
Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty

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Abstract

Due to cluttering in advertisements, firms are unable to communicate effectively with potential customers forcing them to use the celebrity endorsement strategy. This paper aims to examine the effect of celebrity endorsement (i.e. attractiveness, credibility and product match-up), perceived quality and brand loyalty on consumer purchase intentions. This study also examines the mediating role of perceived quality in brand loyalty and purchase intentions. A total of 800 questionnaires were distributed to young adult consumers out of which 560 useable responses were received. After preliminary statistical analysis, the Smart PLS software was used for estimating the measurement and structural models. The results suggest that three aspects of celebrity endorsement (i.e. celebrity attractiveness, credibility and product match-up) promote purchase intentions. Brand loyalty and perceived quality also promote purchase intentions. Moreover, perceived quality affects brand loyalty, while brand loyalty mediates the perceived quality and purchase intentions relationship. It is important for marketing managers to select the right celebrity for endorsement. Various celebrities may not be effective for several product categories and target audience. Therefore, it is recommended that marketing managers while selecting a celebrity must carefully consider product attributes, celebrity personality and the characteristics of the target audience. Moreover, the selected celebrity should not have endorsed too many products or competing brands. Ignoring these aspects may confuse consumers and adversely affect

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brand image. Firms should also not ignore brand quality and loyalty as both are important determinants of purchase intentions and brand image.

Keywords: *Celebrity endorsement, attractiveness, credibility, product match-up, perceived quality, brand loyalty, purchase intentions.*

Introduction

An advertisement has different aims including seeking consumers' attention, creating product awareness and developing a positive attitude towards products (Tsai, Wen-Ko & Liu, 2007). Due to cluttering, advertisements are losing their effectiveness in attracting consumers. To increase the effectiveness of advertisements, many firms are using the celebrity endorsement strategy for stimulating positive consumer emotions towards brands (Kumar & Raju, 2013). Celebrity endorsement refers to the use of an "individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989). Celebrities are well-recognized personalities and their brand endorsements create a strong brand image in the mind of consumers. Consumers while decoding the celebrity-endorsed messages, also consider the celebrity's attractiveness, credibility, trust and congruency with the brand (Choi et al., 2005).

Erdogan (1999) stresses that consumers should develop a positive attitude towards those endorsements in which the celebrity has an actual attachment with the product (Silvera & Austad, 2004). Many studies have documented that advertisements endorsed by celebrities positively affects consumers' attention and brand recall (Khatri, 2006; Runyan, White, Goddard, & Wilbur, 2009). Nowadays, firms use the celebrity endorsement strategy for developing positive attitudes and stimulating purchase intentions (Lee & Thorson, 2008). Thus, the aim of the study is to examine the effect of celebrity attractiveness, credibility product match-up, brand loyalty and perceived quality on consumer purchase intentions. In addition, the association between perceived quality and brand loyalty, and the mediating role of brand loyalty on the relationship between perceived quality and purchase intentions was also considered.

Literature Review

Celebrity Endorsement

A celebrity endorser is "an individual who is known by the public for his/her achievements in areas other than the product class endorsed" (Friedman & Linda, 1979). Many organizations use celebrity endorsement advertising appeal for increasing the popularity and recognition of their brands. Consumers follow the celebrities associated with products and develop

a positive attitude and sustainable relationship with such brands (McCuthceon, Lange & Houran, 2002). Many researchers consider celebrity endorsers as “inviters” as they use their distinctive and credible position to persuade consumers to buy the endorsed brand (Gouranga & Brajesh, 2011). It has also been stressed that consumers due to the attractiveness and credibility of the celebrity are more attentive to such advertisements, which leads to a positive attitude towards the brand and purchase intentions (Farrell et al., 2000; Hung, 2014). There are different criteria for selecting celebrity endorsers including attractiveness, credibility and synergy between brand attributes and endorsers’ personalities (Ross et al., 1984). However, the synergy between celebrity and product attributes are important for stimulating purchase intentions.

