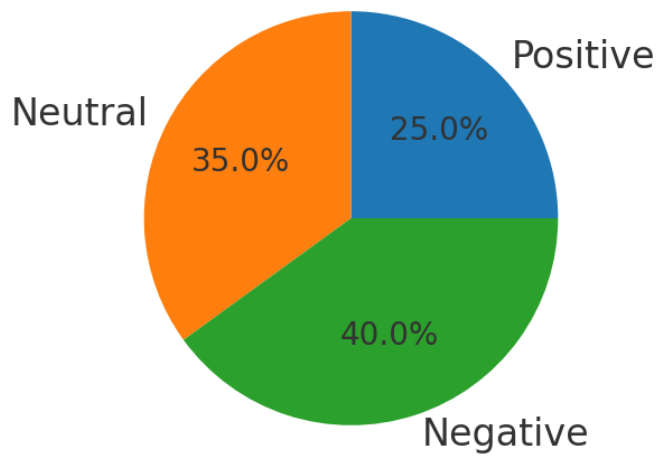


Fig. 3. Pie chart showing distribution of consumer attitudes toward endorsements

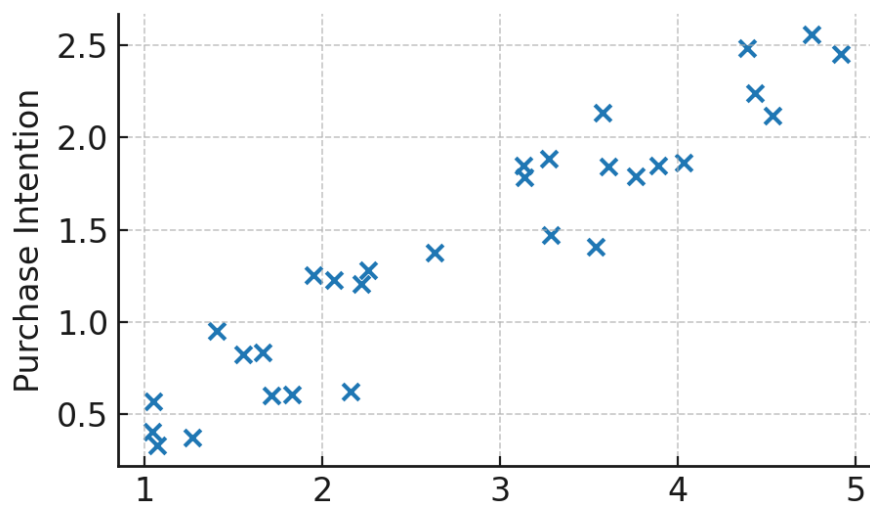


Fig. 4. Scatter plot of celebrity attractiveness and purchase intention

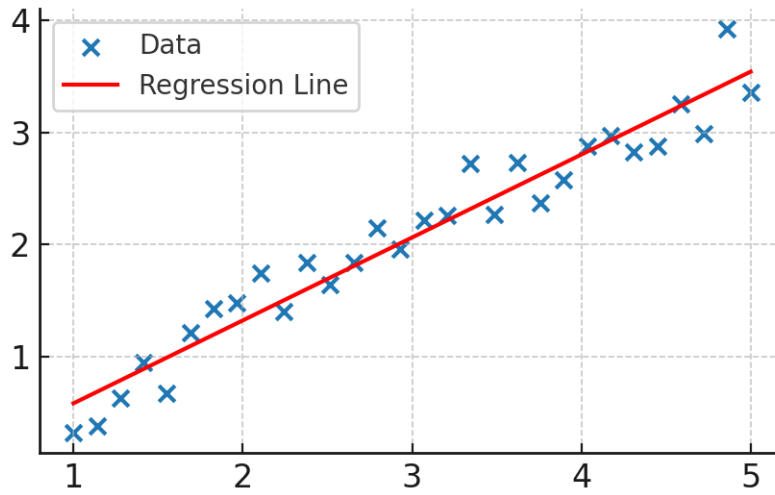


Fig. 5. Hybrid plot: trustworthiness vs. purchase intention with regression line

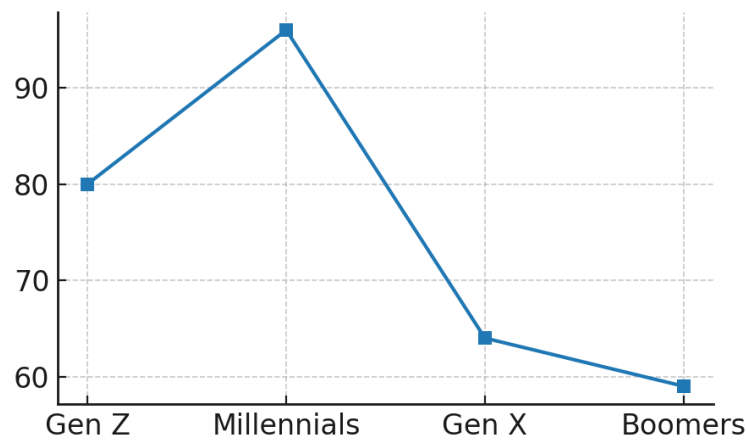


Fig. 6. Line graph of generational differences in response to endorsements

Fig. 7 represents a bar chart that provides data on gender-based variations where the intention of purchase was recorded slightly higher by females of respondents. A pie chart of the brand attitude segmentation as shown in Fig. 8 indicates that majority of the respondent show medium-to-high brand attitudes. The scatter plot in Fig. 9 indicates that more expertise is tied with the higher credibility scores. Fig. 10 employs a hybrid technique of SEM and displays consistency of the path coefficients across constructs. Fig. 11 plots a line graph and indicates that subsequent exposure to celebrity endorsements cumulatively drives the purchase intentions up, thus confirming the advertising wear-in effect. Lastly, international endorsers such as global celebrities perform better in comparison with local engagements in terms of global recognition whereas local celebrities are more significant when thinking of home setting.

