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Effect of Celebrity Endorsement on Purchase Intentions of Mobile Phones

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ABSTRACT

Celebrities are being employed as a strategic weapon by brands to influence consumer attitudes and purchase behavior in the highly competitive mobile phone industry. Focusing on the identification of the key elements of effective endorsement, this thesis investigates how celebrity endorsements affect the purchase intentions of mobile phone consumers. According to the Match-Up Hypothesis and Source Credibility Model, this research examines how purchase intentions and customer attitudes are affected by factors like celebrity competence, trustworthiness, attractiveness. Employing a quantitative research methodology, primary data was gathered using guided questionnaires from a sample population of 300 respondents aged 18 to 45, with a representative mix of mobile phone users. The results indicate that celebrity credibility and brand-celebrity congruence both have significant influence on consumer purchasing intentions, with overexposure and non-authenticity having the potential to diminish the efficacy of the endorsement. The research also identifies cross-generational differences in response to celebrity endorsement, with the younger consumer more inclined. This study adds value to marketing and consumer behavior research by offering marketers practical recommendations on how to maximize endorsement strategy in the mobile phone sector. It suggests that brands strategically pick celebrities with strong attractiveness as well as those who closely resonate with brand values and target expectations.

CHAPTER 1

INTRODUCTION

Mobile phones have become an essential part of everyday living in today's fast-paced global economy. The cutthroat competition among smartphone models has escalated due to the accelerated growth and development of the industry, compelling companies to apply aggressive marketing strategies in their quest to capture customers' attention and loyalty. Celebrity endorsement, a promotional strategy whereby famous public figures endorse a product or brand, is one of the most powerful advertising strategies employed currently. This strategy attempts to shape the consumer's view and intention to purchase by imbuing the product with the celebrity's image, credibility, and desirability. In the mobile phone industry, where brand differentiation is often constructed on image and lifestyle appeal as much as technical attributes, celebrity endorsement is a widely used strategy. To build a strong emotional connection with their audience, brands such as Samsung, Oppo, Vivo, and OnePlus work with popular celebrities, athletes, and influencers quite regularly. The effectiveness of such endorsements is not always guaranteed, however, and may vary based on a variety of factors, such as the reputation, attractiveness, amount of experience, and qualifications for the product of the celebrity. In today's dynamic marketing environment, celebrity endorsements have emerged as a powerful tool to capture consumer attention and influence purchasing behaviour. This study explores how celebrity endorsements impact consumer purchase intentions in the context of mobile phone purchases, focusing on specific celebrity traits such as trustworthiness, attractiveness, and expertise. In India, where mobile phone usage is booming and brand competition is intense, companies often rely on celebrities to enhance brand visibility and build emotional connections with consumers. The assumption is that well-known and well-liked public figures can transfer their positive qualities to the product or brand they endorse. This chapter sets the context and rationale for the study. Background of the Study Mobile phones are not only essential communication tools but also reflect personal identity, lifestyle, and status. With an ever-growing market, brands seek innovative marketing tactics to stand out. Celebrity endorsements, due to their persuasive appeal, have been widely used to tap into consumer psychology. However, the effectiveness of these endorsements depends on various attributes of the celebrity, which this study seeks to examine. Problem Statement While celebrity endorsements are popular, their actual impact on consumers' intent to purchase remains debated. Brands invest heavily in endorsements, but without empirical support, these investments may not always yield returns. The study seeks to assess which celebrity traits truly influence purchase behaviour and to what extent.

Research Questions

1. What is the relationship between celebrity endorsements and consumer purchase intention?
2. How do specific attributes like trustworthiness, attractiveness, and expertise influence purchase decisions?
3. Which celebrity attribute has the most significant effect?

CHAPTER 2

REVIEW OF LITERATURE

In today's cluttered and competitive mobile phone market, brands constantly look for ways to stand out. One of the most powerful tools they use is celebrity endorsement, which leverages the popularity and perceived qualities of public figures to build brand value. This section examines four key variables central to understanding how celebrity endorsements influence consumer purchase intentions: trustworthiness, attractiveness, expertise, and purchase intention itself.