For example, it will be irrational for a popular male celebrity to endorse women’s toiletries (Dwivedi, Johnson, & McDonald, 2015; Kim & Na, 2007). Physical attractiveness has universal social acceptability, therefore, attractive models are more suitable for beauty products (Alsmadi, 2006). Erdogan (1999) and Glover (2009) stress that attributes of the celebrity makes advertisements more effective for stimulating a positive attitude. On the other hand, endorsement by non-celebrities make advertisements ineffective and negatively affect the image of the brand (Pradhan, Duraipandian & Sethi, 2016; Rashid, Nallamuthu & Sidin, 2002). Moreover, celebrities’ involvement in unethical activities discourages consumers to purchase the endorsed brand (Ogunsiji, 2012; Chapman & Leask, 2001).

Hypotheses Development

Attractiveness and Purchase Intentions

Most societies all over the world have a positive attitude towards the physical attractiveness of the celebrity endorser (Pornpitakpan, 2004). Physical attractiveness may be conceptualized as “an informational cue which involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects” (Schermelleh-Engel, Moosbrugger & Müller, 2003). Many past studies suggest that celebrity endorsers’ physical attractiveness has more cultural and social acceptability (DeShields Jr, Kara, & Kaynak, 1996). In view of its significance, both print and electronic media prefer attractive models for changing consumer attitudes towards a brand (Ohanian, 1990). Schermelleh-Engel, Moosbrugger, and Müller (2003) suggest that generally individuals are more concerned about their physical appearance, therefore, their attitudes are also positive towards those advertisements that have physically attractive models.

Thus, most products are endorsed by attractive models. Many studies have documented that the advertising media have a higher inclination to choose attractive celebrities as they have a significant advertising appeal that enhances consumer purchase intentions (Erdogan,

1999). Moreover, McCracken's (1989) "source attractiveness model" also suggests that the effectiveness of advertisements depends on the physical attractiveness of the celebrity-endorser. Similarly, Tingchi-Liu and Brock (2011) also found that advertisements endorsed by an attractive celebrity have a significant positive association with consumer attention, recall of advertisement messages and purchase intentions. Pornpitakpan (2004) documents that consumers often purchase brands endorsed by an attractive celebrity. Similarly, Malik et al., (2013) concluded that using attractive and trustworthy celebrities' in an advertisement is an effective strategy to increase consumer purchase intentions. On the other hand, it has also been found that consumers' purchase intentions besides celebrities' attractiveness also depend on "celebrity's familiarity, likeability and credibility". All these aspects individually and collectively affect consumer purchase intentions (Malik et al., 2013).

H1: Attractiveness has a positive association with purchase intentions.

Credibility and Purchase Intentions

Consumers' attitude towards advertisements depends on the credibility of the endorsers. A study on the celebrity-endorsed advertisements found that endorsers' credibility, trust and expertise increase message attention, recall, and stimulates positive attitude towards brands. The credibility of an endorser stimulates emotional attachment and builds a sustainable consumer-brand relationship. Similarly, Muda, Musa, Mohamed and Borhan (2014) suggest that credible advertisements motivate many consumers not only to purchase the brand but also persuade others to purchase. Trustworthiness is an important component of source credibility which affects purchase intentions (Natarajan & Chawla, 1997; Till & Busler, 2000). Thus, consumers perceive that a credible source has more knowledge about the product, therefore, they pay more attention to their endorsements which stimulates positive purchase intentions (Glover, 2009).

Consumers not only accept the messages of a credible source but they also develop a credible attitude towards brands. Subsequently, it stimulates a positive attitude towards brands (Escalas & Bettman, 2009). Moreover, a positive attitude and high purchase intentions towards a brand promote brand loyalty (Daneshvary & Schwer, 2000). Saumendra & Padhy (2012) stress that celebrity endorsers are considered an expert and spokesperson of the brand due to which consumers develop a perception that the brand is of high quality and has a high level of reliability. Similarly, Goldsmith, Lafferty and Newell (2000) argue that the credibility of endorsers enhances both brand image and purchase intentions. Many studies have documented that a similar ethnicity between endorsers and consumers make such advertisements more effective (Muda, Musa, Mohamed & Borhan, 2014). Moreover, Hung (2014) argue that source credibility induces consumers' trial and promotes a sustainable relationship between a brand and consumers. Mikuláš and Světlík (2016) stress that both

components of trust promote a favorable attitude towards the brand.

