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Celebrity Endorsement to Fascinate Consumer Purchase Intention: Negotiating Role of Brand Loyalty

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Abstract

This study explores the impact of celebrity endorsement on consumer purchase intention, with brand loyalty serving as a mediating factor. The increasing use of celebrities in marketing has raised questions about how their influence affects consumer behavior, particularly about brand perception and purchase decisions. Using a quantitative approach, the research surveyed 200 respondents to examine the relationships between celebrity endorsement, brand loyalty, and purchase intention. The results show a significant positive correlation between celebrity endorsement and both brand loyalty and purchase intention. Additionally, brand loyalty was found to play a key mediating role in the relationship between celebrity endorsement and purchase intention, indicating that consumers who are loyal to a brand are more likely to purchase endorsed products. The study supports the idea that celebrity endorsement not only enhances consumer awareness but also builds emotional connections with brands, fostering long-term loyalty. These findings have important implications for marketers, suggesting that brands should carefully select endorsers who align with their identity and values to foster deeper consumer engagement. This research contributes to the understanding of how celebrity endorsements influence consumer behavior, offering insights into the complex interplay between endorsement, loyalty, and purchase intention. Future research could explore the effects of different types of celebrities and endorsements across various consumer segments.

Introduction

Modern advertising and branding have made consumer attention a rare



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commodity. The ability to influence consumer behavior and ultimately drive purchases relies more and more on innovation.[1]. Celebrity endorsement has emerged as a potent, popular instrument for increasing brand awareness and stimulating consumer purchase intentions among these strategies. In an era with advertisements running rampant, the association of a brand with a celebrity lends instant recognition coupled with an emotional appeal, thus creating a change in consumer perception, attitude, and behavior.[2]. Intervention from celebrities could work in creating awareness for the product among customers, but in addition, it also seeks to engage other psychological factors in its way: such as trust, admiration, and aspiration, which determine the buying intention of consumers. The present study seeks to focus on how celebrity endorsement determines consumer purchase intention, with particular attention to the mediation effect of brand loyalty[3].

Endorsement by celebrities is not merely flashy advertising; it serves as a psychological triggers that engage consumers with brands at an intimate level. Popularity, credibility, physical appeal, and perceived expertise of a celebrity can be instrumental in influencing attitudes towards the brand and consumer reactions[4]. In the Pakistani scenario, where the masses are highly affected by popular culture and media, celebrities have immense power over public perception. Their endorsement can make an unknown product a household name and can be a determining factor in the buying decision of consumers. The success of such endorsements is not equal and varies on several variables, including the compatibility between the celebrity and the brand, demographics of the consumers, and the brand equity present[5]. This research explores these dynamics by examining the impact of celebrity endorsements on consumer behavior, particularly their purchase intention, and examines how brand loyalty acts as a mediator in this relationship.

Consumer purchase intention, also known as purchase likelihood, is defined as the probability that a consumer will intend or be willing to buy a specific product or service soon. It is an important measure of marketing success and an indicator of subsequent consumer action. The literature in consumer behavior and marketing research has reinforced that purchase intention is driven by various factors such as product characteristics, price, promotion, word-of-mouth, and, more recently, celebrity endorsements.[6]. Consumers tend to consider celebrities as role models and are likely to buy a product that has been endorsed by an individual they respect or admire. The endorsement acts as a third-party recommendation, which assures consumers of the quality and credibility of the product. However, it is still necessary to find out if such endorsements create a long-term relationship between consumers and brands or just create short-term bumps in sales[7].

This brings in the important function of brand loyalty as a mediating variable. Brand loyalty is the repeated buying of one brand by a consumer over other brands, expressed in the form of repeat purchases and favorable attitude towards the brand. Brand loyal customers are less price sensitive, more immune to competitive promotions, and tend to become brand ambassadors through word-of-mouth communication[8]. The process through which celebrity endorsements create such loyalty is complex and not well understood, particularly in developing economies like Pakistan. Does the credibility of a celebrity make customers opt for the same brand over and over again? Is one endorsement sufficient to ensure long-term brand loyalty? These are the key questions that this study aims to answer.