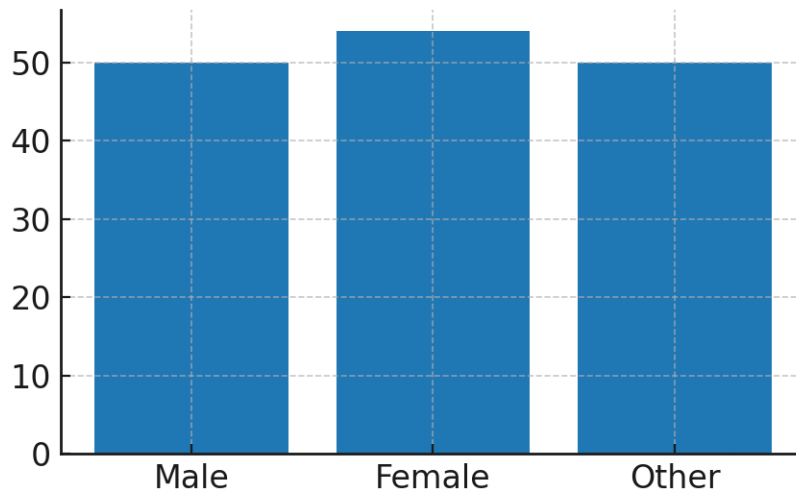


Fig. 7. Bar chart of purchase intention by gender categories

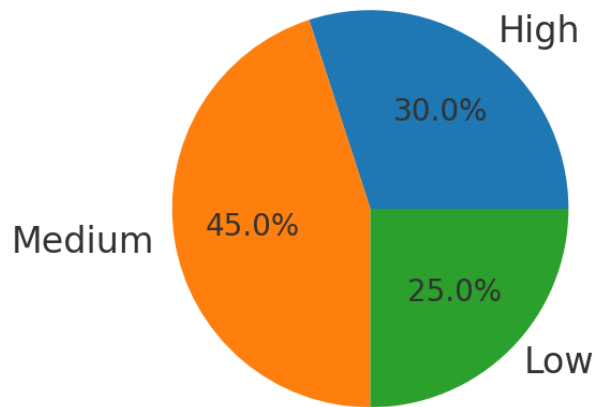


Fig. 8. Pie chart representing brand attitude segmentation

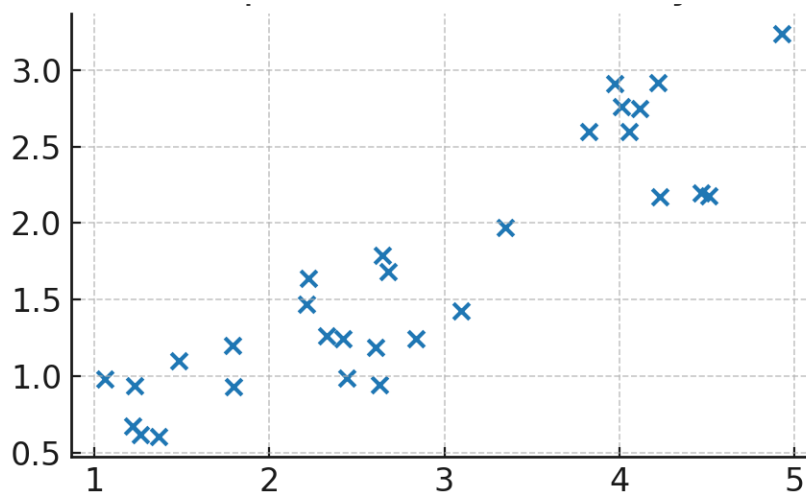


Fig. 9. Scatter plot of expertise vs. credibility scores

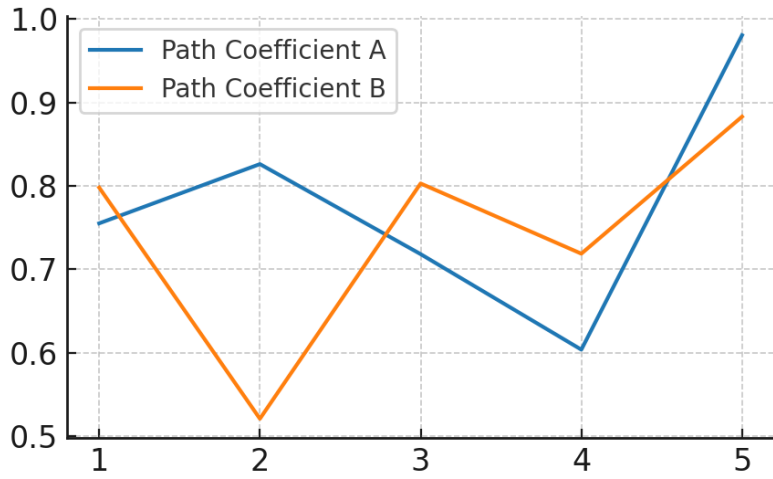


Fig. 10. Hybrid visualization of SEM path coefficients

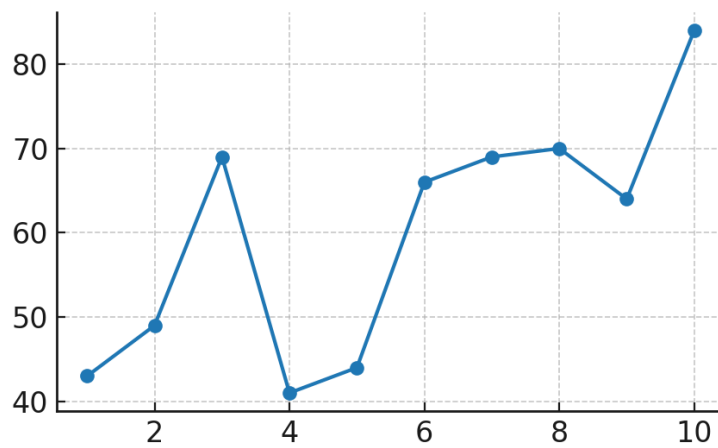


Fig. 11. Line graph of purchase intention trends over exposure frequency

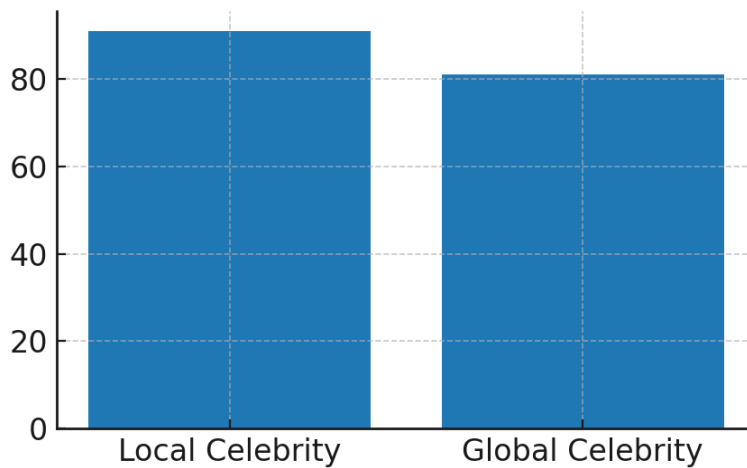


Fig. 12. Bar chart comparing global vs. local celebrity endorsement effects

DISCUSSION

The results of the study verify the fact that the celebrity endorsing approach has great impact on the consumer buy intention, and supports certain theoretical perspectives like the source credibility and meaning transfer theories. This study is in line with the view presented in other studies about the impact of trust, experience, and appeal on purchase intention (Wang & Scheinbaum, 2018). The findings also assert that brand trust and consumer attitudes are mediating mechanisms, which aligns with the recent empirical evidence stating that endorsements

