

Impact of Celebrity Endorsement Attributes on Consumer Purchase Intention

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Abstract

This study investigates the influences of celebrity attributes on purchase intention through regression analysis. The purpose of the research is to discern the impacts of celebrity trustworthiness, physical attractiveness, congruence, and familiarity on consumer behavior. The results reveal significant findings regarding the predictors' effects on purchase intention. Notably, celebrity trustworthiness emerges as a robust predictor, while physical attractiveness also exerts a significant influence. In contrast, celebrity congruence exhibits a weaker association. Furthermore, celebrity familiarity emerges as a significant predictor. These findings underscore the differential impacts of various celebrity attributes on purchase intention, emphasizing the pivotal roles of trustworthiness and likeability in shaping consumer behavior. The implications of these results suggest that marketers should carefully consider these attributes when employing celebrity endorsements in marketing strategies.

Keywords: *Celebrity endorsements, Purchase intention, Consumer behavior, Trustworthiness, Physical attractiveness, Familiarity.*

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1. Introduction

The study of celebrity endorsements is critical due to their significant influence on consumer behavior and marketing effectiveness. Knoll and Matthes (2017) underscore this importance through their meta-analysis, which reveals both positive and negative effects of celebrity endorsements depending on the alignment between the celebrity and the endorsed object. Their findings suggest that endorsements are most effective when the celebrity matches the product's attributes, but less effective compared to other marketing tools like quality seals or awards. Wang and Liu (2023) further emphasize the evolving nature of this research field through their bibliometric review, mapping the development of theoretical frameworks and identifying gaps that warrant further exploration. Meanwhile, Ho et al. (2022) demonstrate the substantial impact of celebrity endorsements in promoting pro-environmental behaviors, revealing that endorsements can drive significant behavioral change, particularly when coupled with persuasive information. Liu et al. (2023) contribute to our understanding of celebrity endorsements in tourism, showing that the effectiveness of endorsements varies based on the celebrity's origin and the emotional engagement elicited, particularly with familiar destinations. Finally, Bergkvist and Zhou (2016) provide a comprehensive review of the psychological

processes underlying celebrity endorsements and propose a research agenda to address existing gaps. Collectively, these studies highlight the multifaceted impact of celebrity endorsements on consumer attitudes and behaviors, offering valuable insights for marketers and suggesting directions for future research in this dynamic field.

Millennials are more influenced by influencers and celebrity endorsements (Chapa and Khan, 2024). The study indicates that celebrities who endorse middle-tier items have less influence than those who do not. According to Crespo et al. (2024), celebrity endorsement is becoming a widely used marketing strategy worldwide. Additionally, they stated that although reactions to celebrity endorsement are assumed to differ throughout cultures, there is a claim that cross-cultural research on celebrity endorsement as an advertising strategy is lacking. Roughly 25% of US advertisements have celebrity endorsements (Shimp 2000). These actions imply that a significant portion of American companies have accepted the notion that celebrity endorsers affect people's opinions about advertisements and the brands they represent, as well as their intention to purchase and other useful indicators (Erdogan et al., 2001; Ohanian 1991; Tripp et al., 1994; Kaikati 1987; Goldsmith et al., 2000). According to Leonita (2023), businesses should exercise caution when selecting celebrities to endorse their products, as this can impact consumers' purchase intentions. It is important that the celebrities' values and perceptions of quality align with the company's objectives. Numerous studies on the topic, including those by Erdogan et al. (2001) and Farrell et al. (2000), suggest that using celebrity endorsements in advertising may greatly increase financial returns for the companies using them. In addition to being used by companies to increase revenue, celebrity endorsers are valuable because they add value to a business, brand, or product. According to the literature, meaning transmission is how superstars provide value (McCracken 1986, 1989). The meaning transfer model states that the roles that celebrities play in society and the way they are depicted in the media shape the character that they play. The entire culturally built society then gives significance to celebrities. Advertisers assume that the significance attached to a celebrity will be transferred to a company, brand, or product when that celebrity endorses it (Erdogan & Baker, 2000). Therefore, when a customer buys a product, he or she wants to claim part of the transferred meanings for their own life, as stated by McCracken, 1989, when they identify with a celebrity (identification happens when a person is willing to receive influence from another person explained by Kelman, 2006). In order to examine how celebrity meaning is transferred to the product and how this affects its efficacy, researchers looked at the source impacts of celebrity endorsers. Two narrative reviews (Kaikati, 1987; Erdogan, 1999) aimed to compile the research on the advertising efficacy of celebrity endorsers. The most prevalent types of celebrity endorsers, the advantages of working with them, the dangers associated with celebrity endorsements, and Federal Trade Commission regulations were all emphasized by Kaikati (1987). Erdogan (1999) investigated the influence of celebrities, the advantages and disadvantages of celebrity endorsements, and the application of the source attractiveness and source credibility models. More recently, researchers have carried out a number of empirical studies on certain subjects within the broader field of the effectiveness of celebrity endorsements. To our knowledge, no methodical attempt has been made to quantitatively integrate this material, nevertheless. By summarizing the results of a meta-analysis of the literature on the efficacy of celebrity endorsements, this study fills this knowledge vacuum. The purpose of this study is to determine whether the corpus of existing research on the subject of celebrity endorsers in advertising and communication can provide any managerially or theoretically meaningful conclusions. To be more precise, this study looks at quantitative research that has been published in the literature and investigates the relationships that exist between the use of a celebrity endorser and the success that follows.

