

Impact of Celebrity Endorsement and Attitude Toward Luxury Brand: Role of Perceived Quality and Brand Loyalty

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<https://doi.org/10.62345/jads.2025.14.1.101>

Abstract

Celebrity endorsement is one of the most well-known marketing strategies. It is regarded as a successful tactic for creating a distinctive brand identity. When selecting a celebrity, a number of things need to be taken into account. Finding the right celebrity is a difficult undertaking, but matching the celebrity with the brand is much more difficult. Keeping this in mind the goal of the current study was to determine how celebrity endorsements affect a number of factors, such as attitude towards luxury brands, perceived quality, brand loyalty and purchase intention of luxury brands. We learnt about the changing aspects and complications of the market within the youth in context. 130 individuals in all responded our survey, adding to the hypothetical and practical discussions. The importance and value of celebrity endorsements as an analytical tool is highlighted by our findings, which demonstrated an inverse relation between dependent and independent variables. These insights enabled us to offer conclusions and recommendations by optimizing the process of integrating research findings with practical methods. Additionally, we observed that adequate celebrity endorsement can have a significant positive effect on the marketing of luxury brands.

Keywords: Celebrity Endorsement, Luxury Brands, Perceived Quality and Brand Loyalty.

Introduction

Celebrity Support According to Friedman and Linda (1979), a celebrity endorser is "someone who is well-known to the public for his or her accomplishments in fields other than the product class endorsed." Celebrity endorsement advertising is a prominent strategy used by many businesses to boost brand recognition and popularity. Customers have a favorable mindset and cultivate enduring relationships with brands linked to celebrities (McCutcheon et al., 2002). Since they use their unique and trustworthy position to convince customers to purchase the endorsed brand, many studies view celebrity endorsers as "inviters" (Gouranga & Brajesh, 2011). Additionally, it has been emphasized that customers pay more attention to these kinds of ads because of the celebrity's legitimacy and beauty, which results in a favorable attitude toward the company and purchase intentions (Farrell et al., 2000; Hung, 2014). Celebrity endorsers are chosen based on a variety of factors, such as their appearance, credibility, and compatibility with the brand's attributes and the endorsers' personalities (Ross et al., 1984). To encourage the desire to buy luxury goods that we have discovered are of high quality, it is crucial to combine product characteristics with fame. A well-known brand that exudes exclusivity and uniqueness is considered a luxury brand. It can arouse distinct feelings and provide a high degree of brand felt quality, hence preserving the customer loyalty. luxury brands are among the purest types of branding, particularly since their reputation is a key

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component of the competitive advantage that creates enormous profits and wealth for many businesses, which are influenced by the individuals involved (for instance, certain products may be necessities or luxuries for the same person in different situations). According to Nueno and Quelch (1998), luxury brands are those that have a high immaterial and situational utility/price ratio and a low functional utility/price ratio. These authors claim that classic luxury companies have a worldwide reputation, limited manufacturing, an artisanal background, a distinctive style or design, and consistent delivery across the whole product range. Luxury is now regarded as "commonplace" (De Barnier et al., 2012), and although anyone can own a pair of shoes or a purse, distinctive brands set different consumer groups apart (Han et al., 2010). Customers usually pay a premium price for luxury goods because they believe that they are expensive (Kapferer & Bastien, 2012). One of the biggest obstacles to the consumption of luxury brands is price, which is accompanied by other elements including exclusive distribution and product aesthetics (Kapferer, 1997). In contrast to basic brands, luxury brands use only the finest materials (Kapferer, 1997) and the most delicate manufacturing techniques, which heavily rely on human handiwork (Kapferer & Bastien, 2012). The outstanding quality of luxury brands is one of the primary characteristics that sets them apart from mainstream ones. It is anticipated that one of the factors influencing favorable brand awareness and the desire to purchase luxury goods for oneself would be the caliber of luxury products.