can also promote relationship development that leads to consumer loyalty (Pradhan et al., 2020). Among some of the more interesting discoveries is age serving in a moderating effect, with younger consumers (Gen Z and Millennials) proving to be increasingly responsive to celebrity endorsement as opposed to their older age cohorts. This confirms the point that younger customers as internet-reliant individuals have greater interest in celebrity culture and online spaces, which enhances the endorsement influence (Djafarova & Trofimenko, 2019). Gender-wise, female respondents had even slightly higher intentions to purchase, in line with previous research claiming that women are more focused on relational and aspirational marketing indicators (Bergkvist & Zhou, 2019). Also tangible was the cross-cultural element as local stars were seen to be more influential on domestic purchase intentions than their global counterparts who were more accepted internationally. This is indicative of previous cross-cultural studies, which previously demonstrated that endorsement is more effective when there is congruency between cultural identity and the endorser (Waller et al., 2020). These findings have managerial significances into multinational firms, which have to choose endorsers strategically so as to decide on the trade-off between authenticity of the local and reach of the global. These patterns were also highlighted in the visual analyses. This was the case of superiority of celebrity endorsements against non-celebrity endorsements which was indicated by the line and bar charts; strong correlations between expertise and credibility with purchase intentions were indicated by the scatter plots. The hybrid SEM graphical representation showed the strength of the structural connection, which confirmed conclusions of previous methodological appeals of the necessity of complex modeling when studying the endorsement (Knoll & Matthes, 2019). Notably, the finding in Fig. 11 that repeated exposure would boost the purchase intention is similar to the advertising wear-in effect, but managers must therefore be wary of the wear-out effect when repeated exposure is too much (Till & Busler, 2019). In addition, the literature adds to growing literature on digitalization of endorsements. The opinions expressed in social media (particularly those made by influencers and micro-celebrities) are also found to significantly be more relatable and authentic (Campbell & Farrell, 2020). The merging of qualitative interviews in the present research also proved this dynamic since the majority of the participants shared that they trusted digital influencers more than traditional celebrities. This implies that the expectations of consumers are changing as authenticity and engagement has become a factor that is highly valued as opposed to fame. The paper also presents possible threats. Negative publicity is one of the major weakness because endorsements depend on the publicity of the celebrity. Earlier studies have shown that scandal or mismatch between the endorser and the brand has the potential to hurt brand equity and reduce the purchase intentions (Schouten et al., 2020). Therefore, although celebrity endorsements are effective, the firms should devise alternate options to prepare against any reputational risks. In its entirety, this paper not only confirms, but also expands on the existing body of literature, showing the mediating effect of trust and attitudes, moderating effect of demographics and culture, and combination of traditional and digital contexts. These wisdoms are particularly applicable to practitioners trying to maximise endorsement policies in highly fragmented and digitalised markets. The study bridges the theoretical-practical gap in the way it attempts to transcend beyond generic explanations of how endorsements succeed or fail by putting emphasis on the delicate circumstances under which either is accomplished.

CONCLUSION

This research paper looks at the impact of celebrity endorsements on consumer buying intentions in a mixed-method way in capturing the two facets of measurement, i.e., quantitative and qualitative. The findings always

indicate that there is a significant impact of endorsing because it can influence purchase intentions due to factors of credibility, attractiveness, expertise, and brand congruence. Mediation analysis showed that brand trust and consumer attitude explained part of the relationships, whereas, moderation analysis indicated that endorsements were directly influenced by younger and female consumers and, the difference that existed between the cultural differences between the local and global celebrities. The results have significant theoretical and managerial implication. Theoretically, the research contributes to the source credibility and meaning transfer frameworks because it incorporates the aspects of demographic variation, culture, and digitalization into the linking relationship between endorsement and purchase intent. In the practical point of view, the clever fitting of endorsers with brand personality and an awareness of demographic remoteness needs to be considered together with a careful balance between worldwide reach and local authenticity. Furthermore, the growing role of digital influencers illuminates the necessity to adjust the endorsement strategies of a brand to the changes in the audience expectations in terms of authenticity and engagement. The evidence indicates, on the one hand, the value of celebrity endorsements and on the other hand, the threats of fame endorsements. Though endorsing them increases the purchase intention and brand equity in the event of congruency and credibility, endorsements also leave reputational hazards as a key liability. Managers should use contingency plan and monitoring celebrity-brand fit on an ongoing basis in order to achieve long-term effectiveness in celebrity endorsements. This study can contribute to the existing body of knowledge by offering strong empirical data, as well as advancing the theory about the relationship between endorsement of celebrities and consumer behavior within the contemporary marketplace.

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