

Impact of Celebrity Endorsement on Consumer's Perception of Quality

Abdullah Khursheed*, Mohammad Mairaj**, Hira Khan***
Hina Tanzeem****

Abstract

Social media has been widely impacting consumers' lives, even in their daily routine of performing home chores and errands. Consumers are widely influenced by most of the celebrities they prefer to follow whilst watching series, dramas, vlogs, documentaries, campaigns and more. These personalities significantly impact the consumer's choice, decision, motivation, inclination and perception of viewing multiple things. Consumer greatly acknowledges the products which are supposed to be reliable and trustworthy in terms of their usage and quality, which generally is a result of the efforts of a specific celebrity, social media influencer and public figure. They have a sense of admiring products when it comes to qualifying the level of satisfaction perceived through the endorsement done by the celebrity, which grabs the loyalty of the customers once it gets successfully tested and produces the desired outcome. The study highlights the importance of the process of thoughts, which endorses the perception of a consumer's evaluation of a product after getting influenced by his or her favourite celebrity attains a strong affiliation when proven to be of good quality. The value perceived by the customer not only shows the dependability of his trust in the celebrity as a reference to the product he purchases but also constructs the association of his experience, which he obtains after measuring the quality of the product and its significance as a result of the celebrity's recommendation bringing in the trustworthiness a consumer's seeks into his endorser. The research typically identifies the areas where a consumer gets excited to buy a product by different factors working and continues to shape his lifestyle according to the personality of the brand endorser, considering the quality to be exceptional if the endorsement carries his expectations into a proper exposure of the quality he perceives specified by the celebrity.

Correspondence:

All authors are affiliated with the Institute of Business Management, Karachi, Pakistan

* std_33397@iobm.edu.pk

** std_33408@iobm.edu.pk

*** std_33410@iobm.edu.pk

**** std_33359@iobm.edu.pk

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INTRODUCTION

Background of the study

The consumers of this era mostly belong to the generation which is termed Generation Z, which uses social media platforms for recommendations and reviews of a variety of products where they are supposed to seek the experiences shared by those who follow and admire to style themselves of a specific celebrity endorser who influences not only their purchase intention but also becomes a symbol of the quality of such product. (Chiu & Ho, 2023)

Consumers have a frequent habit of seeking reviews or feedback on the products with an intentional attitude of preferring those endorsed by personalities who have an overall positive impact upon them as what they perceive with a constant and continuous effort to collect the data regarding the product's image before purchasing it to reach for the maximum authenticity level of getting the surety of finalising the decision to buy that product. (Yang, 2022)

This behavior of the customer or consumer leads towards purchasing that product with somehow increased level of excitement backed by the assumption of the product being good quality, linking to the trust and reliance on the celebrity who has made the endorsement to enhance the importance of the brand in terms of qualifying the expectation level of the customer which again demands the consumer to research the output provided by the same community after the usage of the product which could be either positive or negative depending upon the satisfaction and fulfilment of the consumer. (Yang, 2022)

The consumer's perception of the quality has also entered into the validity of the product with its official existence on social media and the most often advertisements viewed by consumers and the sites visited, which signifies the variations of acceptance measured in different groups of consumers who have least to maximum comfort level with anything tagged with the understanding of technology as 71% of our population spends time on various streamlining channels browsing for their favourite shows. In contrast, an average of 7.5 hours is the time committed by the consumers of being actively online on their accounts, showing the attachment to technology and the value consumed. (Camilleri & Falzon, 2021)

Problem Statement

There have been researches done with focused studies carried out to determine the perception of quality of a consumer emerging from the relevancy of the celebrity associated to the different aspects of that product, adding technology as the critical indicator which elaborates the knowledge of consumer related to the social media platforms and his expertise of using the tools. However, the unexplored and unknown part revolves around the actual influences made by celebrities on those consumers who have genuinely made a perception of the quality of a product provided with their proficiency with the technology.

In addition to this, most consumers who have less exposure to insights gained from social

media content always remain insecure about trying something offered to them through the platforms given, even if they have the necessary endorsements. The findings would help to identify the trust entitled to a celebrity by consumers with the amount of technological literacy and the value perceived afterwards.

Literature Gaps

The studies have worked on findings that separately demonstrate the role of celebrity and his endorsement of a consumer's actions and the perception of quality classified as solely part of the attributes of a product. Multiple research papers have described the concept of technology acceptance and perceived value, taking the measures of them independently, and the direct connections to the research areas of consumer's learning of the reliability of an endorser generating the derivations of negative or positive perceptions of quality have been overlooked.

