

Determinants of the Effectiveness of Celebrity Endorsement on Brand Passion and Loyalty

Zargham Ullah Khan¹, Tania Arshad², Jaffar Mahmood Butt³

¹Assistant Professor, Hailey College of Banking and Finance, University of the Punjab, Lahore Pakistan.

²MBA Candidate, Hailey College of Banking and Finance, University of the Punjab, Lahore Pakistan.

³PhD Scholar, Department of Management Science, COMSATS University, Lahore Campus, Pakistan.

Correspondence: zargham@puhcbf.edu.pk¹

ABSTRACT

Aim of the Study: The importance of current study is to find the determinants of the effectiveness of celebrity endorsement on brand passion and brand loyalty.

Methodology: The sample size was 260. A survey instrument was used to collect the data. The data was analyzed using versions of AMOS 23 and SPSS 23. Structural equation modeling, path analysis, descriptive analysis, reliability, regression, and frequency were all used in this analysis.

Findings: The findings showed that factors such as celebrity endorsers' likeability, expertise, and attractiveness were crucial in predicting brand loyalty among consumers of clothing brands. The outcomes also showed that brand loyalty was positively impacted by brand passion. Ultimately, there was a significant positive mediation effect of brand passion on both brand loyalty and the likeability and attractiveness of celebrity endorsers.

Conclusion & Suggestions: This will be advantageous for companies that don't use company management or celebrities to promote their brands. All of the questions in this entirely quantitative study had predetermined answers and were closed-ended. Respondents are thus prevented from expressing opinions unrelated to the available options. Surveys could have been carried out across Pakistan if there had been more resources available. A worldwide survey, a mixed method approach and other variable like promotion, willingness to pay premium prices etc. may be used in future studies.

Keywords- Celebrity Endorser Attractiveness, Celebrity Endorser Expertise, Celebrity Endorser Likeability, Brand Passion, Brand Loyalty.

Introduction

On a daily basis, consumers belonging to this generation are inundated with marketing communications. According to Superbrand (2013), consumers are targeted via a variety of media, including radio, television, the internet, and billboards. The increase in touch points that marketers can access has significantly enhanced this. With tablets, smartphones, PCs, and televisions, consumers in the twenty-first century have access to devices that marketers can profit from. Traditional marketing strategies are less successful in attracting customers due to the significant reduction in consumers' attention span caused by

Article History

Received:
January 12, 2024

Revised:
March 18, 2024

Accepted:
March 23, 2024

Published:
March 30, 2024

the abundance of media (Edwards, 2011; Roll, 2014; Zakari et al., 2019). In the midst of this, people are growing fond of stars and celebrity, which is leading to the rise of celebrity endorsement in the marketing domain. For example, Queen Victoria approved Cadbury's Cocoa in the late 1800s (Sherman, 1985). In the twenty-first century, celebrity endorsement has become more popular due to the increase in consumer touch points (Chung et al., 2013; Zakari et al., 2019).

Celebrity endorsements work well because people are aware of the celebrities and the values they uphold in society. It is thus much simpler to use them to attract the attention of consumers (Kim et al., 2018; Chung et al., 2013). Because the celebrity is already associated with the brand, consumers find it easier to relate to celebrity endorsements. According to Vaage-Nilsen and Evald (2013), celebrity endorsement enables a company to "put a face" on its brand, which makes it easier for customers to identify with it.

Brand passion, or the emotional experience that arises from customer-brand interactions, has been found to be a critical element in developing and enhancing brand loyalty in investigations into customer-brand relationships. When it comes to describing the interactions between these consumers and brands, product/brand attitudes are limited (Batra, Ahuvia, & Bagozzi, 2012; Garg, Mukherjee, Biswas, & Kataria, 2016; Gilal, Zhang, Gilal, & Gilal, 2018; Kim et al., 2020). According to Carroll and Ahuvia (2006), Garg et al. (2016), Kim et al. (2020), and others, brand passion increases customer loyalty, which makes them willing to pay premium prices. It also helps to grow customer enthusiasm and intimacy for the brand. The antecedents of brand passion have been identified by earlier researchers studying customer-brand relationships as being things like brand experience (Batra et al., 2012), brand recognition (Albert et al., 2017; Bergkvist & Bech-Larsen, 2010; Kim et al., 2020), and brand confidence (Merunka, Albert, & Valette- Florence, 2008; Kim et al., 2020).

Despite the celebrity likeability has an impact on brand passion and brand loyalty but the researcher do not focus on it. Thus, the objective of this study is to focus on the determinants of the effectiveness of the celebrity endorsement on brand passion and brand loyalty.

Literature Review

Celebrity endorsement is the process through which companies work with well-known individuals, like actors, athletes, or influencers, to market their goods or services. This marketing tactic makes use of the celebrity's notoriety and authority to establish a favorable connection between the brand and the celebrity. Second, the customer's persistent and firm decision for a particular brand across the other inside a particular group of goods is referred to as brand loyalty. It symbolizes consumers' enduring relationship with a brand, which often results in campaigning and repeated purchases. Lastly, considering the status of advertisement today, it is imperative to look into the relationship between celebrity endorsement and brand loyalty. Examining this relationship will help investigators and advertisers understand the way to enhance the impact of celebrity endorsements on brand loyalty, which will ultimately lead to greater revenues and effective promotional initiatives (Abianti and Wahyudi, 2023).

Past research has discovered endorser attractiveness changes the opinion of consumers and positively impacts product evaluation (Roy et al., 2013; Erdogan, 1999; Zakari et al., 2019). If attractive celebrities endorse the brands, consumers become more attached to brands (Saldanha et al., 2018; Zakari et al., 2019). Caballero et al. (1989) and Zakari et al. (2019) however suggested that attractive celebrities enhanced consumer assessment of advertisements but they possessed no crucial impact on intentions to buy.

