



GRADUATE PROGRAMS INSTITUTE

**IMPACT OF CELEBRITY ENDORSEMENT IN THE CONTEXT OF
DIGITAL ADVERTISING ON CONSUMER PURCHASE
BEHAVIOUR: A RESEARCH ON INSTAGRAM USERS IN
PAKISTAN**

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MASTER'S THESIS

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ABSTRACT

**IMPACT OF CELEBRITY ENDORSEMENT IN THE CONTEXT OF DIGITAL
ADVERTISING ON CONSUMER PURCHASE BEHAVIOUR: A RESEARCH**

ON INSTAGRAM USERS IN PAKISTAN

Social media is increasingly being used as a platform for advertising and marketing activities. Social media marketing requires a large investment of time, money, and organisational resources. However, there is always space for growth in terms of how businesses may use social media advertising to draw in customers and entice them to buy their products. The main components of social media advertising that might foretell a consumer's propensity to buy were therefore the subject of this study. In order to provide a clearer understanding of the link between the impact of celebrity endorsement in the context of digital media and consumer purchase behavior, this study adopts a novel conceptual model and set of hypotheses. Data from 300 Pakistani university students' through survey were used to evaluate the assumptions. The quantitative analysis of the study revealed that celebrity endorsement has a positive impact on consumer purchase behaviour.

Keywords: Celebrity Endorsement, Digital Advertising, Consumer Purchase Behaviour

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ABBREVIATIONS

EMS : E-mail Marketing Service

IVR : Interactive Voice Response

MMS : Multimedia Messaging Service

QR : Quick Response

WOM : Word of Mouth

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1 INTRODUCTION

With the rapidly developing technology, traditional advertising methods have been moved away. Businesses have turned to new advertising tools instead of choosing traditional ones to stay in the market and gain an advantage in the competitive environment. Businesses that create their advertising strategies in this direction achieve successful results with effective moves.

Indeed, in today's world, where mobile devices and the internet are widely used, it has become necessary to bring a new breath to advertising methods. Brands are aware of the fact that the frequency of social media use of target consumers is quite intense, and they aim to establish long-term interaction with their current and target customers through social media tools (Kim, Kim, and Han, 2007).

Actually concerns about the future of traditional advertising methods in the digital age are increasing as people stick to online platforms such as Google, Facebook, YouTube, and Netflix. On the other hand, traditional advertising tools such as television commercials are believed to have lost their popularity as are cassettes, DVD players, radios, and many other 20th century works (Murphy and Tan, 2003).

At this point, it is clearly seen that digitalization and new communication technologies offer the social media environment that allows people to share pictures, images and texts containing their ideas, feelings, and thoughts. In addition to being used to meet the entertainment, learning, shopping, and communication needs of consumers, it offers popular online tools that enable them to communicate with each other, get information about brands easily, and share their experiences and complaints. These tools, which allow two-way communication and increase the participation of consumers with content production, play a strategic role for brands in determining the target audience and reaching directly to the consumer as a communication and advertising channel.

In the light of all these information, the purpose of this research was set to analyze the impact of vcelebrity endorsement in the context of digital advertising on

consumer purchase behavior. Thus, by comprehensively and critically examining the rapidly expanding literature, the findings of current research were synthesized and interpreted to point out research gaps for future studies.

2 LITERATURE REVIEW

In this part of the study, digital advertising, celebrity endorsement and consumer purchase behavior were explained. Then, the research results on celebrity endorsement and consumer purchase behavior relationship were detailed.

2.1 DIGITAL ADVERTISING

With the broad and efficient use of advancements in information and communication technologies, technological development, which has rapidly advanced during the 21st century, continues to bring rapid change and transformation in all fields (İlhan, 2019). The most significant economic and cultural advances since Industry 1.0 are thought to have occurred during the current era, often known as the Digital Era.

It is possible to see the first traces of digital transformation in the first message service sent over the internet in 1969. In the historical process, sending e-mails in 1971 was followed by the establishment of the first website in the 1980s. The end of the 90s was a period when investments made in the digital field and the number of websites established increased considerably, and at the same time, search engines such as Google, e-bay and Yahoo emerged. With the 2000s, advertising has evolved in terms of interaction, personalization, and participation (Lombard and Synder-Duch, 2017).

When we look at the development of digital advertising in the last 15 years, it is possible to talk about three major trends: i) Search engine, ii) social media and iii) mobile applications. As a result of innovations such as the founding of the first social media sites Friendster and MySpace, the opening of Apple's iTunes stores, and the radical change in video calls by Skype, enriched media applications such as advergames have emerged in digital advertising. (Thorson and Tham, 2017).

More effective and measurable advertising results have been achieved with the AdWords application, which has been showing advertisements in Google search results since 2000. With the intense use of social media tools such as facebook, twitter, Instagram and the video sharing site Youtube in 2004 and later, these areas have started to be used as new advertising channels (Elden and Makal, 2014).

The development of social media and mobile advertising are seen as two important changes that shape digital advertising (Chaffey and Smith, 2013). Digital advertising enables marketing professionals to directly connect with individual consumers in real time, without spatial or wiring constraints. The most important advantage of digital advertising is that it enables the identification of consumers and customized application delivery by using the SIM smart cards of the phones as a mobile database. This has made more personalized and targeted mobile advertising possible (Truong and Simmons, 2010).

Digital advertising applications, which started with the short message service in 1992, are constantly renewing themselves with different applications such as EMS, MMS, IVR, VIDEO IVR, location-based message sending and QR Code usage with the launch of the iPhone in 2007 and the widespread use of smart phones (Hopkins and Turner, 2012). With the provision of internet access from smart phones and tablets, new information is constantly produced on social networking sites that provide personal information, pictures, videos, profiles, and content sharing. In this production, video conferencing, location-based real-time coupons, location sensors and cameras are used for advertising purposes through mobile applications (Berman, 2012). Digital advertising offers exciting platforms to connect with consumers in various and relevant ways. However, the main thing is not to understand technology, but to know and understand people better, and to use technology in the best way to ensure their participation and information (Ryan and Jones, 2009).

Digital advertising is preferred by businesses because it offers significant advantages in terms of measurability and personalization. In this context, reports and analyzes on the success, cost and targeted conversions of advertising campaigns are obtained from the panels provided by advertising media such as

Facebook and Google. It is possible to analyze the behavior of users visiting digital media through the published advertisement, on which pages they spend time and with which content they interact more. In line with this data, personalized and correct content advertising messages are sent to the appropriate customer.

2.1.1 Types of Digital Advertising

Today, basic digital advertising types are i) Internet-based advertisements (website advertisements, search engine advertisements, search engine optimization, remarketing advertisements, e-mail advertisements), ii) advertisements on mobile devices (SMS, MMS, QR Codes, IVR, Location-Based), iii) game-based advertisements (entertainment/game advertisements and in-game advertisements) and iv) social media advertisements (social networks, social bookmarking sites, file sharing sites, blogs, microblogs, and forums) (Varnali, 2013).

2.1.1.1 Internet-Based Advertisements

Internet-based advertisements refer to a type of digital advertising that is delivered through the internet. It includes various forms of online advertisements that are displayed on websites, social media platforms, search engine results pages, and other online channels. Internet-based advertisements have become increasingly popular due to the growth of digital media consumption and the rise of the internet. Advertisers can use these advertisements to reach and engage with their target audience in a cost-effective and measurable manner (Purusothaman, 2017).

Some common types of internet-based advertisements include (Srivastava, 2012):

- **Display Advertisements:** These are banner advertisements that are displayed on websites and can be targeted based on demographics, interests, and behaviors.

- **Search Advertisements:** These are advertisements that appear on search engine results pages when users search for specific keywords. They are usually text-based advertisements that appear at the top or bottom of the page.
- **Social Media Advertisements:** These are advertisements that appear on social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn. They can be in the form of sponsored posts, display advertisements, or video advertisements.
- **Video Advertisements:** These are advertisements that appear before, during, or after online video content. They can be in-stream advertisements that appear within the video player, or out-stream advertisements that appear within the content of a website.
- **Native Advertisements:** These are advertisements that blend in with the content of a website or app, making them less intrusive and more engaging. They can be in the form of sponsored articles, videos, or product recommendations.
- **Email Advertisements:** These are advertisements that appear within email newsletters or promotional emails sent to subscribers. They can be in the form of banner advertisements, sponsored content, or product recommendations.
- **Influencer Marketing:** This is a type of digital advertising that involves partnering with social media influencers to promote products or services to their followers. It can be in the form of sponsored posts, stories, or videos.

2.1.1.2 Advertisements on Mobile Devices

Advertisements on mobile devices refer to the various forms of digital advertisements that are displayed on mobile devices such as smartphones and tablets. With the rapid growth of mobile device usage, advertisers have shifted their focus to mobile advertising to reach their target audience (Hopkins and Turner, 2012). Advertisements on mobile devices provides advertisers with an

opportunity to reach their target audience on-the-go, at any time and in any place. It can be highly targeted and personalized based on factors such as location, behavior, and demographics, which makes them more effective in reaching and engaging with audiences. Additionally, advertisements on mobile devices are measurable, which allows advertisers to track and optimize their campaigns in real-time (Ünal, Ercis and Keser, 2011).

Mobile advertising messages sent via mobile phones are more likely to reach the target customer group than television, newspaper, magazine, and outdoor advertisements. When we compare it with television and internet advertisements, it is seen that the importance of mobile advertisements has increased since they can be personalized according to target customers, different messages can be created according to their location, time and interests, and these messages can be sent (Scharl et al., 2005). Accordingly, mobile advertising emerged as a complementary element to internet and interactive television advertisements and made it possible for advertisers to inform about optional marketing campaigns based on where the target audience is, their current needs and the tools they use. Mobile advertisements can also enable mobile phone users to save time and buy goods and services at more affordable prices (Quah and Lim, 2002).

Some common types of mobile advertisements include (Grewal, Bart, Spann and Zubcsek, 2016).