The researchers also suggest that the results from a specific demographic background shared by the population and samples taken from that targeted society may not effectively be implied in the behavioural outcomes exercised by our vicinity and fraternity consumers. These have all been examined carefully to evaluate the relationship between the elements of our research, which has a collective effect on each.

Similarly, the influencers would symbolically have a different representation of their own culture, lifestyle and impactful presence in their affiliation with that particular regional distribution. However, this research would give access to the emotional, cultural, intellectual and social acceptance of the endorsers of our demographical boundaries and the change in consumer's preferences to intentionally or unintentionally rate a product in terms of quality after being endorsed by a specific influencer.

Research Objectives:

Our research would serve as the primary analysis to extract the relationship strength between the intensity of decisions made to purchase a product by a strong endorsement made while knotting it to the approval and disapproval of the quality of the product afterwards.

- 1 The analysis has been made to highlight the key components which motivate a consumer to change or redefine his purchasing decisions.
- 2 The analysis has also been done to determine if there is regret after the purchases made based on the endorsements obtained but missing the perceived quality.
- 3 The determination of perceived value constructed by technology.

Research Questions:

RQ1. Does influencer type play a significant role in impacting consumer's perception of the quality of the product by celebrity endorsement?

RQ2. Does the relationship strength change the consumer's perception of quality?

Scope of the Research:

The research has been carried out among a group of people sampled mostly from those

who are enrolled in postgraduate programs and employed.

Significance of the Research:

This research would support business and social media influencers to interpret the behaviour exhibited by consumers towards a specific brand with the chunks of the brand's reputation, the endorser and the quality promised.

LITERATURE REVIEW

A number of studies could be found where the importance and strength of product, placement, pricing, and promotion have been made the primary area of finding out their role in creating brand demand. (Wang et al., 2019)

Organizations may adopt traditional marketing strategies, and consumers experience the psychological effects of those strategic implementations, which do not influence them to buy the product impulsively over time. (Wang et al., 2019)

The investment made in ongoing practices might not result in encouraging the consumers to be deeply associated with the product marketed in the long run as the competitors are always there with some new techniques to grab the share. However, the companies are now working on their change of plans, keeping the customers always aware of the useful existence of their brand by spending a huge amount on celebrity endorsement. (Chan & Chau, 2023)

Marketing practices that invest considerable amounts in celebrities are again being evaluated as a loss to the organisation by means of the cost allocated for such campaigns. Now, the tactics of using social media as a marketing tool, along with social media celebrity endorsers, are gaining much acceptance, making the overall input less expensive. (Sriram et al., 2021)

Celebrities have been introduced to the consumers as the brand ambassadors of the product by the organizations since the nineteenth century as the celebrities also expect the organisations to take care of them in their time of need. Cadbury's Cocoa advertisement was made involving the association of Queen Victoria in the early days of the late nineteenth century (Schouten et al., 2020)

The theory has been hypothesised for centuries to recent days where celebrity endorsements and their psychological effect on consumers' impulsive buying with the addition of social media influencer's significant contribution to make a recalling of the product several times in the learned behaviour has been researched being profitable to the businesses (Sriram et al., 2021).

The purpose of our study is to gain some insights into the impulsive nature of a buyer and a consumer towards a specific product, whether it is only a result of the endorsement made by the favourite celebrity or due to the memorisation of an ad seen multiple times on media platforms, which may or may not have a leading role of the celebrity/endorser/influencer.

The variables included to identify the potential relationship and match between the impulsive buying behaviours influenced by celebrity endorsements are categorised as follows,

Attractiveness explains the attraction a consumer seeks in his favourite and desirable celebrity, so most consumers find the brand's personality similar to how they see their endorsers. (Parmar et al., 2020)

Specifically, if we consider beauty products and cosmetics, the consumers are more attracted towards the products where they can measure the quality of a product if endorsed by a celebrity famous for his or her exceptional personality (Macheka et al., 2023).

