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A study of consumer buying behavior as related to the effects of endorsements by celebrities

Shruti Sharma¹, Naveen Sharma²

¹ Shruti Sharma, PhD. Scholar, ISBM, Suresh Gyan Vihar University, Jaipur, Rajasthan

² Naveen Sharma, Associate Professor, ISBM, Suresh Gyan Vihar University, Jaipur, Rajasthan

Abstract— Understanding the demands of the consumer comes first in the marketing philosophy, which is followed by satisfying the consumer (including warranties and after sales services). In order to properly market and advertise its products, a company seeks to have a 360-degree perspective of the customers. Here, the consumers' behavior is significantly influenced by the methods of communication. The function of advertising among the various channels requires particular consideration. It is an impersonal, mass-media, and compensated method of communication. Advertising uses a variety of media to persuade consumers to purchase a product, including TV, radio, newspaper, magazine, and online advertisements. Celebrities and non-celebrities alike can appear in advertisements. By promoting valuable things, celebrities (such as actors from movies, TV shows, cricket players, and models) capture the attention of the general population. To the product, they translate the meaning. The impact they have comes from their physical allure, likeness, knowledge, talents, etc. As previously said, there are several ways to promote. Newspapers, television, radio, direct mail, magazines, billboards, the internet, yellow pages,

newsletters, and radio are examples of different media. A theoretical model for the proposed study has been developed with the use of the Howard-Sheth Model, the Stimulus-Response Model, and the Black-Box Model. According to this hypothesis, the celebrity endorsement serves as a stimulus for the respondents' psychographic characteristics. In this case, when a woman's psychology is influenced by the mentioned variables and celebrity endorsement, it results in search behavior and thereby creates stimulus ambiguity. However, celebrity endorsement is not the only stimulus input; rather, it is aggravated by certain other variables, namely, personal, economic, social, and cultural, as well as the 4 P's of Marketing Mix. As a result, a customer would strive to understand the brand in the context of celebrity endorsements and his own complicated behavior. All of this would have an impact on a customer's buying intention. Therefore, an effort has been made to analyze the link between celebrity endorsement, responder psychographic factors, and other unrelated variables in order to create a better model that would assist marketers better understand their consumers' behavior and boost their market position.

Correspondence to: Naveen Sharma, Department of ISBM, Suresh Gyan Vihar University, Jaipur
Corresponding author. E-mail addresses: naveen.sharma@mygyanvihar.com

Keywords:- Celebrity Endorsement, Consumers, Buying Behavior, Purchase Intention.

I. INTRODUCTION

The customer is influenced by the communication-mix tools and goes through the following five stages: problem awareness, information search, alternative evaluation, purchase decision, and post-purchase behavior.



Fig.1.1: Buying Process Model

There are essentially 10 models of consumer behavior that describe how a customer acts during the purchasing process and how he makes decisions.[1][2]

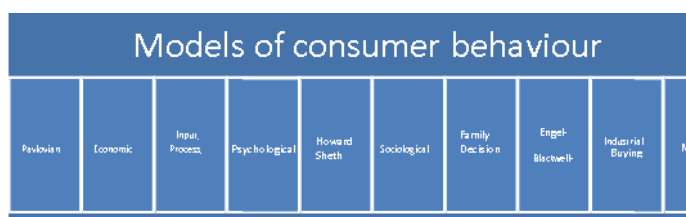


Fig.1.2: Models of Consumer Behaviour

1.Pavlovian Model

Ivon Pavlov, a Russian psychologist, developed the Pavlovian Model, which is based on his canine experimentation. In those tests, Pavlov demonstrated how the presence of food would cause dogs to have an unconditional reaction (stimulus). In a subsequent version of this experiment, a bell was rung whenever food was provided, and then the bell was sounded even when there was no food, and it consistently produced the same response (salivation). Generally speaking, this paradigm divides learning into three stages: drive, cues, and reaction.