1. Celebrity Trustworthiness

Trustworthiness reflects how honest, reliable, and sincere a celebrity appears to be. As Ohanian (1990) emphasized, consumers are more receptive to brand messages from celebrities they believe they can trust. In the mobile phone segment—where buyers are often making high-involvement decisions—credibility becomes even more critical. A trustworthy celebrity can reduce scepticism and enhance brand confidence, especially when consumers are unfamiliar with the technical aspects of the product. Moreover, in an age of influencer marketing and social media transparency, audiences are quick to detect inauthentic endorsements. When a celebrity genuinely aligns with a brand's image and values, it can significantly enhance the brand's credibility.

2. Celebrity Attractiveness

Celebrity attractiveness doesn't just refer to physical beauty; it also includes personality traits like charm, charisma, and overall appeal. According to the Source Attractiveness Model (Kahle & Homer, 1985), attractive endorsers can increase attention, recall, and brand recognition. In the mobile phone industry, where brands often target younger demographics, a good-looking and stylish celebrity can make a product appear trendier and more desirable. This visual and emotional appeal often creates a halo effect, where consumers attribute other positive qualities to the product simply because it's endorsed by someone they admire or find appealing.

3. Celebrity Expertise

Expertise is about how knowledgeable or experienced a celebrity appears in relation to the product being promoted. A celebrity known for their tech-savviness, for instance, may be seen as more credible when endorsing smartphones. Ohanian (1991) suggested that when endorsers are perceived as experts, their influence on consumer attitudes and beliefs is significantly stronger. In the mobile phone market, consumers are increasingly tech-aware and look for validation from sources they perceive as knowledgeable. A celebrity with a tech background or a reputation for using high-end gadgets can increase the perceived legitimacy of the brand's claims.

4. Purchase Intention

Purchase intention refers to a consumer's likelihood to buy a product based on their attitudes and perceptions. Celebrity endorsements, when done right, can positively shape these attitudes—especially when they generate emotional appeal or social proof. Research by Silvera & Austad (2004) and Erdogan (1999) confirms that endorsements by admired public figures can improve brand image and lead to stronger purchase intentions. In mobile phone advertising, where differentiation between models is often subtle, the emotional pull of a familiar face can nudge a consumer toward a buying decision, particularly if the product's features are already competitive.

Additional Considerations

- **Brand-Celebrity Match:** The alignment between the celebrity's image and the brand's identity—known as the **match-up hypothesis**—plays a vital role. A poor match may confuse consumers or reduce the authenticity of the message.
- **Consumer Involvement Level:** High-involvement purchases like smartphones are more likely to be influenced by **informative cues** like expertise and trustworthiness, while low-involvement products may rely more on attractiveness or fame.
- **Cultural Relevance:** Local or culturally resonant celebrities often have a stronger impact, as they are seen as more relatable and trustworthy by the target audience.

By understanding these dimensions, marketers can craft more effective celebrity endorsement strategies that go beyond superficial fame to build lasting consumer relationships and drive purchase intentions.

OBJECTIVES

In today's competitive and brand-conscious market, celebrity endorsements have become more than just a promotional tactic—they're a strategic tool to build consumer trust and influence buying behaviour. This study focuses on how these endorsements shape consumer decisions, especially in the fast-evolving mobile phone industry. The objectives of this research are as follows:

1. To understand how celebrity endorsements influence consumer purchase intentions in the mobile phone market. The study aims to uncover whether the presence of a celebrity in a mobile phone advertisement drives people toward considering or purchasing the product, and how strong that influence is.
2. To examine the individual impact of a celebrity's trustworthiness, attractiveness, and expertise on consumer attitudes and purchase decisions. Different celebrity traits may influence consumers in different ways. This objective explores how each of these traits contributes to building brand credibility and emotional connection.

