

The Beauty of Endorsement: How Celebrity Power Transforms Cosmetic Brand Success in India

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<https://doi.org/10.63340/samt/1008>

Abstract: *This study examines the effectiveness of celebrity endorsements in shaping consumer purchase intentions for cosmetic brands in India. The purpose is to examine the ways in which different aspects of celebrity endorsers affect consumer trust, brand perception, and purchasing behavior. Utilizing survey data gathered from customers acquainted with celebrity-endorsed cosmetic companies, a quantitative research methodology was used. PCA with varimax rotation was applied to validate distinct factors affecting endorsement effectiveness. The findings reveal that credibility and expertise significantly enhance endorsement effectiveness, while familiarity and appeal improve brand recall and desirability. Additionally, a high degree of brand-celebrity affinity boosts consumer confidence and increases purchase intention. The novelty of this research lies in its focus on emerging markets, offering insights into how endorsement strategies can be tailored to consumer expectations in India's evolving cosmetic industry.*

Keywords: *Celebrity Endorsement; Cosmetic Industry; Brand Purchase Intent; Customer Trustworthiness; Celebrity Endorsement Effectiveness*

Introduction

In the highly competitive world of the cosmetic industry, brands continuously seek innovative ways to capture consumer attention and drive purchasing behavior. Celebrity endorsement is one of the most effective marketing techniques in this field. It has long been a potent instrument for influencing customer choices and brand impressions. Over the past ten years, the Indian beauty and personal care business has grown rapidly due to increased disposable incomes, changing beauty standards, and the growing power of social media (Varma & Ray, 2023). Whether it is a Bollywood star, a cricketer, or a social media influencer, the presence of a well-known personality in a brand's promotional campaign can significantly impact consumer attitudes and behaviors. This reliance on celebrity influence is not just a passing trend but a strategic approach that companies employ to

build brand credibility, attract new customers, and reinforce their market presence.

The success achieved through celebrity endorsement greatly relies on various properties, which include recognition, beauty, and authority. Familiarity describes how known and associated with a celebrity the consumers are. Familiarity with a celebrity is accompanied by trust, emotional bonding, and a positive attitude towards their brand (Illicic & Webster, 2015). A face that people know and feel comfortable with enhances receptiveness to marketing messages aimed at them by the product producers. For example, an endorsement of a cosmetic brand by a famous Bollywood actor will make consumers of the products trust the brand because of the recognition and social acceptance they have. In addition, the word "familiarity" goes beyond

recognition keeping in mind the consumer's view of the celebrity's image, character, and life. Celebrities are the most popular alongside the brands which they endorse, therefore those with good publicity will likely enhance positive publicity and predispose purchase behavior (Ha & Lam, 2017).

Understanding the importance of these factors, this study sets out to investigate how familiarity, attractiveness, and expertise affect consumer purchase intentions for cosmetics in India. With the analysis of these factors, this research aims to address the gaps concerning the impact of celebrity endorsements on consumer perceptions and brand loyalty. Also, this will help marketers and advertisers as well as brand strategists determine the most effective ways to employ celebrity endorsements in order to increase brand and consumer engagement. The Indian cosmetics market, like any market, is highly competitive and using the correct altitude of celebrity endorsements will help brands maintain the consumers' interests and their brand equity in the market (Khalid & Siddiqui, 2019). This study is expected to give deeper insights into how brands can use and abuse celebrities in advertising by carefully considering the existing consumer bases' perception of the celebrities. In today's world where social media has greatly increased the power of celebrities, seeking the subtleties of how endorsements work and for which brands is crucial for those looking to dominate the beauty business.

Review of Literature

Globally, the brands make extensive and widespread use of celebrity endorsements using both traditional offline media, as well as in more recent forms of digital media (Tantwai and Sadek, 2019; Wang and Liu, 2022; Qiu et al., 2021). A famous person from the world of entertainment, sports, fashion, education, or any other industry who uses their image in society or their public image to help promote a service, product, or concept is referred to as a "celebrity endorser."

Brand managers use celebrity endorsement in a way to bring branded products as well as related services into limelight. Specifically, celebrity endorsement is a communication channel because the celebrity's personality and fame are exploited in order to publicize the brand. There are many other roles that celebrities can play, including those of spokesperson, endorser, actor, and testimonial.

