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The Effect of Celebrity Endorsement on Brand Perception and Consumer Behavior

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Abstract

Purpose

Throughout the past few decades, the practice of celebrity endorsements has grown significantly and is now a multi-million-dollar industry. Celebrity endorsement is currently a very profitable and blooming marketing strategy that is dominating apparel, beauty products, food, sports, and numerous other industries. There are limited studies on how celebrity endorsements of food and food products affect consumers' behavior, even though the majority of literature on celebrity endorsements concentrates on the traits of celebrities that influence consumers' behavior. Therefore, the purpose of this study is to examine the effect of celebrity endorsement on brand perception and consumer behavior.

Design /methodology/approach

We are doing a systematic literature review using the PRISMA approach and the TCCM framework. This research systematically reviews 38 articles and presents celebrities' effectiveness and impact on consumers and brands from 2016 to 2024 by using the PRISMA approach and TCCM framework. Literature research is adopted from the Web of Science (SSCI-listed journals), Scopus, peer-reviewed journals, ABDC ranking journals, SJR ranking journals, and manual searches.

Findings

Future areas of celebrity endorsement that could be explored with the help of this study include personality traits, opinions, unfavorable press, deceptive endorsement, celebrity appeal, loyalty, and credibility; also, how young and old consumers perceive a brand; and finally, how the influence of celebrity endorsement influences their preferences, intentions to buy, and decisions. More research can be conducted in these areas.

Original value

This research will be helpful for celebrities, marketers, companies, consumers, brands, promoters, advertisers, manufacturers, brand perception, and consumers buying intentions so that they can make decisions.

Keywords: Celebrity Endorsement, brand perception, consumers, consumer behavior, brands, purchase decisions,

Paper type

Research paper

1. Introduction

The marketing sector has seen multiple phases of transformation over the last fifteen decades, transitioning from a conventional to modern one. These days, using celebrities to promote things is the best way for marketers to sway consumers. This tactic uses a variety of appeals, such as fantasy, deception, excitement, absurdity, and sexual arousal (Hussain, 2017). Social media these days spreads quickly and reflects a product, an idea, a cause, or a picture. Buyer views and

intentions to purchase a product are typically influenced by its features or by the desire to emulate a personal role model who is utilizing it. Nevertheless, if typical advertising techniques are used, the picture will require time to spread. Referring to social media platforms can improve the intended goals of drawing in a larger share market and promoting the goods. Thus, in this view, companies' main objectives are to release new products onto the market as soon as possible and, once customers have made the decision to purchase, to mold their social identities (Hani et al., 2018). Therefore, advertising is a common strategy used by businesses to achieve differentiation in products in a world where customers have an abundance of options (Tremblay and Polasky, 2002). Moreover, Publicizing and promoting have developed into the core operations of every company.

According to Hani et al. (2018) promotions affect almost everyone in the twenty-first century, especially whenever they feature their preferred star. The latter is referred to as celebrity endorsements. Moreover, Celebrity endorsements have grown in popularity as a way to improve a company's reputation and boost sales. (Vidyanata et al., 2018a). Nowadays numerous elements influence the behaviors of consumers. Additionally, Businesses take advantage of celebrities to alter consumer behavior and market their goods to boost revenues (Bhandari & De, 2021.).

Still more research is required to fully comprehend how consumer behavior and brand perception are influenced by celebrity endorsements. In literature studies Osei-Frimpong et al. (2019) mentioned that future research can examine personality traits that are more impacted by unfavorable publicity and celebrity endorsement. Furthermore, future research could focus on certain types of negative publicity, such as drug abuse, murder, alcohol misuse, assault, fraud, and sex scandals, even though this article did not examine any particular kinds or forms of negative publicity. It will also be fascinating to see how some of these particular negative publicity kinds differ in terms of their comparative consequences. Subsequent studies may additionally consider problems such as the overshadowing, overexposure, overuse, and eventual extinction of the celebrity endorser (Roshan Priyankara et al., 2017) . Additionally, Omorodion and Osifo (2019) states that Future research ought to examine the relationship between celebrity endorsement and factors like brand image and organizational profitability in addition to consumer purchasing behavior. Roshan Priyankara et al. (2017) mentioned in previous studies that (1) subsequent studies may additionally consider problems such as the overshadowing, overexposure, overuse, and eventual extinction of the celebrity endorser. (2)The adverse effects of celebrity endorsement. (3)

The five characteristics of celebrities—likability, credibility, personality, attractiveness, and expertise—were the exclusive focus of the previous study. For other characteristics including talent, popularity, familiarity, likeness, and match-up congruence, more research is required. Fortunately, it was noted in a subsequent study by Mahira (2012) that the study's main flaw was that the data were only collected from professionals. It is consequently advised that more research be done using information from different groups, such as students. Isaac (2014) suggested in another study that since his research was centered on the manufacturing sector, more research should be carried out with a company in the service sector.