Drive: In this context, drive may be described as a potent internal stimulus that motivates behavior.
Cues: The weak sensations that determine when a buyer will react might be referred to as cues.
Reaction: The customer's response is their response

back. The same manner for customers when using this theory or paradigm. Brands may generate demand and awareness from customers by using certain color schemes, packaging, and terminology.[3][4]

2.Marshallian Model/Economic Model

The Marshallian Model, developed by Alfred Marshall, is an economic model of consumer behavior. In this model, it is presumable that customers choose to spend their money on products and services that will provide them the greatest enjoyment and usefulness for the least amount of money. In other words, customers should assess all of their alternatives rationally before deciding on the one that would provide them with the most amount of satisfaction for the least amount of money. The main disadvantage is that not everyone can analyze their purchase selections economically. There are several theories connected to it: (a) Higher sales will result from decreased product prices (price effect). (a) If the price of the substitute product is lower, its sales will be more expensive (substitution effect). (c) As long as the product is not subpar, if the consumer's income rises, the product's sales will likewise rise (income effect).

3.Howard Sheth Model

In 1969, John Howard and Jagdish Sheth proposed a different model of consumer behavior. This model combines many elements that have an instant impact on customers' decisions to buy products. The three fundamental decision-making phases and steps that are part of consumer behavior are highlighted by this model:

- (a) Extensive Problem Solving: Many customers plan to learn more about a product when they don't already know anything about it, then they process and understand it.
- (b)When a consumer seeks to obtain further information, particularly brand comparison information, after already having some knowledge about the product (Limited problem solving). At this stage of the decision-making process, the customer has access to all available information, whether it be comparative or otherwise, yet continues to act quickly out of habit (Habitual response behaviour).

This model takes into account four important categories of variables:

(i) **Input Parameters** The stimuli that result from marketing efforts and the buyer's social surroundings are referred to as input factors. These stimuli might be social, symbolic, or meaningful. The physical characteristics of a product, such as its price, quality, or brand accessibility, are examples of significant stimuli. Symbolic stimuli are the verbal or visual aspects of the product, such as the marketing team's use of advertising or promotional appeals. Social cues are defined as coming from the buyer's social context, such as their family, peer group, social groups, etc.

Hypothetical constructions (ii) The psychological factors that influence how customers act while making decisions are referred to as hypothetical constructions. Constructs can be either perceptual or educational. The explanations for how a consumer takes in the knowledge they have acquired, how they pay attention to stimuli, and how sensitive they are to those stimuli are known as perceptual constructs. Learning structures show how a consumer forms opinions via learning and how information affects decision-making, among other things.

Output variables are: Consumers' actual purchasing behaviors are referred to as output variables, and they entail a number of processes including attention, understanding, cognition, and intention.[6][10]

(iv) **Exogenous Variables:** Exogenous variables are important elements that must be taken into account when segmenting the market even if they do not directly affect consumers' purchasing decisions. For instance, peer groups, society and culture, families, etc..

With great precision and conviction, the Howard and Sheth Model established the link between different factors/aspects and customer behavior. The behavioral science has benefited greatly from this.

Model of Howard-Sheth

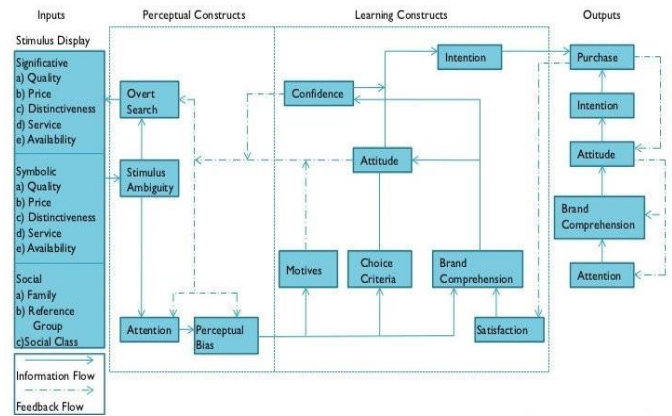


Fig. 1.3: Howard–Sheth Model

Source: Howard and Sheth 1961; Hunt, Pappas 1972; Rau and Samiee 1981; Foxal 1980 in www.google.com