H2: Credibility has a positive association with purchase intentions.

Product Match-up and Purchase Intentions

The concept of product match-up assumes similarity between celebrity personality traits and attributes of the endorsed brands (Jamil & Rameez-ul-Hassan, 2014). A high level of similarity between brand attributes and endorsers' personalities stimulates a positive attitude towards the endorsed brands and purchase intentions (Wright, 2016). Consumers decode all the advertisements and develop a perception about them (Mishra, Roy & Bailey, 2015). Consumers while decoding advertisements make efforts to link the attributes of celebrity personality traits and brand attributes. If consumers find a strong association between brand attributes and endorsers' personality traits, their attitude towards such a brand will be positive. On the contrary, if they see a disparity between the endorsers' personality traits and brand attributes, the advertisement become confusing and stimulate weak purchase intentions (Fleck, Korchia, & Le Roy, 2012).

Many studies have documented that consumers' perceived product match-up has a positive association with advertisement effectiveness and purchase intentions (Abirami & Krishnan, 2015; Escalas & Bettman, 2009; Mishra, Roy & Bailey, 2015; Wright, 2016). On the contrary, it has also been found that consumers compare the personality of the endorsers with their own personality and the personality of their friends and relatives. A favorable comparison positively affects consumer purchase intentions (Anwar & Jalees, 2017). Similarly, Misra and Beatty (1990) and Ross, Patterson and Stutts (1992) stress that consumers recall for those advertisements is higher that have synergy between brand attributes and endorsers personality. Thus, the study suggests that while selecting the celebrity endorser, firms should pay more attention to the personality of the endorser rather than attractiveness (Bergkvist, Hjalmarson & Mägi, 2016).

H3: Product match-up has a positive association with purchase intentions.

Brand Loyalty and Purchase Intentions

Brands with a strong brand image stimulate a sustainable relationship with consumers. Consequently, this loyalty stimulates purchase intentions (Jacoby & Kyner, 1973). Yi & Jeon (2003) stress that a sustainable brand-consumer relationship helps in developing and maintaining a competitive edge in the market. Moreover, due to this relationship, customers not only purchase the existing brand but have higher purchase intentions for new or extended brands (Malik et al., 2013). Empirical evidence suggests that brand loyalty has a direct association with purchase intentions while "learning advantage, consideration

advantage and choice advantage” moderates brand loyalty and purchase intentions (Hoeffler & Keller, 2003). Moreover, brand image mediates the association between brand loyalty and purchase intentions (Sondoh et al., 2007). Many past studies have concluded that brand loyalty stimulates purchase intentions (Mittal et al., 1998). However, to maintain the relationship of loyalty and purchase intentions firms must maintain the quality and ensure their customers are satisfied (Hennig-Thurau et al., 2002).

Macdonald and Sharp (2000) suggest that a strong brand generates high awareness which positively affects consumer purchase intentions. According to Aaker and Equity (1991) “brand equity has four dimensions including brand loyalty, brand awareness, perceived quality and brand association”. These dimensions affect consumer purchase intentions (Aaker, 1996; Hoeffler & Keller, 2003). Boonghee and Donthu (2001) suggest that brand loyalty refers “to a sustainable relationship between the brand and customers”. In view of this relationship, consumers have high purchase intentions and low probability to switch to other brands. Ewing (2000) reports that brand loyalty and purchase intentions association is more consistent in high involvement products as compared to low involvement products. In low involvement products, various situational factors like change in income, status and family structure will have a moderating effect on loyalty and purchase intentions.

H4: Brand loyalty has a positive association with purchase intentions.