- In-App Advertisements: These are advertisements that appear within mobile applications. They can be in the form of banner advertisements, interstitial advertisements, native advertisements, or video advertisements.
- Mobile Web Advertisements: These are advertisements that appear on mobile websites. They can be in the form of display advertisements, native advertisements, or video advertisements.
- SMS/MMS Advertisements: These are advertisements that are delivered via text message or multimedia message to mobile devices.
- Mobile Video Advertisements: These are advertisements that appear before, during, or after mobile video content. They can be in-stream advertisements that appear within the video player or out-stream advertisements that

appear within the content of a website or app.

- **Location-based Advertisements:** These are advertisements that are targeted based on the user's location. They can be in the form of push notifications, text messages, or display advertisements.

2.1.1.3 Game-Based Advertisements

Game-based advertisements are advertisements that are integrated into video games, mobile games, or other gaming platforms. These advertisements are designed to appear within the game environment and can take many forms, including in-game billboards, product placements, branded game levels, and mini-games that promote a product or service. Game-based advertisements are very prominent in the success of digital advertising applications. Thanks to the in-game advertisements designed by combining the entertainment element and the brand of a business, the information is not easily erased from the memory of the customer, so brands try to keep their customers both entertained and loyal to their brands (Aktaş et al., 2010).

A appropriate setting for the postmodern marketing communication understanding of the new media period is created by game-based commercials, which involve incorporating visual components and marketing communication messages of various brands into computer and video games (Sharma, 2014). Game-based advertisements serve as a significant medium for local and international brands to spread their messages because they are fun, exciting, interactive, suitable for viral distribution, suitable for consumers to spend more time playing, and powerful advertising environments that enable brand collaboration within the game. shows (Özkaya, 2010).

In exchange for the amusement provided by the game-based marketing, it is hoped to draw the visitor's, or the consumer's, attention to the brand and the messages it conveys (Aktaş et al., 2010). The length of the good interaction between the brand and the customer is the key differentiating factor of game-based commercials as a marketing strategy. Visitors to advertising campaigns

based on the game in question can develop a personal, long-lasting relationship with the company (Akyol, 2010). This conclusion is also supported by the findings of a study carried out by Wise et al. (2008). According to the research, there is a good relationship between game-based advertising applications, the brand, and the consumer.

The website's content frequently includes game-based adverts. The visitor concentrates more on the game and the website than on the commercial because there is no clear distinction between advertising, entertainment, and information. By requesting an ID and password on the website, online advertising urge users to join. They invite users to other websites that fit their interests, determine their tastes, preferences, and even lifestyles while entertaining and diverting them with surveys and games (eltek, 2010). Sometimes, these invitations or recommendations come with portable communication devices. Advergaming encompasses software games as well as games played on websites and mobile devices.

2.1.1.4 Social Media Advertisements

Since the advent of social media, which enables users to create their own networks, engage in virtual sharing, is continually updated, and provides interactive and two-way contact, corporations have begun to use these platforms for advertising purposes. The attention of the young, active generation who use the internet is drawn to and retained by platforms where visuality is at the forefront, amusing, intriguing, and presenting content in a novel way. Digital advertisements are one way for firms that effectively use social media to increase brand awareness (Alhabas, 2017).

Currently, one of the main ways that people communicate with one another is through social media, which also enables people to share their opinions, thoughts, and even feelings (Stieglitz and Dang-Xuan, 2013). Users are shown adverts through social media platforms, often known as social media advertising or social media targeting. This marketing strategy is competitive. Despite the difficulties of

internet purchasing, it may also be utilized to sell goods and services directly. Social networks employ user data to provide highly relevant advertisements based on user activities on particular platforms. When a good or service is advertised online, it is important to find the target market using the right methods, including similarity-based community detection in social networks or microblogs. Social media advertising may frequently result in a significant boost in connecting people and sales with a cheaper cost of acquiring a product when the target market is in line with the user specifications of a social media network.

Social media tools are important for advertisers in terms of providing visual advertisements, content promotions, various applications, and add-ons (Alhabas, 2017). Social networks, one of the digital advertising tools, are classified as i) personal networks (Facebook, Forsquare, Snapchat, Instagram, Path, and Google), ii) content networks (Twitter, Instagram, Google, Pinterest), iii) common interest communities (Linkedin, Flickr, Youtube, Meetup) (Kuş, 2016). Thanks to these tools, advertisers get the chance to get to know their customers better and get closer to their customers.

However, social media advertising is not without its challenges. One of the biggest challenges is ensuring that the advertisements stand out in a crowded and noisy environment. With so much content being posted on social media every day, it can be difficult to capture the attention of users and make an impression. Another challenge is ensuring that the advertisements are relevant and engaging. Social media users are often looking for content that is entertaining, informative, or inspirational, and they may quickly scroll past advertisements that do not meet these criteria. Marketers need to create advertisements that are designed to grab the attention of users and offer them something of value (Kuş, 2016).

2.1.2 Digital Advertising Appeals

Digital advertising appeals are the methods and strategies used by marketers to persuade consumers to take a specific action or adopt a particular viewpoint.

The digital advertising appeal used will depend on the product or service being advertised and the target audience. Marketers need to understand their audience's needs and preferences to create effective advertisements that resonate with them and drive the desired action.

There are several types of digital advertising appeals that marketers use including i) emotional appeal, ii) rational appeal, iii) humor appeal, iv) social proof appeal, v) value appeal, vi) scarcity appeal, vii) authority appeal.

2.1.2.1 Emotional Appeal

Emotional appeals are a type of digital advertising appeal that aims to elicit an emotional response from the audience to create a connection with the product or service being advertised. Emotional appeals can range from fear to love, happiness, and sadness, and they are often used in video advertisements or social media content. The goal of emotional appeals in digital advertising is to create an emotional bond between the consumer and the product or service being advertised. This bond can increase brand loyalty, improve customer retention, and lead to increased sales. Overall, emotional appeals in digital advertising can be highly effective in creating a connection with the audience and driving desired actions. Marketers need to use emotional appeals in a way that is authentic and resonates with their target audience to create a lasting impression and drive results (Kotler and Armstrong, 2012).

There are different ways to use emotional appeals in digital advertising, including (Padhy, 2011):

- **Fear:** Fear appeals are used to create a sense of urgency or danger to persuade the audience to act. This can be used in advertisements for products related to health and safety, such as insurance or security products.
- **Happiness:** Happiness appeals use positive emotions such as joy, happiness, and excitement to create a positive association with the product or service being advertised. This can be used in advertisements for travel,

entertainment, or food and beverage products.

- Sadness: Sadness appeals can be used to create a connection with the audience by tugging at their heartstrings. This can be used in advertisements for charity organizations or social causes.
- Love: Love appeals are used to create an emotional connection with the audience by tapping into feelings of affection and closeness. This can be used in advertisements for products related to relationships, such as dating applications or wedding products.

2.1.2.2 Rational Appeal

Rational appeal is a type of digital advertising appeal that uses logic and reason to persuade the audience to act or adopt a particular viewpoint. Rational appeals can be effective in digital advertising for products or services that require careful consideration before purchasing, such as cars, financial services, or software products (Sharma and Singh, 2006). Rational appeals typically present information about the product or service, such as its features, benefits, or performance metrics, concisely. By providing logical arguments and data-driven information, rational appeals aim to convince the audience that the product or service being advertised is the best choice for them. Overall, rational appeals in digital advertising can be effective in persuading the audience to act based on logical arguments and factual information. Marketers need to use rational appeals in a way that is relevant and resonates with their target audience, while avoiding information overload or jargon that may turn off potential customers (Kotler and Armstrong, 2012).

There are different ways to use rational appeals in digital advertising, including (Belch and Belch, 2004):

- Comparison: Comparison appeals use a side-by-side comparison of the product or service being advertised with its competitors to show why it is superior. This can be effective in convincing consumers that the product or service being advertised offers better value or performance.

- **Statistics:** Statistics appeals use factual data and figures to support the benefits or performance of the product or service being advertised. This can be effective in convincing consumers that the product or service is a smart choice based on objective data.
- **Testimonials:** Testimonial appeals use customer or expert testimonials to provide social proof of the effectiveness or quality of the product or service being advertised. This can be effective in convincing consumers that the product or service is worth trying based on positive feedback from others.
- **Demonstration:** Demonstration appeals use visual or interactive demonstrations to show how the product or service works and its benefits. This can be effective in convincing consumers that the product or service is easy to use and offers practical benefits.

2.1.2.3 Humour Appeal

Humor appeal is a type of digital advertising appeal that uses humor or wit to create a positive association with the product or service being advertised. Humor appeals can be effective in digital advertising because they can capture the audience's attention, create a memorable experience, and differentiate the brand from its competitors. Overall, humor appeals in digital advertising can be effective in creating a positive association with the brand and increasing engagement and shareability. However, marketers need to use humor in a way that is appropriate and relevant to their target audience, while avoiding offensive or insensitive content that may harm the brand's reputation (Motwani and Agarwal, 2013).

There are different ways to use humor appeals in digital advertising, including (Belch and Belch, 2012):

- **Parody:** Parody appeals use humorous imitations of other advertisements or popular culture references to create a humorous association with the product or service being advertised. This can be effective in making the ad stand out and creating a memorable experience.
- **Satire:** Satire appeals use exaggerated or ironic humor to make a statement

about the product or service being advertised. This can be effective in creating a buzz around the ad and generating social media shares and engagement.

- Puns and wordplay: Puns and wordplay appeals use clever wordplay and puns to create a humorous association with the product or service being advertised. This can be effective in creating a fun and playful experience that resonates with the audience.
- Visual humor: Visual humor appeals use visual gags, funny animations, or unexpected twists to create a humorous association with the product or service being advertised. This can be effective in capturing the audience's attention and creating a memorable experience.

2.1.2.4 Social Proof Appeal

Social proof appeal is a type of digital advertising appeal that leverages social influence to persuade the audience to act or adopt a particular viewpoint. Social proof appeals use the power of social validation to demonstrate that other people have already used and benefited from the product or service being advertised. Overall, social proof appeals in digital advertising can be effective in leveraging social influence to persuade the audience to act or adopt a particular viewpoint. Marketers need to use social proof appeals in a way that is relevant and resonates with their target audience, while avoiding fake or misleading endorsements that may harm the brand's reputation (Sharma and Singh, 2006).