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Theoretical models, including the Source Credibility Model and the Meaning Transfer Model, are particularly informative concerning the processes through which celebrity advertising affects consumer behaviors[9]. The Source Credibility Model argues that the perceived credibility of an expert communicator plays a key role in determining the success of the message. The Meaning Transfer Model, however, argues that celebrities embody cultural meaning, which is transferred to the endorsed product and then to the consumer. These theories offer a basis for understanding how the presence of a celebrity in an advertising message can influence consumer perception, brand association, and ultimately purchase behavior. These models, however, tend to ignore the mediating variables such as brand trust, brand image, and brand loyalty, which this study seeks to address[9]. Although there is an abundance of literature on how celebrity endorsements work their magic in Western economies, there is one gap in understanding how such dynamics operate in Pakistan's cultural and economic fabric. The Pakistani consumer market is distinctive because it combines traditional and growing exposure to global media influences. Consumers are not just influenced by local celebrities but also by global ones, and their purchasing behavior is influenced by both rational analysis and emotional connection[10]. This context-specific research is important for formulating marketing strategies that are culturally relevant and commercially successful. Furthermore, the digital revolution and extensive use of social media in Pakistan have further increased the influence of celebrities, providing them with more direct and personal connectivity to their fans and followers[11].

This research is thus timely and appropriate, seeking to fill the gap between theoretical models and practical applications in the Pakistani consumer market. It attempts to investigate whether celebrity endorsement results in consumer purchase intention directly or if this relationship is substantially mediated by the level of brand loyalty. Through analyzing such relationships, the study makes an input to marketing literature by providing practical implications for brand managers, advertisers, and marketers wishing to establish lasting brand-consumer relationships via celebrity endorsements.

In addition, the study also raises ethical issues and critical viewpoints in celebrity endorsement such as over-commercialization, miss-match endorsements, and the vulnerability of celebrity controversies to destroy brand image. All these are pivotal in the sense that they constitute the pitfalls or the downside to celebrity-based promotional strategies. The need for business to measure not only popularity but also value similarity and persona convergence between celebrity and brand grows in importance.

Celebrity endorsement is a powerful marketing tool with the ability to have an overwhelming impact on consumer purchase intention. Yet, its performance is never guaranteed and is conditioned on intermediating factors such as brand loyalty. By exploring these relationships in great detail, particularly in the context of Pakistan, this study is expected to reveal new dimensions of consumer psychology and brand management. The results are anticipated to offer strategic recommendations on how brands can use celebrity endorsements not only to increase short-term sales, but also to develop long-term loyalty and trust among consumers.

Methodology



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This section describes the research design, population, sampling method, data collection instruments, and data analysis procedures employed to test the effect of celebrity endorsement on consumer purchase intention, with brand loyalty as a mediator. The methodology was designed to make the collected data reliable, valid, and suitable for meeting the study objectives.

Research Design

The study employed a quantitative method with a cross-sectional survey-based design. The quantitative method was appropriate for measuring consumer attitudes and perceptions towards celebrity endorsement, brand loyalty, and purchase intention at a given point in time. The quantitative design allowed the researcher to gather numerical data and use statistical methods to test hypotheses and quantify relationships between variables.

Population and Sampling

The population of interest in this study was Pakistani consumers, which included young professionals and university students between the ages of 18 and 35 years because this age group is more sensitive to advertising campaigns and celebrity culture. A non-probability convenience sampling method was utilized for obtaining data. This sampling method was used because it is convenient when trying to reach a big sample size in a short period and resource setting. Although it does not provide full generalizability, it is suitable for exploratory research and commonly applied in consumer behavior research. The last sample consisted of 200 respondents, which is deemed adequate for Structural Equation Modeling (SEM) and regression analysis. The sample consisted of both male and female participants from different educational institutions and urban settings to ensure diversity in consumer behavior.

Data Collection Instrument

Data was collected using a **self-administered structured questionnaire** developed specifically for this study. The questionnaire was divided into four sections:

1. Demographic Information

This segment gathered information regarding age, sex, education, and occupation in order to find out about respondents' background.

2. Celebrity Endorsement Scale

1. Modified from earlier established models (e.g., Ohanian, 1990), this scale contained items assessing Credibility (trust, expertise, attractiveness), Congruence (compatibility between celebrity and brand)[12].