Furthermore, a very few literature reviews have simultaneously considered all of these variables such as personality traits, opinions, unfavorable press, deceptive endorsement, celebrity appeal, loyalty, and credibility, celebrities likability, credibility, personality, attractiveness, preferences, intentions to buy and expertise. Therefore, to fill this research gap, we can investigate all of these variables to gain a comprehensive understanding of the perceived quality of the impact of celebrity endorsements on brand perception and consumer behavior.

The present investigation is focused on the following goals: To conduct a thorough analysis of the body of current literature. (2) To determine, examine, and compile the factors influencing how consumers perceive brands and behave when they are endorsed by celebrities. To accomplish these goals, three actions are taken. The first study on perceived quality that has already been done is examined, and an analytical framework is created to help identify the pertinent factors impacting how consumers perceive a brand and respond to celebrity endorsements. Second, when gathering data from numerous databases, the "scientific procedures and rationales for systematic literature reviews" (PRISMA) framework (Harju, 2022) is employed when collecting data from scopus ,manually searches and others. the results are reported according to PRISMA framework. Existing research have not studies the effect of celebrity endorsement, celebrity expertise on society, culture, and also few literature had considered only 4 or 5 variables of celebrity endorsement but not included all the factors that could affect the consumer choices , brand perception , purchase intention , and their decision to buy . Additionally, according to Osei-Frimpong et al. (2019) the direct or moderating impacts of customers' emotions, which may be very important in influencing their behavior, were not examined in literature studies. Therefore, Future areas of celebrity endorsement that could be explored with the help of this study include personality traits, opinions, unfavorable press, deceptive endorsement, celebrity appeal, loyalty, and credibility; also, how

young and old consumers perceive a brand; and finally, how the influence of celebrity endorsement influences their preferences, intentions to buy, and decisions. More research can be conducted in these areas. Design: Moreover using our suggested approach, future studies should examine the relative contributions of additional variables as emotions and socioeconomic characteristics as moderators (Osei-Frimpong et al., 2019).

1.1 Structure of this research as follows: (1) Current literature and introduction on the effect of celebrity endorsement on brand perception and consumer behavior. (2) A section that presents the existing literature research on the effect of celebrity endorsement on brand perception and consumer behavior (3). The research segment and the criteria for acceptance for the literature review are described in the methodology section. (4) The conceptual framework known as TCCM—which stands for Theory, Context, and Methodology—is presented in the Results section and is used to analyze the study. (5) The discussion section providing us analysis of the findings and summarizing factors contributing to the effect of celebrity endorsement on the brand perception and consumers behavior. A section that discusses the shortcomings and gaps in the study that may eventually lead to a suggested research program. (7) A segment discussing the practical implications and limitations; (8) A part that concludes by summarizing the important conclusions drawn from the systematic literature review.

1.2 Theoretical background:

1.2. (I) Celebrity endorsement

A celebrity is someone who is well-liked, well-known, and accepted by the public. He takes advantage of these characteristics to promote and advertise consumer goods (Mahira, 2012). Moreover, a celebrity can be an athlete, comedian, actress, or other type of performer who is well-known to the public for accomplishments related to the good or service she is trying to advocate for (Osei-Frimpong et al., 2019). Celebrities in advertising can positively impact target consumers' purchasing intentions as well as the advertisements' likeability, trustworthiness, message recall, and memory (Pornpitakpan, 2003; Pringle & Binet, 2005; Roy, 2006). Further, when it comes to celebrity types, movie stars are the most favored; celebrities with tremendous persuasive power, such as Shah Rukh Khan, Amitabh Bachchan, and Katrina Kaif, power enormous sums of money from businesses.

1. 2 (II) Brand Perception

Brand awareness or recall performance serve as indicators of a brand's perception, which is the capacity to assign a label to it under a variety of scenarios (Wonglorsaichon & Sathainrapabayut, 2008). Consumers will recognize a brand's products better when it forges a stronger identity and offers greater values to differentiate itself from rivals. Put another way, viewers' knowledge of things that celebrities support may increase and lead to a desire to buy after viewing those endorsements (Grewal et al., 1998).

1. 2 (III) Consumer Behavior

As per Phelps and Hoy (1996), the term "consumer behavior" refers to "the behavioral patterns and psychological and emotional states of customers during the process of searching for, purchasing, and using a product or service." Customers are more likely to have a positive or negative opinion toward a brand after seeing an advertisement for it. The way that consumers react emotionally to brand commercials defines their opinions about those brands (Belch, 1982). A customer's intention to buy from a brand is correlated with how they feel about it either favorably or unfavorably, positively or negatively (Khan Jadoon et al., n.d.).