4. Sociological Model of Consumer Behaviour

As the name implies, this model is focused on the social component of a customer, i.e., how his environment influences his choice to make a purchase. His family, friends, and other acquaintances make up society. As an illustration, a person may dress in accordance with his family's religious traditions. One will buy an outfit from his official dress code selections if he has to attend a workplace meeting. Therefore, no consumer purchasing choice is exempt from the influence of societal factors.[8]

SOCIOLOGICAL MODEL

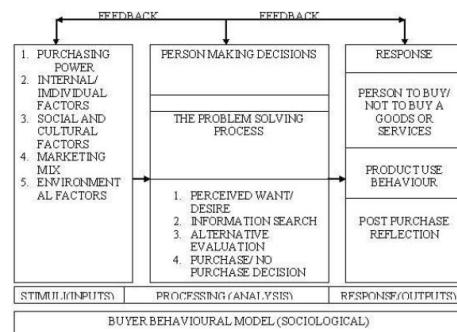


Fig. 1.4: Socio-Economic Model

5. Psychological Model

When a consumer makes a purchasing choice, his or her psychological condition at the time or present

mindset is the most important aspect. Abraham Maslow created a precise theory that explains how meeting different needs and moving our buying decisions to a higher degree. It is a psychological phenomena that is founded on our will to succeed. We can go to the secondary level as soon as we satisfy our fundamental requirements and goals. From bottom to top, the list of requirements is as follows: psychological needs, safety and security needs, social needs, ego-self-esteem needs, and wants for self-actualization. Thus, the numerous wants and satisfactions of the customer are closely related to consumer behavior.

6. Nicosia Model of Consumer Behaviour

Professor Francesco M. Nicosia, a specialist in consumer motivation and behavior, created this model of consumer behavior in 1966. He attempted to construct and analyze the link between the firm's marketing activities and potential clients using this model. Francesco asserts that once ideas are predominantly influenced by a company's marketing and advertising, this further induces the customer to start a search behavior, which is further influenced by the firm's marketing gimmicks and strategies. It has two effects:

Consumer either: (a) becomes persuaded and decides to purchase the product (b) becomes discouraged and decides against purchasing the product.

This model may be categorised into four distinct stages, i.e. Stage 1: Product introduction to consumers Search and evaluations at Stage 2

Stage 3: Making a final choice between buying and not buying Stage 4: Positive or Negative Feedback..

Nicosia Model

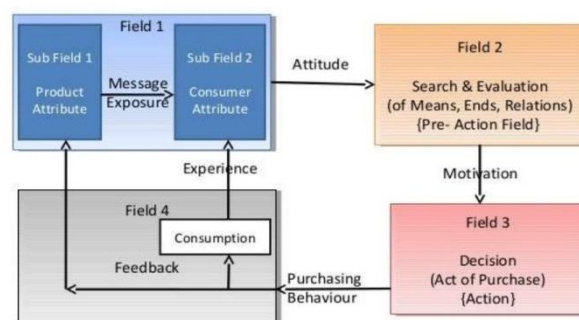


Fig. 1.5 Nicosia model, Source: www.google.com

7. Family Decision Making Model

Family members have a big impact on how people really behave as consumers, both directly and indirectly. This family decision-making model specifically discusses the many roles that family members perform and how this affects your purchasing behavior. Family members can play a variety of roles, including:

Influencers: These are the group members who often have a greater influence in decisions on what items to buy. Their choices and ideas have a big impact on the family.

Deciders: These team members are in charge of making the final decisions. It could be due to a number of things, including finances, familial circumstances, etc.

(c) **Withholders:** These are persons who, whether intentionally or unintentionally, hide information that doesn't align with their worldview and fervently spread favorable information that influences the behavior of other family members.

(d) **Buyers:** These are the ones who really purchase the goods; regardless of how much a family member attempts to sway them, the buyer ultimately has the last say.

In addition to the aforementioned duties, it's vital to remember that a member's role always changes depending on the situation, their family's position, and their surroundings. For instance, a newlywed couple may spend money on items without giving it

much thought as opposed to a couple with two children to support.