3. To compare and assess which of these traits—trustworthiness, attractiveness, or expertise—has the most significant impact on shaping consumer decisions. By evaluating the relative importance of each factor, this research hopes to guide marketers in choosing the most effective type of celebrity for their brand campaigns.
4. To explore whether consumer demographics (such as age, gender, or education level) affect how they respond to celebrity endorsements. This objective aims to find out if certain groups of consumers are more likely to be influenced by celebrities, and whether this varies based on who the endorser is or what they stand for.
5. To investigate the emotional and psychological connections consumers form with celebrities and how that translates into brand loyalty or purchase behavior. Beyond surface-level attraction, the study seeks to understand how parasocial relationships (the feeling of knowing a celebrity personally) can shape consumer trust and buying intentions.
6. To offer practical recommendations for marketers on how to effectively use celebrity endorsements to improve brand visibility and consumer engagement. Drawing on the findings, the goal is to help businesses craft endorsement strategies that are not only impactful but also authentic and aligned with their target audience.

HYPOTHESES

To understand the real-world impact of celebrity endorsements on consumer behaviour—particularly within the mobile phone market—this study proposes the following hypotheses. Each is grounded in existing theories of marketing psychology and supported by prior empirical research.

H1: Celebrity Trustworthiness has a positive and significant effect on Purchase Intention.

Rationale:

When a celebrity is seen as honest, dependable, and genuine, their endorsement carries more weight in the eyes of consumers. In a market flooded with product options and exaggerated claims, trust becomes a deciding factor. Consumers are more inclined to believe and act on endorsements when they come from individuals they perceive as sincere. Therefore, a trustworthy celebrity can enhance brand credibility, reduce scepticism, and encourage purchase decisions.

H2: Celebrity Attractiveness has a positive and significant effect on Purchase Intention.

Rationale:

Attractiveness goes beyond just looks—it includes charm, style, and the overall likability of the celebrity. A visually appealing endorser tends to grab attention quickly and create a favourable first impression. This positive emotional response can then be transferred to the product being endorsed. Particularly in mobile phone advertising, where aspirational imagery and status play a big role, a good-looking celebrity can make a product appear more desirable, increasing consumer interest and purchase intent.

H3: Celebrity Expertise has a positive and significant effect on Purchase Intention.

Rationale:

Consumers tend to trust endorsements more when they believe the celebrity knows what they're talking about. Expertise adds a layer of credibility—especially for technology-related products like smartphones, where informed decision-making matters. When a celebrity is perceived as knowledgeable or experienced (for example, a tech influencer or someone frequently associated with using the latest gadgets), their endorsement becomes more persuasive and is likely to positively influence purchase behaviour.

H4: The combined effect of Celebrity Trustworthiness, Attractiveness, and Expertise on Purchase Intention is greater than their individual effects.

Rationale:

While each trait—trustworthiness, attractiveness, and expertise—can independently influence consumer decisions, the real power of a celebrity endorsement often lies in the combination of all three. When a celebrity is seen as trustworthy, attractive, *and* competent, the endorsement feels complete, credible, and emotionally compelling. This synergy can create a stronger, more holistic impact on consumer attitudes and significantly boost purchase intentions compared to the influence of each trait alone.

H5: Demographic factors such as age, gender, and income moderate the relationship between celebrity endorsement and purchase intention.

Rationale:

Not all consumers respond to celebrity endorsements in the same way. For instance, younger audiences may be more influenced by attractiveness and style, while older consumers may value credibility and expertise. Similarly, high-income consumers may rely less on endorsements altogether. Understanding these demographic nuances helps to identify which segments are more responsive to specific celebrity traits and allows brands to tailor their strategies accordingly.

Celebrity Endorsement in Marketing

Celebrity endorsement has been described as a marketing communication strategy in which a well-known individual uses their recognition to promote a brand (McCracken, 1989). The premise is that consumers transfer feelings associated with the celebrity to the brand they endorse. Studies have highlighted that celebrity endorsement can increase brand awareness, aid brand recall, and foster positive brand associations (Amos et al., 2008).