Celebrity endorsements are a significant factor in the market, influencing customer attitudes and reshaping the competitive environment (Wuisan, 2022). A well-known sponsor who is trusted and acknowledged by the public for its accomplishments acts as a lighthouse for brands, giving their audience assurance and security (Ahmad et al., 2016). One common tactic used by businesses to increase brand recognition is to use well-known personalities to appeal to consumers through advertising (Arif et al., 2023). A common advertising tactic, this deliberate alignment of products with well-known sponsors fosters credibility, product connection, and brand loyalty (Adiba, 2020). These marketing efforts usually improve media presence to increase brand awareness and consumer engagement, as they attract gorgeous models and fans who have strong emotional attachments to their favorite characters. Celebrity endorsements are a vital tool for enhancing product recognition in today's globalized market, where all businesses rival for consumers' attention (Parayitam et al., 2020). A multifaceted strategy is needed to cultivate customer loyalty, taking into account elements like brand interest, customer satisfaction, and respect (Haque et al., 2023). Since meeting customer expectations is still a major challenge in the competitive landscape, it is imperative to establish and maintain this relationship with customers (UN, 2019).

Every company wants to grow its business, hoping to inspire awe and set a standard of excellence and optimism in the eyes of customers. Celebrity endorsements are one of the most successful strategies used to accomplish this (Rosara, 2020). Businesses recognize that well-known celebrities can influence consumers to purchase a product and have faith in it, so they spend a lot of money on ads to raise brand awareness (Firman et al., 2021). Although these techniques are well known all over the world, they are particularly visible in Pakistan, where promotional strategies are used to help companies grow. The effect of celebrity mentions on consumer happiness, loyalty and trust has been the subject of several studies in various sectors. Promoting brand loyalty requires establishing enduring connections and working together with consumers (KZ Khan et al., 2023). Reason, emotion, and wisdom are the building blocks of long-term relationships (Z Lili, 2022). Emotional connections are crucial for establishing a favorable relationship based on sentiments and imagination as well as upholding the provider's moral standing, even while wisdom encompasses traits like efficiency and dependability (Khan et al., 2023). Establishing solid, trusting relationships with their customers is a top priority for successful businesses.

Research Problem

- Does celebrity endorsements specifically benefit teenagers?
- How does the endorsement affect the intention to buy?
- By improving the product's perceived quality and attractiveness to consumers, sales are increased.
- Creating a brand image through celebrity endorsements would improve the company's reputation with customers.
- Do endorsements increase people's interest in and sense of luck when purchasing luxury goods?

Need for Research

With an emphasis on both successful and unsuccessful implementations, this study aims to understand the realities of field endorsements by celebrities. (Khan et al., 2022). Improving the efficacy of advertising can alleviate workplace biases, encourage associations between online platforms, improve consumer behavior, and promote betterment (Shrestha et al., 2020). Finding risk indicators, usage trends, and satisfaction levels in online purchasing are further objectives of the study.

Nominal Definitions**Celebrity Endorsement**

Using a well-known celebrity to endorse a brand and leverage their image to sway consumer opinions is known as celebrity endorsement. In the luxury sector, celebrity endorsements are still a potent marketing strategy. Brands must carefully choose ambassadors whose audience, values, and image align with the brand identity, though, in order to achieve optimum efficacy. A well-executed endorsement can increase sales, improve long-term customer involvement, and elevate a brand's reputation.

Improve Brand Perception

Celebrity endorsements improve a premium brand's reputation by elevating its ambition and desirability. A brand gains credibility and customer confidence when a well-matched celebrity endorses it.

Build Brand Loyalty

Customers, particularly the younger ones, have a tendency to form emotional bonds with businesses that are endorsed by the celebrities they look up to. Long-term brand loyalty and recurring purchases may result from this emotional bond.

Attitude towards luxury goods

Consumers see luxury goods as emblems of prestige, exclusivity, and greater quality. Attitudes about them differ according to cultural affiliation, income level, and personal values. While some customers purchase luxury items for social status, others value workmanship, legacy, and authenticity. The younger generation, particularly Generation Z, values environmental responsibility and the distinctiveness of luxury products.

Brand loyalty

Luxury consumers demonstrate great brand loyalty through emotional attachment, brand heritage, and perceived status. Some clients stick with the same brand because of excellent prior experiences, whilst others seek exclusivity and switch brands to keep up with current trends. Personalization and exclusivity boost client loyalty in the luxury industry.

Purchase Intentions

A well-executed approval can have a significant impact on customer buying decisions. If the celebrity is consistent with the brand's identity and values, people are more likely to make a purchase out of admiration and trust.