2. Literature and Hypothesis Development

2.1 Conceptualization of Celebrity Endorsement

Using a well-known person, such as a well-known actor, athlete, or singer, to promote a product, business, or service is known as celebrity endorsement. The idea behind this marketing strategy

is to utilize the celebrity's positive reputation and image to help the product or brand become more well-known to consumers and encourage positive attitudes and purchases. According to Belch & Belch (2017), celebrity endorsement is commonly employed in advertising and marketing because of its ability to reach a big and diversified audience and generate considerable influence. As per Kim and Ko (2011), the influence of celebrity endorsement varies based on the celebrity's perceived authenticity, reliability, and public image. Chumpitazi (2017) discovered that the influence of celebrity endorsement on purchase intention can be reduced by the type of product being advertised.

Due to its enormous influence on consumer behavior and marketing efficacy, the study of celebrity endorsements has drawn a lot of interest in the field of marketing research. This overview of the literature summarizes the most important discoveries from current research, offering a thorough grasp of the function of celebrity endorsements in many settings. A meta-analysis of 46 research was carried out by Knoll and Matthes (2017) to assess the efficacy of celebrity endorsements. According to their study, the degree of congruence between a celebrity and the promoted product determines how much of an influence the endorsement has. More specifically, celebrity endorsements work best when the features of the product and the celebrity closely align. Their findings indicate that male actors endorsing products congruent with their image achieve the most positive attitudinal effects, while female models who do not align well with the product may have negative effects. Moreover, their study found that celebrity endorsements generally performed less effectively compared to other marketing tools, such as quality seals and awards. This meta-analysis offers a nuanced perspective on the ways in which different moderating factors may affect the efficacy of celebrity endorsements. It also implies that a mismatch between the product and the celebrity may lessen the impact of the endorsement. Wang and Liu (2023) offered a bibliometric review of the celebrity endorsement literature, spanning from 1960 to 2021. Their study provides a comprehensive overview of the research landscape, revealing the evolution of theoretical frameworks and identifying gaps in the current knowledge. Through timeline visualization and co-citation analysis, they map out the development of key research trajectories and highlight areas that require further investigation. Their review emphasizes the need for more nuanced studies that explore the theoretical and empirical dimensions of celebrity endorsements, particularly focusing on emerging trends and methodologies in this field. Through a field experiment, Ho et al. (2022) investigated the role that celebrity endorsements have in encouraging pro-environmental behavior. According to their research, the usage of single-use plastics may be considerably decreased by celebrity endorsements, especially when the recommendation is accompanied by convincing facts. The findings suggest that the influence of celebrity endorsements on behavior extends beyond the short-term consequences noticed following the intervention. According to this study, celebrity endorsements have the ability to significantly alter behavior when it comes to social and environmental concerns. This suggests that endorsements may be an effective means of encouraging pro-environmental behavior. Liu et al.'s (2023) analysis of the benefits of celebrity endorsements for travel highlighted the distinctions between celebrities who are the host and those who are the origin. Eye-tracking and self-report data are included in their research, which shows that origin celebrities generate higher levels of visual attention and emotional arousal, especially when the audience is familiar with the marketed location. This research emphasizes how emotional connection and involvement may boost the impact of celebrity endorsements on travel. The study advances knowledge of the ways in which various celebrity endorsements might affect consumers' desire to travel to tourist places. In their narrative overview of celebrity endorsement studies, Bergkvist and Zhou (2016) identified important research themes, such as the presence of celebrities, campaign management, and financial implications. In order to fill in the knowledge gaps, their assessment concentrates on the psychological mechanisms that underlie the impacts of celebrity endorsements and suggests a research agenda. They stress the need for additional investigation into the psychological processes behind the success of celebrity

endorsements and recommend that future study delve deeper into the relationship between celebrity characteristics and customer reactions.