Perceived Quality and Purchase Intentions

Perceived quality has been conceptualized as consumers’ perception towards the overall quality of a product in comparison to another alternative available in the market (Keller, 2009). Perceived quality is “consumers’ feeling about a product”. However, this feeling develops on the basis of tangible aspects of the product including quality, reliability and performance (Kia, 2012; Kim & Na, 2007). It has been stressed in earlier studies that perceived quality helps in creating a competitive advantage and stimulates purchase intentions (Snoj, Pisnik Korda & Mumel, 2004; Szybillo & Jacoby, 1974). Many studies have documented that perceived quality and purchase intentions are positively related. Hellofs & Jacobson (1999) found that consumers only consider those brands that have a high-perceived quality and ignore other brands that have low perceived quality. Thus, high-perceived quality not only induces trial but positively influences purchase intentions.

Perceived quality helps brands to acquire different positions in the market (i.e. high-end and low-end products). Both high-end and low-end products reduce consumers’ search costs and increase purchase intentions (Evans, 1981). In this context, it has been suggested that brands that have a high-quality perception can afford to charge a high premium price without adversely affecting consumer’s purchase intentions (Subrahmanyam, 2004).

Moreover, high perceived quality brands due to premium pricing can afford to deploy resources for brand building and awareness. These strategies may further increase consumer purchase intentions (Chi, Yeh & Yang, 2009). Moreover, retailers and wholesalers have a strong inclination to carry high perceived quality brands (Hellofs & Jacobson, 1999). Subrahmanyam (2004) emphasize that product quality can be measured from two different perspectives, i.e. objective quality and perceived quality. The former is related to measurable aspects of a product. The latter relates to consumers' perception of quality. It has also been documented that perceived quality has a stronger impact on consumer purchase intentions as compared to objective quality (Espejel et al., 2007; Kotler et al., 2019; Patzer, 1985).

H5: Perceived quality has a positive association with purchase intentions.

Perceived Quality and Brand Loyalty

A brand endorsed by a credible celebrity positively affects perceived quality which encourages consumers to consistently purchase the brand (Gotlieb, Grewal & Brown, 1994). Aaker (1996) stresses that perceived quality is one of the dimensions of brand equity and it has a strong correlation with brand loyalty. Similarly, Olsen (2002) argues that perceived quality has a direct association with purchasing behavior, and satisfaction mediates the association between perceived quality and brand loyalty. It has also been found that perceived quality motivates consumers to purchase a brand repeatedly leading to brand loyalty (Huy-Ho, Olsen & Tri-Duong, 2006). Moreover, loyal customers are insensitive to price and do not switch to competing brands.

Brunso, Bredahl, Grunert & Scholderer (2005) argue that tangible aspects of quality are important but perceived quality which is intangible in nature is more important for developing brand loyalty. The variation between customer's expectations and actual value results in customer satisfaction. Thus, highly satisfied customers develop a sustainable relationship with the brand (Back & Parks, 2003). Moreover, Gillani, Khan & Yousaf (2013) argue that perceived quality has a direct association with satisfaction and brand loyalty. The study also found that perceived quality through satisfaction also affects brand loyalty,

H6: Perceived quality has a positive association with brand loyalty.

Perceived Quality, Brand Loyalty and Purchase Intentions

Brunso, Bredahl, Grunert & Scholderer (2005) argue that tangible aspects of quality are important but perceived quality which is intangible in nature is more important for developing brand loyalty. The variation between the customer's expectations and actual value results in customer satisfaction. Thus, highly satisfied customers develop a sustainable relationship with the brand (Back & Parks, 2003). Based on empirical results, Gillani,

Yousaf and Khan (2013) have concluded that consumers' quality perception promotes a sustainable relationship with the brand. For example, Gillani, Yousuf and Khan (2013) found that consumers perceived quality perception, directly and indirectly, effect both satisfaction and brand loyalty. A strong brand stimulates both brand loyalty and purchase intentions (Bloemer & Kasper, 1995). Selnes (1993) suggest the firms that spend significant resources will have a competitive edge. Consequently, this strategy helps in developing a sustainable relationship with customers due to which they not only purchase the existing brand but have higher purchase intentions for new brands (Gillani, Yousaf & Khan, 2013). Furthermore, it has also been documented that brand loyalty has a direct association with purchase intentions and "learning advantage, consideration advantage, and choice advantage" moderates the association between brand loyalty and purchase intentions (Keller, 2009).