The celebrity endorser is popular in the common people and utilizes this status for advocating certain consumer items by appearing in advertisements alongside the product in question. Previous studies have demonstrated that celebrity endorsements achieve important communication objectives and impacts, such as purchase intention, favorable brand attitude, brand memory, and brand recognition (Jain et al., 2023). As per the findings of a study conducted by Bennett, Anaz & Andonova (2022), customers show a higher intention to buy when a well-known celebrity endorses a product or service. The practice of looking for a reliable spokesperson/endorser to represent a brand is known as animism, which is frequently followed by both profit-making companies well as not-for-profit organizations.

Despite the fact that the effectiveness of celebrity endorsements has been extensively studied, empirical studies that look at the unique aspects of CEE and how they affect consumer behavior are noticeably lacking, especially when it comes to emerging markets like India. While numerous studies have explored the conceptual links between celebrity familiarity, attractiveness, congruence, expertise, and trustworthiness and their influence on CEE, these relationships have not been validated through empirical methods. This gap highlights the need for robust empirical studies that test these theoretical constructs and examine their practical implications. In the context of India's cosmetic industry, which has immense growth potential due to its large young population and increasing purchasing power,

knowing how these particular aspects of celebrity endorsements affect consumers' intents to buy is essential.

Objectives

The aim and objectives of the present research are aligned with the research problem, which essentially revolves around understanding the importance of celebrity endorsement effectiveness (CEE) in the context of cosmetic brands in India. The above-mentioned aim is achieved through the below-mentioned objectives of this research:

- **Objective 1:** To identify and examine the various drivers of celebrity endorsement effectiveness of cosmetic brands.
- **Objective 2:** To empirically evaluate the role of celebrity endorsement effectiveness towards enhancing brand purchase intention of cosmetic brands.
- **Objective 3:** To suggest constructive suggestions for effective utilization of celebrity endorsement mechanism based on the study findings.

Celebrity Familiarity (CF)

When consumers are not familiar with the celebrity, they are less likely to process the data in the same way as other consumers would (Zhou et al., 2023). However, in cases of well-known celebrities, customers typically have some background information already. Under these conditions, they are more likely to participate in processing that is less thorough, more confirmation-based, and have more favorable attitudes toward the celebrity. Also, the impacts of awareness of audience's attitude will improve towards the brand or operation when consumers

have lower contact with the celebrity and contact intervening period becomes lengthier. This is because the audience will feel more comfortable with the celebrity (Meng et al., 2021). To be impactful, an advertisement must possess the extent to which harmony impacts celebrity endorsement (Aw & Labrecque, 2020).

Celebrity Attractiveness (CA)

The impact of a person's physical attractiveness on their ability to persuade others and the success of their advertisements has been the subject of studies in the past that has produced conflicting findings. However, a considerable number of research have reported that beautiful endorsers are more successful at persuasion and have a greater impact. Centeno & Wang (2004) demonstrate, in the context of celebrity endorsement, that better reviews of celebrity's attractiveness lead (through a positive perception of the endorser) to a more favorable frame of mind toward the advertisement. This is the result of a more favorable frame of mind toward the endorser. According to Liu, Zhang & Zhang (2020), it is reasonable to anticipate that a celebrity will develop a favorable brand image because of his or her physical characteristics, personality, or position.

Brand-celebrity image congruence/fit (BCF)

Research has concentrated on origin effects, like source credibility (such as trustworthiness and expertise) or likeability (such as resemblance, familiarity, and likeability), implying that these good qualities or characteristics boost the persuasiveness of marketing communications and facilitate advertising receivers to have favorable perceptions, attitudes, opinions, and behavioral objective toward the affirmed brand or product (Ogah & Abutu, 2021). After some time, several analysts first proposed the match-up effect, which is when a famous person is associated with a certain brand or product (Hussain, Adnan &

Khan, 2021). According to past studies, an endorsement might not gather audience popularity although a celebrity is appealing, credible, or liked; this is because there might not be a good “fit” among the product or company and the celebrity (Schouten, Janssen & Verspaget, 2021).