Theoretical Frameworks

The Source Credibility Theory (Hovland & Weiss, 1951) and Source Attractiveness Model (Kahle & Homer, 1985) form the theoretical backbone of celebrity endorsement research. These models posit that a communicator's credibility, expertise, and attractiveness are vital to influencing consumer attitudes and behaviour. More recently, the Meaning Transfer Model (McCracken, 1989) adds depth by suggesting that celebrities carry culturally constructed meanings that are transferred to products through endorsements.

Influence of Trustworthiness

Trustworthiness refers to the honesty and integrity perceived by consumers. When celebrities are perceived as authentic and ethical, their endorsements tend to be more persuasive. According to Ohanian (1990), trustworthiness is a critical component in shaping favourable brand attitudes, especially in high-involvement purchase contexts like mobile phones.

Influence of Attractiveness

The notion of attractiveness extends beyond physical appeal. It includes charm, charisma, and relatability. Attractive endorsers are known to capture attention and improve ad recall. However, some scholars argue that overemphasis on appearance might undermine message credibility, especially if the product has little relevance to the celebrity's persona.

Influence of Expertise

Expertise reflects the extent to which the celebrity is perceived to have knowledge about the product. This attribute is particularly effective in technology markets, where consumers seek reliable information. For instance, a celebrity known for using or advocating for digital products may be seen as more persuasive when endorsing smartphones.

Purchase Intention and Consumer Psychology

Purchase intention is a proxy measure for actual buying behaviour. It encompasses a consumer's plan or inclination to buy a particular product or service. Influenced by cognitive and emotional responses, purchase intention bridges the gap between brand awareness and consumer action. Celebrity endorsement is one of many external stimuli that can trigger this intention.

CHAPTER 3

RESEARCH METHODOLOGY

This study adopts a quantitative research approach to investigate the influence of celebrity endorsements on consumers' purchase intentions, with a specific focus on the mobile phone market. A combination of descriptive and causal research designs was employed to not only describe existing consumer attitudes but also to examine cause-and-effect relationships between celebrity traits (such as trustworthiness, attractiveness, and expertise) and the likelihood of consumers intending to purchase a product. Quantitative methods were chosen because they allow for measurable, statistical analysis and help provide a structured understanding of how different attributes of celebrity endorsers impact consumer behaviour.

Population and Sampling

To ensure relevance and accuracy, the study focused on a clearly defined population:

- **Target population:**

The research targeted individuals who either have recently purchased a mobile phone or are planning to purchase one, and who have been exposed to celebrity advertisements in any form—be it TV commercials, social media campaigns, or digital banners. This ensures the responses are grounded in real consumer experiences and impressions.

- **Sampling Method:**

A convenience sampling technique was used to reach respondents efficiently, primarily through online surveys and social media platforms. This method was suitable due to ease of access and the digital-savvy nature of mobile phone consumers.

- **Sample Size:**

A total of 200 respondents were surveyed. This sample size strikes a balance between manageability and statistical significance, offering a robust dataset for analysis while still being feasible within time and resource constraints.

Data Collection Methods

The study relied on both primary and secondary data sources to build a well-rounded perspective:

- **Primary Data:**

Data was collected through a structured questionnaire, designed to gather measurable insights on consumer attitudes. The questionnaire used a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5), covering statements related to celebrity trustworthiness, attractiveness, expertise, and purchase intention. The survey also included demographic questions to allow for segmentation analysis.

- **Secondary Data:**

To complement the survey findings, secondary data was sourced from reputable academic journals, marketing research articles, and industry reports on consumer psychology and celebrity endorsements. For instance:

- a. A 2023 report by *Statista* noted that over 65% of Indian smartphone buyers were influenced by digital advertisements, especially those featuring influencers and celebrities.
- b. Research by *Forbes* (2022) highlighted how celebrity endorsements on platforms like Instagram can significantly increase brand recall and purchase likelihood, particularly among Gen Z and Millennials.
- c. Scholarly articles such as Erdogan (1999) and Ohanian (1991) were referenced to build theoretical grounding.