Collectively, these studies illustrate the complex and multifaceted nature of celebrity endorsements. They disclose that a number of factors, such as the type of celebrity, the context of the endorsement, and the degree of congruence between the celebrity and the recommended product, affect how successful endorsements are. The aforementioned research offers significant perspectives for marketers that aim to enhance their endorsement tactics and indicates several directions for future investigations to delve deeper into the subtleties of celebrity endorsements in diverse contexts. Furthermore, while choosing a celebrity endorser for a product, company, or service, these are some of the most crucial factors of celebrity endorsement that are commonly taken into account. (Friedman et al., 1978; Friedman & Friedman, 1979; Kahle & Homer, 1985; Kamins 1989, 1990; Kamins & Gupta, 1994; Erdogan & Baker, 2000; Till & Busler, 2000; Erdogan et al., 2001; Batra & Homer, 2004) Considered as a significant determinant of endorsement efficacy is celebrity. Based on the type of product, celebrity effectiveness varies. Friedman and Friedman (1979) noted that an endorsement's potency increased with the celebrity's perceived value among consumers. According to Till and Busler's (2000) research, fame influences some effectiveness metrics—such brand attitude—but not others, including purchase intention. The current evidence suggests that the phenomenon should be important to celebrity endorser efficacy regardless of the influence fame has on effectiveness (Till and Busler, 2000).

According to research on celebrity endorsements, beauty is a significant predictor of efficacy (Chao et al., 2005); nevertheless, the concept of attractiveness is multifaceted. Physical appearance alone, which may occasionally be subjective, is not the only aspect of attraction. Personality and physical prowess are also included. Till and Busler (2000) claim that physically attractive celebrities can forecast the effectiveness of commercials. Undoubtedly, compared to their less beautiful counterparts, physically attractive celebrities frequently score higher on a variety of personality traits (Kahle & Homer, 1985; Eagly et al., 1991). Sharma and Kumar (2024) showed that the main elements that significantly influence male customers' predisposition to purchase any product through celebrity endorsements are likeability, attractiveness, experience, and personality and when purchasing a product, female consumers take into account the celebrity's likeability, beauty, and plausibility. Joseph (1982) looked on the appeal of endorsers outside of personality traits. In particular, he looked into how endorser attractiveness affected product ratings, attitude shifts, and other efficacy metrics. According to the study, endorsers who are more beautiful than less attractive have a positive influence on the items they advocate. Although beauty raised positive evaluations of advertisements, Baker and Churchill (1977) found that this did not translate into greater buy intentions. In a similar vein, endorser attractiveness has minimal bearing on the effectiveness of advertisements, according to Caballero et al. (1989). Endorser beauty is certainly a pertinent concept in the larger context of celebrity endorsement. Liu (2022) said celebrity trustworthiness, beauty, credibility, and knowledge have a favorable impact on purchase intention and impulse buying in the fast fashion business, with purchase intention serving as a mediator between these characteristics. Trustworthiness is the level of faith customers have in a communicator's intention to transmit the most valid assertions (Ohanian, 1990). Giffin (1967) listed a number of advantages of trust, including acceptance, a positive outlook, psychological safety, and the perception of a helpful environment. A large body of research shows that efficacy benefits from credibility (Chao et al., 2005). Miller and Baseheart (1969) found that while the influence of untrusted communicators was minimal, strongly opinionated speech from a highly trustworthy communicator leads to an effective attitude shift. More of an attitude shift has been associated with perceived communicator trustworthiness than with perceived knowledge (McGinnies & Ward, 1980). The body of research on celebrity endorsers indicates that a key factor influencing the effectiveness of celebrity endorsements is credibility.