Trustworthiness

It comes along with how a consumer supports or relies on the authentic validation provided by the endorser, who would be widely accepted as a trusted source to gauge the authenticity of a product. For example, the uncertain background of multiple social media influencers, yet giving a vibe to some customers to find someone reliable, creates the action of purchasing the product frequently endorsed by that particular celebrity. (Shetu, 2023)

Credibility

It is termed an attribute of a product that catches a consumer's confidence towards the quality and output he assumes to get from it. This is followed by the dedication he shares to the celebrity who endorses the product. A consumer finds it comfortable to purchase without thinking of anything if the product is backed by a strong, renowned endorsement. (Badgaiyan & Verma, 2015)

Emotional Involvement

It is the biggest key to motivating a fan following to become addicted to unplanned and unintentional buying of something that gets the endorsement and approval of their most desirable YouTuber and Instagrammer. (Macheka et al., 2023)

Meaning transferred

The explanation assigned to the specific brand or product as exceptionally genuine, high quality, and classy is what a celebrity affirms to the perception of the consumer, and such perceiving attitudes are built or developed by considering a brand unique in terms of its features and attributes. (Parmar et al., 2020)

Theory of perceived value and technology:

Consumers nowadays usually switch towards the digital and online purchase of products and goods or services. However, there has always been a fear of selecting or going for a purchase which may come out as fraudulent or not of the quality expected or promised by the provider. Similarly, the influencers or celebs marketing a brand may rate themselves as credible in the eyes of consumers or may not; the consumer then goes for Electronic Word of mouth before and after the purchases he makes online, which includes the comments and reviews regarding the credibility of a social media figure by the users. The fan following could make the difference in increasing the positive perceived value of the consumer of such personalities with exceptional fame and acceptance in the market, making it easy for the consumer to decide and impulsively buy the endorsed product. (Yang, 2022)

Mindfulness plays another significant role in framing the consumer's perception of acquiring value by raising awareness regarding the benefits offered by businesses recently. Mindfulness attracts the perceived value of the benefits bundled in products by creating knowledge related to a public figure, which in turn encourages consumers to buy confidently. (Hoang et al., 2024)

Consumers have entered into technological acceptance by allowing advertisements to be screened on television. In the continuity of this, consumers have been offered a variety of platforms where they can view the streams of multiple services and products that are always available to purchase. The technology acceptance determines if the consumers are ready to support and adopt the change, thinking of it to be a strong source of communicating the right information and to how much extent they believe in purchasing impulsively and frequently from digital platforms. (Camilleri & Falzon, 2021)

Another aspect of consumption is getting updated with social media and the presence of content on it, which develops the situation for the users to go for novelty options and the value they seek from society, which is being aware of technological advancements with the elements added of how it is useful to make good purchases with the information of relevant sources. (Palamidovska-Sterjadovska et al., 2024)

Hypothesis and conceptual framework

H1: the attractiveness of a celebrity motivates the consumer to buy a product impulsively through the endorsement.

The consumer believes in the personality of the celebrity to be appealing enough to consider a product perfect enough to make an unintentional purchase. (Mattia et al., 2021)

H2: The trustworthiness and credibility of a celebrity urge the consumer to purchase impulsively after the endorsement is made.

If accredited with trustworthiness, the celebrity shares a strong endorsement of any product, making it a good fit for impulsive buying. (Badgaiyan & Verma, 2015)