1. 2 (IV) Consumer Purchasing Behavior

According to Omorogbe and Osayande (2018), consumer purchase behavior refers to the processes and interactions involving impact, cognition, behavior, and environmental events by which people make their purchasing decisions. Subsequently, the purchasing habits of an individual can have a substantial impact on their behavior as a consumer, and these behaviors are influenced by a variety of elements, including technological, political, demographic, cultural, economic, personal, psychological, and social aspects. The attitude, drive, perception, temperament, knowledge, and lifestyle of the customers all disclose or demonstrate these elements (Omorodion & Osifo, 2019).

2. Review approach and structure/methodology

In order to provide an up-to-date understanding of the fundamental research stream, identify research gaps, and propose future research opportunities, this research conducted a systematic literature review (paul & criado, 2020). The literature on the impact of celebrity endorsements on consumer behavior and brand perception has been thoroughly reviewed and arranged using two

consecutive processes in this study. The first stage uses PRISMA to establish a connection to the article selection process, and the next phase uses the TCCM framework to methodically arrange, assess, and integrate the results. To obtain framework-based SLRs, we use the SSCI Journal Database, SCOPUS, SJR ranking, Peer- Reviewed journal, ABDC journals (Jain et al., 2024).

2. (A) Procedure for choosing articles:

The present article examines the body of research on using a systematic literature review and to pinpoint the pertinent factors affecting how customer behavior and brand perception are affected by celebrity endorsements (Hulland & Houston, 2020; Palmatier et al., 2018). This review of the literature advances framework-based research (Paul & Benito, 2018). This study arranged, evaluated, and analyzed the literature content using a framework-based review technique known as TCCM. The "Scientific Procedures and Rationales for Systematic Literature Reviews" (PRISMA) procedure was applied in order to provide a thorough and transparent systematic review (Moher et al., 2009).

PRISMA guidelines are used in this study to choose the articles in a methodical manner. PRISMA flow diagram is shown in Figure 1. During the identification phase, we first located the pertinent database and ran a search using the chosen keywords. Since prestigious academic publications are indexed in the WOB (SSCI journals), SCOPUS, SSCI, Peer reviewed journals, ABDC journals, SJR ranking database, the paper was taken from it (Alayo et al., 2021 ; Paul & Criado, 2020).

Taking the lead from the guideline papers (Paul & Barari, 2022; Tsiostsou et al., 2022). this research has taken the top journals articles in the marketing domain from the Web of Science/SSCI journal, SCOPUS, peer-reviewed journal, SJR ranking, ABDC ranking, Google scholar, manual searches, and others databases . Total registered database searches yielded 201 research articles, and individual journal research provided us with these 201 articles as well as the analysis of the references, giving us access to one more paper (Jain et al., 2024).

This research found 60 relevant publications in the underlying field of study by filtering the articles based on their title, abstract and keywords. After title and abstract screening, the remaining papers underwent full text screening by the researchers at the eligibility stage, where we were able to delete two articles. This research currently has 58 articles in it. The author was able to weed out 20 studies at this eligibility stage that lacked sufficient information or did not testify in English

about the subject of the underlying research and due to older research from years 2016 to 2024 (Jain et al., 2024).

The majority of these research articles focused on the impact of celebrity endorsements on consumer behavior and brand perception. This, following the elimination of all unnecessary investigations, is the topic of the final research papers selected for the systematic review. As a result, a significant number of these articles were eliminated. After the articles were chosen, in including stage full text articles included in the systematic literature review therefore, now we were left with a final sample of 38 pertinent articles. so final sample for systematic literature review 38 relevant research articles were collected at final sample stage.

The inclusion criteria used for the articles' screening are described in the subsection that follows.

