

## Celebrity endorsement and its impact on purchase intention of luxurious brands

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### Abstract

*Celebrity endorsement is a persuasion strategy in which customers identify with the person featured in an advertisement. Celebrities promote services and products in ways that serve to increase brand awareness and credibility. Celebrity endorsement boosts trust, familiarity, and awareness of a product by endorsing it and advertising it, all of which are important elements in a consumer's purchasing decision. When defining purchase intention, it is described as the intention to purchase or obtain a product or a service, thus reflecting the customer's desire to purchase a specific product from a specific brand. Meanwhile, a luxury brand and its products are associated with exclusivity, status, and superior quality.*

*This research aims to examine whether celebrity endorsement influences the purchase intention of luxury products or not. A survey was conducted and answered by a sample size of 145 respondents. Data were analyzed to test the hypothesis through regression analysis, factor analysis, and reliability tests.*

*Research findings indicate that celebrity endorsement does have an impact on the purchase intention of luxurious brands, especially when measuring the aspects of celebrity endorsement, which are celebrity credibility, celebrity expertise, product-celebrity match-up, physical attractiveness, and trustworthiness. However, the analysis showed that trustworthiness has the most significant impact, whereas celebrity expertise is partially significant.*

### 1.1 Introduction

The use of celebrity endorsement in advertising has become a trend and is widely believed to be a recipe for success in corporate image and product promotion. As existing media is increasingly cluttered, the desire to stand out has become critical, and celebrities have proven to be an excellent strategy to ensure brand visibility (Gupta & Kishore, 2015).

For advertisers to be effective, they need to find a unique way to break the clutter of their ads, pay attention to their audience, and motivate them to engage in a higher-level processing of their ad messages. One of the popular strategies to creatively break through the clutter is to use celebrities to endorse your company's brand in advertising (Muda, et al., 2017).

In this study, we will be addressing the impact of celebrity endorsement on the customer's purchase intention of luxurious brands.

Celebrity endorsement is a type of marketing campaign that involves celebrities from movie stars, entertainers, and athletes (Sufian, 2021). Celebrity endorsements are now considered a ubiquitous feature of modern marketing. It has the capacity to increase audience attention, make the advertisement more memorable, credible, and appealing, and add glamour to the endorsed product (Gupta & Kishore, 2015).

Endorsement strategy has been officially used by companies in the nineteenth century and developed as a means of promotion due to radio (30's) and TV (50's) commercials making, then grew rapidly in the 70's when celebrity endorsers appeared in 15% of all advertising. Celebrity endorsement generates an immensity of purposeful distinctions within luxury brands that consequently gives rise to plummeting sales, generated by celebrity-motivated consumer's confidence. Meanwhile, a celebrity endorser has a flattering effect on consumer's perceptions of psychological ownership, brand trust and brand attitude (Khan & Zaman, 2021).

Celebrities have the ability to help commercials stand out from the surrounding clutter. (McCracken, 1989) defined celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". (Kamins, 1989) defined a celebrity endorser as "an individual who is known to the public for his or her achievements in areas other than that of the product endorsed". While (Stafford, et al., 2003) gave a clear definition by defining a celebrity endorser as, "a famous person who uses public recognition to recommend or co-present with a product in an ad". Endorsements can have celebrities giving expert opinions, being a spokesperson for a product or being associated with a brand (Anand, 2019).

### 2.1 Celebrity Endorsement

A celebrity is considered a person who is well-known in the public spotlight and who leverages that fame to promote a product, business, or service. To advertise their products or brands, businesses use a variety of tactics. Advertisements on television, in newspapers, and on social networking sites are among them. However, celebrity endorsement, in which a well-known individual represents the brand, is a common promotion tactic. The utilization of a celebrity endorsement approach to differentiate a business and get a competitive edge is incredibly beneficial. Celebrities are regularly watched by people all over the world, implying that they are well known and famous, which aids in capturing people's attention. As a result, they have a significant impact on products, brands, or purchasing intentions. A company's creation and development of a brand can include celebrity endorsement. This strategy has allowed businesses to establish a link between their brand and a well-known figure, such as a celebrity (Kheder, 2018). An assertion by a celebrity or someone of authority that a product is good, hence certifying the thing as a must-have is also known as celebrity endorsement.