Context

The possible effects of celebrity endorsements (CE) on brand sales and income generation have been emphasized by numerous researches. Since celebrities' influence sparks curiosity and creates buzz, which eventually boosts sales and product marketing, a trademark's power is crucial (Khan et al., 2019). However, there are risks associated with celebrity endorsements, such as reputational damage and controversial behavior, even if they make you more attractive and trustworthy (Arif et al., 2023). Celebrity endorsements, on the other hand, are effective marketing tools that help businesses develop their brands and launch more campaigns when they choose the correct individual for their advertisements or campaigns (Parayitam et al., 2020).

Literature Review

A bibliographic review's primary goal is to identify and analyze the fundamental sources related to a topic of research. The goal is to provide a thorough evaluation of pertinent knowledge while updating it with new theories, concepts, methodologies, and projections for the future through inquiries and scholarly discussions. (RK Singh et al., 2021). Celebrities are viewed as role models by the public, and their products' endorsements have a significant influence.

According to Özer et al. (2022) considerable weight is regarded as proving approval and reassuring consumers of the product's advantages. The project description is supported by a large number of scholarly sources (Khan et al., 2023) students usually use laws and regulations and the business environment, where the objective is to create value and find success in connected fields, under the direction of senior management managerial techniques.

Additionally, the purpose of celebrity endorsements (CE) and their significant impact through integration will be explained (Tong & Su, 2021). Insights into user behavior that establish enduring patterns of engagement and linkages are provided by the empirical review, which integrates this research with earlier studies that identified mechanization as the main platform for interaction (Zhang & Chan, 2019). These studies, which built on earlier investigations into the Karachi sector, collected empirical data from several sources, enabling a comprehensive appraisal of subsequent work (Khan & Sajjad, 2013). In addition, several studies have demonstrated the persuasive effects of ads featuring well-known models on consumer intent and purchasing behavior. (Moraes et al., 2019). Further research should look into the global influence of community trust business strategies in broader society, as well as the benefits of raising awareness of important issues and getting international recognition for Strategic Planning (Cocker et al., 2021). Attractiveness Effective attention-grabbing raises the visibility and perceived value of products and services, giving customers trust in the company they wish to work with. (Khan et al., 2022). Companies build lasting relationships that help them achieve the best results, this improves credibility and customer trust increases sales and profitability. (Khan et al., 2023). Future research should examine the global impact of community trusts on their strategic assimilation into society, particularly how their global presence affects strategic planning and promotes social progress (Zhu et al., 2022). Trustworthiness is a feature that emerges from the perception of reliability, which increases loyalty and happiness among individuals. This perception is particularly strong in specific areas, where the logical link between production and relevance has been proven. The user experience is vital in shaping views of purchases, producing an idealized image of fulfillment in the eyes of consumers. Celebrity endorsements (CE) respond to the crisis by creating strong management strategies,

rectifying flawed procedures, and establishing clear expectations for speeding success in a business context.

The Unique Selling Point (USP) is important to connect with the specific audience (Calvo-Porrall et al., 2021). People that adapt their perspectives to the rapid advances in technology will surely find ways to integrate and profit from regular internet use (Khan et al., 2023). Many firms employ this technology to improve operations, carry out specified tasks, and eliminate errors (Khan & Sajjad, 2013). Consumers that are inclined to use products because of their quality environment have an expectation factor. Brand loyalty is defined as the selection of brands that are consistent over time, which usually results in positive experiences and comments. They constantly achieve positive results with the product and remain loyal to the user while providing positive response. Even when the chosen luxury product is inaccessible for the moment, loyal customers refuse to change brands, demonstrating their loyalty (Zaman & Sarpong, 2024). When combined with unique values and characteristics, the reinforcement of switching costs improves positive experiences and brand perception (Kang et al., 2019). The purchase decision intention is influenced by a variety of competitive discounts to purchase, good quality, durability, and technological advancements. On the other hand, research techniques are essential to reveal valuable information, which is usually combined with population data to help make decisions (Zaman & Sarpong, 2024). Since we engage in numerous investigative techniques that influence a variety of factors, they act as checks and balances, ensuring the usefulness of examining previous results (Adiba, 2020).