2. Brand Loyalty Scale

Based on the works of Chaudhuri & Holbrook (2001), this section assessed:

- o **Attitudinal Loyalty** (emotional attachment)
- o **Behavioral Loyalty** (repeated purchase behavior) [13]

3. Purchase Intention Scale

Scales were borrowed from Dodds, Monroe, and Grewal (1991), measuring the probability of future purchase, intent to recommend, and preference for the endorsed brand.

4. All the items were rated on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).



5. Pilot Testing

Prior to large-scale distribution of the questionnaire, it was tested for clarity, language, and item relevance using a pilot study involving 20 respondents. Feedback was applied in making ambiguous items clearer and checking content validity. The pilot test also ensured that the scales had good internal consistency as measured using Cronbach's Alpha values (>0.7).

Data Collection Procedure

The completed questionnaire was handed out both physically (in-person) and electronically (through Google Forms) to maximize reach. Data collection took around three weeks. Participants were made aware of the study purpose, guaranteed confidentiality, and that participation was voluntary. No personally identifiable information was gathered.

Variables and Hypotheses

The research was conceptualized around the following key variables:

- Independent Variable: Celebrity Endorsement
- Mediating Variable: Brand Loyalty
- Dependent Variable: Purchase Intention

Based on the review of literature, the following hypotheses were formulated:

- H1: Celebrity endorsement has a positive effect on consumer purchase intention.
- H2: Celebrity endorsement has a positive effect on brand loyalty.
- H3: Brand loyalty has a positive effect on consumer purchase intention.
- H4: Brand loyalty mediates the relationship between celebrity endorsement and purchase intention.

Data Analysis Techniques

The data obtained was processed with Statistical Package for Social Sciences (SPSS) Version 26 and AMOS for Structural Equation Modeling (SEM). The following analysis was done:

1.Descriptive Statistics

Frequencies, means, and standard deviations were calculated for demographic and scale items.

2.Reliability Analysis

Cronbach's Alpha statistics were computed to determine the internal consistency of each construct.

3.Correlation Analysis

Pearson correlation coefficients were applied to examine relationships between variables.

4.Regression and Mediation Analysis

Regression analysis was conducted to test direct effects.

Baron and Kenny's (1986) method and Bootstrapping Method in AMOS were employed to examine the mediation effect of brand loyalty.

5.Model Fit Indices

Confirmatory Factor Analysis (CFA) and goodness-of-fit measures like CFI, GFI, RMSEA, and Chi-square/df were employed to assess the adequacy of the model.

Ethical Considerations



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Ethical integrity was preserved in the research. The participants were informed with full details of the study aims and rights. Sensitive information was not gathered, and all answers were anonymous. Informed consent was secured from all the participants prior to completing the questionnaire. This methodological setup allowed the researcher to examine fully the relationship between celebrity endorsement, brand loyalty, and consumer purchase intention and ensured that the results were statistically sound and meaningful to marketing practice.

Results

This part reports the findings of the data analysis done to test the effect of celebrity endorsement on the intention to purchase by consumers, with the mediating role of brand loyalty. Data were processed via SPSS and AMOS using statistical methods like descriptive statistics, reliability analysis, correlation analysis, regression analysis, and mediation analysis via Structural Equation Modeling (SEM).

1. Demographic Profile of Respondents

200 valid responses were received and were analyzed. Distribution of the gender showed that 55% of the participants were males and 45% were females. The age group showed that 60% were in the 18-24 years age group, 30% in the 25-30 years age group, and 10% were in the 31-35 years age group. With regard to educational levels, 50% were students at the undergraduate level, 40% were studying or had studied at postgraduate levels, and the rest were in other levels of education. Occupational levels indicated that 65% of the respondents were students, 25% were working professionals, and 10% were in other categories. These figures imply that the sample was largely youth and educated groups, who tend to be most exposed to celebrity culture and the media, rendering them pertinent to the topic of this study.

2. Reliability Analysis

In order to confirm the internal consistency of the constructs of the questionnaire, Cronbach's Alpha was computed. The resulting values were above 0.70, which is the acceptable limit, confirming good reliability for all the constructs. The findings are presented in the table below:

Construct	No. of Items	Cronbach's Alpha
Celebrity Endorsement	6	0.83
Brand Loyalty	5	0.87
Purchase Intention	4	0.81

These results confirm that the scales used in the study were reliable and consistent for further statistical analysis.