Erdogan, (1999), p. 298 and Zakari et al. (2019) explained that celebrity expertise is "the extent to which a communicator is perceived to be a source of legitimate (valid) assertions".

When communicating persuasively, the writing (literature) regarding the reliability of sources or source reliability (credibility) states that the source's knowledge favorably impacts the judgment of the recommendations or communication and the receiver's perception (Ohanian, 1990; Zakari et al., 2019). The behavior of target respondents toward the source's recommendations varies importantly about the

estimated degree of the expertise of the celebrity. Targeted customers are more likely to accept recommendations in the event of a greater degree of sense of celebrity knowledge (expertise). The credibility model of the source states that (expert) knowledgeable celebrities can influence purchase intentions among consumers and are more persuasive (Ohanian, 1991; Batra et al., 1996; Till and Busler, 2000; Zakari et al., 2019).

Likeability is the love toward a source due to the physical appearance or source's behavior (Erdogan, 1999; Zakari et al., 2019). Fleck et al. (2012) and Zakari et al. (2019) explained that a famous person's likeability particularly affects the liking of the endorsed product/ brand. Customers will feel more like a part of a brand when it is endorsed by likable celebrities (Escalas and Bettman, 2017; Chan et al., 2013; Zakari et al., 2019).

However, the foundation of a successful brand is brand loyalty. It includes not just repurchasing but additionally an intense sense of attachment and brand loyalty that extend above simple fulfillment with the item. Consumers that are devoted to a brand are inclined to resist desires from competitors and stick with it for a while, which boosts the brand's profitability over time.

Examining the relationship between brand loyalty and celebrity endorsement is important because it can help us understand the subtleties and workings of buying habits in the field of advertising. It gives advertisers knowledge about the ways and reasons that celebrity endorsements can have a favorable or adverse influence on brand loyalty. Companies may choose celebrities to promote their items, create advertising campaigns which connect with their intended customer base, and eventually develop more powerful brand loyalty within customers by knowing these factors and making more educated choices (Agustina, 2022).

The tendency for customers to remain committed to and become committed to their favorite brand regardless of attempts by rival companies to get these individuals switched is known as brand loyalty. This sort of thing was explained by Oliver (1993). Investigators have connected a variety of precursors to brand loyalty, including client happiness, perception of the brand, and attitude toward the brand (Paul & Bhakar, 2018; Saeed et al., 2013). Moreover, brand connection and commitment result in reputation-based marketing and higher costs that promote referrals and future business from delighted consumers (Reichheld, 1993). Current research on customer relationships with brands indicates that a high degree of brand passion, regular interpersonal interaction, and an intention to spend greater for an item are necessary for building brand loyalty (Gilal et al., 2018; Hemsley-Brown & Alnawas, 2016). For example, Sarkar, Ponnampalnam, and Murthy (2012) found that customers' romantic influences the affection for a brand, involving brand closeness and brand passion, as well as it is correlated positively with reputation and intent to buy. Additional studies by Kim et al. (2020) and Cheon and Kim (2011) showed that brand submersion, connection, and devotion affect affection for the brand, which then ultimately affects referrals and loyalty. Following a conceptual structure and hypothesis are put forth in light of these conversations:

Hypothesis 1: Celebrity endorser attractiveness has a positive impact on brand passion.

Hypothesis 2: Celebrity endorser expertise has a positive impact on brand passion.

Hypothesis 3: Celebrity endorser Likeability has positively affected brand passion.

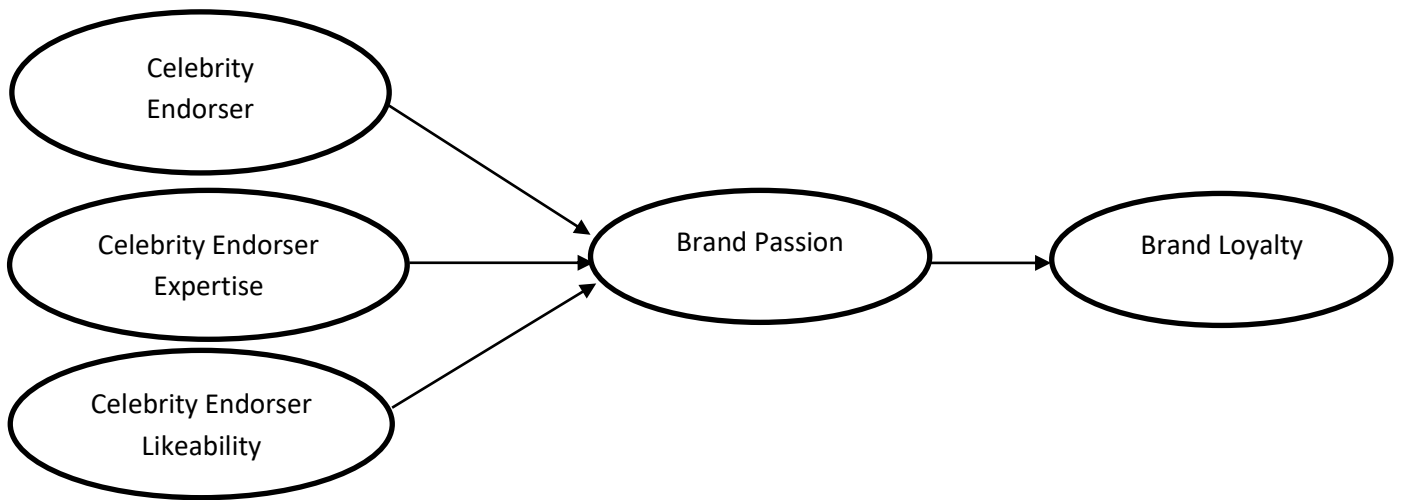
Hypothesis 4: Brand passion has a positive effect on brand loyalty.