Celebrity endorsement as defined by (Nelson & Deborah, 2017) is a persuasion strategy in which customers identify with the person featured in an advertisement. Companies can most effectively use celebrity endorsement when the endorser's personality fits that of the brand or product. They also characterize the endorser as a person renowned for their accomplishments rather than their product category, which leads most advertisers to believe that celebrity endorsement can not only raise brand awareness but can also, make consumers feel comfortable about their brand or product.

### 2.2 Aspects of Celebrity Endorsement

One-reason celebrities have been employed for commercial endorsement, according to (Nelson & Deborah, 2017), is that their celebrity appeal lends fame, talent, credibility, and charisma to the product being sold. Advertisers have recruited celebrities who are well-known around the world to promote and support their products. While celebrity endorsers' charisma positively influences product users' purchasing decisions, manufacturers and sellers have long preferred to use celebrity endorsement to promote their goods and services since it helps the target demographic link the product with the endorser.

(Olaosebikan, 2020) Introduced the source credibility model, which is concerned with the amount of trustworthiness and knowledge of the source. Their research on the influence of source credibility on audience communication retention reveals that when communication is presented by a high-credibility source, it is regarded as more trustworthy, and when presented by a low-credibility source, it is perceived as less believable. In other words, if the source is regarded as extremely reputable, people will have a favorable opinion of the message. As a result, the celebrity's competence and integrity are critical to the endorsement's success. In this context, trustworthiness refers to the celebrity's level of honesty and integrity, while expertise refers to the celebrity's level of knowledge and experience.

### 2.2.1 Celebrity Credibility

An endorser's credibility is determined by his or her honesty, integrity, and trustworthiness. A high level of credibility may indicate the provider's favorable attributes, affect message consent by having a major impact on the receiver's degree of acceptance of the message, and improve customers' attitudes about a brand. If target consumers believe the celebrity is trustworthy and honest enough to persuade and gain their trust, they will become more attentive and avoid investigating and purchasing the endorsed brand's products (Nguyen, 2021).

In the opinion of consumers, a trustworthy celebrity endorser is usually an indicator of excellent quality. For example, the affiliation of top-tier sportsmen with a particular sports brand might be interpreted as a sign of the product's superior quality, resulting in a credible image (Sharma, 2015).

### 2.2.2 Celebrity Expertise

Expertise is defined as the degree to which a communicator is seen as a reliable source of information, with a focus on the knowledge, practice, or skills that an endorser could acquire to discreetly advertise the items. As a result, if a celebrity is more knowledgeable and experienced in the endorsed industry, he or she will earn customer trust, good recognition, and even purchase intent (Nguyen, 2021).

Expertise, according to (Tanjung & Hudrasyah, 2016), relates to the degree to which the endorser is seen to have the necessary knowledge, experience, or abilities to sell the product. It does not matter if the endorser has expertise or not, as long as consumers believe they have. Experience is strongly linked to purchasing, and product knowledge is the best indicator of an endorser's level of expertise. If the endorser knows more about the product, he or she will have a more favorable view of the brand. Celebrities are thought to be more knowledgeable than the hired spokesperson.

### 2.2.3 Product-Celebrity Match-Up

A corporation must choose the most appropriate celebrity for the brand or product being promoted, which is known as match-up, in order to create a successful celebrity endorsement and optimize the influence of celebrity endorsement. This is due to the fact that the celebrity will be promoting the goods. In essence, the celebrity's principles must align with the product or company him, or she is endorsing (Kheder, 2018).

### 2.2.4 Physical Attractiveness

A celebrity's physical appearance is a potent "weapon" for standing out from the crowd, attracting attention, and influencing audience perception and intention. Because consumers are primarily concerned with their look, a celebrity with a glamorous appearance is more likely to gain positive feedback and awareness from the public. In comparison to advertising with an unappealing theme, an attractive celebrity endorser would have a stronger influence on customer attitudes about the brand and its products (Nguyen, 2021). When customers believe they have anything in common with the endorser, they will find the endorsers appealing. Attractive endorsers have a better chance of changing people's minds. The buying intention is more likely to be influenced by perceived attractive endorsers. The appealing personalities in the advertisement lead to a more favorable opinion about the advertisement and a strong desire to purchase (Tanjung & Hudrasyah, 2016).

