EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION

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Abstract

The advancement of technology has made everything digitalized and accessible to consumers, which has allowed businesses to cleverly use celebrities and influencers to increase their profitability. This research topic has gained the attention of researchers as it provides a unique insight into the ways in which brands are capitalizing on the influence of celebrities. Pakistan has also seen a rise in influential celebrities and social media influencers, who have the ability to impact the buying decisions of their followers. Consumers are more likely to trust and feel a sense of reliability and credibility towards celebrities, which can lead to increased sales for brands. However, the impact of the celebrity's relationship and opinions on the product can also impact the consumer's perception, leaving a slight chance of repeated purchases and benefiting the brand being endorsed.

Keywords: Social Media Influencers, Increased Sales for Brands, Technological Advancement, Purchase Intention.

INTRODUCTION

The research area of how cleverly businesses are reaping profits off of celebrities has now been attracting the attention of marketing researchers as the technological advancement has made everything digitalized and accessible to consumers it has become easier to stay connected and feel a sense of reliability and credibility of celebrities and influencers which allows brands to increase their profitability with a magnitude of margin (Musa,2022).

Pakistan is no stranger to the technological advancement along with the advancement in the entertainment industry which has led to the emergence of many influential and loved celebrities/social media influencers. As the connectivity has become exponentially strong it's easier for celebrities to leverage this to impact the followers buying decision whether they need it or not. When the consumer is inclined to buy a product by the celebrity there is high chance that their opinions and perceptions about the product are also impacted by their relationship and opinions about the celebrity leaving a slight chance of repeated purchase yet again benefiting the brand being which is being endorsed?

Background

Purchase intention which is also known as buyer intention, expresses and represents the extent to which a customer is willing and inclined to buy a product or service from any business within a certain period of time, typically over the time period of 6 or 12 months (Suki, 2016). Over the years buying patterns and the factors that influence them have changed drastically, Celebrities and influencers have become one of the most powerful and innovative tool rationally utilized by the marketing world to boost customer purchase intention, shifting attitudes, and developing brand exposure (Sonwaney and Chincholkar,2019).

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The entertainment sector in Pakistan has been experiencing exponential growth which has led to celebrities of Pakistan dominating control; it is believed that they have a big impact on consumer behavior through their public perceptions along with their private brand image, sparking curiosity among businesses and researchers (Ahmed et al., 2014). The impact is also highly related to a consumer's behavior as it provides the user with a sense of belonging to a specific social class which represents the superiority in the society (Tri1, feb 2022). Since they idolize that person, using the products that the celebrity has access to makes the consumer feel on par with the celebrity it also boosts their confidence knowing they attain something that their idol does. Since the effects seem to be so prominent that 84% of shoppers look over at least one social media site before making a purchase. And, 23% of shoppers are influenced by social media peer (friends, family, celebrities, and social media influencers) recommendations. Marketing teams and businesses can very efficiently use this in their favor by understanding the right traits and attributes to be possessed by the influencer that could convince the people into buying their products or services (Kotler, 2002).

Research Gaps
Practical Gap

This research report will be bridging the practical gap which has been left in the previous studies have been subjective and confined to specific segments of customers and products, making it difficult for businesses with diverse segments to apply the findings appropriately. However, this study provides a general view that is applicable to businesses with diverse products and customer segments for businesses such as Unilever Pakistan. This research is valuable as it bridges the gap between objective research and practical application, providing insights that can be used by businesses to make informed decisions about their products and customers in general to improve their marketing strategies and maximize their profits.

Theoretical Gap

Prior research studies have demonstrated that celebrity endorsement can significantly enhance business profits, by relying on various theoretical frameworks. However, limited attention has been paid to the analysis of the impact of celebrity endorsement on consumer behavior and purchasing decisions. As such, this study employs the theory of planned behavior, psychological theory that links beliefs to behavior to investigate the influence of celebrity endorsement on consumer buying behavior and purchase intent, thereby addressing the theoretical void that previous research has neglected.

Problem Statement

Businesses have been trying to find innovative ways that can have an impact on their customers purchase intention as a result increasing brand loyalty and sales (Joudeh and Zamil, 2023). In recent years social media has become the center of people's lives with influencers and celebrities having an astronomical impact on a person's interests, opinions and views through their social presence. It has become necessary for brands to understand how to use celebrities and influencers as their tool to stay ahead in the industry while creating awareness and credibility since the market keeps becoming increasingly saturated with abundance of competitors. If done correctly celebrity's reach and popularity can be used as a leverage to boost the brand image and sales giving it a competitive advantage but if not done correctly it can leave the brand behind adversely affecting it (Swaminathan et al., 2022).

Research Objectives

1) To understand the extent of effect of celebrity endorsement on buying behaviour of consumers of Pakistan.
2) To find out if the celebrity's personal attributes and how the people perceive them poses any effect on the consumers purchase intention.