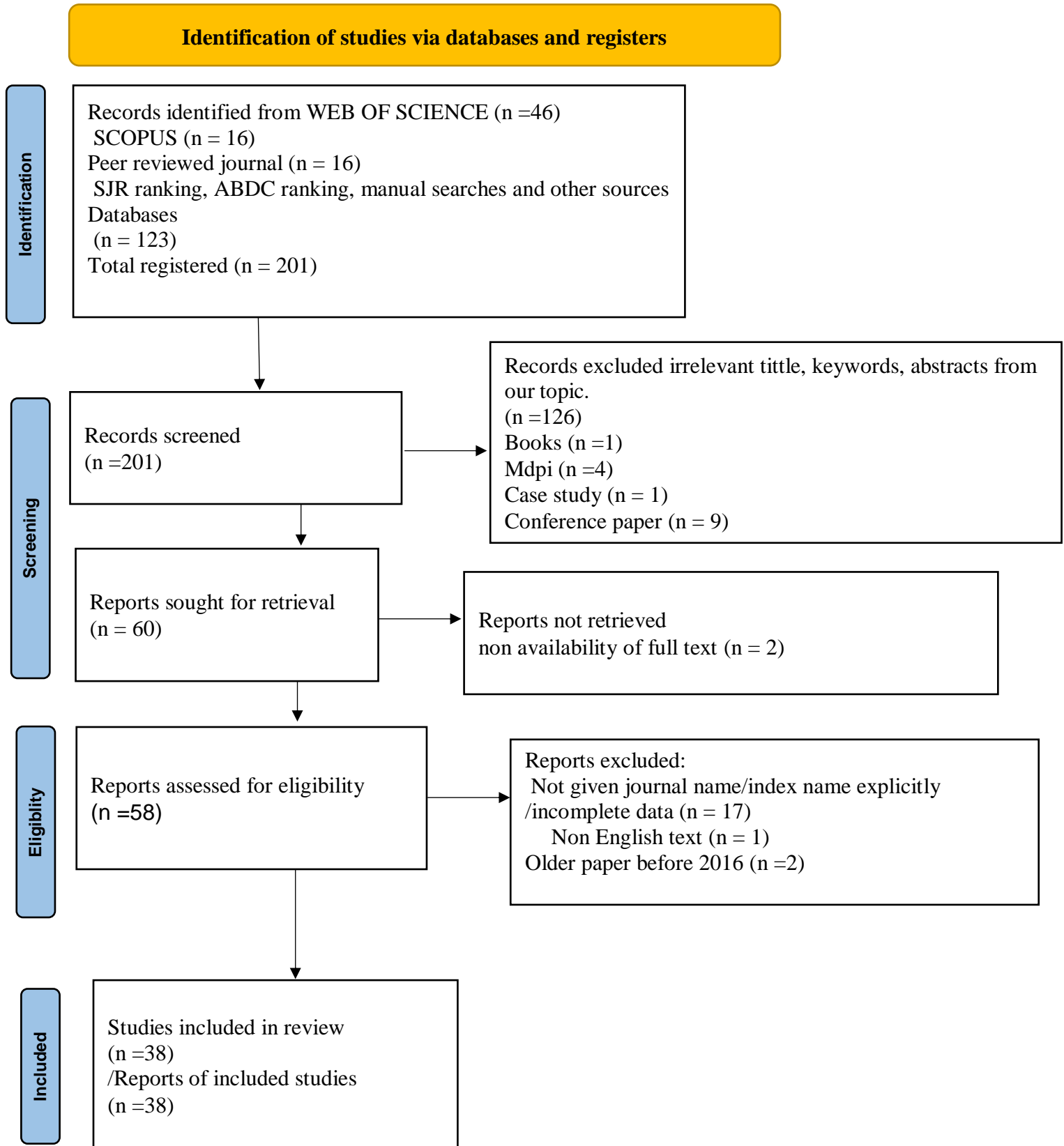
2. (B) Inclusion criteria

We conducted a keyword mixture search using historical research studies as our guide (Pukall & Calabro, 2014; Alayo et al., 2021),

- (i) The keyword combination was looked up on the "Topic" of how celebrity endorsements affect customer behavior and brand perception. The search terms "celebrity endorsement" AND "brand perception" AND "consumer behavior" were combined.
- (ii) We kept the time period criterion open-ended in order to include all research studies that have been published on the underlying topic of how celebrity endorsement affects brand perception and how consumers effected over time; this resulted in articles covering a period of nine years (2016–2024);
- (iii) Among the pertinent fields taken into account was the marketing sector.
- (iv) Only English-language publications were taken into consideration.

2. (C) Method of analysis: Using the TCCM framework, we methodically examine the research regarding how celebrity endorsements affect brand perception as well as customer behavior strategies (Paul & Rosado-Serrano, 2019). A TCCM Framework covers the commonly used Theories (T), Contexts (C), Characteristics (C), and Methodology (M) in a study subject and assists in (Paul & Rosado-Serrano, 2019 ; Chen et al., 2021).

Figure 1. PRISMA



3. RESULTS

Under this study results are presented as per Paul and Rosado-Serrano's (2019) framework TCCM.

3. 1. Theory development (T)

All research articles from 2016 to 2024 that were looked over and included in this literature review are presented in **Table 1**, and the scientific publications considered in the literature review from 2016 to 2024 are listed in **Table 1**. **Table 2** lists the journal, title, journal title, author citations, citations by how many, theoretical approaches, and research contexts. The articles investigated on the effect of celebrity endorsement on brand perception and consumer behavior were preferences from a total of (n = 38). On this list, the most commonly used keywords are: celebrity endorsement (n = 38), consumer (n = 37), brands (n = 22), purchase intention (n = 18), consumer buying behavior (n = 9), brand image (n = 8), consumer behavior (n = 6), consumer (n = 5), brand loyalty (n = 3), perception (n = 2), and misleading or negative publicity (n = 2). The majority of the included publications (n = 26) were empirical, with seven being theoretical, one mixed publication, and one casual research publication included as per **Table 4** and **Table 5**.