The celebrity's beauty also affects how effective their endorsement is. Celebrities who are attractive are shown to be more effective in recommending products or services than celebrities who are not. Attractiveness refers not only to a celebrity's physical beauty, but also to other qualities such as intelligence, personality traits, and lifestyles (Olaosebikan, 2020).

### 2.2.5 Trustworthiness

Consumers' level of trust in the validity of assertions expressed by the endorser is referred to as trustworthiness. It is critical to select endorsers that have a high level of credibility, honesty, and affinity, since this will strengthen the advertisement. Celebrities are thought to be more knowledgeable and trustworthy than ordinary people. However, it was said that a celebrity's attractiveness and trustworthiness have no bearing on the purchase (Tanjung & Hudrasyah, 2016).

According to (Nelson & Deborah, 2017), trustworthiness is the spectator's level of assurance and intensity of the spokesperson's identification as well as communication. Not dependable or dependable, dishonest/honest, unreliable/reliable, insincere/sincere, and untrustworthy/trustworthy are all terms used to describe trustworthiness. It has to do with the endorser's level of trust and acceptance of both the speaker and the message he or she is attempting to convey.

### 2.3 Purchase Intention

Purchase intention refers to a consumer's desire to buy a product or service because he or she believes that he or she needs it. In other words, purchase intention refers to the likelihood that a consumer will purchase a product or a service once more after evaluating it and determining if it is worth paying more money for repurchasing it (Madahi & Sukati, 2012).

Purchase intention refers to a consumer's desire to buy a brand or even do actions linked to purchasing, as evaluated by the likelihood of the consumer making a purchase (Rowlan, 2016).

Purchasing intention is determined by purchase tendency. Purchase intention can be used to anticipate when a purchase activity will occur (Kao, 2017).

### 2.4 Luxurious Brands

A luxury brand is a well-known brand that evokes feelings of exclusivity and one-of-a-kindness. It can evoke unique emotions and establish a high level of brand perceived quality, hence retaining client loyalty (Hamilton & Kheakao, 2019).

Luxury brands, according to (Keller, 2009), are one of the purest forms of branding, particularly because their image is a crucial part of the competitive advantage that generates tremendous profits and wealth for many businesses. According to Vigneron and Johnson, there is no clear definition of a luxury brand in comparison to a non-luxury brand. The perception of what is and is not a luxury brand, according to these authors, is influenced by the context and the people involved (for example, some goods could be a luxury or a necessity for the same person in different situations).

When (Nueno & Quelch, 1998) refer to luxury brands as those with a low ratio of functional utility to price and a high ratio of intangible and situational utility to price, they are referring to luxury brands. Traditional luxury brands, according to these authors, have the following characteristics: consistent delivery across the whole product range; a heritage of craftsmanship; an identifiable style or design; a limited manufacturing run; and a global reputation.

Today luxury is regarded as "commonplace" (De Barnier, et al., 2012), and while anyone can own a handbag or a pair of shoes, unique brands separate different groups of consumers (Han, et al., 2010). Consumers frequently associate luxury products with high prices (Kapferer & Bastien, 2012), and as a result, they pay a hefty price for them. Price, along with other factors such as exclusive distribution and product aesthetic qualities, is one of the most significant hurdles to luxury brand consumption (Kapferer, 1997).

Luxury brands, unlike basic brands, employ only the best materials (Kapferer, 1997) and the most delicate manufacturing processes, with human handwork playing a large part (Kapferer & Bastien, 2012). One of the main qualities that distinguish luxury brands from basic ones is their exceptionally excellent quality. It is expected that the quality of luxury goods would be one of the variables that contribute to positive brand recognition and the desire to buy personal luxury goods.