Research Questions

1. How do consumers in Pakistan respond to the use of celebrity to market any product?
2. If trustworthiness, attractiveness, and congruence of the celebrity have any effect on the consumers buying behavior
3. Which of the three attributes trustworthiness, attractiveness, and congruence of a celebrity holds the highest importance to consumers in Pakistan?
4. Should the marketers and businesses use celebrities and influencers to promote their products and services?

LITERATURE REVIEW

The impact of celebrity endorsement on purchase intentions has been an active area of research in recent years. The use of celebrity endorsements in advertising has become a common marketing practice for companies to increase brand awareness and drive sales (Annissa and Paramita, 2021). This study aims to contribute to the existing literature by examining the impact of celebrity endorsement on purchase intentions and addressing the gaps in previous research.

Recent Research on the Topic

Numerous studies have investigated the effect of celebrity endorsement on purchase intentions. For instance, Kim and Ko (2019) found that celebrity endorsement had a significant positive effect on purchase intentions, particularly when the celebrity was perceived as trustworthy and attractive. Similarly, Khan et al. (2022) found that celebrity endorsement had a positive impact on purchase intentions among consumers in Pakistan, and this effect was mediated by the perceived credibility of the celebrity endorser. However, some studies have reported mixed findings. For example, Gnambs and Appel (2019) found that celebrity endorsements had a positive impact on brand attitudes but no significant effect on purchase intentions. Likewise, Wang and Li (2019) found that celebrity endorsement had a positive impact on brand attitude but a negative effect on purchase intentions among Chinese consumers.

Research Gaps

Despite the numerous studies conducted on the impact of celebrity endorsement on purchase intentions, several gaps still exist. Firstly, most of the previous research has focused on the effect of celebrity endorsements on overall purchase intentions without considering the impact on specific product categories (Adiba et al., 2020; Mookda et al., 2020; Sufian et al., 2021). Secondly, most of the studies have been conducted in Western countries, and little is known about the impact of celebrity endorsement in other cultures (Roy et al., 2021; Lazar and Pop, 2021; Gabor et al., 2020). Finally, few studies have examined the impact of different types of celebrity endorsers, such as sports stars, actors, or social media influencers, on purchase intentions.

Contribution of the Current Study

This study aims to address these gaps by examining the impact of celebrity endorsement on purchase intentions across different product categories and cultures. Furthermore, the study will investigate the impact of different types of celebrity endorsers on purchase intentions, providing insights into the most effective celebrity endorsement strategies.

Table 1
Operational Definitions of Variables

Variable	Operational Definition
Credibility	The extent to which the celebrity endorser is perceived as trustworthy, expert, and reliable in promoting the product or service. It is measured using a 5-point Likert scale where 1 represents strongly disagree and 5 represents. I strongly agree. Example questionnaire item: "This celebrity endorser is knowledgeable about the product/service being endorsed."
Attractiveness	The degree to which the celebrity endorser is perceived as physically attractive and appealing. It is measured using a 5-point Likert scale where 1 represents strongly disagree and 5 represents strongly agree. Example questionnaire item: "This celebrity endorser is physically attractive."
Congruence	The degree to which the celebrity endorser's personality, values, and image match with the product or service being endorsed. It is measured using a 5-point Likert scale where 1 represents strongly disagree and 5 represents strongly agree. Example questionnaire item: "This celebrity endorser is a good fit for the product/service being endorsed."

Underpinning Theory

The theory that will be used to establish the relationship among the variables in this study is the Elaboration Likelihood Model (ELM) (Petty, 1986). The ELM suggests that individual's process information through two cognitive routes: central and peripheral. The central route is a high-involvement route that involves systematic and careful processing of information, whereas the peripheral route is a low-involvement route that involves heuristic processing of information. The ELM also proposes that the persuasiveness of a message is dependent on the individual's level of involvement, their motivation to process the information, and their ability to process the information (Petty and Cacioppo,1986).Celebrity endorsement can influence consumers' attitudes and purchase intentions through both the central and peripheral routes of the ELM. The attractiveness of the celebrity endorser can elicit positive affect and enhance the consumer's attention and interest in the advertisement, which can lead to a positive attitude towards the endorsed product or service (Kamins, 1990). This is in line with H1, which states that there is a positive relationship between attractiveness and purchase intentions. The credibility of the celebrity endorser can also impact consumers' attitudes and purchase intentions through the central route of the ELM. The credibility of the endorser can be derived from their expertise and trustworthiness, which can influence the consumer's motivation to process the information and increase their ability to evaluate the endorsed product or service (Lee et al., 2022).This is consistent with H2, which states that there is a positive relationship between credibility and purchase intentions.

Congruence between the celebrity endorser and the endorsed product or service can also affect

consumers' attitudes and purchase intentions through the central route of the ELM. Congruence can enhance the relevance of the advertisement to the consumer, which can increase their motivation to process the information and improve their ability to evaluate the endorsed product or service (Kamins and Gupta , 1994). This supports H3, which states that there is a positive relationship between congruence and purchase intentions. The ELM is a suitable theory for this study as it provides a comprehensive framework to explain the impact of celebrity endorsement on purchase intentions. Unlike other theories such as the source credibility model and the source attractiveness model, the ELM considers the dual cognitive processing routes of consumers and provides a more nuanced understanding of the impact of celebrity endorsement on consumers' attitudes and behaviors (Petty and Cacioppo, 1986).

