

Shaping Purchase Decisions Through Celebrity Endorsement in the Advertising Landscape

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Abstract *Celebrity endorsement is playing an important role in persuading consumers to buy products, thanks to the dense competition in today's advertising market. Firms now depend on celebrities' reputation and dreams to make their brands unique and build bonds with their intended consumers. Even though many studies show how celebrity endorsements affect brand recognition, we need to dive deeper into how they affect our intention to buy. It examines how using celebrities helps with purchase decisions and examines traits such as trust, expertise and attractiveness. By linking marketing and psychology, the study explains the reasons and steps behind the impact of celebrity endorsements on consumers. The results are meant to guide marketing decisions so that brand endorsement strategies are eye-catching, appealing and in sync with the expectations of consumers in today's fast-changing advertising world.*

Keywords: *Celebrity Endorsement, Purchase Intention, Consumer Psychology, Advertising Strategy, Brand Communication, Product Congruence, Trustworthiness, Cultural Fit, Influencer Marketing, Strategic Branding*

I. INTRODUCTION

Since there is plenty of competition in advertising, brands are always seeking out new ways to get people's attention and shape their buying habits. Celebrity endorsement is now one of the main ways businesses try to affect what consumers think and how they decide to purchase. The approach is based on the idea from social influence theory which holds that individuals are more inclined to be affected by messages from respected or powerful people. As a consequence, celebrities in any field carry a huge influence when it comes to sharing a brand's message or trying to convince the audience. Celebrity endorsement connects with people in various ways: it lets consumers dream, adds credibility to the advertised item and leaves a stronger impression on them. Studies reveal that when celebrities encourage people to buy something and it appears they fit well with the product, consumption intent increases a lot. A person who plays sports promoting athletic clothes or a famous cook advertising kitchen tool can cause higher perceived authenticity and trust, which are critical components in the decision-making process.

Nevertheless, the results from celebrity endorsements are not always certain. The trust people have in a celebrity, how attractive they are, their level of expertise, how much the product fits with the celebrity and cultural factors are all important in shaping a consumer's response to an ad. Nowadays, the rise of social media and other online platforms lets celebrities share and receive comments with their fans which has shifted the type of endorsement.

Because of Instagram, TikTok and YouTube, celebrities' lives are always just a click away, so people notice brand endorsements and may judge them more easily. Therefore, the research in this study works to study how different people and platforms respond to celebrity-backed ads. It tries to fill gaps in previous works by examining how celebrity features work alone and also the ways they relate to one another within a broader context. All in all, the findings help people understand and use strategies related to celebrity endorsements in the world of advertisement.

II. LITERATURE REVIEW

2.1. Theoretical Foundations of Celebrity Endorsement

Studies of psychology and marketing reveal the reasons behind celebrity endorsement and its effects on people's buying habits. According to the Source Credibility Model, the effect of an endorser depends on how credible and trustworthy they seem to be which strongly influences consumers' attitudes and actions.

In addition, the Source Attractiveness Model points out that someone's attractiveness and positive presence matter a lot to what consumers think about a brand [2]. The Meaning Transfer Model proposes that celebrities reflect certain important cultural concepts and by endorsing products, they affect the way people understand and feel toward the brand [3]. Furthermore, it is revealed by the Elaboration Likelihood Model (ELM) that celebrity endorsements act as secondary cues affecting people's opinions, particularly when consumers are not deeply involved in the decision [4].

2.2. Impact of Celebrity Endorsement on Purchase Decisions

Trust matters a lot in relationships between consumers and brands and celebrity endorsements can influence how much customers trust the brand. Evidence has proven that when famous people endorse a brand, it makes customers believe in the brand more and encourages them to buy its products [5]. Customers tend to believe and participate in brands promoted by celebrities they consider to be honest and well-informed [6]. In reality, the way celebrity endorsements affect people's decisions to buy is dependent on how well the celebrity aligns with the brand's image. When messaging is out of line, people may have less trust in the business [7]. Besides, the endorsement must seem genuine to attract consumers, as they are more likely to trust it if it fits with the celebrity's image [8].