Note:

In this research paper, the brackets numbers present the numbers of studies

3.1. (I) The theories employed in this literature study are:

Source credibility theory (n = 7), meaning transfer model (n=3), conceptual model (n= 2), structure equation model (n= 2), source attractiveness model (n =2), theory of reasoned action (n=2), theory of planned behavior (n=2), Aristotle approach (n=1), ABC model of attitude (n=1), balance theory (n=1), benchmark model(n=1), brand signaling theory (n=1), cognition affect behavior model (n=1), congruity theory (n=1), economic theory (n=1), Emotional involvement model (n=1), Hierarchy effects (n=1), Hierarchical regression model (n=1), Kelman's model of source characteristics (n=1), Match-up hypothesis model (n=1), Measurement model (outer model) (n=1), McCracken's meaning transfer model (n=1), McCracken's meaning transfer model (n=1), Modified research model (n=1), Multiple liner regression test equation model (n=1), Persuasion theory (n=1), Product differentiation theory (n=1), Reference group theory

(n=1), Relationship motivation theory (n=1), Situational theory (n=1), Source theory (n=1), Self concept theory (n=1), Social influence theory (n=1), S-O-R model (n=1), Stimulus organism response theory (n=1), Supporting social adaptation theory (n=1), theory of meaning (n=1), Transference theory (n=1).

Table 1. List of scientific research articles in the literature review

Sl. No.	Journal	Article Title	Author citation	Citations (cited by how many)	Theoretical Approach (any Theory used)	context
1	Arab Economic and Business Journal	The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry	(Hani et al., 2018)	106	Match-up theory, The meaning transfer theory, conceptual model	Consumer behavior
2	Journal of marketing and consumer research	The impact of celebrity endorsement on consumer buying behavior	(Malik & Qureshi, 2016)	77	Aristotle approach	Consumer
3	Journal of Marketing Theory and Practice	Perceived risk as a moderator in the relationship between perception of celebrity endorsement and buying behavior: evidence from	(Parayitam et al., 2020)	32	Situational theory, brand signaling theory, match-up model	Rural consumers

		rural consumers of India				
4	Paradigms - a management research journal	Effects of Celebrity Endorsement, Promotional activities, Packaging of products, and Brand image, on Green Consumer buying behavior	(Waqas et al., 2020)	14	Structural equation model	Green consumers
5	Journal of Marketing Theory and Practice	The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective	(Osei- Frimpong et al., 2019)	276	Social influence theory (SIT),persuasion theory, source theory	Consumer
6	Journal of BKGSC Scholars	Impact of celebrity endorsement on consumer behavior	(Bhandari & De, 2021).	3	***	Consumer
7	Journal of Business and Social Sciences Research (JBSSR)	Influence of celebrity endorsement on consumers' buying behavior of fast moving consumer goods in Kathmandu	(Pokharel & Pradhan, 2017)	11	Benchmark Model	Consumer buying behavior
8	Petra International	Online buying intentions of	Harda Dimas and Firmanza, 2022).	7	Multiple linear regression test,	Shopee consumers

	Journal of Business Studies (Petra IJBS)	shopee consumers: the influence of celebrity endorsement, social media marketing, and brand image			equation model for multiple linear regression, Research Model	
9	Journal of Air Transport Management	Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector	(Wang et al, 2017).	318	Source credibility theory ,Structural Equation Modeling (SEM), product differentiation theory	Consumer
10	Amity Journal of Marketing	Celebrity endorsement and consumer purchasing behavior among students of the university of Benin: A case study of the Nigerian telecommunication industry	(Omorodion & Osifo, 2019)	10	Reference group theory,	Students
11	Business and Entrepreneurial Review	The Effect Of Celebrity Endorsment On Brand Image And Trust Brand And	(Takaya, R. 2017).	43	Economic theory	Consumer

		it's Impact To Purchase intention Case Study: Oppo Smartphone				
12	Journal of Applied Management (JAM)	The role of brand attitude and brand credibility as a mediator of the celebrity endorsement strategy to generate purchase intention	(Vidyanata, D et al., 2022).	82	Theory of Reasoned Action	Consumer
13	Journal of Accounting Management and Economics	The influence of celebrity endorsement in social media instagram on attitude towards brand and brand image to customer purchase intention	(Fitri, F. R. 2018)	12	***	Consumer
14	REVISTA GEINTEC ...	The effectiveness of celebrity endorsement in online advertisement towards consumer purchase intention	(Sufian et al., 2021)	9	Source credibility theory, match up hypothesis model	Consumer
15	Jurnal Aplikasi Manajemen	The effect of self- congruity and celebrity	(Yudha Parwati et al., 2021)	15	Cognition-Affect- Behavior (C-A-B) Model, Research	Consumer