There are different ways to use social proof appeals in digital advertising, including (Padhy, 2011):

- User-generated content: User-generated content appeals use content created by real customers, such as reviews, testimonials, or social media posts, to demonstrate the effectiveness or quality of the product or service being advertised. This can be effective in building trust and credibility with the audience.
- Celebrity endorsements: Celebrity endorsement appeals use endorsements

from celebrities or influencers to create a positive association with the product or service being advertised. This can be effective in increasing brand awareness and credibility.

- Expert opinions: Expert opinion appeals use endorsements from industry experts, such as doctors, scientists, or analysts, to support the benefits or effectiveness of the product or service being advertised. This can be effective in convincing consumers that the product or service is worth trying based on expert recommendations.
- Popularity indicators: Popularity indicator appeals use metrics, such as the number of download advertisements, social media followers, or customer ratings, to demonstrate the popularity and social validation of the product or service being advertised. This can be effective in creating a sense of urgency or scarcity and convincing consumers to act.

2.1.2.5 Value Appeal

Value appeal is a type of digital advertising appeal that emphasizes the value or cost-effectiveness of the product or service being advertised. Value appeals can be effective in digital advertising for products or services that are priced competitively or offer significant cost savings compared to alternatives. Overall, value appeals in digital advertising can be effective in convincing consumers to consider the product or service based on its value or cost-effectiveness. Marketers need to use value appeals in a way that is relevant and resonates with their target audience, while avoiding false or misleading claims that may harm the brand's reputation (Johar and Sirgy, 1991).

There are different ways to use value appeals in digital advertising, including:

- Price-based appeals: Price-based appeals emphasize the affordability or low price of the product or service being advertised. This can be effective in convincing consumers who are price-sensitive or looking for a bargain.
- Quality-based appeals: Quality-based appeals emphasize the high quality or premium features of the product or service being advertised. This can be

effective in convincing consumers who are willing to pay a premium for superior quality or performance.

- **Benefit-based appeals:** Benefit-based appeals emphasize the practical benefits or cost savings that the product or service can provide to the consumer. This can be effective in convincing consumers that the product or service is worth the investment based on its practical benefits.
- **Limited-time offers:** Limited-time offers use time-limited discounts or promotions to create a sense of urgency and encourage immediate action. This can be effective in convincing consumers to take advantage of the offer before it expires.

2.1.2.6 Scarcity Appeal

Scarcity appeal can also be used as a type of digital advertising appeal. In digital advertising, scarcity appeal can be implemented in various ways to create a sense of urgency and encourage users to take immediate action. Scarcity appeal in digital advertising can be effective in encouraging users to act and make a purchase. However, it is important for advertisers to be transparent and truthful in their claims to avoid damaging their brand's reputation. Scarcity appeal in digital advertising can be effective in encouraging users to act and make a purchase. However, it is important for advertisers to be transparent and truthful in their claims to avoid damaging their brand's reputation (Eisend, 2008).

Some common examples of scarcity appeal in digital advertising include (Mukherjee and Lee, 2016):

- **Countdown Timers:** Digital advertisements that use countdown timers to create a sense of urgency and prompt users to act before a sale or promotion ends.
- **Limited-Time Offers:** Digital advertisements that promote limited-time offers, such as "24-hour flash sale", to encourage users to make a purchase before the offer expires.
- **Limited Stock Notifications:** Digital advertisements that notify users when a

product is low in stock or about to sell out, which can create a sense of urgency and prompt users to make a purchase before the item is no longer available.

- **Exclusivity:** Digital advertisements that promote exclusive products or services, such as “Limited edition release” can create a sense of urgency and exclusivity, which can motivate users to act and make a purchase.

2.1.2.7 Authority Appeal

Authority appeal is a type of digital advertising appeal that involves using the authority or expertise of an individual or organization to promote a product or service. Authority appeal can be effective in digital advertising because it can help establish trust and credibility with consumers. Authority appeal in digital advertising can be effective in establishing trust and credibility with consumers, which can ultimately lead to increased sales and brand loyalty. However, it is important for advertisers to use authority appeal ethically and truthfully, without making false or misleading claims (Sharma and Singh, 2006).

Some common examples of authority appeal in digital advertising include (Belch and Belch, 2012):

- **Expert Endorsements:** Digital advertisements that feature endorsements from experts or celebrities in a particular industry or field, such as a famous chef endorsing a kitchen gadget.
- **Industry Accolades:** Digital advertisements that highlight industry awards or recognition received by a product or service, which can establish credibility and authority in the minds of consumers.
- **Social Proof:** Digital advertisements that highlight user-generated content, such as customer reviews and ratings, can establish authority and trust with potential customers.
- **Trust Badges:** Digital advertisements that feature trust badges, such as BBB or Norton Secured, can establish credibility and authority in the minds of consumers.

2.2 CELEBRITY ENDORSEMENT

"Any person who enjoys public recognition and uses that recognition on behalf of a consumer good by appearing in an advertisement" is the definition of an endorser (McCracken, 1989). A celebrity or well-known public figure is used to promote a good or service in a celebrity endorsement, a form of advertising tactic. Celebrities are a new breed of unbiased third-party endorsers who use blogs, tweets, and other social media to influence audience opinions (Freberg et al., 2011). Influencers are not a new concept in communication literature, despite the fact that social media has only just been included in the realm of marketing literature. Actually the rise of influencer marketing started with the acceleration of internet usage but its roots go back to a much older period. Brands have been collaborating with influencers for years outside of social media to deliver their messages through reliable sources (Casalóa et al., 2020).

Some common examples of celebrity endorsement in advertising include:

- **Television Commercials:** Advertisements that feature a celebrity using or endorsing a product or service on TV, such as a famous athlete promoting a sports drink.
- **Print Advertisements:** Advertisements that feature a celebrity in a print publication, such as a famous musician posing for a fashion brand.
- **Social Media Influencers:** Advertisements that feature social media influencers, such as Instagram or TikTok stars, using or promoting a product or service on their social media accounts.
- **Event Appearances:** Advertisements that feature celebrities making appearances at events or public appearances on behalf of a brand, such as a famous actor attending a charity event sponsored by a clothing brand.

Influencer marketing's initial phase can be characterized as the time when companies partnered with experts and celebrities to promote their goods. Influencers in the marketing context include prominent figures like rock stars in Coke commercials or nutritionists endorsing a particular yogurt brand. Consumers

view the professionals and celebrities they see in commercials as trustworthy sources because they respect, trust, and admire them (Ohanian, 1991). In this early period of influencer communication, communication is one-way and limited to mainstream traditional media. Direct communication with celebrities is almost impossible, and their visibility is completely controlled by public relations professionals (Chung and Cho, 2017). For this reason, it is not possible to see these celebrities in advertisements outside of these advertisements, they do not share their daily lives, morning coffees or holidays like today's social media celebrities, and there is no suitable media channel for this anyway.

Word of mouth (WOM) communication is one of the most powerful factors shaping consumers' preferences, and the main logic of influencer marketing is based on WOM. This has been a time when communication has shifted from traditional media to the internet, allowing internet users to share their ideas, experiences, information or WOM communications faster and easier than ever before. After the celebrities and professionals seen in the traditional media, the second wave of influencer marketing was initiated by ordinary consumers using the internet to give product recommendations, share their consumption experiences, in other words, create eWOM (Wiegand et al., 2015). The purpose of the creators, which we define as the second wave, is to share information and enjoy the popularity of their blogs only to help others, unlike today's influencers who make sharing their profession. Impact and eWOM are defined as organic as there is no interference or financial benefit from brands to content creators. The popularity gained on social media is not yet generating income for second wave influencers, blogging has remained an amateur hobby rather than a profession (Berger, 2014).

The third wave begins when brands discover the uncontrollable power of branded content on the web and the enormous potential of social media for marketing communications. Kozinets et al. (2010) refers to the second phase of word of mouth (WOM) as the "Linear Marketing Impact Model" (we called it the third wave in influencer marketing). In this period, communication between brand, influencer and consumers is seen as a linear relationship. Marketers deliver the

desired marketing message to opinion leaders/influencers, pay or send gifts to deliver it to their audience, and influencers spread marketing messages delivered by the brand. The message reaches the audience in a one-way and linear way, there is no message conveyed to the brand from the other end. Brand-influencer relationships started with sending products to bloggers to try, but as influencers became professional content creators, payment instead of product became widespread and influencers became the most popular marketing communication channel for most brands (Hearn and Schoenhoff, 2016).

When the history of influencer marketing is reviewed, it becomes clear that Opinion Leadership Theory served as the foundation for this discipline. The pioneering work of Lazarsfeld, Berelson, and Gaudet (1948), who studied voter behavior in the 1940 US presidential election and presented evidence that friends, family, and coworkers had a significant impact on voting decisions, served as the foundation for opinion leadership theory. Opinion Leadership Theory is based on the Two-Stage (Multi-Stage) Flow Model developed by Katz and Lazarsfeld in 1955. This theory contends that factual information disseminated by media outlets (such as news) and a two-stage distribution (people who interpret and convey the message from the media) both have an impact on mass media viewers.

2.2.1 Potential Benefits of Celebrity Endorsement in Digital Advertising

Celebrity use in advertising can be an effective way for brands to differentiate themselves in a crowded marketplace and stand out from the competition. However, it is important for brands to choose celebrities who align with their values and target audience, and to ensure that any claims made in the advertising are truthful and not misleading (Centeno and Wang, 2017).

Some of the key benefits include:

- **Increased Brand Awareness:** Celebrity endorsements can increase brand awareness and visibility, as consumers are more likely to pay attention to

and remember advertisements featuring celebrities they admire or respect.

- **Credibility and Trust:** Celebrities often have established expertise and credibility in their respective fields, and their endorsement can lend credibility and trust to a brand's product or service.
- **Emotional Connection:** Celebrities can help to create an emotional connection between the brand and the consumer, as consumers may feel a sense of kinship or admiration for the celebrity.
- **Increased Sales:** Celebrity endorsements can help to increase sales of a brand's product or service, as consumers may be more likely to try or purchase a product that is associated with a celebrity they admire or respect.
- **Improved Brand Image:** Associating a brand with a well-respected celebrity can improve the brand's image and help to position the brand as more sophisticated, luxurious, or trendy.