Celebrity Expertise (CEX)

Celebrity competence was defined by Hovland and Weiss (1953) and Ohanian (1991). It referred to the rate of recognition given to a celebrity for his skills and performance. Amos et al., (2008) stated that mastery refers to a celebrity’s item understanding related to his or her item-related instances. The example credibility model shows that endorsements from highly credible celebrities have greater persuasive effects compared to those from less credible celebrities. One key component of celebrity legitimacy is mastery. Supporting a celebrity who is skilled is more effective than financing someone who is less skilled.

Celebrity Trustworthiness (CT)

Customers already have some prior information, perceptions, and assessments regarding the legitimacy of the brand as a result of previous marketing efforts and methods (Yadav & Rahman, 2017). The customer’s perception of the truthfulness of the celebrity endorser’s claims regarding the product is directly tied to the company’s ability to inspire trust. According to Sekhon et al., (2014), one of the most successful and helpful ways to establish credibility for the organization increases a consumer’s confidence in the item. If the endorser lacks the quality of trustworthiness, it is doubtful that any of the other characteristics they possess will be successful in changing the views of consumers.

Celebrity Endorsement Effectiveness (CEE)

The impact a celebrity has in endorsing a product is measured by how far a celebrity’s endorsement affects brand perception, purchase intentions, and credibility. An endorsement is effective when a celebrity’s expertise, trust, and familiarity creates emotional connection with consumers which makes them easier to relate and form a desire towards the brand (Osei-Frimpong et al., 2019). Persuasion in endorsements is highest when a celebrity is viewed as an expert, and consumers are more willing to accept his or her idea (Proctor & Kitchen, 2019). This shows the impact of an endorsement is proportionate to the perception a celebrity has in relation with the brand, which avoids a disconnect and disbelief. While in the cosmetic industry where trust from clients is vital, endorsements from celebrities who are already known to be in the beauty or skincare industry increase brand recall and aid in purchasing the products to a larger extent.

Brand Purchase Intention (BPI)

Brand Purchase Intention (BPI) is the measure of a consumer’s likelihood to purchase a brand based on their perception towards it as well as other external factors. It is one of the most important aspects of the consumer behavior model because it serves as an indicator of a specific brand’s marketing success. Various indicators influence BPI, for instance, brand recognition, endorsement, trust, emotional connection, and perceived quality (Mishra, Kesharwani & Gautam, 2021). When consumers identify a certain brand with trustworthiness, excellence, and positive experiences, their intent to purchase increases. Further, endorsements from celebrity endorsements add to BPI by increasing brand value and credibility.

Relationship of CF and CEE

The correlation between Celebrity Familiarity (CF) and Celebrity Endorsement Effectiveness (CEE) is based on the premise that greater recognition

of a celebrity increases trust, brand recall, and purchase intention among consumers (Pradhan, Malhotra & Moharana, 2019). The recognition of a celebrity influencer engenders a psychological bond and trust which facilitates endorsement integration. The simple exposure effect posits that extensive and frequent exposure of consumers to a celebrity through media and social interaction increases their fondness for the celebrity, thereby increasing the chances of them being endorsed (Knoll & Mattes, 2017). A celebrity that is well-known also enhances brand popularity and image, enabling the average consumer to remember and trust the endorsed product. Nevertheless, the effectiveness of CF in endorsements is contingent on celebrity-brand matchupness congruency. /Therefore hypothesis 1 is formulates as:

H₁: An important correlation exists between celebrity familiarity as well as CEE.

Association between CA and CEE

The association between Celebrity Attractiveness (CA) and Celebrity Endorsement Effectiveness (CEE) is based on the idea that an aesthetically appealing celebrity enhances brand appeal, consumer engagement, and purchase intention. Consumers often associate a celebrity's physical attractiveness with the desirability and effectiveness of the endorsed product, particularly in industries like cosmetics, where beauty and appearance are central to consumer decisions (Moraes et al., 2019). The halo effect suggests that an attractive celebrity positively influences overall brand perception, making the endorsement more persuasive. When consumers perceive a celebrity as physically appealing, they are more likely to develop a favorable attitude toward the brand, increasing trust and recall (Pradhan, Duraipandian & Sethi, 2016). So, hypothesis 2 is given as:

H₂: A strong and significant correlation exists among CA as well as CEE.