Celebrity endorsers are often picked based on their level of public awareness and admiration. Popular celebrities are thought to have the potential to reach a big and diverse audience, hence improving the visibility and publicity of the product or brand they promote (Belch and Belch, 2017). Physical attractiveness is frequently regarded a key aspect in celebrity endorsement, as customers are drawn to attractive people and link them with positive characteristics (Kim and Ko, 2011). Celebrity endorsers may be chosen based on their knowledge or experience in a specific industry, such as sports or music. This can boost the credibility and perceived worth of the product or brand they promote (Chumbitazi, 2017). Celebrity endorsement efficacy can be significantly influenced by a celebrity's public image, which includes their reputation, values, and views. Consumers are more likely to buy a product promoted by a celebrity whose image reflects their own values and ideas (Belch and Belch, 2017). The perceived authenticity of a celebrity endorsement is crucial to its success, as customers are more likely to be persuaded by a celebrity who sincerely believes in and utilizes the product or brand being promoted (Belch and Belch, 2017).

2.2 Relationship between physical attractiveness of celebrity and purchaser Intension

It is believed that consumers' decisions to make online purchases are significantly influenced by the beauty and dependability of celebrities (Akoglu and Özbek, 2024). According to Pham and Jeong (2010), the physical beauty of celebrities positively influences consumers' opinions about the suggested goods, which in turn influences their propensity to buy. Patzer (1985) asserts that the physical attractiveness of superstars produces ingenious, compelling, and inevitable outcomes. Patzer suggested using endorsers who are physically beautiful rather than ugly ones. According to him, individuals want to look better so they may confidently react to similar-looking celebrity endorsers. In a similar vein, Kim and Ko (2011) found that celebrity endorsers who were physically beautiful were more successful than less attractive ones in raising brand awareness and purchase intention. According to Baniya, R. (2017), physical beauty and celebrity brand matching have an influence on purchase intentions, and celebrity endorsement increases brand loyalty among Nepalese consumers. The eye gaze and smile of celebrities (Ilicic and Brennan, 2020; Ilicic et al., 2016) are two examples of facial expressions that work incredibly well for company promotion. It is well acknowledged in many academic fields that physical beauty affects human interactions (Wan and Wyer, 2015). Personality theory states that physical beauty may reveal important details about a person's skills and abilities (Maestripieri et al., 2017). A person's ability to elicit favorable reactions from others through their physical appearance and facial image is significantly influenced by their physical beauty (Ahearne et al., 1999; Morrow, 1990). According to Maestripieri et al. (2017), physically beautiful people are perceived as more gregarious, capable, upbeat, and pleasant. Beauty is also desirable and advantageous (Li et al., 2019). Studies have shown that physical beauty can increase one's capacity for persuasion, making visually appealing persons more persuasive than their less beautiful counterparts (Westfall et al., 2019, Ahearne et al., 1999). The public usually uses a celebrity's height, weight, and face to determine how attractive they are (Pornpitakpan et al., 2017; Lee et al., 2015). The idea of endorser beauty and how it affects customer behavior is widely recognized in the literature. According to research by Erfgen et al. (2015) and Pradhan et al. (2016), celebrity attractiveness has a significant impact on enhancing brand attitude and recall.

Hypothesis-1: *There is a relationship between physical attractiveness of celebrity and purchaser Intension*

2.3 Relationship between the trustworthiness of celebrity and purchaser Intension

Keller, K. L. (1993) shown that, celebrity endorsements can be an effective technique for increasing brand equity, but only if the celebrity is seen as trustworthy. The celebrity's trustworthiness and perceived credibility can both influence the effectiveness of celebrity endorsement. Customers are more likely to be swayed by a celebrity they respect and believe to be reliable. Kim and Ko (2011). According to Erdogan et al. (2001), an endorser's honesty, integrity, and credibility constitute their trustworthiness. Businesses want advocates who are

seen as reliable, convincing, honest, and trustworthy. Opinionated communications were more successful in changing views when the communicator was viewed as trustworthy, according to research by Al Zobi et al. (2011). According to Erdogan (1999), a celebrity endorser's credibility comes from a range of factors that positively impact consumers' perceptions and intentions to purchase rather than from a single source. According to Shimp (2000), the inclination to believe or trust someone is the primary universal component of credibility. The actions of the target market seem to be in line with an internalization process when a celebrity is seen as credible. The buyer starts this process by taking the celebrity's position on a certain topic and making it their own. According to Kamins et al. (1994), the endorsement of a trustworthy celebrity can raise purchase intention, whereas the support of an untrustworthy celebrity can have the opposite influence. Few studies conducted by Ahluwalia (2000), Kim and Park (2009) trustworthiness are a key aspect in determining celebrity endorsement efficacy, and trustworthy celebrities are more likely to be effective endorsers than untrustworthy celebrities. Kim and Im (2017), Chevalier and Dube (2006), Grier and Brumbaugh (2009), Kramer (1999) demonstrated in their study that trustworthiness is an important component in determining the effectiveness of celebrity endorsement, and that trustworthy celebrities are more likely to establish customer trust and enhance buy intention.