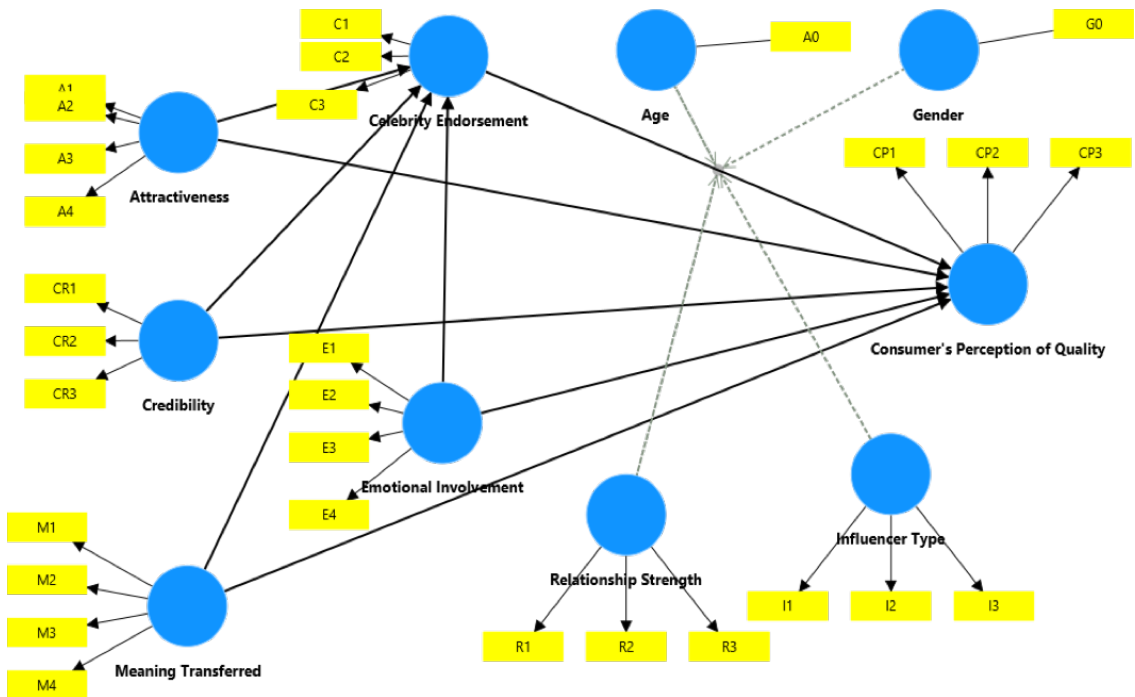
H3: Emotional Involvement and Meaning transferred to a product accompanied by celebrity endorsement generates impulsive buying.

Emotional involvement and meaning transferred by the celebrity encourage the fan following to go after the brand's endorsement, showing attachment to the favourite personality. (Shetu, 2023)

H1.2.3 consumer however buys a particular product which is being endorsed by a celebrity which qualifies the product as being exceptional or best fit to that age or gender and the strength of relationship the consumer shares with him

Consumers usually choose a product that makes a difference in their lives and caters to their age or gender needs. They are followed by celebrities, who are thought to be the most suitable and reliable for endorsements. (Sriram et al., 2021)

Framework:



METHODOLOGY

RESEARCH PHILOSOPHY

The methods used to conduct the research followed, making it visible that the pragmatic style and way of interpreting the findings would be considered. The research contains both qualitative and quantitative elements, so the detailed description of the results found needs to be analyzed and explained by examining both philosophical and analytical approaches. (Chiu & Ho, 2023)

Research Approach

The deductive approach has been made part of the research as it helps to understand the existing theoretical work done with the aim of developing hypotheses according to the given data. It also provides a basic introduction and insights into what extent different authors and researchers have contributed to the exploration and what they have achieved in light of the outcomes gained. The deductive approach envisions the new author or researcher establishing the analysis on the foundations based on the information plentifully extracted from different sources in the light of which the unknown or the curtailed part of the topic could be unveiled by conducting new research on it. (Chhokra, 2021)

Research Design

The research has been carefully designed to evaluate the impact of celebrity endorsement on consumer's perception of quality. The purpose of the research is to determine the effects of

different independent variables such as trustworthiness, attractiveness, emotional involvement, credibility and meaning transferred, having a mediating effect of celebrity endorsement on consumers' perception of quality. The demographics have been taken as moderators.

The research was carried out by surveying groups, using the questionnaire as an instrumental method of collecting data. The research itself explains the role of the factors and their intensity of attracting a consumer towards changing or modifying his perception regarding a specific brand or product for which the statistical analysis has been made for testing the validity and authenticity of the variables taken and the significance of the connection between the independent and dependent variables.

Sampling Distribution

The online survey form has been created online through Google Forms in which sections have been classified for each of the variables by the questions against them. Furthermore, the demographics, including age, gender and income, have been questioned to distribute and filter the responses. The questionnaire has been designed by keeping the primary goal and aim in mind that the research would target the groups in their young to mid ages. The reason behind this intention is that apart from the TV advertisements or shows which are being watched by people of all age groups, the specific population which gets influenced by celebrities is that which belongs to the young age group. Most modern-day celebrities have their distinct presence on social media platforms, which are consumed by people who range in age level from early twenties to mid-forties. This sampling would be helpful in determining the behaviour of the generation which is more associated towards social media sites and has a taste of following different celebrities by the level of trust it reflects in the celebrities and if it would compromise the quality of a product by the endorsement made by that celebrity.

The targeted audience consists of college and university students and most employed people. This portrays the earnings and income of the targeted respondents as if their income supports them in choosing a specific brand endorsed by a celebrity.