Scope of the Study

It is crucial to emphasize that maintaining honesty and openness requires fundamental and analytical processes in order to deliver good results in the business community (Khan et al., 2022). The purpose of this study is to determine the reality of domains where celebrity endorsements are prevalent, highlighting both the successful application and the inadequacies of initiatives that fail to gain these insights to achieve their objectives (Shrestha et al., 2020). Increasing the effectiveness of advertising initiatives in the industry will not only improve, but also encourage associations between online platforms (OLP) and other independent variables (IV), mitigate biases in the workplace and positively influence consumer behavior (Olmedo et al., 2020). This would then foster loyalty and trust, necessitating basic techniques for methodical success. The purpose of this study is to identify the risk factors, usage trends, and satisfaction levels related to online acquisition by exposing and validating the preliminary work.

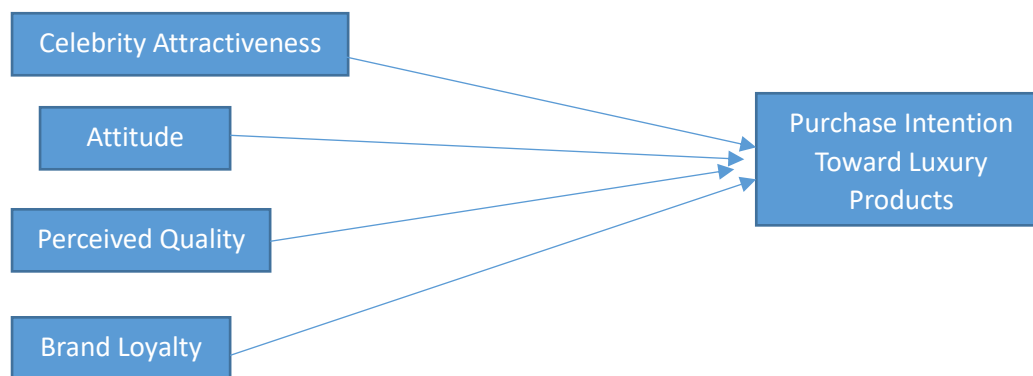
Objective of the Study

Identifying the relationship, connection, and association between celebrity endorsement (C-E) and its impact on (AT), (C), (PM), (PQ), and (B. L) in relation to (PIN) is the goal of this study. In addition, the way in which it provides facilities for inquiries and the form of the company influences the performance results of the company; in this case, its impact and feedback IV and the DV to improve the equality and caliber of the business's image. ramifications and outcomes of the IV and the DV to improve the fairness and caliber of the company's image.

Methodology

Many authors were familiar with the correlation and regression-based data collection technique we created. We choose pre-existing procedures, ideas, and approaches rather than spinning the wheel. Consequently, as a result, we used a logical technique. Our methodology is shifted from Broad to specific, generalized and initial data gain. We used interpretive methods to assess the impact on other variables, which act as checks and balances against current results (Zaman & Sarpong, 2024). Data is gathered from a variety of organizations and businesses that rely on

analytical data for data collection and progress. The primary focus of our research is the intent to purchase in the advertising age, especially as enterprises face problems due to infrastructural constraints that hamper their ability to secure the steady employment necessary for long-term success. The purpose of this study is to repair prejudicial errors of judgment by studying the correlations between different aspects and conducting a logical and practical analysis of the sample design of the population under verification in this study, using probability sampling test, which focuses on ordinary people is used to speed up and ensure consistent results from many educational institutions of the target population. To make things easier, an online survey was designed, and about 130 people from educational institutions in various educational fields in Karachi responded. Likert scale method as the data collection tool; we ran it using the Likert scale to achieve data analysis; close-end questions are asked by participants to reveal the various constructive effects that we have adopted for this study posted upward as the best way to mode the collection of results. Furthermore, answering such questions facilitates the interpretation of statistical data. In short, there will be enough knowledge and possibly a source of information.



Procedure of Data Collection

The survey consists of 22 closed-ended questions about the independent variables (IV) and dependent variables (DV). These investigations focused on the impact of celebrity endorsements on consumer behavior and their perception in the educational sector. The survey was given online, and the collection of data took about four weeks.