Hypothesis Development

H1: Credibility has a positive effect on purchase intention.

Previous studies have found that credibility is a key factor in celebrity endorsement effectiveness (Choi and Rifon, 2012; Erdogan, 1999) and that attitudes towards the advertisement play a mediating role in the relationship between credibility and purchase intentions (Ohanian, 1990; Erdogan, 1999). Therefore, it is hypothesized that credibility will have a positive effect on purchase intentions through the mediation of attitude towards the advertisement.

H2: Attractiveness has a positive effect on purchase intentions.

Attractiveness is another important factor in celebrity endorsement effectiveness (Erdogan, 2010), and previous research has shown that attitudes towards the advertisement mediate the relationship between attractiveness and purchase intentions (Kamins and Gupta,1994). Thus, it is hypothesized that attractiveness will have a positive effect on purchase intentions through the mediation of attitude towards the advertisement.

H3: Congruence has a positive effect on purchase intention.

Congruence between the celebrity and the endorsed product is a key factor in celebrity endorsement effectiveness, and previous research has demonstrated that attitudes towards the advertisement mediate the relationship between congruence and purchase intentions. Therefore, it is hypothesized that congruence will have a positive effect on purchase intentions through the mediation of attitude towards the advertisement.
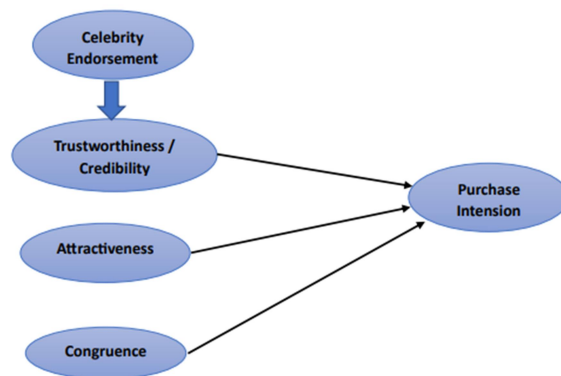

Figure 1: Conceptual Framework

METHODOLOGY

Research Design
Research Philosophy

Our research philosophy is positivism. Positivism employs the hypothetico-deductive technique to test prior hypotheses, which are frequently articulated quantitatively, and from which functional correlations may be formed between causal and explanatory factors (independent variables) and outcomes (dependent variables) (Park, 2020). Positivism is consistent with the empiricist concept that knowledge is derived from human experience.

The adoption of positivism as a research philosophy can be motivated by several factors, one of which is the emphasis on objectivity and empirical evidence (Shah et al., 2020). Another reason for choosing positivism is the notion that researchers should not exert undue influence on the research process. Positivist research methods often rely on the use of standardized instruments and procedures, which are designed to minimize researcher interference and enhance the consistency of data collection (Pandey and Pandey, 2021). In addition, the adoption of established scales or instruments from previous research papers can also be a factor in choosing positivism as a research philosophy.

Research Method

Our research method is quantitative because in this research we analyze the numerical data so; the quantitative type of research helps us to collect the numerical data that can be analyzed using statistical techniques. Also, Quantitative research methods can allow researchers to collect data from a large number of participants, increasing the statistical power of the study and improving the accuracy of the findings.

Research Approach

Our research approach is based on a deductive approach to science, which involves confirming existing theories or testing hypotheses. We chose this approach because we couldn't introduce new underlying theory which will base solely on the data we collected. Instead, we worked from existing or generalized theories and applied them to specific areas of interest, collecting data to test the validity of these theories. In this way, we sought to build upon the existing knowledge base in our field, using a rigorous and systematic approach to test and refine existing theories.

Research Strategy

We employed an online survey strategy to collect data, utilizing the readily available platform of Google Forms. This approach allowed us to easily reach our target participants, who were able to complete the survey at their convenience from any location with internet access. By using an online survey, we were able to efficiently collect data from a diverse group of participants, without the limitations imposed by traditional face-to-face data collection methods.

Research Time Horizon

The research time horizon we used for our study is cross-sectional, as it is the most convenient and feasible option for our research goals. By collecting data from multiple participants at a single point in time, we were able to analyze multiple variables simultaneously. The online nature of our study allowed us to reach a wide range of participants from diverse geographic locations, enabling us to collect data from a large and varied sample. Overall, the cross-sectional time horizon was a practical choice that

enabled us to effectively collect and analyze data on our research topic.