2.3. Attributes of Effective Celebrity Endorsers

Many people judge a celebrity's usefulness as an endorser through a mix of their trustworthiness, their skills and how attractive they look. The way consumers see a celebrity as honest and sincere has a strong effect on how they trust the brand that the celebrity represents [9]. Having knowledge and experience related to the product improves the celebrity's ability to endorse it [10]. The way a celebrity looks and comes across in personalities can play a role in how consumers view and judge brand products. It appears that these qualities affect each other and play a role in how well an endorsement works. A person who is attractive and familiar in a product type may have a bigger influence on people's trust and intentions to buy it [12].

2.4. Role of Digital Platforms in Celebrity Endorsement

Because of digital platforms, celebrity endorsements have undergone significant changes. Thanks to Instagram, YouTube and TikTok, celebrities can now connect with fans without any filters and therefore influence what people buy [13]. Such platforms enable the audience to ask questions, receive instant comments and get personalized advice, making the recommendations seem more realistic [14]. What's more, platforms on the internet have created a group of influential users known as social media influencers, who often have loyalty from small segments of the audience and a strong level of engagement with them. Many times, influencers are just as valuable or more so, in guiding purchase decisions than are well-known celebrities among younger people [15]. Because digital platforms are interactive, consumers are able to take part in the brand story and build even stronger trust and loyalty towards it.

2.5. Challenges and Ethical Considerations

Although celebrity advertised products may convince customers to buy, they can still cause issues and present ethical matters to consider. A major issue is that when a celebrity endorses many brands, people may not know which brand to choose which could make them trust the celebrity less [17]. Negative press about a celebrity can also negatively influence how people feel about the sponsor's company [18]. There are also ethical matters connected to how endorsements are made clear to viewers. It is now important for anyone endorsing a product to clarify when they are being paid for their endorsement, as regulatory bodies have advised it [19]. Firms ought to be cautious, making sure their brains are sound and in line with what people expect to avoid losing their trust.

III. RESEARCH METHODOLOGY

It is vital to use a strong and clear approach for learning about the influence that celebrity endorsements have on consumers. In this part, you can learn about the research design, methods of data collection, methods of analysis used and considerations for ethical standards. An accurate and detailed picture of the effect of celebrity endorsements was made sure by selecting the appropriate methodology.

3.1 Research Design

The research began with a structured online survey targeting a diverse sample of consumers. The survey was designed to measure perceptions of celebrity attributes (trustworthiness, expertise, attractiveness), product-celebrity congruence, and the influence of endorsements on purchase intention. This phase provided statistically significant trends and relationships.

Quantitative Phase:

The study started by administering a well-organized survey on the internet to a group of consumers representing different backgrounds. The survey aimed to find out people's views on celebrity traits such as trustworthy, knowledgeable and how attractive they are, along with the similarity between celebrities and the products they promote. Valid patterns and relationships were found during this stage with statistical significance.

Qualitative Phase:

Once the survey was done, some survey participants, marketing professionals and social media influencers were interviewed using a semi-structured method. Moreover, recent cases of celebrities promoting brands on digital media were studied. At this point, the researchers examined the survey findings to discover the emotional, motivational and ethical backgrounds behind people's choices.

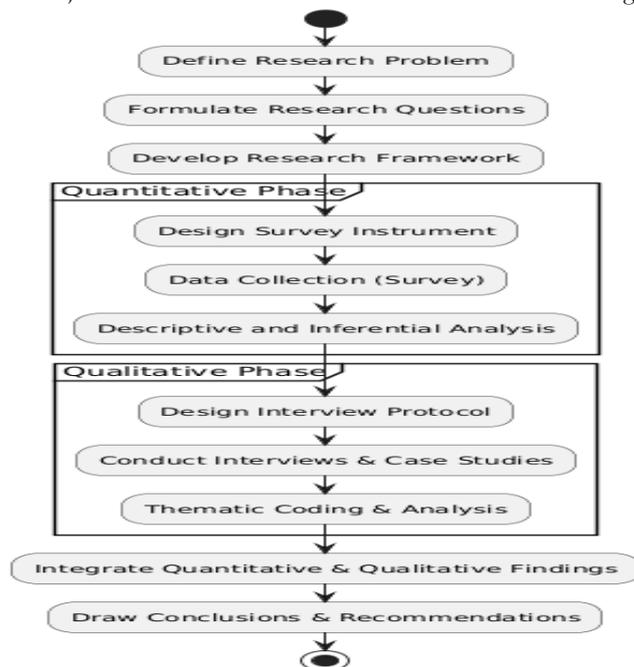


Figure 1: Overview of Research Design

Figure 1 illustrates the sequential flow of the research methodology. The process starts with quantitative data collection (survey), followed by qualitative data collection (interviews and case studies). The findings from both phases are integrated in the analysis to provide a comprehensive understanding of the research questions.