Statistical and Analysis Technique

The basic components of these metrics are based on mathematical interpretation and focus on record keeping and analysis. SPSS (Statistical Package for the Social Sciences) The software facilitates the analysis of data and helped to provide the overall results. Both personal and Group data were included with the aim of better understanding the phenomenon under study of data collection.

Results and Findings

Descriptive profile of data provided in this chapter is an overview of respondent characteristics, highlighting key demographic factors such as name, age, gender, organization, workplace, and educations. this section of the survey received a total of 130 responses. the analysis is based on a comprehensive literature review, including supporting records such as theoretical frameworks, research approaches, results, and expert comments. This detailed examination ensures a well-rounded understanding of respondents and their academic and professional backgrounds, contributing to the credibility of the study.

Table 1: Demographic Characteristics of the Respondents

Category	Subcategory	Responses	Percentage
Gender	Male	40	30.80%
	Female	90	69.20%
Age Group	18-24	77	59.20%
	25-34	42	32.30%
	35-40	11	8.50%
Educational Qualification	Matric	5	3.80%
	Intermediate	28	21.50%
	Bachelor's Degree	56	43.10%
	Master's Degree	34	26.20%
	Doctorate (Ph.D.)	5	3.80%
	Other	2	1.50%
Monthly Income	Less than 20,000	13	10.00%
	20,000 - 39,999	23	17.70%
	40,000 - 59,999	15	11.50%
	60,000 - 79,999	13	10.00%
	80,000 and above	13	10.00%
	Prefer not to say	53	40.80%

In the above result we observed no gender biasness or any age restriction took placed to get the demographic significance.

Table 2: Reliability Statistics of the Studied Variable quantities

Variable	Cronbach's Alpha	N of Items
Endorser Attractiveness	1.268	3
Attitude Towards Luxury Brands	1.169	5
Perceived Quality	1.289	3
Brand Loyalty	1.425	2
Purchase Intention	1.219	4

After the test was applied, we see that all of our variables have reliability values higher than 1.1, indicating that all constructions are reliable and satisfactory as exposed in Table 2.

The expressive analysis helps to demonstrate how trend and variety are related. The categorized columns indicate the common types of figure sets: number, raised, lowered, or S-d format as revealed in Table 3.

Table 3: Descriptive Statistics of the Indicators

Variable	N	Minimum	Maximum	Mean	Std. Deviation
EA1	130	1	5	2.79	1.249
EA2	130	1	5	2.91	1.270
EA3	130	1	5	3.19	1.287
ATLB1	130	1	5	3.04	1.133
ATLB2	130	1	5	3.10	1.262
ATLB3	130	1	5	2.98	1.186
ATLB4	130	1	5	2.81	1.353
ATLB5	130	1	5	2.94	1.372
PQ1	130	1	5	3.13	1.301
PQ2	130	1	5	3.18	1.391
PQ3	130	1	5	3.24	1.322
BL1	130	1	5	2.87	1.405
BL2	130	1	6	3.16	1.366
PI1	130	1	5	2.84	1.324
PI2	130	1	5	2.87	1.342
PI3	130	1	5	3.06	1.358
PI4	130	1	5	3.15	1.301

Table 4: Correlation between the Study Variables

		EA	ATLB	PQ	BL	PI
EA	Pearson Correlation	1	0.725	0.577	0.554	0.688
	N	130	130	130	130	130
ATLB	Pearson Correlation	0.725	1	0.687	0.692	0.789
	N	130	130	130	130	130
PQ	Pearson Correlation	0.577	0.687	1	0.707	0.609
	N	130	130	130	130	130
BL	Pearson Correlation	0.554	0.692	0.707	1	0.697
	N	130	130	130	130	130
PI	Pearson Correlation	0.688	0.789	0.609	0.697	1
	N	130	130	130	130	130

The outcomes of Pearson correlation are given in above Table 4. reveals that there is a significant positive relationship between all variables as shown.

Regression Analysis

Regression analysis was performed to predict the effect of independent variables on dependent variables, thereby testing the hypotheses. the results are presented below, detailing the statistical significance and strength of the relationship between the variables. various regression models were applied, including linear and multiple regression to assess predictive accuracy. Coefficients, p-values, and R-square values are analyzed to determine the explanatory power of the model. A significance level of 0.05 was used to verify the hypothesis. the results indicated that some independent variables had strong effects on the dependent variables, while others showed minimal effects. The implications of these results are discussed in the following sections.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.83	0.688	0.678	0.1

R2 is the proportion of variance in dependent variables that may be predicted from independent variables. This indicates 68.0% is an accurate prediction of dependent variable is determined by Independent Variables as shown in Table 5.