Linkage between BCF and CEE

The interconnection between Brand-Celebrity Fit (BCF) and Celebrity Endorsement Effectiveness (CEE) is vital for Planning, Execution and Evaluation of the brand marketing strategy. A strong fit means that the endorsement is made as if it is made naturally, which makes it believable and persuasive, thus, improving consumers' trust toward the brand and its image (Schimmelpennig & Hunt, 2020). The celebrity who is well known to the target audience enhances the brand's image and identity which makes the marketing appeal more effective and relatable (Eng & Jarvis, 2020). On the other hand, too strong a BCF might make consumers more skeptical and thus diminish the effectiveness of the endorsement. In India's crowded and aspirational cosmetic market, well-fitting celebrity endorsements enhance credibility, increase brand equity, and drive brand loyalty among consumers, bolstering the brand's position in the market. So, the hypothesis 3 is articulated as:

H₃: There is a major alliance between brand-celebrity congruence and CEE.

The effect of CEX and CEE

Customers are more inclined to believe endorsements from celebrities who exhibit expertise, competence, or authority in the product category, Celebrity Expertise (CEX) has a substantial impact on Celebrity Endorsement Effectiveness (CEE). An endorsement's credibility is increased by expertise, which leads customers to view the promoted brand as more dependable and efficient (Chin, Isa & Alodin, 2020). When CEX is high, consumers are less likely to see the endorsement as merely commercial and more as a genuine recommendation, strengthening brand

trust and loyalty (Raina, Chahal & Dutta, 2019). However, if a celebrity lacks expertise in the product domain, their endorsement may appear superficial, reducing its overall effectiveness. In India's beauty market, where consumers seek expert-backed validation for cosmetic products, leveraging celebrity expertise enhances endorsement effectiveness, brand credibility, and consumer engagement. Therefore, hypothesis 4 is formulated as:

H₄: Celebrity expertise positively and significantly influences CEE.

The association between CT and CEE

It is essential to note that trust and reputation are the most important variables for endorsers' CT and CEE in this instance. Consumers who regard celebrities as honest, reliable and ethical are more easily manipulated by their

endorsements (Lee, Chang & Einwiller, 2020). Trustworthiness refers to the celebrity's integrity, sincerity, and credibility, which makes the endorsement CT even more persuasive. When a public figure is admired by the public without attendant controversies or deceptive marketing, the endorsed brand is accepted which results to enhanced brand equity, emotional branding, and purchase intentions. On the other hand, a public figure who is embroiled in scandals and has a reputation of endorsing every brand at a fee may not be trusted thus making the endorsement ineffective. The absence of genuineness in the Indian cosmetic industry where most consumers base their purchasing decisions trust, makes trustworthy celebrity endorsements more reliable, enhances brand loyalty and increases long-term consumption. So, hypothesis 5 is given as:

H₅: Celebrity trustworthiness positively and significantly drives CEE.

Link between CEE and Brand Purchase Intention

Popular celebrities can boost brand name (Jin & Phua, 2014), create brand integrity in a smaller duration and brand placement, hamper customers' attitudes towards a product, improve recognition of product, and creation of unique identity for the concerned brand. A well-known celebrity can also increase brand equity (Liu,

Zhang & He, 2020). Those who are widely recognized as celebrities do so by a certain group of individuals who share characteristics such as physical attractiveness, outstanding lives, and a greater level of awareness to the public. *H₆: There is a favorable and substantial correlation between CEE and intent to purchase the item*