		endorsement on brand loyalty with brand attitude as a mediation variables			Conceptual Model, outer model	
16	communicare : Journal of Communication studies	Celebrity endorsement in social media to enhance brand image & brand loyalty	(Citra & Harahap, 2019)	4	Self-concept theory, theory of meaning transfer	Consumer
18	Open Journal of Social Sciences	Impact of Celebrity Endorsement on Brand Conscious Consumers: A Case Study in Pakistan	(Rabia et al., 2019)	11	***	Consumer
19	Online Journal of Communication and Media Technologies	Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude	(Hameed et al., 2023)	7	Theory of planned behavior, social influence theory, theory of reasoned action	Consumer
20	Current Economics and Management Research	The effect of celebrity endorsement on customer purchase	(Tariq et al., 2018)	83	Source credibility model	Consumer

		intention: A comparative study				
21	Management Studies	Celebrity endorsement and consumer buying intention with relation to the Television advertisement for perfumes	(Roshan Priyankara et al., 2017)	100	Kelman's Model of Source Characteristics, The ABC Model of Attitudes, and Hierarchy of Effects, attribution theory, source credibility model ,source attractiveness model, meaning transfer model,20 points' model, consumer behavior model	Consumer
22	Sukkur IBA Journal of Management and Business	The antecedents of green consumer behavior the mediating role of brand image in the cosmetic industry	(Qalati et al., 2020)	20	Theory of planned behavior (TPB)	Green Consumer
23	Fashion and Textiles	The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior	(Min et al., 2019)	97	S-O-R model ,“Stimulus-Organism-Response (SOR)” theory , the balance theory	Consumer

24	Journal of Marketing Communications	Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention	(Pradhan et al., 2014)	388	McCracken's Meaning Transfer Model	Consumer
25	International Journal of Hospitality Management	Celebrity endorsement and brand passion among air travelers: Theory and evidence	(Gilal et al., 2020)	142	Source credibility theory, relationship motivation theory, and congruity theory	Air traveler consumers
26	Journal of Marketing Strategies	Impact of Celebrity Endorsement on Consumers' Buying Behavior	(Hussain, 2020)	9	***	Consumer
27	Journal of Asian Finance, Economics and Business	The influence of celebrity endorsement on young Vietnamese consumers' purchasing intention	(Nguyen, 2021).	63	Conceptual model,	Young Vietnamese Consumers
28	Economic and Business Journal ECBIS	The Effect of Celebrity Endorsement on Repurchase Intention With Brand Attitude, Brand Credibility,	(Sunarwia et al., 2023)	0	Modified research model, Measurement Model (Outer Model)	Consumer

		and Brand Image as Intervening Variables on Product Somethinc				
29	The Management Quest	A Comparative Study on the Perception of Celebrity Endorsement, Brand Congruency and Attitude towards Advertisement on the Buying Behaviour in Durable ...	(Makwana et al., 2018)	3	***	Consumer
30	Manajemen Ide dan Inspirasi	The mediating role of customer trust on the relationships of celebrity endorsement and e-WOM to Instagram Purchase intention	(Firman et al., 2021)	90	***	Consumer
31	Journal of Policy Research	Celebrity Endorsement and Consumption Behavior: A Case Study of Lahore, Pakistan	(Jadoon et al., 2022)	0	***	Consumer

32	Munich Personal RePEc Archive	Impact of celebrity endorsement on consumer buying behavior towards beauty soap in Karachi city	(Khalid & Ahmed , 2018)	15	Source Attractiveness Model ,Emotional Involvement Model, Meaning Transfer Model, Source Credibility Model	Consumer
33	International Journal of Research and Analytical Reviews (IJRAR)	Influence of celebrity endorsement on consumers' impulse buying decision of fast moving consumer goods in Delhi/NCR	(Neha Munjal, 2020)	12	Supporting social adaptation theory	Consumer
35	Journal of Business and Management Research	Components of celebrity endorsement affecting brand loyalty of Nepali customers	(Rojan Baniya, 2017)	50	Source Credibility Model	Consumer
36	The Online Journal of Communication and Media	Celebrity endorsement and its impact on consumer perception: a study of Globacom Nigeria limited	(Yosra Jarrar, 2016)	27	Credibility Model and Source Attractiveness Model	Nigerian consumer
37	Science International	Celebrity Endorsement and	(Nasir et al., 2016)	25	Transference theory	Consumer