8. Input-Output model

This is the most straightforward and basic model of consumer behavior. It discusses how and which factors affect consumer behavior overall and what their likely effects are. The surroundings of the customer, such as family, friends, reference groups, etc., or marketing initiatives of businesses are only two examples of several sorts of input. After the influence of the aforementioned elements, the consumer's choice will be the final product. The five steps of this paradigm are as follows:

(a) Recognizing a need: When there is stress, desire, or desperation to satisfy a need, one is more likely to purchase a product. However, there are situations when a person may be exposed to a product even when he has no need for it.

(b) Product Awareness: Information about the product can be found in a variety of media outlets or through social networks. Interest might arise if there is a demand for and awareness of the product.

(c) Evaluation: After developing an interest in a product, one may assess and analyze all the data that is accessible about it from various sources. Evaluation will either encourage him and grow his interests or discourage him and weaken them.

(d) Intentions: After his curiosity has grown, he actually purchases the thing. He makes use of it, evaluates it for himself, and then expresses his good or bad judgment.

(e) Post-Purchase behavior: There are two approaches to account for it. (i) If a customer is happy, he will make the same transaction again and tell others about it. (ii) If he is not pleased, he will stop using it, complain about it, and discourage others from purchasing. [13][14]

II. CELEBRITY ENDORSEMENT

Advertising affects every aspect of existence. Advertisements unquestionably have a significant impact on our lives. In their campaigns, advertisers have taken advantage of our penchant for famous people. The concept of celebrity endorsement for

product promotion is at least as ancient as marketing itself. Celebrity endorsement is now a multi-billion dollar global industry. Celebrities' endorsement of goods and brands is done to boost sales as well as to alter how viewers see the brand, which has an impact on how customers behave while making purchases. It is a well-known truth that advertising featuring celebrities are more alluring than those without endorsements. Let's use the example of a product like soap. For decades, movie stars have supported the LUX brand. Every excellent TV show or program with a high TRP has several commercial breaks, and celebrities are often seen advertising such items for a fee that is ultimately passed on to the customers. Even if there may be numerous items of higher quality, if they are not well packaged and promoted, they may only be able to grab a relatively tiny fraction of the market. The current study has concentrated on celebrity endorsements and how they affect consumers' psychographic characteristics and purchasing behavior.

An actor, sportsperson, or entertainer who is well-known to the public for accomplishments unrelated to the fields in which the product class is advocated is referred to as a celebrity endorser. A celebrity endorser is someone who is well-known in the public and utilizes that popularity to promote a product by featuring with it in advertisements. The term "celebrity endorsement" can be defined as a type of advertising campaign in which a celebrity declares their support, approval, and patronage in favor of a specific product. As a result of celebrity endorsement, the influence is that the admirer of that well-known personality becomes a user of that product. There have been celebrity endorsements for a very long time. It is now much more clear because to contemporary advancements like social media. Due to a phenomenon known as "positive association," having a "well-known" person recommend your good or service has several advantages. Brands that are "familiar" to consumers are more likely to earn their trust. You establish a connection between your brand and the famous person promoting it by linking their face with your name. Even if it all sounds absolutely amazing, there are still some dark sides. So here are some advantages and disadvantages of celebrity endorsement: [11][12][4]

1. **Builds credibility of brand**-Another aspect of having a personality on board is that you create trust and credibility. A business rocks when if they can afford such a well-known face for promotion of their product. It helps to increase sales by capturing larger share of market and enhances profitability of the company.
2. **Makes your brand stand out**-If a company uses a celebrity for endorsement, it helps them to differentiate their product from competitors. Consumers remember and recall advertisement more frequently if endorsed by their favourite celebrity.
3. **Opens new market**-Choosing correct celebrity opens up new market for the brand. It increases credibility as well. People who are 'fans,' and may never heard or considered your brand would instantly become curious about trying it. For example, Nike signs Kendrick Lamar as their brand ambassador, which encourages impulsive buying who are the fans of Kendrick.
4. **Mitigating the spoiled image**-Concept of celebrity endorsement helps to alleviate the spoiled image of the brand. For example: Cadbury wanted to restore the confidence of consumers in its chocolate brand following the high pitch worm's controversy, thus company appointed Amitabh Bachchan for the job, which helped them to regain their market share in this industry.
5. **Mass appeal**-Some celebrities have universal recognition thus they prove to be better to arouse mass interest and appeal among people across the world. Having mass appeal result in creating brand equity.
6. **Psychographic connect**-Celebrities enjoy much loved and adored by their fans thus advertisers use stars to capitalise these feelings to sway the fans towards the brand.
7. **Brand repositioning**-To infuse fresh life in the stagnant brand, big faces are hired. For example, with the objective of regaining market share of chyawanprash category and