Table 6: ANOVA Table

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	118.369	4	29.592	71.146	0
Residual	53.656	129	0.416	-	-
Total	172.025	133	-	-	-

a. Dependent Variable: purchase intention

b. Predictors:(Constant), Endorsement Attractiveness, Attitude Towards Luxury Brands, Perceived Quality, Brand Loyalty.

The entire correlation theory describes the complete chart in the ANOVA Table 6. The value of F explains and dispels any uncertainty regarding the correlation between the independent and dependent variables, proving that IV is efficient and capable of correctly speculating the DV. It is in opposition to the research topic, and regressions will not be able to relate these components. However, it was discovered that the problems were caused by the variables; as Table 6 illustrates, values of F indicate that the dependent variable, although the sig value is less than 0.05.

Table 7: Coefficients

Mode	Predictor	Un standardized		Standardized	t	Sig.
1		Beta	Std. Error	Beta		
1	Constant	0.094	0.187	0.501	0.501	0.617
1	Endorser Attractiveness	0.232	0.077	3.03	3.03	0.003
1	Attitude Towards Luxury Brands	0.519	0.098	5.306	5.306	0
1	Perceived Quality	-0.029	0.073	-0.397	-0.397	0.692
1	Brand Loyalty	0.248	0.067	3.712	3.712	0

According to the coefficients finding, Standardized coefficients allow comparison of the relative importance of predictors. Beta value of 3.03 suggests a strong positive relationship and high relative importance. For Attitude Towards Luxury Brands, Beta value of 5.306 indicates the strongest positive relationship and the highest relative importance among predictors. Brand Loyalty, Beta value of 3.712 indicates a strong positive relationship and high relative importance. On the other hand, For Perceived Quality, Beta value of -0.397 indicates a negative relationship but is not significant. Additionally, the negative value of beta shows that purchase intention and perceived quality have a negative connection as shown in Table 7. t-values indicate the contribution of each predictor to the model: Endorser Attractiveness (3.03) and Brand Loyalty (3.712): Both have high t-values, indicating a significant contribution. Attitude Towards Luxury Brands (5.306): Has the highest t-value, indicating the strongest contribution. Perceived Quality (-0.397): Negative t-value but not significant.

In summary, Attitude Towards Luxury Brands and Brand Loyalty are the most influential and significant predictors in this model, followed by Endorser Attractiveness. Perceived Quality and the Constant are not statistically significant. Statistical testing for the hypothesis that the model exhibits triviality results in a discernible value (0.003) less than 0.05, indicating that attractiveness is indeed a significant factor impacting purchase intention. Thus, this hypothesis is accepted. This hypothesis has a significance value of 0, which is well below the threshold of 0.05. It strongly suggests that attitude towards luxury brands significantly impacts purchase intention. Therefore, this assumption is accepted. Perceived quality has a significant impact on the purchase intention. of 0.692 is much higher than the 0.05 Threshold, indicating that perceived quality does not have a significant impact on purchase intent. As a result, this hypothesis is rejected. In short, both attraction and attitude towards luxury brands are significant predictors of purchase intent, while perceived quality is not a significant predictor. As a result, the (H1, H2 and H4) hypotheses are accepted as shown in Table 8.

Table 8: Hypothesis Assessment

Hypotheses	Sig Value	Empirical Conclusion
Attractiveness has a significant impact on Purchase Intention	0.003	Accepted
Attitude Towards Luxury Brands has a significant impact on Purchase Intention	0	Accepted
Perceived Quality has a substantial influence on Purchase Intention	0.692	Rejected
Brand Loyalty has a substantial influence on Purchase Intention	0	Accepted