		Consumer Buying Intention with the Mediating Role of Brand Performance: An Empirical Consumer Perception Study in FMCG ...				
38	Bonfring International Journal of Industrial Engineering and Management Science	A case study on misleading celebrity endorsements and its impact on consumer behavior	(Balasubramanian et al., 2016)	17	***	Consumer
39	Imperial Journal of Interdisciplinary Research (IJIR)	Influence of celebrity endorsements on the consumer behavior for facial care product	(Bafna et al., 2016)	15	Meaning transfer model	Consumer
40	Management Research Review	Effect of celebrity endorsement on telecommunication companies' reputation: The moderating role of celebrity characteristics	(Zakari et al., 2019)	40	Hierarchical regression model	Companies

Table 2. Characteristics Independent variable/antecedent, Mediator, moderator, dependent variable/outcome

Characteristics				
SI. No.	Antecedent	Mediator	Moderator	Outcome
1	Celebrity endorsement	Brand preference and brand recall	***	Consumer behavior
2	Gender, attractiveness, credibility, endorsement type (celebrity vs non celebrity), multiple celebrity endorsement and multiple product endorsement	Marketing attributes	Endorser type and multiple celebrity endorsement	Consumer purchase intentions/consumer buying behavior
3	Perception of celebrity endorsement	Perceived Value, perceived Quality, brand image	Perceived risk	Buying behavior
4	Celebrity endorsement, promotional activities, packaging of products brand image	Brand image	Gender	Green consumer buying behavior
5	Celebrity endorsement	Consumer perception of quality	Negative publicity	Consumer purchase intention
6	Celebrity endorsement	Consumer's perception of a celebrity's credibility	Scandal	Consumer behavior
7	Celebrity endorsement, attractiveness, trustworthiness, expertise	Brand Perception ,age, gender, income, occupation	Consumer involvement, cultural relevance	Consumer buying behavior
8	Celebrity endorsement, social media marketing, brand image,	Consumer trust	Consumer Experience,	Online buying intentions,

			Product Category, Social Media Usage,	
9	Celebrity endorsement	Endorser credibility	Brand perception, consumer knowledge ,cultural relevance	Consumers' attitude
10	Celebrity endorsement	Brand perception	Consumer involvement	Consumer purchasing behavior
11	Celebrity endorsement	Brand trust	Consumer familiarity	Brand image, trust in brand, purchase intention
12	Celebrity endorsement strategy	Brand attitude , brand credibility	Consumer trust	Purchase intention
13	Celebrity endorsement	Customer perception	Social media engagement	Attitude towards brand, brand image, customer purchase intention
14	Celebrity endorsement in online advertisement	Perceived product appeal	Product relevance	Consumer purchase intention
15	Self-congruity, celebrity endorsement	Brand attitude , brand credibility	***	Brand loyalty
16	Celebrity endorsement in social media	Consumer perception	Celebrity credibility	Brand image, brand loyalty
18	Celebrity endorsement	Consumer perception	Celebrity credibility	Brand conscious consumers
19	Celebrity endorsement	Consumer attitude	Digital communication impact	Purchase intention
20	Celebrity endorsement	***	***	Customer purchase intention

21	Celebrity endorsement	Perceived quality of perfumes	Perceived celebrity credibility	Consumer buying intention
22	Celebrity endorsement promotional activities packaging of the product	Brand image	***	Green Consumer buying behavior
23	Celebrity-brand congruence, publicity	***	***	Consumer attitudes ,buying behavior
24	Celebrity–brand–user personality congruence	Brand attitude ,	***	Brand attitude ,purchase intention
25	Celebrity endorsement,	Relatedness need satisfaction	Celebrity-consumer gender congruity	Brand passion
26	Celebrity endorsement,	Consumer attitude	***	Consumer buying behavior
27	Celebrity endorsement	Brand perception	Cultural factors	Purchasing intention
28	Attractiveness, trustworthiness, and expertise	Brand attitude, brand credibility, brand image	Product satisfaction	Repurchase intention
29	Brand Congruency, celebrity endorsement, attitude towards advertisement,	Attitude towards advertisement	The type of goods (durable and non-durable)	Buying behavior
30	Celebrity endorsement , e- wom (electronic word-of-mouth)	Customer trust	***	Instagram purchase intent
31	Celebrity endorsement	Perceived product quality	Consumer's level of familiarity	Consumer buying behavior
32	Celebrity endorsement	Perceived brand image consistency	Consumer involvement	Consumer buying behavior