Hypothesis 2: *There is a relationship between the trustworthiness of a celebrity and purchaser's Intension*

2.4 Relationship between congruence of celebrity and purchaser Intension

Bierley and Martin (1991), Armstrong and Kotler (2007), Kim and Jeong (2018), Kamins and Gupta (1994), Ohanian (1991) told that, the congruence between the celebrity endorser and the product being supported is a significant component in determining the success of celebrity endorsement, and that when the celebrity and the product are congruent, consumer sentiments are more positive. Liang et al. (2022) prove that, the alignment of a celebrity with their followers and products encourages followers to adopt the products; this alignment fosters a sense of credibility in the followers' eyes, which in turn boosts their confidence, desire, and incentive to purchase the product. Dornoff (2003) said in his research, the success of celebrity endorsement is determined by the congruence between the celebrity and the product, and customer sentiments are more favorable when the celebrity's perceived trustworthiness matches the product being promoted. According to Karrh (1998), customer attitudes are more positive when they believe a celebrity is similar to them, and celebrity endorsements are more successful when there is congruence between the celebrity and the consumer. According to Misra and Beatty (1990), fitment or congruence in celebrity endorsement happens when the highly relevant aspects of the representative celebrity match the highly significant traits of the brand. The transfer of characteristics from the celebrity to the brand is facilitated by celebrity-brand congruency (Seno and Lukas, 2007). Research has shown that endorsements are much more effective when the brand and the endorser fit (Kahle and Homer, 1985; Till and Busler, 2000). Congruence between the celebrity endorser and the product being endorsed is a crucial factor in determining celebrity endorsement efficacy, and its impact varies depending on the type of celebrity and product, as demonstrated by the research of Papasolomou and Melanthiou (2007), Belch and Belch (2004), and Hsu and McDonald (2002).

Hypothesis-3: *There is a relationship between congruence of celebrity and purchaser Intension*

2.5 Relationship between familiarity of celebrity and purchaser Intension

Balakrishnan and Sivakumar (2004) suggested that the more familiar a consumer is with the celebrity, the more likely they are to have positive attitudes toward the celebrity and the products they endorse. Copeland et al. (2023) showed in their study that, the factors that determine and are related to the link between consumers and model familiarity as well as the effects of that relationship on the development of good relationships. Consumers are more likely to trust and have positive attitudes toward familiar celebrities, and that this in turn increases the likelihood of purchasing products endorsed by these celebrities said by Alhamdani and Alkhateeb (2015),

Grier and Brumbaugh (2010), Brouder and Maignan (2005). According to Belch and Belch (2001), a celebrity endorser's familiarity stems from exposure and perceived understanding. When selecting a celebrity, companies should consider how well-known the celebrity is among consumers. The more familiar the buyer is with the celebrity, the more favorable the intention. It's also well known that fans of celebrities prefer to enjoy them more when they are more familiar and exposed to them. When a celebrity is introduced to the public for a short time, familiarity influences attitude more. The criteria of acceptability, popularity, and recognition were used to assess the familiarity (Belch and Belch, 2001). According to some research, likeability and familiarity with celebrities are similar to physical beauty (Kahle and Homer, 1985). In actuality, every well-known trait falls within the category of beauty. However, some studies examine likeability and familiarity separately, examining their effects on effectiveness as though they were unrelated to endorser attractiveness (O'Mahoney and Meenaghan, 1998). According to Erddogan (1999), familiarity in the context of celebrity endorsements is defined as having knowledge of the source through exposure. According to Erdoğan (1999), familiarity is defined as a strong emotional bond formed with a source due to their physical attributes and actions. Because of this, the two constructs—aside from attractiveness—are investigated in this study. This method was used to assess each dimension's potential usefulness as a predictor of the effectiveness of celebrity endorsements.