Tools and Techniques for Data Analysis

To extract meaningful insights from the collected data, several statistical techniques were employed using **SPSS** (Statistical Package for the Social Sciences):

- **Descriptive Statistics:**

Used to summarize demographic details such as age, gender, occupation, and buying frequency. This helped to understand the profile of the respondents.

- **Reliability Analysis:**

Cronbach's Alpha was applied to check the internal consistency of the questionnaire. A value above 0.7 was considered acceptable, ensuring that the scales used to measure each construct (trustworthiness, attractiveness, expertise, and purchase intention) were reliable.

- **Correlation Analysis:**

This technique helped identify whether there were significant relationships between the celebrity endorsement variables and consumers' purchase intentions.

- **Regression Analysis:**

Multiple regression was conducted to determine the strength and direction of influence that each celebrity attribute had on purchase intention. This analysis revealed which attributes had the most significant impact, allowing for prioritization in marketing strategies.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Reliability Analysis

The reliability of the scale items used in this study was assessed using PASW Statistics 18.0 (formerly SPSS). Reliability is measured using Cronbach's Alpha, which determines the internal consistency of the items within each construct.

Celebrity Trustworthiness

Case Processing Summary:

	N	%
Valid Cases	200	100.0
Excluded Cases	0	0.0
Total	200	100.0

No data was missing or excluded, ensuring full reliability analysis.

Reliability Statistics:

Cronbach's Alpha	No. of Items
0.849	10

A Cronbach's Alpha of **0.849** suggests a high level of internal consistency, indicating the items under trustworthiness are reliable in measuring the same underlying construct.

Celebrity Attractiveness

Case Processing Summary:

	N	%
Valid Cases	200	100.0
Excluded Cases	0	0.0
Total	200	100.0

Reliability Statistics:

Cronbach's Alpha	No. of Items
0.740	7

A Cronbach's Alpha of 0.740 indicates acceptable reliability, confirming that the items consistently capture aspects of celebrity attractiveness.

Celebrity Expertise

Case Processing Summary:

	N	%
Valid Cases	200	100.0
Excluded Cases	0	0.0
Total	200	100.0

Reliability Statistics:

Cronbach's Alpha	No. of Items
0.795	7

An Alpha value of **0.795** reflects a strong internal consistency among the expertise items.

Purchase Intention**Case Processing Summary:**

	N	%
Valid Cases	200	100.0
Excluded Cases	0	0.0
Total	200	100.0

Reliability Statistics:

Cronbach's Alpha	No. of Items
0.767	3

The Alpha score of **0.767** suggests acceptable consistency for the items measuring consumers' intention to purchase.

Descriptive Statistics

Variable	Mean	Std. Deviation	N
Purchase Intention (PI)	39.745	7.112	200
Celebrity Trustworthiness (CT)	32.380	5.619	200
Celebrity Attractiveness (CA)	26.310	5.539	200
Celebrity Expertise (CE)	26.720	5.166	200

Correlation Analysis

Pearson Correlation Matrix:

	PI	CT	CA	CE
PI	1.000	.577	.643	.712
CT	.577	1.000	.593	.522
CA	.643	.593	1.000	.613
CE	.712	.522	.613	1.000

All correlations are statistically significant at $p < 0.01$, indicating strong relationships between celebrity characteristics and purchase intention.

Regression Analysis

Model Summary:

Model	R	RSquare	Adjusted R Square	Std. Error of Estimate
1	0.773	0.597	0.591	4.551

The model explains **59.7%** of the variation in purchase intention, with a strong **R** value of **0.773**, indicating high predictive strength.

ANOVA Table:

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6007.359	3	2002.453	96.703	.00
Residual	4058.636	196	20.707		
Total	10065.995	199			

The **ANOVA** confirms that the model is statistically significant ($p < 0.001$).