Although the ultimate goal of celebrity-endorsed advertisements is to increase sales, numerous studies have found that celebrity endorsement has a positive impact on a variety of desired marketing outcomes, including brand awareness, attitude toward the advertisement, brand and ad recall, brand loyalty, and sales. According to Koernig and Boyd (2009) and Silvera and Austad (2004), celebrity use in advertising is linked to more attention and a more favorable view toward the advertisement. Celebrity endorsements in advertising not only foster favorable attitudes and brand awareness, but they also help brands achieve their goals by fostering good attitudes about their products and brands. Celebrity endorsement includes brand awareness (Miller and Lacznia, 2011), attitude towards the endorsed brand (Till et al., 2008), purchase intention (Lafferty et al., 2002) and brand loyalty (Miller and Lacznia, 2011).

Much of the research on celebrity use in advertisements has focused on the factors that underlie the success of celebrity-sponsored advertisements. The positive impact on the endorsed brand is attributed to different antecedents such as the endorsement celebrity's reputation (Ohanian, 1991), attractiveness (McGuire, 1985), popularity, or celebrity and endorsed product/brand fit (Kamins, 1990).

Another explanation of the effect of celebrity support in advertisements on brand results highlights the transfer of symbolic values represented by the celebrity to the approved brand (McCracken, 1989).

2.2.2 Potential Drawbacks of Celebrity Endorsement in Digital Advertising

While there are many potential benefits to using celebrities in advertising, there are also some potential drawbacks and negative effects that brands should consider. While celebrity endorsements can be effective in generating buzz and increasing brand awareness, it is important for brands to carefully consider the potential negative effects and weigh them against the potential benefits. Brands should also ensure that the celebrity aligns with the brand's values and target audience, and that the advertising is truthful and not misleading (Centeno and Wang, 2017).

Some of the key negative effects include:

- **High Costs:** Hiring a celebrity for advertising can be very expensive, and may not always provide a positive return on investment.
- **Overexposure:** If a celebrity is used too frequently in advertising, consumers may become desensitized or tired of seeing them, which can diminish the impact of the advertising.
- **Negative Associations:** If a celebrity is involved in a scandal or controversy, it can negatively impact the brand's image and association with that celebrity.
- **Lack of Authenticity:** Consumers may perceive celebrity endorsements as insincere or inauthentic, which can diminish the credibility of the brand.
- **Limited Appeal:** Some celebrities may only appeal to certain demographics or audiences, which can limit the effectiveness of the advertising for broader target markets.

Although it may seem like the surest and shortest way for a brand to choose a celebrity who already has strong ties with the public and has a positive image, and to give him a role in advertisements, in order to establish a strong bond with

consumers and create a positive brand image, both literature and practical examples have shown that it may not always go as expected. When the celebrity chosen as a brand supporter loses his popularity or his name is involved in a scandal, the brand is adversely affected (Bailey, 2007). The power of the scandal or the negative image of the celebrity on the brand depends on various variables. Um (2013) argues that the extent to which the consumer identifies with the celebrity and the degree of loyalty to the brand determines the impact of the celebrity's misbehavior on the brand. The celebrity's confession instead of denying their mistake also weakens the negative effect.

The fact that celebrities are too conspicuous, or even to the point of being in front of the product, can sometimes overshadow the product and brand that should be emphasized in the advertisement. In brand-famous collaborations, the star should be the product, not the celebrity. In the case where a celebrity works with many brands, the influence of celebrity support is further reduced as all brands will be in the shadow of each other (Mowen and Brown, 1981). Frequent exposure to the celebrity in advertisements not only lowers the value of the celebrity in the eyes of their fans, but also causes suspicion that they have a connection with the brand, that they sincerely support them, and creates the perception that they are in cooperation for financial reasons (Tripp, Jensen and Carlson, 1994). The consequences of one celebrity supporting multiple brands have become a topic of renewed interest, with influencers collaborating with multiple brands compared to celebrities in traditional media.

The majority of television networks today use celebrity endorsers to promote items. Celebrity endorsement has grown in popularity because of its ability to grab people's attention and give business owners a better chance to contact consumers. Celebrities are often used in advertisements as a way to assist viewers remember the point of the message and the brand that the celebrity is endorsing. Additionally, it enables the development of a brand's identity since, when a celebrity is linked to a product or service, the associated image influences how consumers view that product or service (Silvera and Austad, 2004). If unfavorable information about either company is publicized in the media, it may negatively affect how consumers

see both companies. Because on a personal level they can provide information and role models that stimulate changes in behavior that can be either helpful or detrimental, mass media can have an impact on people both privately and publically. At the public level, the media may also increase decision-makers' sensitivity to issues, changing the context in which individuals make decisions.

Working with a well-known individual would produce greater production, advertisements and countless assessments. The customer would pay the writers credit for their chances of accomplishing that, as well as the bigger financial rewards, the celebrities accept to exclude the product because of their hard work and devotion to it. It is always preferable to any workplace eager to advertise or promote its goods, that they are able to utilize a person who is recognized and renowned by the public, rather than an unknown person, so that they may stand up to their competitors and differentiate the business from each other (Silvera and Austad, 2004).

2.3 CONSUMER PURCHASE BEHAVIOUR

Consumer purchase behavior describes the steps and behaviors consumers take while deciding what to buy. Businesses must comprehend consumer purchasing patterns in order to effectively sell their goods and services and sway customers' choices (Pride and Ferrell, 2000). In this sense, the study of consumer purchase behavior is a component of marketing, and its main goal is to understand how people choose, purchase, use, and dispose of goods, as well as the variables such as prior experience, taste, price, and branding that influence consumers' choices.

The study of consumer purchase behavior emerged as a distinct field in the mid-20th century, driven by the need for businesses to better understand their target markets and tailor their marketing strategies accordingly. It draws upon theories and frameworks from disciplines such as psychology, sociology, economics, and anthropology to comprehensively explore the factors influencing consumers' decision-making processes. Thus, consumer purchase behavior is a

multifaceted field that combines insights from various disciplines to understand how individuals make choices when acquiring goods or services. By examining personal, psychological, social, and situational factors, researchers and marketers can gain valuable insights into consumer motivations, preferences, and decision-making processes, ultimately leading to more effective marketing strategies and enhanced consumer satisfaction (Kotler and Keller, 2012).

2.3.1 Factors Influencing Consumer Purchase Behavior

There are several factors that influence consumer purchase behavior, including personal, psychological, and social factors. The factors affecting the consumer purchasing decision process and behavior are listed as i) personal factors, ii) psychological factors, iii) social factors (Armstrong et al., 2015).

2.3.1.1 Personal Factors

Consumer purchase behavior is influenced by a variety of personal factors. They can have a significant impact on consumer purchase behavior, and it is important for brands to consider these factors when developing marketing strategies and targeting specific consumer segments. Some of the key personal factors that can influence consumer purchase behavior include (Rani, 2014):

- **Age:** Different age groups may have different needs, preferences, and buying habits. For example, older consumers may prioritize reliability and functionality in their purchases, while younger consumers may prioritize style and innovation.
- **Gender:** Men and women may have distinct requirements, tastes, and buying behaviors, which can have an impact on consumer purchasing behavior. For instance, men might be more inclined to buy technology things, whereas women might be more inclined to buy health, beauty, and wellbeing items.
- **Income:** Income level can influence consumer purchase behavior, as

consumers with higher incomes may have more disposable income to spend on luxury or high-end products.

- Education: Education level can also influence consumer purchase behavior, as more educated consumers may be more discerning and research-driven in their purchasing decisions.
- Lifestyle: Lifestyle factors, such as hobbies, interests, and values, can also influence consumer purchase behavior. For example, consumers who prioritize sustainability may be more likely to purchase environmentally-friendly products.
- Personality: Personality traits, such as extroversion, openness, and conscientiousness, can also influence consumer purchase behavior. For example, extroverted consumers may be more likely to purchase products that help them socialize or express themselves.

2.3.1.2 Psychological Factors

Consumer purchase behavior is also influenced by a variety of psychological factors. These factors can have a significant impact on consumer purchase behavior, and it is important for brands to consider these factors when developing marketing strategies and targeting specific consumer segments. Some of the key psychological factors that can influence consumer purchase behavior include (Ramya and Ali, 2016):

- Perception: Consumers' perceptions of products and brands can influence their purchase behavior. For example, consumers may perceive a product as high-quality or low-quality based on factors such as packaging, price, and brand reputation.
- Motivation: Consumers' motivations for purchasing a product can also influence their behavior. For example, consumers may be motivated by a desire for status or prestige, a need for convenience, or a desire to save money.
- Attitudes: Consumers' attitudes towards a product or brand can also

influence their behavior. For example, consumers who have a positive attitude towards a brand may be more likely to purchase its products, while consumers who have a negative attitude may be less likely to purchase them.

- **Learning and Memory:** Consumers' learning and memory processes can also influence their purchase behavior. For example, consumers may remember positive experiences with a brand and be more likely to purchase its products in the future.
- **Beliefs and Values:** Consumers' beliefs and values can also influence their purchase behavior. For example, consumers who prioritize health and wellness may be more likely to purchase products that align with those values.
- **Personality:** Consumers' personality traits can also influence their purchase behavior. For example, consumers who are risk-takers may be more likely to try new products, while consumers who are more conservative may be more likely to stick with familiar brands.

2.3.1.3 Social Factors

Consumer purchase behavior is also influenced by a variety of social factors. Social factors can have a significant impact on consumer purchase behavior, and it is important for brands to consider these factors when developing marketing strategies and targeting specific consumer segments. Some of the key social factors that can influence consumer purchase behavior include (Kumar, 2016):

- **Culture:** Culture can influence consumer purchase behavior by shaping values, beliefs, and norms around consumption. For example, different cultures may have different attitudes towards luxury goods, or different expectations around gift-giving.
- **Reference groups:** Reference groups are groups of people with whom consumers compare themselves and identify with. Reference groups can influence consumer purchase behavior by setting social norms around what

is considered desirable or acceptable. For example, if a consumer's reference group is made up of environmentally-conscious individuals, they may be more likely to purchase eco-friendly products.