Sample and Sample Design
Research Setting
This research study is being conducted in Pakistan; all the participants will involve in this research are from Pakistan. Pakistan is known as Islamic republic of Pakistan which is situated in south Asia. With a population of 243 million, it is the fifth most populated nation in the world. In terms of geography, history, and culture, Pakistan is rich and diversified (World Population Review,2023).Karachi serves as the primary location for this research investigation. One of the cities in the world with the quickest growth is Karachi. After Pakistan's independence, Karachi has grown to become a mega polis that serves the majority of the nation. It has the largest population among all the cities in Pakistan. Also, Karachi is the highest contributor to the GDP of Pakistan (Khan and Khan, 2016).

Population
The target population of our research study would be participants living in Pakistan, specifically in Karachi, who are involved in online shopping. This could include participants who regularly make purchases online, as well as those who have made online purchases in the past but may not do so frequently. The population size of Karachi in 2023 is now estimated at 17,236,230 (World Population Review, 2023).

Sample Frame
The sample frame is known as list of whole population but in our research this is not possible because of the more size of the population. The sampling unit of our research would be those consumers who are involved in online purchasing and lives in Karachi. Also, attracts from the celebrity endorsements.

Sampling Method
The Sampling method for selecting respondent in this research wills non-probability sampling. Non-probability sampling is a technique in which not all individuals of the population have an equal chance of participating in the study. The reason we used non-probability sampling is it a feasible way of target the participants which are related to our research goals.

Sampling Technique
The judgement sampling technique is used in this research because judgment sampling there are two criterions i.e. Exclusion and inclusion criteria. In exclusion criteria there are those participants who will not involve in our research means those who are not involve in online purchasing while in inclusion criteria there are those participants who will involve in our research means participants who involve in online shopping and collect responses through convenience and self-selection techniques from the normal consumers.

Sample Size
Primary data is collected by administering a questionnaire to the respondents. The research instrument was a questionnaire survey. The sample size can be calculated as No. of items* (5-10), we have 23 No. of items in our questionnaire which is multiply by 5 is equal to 115 (Kline, 2023). So, we approach 108 participants and 100 participants respond back to our survey approximately 93% participants were the

part of our research from which we approached (Kline, 2023).

Data Collection Tools
Measurement Scales
The questionnaire used in the study has 4 variables. All the indicator variables are based on the five-point likert scale. The credibility accessed by 5 items, Attractiveness and Purchase Intension accessed by 4 items and congruence accessed by 3 items as shown in the **table 2**. The scales were adapted from different sources.

Table 2
Measurement Scales

Variables	Items	Sources
Credibility	1. I buy the product because it is endorsed by a trustworthy celebrity. 2. I will stop buying the product if it is endorsed by a celebrity involved in a scandal. 3. The celebrity who is an expert makes the product more attractive. 4. I buy the product because the celebrity had a pleasant experience from it. 5. I buy the product because the celebrity has enough knowledge of the product	(Khan,2019)
Attractiveness	1. I think the endorser is attractive 2. I think the endorser is classy 3. I think the endorser is elegant 4. I think the endorser is beautiful	(Khan, 2019)
Congruence	1. Product and celebrity match influence my purchase decisions. 2. I believe celebrities use the product they have endorsed. 3. The alignment between endorsers' field and product attributes stimulate my purchase intentions.	(Khan, 2019)
Purchase Intension	1. Brands endorsed by celebrities draw my attention easily 2. Brands endorsed by celebrities easily come to mind whenever I have to make a purchase 3. If my favorite celebrity endorses a brand, I will buy it no matter what 4. I buy a brand because I like the celebrity endorsing it	(Osei-Frimpong, et al., 2019)

5. I will consider buying a product endorsed by my favorite celebrity
6. I am happy to buy a brand endorsed by my favorite celebrity

Note. The above table shows the items of each variable that are taken from different sources.

Questionnaire Design

The questionnaire comprises of nine sections, each with a specific purpose. The first section aims to obtain the consent of the participant, ensuring they are willing to participate in the study. The following three sections contain screening questions designed to identify participants that may not align with the research objectives. This screening process helps to ensure that the data collected is relevant and useful. The section five is dedicated to gathering demographic information about the participants, providing context to the study findings. The remaining sections contain items related to each variable of interest, including both independent and dependent variables. The questionnaire has been thoughtfully constructed to ensure that the data collected is relevant, accurate, and useful for achieving the study's objectives.

Common Bias Method

Online questionnaire surveys have certain limitations, such as the potential for response bias, the chance t hat respondents would misinterpret the questions, and the absence of meaningful contact, in order to eliminate or minimize the effect of common method bias in the participant's response certain steps were taken those included separate sections that measured different constructs such as demographics and other variables along with images in the middle of each section to provide the respondents with mental breaks and fresh perspective. Also, used Likert scale not the linear scale that will helped to reduce common bias method.