Hypothesis 5: Brand passion has a positive mediating role in the relationship between celebrity endorser attractiveness and brand loyalty.

Hypothesis 6: Brand passion has a positive mediating role in the relationship between celebrity endorser expertise and brand loyalty.

Hypothesis 7: The relationship between celebrity endorser likeability and brand loyalty is positively mediated by brand passion.

Research Framework:



Methodology

Data Collection

This study used primary data collected data from 240 customers in just over two weeks who wear branded clothing in one area. Respondents received the questionnaire via the internet. After a respondent has been selected via non-probability sampling, convenience sampling is used to gather data from them. The positivist paradigm is used in this study's investigation. This study's investigation follows a deductive approach. This study uses a quantitative methodology, gathering and analyzing data with the help of a structured questionnaire. The respondent was respond on five-point Likert scale.

Variables and Measures

As indicated in Table 1, all of the measures have been modified from published literature.

Table 1: *Variables and Measurement*

Variable Name	Item Source	No of Items
Celebrity Endorser Attractiveness	(Kim et al., 2020)	3
Celebrity Endorser Expertise	(Kim et al., 2020)	3
Celebrity Endorser Likeability	(Ha & Lam, 2017)	7
Brand Passion	(Kim et al., 2020)	3
Brand Loyalty	(Kim et al., 2020)	3

Findings

Table 2: *Participants Demographic Characteristics*

Factor	Category	Frequency	Percentage (%)
Gender	Female	132	50.8
	Male	128	49.2
Marital Status	Married	86	33.1

Age	Single	174	66.9
	20 or less	7	2.7
	21-24	62	23.8
	25-29	132	50.8
	30-39	59	22.7
Qualification	40 and above	0	0
	Matric	5	1.6
	Intermediate	22	8.5
	Graduation	130	50
	Master	101	38.8
Occupation	Phd	2	.8
	Student	16	6.2
	Business Working	51	19.6
	Job	145	55.8
Monthly Income	Professional	48	18.5
	25,000 or less	13	5
	25,001-50,000	20	7.7
	50,001-75,000	34	13.1
	75,001-100,000	118	45.4
	More than 100,000	75	28.8

Table 3: Which is your favorite cloth brand

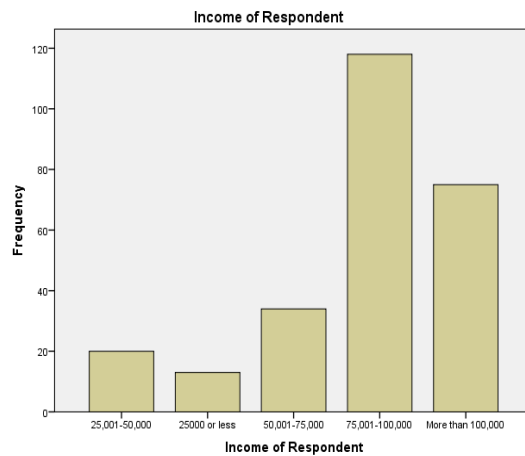
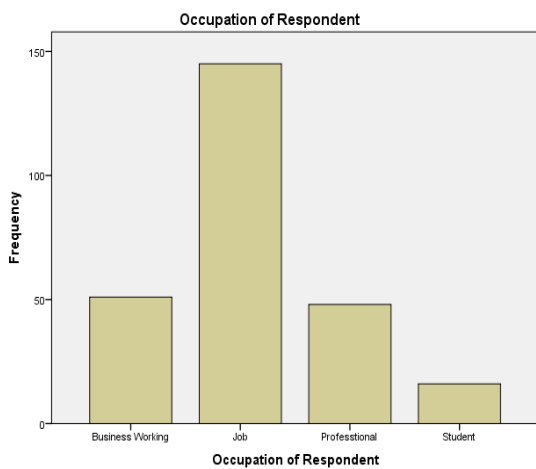
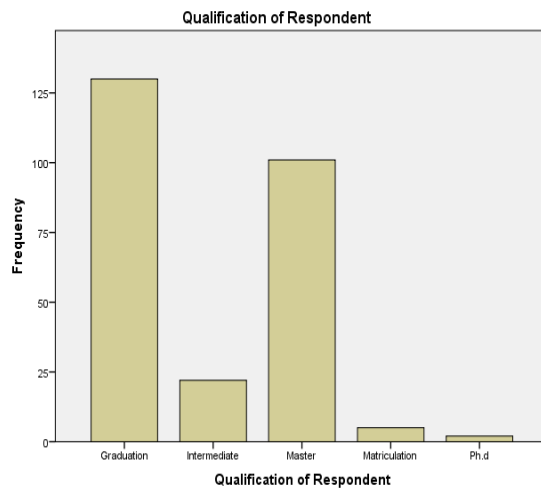
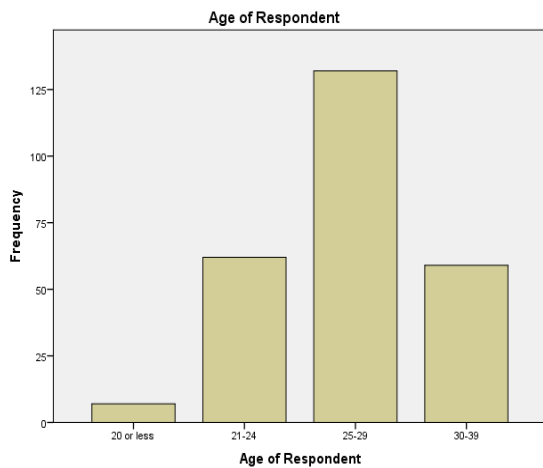
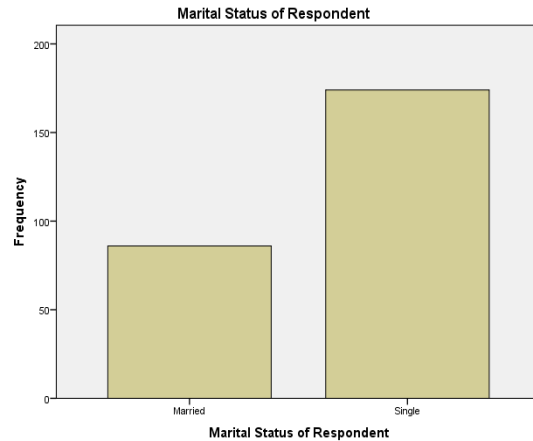
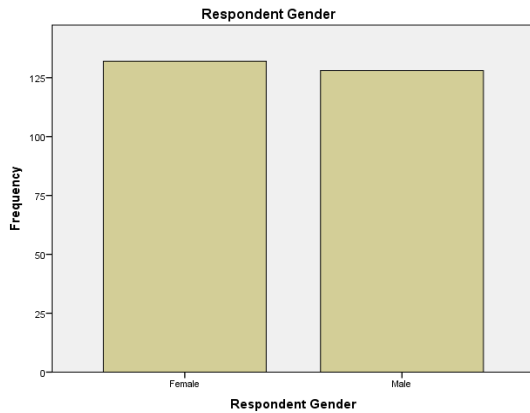
	Frequency	Percent	Valid Percent	Cumulative Percent
Adidas	8	3.1	3.1	3.1
Alkaram	8	3.1	3.1	6.2
Alkaram, charcoal	1	.4	.4	6.5
Amir Adnan	2	.8	.8	7.3
Bareeze	4	1.5	1.5	8.8
Beechtree	7	2.7	2.7	11.5
Bonanza	1	.4	.4	11.9
Breeze	9	3.5	3.5	15.4
Breeze, charisma	1	.4	.4	15.8
Breeze, Maria B	1	.4	.4	16.2
Breeze, sapphire	1	.4	.4	16.5
Breeze, sapphire	2	.8	.8	17.3
Charcoal	8	3.1	3.1	20.4
Charcoal, outfitters	2	.8	.8	21.2
Charizma	16	6.2	6.2	27.3
Chester Bernard	1	.4	.4	27.7
Devis	1	.4	.4	28.1
Diners	2	.8	.8	28.8
Dyot	7	2.7	2.7	31.5
Engine	4	1.5	1.5	33.1
Engine, alkaram	1	.4	.4	33.5