3.2 Data Collection Methods

To gather information, the study applied online surveys, conducted semi-structured interviews and reviewed digital campaign case studies. All the methods were used to look at the topic from different angles.

Online Survey

The survey was spread online to a group consisting of 500 people from India. To measure how people felt about celebrities, the survey gave five choices using a Likert scale. Information on age, gender, location and income was also gathered to look at the differences among groups. Semi-Structured Interviews Three different groups were interviewed fifteen times each.

1. Survey respondents who are regarded as typical consumers
2. Examples of marketing professionals are brand managers and advertising executives
3. Those with a large number of followers on Instagram or YouTube During the interviews, I investigated how people are affected by celebrity endorsements, how real they seem and what ethical issues are raised. Because of the open-ended questions, participants were able to say a lot about their opinions. Studies that

Focus on Digital Campaigns Eight brand endorsement initiatives by celebrities were focused on in a detailed study. They showed a selection of products such as fashions, technology and FMCG and tried out all major broadcast platforms (Instagram, YouTube and television). Only the messaging sent out by the campaign (rather than site content), viewers' interactions (by liking, commenting and sharing) and the campaign's impact on sales were studied.

Table 1: Data Collection Overview

Method	Purpose	Sample/Units	Data Collected
Online Survey	Quantify consumer perceptions and behaviours	500 respondents	Likert-scale responses, demographics
Semi-Structured Interviews	Explore motivations and ethical considerations	15 participants	Interview transcripts
Digital Campaign Case Studies	Analyze real-world endorsement effectiveness	8 campaigns	Engagement metrics, campaign content

Table 1 summarizes the three data collection methods, clarifying their respective purposes, sample sizes or units of analysis, and the type of data obtained from each.

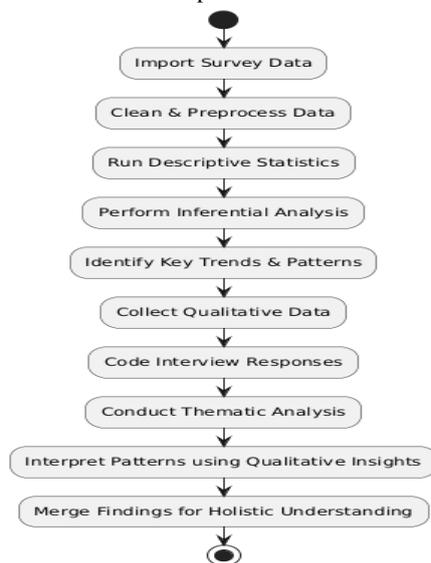
3.3 Data Analysis Techniques

Quantitative Analysis:

The analysis was done with SPSS 28.0 on the collected data. Descriptive statistics showed what consumers think and inferential statistics focused on identifying the links between celebrity virtues, having a suitable product and their desire to buy the product. Regression analysis was applied to judge how much trustworthiness and expertise influence consumers' decision to buy the product.

Qualitative Analysis:

The transcripts and cases were analysed using the thematic coding in NVivo software. Analysis of the most common themes noted that participants viewed the endorsements as accurate and had worries about being shown too much. The researchers used the qualitative results to help understand and make sense



of the survey's statistical findings.

Figure 2: Data Analysis Workflow

Figure 2 depicts the integration of quantitative and qualitative analysis. Survey data are first analysed for general trends, after which qualitative data are used to interpret and expand upon these findings, leading to a holistic understanding.