Pre-testing

Before conducting the data collection, we conducted a pre-testing process to ensure the effectiveness and accuracy of our questionnaire. Firstly, we sought the expertise of professionals in the relevant field to review our questionnaire and provide feedback on its content and structure. Following this, we conducted a survey in person with a small number of participants to observe their behaviour and gauge their level of fatigue during the survey. We also monitored their responses to ensure they provided honest answers. By conducting this pre-testing process, we were able to identify any potential issues with the questionnaire and refine it to ensure it is effective and efficient in gathering accurate data. This step has improved the overall quality of our research and ensured that the results we obtain are reliable and trustworthy

Full-Scale Data Collection Method

Online questionnaire survey is the prominent method of data collection used in this research. The survey for this research was administered on Google forms and was circulated through websites and social media platforms such as Gmail, WhatsApp, Facebook and Instagram to reach our target audience who uses online platforms linked to these which huge celebrity influx and dominance to purchase goods or services. The respondents were requested to reply to a series of inquiries intended to elicit certain data. Online questionnaire survey was ideal for this research because it possessed the advantage of allowing the respondents to reply at their convenience, which lowered the possibility of non-response.

Data Analysis Method
To analyze our data, we have employed a range of statistical methods. Firstly, we used SPSS to analyze the demographic information gathered from our participants. We also conducted a descriptive analysis, which includes calculating the mean, median, standard deviation, variance, skewness, kurtosis, and one-sample T-test. This analysis was also carried out on SPSS. To assess the measurement model, we employed PLS-smart to analyze item reliability, construct reliability, convergent reliability, and discriminant reliability. This analysis helps to ensure the accuracy and reliability of the measurement model. Furthermore, we utilized PLS-Smart to measure the structural model assessment, which includes analyzing co-linearity, the coefficient of determination, size, and significance of the path coefficient. We compared the measured cut-offs of these variables with their standard values to ensure that our results are reliable and valid. Overall, by utilizing a range of data analysis methods and tools, we have ensured that our research is robust and our results are accurate and reliable.

Ethical Considerations
The research method must include ethical issues as a crucial component, our research team thought about how the individuals, society, and environment would be affected before starting the study. We ensured that the research adheres to ethical standards and guidelines that protect the privacy, confidentiality, and welfare of participants throughout the process. According to those standards ethical guidelines were set which stated that all of the information of the participants would be kept anonymous, we had obtain informed consent from participants allowing them to make an informed decision about whether or not they want to participate in the study. No forceful data retrieval or blackmailing has been performed the participation of the respondent is entirely voluntary, the participant can at any point leave the survey form if they no longer want to participate and it was ensured that the research does not cause harm or distress to participants. This included avoiding sensitive topics or triggering questions.

RESULTS AND DISCUSSION

Results
The participants were the ones who have access to the internet because the questionnaire was circulated through Facebook, WhatsApp and other social media plat forms.

Demographic Analysis
The demographic analysis of participants was carried out as shown in **table 3** which revealed that the majority of the respondents (76.77%) fell within the age range of 20 to 35 years, with 77 participants in this category. The remaining participants belonged to other age groups. Out of the total 100 responses, 66.67% (66) were female, while 33.33% (33) were male. Therefore, the female respondents represented a higher percentage compared to the males.

Table 3
Demographic Analysis of Participants

Variables	Responses	Frequency	Percentage
	13 - 18 years	8	8.08
	20 - 35 years	77	76.77
Age	36 - 45 years	12	12.12
	46 - 56 + years	3	3.03
	Total	100	100
	Male	33	33.33
Gender	Female	67	66.67
	Total	100	100

Note. The table shows the demographic analysis of participants which include their age and gender specifications.

Descriptive Analysis

The **table 4** shows the descriptive statistics for the variables Credibility, Attractiveness, Congruence, and Purchase Intention, as well as the total number of observations (N) which is 99. The Standard Deviation and Variance of the variables indicate how spread out the data is around the mean. The Skewness indicates the symmetry of the data, where a value of 0 indicates a perfectly symmetrical distribution. The Kurtosis indicates the shape of the distribution, where a value of 0 indicates a normal distribution.

From the table, we can see that the variables have relatively low standard deviations, indicating that the data is not very spread out around the mean. The congruence has the lowest skewness (Mean=3.29, SD= 0.69, SK= -0.41) while the Attractiveness has the highest skewness (Mean= 3.23, SD=0.82, SK= -0.67).

The skewness values for all variables are negative, indicating that the data is skewed to the left means negatively skewed data. The kurtosis values for Credibility and Attractiveness are positive, indicating that their distributions are more peaked than a normal distribution, while the kurtosis values for Congruence and Purchase Intention are negative, indicating that their distributions are flatter than a normal distribution.

Table 4
Descriptive Analysis Table

Variables	N	Mean	Std. Deviation	Variance	Skewness	Kurtosis
Credibility	100	3.20	0.73	0.53	-0.82	0.44
Attractiveness	100	3.23	0.82	0.67	-0.67	0.55
Congruence	100	3.29	0.69	0.47	-0.41	-0.34
Purchase Intension	100	3.10	0.80	0.64	-0.42	-0.35
Total	100					

Note. The table shows the descriptive analysis of the data where N shows the total no. of observation, Std shows the standard

deviation.