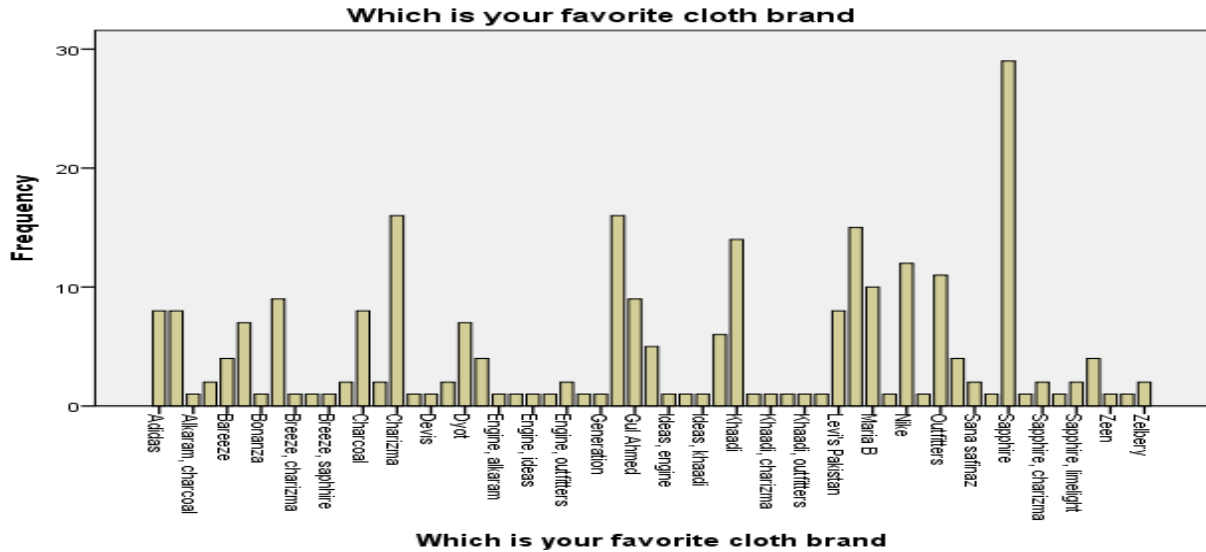
Engine, alkaram, outfitters	1	.4	.4	33.8
Engine, ideas	1	.4	.4	34.2
Engine, khaadi	1	.4	.4	34.6
Engine, outfitters	2	.8	.8	35.4
Engine, outfitters, alkaram	1	.4	.4	35.8
Generation	1	.4	.4	36.2
Gucci	16	6.2	6.2	42.3
Gul Ahmed	9	3.5	3.5	45.8
Ideas	5	1.9	1.9	47.7
Ideas, engine	1	.4	.4	48.1
Ideas, engine, outfitters, charcol	1	.4	.4	48.5
Ideas, khaadi	1	.4	.4	48.8
Junaid jamshed	6	2.3	2.3	51.2
Khaadi	14	5.4	5.4	56.5
Khaadi, charcoal	1	.4	.4	56.9
Khaadi, charisma	1	.4	.4	57.3
Khaadi, maria b, sapphire	1	.4	.4	57.7
Khaadi, outfitters	1	.4	.4	58.1
Khaadi, stoneage	1	.4	.4	58.5
Levi's Pakistan	8	3.1	3.1	61.5
Limelight	15	5.8	5.8	67.3
Maria B	10	3.8	3.8	71.2
Mark's & Spencer	1	.4	.4	71.5
Nike	12	4.6	4.6	76.2
No preference	1	.4	.4	76.5
Outfitters	11	4.2	4.2	80.8
Prada	4	1.5	1.5	82.3
Sana safinaz	2	.8	.8	83.1
Sana safinaz, breeze	1	.4	.4	83.5
Sapphire	29	11.2	11.2	94.6
Sapphire, breeze	1	.4	.4	95.0
Sapphire, charisma	2	.8	.8	95.8
Sapphire, chorizma	1	.4	.4	96.2
Sapphire, limelight	2	.8	.8	96.9
Uniworth	4	1.5	1.5	98.5
Zeen	1	.4	.4	98.8
Zeen, khaadi	1	.4	.4	99.2
Zelbery	2	.8	.8	100.0
Total	260	100.0	100.0	