staving off competition from various brands, Dabur India roped in Amitabh Bachchan for Rs. 8crores.

IV. ANALYSI OF IMPACT

Do you buy an OLAY fairness cream regardless of price merely because your favorite celebrity endorses it? Do you like the COLOSSAL kajal just because Aishwarya Rai, one of your idolized actresses, recommends it? Do you buy a certain brand of lipstick, such as LAKME, because Bollywood actress KAREEN KAPOOR is endorsing it and demonstrating how it makes her lips fuller? Given that your favorite celebrity no longer recommends the cosmetics brand, would you wish to switch to another one? Before making generalizations, the solutions require thorough research.

There was a period when Indians watched DOORDARSHAN on TV and were only eagerly presented the Ramayana and the Mahabharata, which were also aired on the TVs of their neighbors. However, more than 277 million people now have TVs in their homes and watch 823 stations in all the nation's languages. It is important to emphasize that throughout an hour of TV viewing, adverts last for 15 minutes and 38 seconds. And this has a profound effect on viewers' thoughts.[4][11]

The Indian economy has seen several changes in terms of growth and development during the past 100 years. The level of living of its citizens is improving and India is a nation that is always moving forward. A good quality product with satisfactory attributes placed at an affordable price is no longer sufficient in the modern marketing era, where fierce competition rules the market and everyone wants to live a lavish life. Instead, it has become imperative for marketers who want to improve their position in the marketplace to understand their target audience. A product needs to be advertised and pushed, and it needs to be done so using prominent celebrities (actors and models) to give it a glamorous touch. The factors that influence customers' buying decisions are heavily influenced by advertisements that are supported by well-known figures. Instead, it is occasionally the single criteria that prompts a henchman to purchase a

particular item. One feels happy with a product's quality and qualities only because their favorite celebrity is endorsing it, making it a status symbol. A fan or follower of excellence is praised for all part of who they are, including their appearance, lifestyle, make-up, and fashion choices, etc. As a result, celebrity endorsement is viewed as one of the effective tools for marketing success since it significantly affects consumer behavior. In reality, superstars frequently boost a product's sales. They successfully satisfy and construct the AIDA framework, which plays a vital role in the marketing process.

A I D A
Attention, Interest, Desire, Action

Acolytes are drawn to people of reputation, and when their interest is piqued, they experience a desire for that particular thing, which prompts them to take the buy action. Although it is important to note, shouldn't there be more considerations made when determining whether or not to purchase a product? Does the cost, family income, age, occupation, cost of the alternative good, peer group, etc. also have an impact on the decision to buy? The proposed study primarily examines how celebrity endorsements in commercials affect women's intentions to purchase beauty care goods.

The practice of promoting products has allegedly been around for a long time who mentions Queen Victoria's affiliation with the former Cadbury's Cocoa Company as an early example. Advertisers frequently recruit celebrities to add their personalities to a product or brand. Celebrities who appear as models and support a product or its claims are referred to as endorsers (Tellis, 1998). A highly prevalent kind of reference group appeal is provided by celebrities, notably movie stars, TV personalities, prominent performers, and sports legends claim that celebrities are more persuasive than other types of endorsers including business managers, everyday consumers, and professional experts. According to a marketing communication viewpoint, it is now more crucial than ever for businesses to create strategies that provide their goods and services a competitive edge. It makes an effort to influence consumers' perceptions in a