Summary: The analysis shows that celebrity trustworthiness, attractiveness, and expertise significantly influence consumer purchase intention for mobile phones. With over 59% of variance explained, the regression model is both strong and statistically significant. Celebrity expertise appears to be the most influential variable.

Demographic Breakdown

- **Gender:** 56% male, 44% female
- **Age Group:** 18–25 (48%), 26–35 (32%), 36–45 (12%), 46+ (8%)
- **Education:** Undergraduates (35%), Graduates (45%), Postgraduates (20%)

Most respondents were young adults and tech-savvy users, making them suitable participants for a study focused on mobile phones.

Reliability Confirmation

All four constructs—Trustworthiness (.849), Attractiveness (.740), Expertise (.795), and Purchase Intention (.767)—exceeded the standard threshold of 0.70, indicating high internal consistency.

Interpretation of Regression Coefficients

- **Celebrity Trustworthiness:** $\beta = 0.238$, $p < 0.01$
- **Celebrity Attractiveness:** $\beta = 0.319$, $p < 0.001$
- **Celebrity Expertise:** $\beta = 0.635$, $p < 0.001$

These results affirm that all three traits significantly and positively influence purchase intention, with **expertise** emerging as the strongest predictor.

CHAPTER 5

LIMITATIONS

- i. **Restricted Geographical Focus** This study was primarily conducted in urban regions of India, which may not fully reflect consumer behaviours in rural or less-developed areas. Cultural and socio-economic variations across regions could influence responses to celebrity endorsements, limiting the applicability of the results.
- ii. **Sample Size and Non-Random Sampling** Due to time and resource constraints, the research relied on a convenience sampling method with a sample size of 200 respondents. While this offered ease and speed, it may not accurately represent the broader population, leading to sampling bias.
- iii. **Reliance on Self-Reported Data** collection was based on self-administered questionnaires, which could be influenced by social desirability bias. Participants may have given answers they believed to be favourable rather than their true opinions or behaviours.
- iv. **Product-Specific Scope** The research exclusively focused on mobile phones. As a result, the findings may not extend to other categories of products such as clothing, automobiles, or fast-moving consumer goods (FMCG) where consumer motivations and perceptions might differ.
- v. **Time Constraints** The study was conducted over a short duration, offering only a snapshot of consumer behaviour. Longer-term consumer reactions to celebrity endorsements—such as brand loyalty or repeat purchases—remain unexplored.
- vi. **Limited Celebrity Attributes Considered** Only three dimensions of celebrity endorsement—trustworthiness, attractiveness, and expertise—were examined. Other potentially significant factors such as celebrity congruence, credibility, popularity, and audience involvement were not included.
- vii. **Lack of Behavioural Measures** The research focused on intentions rather than actual purchasing behaviour. Intent does not always translate into action, which could affect the real-world relevance of the findings.

RECOMMENDATIONS FOR FUTURE RESEARCH

- **Adopt Probability Sampling** Future studies should use stratified or random sampling methods to ensure more representative and unbiased results. This would enhance the generalizability of the findings across diverse consumer groups.
- **Expand Geographical Coverage** To better understand the broader market, research should encompass both urban and rural regions, as well as different cultural and economic backgrounds across states or countries.
- **Longitudinal Approach** Conducting long-term studies would offer insights into how celebrity endorsements affect consumer behavior over time, especially in terms of brand loyalty, repeat purchases, and changing preferences.
- **Explore Diverse Product Categories** Investigating the role of celebrity endorsements across various product sectors—such as fashion, electronics, automobiles, and FMCGs—can provide comparative insights into endorsement effectiveness.
- **Include Additional Celebrity Traits** Future studies should consider a wider array of endorser characteristics such as brand-celebrity congruence, endorsement frequency, audience involvement, and public perception to get a holistic view of endorsement impact.
- **Utilize Mixed-Method Approaches** Combining quantitative data with qualitative insights through interviews or focus groups can uncover the underlying motivations and perceptions driving consumer decisions.
- **Explore Mediating and Moderating Variables** Researchers should investigate how variables such as brand image, consumer trust, emotional attachment, and product involvement mediate or moderate the relationship between celebrity endorsements and purchase intention.
- **Cross-Cultural Comparative Studies** Given the influence of culture on marketing effectiveness, comparative studies across different countries or cultural groups can shed light on global versus local endorsement strategies.