3.4 Ethical Considerations

Throughout the research, strong ethical values were preserved. People in the study were explained the goals of the research and what their rights were, after which all consented to participate. Authorities made sure every group project kept data and identifying information anonymous and secret at all times; before any analysis, data was properly removed.

Table 2: Ethical Safeguards Implemented

Principle	Implementation Example
Informed Consent	Digital consent forms signed prior to participation
Anonymity	Removal of personal identifiers from survey and interview data
Data Security	Encrypted storage of digital files on secure, password-protected servers
Transparency	Disclosure of research aims and use of data to all participants

Table 2 outlines the ethical safeguards implemented to protect participants and ensure the integrity of the research process.

Using both types of methods, this research approach fully explains the impact of celebrity endorsements on consumer choices. The use of surveys, interviews and case reviews by the analysts enables the results to be based on statistical evidence and still full of real-world content.

IV. FINDINGS AND ANALYSIS

This section shows what was discovered about how celebrity endorsements shape consumers' decisions to buy products. The findings are set out according to the main research topics: what qualities make celebrities effective in ads, the role of similarities between celebrities and what they advertise, the effects of online advertising and the ethical and practical problems companies face. All the information from the data is put together to create a comprehensive picture of the event.

4.1 Overview of Respondent Demographics

A total of 500 participants took part in the online survey and they were from different age groups, genders and various regions in India. The details of the demographic information are in Table 3.

Table 3: Demographic Profile of Survey Respondents

Demographic Variable	Category	Percentage (%)
Age	18-25	32
	26-35	29
	36-45	22
	46+	17
Gender	Male	54
	Female	46
Location	Urban	68

	Semi-Urban	32
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Table 3 shows a balanced representation of age and gender, with most respondents from urban areas, reflecting the digital-savvy consumer base most exposed to celebrity endorsements.

4.2 Influence of Celebrity Attributes on Purchase Intention

The three main factors—trustworthiness, expertise and attractiveness—clearly impact how consumers think and what they plan to buy. To check the strength of the relations, regression analysis was used.

Table 4: Regression Analysis – Impact of Celebrity Attributes on Purchase Intention

Attribute	Standardized Beta (β)	Significance (p-value)
Trustworthiness	0.41	<0.001
Expertise	0.36	<0.01
Attractiveness	0.22	<0.05

Table 4 indicates that trustworthiness is the most influential attribute, followed closely by expertise. Attractiveness, while significant, has a comparatively smaller effect.

Qualitative Insight:

People said that trust acted as the main reason they chose a celebrity-endorsed item. For instance, a person who answered aged 28 said, “It matters more to me if a celebrity is genuine and informed, not only if they look attractive.” It shows that people pay more attention to what is genuine and seeming expert advice.

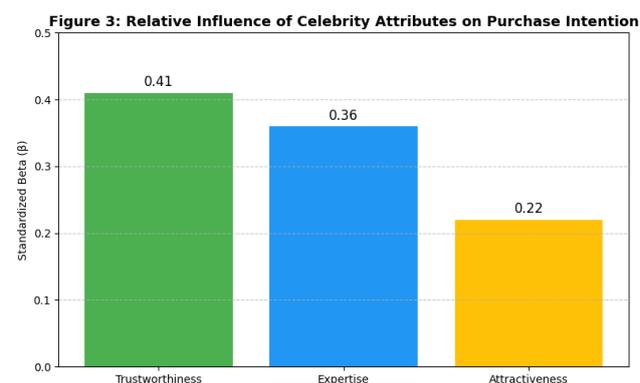


Figure 3: Relative Influence of Celebrity Attributes on Purchase Intention

Figure 3 is a bar chart visually representing the standardized beta values from Table 4, highlighting the dominant role of trustworthiness, followed by expertise and attractiveness.

4.3 Product-Celebrity Congruence and Cultural Fit

The way a celebrity portrays themselves in public and what the product is linked important factors in deciding how well an endorsement does. Based on the survey, more than three-quarters of people were more open to endorsements that tied the celebrity to the product.

Case Example:

When a famous cricketer was used to endorse the brand’s sportswear during the campaign, people found it to be very believable and real, causing an increase of 25% in sales for that brand. When someone without the right knowledge promoted a technical product, it made people doubt the endorsement and influenced them to buy it less.