favorable way. Celebrity endorsement is a popular commercial communication tactic employed to accomplish this. Large sums of money are spent by businesses to have these celebrities promote their products. Companies strive to match these celebrity endorsers' perceived dynamic, appealing, and likeable attributes to their products through marketing communication tactics. According to several academics, a celebrity-based commercial attracts greater levels of attraction, attention, and memory, all of which have a beneficial influence on the businesses' financial returns. Initially, using this method appeared to be a win-win or no-risk situation. But there are potential risks today, just as with any other commercial communication tactic. When using this method, there are a number of possible dangers that might arise and have serious consequences. In other words, celebrity endorsement may have both a positive and negative impact on a company. A major danger linked with celebrity endorsement is the spread of unfavorable information and publicity about the celebrity. On the one hand, this helps companies draw more consumer attention to their products and has a significant influence on how consumers learn and remember things. Furthermore, overshadowing, often known as the "vampire effect," happens when a celebrity endorser is present while a variety of other stimuli compete to be associated with the celebrity endorser (Till 1996).[12][14][15]

Therefore, it is imperative or a pressing need of the hour to investigate the extent to which celebrity endorsement influences the purchase intentions of women (households, professionals, and college girls) in the age range of 18 to 60, with a focus on beauty care products, in the NCR Region. Celebrity endorsement is seen as a competitive weapon to increase brand awareness in the marketing industry. A theoretical model for the proposed study has been developed with the use of the Howard-Sheth Model, the Stimulus-Response Model, and the Black-Box Model. According to this hypothesis, the celebrity endorsement serves as a stimulus for the respondents' psychographic characteristics. However, other factors, such as the 4 Ps of the marketing mix and other stimuli, such as personal, economic, social, and cultural factors, serve to exacerbate the effects of celebrity endorsement. Here, the aforementioned factors and celebrity

endorsements affect a woman's psychology, which causes search behavior and, in turn, stimulus ambiguity. Therefore, a customer would strive to understand the brand in the context of celebrity endorsements and his own complicated behavior. All of this would have an impact on a customer's buying intention. Therefore, an effort has been made to analyze the link between celebrity endorsement, responder psychographic factors, and other unrelated variables in order to create a better model that would assist marketers better understand their consumers' behavior and boost their market position.

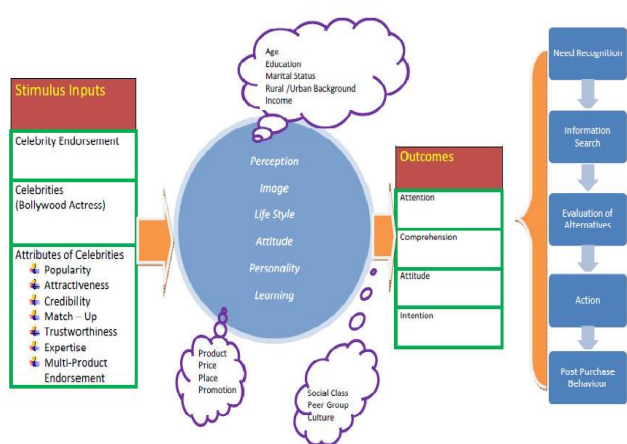


Fig 4.1 Diagram showing factors affecting consumer behaviour (with reference to topic)

As a result, this section has shed light on the broad theories about celebrity endorsement that are relevant to this particular study. It draws attention to the consumer behavior models that must be taken into consideration while formulating the real model of the relationship between celebrity endorsement and consumer buying behavior. In order to enable additional study, the available literature is examined based on the aforementioned theoretical ideas in order to learn the conclusions reached by earlier researchers and the environment in which these investigations were conducted.