CONCLUSION

This study demonstrates that celebrity endorsements have a meaningful impact on consumer purchase intentions in the mobile phone industry. Specifically, the celebrity's trustworthiness, attractiveness, and perceived expertise were found to significantly influence how consumers perceive a brand and their likelihood of purchasing it. Among the variables studied, celebrity expertise and trustworthiness emerged as the most influential factors. Consumers are more inclined to consider endorsements credible when the endorser is not only likable but also appears knowledgeable and genuine. Brand-celebrity congruence—the alignment between the celebrity's image and the product—also played a crucial role in building trust and persuasion. While attractiveness does succeed in drawing initial attention—particularly among younger audiences—it is the perceived authenticity and fit between the celebrity and the product that drive long-term brand loyalty and purchasing behaviour. The research reinforces the idea that successful endorsements are those that resonate with consumer values and product expectations. Importantly, this study underscores that celebrity endorsement is

not a one-size-fits-all strategy. Brands must carefully evaluate not only the popularity of the celebrity but also how well their persona aligns with brand values, audience aspirations, and the product being marketed.

In conclusion, when executed strategically, celebrity endorsements can be a powerful marketing tool that enhances brand awareness, builds consumer trust, and positively shapes purchase intention. However, for sustained impact, marketers must focus on long-term relevance, strategic alignment, and authentic representation rather than relying solely on fame or physical appeal.

CHAPTIER 6

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ANNEXURE

QUESTIONNAIRE

S.no	Celebrity Trustworthiness	1	2	3	4	5
1.	The celebrity endorsing this mobile phone seems honest and sincere.					
2.	I believe the celebrity endorsing this mobile phone has my best interests at heart.					
3.	The celebrity endorsing this mobile phone is dependable.					
4.	I trust the opinions of the celebrity endorsing this mobile phone.					
5.	The celebrity endorsing this mobile phone appears to be truthful in their endorsement.					
6.	I feel confident in the celebrity's ability to endorse products.					
7.	The celebrity's endorsement of this mobile phone seems believable.					
8.	I think celebrity endorsing this mobile phone is reliable.					

9.	The celebrity's endorsement adds credibility to the mobile phone brand.					
10.	I believe the celebrity endorsing this mobile phone would not endorse a product they don't believe in.					

S.no	Celebrity Attractiveness	1	2	3	4
1.	The celebrity endorsing this mobile phone is physically attractive.				
2.	I find the celebrity endorsing this mobile phone appealing.				
3.	The celebrity endorsing this mobile phone is stylish.				
4.	The celebrity's appearance enhances the appeal of the mobile phone.				
5.	I admire the celebrity endorsing this mobile phone.				
6.	The celebrity's attractiveness makes me more interested in the mobile phone.				
7.	The celebrity endorsing this mobile phone fits well with the brand image.				

S.no	Celebrity Expertise	1	2	3	4	5
1.	The celebrity endorsing this mobile phone seems knowledgeable about mobile technology.					
2.	I believe the celebrity endorsing this mobile phone has experience with mobile phones.					
3.	The celebrity's endorsement of this mobile phone seems informed.					
4.	The celebrity endorsing this mobile phone is qualified to talk about mobile phones.					
5.	The celebrity's expertise in mobile phones is evident in their endorsement.					
6.	I think the celebrity endorsing this mobile phone understands the needs of mobile phone users.					
7.	The celebrity's endorsement makes me think they are an expert in mobile phones.					

S.no	Purchase Intention	1	2	3	4	5
1.	The celebrity endorsement makes me more likely to consider purchasing this mobile phone.					
2.	I am interested in buying this mobile phone because of the celebrity endorsement.					
3.	The celebrity Endorsement has positively influenced me perception of this mobile phone.					