Measurement Model Assessment
Item Reliability
The **table 5** shows the item reliability of every items of each variables. The highest item reliability of P6 that is 0.83 and the lowest item reliability is of A4 that is 0.67. The item reliability should be more than 0.708 (Hair et al., 2022). All the constructs and scale items have more than 0.7 item reliability in this research. This suggests that the items in each variable are measuring the intended construct with good reliability.

Table 5
Item Reliability Table

Variables	Outer loadings
A1 <- Attractiveness	0.789
A2 <- Attractiveness	0.825
A3 <- Attractiveness	0.818
A4 <- Attractiveness	0.676
Congruence1 <- Congruence	0.905
Congruence3 <- Congruence	0.816
Credibility1 <- Credibility	0.800
Credibility4 <- Credibility	0.851
Credibility5 <- Credibility	0.780
PI1 <- Purchase Intension	0.736
PI2 <- Purchase Intension	0.739
PI3 <- Purchase Intension	0.740
PI4 <- Purchase Intension	0.807
PI5 <- Purchase Intension	0.831

Note. Outer Loading shows the item reliability that should be more than 0.7.

Construct Reliability
The **table 6** shows the construct reliability, it is a measure of the internal consistency of a scale or instrument, indicating how well the items in the scale or instrument are measuring the same underlying construct. The construct reliability for the Purchase Intension is the highest i.e. 0.888 while the construct reliability for the congruence is the lowest reliability i.e. 0.85. The value of construct reliability should be more than 0.5 in order to be reliable (Hair et al., 2022). All the constructs and scale items have more than 0.5 construct reliability in this research.

Table 6
Construct Reliability

Variables	Composite Reliability
Attractiveness	0.860
Congruence	0.850
Credibility	0.852
Purchase Intension	0.880

Note. The composite reliability shows the construct reliability which should be greater than 0.5.

Convergent Validity

The **table 7** shows the average variance extracted (AVE) for each variable in a study. AVE is a measure of the amount of variance in the observed variables that is captured by the underlying construct. In general, an AVE value of 0.5 or higher is considered acceptable for indicating good convergent validity (Hair et al., 2022).

In this table, all variables have AVE values above 0.5, indicating good convergent validity. Attractiveness has the highest AVE value of 0.607, followed by Credibility with an AVE value of 0.658, Congruence with an AVE value of 0.742, and Purchase Intention with an AVE value of 0.596. These AVE values suggest that the observed variables are good indicators of their underlying constructs.

Table 7
Convergent Validity Table

Variables	Average variance extracted (AVE)
Attractiveness	0.607
Congruence	0.742
Credibility	0.658
Purchase Intension	0.596

Note. The AVE shows the convergent validity which should be higher than 0.5.

Discriminant Validity

The Heterotrait-Monotrait (HTMT) ratio is used to assess discriminant validity, which tests whether constructs that are expected to be different from one another are actually different. A value of less than 0.85 is considered acceptable discriminant validity (Kline, 2023).

In **table 8**, the HTMT ratios are shown for each pair of constructs. All values are below the threshold of 0.85, indicating good discriminant validity between the constructs. This suggests that the measures used to assess the constructs are measuring different underlying concepts and not just different aspects of the same concept.

Table 8
Discriminant Validity Table

Variables	Attractiveness	Congruence	Credibility
Attractiveness			
Congruence	0.266		
Credibility	0.259	0.769	
Purchase Intension	0.206	0.618	0.621

Note. The HTMT ratio is called discriminant validity which should be less than 0.85.

Structural Model Assessment
Co-linearity
Co-linearity of two variables means that strong correlation exists between them. The **table 9** shows the variance inflation factor (VIF) for each path in the regression model. VIF measures the degree of multi co-linearity between the predictor variables. A VIF value of 1 indicates no correlation between the variables, while a VIF value greater than 1 suggests a high degree of correlation. The inner VIF value should be less than 3.3 (Diamantopoulas and Siqguaw, 2006). The relation between the independent variable and dependent variable is co-linear because every value is less than 3.3.

Table 9
Co-linearity Table

Variables	VIF
Attractiveness -> Purchase Intension	1.034
Congruence -> Purchase Intension	1.407
Credibility -> Purchase Intension	1.370

Note. VIF (variance inflation factor) called the discriminant validity which should be less than 3.3 that shows the co-linearity between the independent and dependent variables.

Path Coefficients
The direct effects include the results of the t-tests conducted on the path coefficients between the independent variables (Attractiveness, Congruence, and Credibility) and the dependent variable (Purchase Intention). The Path coefficients, standard deviation (STDEV), T-statistics (|O/STDEV|), and P-values are provided. The T-statistics are calculated by dividing the original sample by the standard deviation, and the P-values represent the probability of obtaining the observed T-value if the null hypothesis were true as shown in the **table 10**.

For Attractiveness -> Purchase Intention, the T-statistic is 1, indicating that the path coefficient is not significantly different from zero, as the P-value is greater than 0.05. So, the first hypothesis is rejected that Attractiveness has an effect on purchase intension.