H7: Brand Loyalty mediates the association between perceived quality and purchase intentions.

Conceptual Framework

The above discussion has contributed in developing a framework that has six direct relationships and one mediating relationship. Figure 1 presents the conceptual framework.

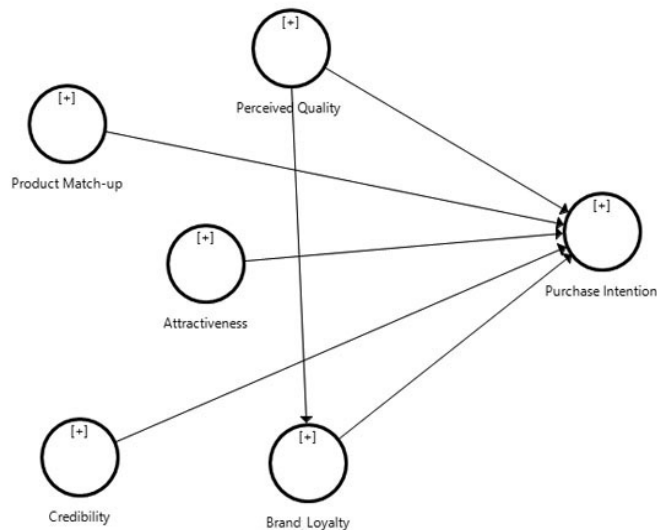


Figure 1: Conceptual Framework

Methodology

Population and Sample Size

The study has focused on young adult consumers of Karachi. Karachi was selected as it is a metropolitan city with a diverse ethnic culture. The population of Karachi according to Pakistan Economic Survey (2018-19) is 15,741,406. A close-ended questionnaire was used for collecting the data. The enumerators visited selected universities and malls for collecting the data. A total of 800 individuals were approached and 560 useable responses were collected. Thus, the response rate was 70%. The respondents' profile is presented in Table 1.

Table 1: Respondents Profile

		Number	Percentage
Gender	Male	225	40%
	Female	335	60%
Age	15-17 years	42	8%
	18-23 years	370	66%
	24-30 years	148	26%
Income	30000-50000	102	18%
	50000-70000	132	23.5%
	70000-90000	217	39%
	90000 and above	109	19.5%

Scales and Measures

The questionnaire used in the study has 7 latent variables and 28 indicator variables. All the indicator variables are based on the five-point likert scale. Five shows very strongly agree and on very strongly disagree. Endorsers attractiveness scale has four items, credibility has five items, and product/brand celebrity has five items. The scales were adapted from Ohanian (1990). Consumer perception quality has four items adapted from Spry et al., (2011). Purchase intentions has five items adapted from Tingchi-Liu and Brock (2011). Brand loyalty has four items adapted from Yoo and Donthu (2001).

Results

Descriptive Analysis

Table 2 presents the descriptive statistics.

Table 2: Descriptive Analysis

Construct	Mean	Std. Dev	Skewness	Kurtosis	Cronbach's Alpha
Attractiveness	3.25	0.856	0.882	0.601	0.835
Credibility	4.00	0.882	0.902	0.65	0.863
Product Match-up	3.65	0.852	0.885	0.608	0.839
Purchase Intention	3.98	0.832	0.877	0.59	0.824
Brand Loyalty	3.65	0.905	-0.918	0.692	0.889
Perceived Quality	3.75	0.656	0.796	0.496	0.658