### 3.1 Conceptual Model

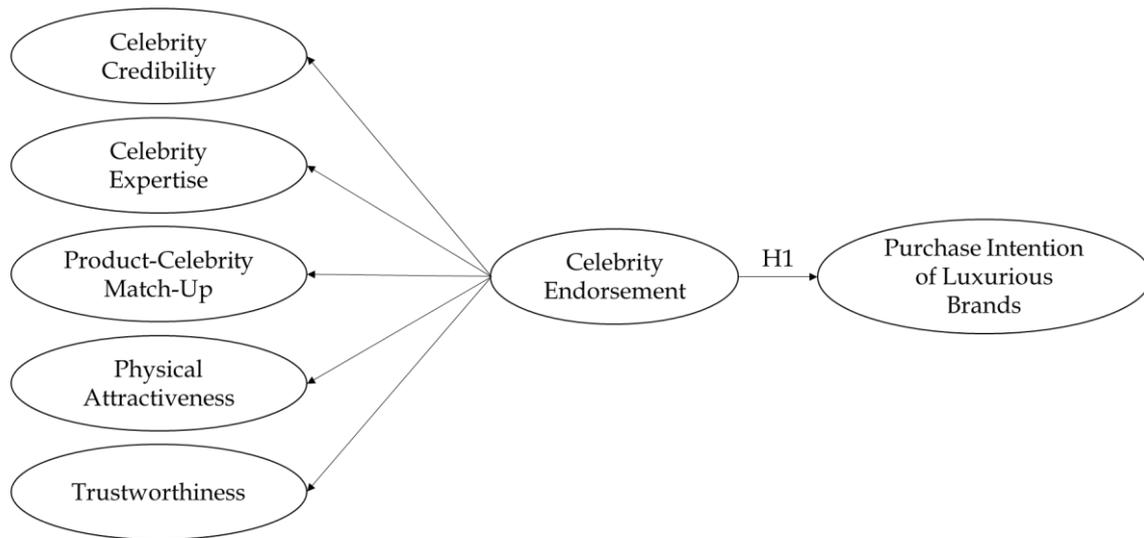


Figure 3.1: Conceptual Model

Source: Developed by the Researcher

### 3.2 Research Hypotheses

H1: Celebrity endorsement has a significant impact on the purchase intention of luxurious brands.

*Emanates from hypothesis 1 the following sub-hypotheses:*

H1<sub>a</sub>: Celebrity Credibility has a significant impact on the purchase intention of luxurious brands.

H1<sub>b</sub>: Celebrity Expertise has a significant impact on the purchase intention of luxurious brands.

H1<sub>c</sub>: Product-celebrity Match-up has a significant impact on the purchase intention of luxurious brands.

H1<sub>d</sub>: Physical Attractiveness has a significant impact on the purchase intention of luxurious brands.

H1<sub>e</sub>: Trustworthiness has a significant impact on the purchase intention of luxurious brands.

### 3.3 Research Methodology

#### 3.3.1 Positivism Research Philosophy

This research relied on the positivism philosophy. Positivism philosophy defines as a "language and logic philosophy that is compatible with an empiricist philosophy of science". The positivist approach holds that the study of customers and marketing phenomena should be scientific, in the sense that it should produce causal laws that allow for the prediction and explanation of marketing phenomena in the same way that the natural sciences do. In positivist studies, the researcher's role is limited to data collection and objective interpretation (Malhotra, 2022).

#### 3.3.2 Quantitative Research

A research methodology that seeks to quantify the data and, typically, applies some form of statistical analysis (Malhotra, 2022). This research fits in the research quantitative methodology.

#### 3.3.3 Causal Research

A type of conclusive research where the major objective is to obtain evidence regarding cause-and-effect (causal) relationships (Malhotra, 2022). This research adopts causal research.

### 3.3.4 Data Collection

The researcher applied both primary and secondary data to test the research hypotheses.

The primary data utilized in this study was collecting data from the sample or target population through a survey in order to evaluate hypotheses.

The secondary data utilized in this study was gathered by reviewing the literature and previous studies about celebrity endorsement and its aspects and the consumer's purchase intention. The researcher collected, investigated, summarized and compared data, theories, models and results from various sources of data such as textbooks, papers, management journals, electronic resources, and published reports.

### 3.3.5 Research Population and Sample Selection

In this research, non-probability sampling type was applied for the sample selection. Regarding the sampling technique, this research adopts the quota sampling technique.

### 3.4 Scale and Measurement

The sources of the survey constructs are summarized in the table below: "Measurement Scale: Five-point Likert scale with end anchors, 1 (Strongly Agree) and 5 (Strongly Disagree)".