Sampling Technique

Most of the people who were made part of this research or who were approached to fill out the questionnaire were those who are studying and working side by side as this group usually follows a lot of celebrities and influencers on social media, they have a robust emotional affiliation with most of the actively influencing content creators and generators on social media where the followers also actively participate to show their love, gratitude and fandom towards those celebrities. So, the targeted populations have been sampled to be young, educated and employed as they are mostly engaged in different media places and get the inspiration of purchasing a particular product which is referred by a celebrity, followed and liked by a large number of people.

Sample Size

The design of the questionnaire with all of the measuring tools included, added and verified has been shared and distributed 100 times, where 70 of the responses were returned. The responses were generated by choosing the options of strongly disagree to strongly agree on

a Likert scale of 1 to 5, where most of the responses delivered back were a total of 80, out of which 56 responses were selected and decided to make part of this analysis and to be researched.

Statistical Technique

The analysis has been made using the Partial Least Square Structural Equation Modelling method, where the relation between or the impact of our independent variables upon the dependent variable through the mediating effect provided by the moderator has been observed and tested to check and validate the authenticity of our research hypotheses.

Measure

The independent variables taken for this research are attractiveness (Chiu & Ho, 2023), trustworthiness (Chiu & Ho, 2023), credibility (Chiu & Ho, 2023), emotional involvement (Chiu & Ho, 2023), meaning transferred (Chiu & Ho, 2023) while through the mediating part of celebrity endorsement (Chiu & Ho, 2023) taking age and gender as well as influencer type and relationship strength as moderators (Chiu & Ho, 2023) keeping the dependent variable of consumer's perception of quality to be claimed valid for the observations and analysis. (Chiu & Ho, 2023)

RESULTS AND DISCUSSION

Table 4.1

Measurement Model (*Outer Loadings, rho_c and AVE*)

Construct	Indicator	Outer Loadings	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Attractiveness	A1	0.74	0.888	0.666
	A2	0.922		
	A3	0.817		
	A4	0.775		
Celebrity Endorsement	C1	0.882	0.686	0.461
	C2	0.266		
	C3	0.731		
Consumer's Perception of Quality	CP1	0.889	0.913	0.778
	CP2	0.873		
	CP3	0.885		
Credibility	CR1	0.849	0.836	0.631
	CR2	0.724		
	CR3	0.804		
Emotional Involvement	EI1	0.783	0.794	0.495
	EI2	0.582		
	EI3	0.794		
	EI4	0.629		

	M1	0.816	0.888	0.667
Meaning Transferred	M2	0.684		
	M3	0.853		
	M4	0.897		

Figure 4.1

The model, which measures the outer loadings, composite reliability and average variance extracted respectively, indicates a well-defined set of values of the constructs and their indicators, that is, the items, all three results of the first construct of Attractiveness show all the values above 0.7 which is the reference to the acceptable range, the outer loadings show 0.74, 0.922, 0.817, 0.775 which indicates that all the items or the questions assigned to the construct of attractiveness have a significant connection with it and while they are reliably contributing to what they have been assigned.

A perfectly elaborating composite reliability value (ρ_c) of 0.888 defines the well-structured consistency between the items and signifies their close relation to the construct. The average variance Extracted explains the construct Attractiveness, representing the research as good and accurate, as it has a higher value of 0.666. The exceeding value gives the construct an essential role in the analysis.

Celebrity Endorsement as a construct shows two of its items to be closely related to it, with readings given as 0.882 and 0.731; however, the second item, which has a reading of 0.266, has an insignificant relation to its construct. The composite reliability hence shows a lesser value of 0.686, making it unfavourable. The AVE also demonstrates that the construct is not an active contributor to the concept, with a value of 0.461.

The consumer's perception of quality, which is the dependent variable, is marked to be significant, with the readings presented in the outer loadings as 0.889, 0.973, and 0.885 of its three items, closely showing a strong connection to them. Composite reliability favours reliability with a value of 0.913. The AVE has an acceptable value of 0.778.

The credibility as an independent variable shows its outer loading values for the given items as 0.849, 0.724, and 0.804, which mentions the items as having authenticity to discuss their close connection with their constructs. The composite reliability of this construct has a significant value of 0.836, which shows the reliability of the respondents with respect to the construct. The AVE of this construct has a good value of 0.631, making it visible that the construct validly represents the research concept.