The results show that brand loyalty ($M = 3.65$, $SD = 0.905$, $SK = -0.918$) has the highest skewness value, while perceived quality ($M = 3.75$, $SD = 0.656$, $SK = 0.796$) has the lowest skewness value. In addition perceived quality ($M = 3.75$, $SD = 0.656$, $KR = 0.658$) has the lowest kurtosis value, and credibility ($M = 4.00$, $SD = 0.882$, $KR = 0.065$) has the highest Kurtosis value. The skewness and kurtosis values ranged between ± 3.5 , therefore, it is inferred that variables have univariate normality (George, 2011; Hair Jr, Hult, Ringle & Sarstedt, 2016). Similarly, the Cronbach's alpha value is highest for brand loyalty ($M = 3.65$, $SD = 0.905$, $\alpha = 0.889$) and the lowest for perceived quality ($M = 3.75$, $SD = 0.656$, $\alpha = 0.658$). Thus, the constructs have adequate internal consistency.

Convergent Validity

Inference on convergent validity was drawn on the basis of AVE and composite reliability. Table 3 shows the summarized results.

Table 3: Convergent Validity

	Mean	Std. Dev	Comp. Reliability	(AVE)
Attractiveness	3.25	0.856	0.882	0.601
Credibility	4.00	0.882	0.902	0.650
Product Match-up	3.65	0.852	0.885	0.608
Purchase Intention	3.98	0.832	0.887	0.590
Brand Loyalty	3.65	0.905	0.918	0.692
Perceived Quality	3.75	0.656	0.796	0.600

The results show that the values of composite reliability are at least 0.70 and the values of average variance extracted are greater than 0.6. Thus, the latent variables fulfill the requirement of convergent validity.

Discriminant Validity

Fornell & Larcker (1981) criteria was used to analyze the discriminant validity of the constructs. The results are presented in Table 4.

Table 4: Discriminant Validity

	AT	BL	CR	PQ	PMU	PI
Attractiveness	0.775					
Brand Loyalty	0.435	0.832				
Credibility	0.564	0.695	0.806			
Perceived Quality	0.486	0.641	0.670	0.705		
Product Match-up	0.486	0.700	0.681	0.703	0.779	
Purchase Intention	0.711	0.541	0.6991	0.668	0.702	0.768

The results show that the square root of AVE (in diagonal) for each construct is greater than the square of each pair of correlation. Thus, the variables are distinct and unique.

SEM Results

The statistical results were derived using the Smart PLS 3 software. The results are summarized in Table 5. Measurement and structural models are shown in Figure 2 and 3 respectively.

Table 5: SEM Results

	Beta	T Stat.	P	Result
Attractiveness -> Purchase Intention (H1)	0.425	10.111	0	Accepted
Credibility -> Purchase Intention (H2)	0.152	2.705	0.004	Accepted
Product Match- up -> Purchase Intention (H3)	0.333	4.545	0.00	Accepted
Brand Loyalty -> Purchase Intention (H4)	-0.115	2.702	0.004	Rejected
Perceived Quality -> Purchase Intention (H5)	0.189	5.576	0	Accepted
Perceived Quality -> Brand Loyalty (H6)	0.641	24.28	0	Accepted
Per.Qual. -> Br. Loyalty -> Purchase Intention (H7)	-0.074	2.7	0.004	Accepted

The results support five direct hypotheses and one indirect hypothesis.