V. RESULTS

A theoretical model for the proposed study has been developed with the use of the Howard-Sheth Model, the Stimulus-Response Model, and the Black-Box Model. According to this hypothesis, the celebrity endorsement serves as a stimulus for the

respondents' psychographic characteristics. However, the 4 Ps of the marketing mix and other factors, such as personal, economic, social, and cultural factors, exacerbate the effects of celebrity endorsement. Here, the aforementioned factors and celebrity endorsements affect a woman's psychology, which causes search behavior and, in turn, stimulus ambiguity. Therefore, a customer would strive to understand the brand in the context of celebrity endorsements and his own complicated behavior. All of this would have an impact on a customer's buying intention. Therefore, an effort has been made to analyze the link between celebrity endorsement, responder psychographic factors, and other unrelated variables in order to create a better model that would assist marketers better understand their consumers' behavior and boost their market position.

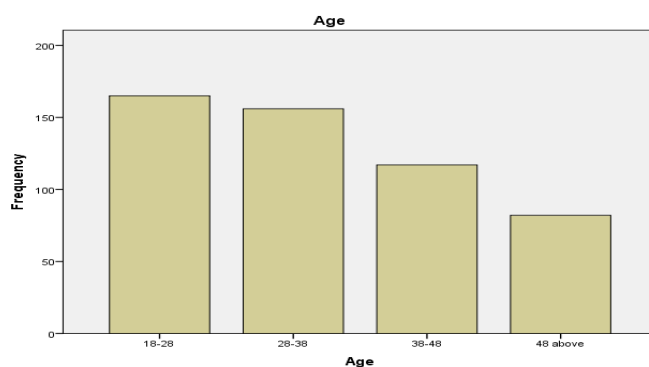


Fig. 5.1 : Respondents under various age-groups

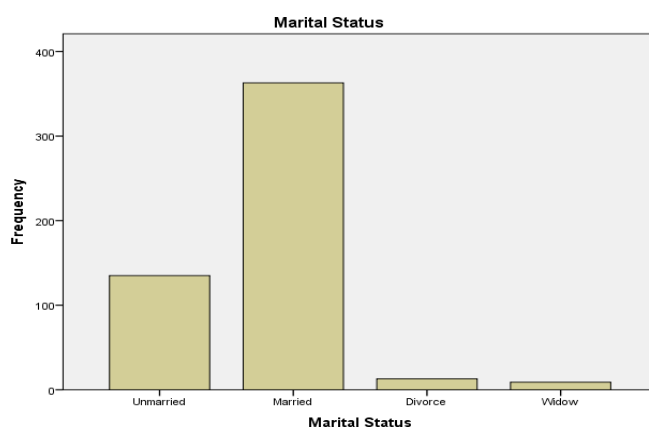


Fig 5.2 : Respondents under various categories of marital status

The marital status of the respondents is shown in the figure. 74% of the women in this country are married, with 13 of them being divorced and 9

being widows. Unmarried respondents make up 26% of the total. When a girl reaches the age of 18 in India, she is seen as being ready for marriage. Therefore, even in the first category of age-group, the majority are married. This investigation suggests that individuals are well-informed about the sources from which they might obtain the greatest information in the current, modern environment. Television is a mass medium that reaches both the educated and uneducated population at large, whether it be through news channels, TV serials, movies, or reality programs. With 391 million users, India has the second-highest number of Internet users in the world, according to a research study. And the analysis complements the report nicely. About 66.34 percent of respondents rated television as the most significant source of knowledge. According to research from review, TV (81%), magazines (30.6%), newspapers (25.2%), and the internet are the most effective media for celebrity endorsement ads (21.6 per cent).