For Congruence -> Purchase Intention, the T-statistic is 2.197, and the P-value is 0.015, indicating that the path coefficient is significantly different from zero at the 0.05 level, meaning that congruence has a significant effect on purchase intention. So, the second hypothesis is accepted that

Congruence has an effect on purchase intension.

For Credibility -> Purchase Intention, the T-statistic is 3.48, and the P-value is 0, indicating that the path coefficient is significantly different from zero at the 0.05 level, meaning that credibility has a significant effect on purchase intention. So, the third hypothesis is accepted that credibility has an effect on purchase intension.

Table 10
Direct effects (Path Coefficients, Std.Error, T-value & p-value)

Direct Effects	Path Coefficients	Std. Error	T stat	P values	Decision
Attractiveness -> Purchase Intension	0.103	0.096	1.081	0.140	Not Supported
Congruence -> Purchase Intension	0.262	0.120	2.179	0.015	Supported
Credibility -> Purchase Intension	0.359	0.103	3.480	0.000	Supported

Note. The p-value and t-value indicated that whether hypothesis is rejected or accepted. The condition of accepting hypothesis is the p-value should be less than 0.05.

Coefficient of Determination (R^2)

The **table 11** shows that the R-square value for Purchase Intention is 0.32, which means that the independent variables (Attractiveness, Congruence, and Credibility) explain 32% of the variance in the Purchase Intention of the participants. It has the moderately explanatory power because its value is less than 0.35. Additionally, the P value is 0, which indicates that the relationship between the independent variables and Purchase Intention is statistically significant. This means that the independent variables are good predictors of Purchase Intention, and the results are not due to chance.

Table 11
Coefficient of Determination (R^2)

Variable	R-square	P values
Purchase Intension	0.320	0.000

Size & Significance of Path Coefficient (f^2)

The f-square values indicate the proportion of variance in the dependent variable explained by each independent variable. As shown in the **table 12**, the higher the f-square value, the greater the impact of the independent variable on the dependent variable. In this case, Credibility again has the highest f-square value of 0.140, this suggests that Credibility has a significant impact on Purchase Intention while the Congruence with 0.072, and Attractiveness with 0.015 f-square values and has less significant effect on purchase intension.

Table 12
Size & Coefficient of Path Coefficient (f^2)

Effects	F-Square	P Values
Attractiveness -> Purchase Intension	0.015	0.313

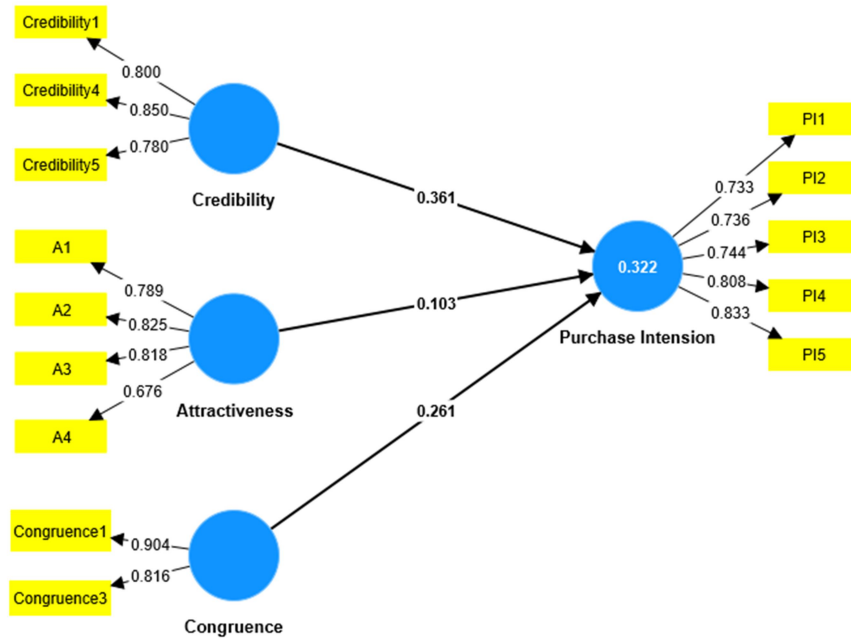|		
Congruence -> Purchase Intension	0.072	0.185
Credibility -> Purchase Intension	0.140	0.072