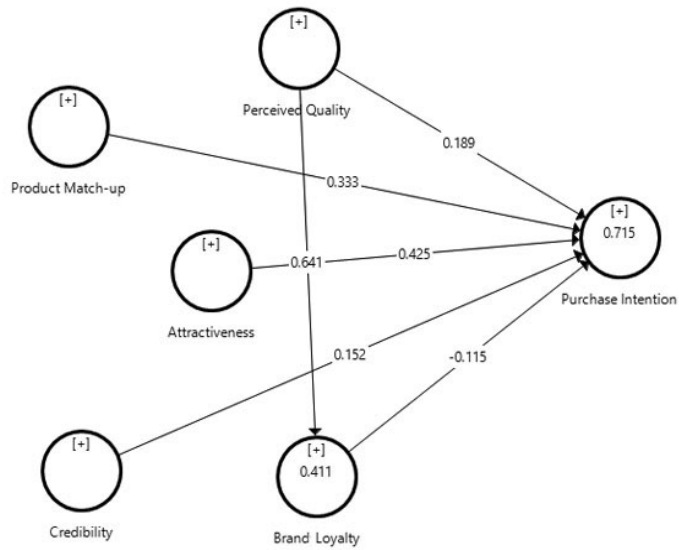


Figure 2: Measurement Model

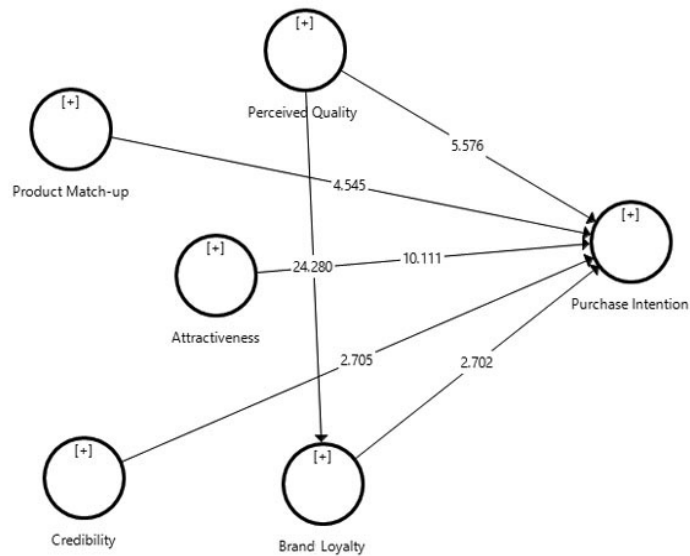


Figure 3: Structural Model

Discussion and Conclusion

Discussion

The hypothesis of the association between credibility and purchase intentions was accepted. A positive attitude and high purchase intentions towards a brand promotes brand loyalty (Wang & Yang, 2010). Das, Dash, & Padhy (2012) stress that celebrity endorsers are considered as a spokesperson for the brand due to which consumers develop a perception that the quality of endorsed brands will be significantly higher than non-endorsed brands. Similarly, Goldsmith et al., (2000) argue that credibility enhances brand image and promotes purchase intentions.

The empirical results suggest that product match-up and perceived quality positively affects purchase intentions. Many studies have documented that consumers' perceived product match-up has a positive association with advertisement effectiveness and purchase intentions (Abirami & Krishnan, 2015; Escalas & Bettman, 2009; Mishra, Roy, & Bailey, 2015; Wright, 2016). On the contrary, it has also been found that consumers compare the personality of the endorsers with their own personality and with the personality of friends and relatives. A favorable matchup positively affects consumer purchase-intentions (Bloemer & Kasper, 1995).

We also found support on the association between brand loyalty and purchase intentions. Consumers are more loyal to brands that have a strong brand image; consequently, this loyalty stimulates purchase intentions (Daneshvary & Schwer, 2000). Fleck, Korchia, & Le-Roy (2012) stress that firms should spend significant resources for developing and maintaining a sustainable relationship with customers. This strategy may persuade consumers to continue purchasing the existing brand but may also motivate them to purchase new brands (Malik, et al., 2013).

The results suggest that perceived quality stimulates consumer purchase intentions. A brand endorsed by a celebrity positively affects perceived quality due to which consumers develop a positive attitude and consistently purchase the brand (Glover, 2009; Hoeffler & Keller, 2003). Aaker (1996) stresses that perceived quality is one of the dimensions of brand equity which has a strong correlation with brand loyalty. Similarly, Olsen (2002) argues that perceived quality has a direct association with purchasing behavior and satisfaction mediates the association between perceived quality and brand loyalty.

A brand endorsed by a celebrity positively affects perceived quality due to which consumers develop a positive attitude and consistently purchase the brand (Hung, 2014; Kahle, Homer 1985). Aaker (1996) stresses that the "perceived quality is one of the dimensions

of brand equity” and it has a strong correlation with brand loyalty. Similarly, Olsen (2002) argues that perceived quality promotes positive purchasing behavior, and satisfaction mediates perceived quality and brand loyalty. It has also been found that perceived quality motivates consumers to purchase a brand repeatedly due to which they develop brand loyalty.