This section provides an explanation of the respondents' demographic profiles. This information is used to look through their profile. There are 260 responders in all. In the study, the sample size was made up of 128 male and 132 female participants, or 50.8% female and 49.2% male. According to the results of the marital status survey, 174 people are single (66.9%) and 86 people are married (33.1%). According to the Age of respondent result, 7 persons are under 20 years old (2.7%), 62 people are between 21 and 24 years old (23.8%), 132 people are between 25 and 29 years old (50.8%), and 59 people are between 30 and 39 years old (22.7%) of the total. According to the Qualifications result, there are 5 people in Matriculation (1.6%), 22 people in Intermediate (8.5%), 130 people in Graduation (50%), 101 people in Master (30.8%), and 2 people with a Ph.D. (.8%). The occupation results show that, of the total 100%, 16 people are students (6.2%), 51 work in business (19.6%), 145 have jobs (55.6%), and 48 are professionals

(18.5%). According to the respondents' income results, 13 people fall within the \$25000 or less range, which is 5%; 20 people fall within the \$25001–50,000 range, which is 7.7%; 34 people fall within the \$50,001–75,000 range, which is 13.1%; and 118 people fall within the \$75,001–100,000 range. The above table displays the results of each respondent's favorite cloth brand, indicating their individual preferences.

Bar Chart of Demographics





The gender results are shown in the first bar chart, indicating that more women than men answered the researcher response survey. The second bar chart shows the results broken down by age, with respondents who were 25 to 29 years old having the highest responses and those who were 20 years old or younger having the lowest. Ages 21–24 and 30–39 comprise a moderate age group; these people are neither high nor low. The marital status results are displayed in the third bar chart, which clearly indicates that a greater percentage of respondents were single than married. The fourth bar chart shows the results of the Qualifications, which show how well-informed the respondents to my survey were made. There is a greater number of graduate and master's students than matriculation, intermediate and PhD degrees. The occupation results, which show the researcher respondent's occupation, are displayed in the fifth bar chart. It suggests that the majority of responders are employed, while students are less likely to do so. The income results, which show the researcher respondent's occupation, are shown in the sixth bar chart. It shows that there are more respondents in the 75,001–100,000 range than there are in the 25,000–less range. Furthermore, respondents in the 25–001–50,000, 50–001–75,000, and over 100,000 categories are considered moderate. The results of the seventh bar chart, which shows the respondents' preferred cloth brand, indicate that some respondents prefer sapphire more than zelbery, zeen, or pairs of brands. Some people are more reasonable.

Data Analysis

SPSS (Statistical Package for Social Sciences) version 23 and Amos 23 version are used to analyze the data obtained from the questionnaire. This study uses regression, descriptive analysis, reliability testing, pearson correlation and path analysis.

Descriptive Analysis

Descriptive statistics of the study, including range(R), minimum (Min), maximum (Max), sum(S), mean (M), standard deviation (SD), variance (V), Skewness and kurtosis measured. In this survey, the researcher collected information from 260 respondents. The values for celebrity endorser attractiveness (CEA) (R=4.00, Min=1.00, Max=5.00, M=2.8987, SD=.87997, V=.774, Skewness=-.223, Kurtosis=-.299), celebrity endorser expertise (CEE) (R=4.00, Min=1.00, Max=5.00, M=2.6667, SD=.93504, V=.874, Skewness=-.111, Kurtosis=-.510), celebrity endorser Likeability (CEL) (R=3.00, Min=1.14, Max=4.14, M=2.8984, SD=.77137, V=.595, Skewness=-.288, Kurtosis=-.539), for brand passion (BP) (R=3.00, Min=1.33, Max=4.33, M=3.1115, SD=.95947, V=.921, Skewness=-.169, Kurtosis=-1.097), for brand loyalty (BP) (R=3.00, Min=2.00, Max=5.00, M=3.8744, SD=1.03666, V=1.075, Skewness=-.535, Kurtosis=-.883).

Since all of the Skewness and kurtosis values fall between -1 and +1, the data is considered normal for regression. This indicates that the public views celebrities positively based on their attractiveness, expertise, likeability, and degree of brand passion.