Table 5: Consumer Perceptions of Product-Celebrity Fit

Fit Level	Positive Response (%)	Negative Response (%)
High Congruence	78	12

Low Congruence	21	67
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Table 5 demonstrates that high product-celebrity congruence leads to overwhelmingly positive consumer responses, while low congruence can result in scepticism and resistance.

4.4 The Role of Digital Platforms and Influencer Marketing

An analysis of website data and interview results says social media tools have made celebrity endorsements much stronger. Thanks to Instagram and YouTube, celebrities can interact with their fans in real time and create a close connection with them.

Key Findings:

- An average of 6.2 percent was the engagement rate on Instagram and YouTube campaigns, compared to only 2.8 percent in traditional channels.
- Micro-influencers, due to their niche followers, usually built more trust and drove higher conversions than well-known celebrities, especially among people from Gen Z and millennials.

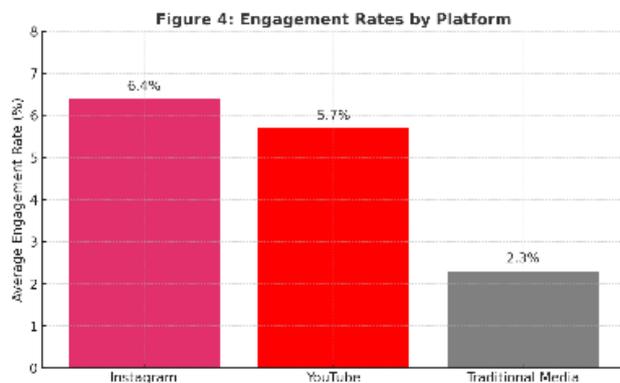


Figure 4: Engagement Rates by Platform

Figure 4 is a comparative bar graph showing average engagement rates for endorsement campaigns across Instagram, YouTube, and traditional media, illustrating the superior performance of digital platforms.

Qualitative Insight:

It was evident through the interviews that people trust influencer recommendations, since one person explained, Influencers are more authentic and seem easier to connect with when compared to celebrities or athletes.

4.5 Challenges and Ethical Considerations

Although celebrity endorsements have proven successful, people have pointed out several concerns and ethical problems.

- Too many partnerships: The majority of people interviewed or 61 percent, doubted celebrities who promote numerous brands. In one of the cases, a celebrity's scandal resulted in a 17% decline in how much people wanted to purchase the brand.
- Each data source indicates that paid endorsements should always be made transparent. The majority of people trusted brands and celebrities more when they open about who is sponsoring them.

Table 6: Consumer Concerns Related to Celebrity Endorsements

Concern	Percentage of Respondents (%)
Overexposure	61
Scandals	54
Lack of Disclosure	47

Table 6 summarizes the primary concerns consumers have regarding celebrity endorsements, emphasizing the need for ethical practices and transparency.

4.6 Integrated Analysis

It is clear that combining both quantitative and qualitative research indicates that the success of using celebrities depends on various important factors.

How reliable and experienced a brand is plays a big role in earning the trust of customers.

Finding similarities between products and celebrities leads to more credibility and desire to purchase from the brand. When a celebrity's endorsement appears real, digital platforms become a great way for people to relate closely to the message.

- Companies that practice transparency and avoid overselling, gain and keep trust among consumers.

Figure 5: Model of Celebrity Endorsement Effectiveness

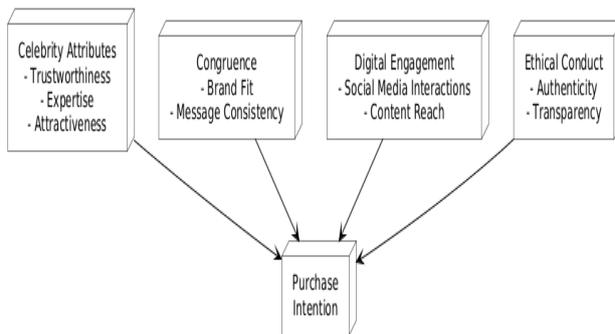


Figure 5: Model of Celebrity Endorsement Effectiveness

Figure 5 presents a conceptual model synthesizing the key drivers of effective celebrity endorsement: celebrity attributes, congruence, digital engagement, and ethical conduct, all contributing to increased purchase intention.