Emotional Involvement has four items, out of which three explain their strong bonds with the construct, with the outer loadings as 0.783, 0.794, and 0.629. The items with a value of 0.582 and the items with a value of 0.629 have a collectively weaker association with their construct. The composite reliability, therefore, has a moderate value of the reliability given as 0.794. The AVE of the given construction is lower than the reference value, which is 0.495, and thus, it does not represent the research validly. The similar values of outer loadings, AVE, and composite reliability of the construct Meaning Transferred show a significant impact.

Figure 4.2

Table 4.2

Measurement Model (*Discriminant Validity – HTMT Ratios*)

	Attractive- ness	Celebrity Endorsement	Consumer's Perception of Quality	Credibil- ity	Emotional Involve- ment	Meaning Trans- ferred
Attractiveness						
Celebrity Endorsement	0.626					
Consumer's Perception of Quality	0.4	0.683				
Credibility	0.438	0.616	0.607			
Meaning Transferred	0.24	0.426	0.746	0.772	0.49	
Emotional Involvement	0.59	0.564	0.504	0.443		

The construct's discriminant validity, or the HTMT ratio, clearly discriminates between the variables. The celebrity endorsement shows an HTMT ratio of 0.626, which is below the value of 0.90 and significantly interprets the variables as least similar.

Similarly, the Consumer's Perception of Quality shows its discrimination with Attractiveness and Celebrity Endorsement, with the values given as 0.4 and 0.683, which validates them as less similar.

Credibility also shares its values with Attractiveness, Celebrity Endorsement, and Consumer Perception of Quality as 0.438, 0.616, and 0.607. These values distinguish the variables. Meaning Transferred elaborates on the values 0.24, 0.426, 0.746, 0.772, and 0.49, all of which are less than 0.90.

The Emotional Involvement values are 0.59, 0.564, 0.504, and 0.443, which all have their discriminations with respect to their level of being different and least similar.

Table 4.3

Structural Model

	Standard deviation (STDEV)	T statistics (IO/STDEVI)	P values
Attractiveness -> Celebrity Endorsement	0.148	2.153	0.016
Attractiveness -> Consumer's Perception of Quality	0.209	0.68	0.248
Celebrity Endorsement -> Consumer's Perception of Quality	0.201	0.142	0.444
Credibility -> Celebrity Endorsement	0.19	1.328	0.092
Credibility -> Consumer's Perception of Quality	0.216	0.383	0.351
Emotional Involvement -> Celebrity Endorsement	0.189	0.517	0.303
Emotional Involvement -> Consumer's Perception of Quality	0.185	0.722	0.235
Meaning Transferred -> Celebrity Endorsement	0.199	0.587	0.278
Meaning Transferred -> Consumer's Perception of Quality	0.141	1.692	0.045

The Standard Deviation values of the Attractiveness over Celebrity Endorsement show the data to be close to the mean values concerning the acceptable numbers. Attractiveness over the Consumer's Quality of perception also has the same closeness to the means. Celebrity Endorsement shows a similar output. Credibility over Celebrity Endorsement and Consumer's

Perception of Quality reflects their clustered presence. Emotional Involvement and Meaning Transferred have a similar closeness to the mean values.

The values of T statistics are 2.153, 0.68, 0.142, 1.328, 0.383, 0.517, 0.722, 0.587 and 1.692, which explain that the groups that were approached to get the responses are significantly different and do not have perfect resemblance or similarity. This also shows the authenticity of the data. Somehow, most of the values added into the columns of T Statistic very marginally show their groups to be different. However, the collective results of the analysis significantly describe the groups to be separately identified according to the analysis made.

The P values containing the figures such as 0.016, 0.248, 0.444, 0.092, 0.351, 0.303, 0.235 and 0.278 have the strongest prediction of the results of not occurring by the chances of getting the true output of the data collected. The probability is very high that the results obtained or the observed values significantly prove the hypotheses. There is the least chance of the randomisation of the results being accidentally or coincidentally valid in terms of the research carried out; the values of the P values column are close to zero, which notably explains the findings to be genuine and accurate.

The Standard Deviation values of the Attractiveness over Celebrity Endorsement show the data to be close to the mean values concerning the acceptable numbers. Attractiveness over the Consumer's Quality of perception also has the same closeness to the means. Celebrity Endorsement shows a similar output. Credibility over Celebrity Endorsement and Consumer's Perception of Quality reflects their clustered presence. Emotional Involvement and Meaning Transferred have a similar closeness to the mean values.