Table 4: *Descriptive Statistics*

	N	Range	Min	Max	M	S.D	Variance	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CEA	260	4.00	1.00	5.00	2.8987	.87997	.774	-.223	.151	-.299	.301
CEE	260	4.00	1.00	5.00	2.6667	.93504	.874	-.111	.151	-.610	.301
CEL	260	3.00	1.14	4.14	2.8984	.77137	.595	-.288	.151	-.539	.301
BP	260	3.00	1.33	4.33	3.1115	.95947	.921	-.169	.151	-1.097	.301
BL	260	3.00	2.00	5.00	3.8744	1.03666	1.075	-.535	.151	-.883	.301
Valid N (listwise)	260										

Reliability Test

There are 260 valid cases for the researcher. The alpha value is .738, which is equivalent to .7 its means that it is good. This result is reliable and accurate. Total number of items is 5.

Table 5: *Case Processing Summary*

Cases	Valid	N	%
		Excluded ^a	0
	Total	260	100.0

a. Listwise deletion based on all variables in the procedure.

Table 6: *Reliability Statistics*

Cronbach's Alpha	N of Items
.738	5

Table 7: *Item Statistics*

	Mean	Std. Deviation	N
CEA	2.8987	.87997	260
CEE	2.6667	.93504	260
CEL	2.8984	.77137	260
BP	3.1115	.95947	260
BL	3.8744	1.03666	260

Table 8: *Item-Total Statistics*

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CEA	12.5509	6.952	.566	.669
CEE	12.7830	7.187	.457	.709
CEL	12.5513	7.293	.591	.667
BP	12.3381	6.737	.541	.677
BL	11.5753	7.125	.389	.741

Pearson Correlation

The P value is .000 which is less than 0.01, it implies that the relationship has statistical significance. The relationship between CEA and CEE is positive and significant, as indicated by its value of .382**. With a value of .501**, CEA and CEL exhibit a positive and statistically significant relationship. There is a strong and positive correlation between CEA and BP because it is .467**. There is a substantial positive correlation (.289**) between BL and CEA. CEE and CEL have a strong positive association, as evidenced by their value of .465**. CEE and BP have a very strong positive correlation at .327**. The correlation between CEE and BL is clearly positive due to its value that is .209**. CEL and BP have a very strong positive correlation at .410**. There is a significant positive correlation between CEL and BL because of its value .317**. BP and BL have a positively significant correlation because of its value that is .358**. They all have positive and fulfilling relationships with each other. This suggests a significant result because the correlation value is positive and has two stars. Every correlation coefficient for every variable is significant at the 0.01 level.

Table 9: Correlations

Constructs		CEA	CEE	CEL	BP	BL
Pearson correlation	Celebrity Endorser Attractiveness	1				
	Celebrity Endorser Expertise	.382**	1			
	Celebrity Endorser Likeability	.501**	.465**			
	Brand Passion	.467**	.327**	.410**	1	
	Brand Loyalty	.289**	.209**	.317**	.358**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000

**Correlation is significant at the 0.01 level (2-tailed)

Regression Results

Table 10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.354 ^a	.125	.115	.97539

a. Predictors: (Constant), CEL, CEE, CEA

The model summary table's results demonstrate that the value of R Square is 0.125 that means a 12.5% change in brand passion and brand loyalty is caused by celebrity endorsement (attractiveness, expertise, and likeability).

Table 11: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.785	3	11.595	12.188
	Residual	243.555	256	.951	
	Total	278.340	259		

The Anova table shows result that the P-Value is .000b, which is less than 0.05, its mean that there is a strong and significant correlation between celebrity endorsement (attractiveness, expertise, and likeability) brand loyalty and brand passion.

Table 12: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.344	.262		8.948	.000

CEA	.194	.081	.165	2.393	.017
CEE	.052	.075	.047	.699	.485
CEL	.286	.097	.213	2.960	.003

a. Dependent Variable: BL

According to the results of the coefficients table, the beta value is .165, meaning that a change or increase of one unit in the attractiveness of the celebrity endorser (CEA) will result in a 0.165 unit increase in brand loyalty. Celebrity endorser expertise (CEE) has a beta value of .047, meaning that a change or increase of one unit in CEE will result in a corresponding change or increase in brand loyalty of 0.047 units. The celebrity endorser likeability (CEL) beta value is .213, meaning that a change or increase of one unit in CEL will result in a corresponding change or increase in brand loyalty of .213 units. The positive beta value suggests a positive correlation between celebrity endorser expertise (CEE), celebrity endorser attractiveness (CEA), celebrity endorser likeability (CEL) and brand loyalty.

Table 13: *Hypothesized Path*

	Path	Hypothesis	Estimate	S.E.	C.R.	P	Results
BP	<--- CEA	H1	.344	.065	5.264	***	Supported
BP	<--- CEE	H2	.084	.060	1.404	.160	Not Supported
BP	<--- CEL	H3	.264	.080	3.318	***	Supported
BL	<--- BP	H4	.241	.066	3.664	***	Supported
BL	<--- CEA	H5	.155	.079	1.964	.049	Supported
BL	<--- CEL	H6	.194	.093	2.075	.038	Supported
BL	<--- CEE	H7	.067	.069	.969	.332	Not Supported

According to this table, brand passion significantly mediated the relationships between celebrity endorser likeability and loyalty to the brand as well as between their attractiveness. In the relationship between brand loyalty and celebrity endorser expertise, brand passion played a slightly positive mediating role.

Discussion

The aim of the current study was to investigate the relationships among celebrity endorser attractiveness, expertise, and likeability, brand passion and brand loyalty of cloth brand consumers'. The study's conclusions showed that, among consumers of endorsed brands, brand passion was significantly influenced by the celebrities' attractiveness and likeability. It further proved that celebrity endorsers' experience had no influence on their passion for a brand.