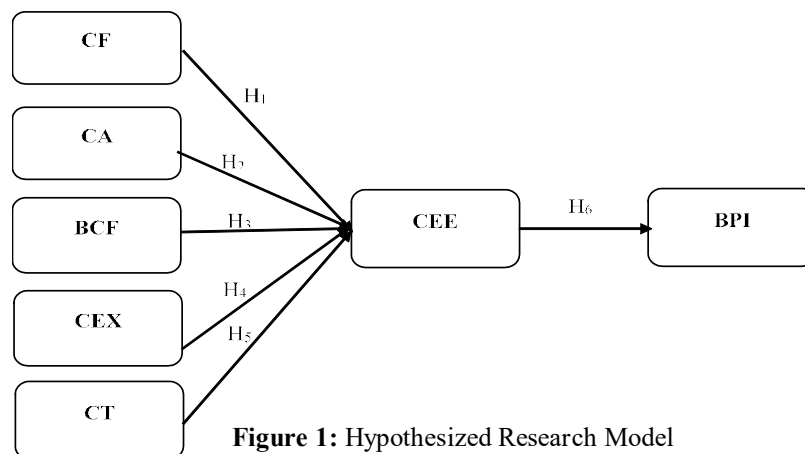


Figure 1: Hypothesized Research Model

Methodology

The research approach utilized to achieve the goals is covered in this chapter. This research involved opinions of 550 consumers of cosmetic brands. The respondents were asked for their voluntary approval to be a part of this opinion survey. The study questionnaire was developed according to the cues from prior studies. In this sense, the study items were taken into consideration and adjusted to align with the goals of the investigation. Subsequently, the scope of respondent confusion and errors were minimized to a considerable extent. Along with questions about the study's constructs, the questionnaire asks about the survey respondents' sociodemographic details. The rationale behind

selection of the context, methods of sampling and data collection have been elaborated upon in the subsequent sections. In the preliminary stage, the gathered sample responses were evaluated to assess the normality and reliability of the study dataset. Once the normality and reliability were established, the next stage involved using SEM analysis to estimate and validate the linkage between the various aspects of brand purchase intention. To meet the requirements of data assessment, IBM SPSS (Ver 22) and MS-Excel 2016 were used in this research. The study results were compared with the findings of the previous researchers to establish the novel contribution of the present study and extend the domain knowledge.

Data Analysis, Findings and Interpretations

Factor analysis is generally termed an interdependent method since the prime purpose behind the analysis involves defining the basic arrangement of variables (Hair et al., 2014). The implementation of EFA becomes essential to find

out the no. of latent variables based on the study dataset and objectives. According to Hair et al. (2014), this technique reduces a large number of dimensions into a lesser number of useful constructs without losing any information.

Table 1: KMO and Bartlett's Test results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.885
Bartlett's Test of Sphericity	Approx. Chi-Square	8363.685
	df	406
	Sig.	***

Note: *** $p < .001$, Bartlett's test is statistically significant

The present research applied the EFA method using principal component method and varimax rotation to examine and measure the identified variables. The varimax rotation falls in the category of orthogonal factor rotation. Specifically, the varimax solution gives an output that helps in identifying each variable with a single factor. Based on the EFA results, twenty-seven items were extracted that exhibits communality values exceeding 0.5, std. factor loadings more than 0.7 and absence of cross-loadings. Further, the adequacy of the sampling in EFA, was assessed

through KMO as well as sphericity test by Bartlett. Hutcheson and Sofroniou (1999) suggests KMO scores must be higher than 0.7 and significant p-value w.r.t Sphericity test by Bartlett's states, as these matrix shows EFA's appropriateness. Table 1 exhibits the KMO = .885, which implies the measurement items can yield distinct and reliable factors. Also, the chi-square=8363.685, degrees of freedom=406, p-value <0.001 confirm that there is a statistically significant difference between an identity matrix and a correlation matrix.

According to the eigenvalue criterion of greater than 1, the EFA procedure finally recovered seven elements, as shown in Table 2. Together, the factors that have been discovered account for 71.798% of the dataset's variance. Specifically, the first factor explains 11.574% variance that is higher than the amount of variance contributed

by the other individual factors. Therefore, these seven identified factors will form the basis to establish empirical relationships in the research model. However, it can be noted that other factors can also be included in the future studies that may explain more cumulative variance in the dataset.