Construct	Source
Celebrity Credibility	(Khan, et al., 2019)
Celebrity Expertise	(Wang & Scheinbaum, 2017)
Product-Celebrity Match-Up	(Khan, et al., 2019)
Physical Attractiveness	(Awasthi & Choraria, 2015)
Trustworthiness	(Wang & Scheinbaum, 2017)
Purchase Intention	(Awasthi & Choraria, 2015)

Table 3.1: Scale and Measurement  
Source: Developed by the Researcher

### 4.1 Statistical Analysis

To test the hypotheses, simple linear regression was used. As shown in the following tables, the results supported the significant positive impact of celebrity endorsement on purchase intention of luxurious brands with R square equals 0.599 and adjusted R square equals 0.584 at a significant level of 99%.

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.774 <sup>a</sup>	.599	.584	.62425	.599	41.505	5	139	.000

Table 4.1: Statistical Analysis-Model Summary  
Source: Developed by the Researcher from SPSS Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.870	5	16.174	41.505	.000 <sup>b</sup>
	Residual	54.167	139	.390		
	Total	135.038	144			

Table 4.2: Statistical Analysis-ANOVA  
Source: Developed by the Researcher from SPSS Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.447	.300		-1.489	.139
	AVG.CR	.189	.075	.187	2.541	.012
	AVG.PR	.270	.086	.250	3.134	.002
	AVG.ATT	.304	.066	.281	4.591	.000
	AVG.EXP	-.053	.082	-.046	-.652	.515
	AVG.TR	.365	.084	.327	4.329	.000

Table 4.3: Statistical Analysis-Coefficients

Source: Developed by the Researcher from SPSS Output

## 4.2 Measuring the Impact of Celebrity Endorsement Aspects

### 4.2.1 The Impact of Aspect 1 (Celebrity Credibility)

This research assumed that celebrity credibility has a positive impact on purchase intention of luxurious brands. The results support H1a with ( $\beta = .189$ ,  $t$ -test = 7.954, Sig. = .000) therefore H1a is accepted.

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.554 <sup>a</sup>	.307	.302	.80913	.307	63.263	1	143	.000

Table 4.4: Celebrity Credibility-Model Summary

Source: Developed by the Researcher from SPSS Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.418	1	41.418	63.263	.000 <sup>b</sup>
	Residual	93.620	143	.655		
	Total	135.038	144			

Table 4.5: Celebrity Credibility-ANOVA

Source: Developed by the Researcher from SPSS Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.622	.233		6.971	.000
	AVG.CR	.560	.070	.554	7.954	.000

Table 4.6: Celebrity Credibility-Coefficients

Source: Developed by the Researcher from SPSS Output

#### 4.2.2 The Impact of Aspect 2 (Celebrity Expertise)

The study assumed that celebrity expertise has a positive significant relationship on purchase intention of luxurious brands. therefore, although celebrity expertise showed a positive significance H1B is subjected to be rejected since it has a very low significance level compared to the other four aspects with ( $\beta = -.053$ , t-test = 5.581, Sig. = .515) therefore H1b is rejected.

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.423 <sup>a</sup>	.179	.173	.88059	.179	31.143	1	143	.000

Table 4.7: Celebrity Expertise-Model Summary

Source: Developed by the Researcher from SPSS Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.150	1	24.150	31.143	.000 <sup>b</sup>
	Residual	110.888	143	.775		
	Total	135.038	144			

Table 4.8: Celebrity Expertise- ANOVA

Source: Developed by the Researcher from SPSS Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.464	.353		4.143	.000
	AVG.EXP	.493	.088	.423	5.581	.000

Table 4.9: Celebrity Expertise-Coefficients

Source: Developed by the Researcher from SPSS Output

#### 4.2.3 The Impact of Aspect 3 (Product-Celebrity Match-Up)

This research assumed that product-celebrity match-up has a positive impact on purchase intention of luxurious brand. The results support H1c with ( $\beta = .270$ , t-test = 9.555, Sig. = .002) therefore H1c is accepted.