Measurement Model

Figure 2: Measurement Model
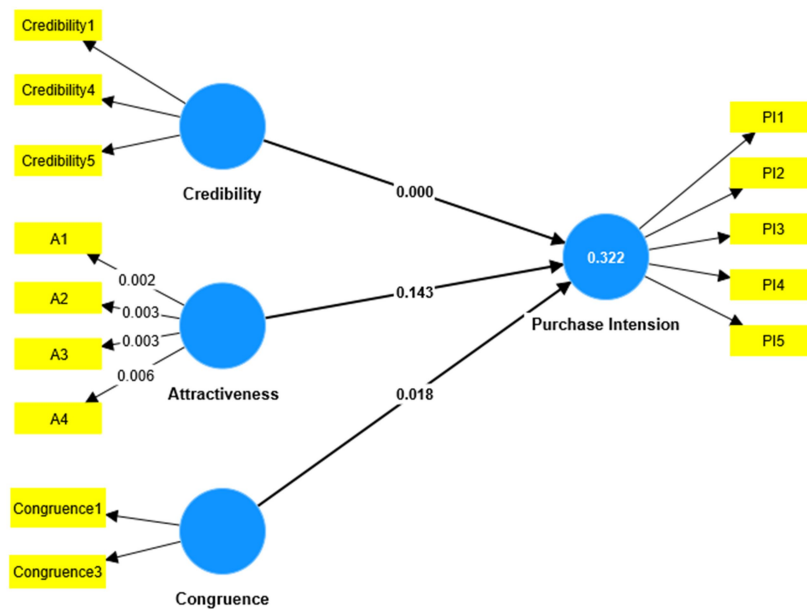
Structural Model

Figure 3: Structural Model

DISCUSSION

We have three independent variables in this research that is Attractiveness, Congruence & Credibility and one dependent variable that is purchase intension.This research contradicts the findings of previous research that physical attractiveness of celebrity is significantly related to Purchase Intension (Khan and Khan, 2016) that implies that customers do not purchase products when they will see the attractive celebrity endorse .

The study's findings that physical attractiveness of a celebrity is not significantly related to purchase intention may be due, in part, to the small sample size used in the research. Additionally, the sample was predominantly composed of females within a narrow age range of 20-24, which could have affected the results. It is possible that this group of consumers places less importance on the physical attractiveness of a celebrity and instead prioritize other factors such as product quality when making purchasing decisions and the reason behind it that the consumers may be skeptical of the authenticity of the endorsement and believe that the celebrity is only promoting the product because they are being paid to do so, rather than genuinely believing in the product.

The previous findings states that congruence of celebrity has the positive effect on purchase intension (Khan and Khan, 2016).Our research study provides further support for the positive impact of congruence on purchase intention, a finding that is consistent with previous research. In contrast to the statement that values congruence is not significant in influencing purchase intention, our study reveals that values congruence does indeed play a significant role in shaping consumer behaviour. Specifically, our findings suggest that consumers are more likely to purchase products when the values of the celebrity endorser align with their own values. These results have important implications for businesses and marketers, as they underscore the importance of selecting celebrity endorsers whose values are congruent with the values of the target consumer group. By doing so, marketers can increase the effectiveness of their advertising efforts and enhance the likelihood of successful product sales.

Credibility is found to be significantly related purchase intension in this research supporting the researches that credibility has been found more likely to engage with purchase intension previous research (Khan and Khan, 2016). It implies that Karachi consumers buy products because of the credibility of the celebrity while they endorse the products. The findings show that credibility has the more effect on purchase intension among all three variables.

Our research study examined the impact of three independent variables, namely attractiveness, congruence, and credibility, on purchase intention among Karachi consumers. Our findings suggest that physical attractiveness of a celebrity is not significantly related to purchase intention, which contradicts previous research. The small sample size and the specific demographic of the sample may have contributed to these results. On the other hand, our study supports the positive impact of congruence and credibility on purchase intention, consistent with prior research. Specifically, consumers are more likely to purchase products when the values of the celebrity endorser align with their own values and when the celebrity is perceived as credible. Our study has important implications for marketers, highlighting the need to carefully select celebrity endorsers based on their values and credibility to enhance the effectiveness of advertising campaigns and increase the likelihood of successful product sales.

CONCLUSION

The study concluded that there is an insignificant relationship between attractiveness of the celebrity with purchase intensions of the consumers while there is a significant relationship between Congruence and Credibility with purchase intension. The study contributes to the literature with respect to the Karachi

population by giving the insights about purchase intensions and its applicability on the brands that they need to focus on marketing communications strategies through the celebrity endorsements because the credibility of the celebrity with the product is higher than the other variables. Also, we tested the new underpinning theory that is not tested before on this research. So, the brand managers need to focus on celebrity endorsements because choosing the right celebrity according to the products will create a positive brand image and it will increase the purchase intensions of the consumers.

Limitations

The research is done on a limited scale and there were only 100 respondents. So, the findings of the research cannot be generalized on a larger population. The study was done on a Karachi population and due to the small sample size the study cannot apply on other cultures. The questionnaire was filled through Google forms, we don't know that whether the respondents have actively selected the option or they selected randomly. The study is contradictory to previous studies and we have found insignificant relationship between Physical attractiveness of the celebrity and the purchase intensions of the consumers. Additionally, we only research on three independent variables of the celebrity endorsement while there are many other variables that mediators and moderators.

Future Research Directions

The future studies can include more variables which includes the mediator that is brand loyalty which gives a better view of the purchase intensions of the consumers. Although larger sample size will be used and also research on the international markets because this research is conducted only in Karachi. Further research may be done to explain why this research came up with variation results from the previous research done.

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