Hypothesis-4: *There is a relationship between Familiarity of celebrity and purchaser Intension*

3. Methodology and method

3.1 Sample and Data Collection Procedure

Convenience sampling was employed to select participants for this study, with individuals conveniently accessible and willing to participate being included. The sample consisted of 320 respondents from Chattogram City Corporation area, ensuring diversity in gender, education, occupation, age and marital status to enhance the generalizability of the findings. Data collection was conducted through a structured questionnaire administered either online or in-person, depending on the participants' preferences. In order to promote open communication, participants in the study were guaranteed anonymity and secrecy.

3.2 Survey Instrument

The items on the questionnaire used in this study were modified from earlier studies on consumer behavior and celebrity endorsements. The survey instrument comprised multiple sections, each focusing on different constructs such as perceptions of celebrity attributes (e.g., trustworthiness, physical attractiveness, congruence, likeability), with celebrities, and purchase intention. Each item was carefully crafted to capture relevant dimensions accurately, ensuring comprehensive coverage of the constructs under investigation.

3.4 Item Measurement

Five Likert scales were included in the questionnaire to measure items, enabling respondents to express agreement or disagreement with particular assertions pertaining to the constructs under evaluation. Depending on the nature of the items, response possibilities usually varied from strongly disagree to strongly agree. To reduce response bias and guarantee the reliability of the measures, reverse-coded items were incorporated. In order to collect data on participant characteristics including age, gender, income, and education level, demographic questions were also included.

3.5 Model Specification

The conceptual model guiding this study posited relationships between celebrity attributes (trustworthiness, physical attractiveness, congruence, familiarity), with celebrities, and purchase intention. These relationships were examined using multiple regression analysis to assess the extent to which celebrity attributes predict purchase intention. Additionally, correlation analysis was used to investigate the correlations between various variables, revealing information about

how they relate to one another. Statistical software was used to test the proposed model, with significance thresholds set at $p < 0.05$.

4. Results and Discussion

The demographic profile of the sample comprised 320 respondents drawn from diverse backgrounds. In terms of gender distribution, males constituted approximately 65% of the sample, while females accounted for the remaining 35%. Regarding education, participants exhibited varied levels of attainment, with approximately 40% having completed their Higher Secondary Certificate (HSC), 50% holding Bachelor's degrees, and 10% possessing post-graduate qualifications. Age-wise distribution revealed a broad spectrum, with approximately 25% of participants falling within the 20-30 age range, 30% within the 31-40 age range, 25% within the 41-50 age range, and the remaining 20% distributed among those aged 51-60 and 60+. This demographic profile ensured a diverse and representative sample, facilitating a comprehensive understanding of consumer perceptions and behaviors regarding celebrity endorsements. The correlation matrix presented in Table-1 depicts the relationships between the variables under scrutiny, providing valuable insights into their interdependencies. Notably, "Physical Attractiveness" exhibits significant positive correlations with "Celebrity Trustworthiness" ($r = 0.732, p < 0.001$), "Celebrity Congruence" ($r = 0.420, p < 0.001$), "Celebrity Familiarity" ($r = 0.495, p < 0.001$), and "Purchase Intention" ($r = 0.594, p < 0.001$). This suggests that as physical attractiveness increases, so do perceptions of celebrity trustworthiness, congruence, familiarity, and purchase intention. Similarly, "Celebrity Trustworthiness" demonstrates significant positive correlations with "Celebrity Congruence" ($r = 0.617, p < 0.001$), "Celebrity Familiarity" ($r = 0.494, p < 0.001$), and "Purchase Intention" ($r = 0.665, p < 0.001$), indicating that higher perceived trustworthiness is associated with greater congruence, familiarity, and purchase intention regarding the celebrity endorser. Furthermore, "Purchase Intention" exhibits significant positive correlations with all other variables, indicating a strong association between purchase intention and perceptions of physical attractiveness, trustworthiness, congruence, and familiarity of the celebrity endorser. These findings underscore the multifaceted nature of consumer perceptions in response to celebrity endorsements, highlighting the importance of considering various attributes when devising marketing strategies.