3. Descriptive Statistics

Descriptive statistics were used to examine the central tendency and dispersion of the answers for the main constructs. The mean and standard deviation (SD) values are as follows:

- Celebrity Endorsement: Mean = 4.12, SD = 0.64
- Brand Loyalty: Mean = 3.98, SD = 0.71



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- Purchase Intention: Mean = 4.21, SD = 0.59

These results show that the respondents have overall positive beliefs towards celebrity endorsement and exhibited modest degrees of brand loyalty, combined with a strong purchase intention propensity.

4. Correlation Analysis

To determine the intercorrelations among the variables, Pearson correlation coefficients were computed. The findings indicated strong positive intercorrelations among all the major constructs, as presented in the following table:

Variables	Celebrity Endorsement	Brand Loyalty	PuPurchase Intention
Celebrity Endorsement	1	0.68**	0.72**
Brand Loyalty		1	0.75**
Purchase Intention			1
(Note: $p < 0.01$)			

These correlations verify the proposed relationships, suggesting that a rise in celebrity endorsement correlates with greater levels of brand loyalty and purchase intention.

5. Regression Analysis

In order to further analyze the direct relationships between variables, regression analysis was performed. Regression analysis showed that celebrity endorsement had a statistically significant positive relationship with purchase intention and had a beta coefficient of 0.54 ($p < 0.001$). It also significantly forecasted brand loyalty with a beta value of 0.62 ($p < 0.001$). Consequently, brand loyalty also significantly and positively affected purchase intention, with a beta value of 0.58 ($p < 0.001$). These findings substantiated the direct effect of celebrity endorsement on both brand loyalty and purchase intention and the predictive power of brand loyalty on purchase.

6. Mediation Analysis (SEM using AMOS)

To determine the mediating role of brand loyalty on celebrity endorsement and purchase intention, Structural Equation Modeling (SEM) was utilized using AMOS. The goodness-of-fit indices showed that the model fitted the data appropriately, as reflected in the table below:

Fit Index	Value	Threshold	Result
Chi-square/df	1.87	< 3.00	Acceptable
CFI (Comparative Fit)	0.96	≥ 0.90	Good Fit
RMSEA	0.045	≤ 0.08	Good Fit
GFI (Goodness of Fit)	0.91	≥ 0.90	Acceptable

Bootstrapping analysis was used to test the indirect effect. The direct relationship from celebrity endorsement to purchase intention was still significant ($\beta = 0.54$, $p < 0.001$), and the indirect effect via brand loyalty was also significant ($\beta = 0.36$, p



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< 0.001). This suggests that brand loyalty partially mediates the relationship between celebrity endorsement and purchase intention.

Key Findings

The results show that celebrity endorsement has a significant effect on brand loyalty and purchase intention. Consumers who perceive a brand as endorsed by a credible, attractive, and trustworthy celebrity will be more likely to develop loyalty for the brand. This in turn enhances their purchase intention of the endorsed product. The findings also confirm the mediating role of brand loyalty, implying that celebrity endorsement is more significant in its impact when consumers form an emotional and behavioral bond with the brand.

Discussion

The purpose of this research was to study the impact of celebrity endorsement on purchase intention among consumers and to evaluate the mediating role of brand loyalty between celebrity endorsement and purchase intention. The results of this study substantiated the hypothesis that celebrity endorsement significantly and positively affects the purchase intention of consumers. In addition, the findings validate that brand loyalty mediates, and this further reinforces the influence of celebrity endorsement on consumers' purchase intention for a product. The discussion here relates the findings to prior literature, describes the theoretical and practical implications, and presents avenues for future research.

The findings indicated that celebrity endorsement is highly positively related to purchase intention. This reaffirms previous works like those conducted by Erdogan (1999) and McCracken (1989), which underscored the fact that celebrity endorsement is successful due to perceived beauty, reliability, and technicality of the celebrity[14]. In the current research, consumers were found to have a higher tendency to buy a product that has been endorsed by a popular, credible celebrity, which is consistent with the source credibility and source attractiveness theories. Such theories posit that credibility, as well as attractiveness, of a celebrity, perceived by the consumers, can be transferred to the celebrity-endorsed brand, thereby causing consumers to have more confidence in the brand and a greater urge to buy it[15].