- **Family:** Family can influence consumer purchase behavior by shaping values and attitudes around consumption, and by serving as a source of advice and guidance on purchasing decisions.
- **Social class:** Social class can influence consumer purchase behavior by shaping purchasing power, values, and attitudes around consumption. For example, consumers from higher social classes may be more likely to purchase luxury goods or high-end products.
- **Personal networks:** Personal networks, such as friends and acquaintances, can also influence consumer purchase behavior by providing recommendations, advice, and information about products and brands.
- **Opinion leaders:** Opinion leaders are individuals who are seen as knowledgeable or influential in a particular domain. Opinion leaders can influence consumer purchase behavior by providing recommendations, advice, and information about products and brands.

2.3.2 Steps in Consumer Purchase Decision

The Consumer Purchase Decision Process is the process that consumers go through when making a purchase. The consumer purchase decision process can be influenced by various factors, including personal beliefs and attitudes, social and cultural factors, and marketing and advertising messages. Understanding this process is important for marketers, as it can inform the development of effective marketing strategies and tactics that can influence consumer behavior at each stage of the process. It's important to note that the consumer purchase decision process is not always linear, and consumers may skip or repeat certain stages depending on the situation. Additionally, different consumers may approach the process in different ways, depending on their individual needs, preferences, and experiences. Marketers need to understand these nuances and tailor their

marketing strategies accordingly (Stankevich, 2017).

Businesses can influence consumer purchase behavior by understanding the factors that influence their customers and tailoring their marketing strategies accordingly. For example, businesses may use targeted advertising campaigns to appeal to specific demographics or social groups. They may also provide incentives such as discounts or free samples to encourage consumers to make a purchase (Belch and Belch, 2009).

Consumers typically go through a five-stage process when making a purchase decision: Problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Comegys et al., 2006).

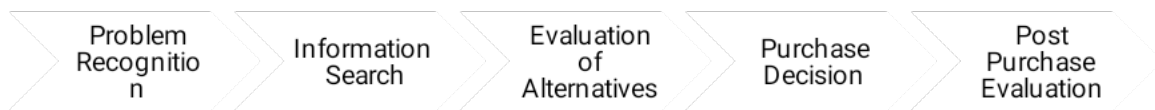


Figure 1. Consumer Purchase Decision Process

2.3.2.1 Problem Recognition

The problem recognition step is the first stage of the consumer purchase decision process. In this step, the consumer recognizes a need or a problem that needs to be solved. This can be triggered by internal or external stimuli. Internal stimuli are related to the consumer's own thoughts and feelings. For example, a consumer may recognize a need for a new phone because their current phone is old and slow. External stimuli are factors outside of the consumer that trigger a need or a problem. For example, a consumer may recognize a need for a new car after seeing an advertisement for a new model that they find appealing (Kotler and Keller, 2016).

Problem recognition is important because it sets the stage for the rest of the consumer purchase decision process. Without recognizing a need or problem, the consumer is unlikely to engage in the subsequent stages of the process. Marketers can influence problem recognition by highlighting the benefits of their products or

services and creating a sense of need or urgency in the consumer (Kotler et al., 2017).

2.3.2.2 Information Search

The information search step is the second stage of the consumer purchase decision process. In this stage, the consumer gathers information about possible solutions to the problem or need identified in the problem recognition stage. There are two main sources of information that consumers can use during the information search stage (Clow and Baack, 2016):

- **Internal Sources:** These are sources of information that are based on the consumer's own knowledge and experience. For example, a consumer may rely on their own past experiences with a particular brand or product to make a purchase decision.
- **External Sources:** These are sources of information that come from outside the consumer, including personal sources (such as family and friends), marketing and advertising messages, and public sources (such as reviews and ratings).

The extent to which a consumer engages in information search will depend on various factors, including the level of involvement and the perceived risk associated with the purchase decision. Consumers who are highly involved in the purchase decision and perceive a high level of risk are likely to engage in more extensive information search.

Marketers can influence the information search stage by providing consumers with relevant and credible information about their products or services, highlighting the benefits and features that differentiate them from competitors, and leveraging positive reviews and testimonials from satisfied customers (Kotler et al., 2017).

2.3.2.3 Evaluation of Alternatives

The evaluation of alternatives step is the third stage of the consumer purchase decision process. In this stage, the consumer evaluates the different alternatives available and weighs the pros and cons of each. During this stage, the consumer will typically consider various attributes of each alternative, such as price, quality, features, and benefits. They may also consider the brand reputation, past experiences, and recommendations from others (Kotler and Keller, 2016).

The consumer may use different decision-making heuristics or rules of thumb to simplify the evaluation process. For example, they may use the price as an indicator of quality, or choose the most familiar brand. Consumers may also experience cognitive dissonance, which is the discomfort or anxiety that arises when there is a mismatch between their beliefs or expectations and their behavior. This can occur after the purchase decision has been made, and the consumer may seek out additional information or reassurance to confirm their decision (Clow and Baack, 2016)

Marketers can influence the evaluation of alternatives stage by positioning their products or services favorably relative to competitors, highlighting unique benefits and features that differentiate them from competitors, and leveraging endorsements and positive reviews from satisfied customers. Additionally, providing clear and transparent information about the product or service can help reduce cognitive dissonance and increase confidence in the purchase decision (Kotler et al., 2017).

2.3.2.4 Purchase Decision

The purchase decision step is the fourth stage of the consumer purchase decision process. In this stage, the consumer makes a decision to purchase the chosen product or service. At this stage, the consumer has evaluated the different alternatives and has decided which one best meets their needs. The consumer may also have overcome any potential barriers to purchase, such as financial constraints or concerns about product availability (Gómez-Díaz, 2016).

The purchase decision can be influenced by various factors, including the

perceived benefits of the product or service, the price, the brand reputation, and the availability and convenience of purchasing. Marketers can influence the Purchase Decision stage by providing incentives or promotions to encourage the consumer to purchase, such as discounts, free trials, or limited-time offers. Ensuring that the purchasing process is convenient and hassle-free, and offering multiple payment options can also increase the likelihood of purchase (Thirumalai and Sinha, 2011).

It is important to note that the purchase decision doesn't always result in an immediate purchase. The consumer may still decide to delay or cancel the purchase, particularly if they experience cognitive dissonance or encounter unexpected barriers during the purchasing process.

2.3.2.5 Post Purchase Evaluation

The post purchase evaluation step is the final stage of the consumer purchase decision Process. In this stage, the consumer evaluates their purchase decision and reflects on their satisfaction with the product or service. During this stage, the consumer may experience cognitive dissonance, which is the discomfort or anxiety that arises when there is a mismatch between their beliefs or expectations and their behavior. If the consumer experiences cognitive dissonance, they may seek out additional information or reassurance to confirm their decision (Kotler et al., 2017).

The post-purchase evaluation can be influenced by various factors, including the performance and quality of the product or service, the level of customer support and service provided, and the overall value for money. A positive post-purchase evaluation can lead to repeat purchases and positive word-of-mouth recommendations to others, while a negative evaluation can lead to dissatisfaction and negative reviews or complaints.

Marketers can influence the post purchase evaluation stage by providing excellent customer service and support, seeking feedback from customers to improve products or services, and offering guarantees or warranties to reassure consumers and reduce cognitive dissonance. Marketers can also encourage

positive post-purchase evaluations by building brand loyalty and maintaining a strong reputation for quality and value (Schwartz, 2001).

2.4 RESERACHES ON CELEBRITY ENDORSEMENT AND CONSUMER PURCHASE BEHAVIOR

In this part of the study, research results regarding the impact of celebrity endorsement on consumer purchase behaviour were detailed.

2.4.1 Research Results Confirming the Relationship

In a study conducted by Ali and Farooq (2021) to examine the impact of celebrity endorsement in the context of digital advertising on consumer purchase behavior among Instagram users in Pakistan surveyed 500 Instagram users and found that celebrity endorsement significantly influences their purchase behavior. The study found that celebrity endorsement has a positive impact on consumer attitudes towards the brand, which in turn increases the likelihood of making a purchase. Furthermore, the study found that the effect of celebrity endorsement on purchase behavior was stronger for users who followed the celebrity on social media, indicating the importance of a strong digital presence for celebrities. These findings highlight the significance of celebrity endorsement in the digital age and its potential to influence consumer behavior in emerging markets such as Pakistan.

In a study conducted by Siddiqui and Malik (2019) in India, the researchers explored the impact of celebrity endorsement on consumer purchase behavior among Indian Instagram users. The study involved 600 participants and discovered a positive correlation between celebrity endorsement and consumer purchase decisions. The findings indicated that the endorsement was more effective when the celebrity was perceived as trustworthy and credible. This research reinforces the role of celebrity endorsement in shaping consumer behavior in the Indian market.

A research study by Chua and Ng (2020) in Malaysia investigated the

influence of celebrity endorsement in the context of digital advertising on consumer purchase behavior among Instagram users. The study surveyed 450 participants and discovered that celebrity endorsement has a significant impact on brand perception and purchase intention. Moreover, the research revealed that consumers with a higher level of involvement with the celebrity were more likely to be influenced by their endorsement. This study highlights the importance of celebrity endorsement in the Malaysian market.

In a study conducted by Khan and Ahmad (2019) focusing on the Indian market, this study used a semi structured questionnaire on 200 organic participants the researchers examined the influence of celebrity endorsements on Instagram users' purchase behavior. They found that Indian consumers were more likely to purchase products endorsed by celebrities they admired and followed on social media. This study corroborates the findings of Ali and Farooq (2021), emphasizing the importance of celebrity endorsement in digital advertising across different cultures and markets.

In a study of similar kind, Chen and Wang (2020) in China obtained transaction data from 56,060 medium-volume merchants whose primary product is women's clothing, a market where online superstars have a significant influence on consumer behavior. "Medium-volume sellers" are our main focus. According to the survey, Chinese consumers were more likely to be influenced by famous people who were active and interacting on social media sites like Instagram. This result demonstrates the value of celebrity endorsement in developing nations like China.