Taking the information into consideration, the first hypothesis has been validated and proved. The findings of the present investigation are in line with previous studies by Paul and Bhakar (2018) and Gilal, Paul, Gilal, and Gilal (2020), who found that source attractiveness—the most important indicator of consumer happiness with closeness desires and brand attitude—positively influences their passion for a celebrity-endorsed brand. Given that commercials and other mass media content can successfully draw in customers through physical attraction, it stands to reason that the beauty of celebrity endorsers has a big impact on consumer brand passion. Additionally, customers are more likely to think highly of a brand and develop an even stronger affection for it when they perceive a positive correlation between the endorser's physical attributes and the brand. Due to increase the brand passion brand loyalty also increase, so H5 is also supported. There is a significant relationship between celebrity endorser attractiveness and brand loyalty.

This variable does not support the H2 and H7 (hypothesis). The findings of this study demonstrate that there is no evident relationship between celebrity endorser expertise and brand passion among consumers of clothing brands. According to Albert et al. (2017), consumers' perceptions of advertising and products are not considerably improved when a celebrity's reputation for endorsing a product and the attributes of the product are aligned or matched. Customers who believe there is a similarity or correlation between a brand's expertise and that of a celebrity endorser are therefore more likely to not give a brand a favorable

or positive review. Consequently, the study's conclusions imply that when celebrities endorse a brand, consumers do not develop a strong brand loyalty. When knowledgeable celebrity endorsers a clothing brand without showing loyalty, brand passion is not as much increased.

Because this variable is statistically significant, the H3 and H6 are supported. The definition of likeability, according to McGuire (1985, p. 239), is "affection for the source as a result of the source's physical appearance and behavior." Moreover, McGuire argues that fans of a celebrity will also like the products associated with that celebrity. The most important predictor of customers' brand attitude and relatedness need satisfaction is the likeability of the source. People will be more loyal to a brand and purchase an increasing number of those brands if they think well of the celebrity. They are not going to move to a different brand. As a result, celebrity endorsements will have a greater effect on consumers than recommendations from non-celebrities.

Furthermore, The H4 is also supported. The study's findings demonstrate that consumers' enthusiasm for clothing brands is a powerful predictor of brand loyalty. Research by Sarkar et al. (2012) and Cheon and Kim (2011), who discovered a connection between positive word-of-mouth and intention to repurchase in addition to brand loyalty and passion, are consistent with this finding. According to the study's research findings, customers of clothing brands who are more passionate about their brands are more likely to become brand loyal. Customers' passion for a brand can surpass their passion for any other entity, including close friends or relatives, because brand passion stems from feelings and emotions rather than mental (cognitive function) (Ruane & Wallace, 2015; Kim et al., 2020). Therefore, it makes sense that through lowering brand uncertainty and raising intimacy, mass media promotes brand passion and, eventually, brand loyalty.

In terms of theoretical implications, this study seeks to fill a gap in the literature by examining the relationship between endorsers' likeability and brand loyalty. By investigating the function that brand passion serves as a mediating factor in the relationship between endorser likeability and brand loyalty, this study seeks to advance (add to) the body of literature. To the best of the investigator's understanding, this is the first study to offer data on an endorser's likeability, attractiveness, expertise, passion, and brand loyalty all in one place.

This study is significant because it looks at the impact of a celebrity endorser's endorsement on brand passion. It is unique in that it looks at how brand ardor (passion) and loyalty are affected by celebrity likeability. Because of the celebrity endorser's attractiveness and likeability, brand passion and loyalty have increased.

The study's conclusions have some practical implications for market analysts in the clothing industry. This study is beneficial for those companies who don't endorse their brand through celebrity. The study's overall findings demonstrated that brand passion strongly mediates the relationship between brand loyalty and endorser attractiveness when consumers positively perceive a celebrity's beauty. Celebrity endorser likeability has a significantly positively correlated with brand passion and brand loyalty. Due to endorser attractiveness and likeability, brand passion has increased enhanced and in turn brand loyalty. Brand passion is not a significant mediating factor in the relationship between brand loyalty and celebrity endorser expertise. Another important finding is that brand passion had a positive significant impact on brand loyalty.

This study is important because it examines how brand passion is affected by a celebrity endorser's endorsement. It is distinctive in that it examines the impact of celebrity likeability on brand ardor (passion) and loyalty. The celebrity endorser's attractiveness and likeability has increased brand passion and loyalty.

The current study has various limitations. The extent to which research findings can be applied may depend on sample size limitations. Nevertheless, the information gained from this study will be very helpful to marketers looking to use celebrity endorsements to their advantage and provide a strong basis

for future research in a variety of contexts. Data from the small sample size of respondents is collected online in a short period of time. However, one of the study's numerous shortcomings when using the convenience sampling technique is generalization. As such, when interpreting and extrapolating the results, this limitation must be considered. The study's respondents were buyers of various clothing brands. As a result, we recommend that caution be exercised when extrapolating the findings to other cloth brand market customer segments and that a follow-up study is conducted that takes those other segments into account. Because all of the questions in the study have predetermined answers and are closed-ended, it is completely quantitative. This prevents responders from voicing opinions that don't fall into the designated categories. Mixed method approach and other variables such as promotion, similarity etc. can be used in future research.

Acknowledgements

None.


Conflict of Interest


Authors declared NO conflict of interest.


Funding Source

The authors received NO funding to conduct this study.