Discussion

We all are aware of the fact that value of celebrity endorsements has a great value and how they affect consumer behavior, which often leads to repetitive purchases due to previous gratifying experiences. Product are always having a positive impact by the word of mouth (WOM), (Jamil

et al., 2023). Understanding consumer behavior, especially about attraction to objects, plays an important role in marketing strategies. studies have shown how social validity and previous positive experiences force consumers to make repeated purchases. when consumers associate a product with a positive past experience, they develop brand loyalty, leading to long-term engagement. This awareness fuels the need for businesses to introduce innovative marketing ideas that capture consumer interest and foster strong customer relationships. Our findings indicate that independent variables influence consumers' choices significantly by influencing their purchasing decisions through demonstrative pricing and controlled conditions. consumers are highly influenced by external factors, such as social trends, peer recommendations, and marketing strategies, which shape their purchasing patterns. the tool has become, as customers tend to show trust and loyalty to products associated with well-known personalities. In Pakistan, advertising companies are constantly exploring creative ways to improve consumer engagement. The rise of digital media has further increased the impact of celebrity endorsements, allowing brands to reach a wider audience. among teens, this effect is even more pronounced, as they are highly prone to buying products associated with their favorite celebrity, influencer, or social media figure. the consumer leverages psychology. Luxury brands use high-profile endorsements, limited-edition releases, and premium packaging so that consumers want prestige and prestige., and economic factors) play an important role in shaping consumer perception. In addition, the concept purchase intensity (PI) has emerged as a key determinant of consumer behavior. Pi represents the frequency and urgency with which consumers purchase certain products, influenced by factors such as marketing motivation, perceived quality and brand reputation. Businesses aiming to improve brand identity must focus on strengthening customer relationships by providing consistent quality and innovative experiences. X Consumer engagement strategies now include interactive marketing strategies, such as augmented reality (AR), personalized advertising, and influencer collaboration, to increase product appeal. Our research reveals that positive brand perception promotes repeat purchases and long-term consumer loyalty. Trust in a brand, often cultivated through reliable product quality and effective marketing strategies, is a fundamental driver of purchasing behavior. Ultimately, the results suggest that consumer behavior is an evolving field that is influenced by dynamic market trends, technological advances, and cultural changes. businesses need to adapt to these changing consumer expectations to stay competitive and build sustainable brand loyalty. our research underscores the importance of continuous research on consumer behavior to identify emerging patterns. and to design marketing strategies accordingly.

Conclusion

Our research underscores the critical impact of celebrity endorsement on shaping consumer perception, driving purchase intent, and fostering brand loyalty, especially in the luxury product market. By examining consumer psychology and market trends, we highlighted how celebrity individuals create ambitious values, making endorsed products more desirable. the study found that buyers are more likely to trust and remain loyal to brands associated with well-known personalities, reinforcing the effectiveness of endorsements as a marketing strategy. In addition, our research contributes to fill existing gaps in consumer behavior studies by offering a deeper understanding of the emotional and psychological triggers that influence purchasing decisions. The interaction of key variables in our research confirms that strategic endorsement campaigns positively impact consumer engagement, brand perception, and long-term customer retention.

Implications

This study emphasizes the crucial factors that require careful consideration and help comprehend contemporary customers, who are becoming more knowledgeable and discriminating in their choices. Despite the difficulties in doing this research, including

cleaning up a number of misunderstandings, processes and regressions have made it possible. Customers constantly show joy with service providers by treating them with honesty and excellent behavior, according to the brand image created by celebrity endorsements. This study's main goal is to do a comparative analysis in order to provide high-quality information and engaging material for the general public, which will result in appealing products that satisfy customers. Our thorough investigation aims to clarify how different factors affect dependent variables, including both beneficial and detrimental consequences.

Future Research

Understanding consumers' preferences and expectations allows businesses to tailor their advertising strategies to effectively meet market needs. Companies must invest in innovative branding strategies, such as personalized marketing, social media engagement, and influential collaborations, to build strong connections with their target audience. In addition, consumer confidence is strengthened when businesses consistently deliver on their brand commitments, reducing dissatisfaction and the possibility of brand switching. Integration of technological advances, such as artificial intelligence and data analytics, can help businesses better understand customer behavior and preferences. Another important aspect is to establish consumers' emotional connection with the brand, which plays an important role in influencing their purchasing decisions. In addition, future research should examine the role of sustainability and ethical marketing in consumer decision-making. By constantly evolving advertising strategies to keep pace with cultural and technological advances, businesses can maintain relevance and remain competitive in a continuous market landscape.

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