Table 1: Correlation

	Physical Attractiveness	Celebrity Trustworthiness	Celebrity Congruence	Celebrity Familiarity	Purchase Intention
Physical Attractiveness	1	.732**	.420**	.495**	.594**
	.000	.000	.000	.000	.000
	216	216	216	216	216
Celebrity Trustworthiness	.732**	1	.617**	.494**	.665**
	.000		.000	.000	.000
	216	216	216	216	216
Celebrity Congruence	.420**	.617**	1	.367**	.489**
	.000	.000		.000	.000
	216	216	216	216	216
Celebrity Familiarity	.495**	.494**	.367**	1	.375**
	.000	.000	.000		.000
	216	216	216	216	216
Purchase Intention	.594**	.665**	.489**	.375**	1
	.000	.000	.000	.000	
	216	216	216	216	216

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712 ^a	.507	.498	.500	1.757
a. Predictors: (Constant), Celebrity Physical Attractiveness, Celebrity Trustworthiness, Celebrity Congruence, Celebrity Familiarity.					
b. Dependent Variable: Purchase Intention					

Table 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.105	.285		.369	.713
	Celebrity Trustworthiness	.409	.103	.335	3.974	.000
	Physical Attractiveness	.218	.080	.196	2.712	.007
	Celebrity Congruence	.095	.094	.066	1.012	.313
	Celebrity Familiarity	.220	.064	.231	3.459	.001
a. Dependent Variable: Average of Purchase Intention						

Table 4: ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.301	4	13.575	54.255	.000 ^a
	Residual	52.795	211	.250		
	Total	107.097	215			
a. Predictors: (Constant), Celebrity Physical Attractiveness, Celebrity Trustworthiness, Celebrity Congruence, Celebrity Familiarity.						
b. Dependent Variable: Purchase Intention						

The model summary presented in Table 2 outlines the key statistics derived from the regression analysis, offering valuable insights into the hypothesized model's efficacy in predicting purchase intention. With an R Square of 0.507, the model accounts for a substantial proportion of the variance in purchase intention, indicating a robust explanatory capacity. The regression analysis reveals significant findings regarding the predictors' impacts on purchase intention. Firstly, the standardized coefficient (Beta) for "Celebrity Trustworthiness" stands at 0.335, indicating a notable positive relationship with purchase intention ($p < 0.001$). This result is further corroborated by a substantial T value of 3.974, demonstrating statistical significance. Secondly, "Physical Attractiveness" also exerts a significant influence on purchase intention, as evidenced by its Beta value of 0.196 ($p = 0.007$) and a T value of 2.712. Conversely, "Celebrity Congruence" exhibits a weaker association with purchase intention, supported by a non-significant Beta value of 0.066 ($p = 0.313$). Finally, "Celebrity Familiarity" emerges as a significant predictor with a Beta value of 0.231 ($p = 0.001$) and a substantial T value of 3.459. These results collectively underscore the differential impacts of various celebrity attributes on purchase intention, with trustworthiness and familiarity playing pivotal roles in shaping consumer behavior.

The analysis of variance (ANOVA) findings that determine the overall significance of the regression model are displayed in Table 4. The observed F-statistic underscores the model's statistical significance, implying that at least one predictor significantly contributes to explaining the variance in purchase intention. The substantial sum of squares attributed to regression, coupled with the low residual sum of squares, elucidates the efficacy of the model in capturing the variability in the dependent variable. Collectively, these findings underscore the utility of the regression model in delineating the determinants of purchase intention, thus offering valuable insights for marketers and researchers alike. Regression analysis results provide insight into the complex processes that underlie consumers' perceptions of celebrity endorsements and their ensuing purchase intentions. Interestingly, there is a strong positive correlation between celebrity trustworthiness and buy intention, which highlights how important trust is in influencing customer behavior. Customers are more inclined to base their purchasing decisions

on celebrities they consider reliable, as their recommendations lend legitimacy and confidence to the goods or services they are promoting. Analogously, the correlation between physical beauty and desire to buy underscores the significance of aesthetic appeal in grabbing consumers' attention and cultivating positive sentiments towards promoted companies. The lesser correlation shown between celebrity congruence and purchase intention, however, raises the possibility that customer behavior may not be influenced by a product's sheer alignment with a celebrity endorsement. This research emphasizes that in order to maximize the impact of celebrity endorsements, a more thorough comprehension of the alignment between the celebrity's image and the corporate identity is required. Moreover, the noteworthy influence of celebrity familiarity on buy intention underscores the significance of emotional bonds in shaping consumer inclinations and purchasing choices. All things considered, these results provide insightful information to marketers that want to successfully use celebrity endorsements to improve brand reputation and increase customer engagement.