ORCID iDs

Zargham Ullah Khan ¹ <https://orcid.org/0000-0002-1145-0299>

Tania Arshad ² <https://orcid.org/0009-0008-8157-2399>

Jaffar Mahmood Butt ³ <https://orcid.org/0009-0004-6148-0578>

Reference

- Abianti, S., & Wahyudi, L. (2023). The role of celebrity endorsement on purchase intention of ERIGO products. *World Journal of Advanced Research and Reviews*, 17(2), 393-403.
- Adedeji, A. O. (2021). Effectiveness Of Celebrity Endorsement on Advertisement in Achieving Consumer Brand Preference. *International Journal of Multidisciplinary: Applied Business and Education Research*, 2(12), 1469-1481.
- Agustina, Y., Suryandari, R. T., & Kirana, E. K. (2022). The Effect of Celebrity Endorser Toward Purchase Intention: Negative Publicity as Moderator. *Khazanah Sosial*, 4(4), 636-649.
- Akturan, U. (2011). Celebrity advertising in the case of negative associations: discourse analysis of weblogs. *Management Research Review*, 34(12), 1280-1295.
- Albert, N., Ambroise, L., & Valette-Florence, P. (2017). Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements?. *Journal of Business Research*, 81, 96-106.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of marketing*, 76(2), 1-16.
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of brand management*, 17, 504-518.
- Caballero, M. J., Lumpkin, J. R., & Madden, C. S. (1989). Using Physical Attractiveness as an Advertising Tool: An Empirical Test of the Attraction Phenomenon. *Journal of Advertising Research*.

- Calvo-Porrá, C., Rivaroli, S., & Orosa-González, J. (2021). The influence of celebrity endorsement on food consumption behavior. *Foods, 10*(9), 2224.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters, 17*, 79-89.
- Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers, 14*(2), 167-179.
- Cheon, H. S., & Kim, D. Y. (2011). The effect of brand love, brand management, and word-of-mouth on brand management. *The e-business Studies, 12*(2), 199-227.
- Chung, K. Y., Derdenger, T. P., & Srinivasan, K. (2013). Economic value of celebrity endorsements: Tiger Woods' impact on sales of Nike golf balls. *Marketing Science, 32*(2), 271-293.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management, 15*(4), 291-314.
- Escalas, J. E., & Bettman, J. R. (2017). Connecting with celebrities: How consumers appropriate celebrity meanings for a sense of belonging. *Journal of Advertising, 46*(2), 297-308.
- Fleck, N., Korchia, M., & Le Roy, I. (2012). Celebrities in advertising: looking for congruence or likability?. *Psychology & marketing, 29*(9), 651-662.
- Garg, R., Mukherjee, J., Biswas, S., & Kataria, A. (2016). An investigation into the concept of brand love and its proximal and distal covariates. *Journal of Relationship Marketing, 15*(3), 135-153.
- Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2020). Celebrity endorsement and brand passion among air travelers: Theory and evidence. *International Journal of Hospitality Management, 85*, 102347.
- Gilal, F. G., Zhang, J., Gilal, N. G., & Gilal, R. G. (2018). Association between a parent's brand passion and a child's brand passion: a moderated moderated-mediation model. *Psychology Research and Behavior Management, 91*-102.
- Hemsley-Brown, J., & Alnawas, I. (2016). Service quality and brand loyalty: The mediation effect of brand passion, brand affection and self-brand connection. *International Journal of Contemporary Hospitality Management, 28*(12), 2771-2794.
- Kim, H. K., Lee, K. Y., & Baek, W. Y. (2020). Effect of celebrity athlete endorsement on sporting goods consumers' brand passion and loyalty. *Social Behavior and Personality: an international journal, 48*(5), 1-11.
- Kim, S. S., Choe, J. Y. J., & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of destination marketing & management, 9*, 320-329.
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing, 46*(7/8), 922-937.
- McGuire, W. J. (1985). Chapter attitudes and attitude change. *Handbook of social psychology, 233*-346.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising, 19*(3), 39-52.
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of advertising Research.*
- Paul, J., & Bhakar, S. (2018). Does celebrity image congruence influences brand attitude and purchase intention?. *Journal of Promotion Management, 24*(2), 153-177.
- Reichheld, F. F. (1993). Loyalty-based management. *Harvard business review, 71*(2), 64-73.

- Roy, S., Jain, V., & Rana, P. (2013). The moderating role of consumer personality and source credibility in celebrity endorsements. *Asia-Pacific Journal of Business Administration*, 5(1), 72-88.
- Ruane, L., & Wallace, E. (2015). Brand tribalism and self-expressive brands: social influences and brand outcomes. *Journal of Product & Brand Management*, 24(4), 333-348.
- Saeed, R., Lodhi, R. N., Mehmood, A., Ishfaque, U., Dustgeer, F., Sami, A., ... & Ahmad, M. (2013). Effect of brand image on brand loyalty and role of customer satisfaction in it. *World Applied Sciences Journal*, 26(10), 1364-1370.
- Saldanha, N., Mulye, R., & Rahman, K. (2018). Who is the attached endorser? An examination of the attachment-endorsement spectrum. *Journal of Retailing and Consumer Services*, 43, 242-250.
- Sarkar, N., Ghosh, S. K., Bannerjee, S., & Aikat, K. (2012). Bioethanol production from agricultural wastes: an overview. *Renewable energy*, 37(1), 19-27.
- Superbrand, I. (2013). Why Traditional Interruption-Based Advertising Doesn't Work Anymore. *Retrieved*, 11(17), 2013.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
- Wang, S. W., Kao, G. H. Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10-17.
- White, D. W., Goddard, L., & Wilbur, N. (2009). The effects of negative information transference in the celebrity endorsement relationship. *International Journal of Retail & Distribution Management*, 37(4), 322-335.
- Yang, W. (2018). Star power: the evolution of celebrity endorsement research. *International Journal of Contemporary Hospitality Management*, 30(1), 389-415.
- Zakari, M., Dogbe, C. S. K., & Asante, C. (2019). Effect of celebrity endorsement on telecommunication companies' reputation: The moderating role of celebrity characteristics. *Management Research Review*, 42(12), 1297-1314.