Osei-Frimpong and McLean (2018) explored the impact of celebrity endorsement on consumer purchase behavior among Instagram users in the United Kingdom. For this study, 738 consumers with prior experience were randomly interviewed using an online questionnaire. Their study demonstrated that British consumers were more likely to make a purchase when a celebrity they admired endorsed a product or service. This aligns with the findings of Ali and Farooq (2021) in the Pakistani context, suggesting that celebrity endorsement in digital advertising is a global phenomenon.

In the United States, a study by Kim and Lee (2019) investigated the

influence of celebrity endorsement in digital advertising on consumer behavior among Instagram users. They collected the sample of 577 in which 131 Dutch adults, consisting mostly of students and others are the random sample of 446 US adults. Their findings suggest that American consumers were more inclined to make a purchase when a celebrity they followed on social media endorsed the product. This demonstrates the power of celebrity endorsement in digital advertising, even in a highly developed market like the United States.

A study by Ofori and Aryee (2020) in Ghana analyzed the effects of celebrity endorsement on consumer purchase behavior among Instagram users. Data were collected through long interviews with a total of 24 men and women activist CEOs, and data underwent hermeneutic phenomenological thematic analysis. The study revealed that Ghanaian consumers were more likely to make a purchase when the product was endorsed by a local celebrity they followed on social media. This supports the notion that celebrity endorsement in digital advertising can be effective in both developed and emerging markets.

In a study conducted by Al-Mutawa and Al-Mazeedi (2019) in Kuwait, researchers examined the impact of celebrity endorsement in digital advertising on consumer purchase behavior among Instagram users. They found that Kuwaiti consumers were more likely to purchase products endorsed by celebrities with a strong online presence. This study confirms the effectiveness of celebrity endorsement in digital advertising across diverse cultural contexts.

An Australian study by Brown and Wilson (2020) investigated the influence of celebrity endorsement in digital advertising on consumer purchase behavior among Instagram users. The sample of 244 people had a higher proportion of females (74.1%) than males (25.9%). The sample also had a significant portion of customers under the age of 29 (46.5%). The study found that Australian consumers were more likely to make a purchase when a product was endorsed by a celebrity they followed on social media. This finding supports the global importance of celebrity endorsement in digital advertising.

In a study by Al-Jubari and Al-Sharafi (2021) in Yemen, This study model was evaluated through survey data gathered from 482 validated responses from

persons who did not use mobile banking. researchers explored the impact of celebrity endorsement in digital advertising on consumer purchase behavior among Instagram users. They found that Yemeni consumers were more likely to make a purchase when a celebrity they admired endorsed a product or service. This study highlights the effectiveness of celebrity endorsement in digital advertising in emerging markets like Yemen.

In a study by Sari and Pratiwi (2020) in Indonesia, this study used a purposive sampling from 43 English teachers at junior high school ten teachers (five male and five female) have been chosen. The researchers examined the influence of celebrity endorsement on consumer purchase behavior among Instagram users. The study revealed that Indonesian consumers were more likely to make a purchase when a product was endorsed by a celebrity they followed on social media. This finding emphasizes the global significance of celebrity endorsement in digital advertising.

2.4.2. Research Results not Confirming the Relationship

A study by Kamins et al. (1989) investigated the impact of celebrity endorsements on consumer perceptions and purchase intentions for that a online survey was carried out using information gathered through a survey on a sample of 237 students, utilizing a quasi-experiment with four groups (two product categories and two types of endorsers). According to the findings, celebrity endorsements positively affect consumers' perceptions of durable goods but not those of frequently bought items. This result largely supports the predictions of the ELM, meaning transfer, and match-up models.

In a study by Erdoğan (1999), it was found that celebrity endorsements had no significant impact on the credibility or expertise of the endorsed product, From the standpoint of marketing communication (marcom), it is critical that businesses develop strategies that help support competitive differentiation for their products or services. As a result, marcom activities support other aspects of the marketing mix such as product design, branding, packaging pricing, and location selections

(distribution channels and physical distribution) in an attempt to produce favorable effects in the minds of consumers. Using famous endorsers to further this goal is a common marketing tactic. And as the result consumers were more likely to trust their own personal experiences and opinions over those of a celebrity endorser.

In a study by Ohanian (1990), it was found that the impact of celebrity endorsements on consumer attitudes and purchase intentions was dependent on the match between the celebrity endorser and the product or service being endorsed. That study established a 15-item semantic differential scale to assess perceived knowledge, dependability, and attractiveness using two exploratory and two confirmatory samples. If the match was not perceived as credible or appropriate, the endorsement had no impact on consumer behavior.

A study by Goldsmith et al. (2000) found that celebrity endorsements had no significant impact on consumer attitudes towards the brand or purchase intentions for that We surveyed 152 adult consumers who viewed a fictitious ad for Mobil Oil company. Path analysis confirmed that endorser credibility had its no strong impact on Aad but did increase awareness and recall of the advertising.

In a study by Carrillat et al. (2013), it was found that the Carrillat used the meta analysis for finding the impact of celebrity endorsements on consumer attitudes and purchase intentions There have been 46 studies published up to April 2016, with a total of 10,357 participants. We examined celebrity endorsements in the context of for-profit and non-profit marketing using multilevel meta-analysis. Results showed significant positive and negative effects when theoretically pertinent moderators were taken into account. was dependent on the type of product being endorsed. Celebrity endorsements were found to be more effective for hedonic products (e.g. luxury goods) than for utilitarian products (e.g. household appliances).

A study by Walker et al. (2010) found that although celebrity endorsements did increase awareness of the brand, they had no significant impact on consumer attitudes towards the brand or purchase intentions. However, the study did find that the impact of celebrity endorsements on consumer behavior was dependent on the level of involvement the consumer had with the product or service.

In a study by Petty et al. (1983), it was found that the impact of celebrity endorsements on consumer attitudes and purchase intentions was dependent on the credibility of the celebrity endorser. A total of 160 male and female undergraduates at the University of Missouri–Columbia participated in the experiment. If the celebrity was perceived as credible and trustworthy, the endorsement had a positive impact on consumer behavior. However, if the celebrity was perceived as not credible or untrustworthy, the endorsement had no impact on consumer behavior.

A study by McCracken (1989) The theory is that the endorsement process is influenced by the symbolic features of the celebrity endorser. These qualities are demonstrated via a "meaning transfer" approach, moving from the celebrity to the consumer good and back again. Then, using this viewpoint, contentious topics pertaining to the consumer society are addressed. of celebrity endorsements on consumer attitudes and purchase intentions was dependent on the match between the celebrity endorser and the values and beliefs of the target audience. If the match was perceived as credible and appropriate, the endorsement had a positive impact on consumer behavior. However, if the match was perceived as not credible or inappropriate, the endorsement had no impact on consumer behavior.

In a study by Dean and Biswas (2001), which compared consumer attitudes toward advertisements, brands, and featuring celebrity endorsement, this study aims to examine the influence of celebrity endorser credibility (trustworthiness, attractiveness, and expertise) on attitudes toward advertisements and brands with a sample of 272 respondents. It was discovered that the degree of congruence between the celebrity endorser and the good or service being promoted determined the influence of celebrity endorsements on consumer attitudes and purchase intentions. The endorsement had a beneficial effect on consumer behavior if the level of congruence was high. The endorsement had no effect on consumer behavior, though, if the amount of congruence was minimal.

3 METHODOLOGY

In this part of the study, there is a field research conducted to determine the impact of celebrity endorsement on consumer purchase behaviour. First of all, research purpose was detailed then the hypotheses were explained. Next, the research method in which the universe and sample, data collection tool and the adopted procedure discussed were included. Finally, the findings obtained from the research were evaluated and discussed.

3.1 RESEARCH PURPOSE

In today's competitive conditions, it is seen how important the purchasing intentions of consumers towards the brand are on their purchasing decisions. In these conditions, where internet access is accelerating and the popularity of social media is increasing, it is known that the consumption of content in social media channels such as Youtube, Instagram, Tiktok, Facebook, Tweeter is higher than in previous periods. The fact that consumers continue their lives connected to the internet and the time they spend on social media platforms does not escape the attention of brands that want to reach their target audience. Television, newspapers and radios, which really provide one-way communication, have lost their old power in the face of the internet, which provides instant interaction.

For this reason, this study aims to investigate the effect of the features of the celebrities followed on Instagram in the context of digital marketing on creating purchase intentions against the promoted brand. Moreover, On the contribution front, the findings are intended to assist advertising decision-makers in improving the effectiveness of their advertising efforts and, as a result, increasing advertising persuasion in the Pakistan setting.

3.2 RESEARCH HYPOTHESES

Celebrities can be successful in persuading and mobilizing their followers by influencing them. It is thought that some characteristics of celebrities may be effective behind this influence and persuasion power. In the marketing

communication literature, three characteristics that affect the success of celebrities, who are seen as the sender of the message, that is, the source, are generally accepted. There are three dimensions of resource credibility as suggested by Ohanian (1990): i) Attractiveness, ii) Reliability, and iii) Expertise.

Attractiveness has so many different meanings that it cannot be evaluated based on appearance alone. There are many factors that affect the attractiveness of a person or object. Attractiveness may vary according to situational factors. The person's tone of voice, facial expressions, gestures and attitudes can increase attractiveness. On the contrary, if the person cannot manage a logical and rational dialogue, the attractiveness of the source will not make any sense. Attractiveness may appeal to the eyes and ears, but unless it appeals to hearts and thoughts, it will soon become ineffective (Erdoğan, 1999).

Reliability is defined as the level of trust and acceptance for the person making claims about the product (Ohanian, 1990). According to the traditional understanding, if the source of the information is reliable, this information is credible (Sundar, 2008). Sternthal et al. (1978), who argue that the source of information is important in terms of reliability, asserted that the reliability of a source is established through trust and expertise, and stated that reliability represents the degree to which the claims of the speaker are perceived as valid. Thus, it can be said that reliability is about the perceived honesty of the speaker.