Managerial Implication

The findings from this study offer actionable insights into the effectiveness of celebrity endorsements in influencing consumer purchase intentions. Understanding the various attributes of celebrities—such as trustworthiness, physical attractiveness, familiarity, and congruence—provides valuable guidance for marketers seeking to leverage celebrity endorsements effectively. By applying these insights, brands can enhance their marketing strategies and better align their promotional efforts with consumer preferences and behaviors. Firstly, marketers should prioritize the selection of celebrities based on their trustworthiness. The study's findings reveal that celebrity trustworthiness has a significant positive impact on purchase intention. By choosing endorsers who are perceived as credible and reliable, brands can enhance consumer confidence and foster stronger purchase intentions. Secondly, emphasize the familiarity of celebrities in marketing strategies. The research highlights that celebrity familiarity is a strong predictor of purchase intention. Marketers should select celebrities who have a high level of recognition and positive public perception to increase brand recall and drive consumer engagement. Additionally, physical attractiveness should be factored into celebrity endorsement choices, but with caution. While physical attractiveness positively influences purchase intention, it should not overshadow other critical attributes like trustworthiness and familiarity. Brands should seek a balance, ensuring that the chosen celebrities not only attract attention but also align with the target audience's values and preferences.

Additionally, make an investment in comprehending and using celebrity congruence with the brand. While the direct impact of congruence on purchase intention is smaller, the endorsement's overall efficacy can be increased by matching the celebrity's image to the brand. It is important for marketers to ascertain that the items or services that celebrities support align with their public character. Additionally, create marketing efforts that highlight the celebrity endorser's advantages. Promo materials that emphasize qualities like familiarity and trustworthiness can strengthen the celebrity's beneficial impact on customer attitudes and purchase decisions. Additionally, conduct consumer research to tailor celebrity endorsement strategies. Gathering insights on consumer perceptions of different celebrities can help brands make informed decisions about which celebrities will most effectively impact their target market.

Consider the long-term implications of celebrity endorsements. While this study focuses on immediate purchase intention, understanding how celebrity endorsements affect long-term brand loyalty and consumer retention can provide a more comprehensive view of their effectiveness. Adapt celebrity endorsement strategies to target specific demographic segments. Given the diverse demographic profile of the respondents, brands should select celebrities whose characteristics align with the preferences of various consumer groups to enhance relevance and appeal. Additionally, integrate celebrity endorsements with broader marketing strategies. To maximize the impact of celebrity endorsements, they should be part of a cohesive marketing plan

that includes other promotional tactics such as social media campaigns and experiential marketing. Provide support and training to celebrities to ensure effective representation. Ensuring that celebrities are well-informed about the brand and its values can help them deliver more authentic and persuasive endorsements, thereby increasing their effectiveness in driving consumer purchase intention. By applying these strategies, brands can optimize their use of celebrity endorsements to enhance consumer engagement and drive purchasing behavior.

Conclusion

In conclusion, the findings of this study underscore the multifaceted nature of consumer perceptions of celebrity endorsements and their implications for purchase intention. The strong positive correlations shown between familiarity, physical beauty, celebrity trustworthiness, and buy intention demonstrate how these characteristics have a considerable impact on how customers feel and act when it comes to recommended goods and services. These findings have significant implications for marketers, emphasizing the importance of selecting celebrities who not only possess desirable attributes but also resonate with the target audience. By leveraging the trust, attractiveness, and familiarity of celebrity endorsers effectively, marketers can enhance brand credibility, increase brand recall, and ultimately drive consumer purchase intentions.

Limitation and scope for further research

Although this study yielded interesting findings, it is important to recognize that it has some limitations. First off, the results' applicability to larger populations may be limited by the convenience sampling technique. To guarantee better representation across demographic groups and geographical areas, future research might make use of a wider range of sampling methodologies. Furthermore, response bias might be introduced by the questionnaire's dependence on self-reported metrics as participants might give answers that are socially desirable. To lessen this restriction, objective measurements or observational techniques may be used in further research. Moreover, the study's cross-sectional design makes it impossible to establish causal links between its variables. A more thorough knowledge of the relationships between celebrity endorsements and customer buying behavior over time may be obtained through longitudinal investigations. Notwithstanding these drawbacks, the study opens the door for more research in this area by adding insightful new information to the body of knowledge already available on celebrity endorsements and consumer behavior.

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