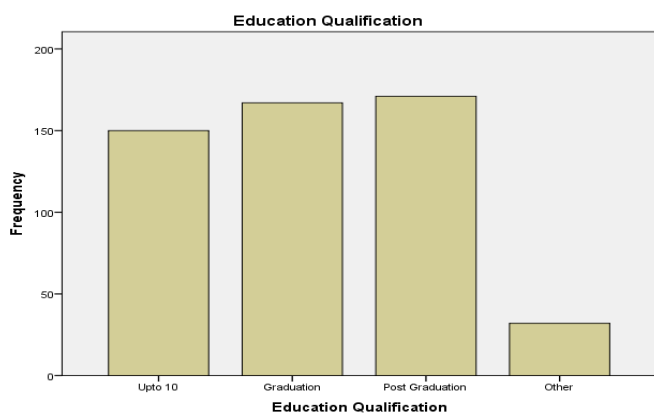


Fig 5.3 : Respondents under various categories of educational qualification

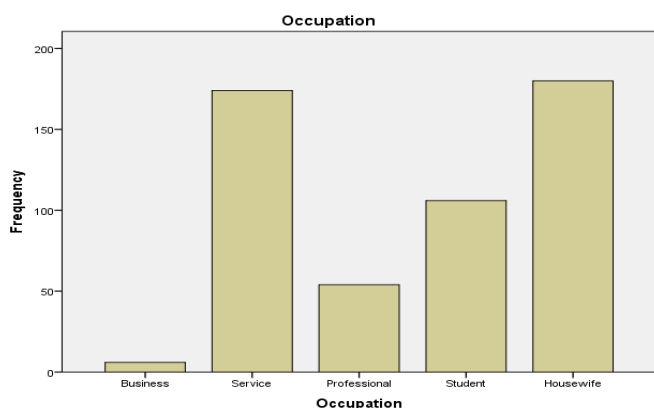


Fig 5.4 : Respondents under various categories of occupations



Fig 5.5 : Respondents under various heads of family income

Thus, it is concluded that in this age of digitalization, marketers should give special attention to media like the internet and arrange their ads of products or services in a clearly defined manner in order to get the attention of other internet users as well. One-way ANOVA is used to examine the impact of celebrity endorsement on the demographic factors of the respondents. Age, Marital Status, Education, Occupation, Family Income, and Living Area are some of the demographic factors included in this study.

Table 1: ANOVA Table of Age and Celebrity Endorsement

Variab les	Sum of Squares	D f	Mean Square	F	Sig.
Between Groups	1.164	4	.314	1.552	.129
With in Groups	92.223	512	.167		
Total	91.42	513			

The table shows that, at a level of significance of 5%, far higher than the cut-off value of .05., the F-value is not statistically significant. As a result, the

null hypothesis is accepted, indicating that there is undoubtedly no discernible effect of celebrity endorsement on sales among different age groups. Furthermore, as the F-value is not statistically significant, additional post-hoc analysis is not required.

VI. CONCLUSION

Built on the basis of the study of the research goals. Only two psychographic variables—perception and image, unquestionably the most crucial variables—are influenced by celebrity endorsement. In turn, psychographic factors have a favorable influence on the customers' results, such as their attention, intention, and comprehension. Here, it's crucial to remember that images have nothing to do with comprehension. The outcomes for these customers then have an impact on how consumers behave when making purchases, so establishing the link between celebrity endorsement and consumer behavior. According to the results, celebrity endorsement works, and there is a four-way interaction between two aspects of celebrity endorsement and customers' intention to buy. The first quality of a celebrity endorsement is "credibility," which is made up of the qualities of knowledge and reliability. The research reveals that customers in the cosmetics sector structure their purchasing decisions in favor of cosmetics advocated by well-known figures who are seen as reliable and have a lot of experience in the business. When these two requirements are satisfied, a celebrity obtains credibility and influences the intents of female cosmetics buyers in a favorable way.

"Attractiveness," which is further broken down into three components such as likeness, familiarity, and likeability, is the second quality of celebrity endorsement. The vulnerability of the cosmetics business means that a celebrity's appearance has little impact. After all, just because you like a celebrity doesn't mean a cosmetic will work as well on you or your complexion as it did on the star who is advertising it. According to the research, a celebrity's beauty has little impact on their propensity to make purchases. The third characteristic of celebrity endorsement is "product celebrity match-up," which denotes that the celebrity supporting the product has a persona that

is consistent with the one of the object of their endorsement. Additionally, it has nothing to do with the intention to buy. The fourth and final characteristic of celebrity endorsement is "meaning that the celebrity has transferred to the product," which has a favorable correlation with purchase intention because many consumers think that using celebrity-endorsed cosmetics will make them appear more opulent and sophisticated. According to the research, "credibility" and "meaning conveyed" therefore frame female cosmetics customers' purchasing intentions favourably.

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