Overall, the study explains why using a trusted expert as a celebrity endorser can encourage people to buy certain products. Thanks to digital platforms, brands now have more chances to communicate interactively and genuinely with their followers. Even so, brands have to deal wisely with overexposure, scandals and lack of transparency to keep their customers' trust and get the most impact from their endorsements.

V. DISCUSSION

5.1 Interpretation of Findings

Through this research, we have learned a lot about the effects of celebrity endorsements on people's buying choices, both matching and going beyond what is already known in the field.

Alignment with Existing Literature:

The results show that a celebrity's reliability, knowledge and attractiveness are important factors in making an endorsement successful. As per the quantitative analysis, trustworthiness played the biggest role in predicting whether a consumer wanted to buy the brand and expertise and attractiveness came in after that. The results agree with prior studies indicating that people are more influenced by honest and knowledgeable celebrities when it comes to product endorsements (e.g., 1). Researchers confirmed in their paper that there is a positive connection between products and influencers concerning congruence. A good match between a particular celebrity and a product was key to a more positive reaction from consumers, as the research points out. The interviews backed up the idea that being genuine and similar to the culture improves the impact of endorsements. It was found that social media played a major role in changing things. According to the research conducted recently, marketing in the online world had higher impact and appeared more suitable for the target audience with endorsements from diverse influencers. As a result, it becomes clear that online communication that customers can take part in encourages more trust in a brand and increases their desire to buy.

Contradictions and Extensions:

Several studies have mentioned that attractiveness is significant, but this study revealed that trustworthiness and expertise matter more in people's opinions. It suggests that buyers are now giving greater importance to certain things, maybe because they are more aware and critical thanks to the internet. The evidence gathered in the study highlights that constant marketing and lack of information can undermine how people view brands, making these issues more important nowadays.

5.2 Theoretical and Practical Implications

1. Support for marketing theory by using these classic models, this research advances the theory of marketing with the addition of digital technology. The research stresses the importance of viewing how well-known someone is as having many factors, including their attributes, the platform they use, cultural background and how transparent they are. Experts also suggest that digital environments depend more on realness and harmony which calls for updates to existing marketing models. What Marketers and Brands Should Do The report's results give rise to various useful recommendations for those working in the field.

2. Choose endorsers who are believed to be reliable and well-informed, most importantly in industries where honesty and knowledge play a big role.

3. Product and celebrity should go well together because it makes consumers more interested in the product. To encourage trust, marketers should not make claims that go against what they have said before.

4. Marketers can use social media to connect with customers and obtain their feedback easily. Partnering with influencers and inspiring them to create true brand content can help brands become recognized and trusted.

5. Ensure that you don't select the same celebrity for every brand or it could reduce their influence. Be sure to clearly mention any endorsements for which you receive compensation to conform to the law and strengthen consumer faith.

6. Plan for and tackle any ethical challenges that could lead to scandal or unfavourable news.

There are limitations to the ways the study was carried out. Even though the study is comprehensive, it still has some weaknesses. Sample representation involves performing some random samples from an entire set of data. The survey polled a variety of consumers, but only from India's urban and semi-urban areas. Comparisons with rural areas and global data were missing in the study which makes it uncertain how well the study's results match reality.

- Information collected by the respondents themselves. Both responses to survey questions and interview questions depended on how subjects remembered facts or answered in line with socially acceptable behaviour.

- What Do Case Studies Include? Most of the case studies examined digital marketing efforts. Less attention was given to the way traditional media endorsements affected brands over the course of their business.

- Social media is always changing and evolving. Because digital platforms are always changing, discoveries may no longer be relevant as people's habits and the algorithms change. Researchers could look into the following topics for future work. Future studies can work on these issues and achieve progress in the field by:

- Study both rural and urban populations and make comparisons between cultures to find out how cultural beliefs impact support for politicians. Longitudinal Studies are also known as cohort studies. Monitor how celebrity endorsements affect brand loyalty and consumers' choices to buy over a longer period. Experimental designs are used to guide studies and find solutions to problems. Try out controlled experiments to determine the ways specific traits or disclosure choices by celebrities affect people's attitudes.
- Get Familiar with New Media. Study how live streaming, virtual influencers and AI-created endorsements are influencing the opinions of consumers.