The results also suggest that brand loyalty mediates the association between perceived quality and purchase intentions. Brunsø, Bredahl, Grunert & Scholderer (2005) argue that tangible aspects of quality are important but perceived quality which is intangible in nature is more important for developing brand loyalty. The variation between customer’s expectations and actual value results in customer satisfaction. Thus, highly satisfied customers develop a sustainable relationship with the brand (Kia, 2012). Many studies have validated the association between perceived quality and brand loyalty (Pradhan, Duraipandian & Sethi, 2016). Macdonald & Sharp (2000) suggest that a strong brand generates high awareness which positively affects consumer purchase intentions. Brand equity has four dimensions including brand loyalty, brand awareness, perceived quality and brand association. These dimensions affect consumer purchase intentions (Aaker, 1996; Keller, 2009). Boonghee and Donthu (2001) suggest that brand loyalty refers to a “sustainable relationship between the brand and its customers”. In view of this relationship, consumers have high purchase intentions and low probability to switch to competing brands.

Conclusion and Recommendations

The results suggest that celebrity attractiveness, credibility and product match-up stimulate purchase intentions. Brand loyalty and perceived quality are also positively associated with purchase intentions. Perceived quality affects brand loyalty while brand loyalty mediates the association between perceived quality and purchase intentions. It is important for marketing managers to select the right celebrity for endorsement. All celebrities may not be effective for various product categories and target audience. Thus, marketing managers while selecting the celebrity must map product attributes, personality and the characteristic of the target audience. Moreover, the selected celebrity should not have endorsed too many products or competing brands. Ignoring these aspects may confuse the consumers and may adversely affect brand image. Firms should also not ignore brand quality and loyalty aspects as both have a positive association with purchase intentions and brand image.

The study has several limitations. This study has examined the effect of celebrity endorsement aspects on purchase intentions, but the actual behavior of consumers was beyond the scope of research. Future studies may examine the mediating roles of purchase intentions on celebrity endorsement and actual buying behavior. Consumer emotions,

directly and indirectly, affect purchase intentions. Future studies may also examine the direct effects of consumers' emotions on purchase intentions and also their moderating and mediating roles. The study was focused on the young adult population. Future studies may examine the effects of celebrity endorsement and purchase intentions on other demographic factors.

Annexure 1

Constructs and Items in the Questionnaire

Endorser Attractiveness

I think the endorser is attractive

I think the endorser is classy

I think the endorser is elegant

I think the endorser is beautiful

Credibility

I buy the product because it is endorsed by a trustworthy celebrity.

I will stop buying the product if it is endorsed by a celebrity involved in a scandal.

The celebrity who is an expert makes the product more attractive.

I buy the product because the celebrity had a pleasant experience from it.

I buy the product because the celebrity has enough knowledge of the product.

Product Match-up

Product and celebrity match influence my purchase decisions.

I believe celebrities use the product they have endorsed.

The alignment between endorsers' field and product attributes stimulate my purchase intentions.

Consumer Perception of Quality

Brands endorsed by celebrities are of high quality.

Brands endorsed by celebrities are of consistent quality.

Brands endorsed by celebrities offer excellent features.

Brands endorsed by celebrities are reliable.

Purchase Intentions

Brands endorsed by celebrities draw my attention.

Brands endorsed by celebrities influence my purchase decisions.

If my favorite celebrity endorses a brand, I will buy it.

I buy a brand because I like the personality of the celebrity endorser.

I buy a brand that is endorsed by my favorite celebrity.

I feel happy in buying a brand endorsed by a famous celebrity.

Brand Loyalty

I am loyal to the brand I use.

If the brand I use is not available I will be distressed.

I will not buy another brand if my favorite brand not available.

I will recommend my favorite brand to others.

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