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Table 4.4

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.495	.443	.672028113771821

a. Predictors: (Constant), MA, AA, EA, CRA, TA

b. Dependent Variable: CPA

Model Summary

The model summary shows the correlation and interdependency of 70.3% of the independent variables MA, AA, EA, CRA, TA, and the dependent variable CPA. The model demonstrates that a 70.3% change in the independent variables will also have an effect of 70.3% on the dependent variable, and it will change. The sample size is close to each other, with R square .495 and Adjusted R square .443, which shows adequacy and sufficiency in the sample size.

Table 4.5

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.660	5	4.332	9.592	<.001 ^b
	Residual	22.129	49	.452		
	Total	43.790	54			

a. Dependent Variable: CPA

b. Predictors: (Constant), MA, AA, EA, CRA, TA

ANOVA:

The ANOVA demonstrates that the goodness of fit in the model is significant. The value of F is greater than its benchmark ($F > 4$), with the sig value 0.001, which is less than its benchmark value 0.01, showing that the overall model is significant.

Table 4.6

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.457	.449		-1.017	.314
	AA	.298	.152	.257	1.967	.055
	TA	.029	.138	.031	.207	.837
	CRA	.033	.171	.027	.193	.848
	EA	.083	.161	.066	.517	.608
	MA	.571	.160	.554	3.556	.001

a. Dependent Variable: CPA

This analysis shows that only MA positively impacts CPA and determines that the variable MA 3.556, t values is significant with the sig value 0.001. Moreover, all other variables are insignificant due to the values not exceeding their benchmarks ($t > 2$ and $\text{sig} < 0.001$).

DISCUSSION

This study examines how celebrity endorsements affect Generation Z customers' perceptions of product quality and purchase habits. The results highlight how important celebrity endorsements influence consumer behaviour in the internet era.

The study supports (Chiu & Ho, 2023) findings show that Gen Z buyers mostly rely on social

media for product suggestions. On these channels, celebrity endorsements greatly impact how people see the quality of products. Celebrities must be credible and trustworthy since people are likelier to buy things trustworthy individuals recommend. (Badgaiyan & Verma, 2015)

Emotional involvement has been identified as a significant driver of impulsive purchasing, with sentimental attachments to celebrities catalyzing impulsive purchasing (Macheka et al., 2023). In addition, the study looked at perceived value and technology adoption, emphasising the role of electronic word of mouth in influencing consumer views. The study also stressed the importance of taking cultural and demographic variables into account (Sriram et al., 2021).

CONCLUSION

This study adds to our knowledge of how celebrity endorsements influence customer perceptions of product quality, particularly among Generation Z. The results highlight the importance of choosing the correct celebrities to promote products to improve brand perception and favourably affect consumer behaviour. When devising marketing tactics, companies want to consider the allure, reliability, and emotional bond celebrities have with their target audience.

Subsequent investigations may explore more closely the precise processes by which emotional investment and meaning transmission impact consumer behaviour. Furthermore, investigating the effects of various influencer categories, such as social media stars and micro-influencers, may offer more complex insights into the workings of celebrity endorsements in the digital era.

Theoretical Implication

The research carried out has strong connections with the research work studied and those added as a reference to the report. These all have combined results of similar output and findings. Most of the part in this report might not be aligned to some extent with the previously made hypotheses, but the findings would suggest it to be confirming the hypothesis built in the beginning. All the results of the analysis have significantly described the moderation of the research, which shows the impact of celebrity endorsement on consumers' perception of quality.

Practical Implication

The research has a broad scope of being implemented by the business, especially dealing with the clients and consumers over social media; these results can bring insights to the conclusive approach of how the online users of social media platforms perceive and value their favourite celebrities and entitle them to be authentic and trustworthy in various ways. These could vary from brand to brand, but most consumers belong to the young generation, who prefers that most things be checked by the digital tools provided. Celebrity endorsers are the most significant way to determine the credibility of a product and if the product is worth using quality or not.

Futuristic

Most celebrity endorsers, students working on their media sciences projects, and the

various departments of any organization could work on the outputs given while redesigning their future plans strategically in the light of opting and choosing the correct endorser for the right segment while not compromising on quality.

Limitation

The research would not guarantee the confirmed success of achieving the desired targets set by any organization or would work as a promising tool to open the planned outcomes. Other conditions may apply with the knowledge and insights provided.

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