Table 2: Communalities values for the study variables

Items	Extraction
CF1	.720
CF2	.701
CF3	.719
CF4	.613
CF5	.630
CA1	.647
CA2	.610
CA3	.674
CA4	.676
CA5	.658
BCF1	.757
BCF2	.686
BCF3	.795
BCF4	.710
CEX1	.734
CEX2	.749
CEX3	.836
CEX4	.791
BP1	.605
BP2	.741
BP3	.729
BP4	.670
CEE1	.755
CEE2	.877
CEE3	.805
CEE4	.745
CT1	.800
CT2	.757
CT3	.684

The rotated component matrix that includes the identified factors and their specific items were derived using the varimax rotation (See Table 3). Additionally, varimax rotation enhances the loadings' distribution across factors by assigning a limited set of items to each factor, thus aiding in clearer factor interpretation. Researchers suggest

that a factor should have more than three items with loadings higher than 0.6 to be considered stable and reliable (Schreiber, 2021). In this regard, the PCA and rotation process generated seven factors that comprise at least three items and std. factor loadings greater than .7.

Table 3: Total variance explained by the extracted factors

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cumu. %	Total	% of Var.	Cumu. %	Total	% of Var.	Cumu. %
1	8.766	30.227	30.227	8.766	30.227	30.227	3.356	11.574	11.574
2	3.584	12.359	42.585	3.584	12.359	42.585	3.313	11.424	22.998
3	2.548	8.785	51.371	2.548	8.785	51.371	3.094	10.668	33.666
4	1.711	5.900	57.270	1.711	5.900	57.270	3.036	10.467	44.133
5	1.598	5.509	62.779	1.598	5.509	62.779	2.881	9.934	54.067
6	1.430	4.930	67.709	1.430	4.930	67.709	2.757	9.506	63.573
7	1.238	4.269	71.978	1.238	4.269	71.978	2.437	8.405	71.978

The Rotated Component Matrix obtained from Principal Component Analysis (PCA) with Varimax rotation is shown in Table 4, illustrating the factor loadings of various items on seven distinct components. Each construct that is Celebrity Attractiveness (CA), Celebrity Familiarity (CF), Brand-Celebrity Fit (BCF), Celebrity Expertise (CEX), Celebrity Endorsement Effectiveness (CEE), Brand Purchase Intention (BPI), and Celebrity Trustworthiness (CT)—has strong loadings on separate factors, confirming their distinctiveness. Items under CA (CA1–CA5) load highly on Component 1, suggesting they measure a single underlying construct. Similarly, CF (CF1–CF5) loads strongly on Component 2,

while BCF (BCF1–BCF4) loads on Component 3, reinforcing its conceptual clarity. CEX (CEX1–CEX4) loads on Component 4, indicating a coherent factor structure. CEE (CEE1–CEE4) aligns with Component 5, confirming it as a separate dimension. BPI (BPI1–BPI4) strongly loads on Component 6, demonstrating consistency in measuring purchase intention. Lastly, CT (CT1–CT3) loads highly on Component 7, highlighting the distinct nature of trustworthiness that validates the construct structure and confirm the appropriateness of the factor analysis in grouping related items, ensuring discriminant validity in the study.

Table 4: Rotated component matrix

Items	Component						
	1	2	3	4	5	6	7
CA1	.790						
CA2	.741						
CA3	.732						
CA4	.727						
CA5	.718						
CF1		.766					
CF2		.754					
CF3		.752					
CF4		.717					
CF5		.711					
BCF1			.860				
BCF2			.832				
BCF3			.783				
BCF4			.755				
CEX1				.848			

CEX2				.821			
CEX3				.777			
CEX4				.763			
CEE1					.811		
CEE2					.788		
CEE3					.752		
CEE4					.742		
BPI1						.847	
BPI2						.837	
BPI3						.788	
BPI4						.766	
CT1							.912
CT2							.867
CT3							.853

Note: Extraction Method: PCA, Varimax rotation

Assessing common method bias

Martinko, Harvey & Mackey (2014), suggest CMB can lead to high measurement errors in the study data, which can result in confounding values during the empirical tests. This research has followed the guidelines of Guillen et al. (2016) to effectively tackle the CMB at the initial data collection stage. Further, the empirical assessment to estimate CMB was carried out using Harman's single-factor test (Harman, 1976; Byrne, 2010). Further, this study checked to find out any overlapping items in the overall scale. The process of CMB estimation requires maintaining respondent anonymity and confidentiality to aid proper assessment of the bias (if any) (Kock, Berbekova & Assaf, 2021). Such procedures were vital to minimize the effect of method bias in the study dataset.