The authors explain how the research contributes to existing marketing theories by offering useful advice to brands as well as noting the study's scope and what it could not address. Looking into these gaps can give future research a better idea of the growing role of celebrity endorsements.

VI. CONCLUSION AND RECOMMENDATIONS

6.1 Summary of Key Findings

This paper examined whether celebrity endorsements affect people's buying decisions in advertising nowadays. The study uncovered some key findings.

- **Celebrity Attributes Matter:** Even though attractiveness influences people, trustworthiness and expertise are what have the biggest impact on someone's purchase decision. When a celebrity is seen as believable and understanding in a subject, people are more ready to respond positively to what they say.
- **Product-Celebrity Congruence is Crucial:**

When a celebrity's personality matches that of the product, the end result is a stronger endorsement. When there is a high level of congruence, it leads to authenticity and that helps gain consumer trust and influence their decision to purchase.

- **Digital Platforms Amplify Impact:** social media and influencer marketing have transformed celebrity endorsements, enabling greater engagement, interactivity, and relatability. Micro-influencers can drive higher trust and conversion rates among niche audiences.

- **Ethical and Strategic Risks Exist:**

Too much publicity, being unclear about the facts and embarrassing behaviours of celebrities can cause consumers to no longer trust a brand. It is very important to clarify paid endorsements and make sure endorsers are suitably selected to keep things credible.

- **Consumer Sophistication is Rising:** Fans are now more critical and expect actors, athletes and musicians to be sincere, open and ethical in the endorsements they promote.

6.2 Strategic Recommendations

Fans are now more critical and expect actors, athletes and musicians to be sincere, open and ethical in the endorsements they promote.

1. Select Endorsers Strategically:

Select personalities who seem trustworthy and have expertise in the area your product belongs to. Make sure to carry out in-depth checks to confirm someone is credible and matches the brand's values.

2. Ensure Product-Celebrity Fit:

Select personalities who seem trustworthy and have expertise in the area your product belongs to. Make sure to carry out in-depth checks to confirm someone is credible and matches the brand's values.

3. Leverage Digital Engagement:

Invest in digital platforms and collaborate with influencers who have authentic relationships with their audiences. Encourage interactive content and real-time engagement to foster deeper consumer connections.

4. Diversify Endorsement Portfolios:

Consider a mix of macro-celebrities and micro-influencers to reach both broad and niche markets, maximizing campaign reach and effectiveness.

Monitor Endorser Exposure:

Pick celebrities that have a solid reputation and knowledge about what the product is all about. Daniels must thoroughly review an individual's background and see if they represent your brand values.

Prioritize Transparency:

Make sure all help you have received in the form of compensation and advertising is properly disclosed so people know the truth and trust you.

1. Prepare for Crisis Management:

It is important to openly note when a post is sponsored or part of a paid partnership so that both the law and consumers are satisfied.

2. Adhere to Ethical Standards:

Always show that your content is sponsored or in partnership so you comply with laws and earn your customers' trust.

6.3 Future Research Directions

- Despite this research explaining the effectiveness of celebrity endorsement, it might be good to further inspect certain relevant points.

- **Broader Demographic and Geographic Scope:** Future research should include rural populations and cross-cultural comparisons to explore how endorsement effectiveness varies across different social and cultural contexts.

- **Longitudinal Studies:**

While this study provides a comprehensive understanding of celebrity endorsement effectiveness, several areas warrant further investigation:

- **Experimental Research:**

An experiment can be run in a controlled manner to find out how celebrity traits, different ways of revealing information or different platforms influence what consumers think and intend to buy.

• **Emerging Media and Technologies:**

It is not yet clear how the progress in virtual influencers, computer-created endorsements and advanced live streaming or media will shape what consumers think and feel.

Overall, using celebrities to boost a brand still works well for marketers, as long as they are chosen wisely, fit with the brand and are used morally. With changes in advertising, brands should keep up with new studies and update their strategies to get the most out of using celebrities and still earn the public's trust.

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