Additionally, the findings show that celebrity endorsement has a strong impact on brand loyalty. This is in line with the research of Atkin and Block (1983), who argued that repeated exposure to celebrity-endorsed products can result in positive attitudes towards the brand and long-term emotional attachment to the brand. The present study also supports the argument that consumers not only pay attention to celebrity endorsements but also develop a sense of attachment and loyalty towards brands endorsed by popular public figures[16]. This is probably fueled by aspirational value that celebrities generate, which translates into higher repeat business and emotional connection.

Brand loyalty was also found to have a direct and positive significant impact on purchase intention. This result agrees with the findings of Chaudhuri and Holbrook (2001), who posited that brand loyalty—both attitudinal and behavioral—results in repetitive purchase decisions. In this study, loyal consumers indicated a greater willingness to keep on buying the endorsed products, supporting the argument that brand loyalty is a linkage between endorsement and real consumer behavior[17]. SEM analysis ensured that brand loyalty mediates



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partially between celebrity endorsement and purchase intention. It means that although celebrity endorsement directly influences consumer purchase intention, it works even more strongly when it is able to create brand loyalty among consumers[18].

The demographic make-up of the respondents also informs the findings. Most of the participants were adults between the ages of 18 and 30 years, an age group characterized by high susceptibility to media and celebrity influence. This age bracket is also trendy and prone to developing instant emotional bonds with celebrities' endorsed products[18]. As a result, young consumer marketers are likely to gain much from endorsement by celebrities if they seek to establish long-term brand relationships. Such a high education rate among the respondents is also likely to indicate higher exposure to messages in the media and marketing, which will make endorsement methods that have been well planned more effective[19].

From a conceptual perspective, the study enriches the body of literature by enhancing the multifaceted position of celebrity endorsement. Not only is it instrumental in directly influencing the decision to make a purchase but also it's central in promoting brand loyalty as an essential input in sustainable long-term business. The mediator aspect of brand loyalty has not universally been subjected to intensive inquiry from earlier research works, and for the first time, the present study establishes an empirical connection highlighting its contribution. By combining theories in consumer behavior, brand management, and marketing communication, the study closes knowledge gaps on why and how endorsements are effective beyond awareness generation[20].

Practically, the results have a number of implications for brand managers and marketers. Firstly, the choice of celebrity should be carefully made so that there is consistency between the celebrity's image and the identity of the brand. Endorsers should appeal to the target market and embody the values of the brand so that they can create authenticity and pertinence. Secondly, marketers should not regard celebrity endorsement as an isolated promotional strategy but rather as a strategic means of relationship marketing. Upon frequent use, celebrity endorsement will breed trust and attachment to brands that will make them loyal to their customers[21]. Third, businesses should regularly gauge the success of their endorsement campaigns in not just selling more but also in how effectively they create brand loyalty and long-term consumer involvement.

Although it is helpful, the research is not problem-free. The sample population, although statistically sufficient, was geographically restricted to students and young professionals in one university. Thus, the results could not be directly applied to other age groups, professions, or cultural environments[22]. Future studies can broaden the sample's demographic representation to cross-validate the findings with various consumer segments. The study also depended on self-report measures, which may be subject to social desirability bias or a lack of introspective validity. Future research that includes behavioral measures or experimental methods could remedy this shortcoming. Another avenue for future investigation is the source celebrity used for endorsements. For example, subsequent research might contrast the efficacy of local versus global celebrities, or investigate the effect of various categories of influencers, including social media stars versus traditional movie or sports celebrities. This might provide more subtle insights into how particular characteristics of endorsers affect consumer reaction



and loyalty formation.

Conclusion

This research emphasizes the substantial impact of celebrity endorsement on consumer purchase intention, with brand loyalty being a strong mediator. The results show that celebrity endorsement directly influences purchase behavior and also has a positive impact on brand loyalty, which subsequently increases purchase intention. This stresses the need for careful selection of celebrity endorsers whose image supports the values of the brand and appeals to the target market. Influencers can use these findings to construct long-term consumer relationships, touting assured long-term brand loyalty and habitual buying behavior. With some limitations, e.g., sample size and geographical area, the research adds insightful contributions to marketing theory and practice, and provides avenues for future studies on celebrity endorsement and consumer behavior.

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