Harman's single-factor test

Prior empirical studies have suggested implementing Harman's single-factor test (HSFT) to evaluate the possible effect of CMB in the study dataset (Vishnoi et al., 2024). In this context, the present research used EFA process that extracted seven factors (incl. first-order and second-order factors). The extracted factors were

selected based on the eigenvalue criteria of higher than 1, which implies the absence of a single dominant factor.

Also, the extracted factors together contribute towards 71.978% of the total variance in the dataset, where the first factor explains 11.574% of the cumulative variance. Accordingly, this result falls within the threshold criteria of less than 50% variance, as recommended by Harman (1976). Hence, the dataset has a negligible presence of CMB that doesn't affect the empirical results and outcomes. The measure of CV indicates a rate where a constructs' item shares large common variance. According to Henseler, Ringle & Sarstedt, (2015), the items of the identified constructs should exhibit std. loadings $>.5$.

Table 5 exhibits the CV of the model, where the AVE, CR, and std. factor loadings fall within the suggested levels. Therefore, the research model involving the constructs of interest achieves adequate convergent validity, which implies that the constructs that are meant to be theoretically related are actually related with each other.

Table 5: Convergent validity measures for all the construct and items

Construct	Measurement item	Std. factor loadings	Composite Reliability	Average variance extracted
Brand Purchase Intention	BPI1	.818	.843	.575
	BPI2	.811		
	BPI3	.740		
	BPI4	.681		
Celebrity familiarity	CF1	.698	.852	.538
	CF2	.832		
	CF3	.810		
	CF4	.762		
	CF5	.679		
Celebrity Attractiveness	CA1	.801	.874	.583
	CA2	.808		
	CA3	.791		
	CA4	.722		
	CA5	.703		
Brand-Celebrity Fit	BC1	.881	.902	.697
	BC2	.843		
	BC3	.802		
	BC4	.810		
Celebrity Expertise	CEX1	.874	.878	.645
	CEX2	.793		
	CEX3	.731		
	CEX4	.807		
Celebrity Endorsement Effectiveness	CEE1	.868	.884	.657
	CEE2	.811		
	CEE4	.832		
Celebrity Trust	CT1	.952	.888	.727
	CT2	.840		
	CT3	.754		

Table 6 shows the square root of AVE values of constructs exceeds common variances among the study variables, thus, establishing the distinct variable. Therefore, the constructs that should

not be theoretically related are unrelated. Accordingly, it can be inferred from the discriminant validity that the model constructs are unique and distinct from each other.

Table 6: Discriminant validity of the overall model

	BPI	CF	CA	BCF	CEX	CEE	CT
BPI	.758						
CF	-.035	.734					
CA	-.039	.699	.763				
BCF	-.086	.456	.488	.835			
CEX	-.058	.334	.438	.483	.803		
CEE	-.006	.515	.510	.578	.545	.810	
CT	.414	-.047	-.041	-.072	-.008	.032	.853

Note: Diagonal values in italics represent square root of the AVE values.

The study's measurement model was able to fit the data well enough to move on to the next phase, which involved looking at the structural model. In this context, assessment of the structural model involves validating the hypothesized links between the study constructs, which was conducted using AMOS version 22. Based on the model-fit assessment, the structural

model shows the data fits the model well ($\chi^2/df=2.948$, GFI=.871, AGFI=.849, CFI=.923, TLI=.905, RMSEA=.064, RMR=.078, $p<.001$). Therefore, the structural model achieves a satisfactory model fit (Marsh, 2014). Table 7 highlights the hypotheses data corresponding to our research model involving the path estimates of the inter-relationships between the constructs of interest.