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.624 <sup>a</sup>	.390	.385	.75917	.390	91.299	1	143	.000

Table 4.10: Product-Celebrity Match-Up-Model Summary

Source: Developed by the Researcher from SPSS Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.620	1	52.620	91.299	.000 <sup>b</sup>
	Residual	82.418	143	.576		
	Total	135.038	144			

Table 4.11: Product-Celebrity Match-Up-ANOVA

Source: Developed by the Researcher from SPSS Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.203	.238		5.059	.000
	AVG.PR	.675	.071	.624	9.555	.000

Table 4.12: Product-Celebrity Match-Up-Coefficients

Source: Developed by the Researcher from SPSS Output

#### 4.2.4 The Impact of Aspect 4 (Physical Attractiveness)

The study assumed that physical attractiveness has a positive significant relationship on purchase intention of luxurious brands. The results support H1d with ( $\beta = .304$ ,  $t$ -test = 7.982, Sig. = .000) therefore H1d is accepted.

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.555 <sup>a</sup>	.308	.303	.80824	.308	63.715	1	143	.000

Table 4.13: Physical Attractiveness-Model Summary

Source: Developed by the Researcher from SPSS Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.622	1	41.622	63.715	.000 <sup>b</sup>
	Residual	93.415	143	.653		
	Total	135.038	144			

Table 4.14: Physical Attractiveness-ANOVA

Source: Developed by the Researcher from SPSS Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.155	.288		4.007	.000
	AVG.ATT	.600	.075	.555	7.982	.000

Table 4.15: Physical Attractiveness-Coefficients

Source: Developed by the Researcher from SPSS Output

#### 4.2.5 The Impact of Aspect 5 (Trustworthiness)

Based on H1e assumed that trustworthiness has a significant impact on purchase intention of luxurious brands. The results support H1e with ( $\beta = .365$ ,  $t$ -test = 9.453, Sig. = .000) therefore H1e is accepted.

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.620 <sup>a</sup>	.385	.380	.76233	.385	89.361	1	143	.000

Table 4.16: Trustworthiness-Model Summary

Source: Developed by the Researcher from SPSS Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.933	1	51.933	89.361	.000 <sup>b</sup>
	Residual	83.105	143	.581		
	Total	135.038	144			

Table 4.17: Trustworthiness-Model Summary

Source: Developed by the Researcher from SPSS Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.658	.296		2.222	.028
	AVG.TR	.692	.073	.620	9.453	.000

Table 4.18: Trustworthiness-Model Summary

Source: Developed by the Researcher from SPSS Output

## 5.1 Discussion

This paper contributes to the extant literature by two-folds. Firstly, it contributes to measure celebrity endorsement as a multidimensional construct, measures its overall impact on purchase intention of luxurious brands, and also measures the variation between each of the dimensions of celebrity endorsement that drive the purchase intention of luxurious brands. The second fold differentiates the impacts of each aspect on purchase intention of luxurious brands.

The celebrity endorsement hypothesis has been accepted and had a positive impact on purchase intention of luxurious brands. Which came consistent with the results of the study of "IMPACT OF celebrity endorsements on consumers' purchase intention: A Study of Indian Consumers" by (Gupta & Kishore, 2015) however, this study was not applicable on luxurious brands.

Further, it was proved that celebrity credibility, product-celebrity match-up, physical attractiveness and trustworthiness of a celebrity endorser have a significant impact on purchase intention of luxurious brands, which came consistence with (Awasthi & Choraria, 2015), (Khan, et al., 2019) and (Wang & Scheinbaum, 2017) however, these studies was not applicable on luxurious brands.

Regarding celebrity expertise, its results came inconsistence with the study of "IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTION: A Study of Indian Consumers" by (Gupta & Kishore, 2015) which significantly impacts the purchase intention however, this study was not applicable on luxurious brands.

Finally, the results of this study show that celebrity endorsements can be a powerful tool for marketers because they have a significant positive impact on consumer's purchase intentions.

### 6.1 Limitations

This study had time limitations as the data was gathered over a short period of time, it is recommended for future researchers to increase the duration length in the gathering and analysis, so there are more variations in data.

Moreover, this study was focused and limited to two product categories of luxurious brands, which are wristwatches, and perfumes, so future researchers may consider more or other categories in their future studies.

Additionally, this study did not categorize the respondents as wristwatches buyers and perfumes buyers, so this resulted in the lacked useful information that aids brand managers of either product category.

The sample population was also quite small-scale and limited to Egyptian customers, so the data cannot be generalized.

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