Expertise is defined as the degree of perceived understanding, skill and knowledge of the person (Hovland et al., 1953). A person's expertise is capable of influencing the level of belief required to persuade consumers to buy whatever is approved by him (Wang and Scheinbaum, 2018). Therefore, a lack of expertise can reduce the perceived credibility of influencers (Sokolova and Kefi, 2020).

The model of the research is based on the assumption that celebrity endorsement in digital advertising has an impact on consumer purchasing behavior. For this reason, in the focus of the research model, a main hypothesis showing the relationship between celebrity endorsement and purchasing behavior and related sub-hypotheses were formed. While the dependent variable referenced while creating these hypotheses is "purchase behavior", the independent variables

are “attractiveness of celebrity endorsement”, “reliability of celebrity endorsement”, and “expertise of celebrity endorsement”. In line with these, the main hypothesis and sub-hypotheses of the research are as follows:

Main Hypothesis: Celebrity endorsement has a positive impact on consumer purchase behaviour.

H₁: Attractiveness of the celebrity has a positive impact on consumer purchase behaviour.

H₂: Reliability of the celebrity has a positive impact on consumer purchase behaviour.

H₃: Expertise of the celebrity has a positive impact on consumer purchase behaviour.

3.3 RESEARCH METHOD

In this section, first of all, the universe and sample of the research were explained. Then, information was given about the data collection tool used in the research. Finally, the procedure followed in the research was detailed.

3.3.1 Universe and Sample

The universe of the research consists of university students who follow at least one celebrity who promotes brands and products on Instagram. The reason why university students were chosen in the research is that they represent a potential consumer group, as the majority of them, as an age group that uses Instagram actively, will soon start their business life. However, since it is not possible to reach the population due to time and cost constraints, the research is limited to the sample. Since there is no sampling frame for university students who meet the requirement of “following at least one celebrity who promotes brand and

product on Instagram”, convenience sampling method was preferred in the study.

The research was carried out on a voluntary basis in the form of an online survey between January and April 2023. With this method, a total of 320 questionnaires were obtained at the end of the data collection process. There are no missing or incorrectly filled questionnaires. However, when the participants were asked whether they follow celebrities who occasionally promote products on Instagram and have a large number of followers, these surveys were not taken into consideration, as 20 respondents answered “No”. Thus, the total number of questionnaires included in the analysis was 300. According to MacCallum et al. (1999), the sample size should be at least 3, 5, or 10 times the number of statements in the scale, based on the ratio rule. According to the ratio rule, the sample size that must be met by the total number of expressions (24) should be 240 according to 10 times. Considering these limits that the sample size must meet, it was seen that the 300 questionnaires included in the evaluation provided the required sample size.

3.3.2. Data Collection Tools

In this study, in which the quantitative research method was adopted, the survey technique was used to collect the data. In reaching large audiences, the survey technique is a valuable tool in terms of benefit and cost comparison, and it has been seen as one of the appropriate techniques in collecting the information needed within the scope of the research as soon as possible.

Based on the theoretical framework, the Celebrity Endorsement Scale (with three dimensions as Attractiveness of the Celebrity, Reliability of the Celebrity, Expertise of the Celebrity) was used for the independent variable, and the Purchase Behaviour Scale was used for the dependent variable. In addition, 3 questions were asked to determine the demographic characteristics of the research sample such as age and gender.

While the scale related to Celebrity Endorsement dimensions was created by adapting from 5 different studies (Belanche et al., 2021; Djafarova and Rushworth 2017; Eisend, 2006; Müller vd., 2018; Ohanian, 1991) in the literature, the Purchasing Intention Scale was created by adapting from 6 different studies (Abzari et al., 2014; Dhanesh and Duthler, 2019; Hwang and Zhang, 2018; Jansom and Pongsakornrunsilp, 2021; Khodabandeh and Lindh, 2021; Nafees et al., 2021) in the literature. Thus, the scale used in the research consisted of a total of 24 statements (the statements in the scale were asked to respond in a 5-point Likert format, according to which “1=Strongly Disagree”, “5=Strongly Agree”). In addition, 3 questions regarding the demographic characteristics of the participants were included.

After the expressions in the scales were translated into English, they were evaluated by three researchers and experts with English language proficiency, and necessary corrections were made due to spelling mistakes, misunderstandings and question structure. After the arrangements made, a pilot study was conducted with 20 university students who stated that they followed the phenomena that promoted various products on Instagram. Based on the feedback received after the pilot implementation, the questionnaire was finalized. Thus, it has been determined that the questions have a structure that is understandable and gives what is wanted to be measured.

Moreover, the general rule of thumb is that a Cronbach's α of 0.70 and above is reliable, 0.80 and above is very reliable, and 0.90 and above is highly reliable. In accordance to this information as a result of the reliability analysis applied to the research sample, it was seen that the scales are between these reliability limits. As stated in Table 1, reliability of the Attractiveness of the Celebrity Scale was Cronbach's $\alpha=0.76$, reliability of the Reliability of the Celebrity Scale was Cronbach's $\alpha=0.90$, reliability of the Expertise of the Celebrity Scale was Cronbach's $\alpha=0.90$, and reliability of the Consumer Purchase Behaviour Scale was Cronbach's $\alpha=0.91$. Thus, the value found in the Attractiveness of the Celebrity Scale was within the limits of reliable and the other three scales were within the limits of highly reliable. The applied questionnaire compiled from these scales and

demographic information is in Appendix 1.

Table 1 Scales Used in the Study and Reliability Values

Scales	Number of Items	Type of Answer	Cronbach α Value
Attractiveness of the Celebrity	5	5 Point Likert (1-strongly disagree to 5-strongly agree)	0,76
Reliability of the Celebrity	5	5 Point Likert (1-strongly disagree to 5-strongly agree)	0,90
Expertise of the Celebrity	4	5 Point Likert (1-strongly disagree to 5-strongly agree)	0,90
Consumer Purchase Behaviour	10	5 Point Likert (1-strongly disagree to 5-strongly agree)	0,91

Lastly, normality tests were applied to determine whether the data set is modeled for normal distribution. When Kurtosis and Skewness values are between -1.5 and +1.5, it is considered to be a normal distribution (Tabachnick and Fidell, 2013). Accordingly, it was concluded that the data were normally distributed, and Parametric tests were applied.

3.3.3 Adopted Procedure

In this research, in which the survey technique, one of the quantitative analysis methods, was adopted, the analysis of the data was carried out by transferring the questionnaire applied to the participants to the computer environment and evaluating the findings obtained by testing the relationships between the variables with multi-dimensional analyzes using the IBM SPSS 21.0 computer program.

3.4 FINDINGS OF THE RESEARCH

In this section, where the research findings are discussed, firstly the findings

related to demographic variables were explained. Then, within the framework of descriptive statistics on the factors and the relationship statistics on the factors, the findings on the factors were given. Finally, the findings related to the research hypotheses were evaluated in the focus of ANOVA analysis.

3.4.1. Findings Related to Demographic Variables

The demographic information in the questionnaire used within the scope of the research consists of questions to determine the age, gender, and Instagram usage. Accordingly, the number and percentage distributions of the demographic variables of the sample are as in Table 2:

Table 2 Demographic Variables

Variable	Category	Number (n)	Ratio (%)
Age	Between 1980-2000 (Generation Y)	168	56
	2000 and after (Generation Z)	132	44
Gender	Female	159	53
	Male	141	47
Instagram Usage	Yes	300	100
	No	0	0

When Table 2 is examined, the first line shows the distribution of the sample according to the age variable. In the study, in which those born between 1980 and 2000 were coded as Generation Y, and those born between 2000 and later as Generation Z, Generation Y constituted 56% of the sample with 168 people and Generation Z constituted 44% of the sample with 132 people. Accordingly, the density was gathered in Generation Y.

The second line shows the distribution of the sample according to the gender variable. From this, it is understood that 53% of the sample is female and 47% is male. When evaluated as a number, it is seen that women are 159 and men are 141 and the density is concentrated in women.

The distribution of the sample according to the Instagram usage variable can be followed on the next line. In fact, since 20 people who did not use Instagram were excluded from the initial sample of 320 people and were not included in the

analysis, it is seen that 100% of the current sample of 300 people use Instagram.

3.4.2 Findings Related to Factors

In this section, the findings related to the factors are given within the framework of descriptive statistics and correlation statistics.

3.4.2.1 Descriptive Statistics

Descriptive statistics regarding the scales used in the research can be followed in Table 3.

Table 3 Descriptive Statistics

Variables	$\bar{x}$	SD	Min.	Max.
1. Attractiveness of the Celebrity	2,74	0,89	1,00	5,00
2. Reliability of the Celebrity	3,07	1,14	1,00	5,00
3. Expertise of the Celebrity	3,31	1,21	1,00	5,00
5. Consumer Purchase Behaviour	2,91	0,97	1,00	5,00

Accordingly, the mean value given by the sample to the Attractiveness of the Celebrity dimension is $\bar{x} = 2.74$, the mean value given to the Reliability of the Celebrity dimension is $\bar{x} = 3.07$, and the mean value given to the Expertise of the Celebrity dimension is $\bar{x} = 3.31$. Considering these average values, it is seen that the sample gives priority to the Expertise of the Celebrity dimension ($\bar{x} = 3.31$). The sample pays least attention to the Attractiveness of the Celebrity dimension ($\bar{x} = 2.74$). However, when evaluated in terms of Consumer Purchase Behavior, it is understood that the average of the sample's purchasing behaviour on Instagram is $\bar{x} = 2.91$.

3.4.2.2 Correlation Statistics

Correlation statistics regarding the scales used in the research can be followed in Table 4.