Table 7: Hypothesis testing results

Hypothesized Relationships	Standardized Beta values	t-value	Decision
H1: CF → CEE	.389	3.467**	Supported
H2: CA → CEE	.260	3.333**	Supported
H3: BCF → CEE	.310	7.878**	Supported
H4: CEX → CEE	.351	7.179**	Supported
H5: CT → CEE	.207	3.905**	Supported
H6: CEE → BPI	.411	5.956**	Supported

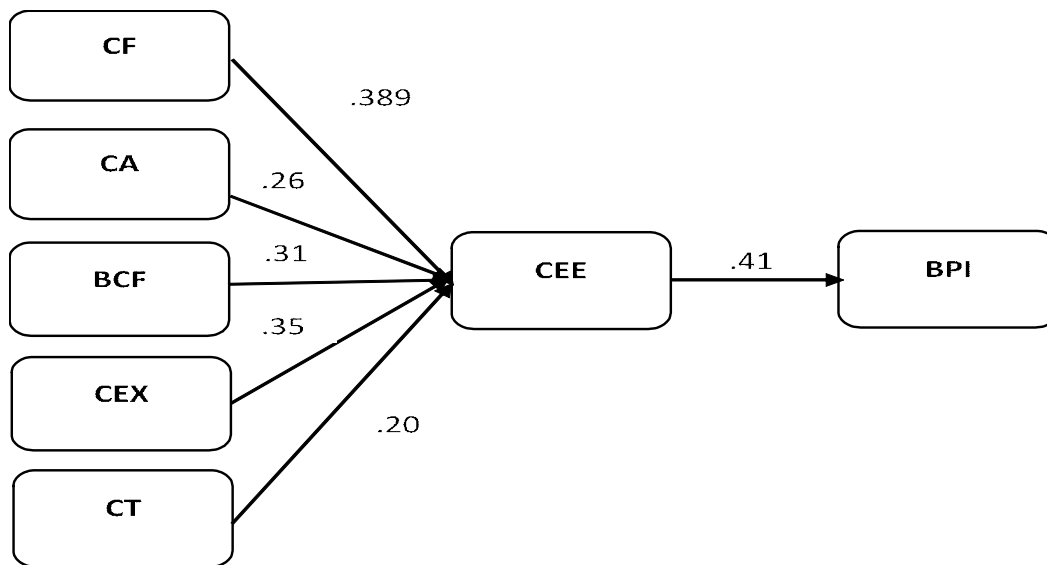


Figure 2: Validated research model with path coefficients

As the structural model exhibits appropriate model fit, the hypothesized paths between the study constructs were examined and validated to render support for their empirical relationships. The hypothesis testing results exhibit celebrity familiarity strongly drives celebrity endorsement effectiveness (CEE) in context of cosmetic brands, thus, supporting H1. The positive beta value (0.389) and significant t-value (3.467) indicate that

the more familiar a celebrity is to target audience, the more effective their endorsement is perceived to be. This suggests that well-known celebrities can leverage their recognition to enhance the impact of endorsements. The results of this model indicate that a key factor influencing consumers' purchasing intentions is how well a celebrity endorses a product. The factors of familiarity, attractiveness, congruence, expertise,

and trustworthiness all contribute to how effective an endorsement is perceived to be. Marketers should carefully consider these aspects when selecting celebrities for endorsements to maximize impact. Overall, these elements collectively shape consumers' attitudes towards the brand and influence their purchasing decisions. With this knowledge, marketers can create celebrity endorsement campaigns that connect with consumers and increase sales.

Discussion and Conclusion

Reflecting on the present study, the primary aim of this research was addressing the elements that ultimately impact the CEE and brand purchase intention. Consequently, learning more about how customers view and react to celebrity endorsements. The results of this study could significantly add to the scant body of research and spark more conversations around the idea of CEE, particularly in the Indian context. Thus, this study is crucial for addressing the fierce rivalry in the cosmetics sector. In recent years, the consumers are shifting towards organic cosmetics, which don't contain artificial ingredients and chemicals. Therefore, the importance of convincing the consumers regarding the authenticity of such product directly lies with the brands. As the representative for these well-known brands, celebrities have a huge part to influence the consumers regarding the benefits of using the cosmetic brands, thereby, contributing towards more revenues for the firms through increase in volume sales. Overall, the rise of online merchants will increase the popularity of celebrity endorsements in the future years, that are making the purchasing process easier and convenient for the consumers.

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