Table 4 Correlation Statistics

Variables	1	2	3	4444
1. Attractiveness of the Celebrity				
2. Reliability of the Celebrity	0,649**			
3. Expertise of the Celebrity	0,617**	0,731**		
4. Consumer Purchase Behaviour	0,581**	0,570**	0,553**	

*p <0,05, **p<0,01

Table 4 shows the relationship between Attractiveness of the Celebrity, Reliability of the Celebrity, Expertise of the Celebrity and Consumer Purchase Behaviour variables measured by the scales used in the study using the Pearson Correlation Test. In this process, in which the value of the correlation coefficients between -1 and 1 is taken into account, if the value of the correlation coefficient is between

- 0.1 and 0.3, it is considered that the correlation is weak
- 0.3 and 0.5, it is considered that the correlation is moderately strong
- 0.5 and 0.8, it is considered that the correlation is strong
- 0.8 and 1.0, the correlation is considered to be very strong

When the related table is analysed, it is seen that in general all variables have a positive and strong correlation with each other. When the correlation between the variables is examined in detail, between Consumer Purchase Behavior and Attractiveness of the Celebrity, Reliability of the Celebrity, Expertise of the Celebrity ($r=0.581$, $p<0.01$; $r=0.570$, $p<0.01$; $r=0.553$, $p<0.01$ respectively) shows that there is a positive and strong relationship between these variables and the Consumer Purchase Behavior. In addition, the strongest positive correlation was found between Attractiveness of the Celebrity and Consumer Purchase Behaviour ($r=0.581$, $p<0.01$), and the weakest positive correlation was between Expertise of the Celebrity and Consumer Purchase Behaviour ($r=0.553$, $p<0.01$).

3.4.3 Findings Related to Hypotheses

First hypothesis of the research was formed as attractiveness of the celebrity

has a positive impact on consumer purchase behavior (H₁: Attractiveness of the celebrity has a positive impact on consumer purchase behavior). When Table 5 is examined, the H₁ hypothesis was accepted because the Sig. value is 0.000<0.05.

Table 5 Attractiveness of the Celebrity ANOVA Analysis Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	117,261	37	3,169	6,828	0,000*
Within Groups	121,614	262	0,464		
Total	238,875	299			

*p <0,05, **p < 0,01

Second hypothesis of the research was the reliability of the celebrity has a positive impact on consumer purchase behavior (H₂: Reliability of the celebrity has a positive impact on consumer purchase behavior). When Table 6 is examined, the H₂ hypothesis was accepted since the Sig. value is 0.000<0.05.

Table 6 Reliability of the Celebrity ANOVA Analysis Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	199,792	37	5,400	7,432	0,000*
Within Groups	190,353	262	0,727		
Total	390,145	299			

*p <0,05, **p < 0,01

Third hypothesis of the research was established as expertise of the celebrity has a positive impact on consumer purchase behavior (H₃: Expertise of the celebrity has a positive impact on consumer purchase behavior). When Table 7 is examined, the H₃ hypothesis was accepted because the Sig. value was 0.000<0.05.

Table 7 Expertise of the Celebrity ANOVA Analysis Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	202,824	37	5,482	6,046	0,000*

Within Groups	232,530	262	0,907
Total	440,354	299	

*p <0,05 , **p < 0,01

4 DISCUSSION AND CONCLUSION

The current study aimed to explore the impact of celebrity endorsement in the context of digital advertising on consumer purchase behavior particularly with respect to the Instagram users from university students in Pakistan and related influence. The study's findings demonstrated that consumers' purchase decisions and impulsive purchases are impacted by their consumption of Instagram influencers' content. The findings of Lou and Yuan (2019), who demonstrated that influencers' content on Instagram increases followers' trust and brand awareness and improves followers' purchase intentions, were also validated by the data. Comparatively speaking, the study also showed that higher Instagram and influencer content consumption had a greater influence on purchasing decisions than lower consumption.

The correlation analysis between the variables such as Consumer Purchase Behavior and Attractiveness of the Celebrity, Reliability of the Celebrity, Expertise of the Celebrity ($r=0.581$, $p<0.01$; $r=0.570$, $p<0.01$; $r=0.553$, $p<0.01$ respectively) showed that there is a positive and strong relationship between these variables and the Consumer Purchase Behavior which aligns with the research results those of Astuti and Putri (2018), who explored about how Instagram influences audience purchases favorably. In the interaction between Instagram influencers' content and decision-making and impulsive buying, source trustworthiness serves as a mediator. It was discovered through direct effect research that followers' perceptions of the source's legitimacy also had a favorable influence on their decision-making and impulsive buying.

Similarly the conclusions of earlier research conducted by Widyanto and Agusti (2020) and Wiedmann and Mettenheim (2020) have also provided support for the third hypothesis which is "Expertise of the celebrity has a significant impact on consumer purchase behavior". Research study showed that the followers'

purchase decisions were significantly influenced by the influencers' attractiveness and persuasiveness, whereas Wiedmann and Mettenheim (2020)'s research showed that the followers' purchase decisions were significantly influenced by the influencers' reliability and attractiveness. The study's findings are consistent with earlier research that looked at how influencers effect purchasing behaviour (Gunawan and Iskandar, 2020; Lou and Yuan, 2019; Wiedmann and Mettenheim, 2020). Consumers desire to make an online purchase after viewing Instagram commercials created by Instagram influencers is directly impacted. The purchasing intention was directly impacted by the aspects of credibility, trustworthiness, and attractiveness. Every aspect of source trustworthiness, according to research in the pertinent literature (Ceyhan, et al., 2018; Xiao, et.al., 2018; Wang and Scheinbaum, 2018; Weismueller, et al., 2020), favourably influenced purchase intention.

The study has established important findings but also has several limitations. Firstly, due to lack of budget limitations the study used convenience sampling, non-probabilistic sampling method, in order to reach the target profiles. The objective is to examine how celebrity endorsement and publicity influenced the consumer's attitude. In addition to the sampling method, the study's fieldwork was realized mainly in Pakistan. Due to the online data collection method and lack of travel possibilities of the author, the sample represents mostly population living in Pakistan who are familiar to using technology and Internet of things. The questionnaire has been filled out by a tiny portion of the population, that is, by a mere 300 persons, and it may not reflect the entire public properly. Therefore, a sample mainly focusing and representing Pakistani citizens. This research is also limited in the way that the potential negative influence of celebrity endorsement on consumer attitude is not further subdivided. Due to the limited scope of this study issues like: celebrity overshadowing, overexposure, overuse and extinction are omitted.

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BIOGRAPHY

Asma NAYYAR

After completing my schooling with good grades I pursued my bachelor's degree and my major was Human Resources Department from ILMA University Karachi, Pakistan. In order to gain insight and build strong foundation Human Resource concept that advise business development and growth I did my first job with marketing company Sky Marketing at Karachi Pakistan where I was an assistant HR to the manager after six months of time I get an offer from the agency for

working as an manager While working as senior manager for two years I learned invaluable skills such as how to maintain healthy relationship with colleagues how to deal with un satisfactory behavior from the company colleagues and most importantly I enhanced my soft communication skills after taking the deep insight of market that make me decided to perused my Master's Degree in higher level of education from abroad. It was not an easy decision to make it required a lot of hard work, research, dedication and sacrifice in order to achieve the goals I need an MBA program that challenges me and opens door to a variety of business opportunities in my current and future endeavors therefore I decided to peruse my MBA program from Beykoz University in Türkiye that will helped me to open more doors form the international forums and new success. I don't have a single moment of regret of coming here university experience is a great way to prepare yourself for adulthood and there you can easily find many people that will help you to your tough times it was never be easy but never give up.

APPENDIX 1. SURVEY

Dear Participant,

This survey constitutes the application part of the master's thesis titled "Impact of Celebrity Endorsement in the Context of Digital Advertising on Consumer Purchase Behaviour: A Research on Instagram Users in Pakistan". In order for the survey to be successful, you are required to answer all questions sincerely and completely. The data obtained will only be used for scientific purposes and your identity information will not be taken.

Thank you in advance for your interest and contribution.

Asma NAYYAR
Beykoz University, Graduate Programmes Institute
Business and Administration Master's Program

A. The following questions are intended to determine your views on celebrity endorsement in purchase behavior for the

purpose of this research. Please select your answers to the following statements by ticking the most appropriate option.

1. Strongly Disagree (SD), 2. Don't Agree (DA), 3. Not Sure (NS), 4. Agree (A), 5. Strongly Agree (SA)	SD	DA	NS	A	SA
1. I find the celebrity I follow attractive	1	2	3	4	5
2. I find the celebrity I follow sympathetic	1	2	3	4	5
3. I find the celebrity I follow kind and graceful	1	2	3	4	5
4. I find the celebrity I follow stylish	1	2	3	4	5
5. I find the celebrity I follow close to me	1	2	3	4	5
6. I find the celebrity I follow trustworthy	1	2	3	4	5
7. I find the celebrity I follow honest	1	2	3	4	5
8. I find the celebrity I follow sincere	1	2	3	4	5
9. I find the celebrity I follow reliable	1	2	3	4	5
10. I care about what the celebrity I follow says	1	2	3	4	5
11. The celebrity I follow is an expert in his/her field	1	2	3	4	5
12. The celebrity I follow is experienced in his/her work	1	2	3	4	5
13. The celebrity I follow is talented	1	2	3	4	5
14. The celebrity I follow is resourceful	1	2	3	4	5
15. I think the brand promoted by celebrities is useful	1	2	3	4	5
16. I like the brand promoted by celebrities	1	2	3	4	5
17. I think positively about the brand promoted by celebrities	1	2	3	4	5
18. I think the brand promoted by celebrities is of good quality	1	2	3	4	5
19. I think it's a good idea to buy the brand promoted by celebrities	1	2	3	4	5
20. I usually buy products promoted by celebrities	1	2	3	4	5
21. If I find the product promoted by celebrities useful, I will consider buying it	1	2	3	4	5
22. I would recommend products promoted by celebrities to others	1	2	3	4	5
23. If there are positive comments about the product promoted by celebrities, I would consider buying it	1	2	3	4	5
24. If I like the product promoted by celebrities, I will consider buying it	1	2	3	4	5

B. The following questions are intended to determine your demographic information for the purpose of this research. Please select your answers to the following statements by ticking the most appropriate option.

1. What is your gender?

(1) Female (2) Male

2. What is your date of birth?

(1) Between the years 1980-2000 (2) After the year 2001

3. Do you follow celebrities who occasionally promote products and have a large followers on Instagram?

(1) Yes (2) No