33	Celebrity endorsement, attractiveness, trustworthiness, expertise	Perceived purchase intention	Age, gender, income , occupation	Online consumer buying behavior
35	Components of celebrity endorsement	Customer trust	Consumer perception	Brand loyalty of nepali customers
36	Celebrity endorsement	Brand image perception	Brand trust	Consumer perception
37	Celebrity endorsement	Brand performance.	***	Consumer buying intention:
38	Misleading celebrity endorsements	Trust in celebrity endorsements	Consumer awareness	Consumer behavior
39	Celebrity endorsement	Perceived authenticity	Celebrity reputation	Consumer trust
40	Celebrity endorsement	Consumer perception	Celebrity characteristics	Telecommunication companies' reputation

3.2. Context (C)

The context of the research is discussed in this section. **Table 1** indicates that the primary focus of the research was on customers (39), with a smaller number of studies conducted on companies (1) and students (1). The geographical context of the selected papers is presented in **Table 3**. The majority of published articles were based in Pakistan (10), followed by India (6), Indonesia (5), Ghana (3), Kathmandu (Nepal) (2), Nigeria (2), Beirut, Lebanon (1), Brawijaya (Indonesia) (1), Georgia (1), Jakarta (1), Malaysia (1), Makassar (Indonesia) (1), Sri Lanka (1), USA (1), and Vietnam (1). The dispersion of research studies among various nations offers a varied viewpoint on the subject of celebrity endorsement and its influence on consumer behavior. It makes it possible to comprehend the cultural, social, and economic aspects of the economy that affect how successful celebrity endorsements are in different regions of the world.

Table 3. Geographical representation of the researches that is included in this research

Country	No of researches	SI. NO
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Pakistan	10	2,4,18,19,20,22,25,31,32,37
India	6	3,6,24,33,38,39
Indonesia	5	8,13,15,16,30
Ghana	3	5,29,40
kathmandu (Nepal)	2	7,35
Nigeria	2	10,36
Beirut, Lebanon	1	1,
Brawijaya (Indonesia)	1	12,
Georgia	1	9,
Jakarta	1	11,
Malaysia	1	14,
Makassar (Indonesia)	1	28,
Shri lanka	1	21,
USA	1	23,
Vietnam	1	27,

(Si.no. as per **Table 1.**)

3.3. Characteristics (C)

The most of the articles are using the antecedents are celebrity endorsement (38) and the outcome is consumer behavior (12), purchase intentions (12) these are listed in detailed in **table no 2.**

3.4. Methodology (M)

The literature analysis of this study on the effect of celebrity endorsement on brand perception and consumer behavior employed various distinct methods. The findings of the literature research 26 studies employing this approach. Within the quantitative methods category, descriptive methods were used in 14 studies, survey methods in 18 studies, questionnaire methods in 27 studies, and other qualitative or theoretical methods in 7 studies. Examples of qualitative and theoretical methods included exploratory methods in 4 studies, mixed methods in 1 study, and casual qualitative methods in 1 study, which can be found in **Table 5.** The primary data collection tools utilized in these studies were statistical analysis in 15 studies, correlation analysis in 7 studies, regression analysis in 7 studies, confirmatory factor analysis in 5 studies, and structural equation

modeling in 5 studies. Additionally, the SPSS software was used in four studies. Further details regarding the research methodology, research design, sample size, and data analytical tools can be found in **Table 4**.

Table 4. Methodology: Research methodology, research design (data collection method, sample size, data analysis tools used

SI. No.	Methodology
1	Quantitative, descriptive, cross-sectional, (n=584), confirmatory factor analysis (CFA), structural equation modeling (SEM)
2	Quantitative, exploratory ,structured questionnaire, (n=150),SPSS software , Correlation, Cronbach's Alpha
3	Quantitative, Descriptive statistics, field survey, (n=400), regression analysis , cronbach's alpha
4	Quantitative, closed-ended questionnaire, (n=190), Partial least square structural equation modeling (PLS-SEM), ADANCO 2.0.1
5	Quantitative ,exploratory, survey, structured questionnaire, (n=500), SPSS 22,PLS-SEM
6	Mixed, descriptive, analytical, structured questionnaire, (n=30), statistical analysis
7	Quantitative ,descriptive, structured questionnaire, (n=150), Correlation analysis, Inferential Analysis,
8	Quantitative ,conclusive, (n=200), statistical analysis
9	Quantitative ,Questionnaire ,survey, descriptive statistics (n=637), statistical analysis
10	Quantitative ,survey, Questionnaire, (n=45700), correlation, OLS analysis, Regression analysis
11	Quantitative ,survey, Questionnaire, interview, (n=150), Confirmatory Factor Analysis
12	Qualitative, explanatory research, (n=150), Partial Least Square method , smart PLS 3.0 , statistical analysis
13	Causal quantitative, survey research (n=175),Confirmatory Factor Analysis
14	Quantitative ,descriptive statistics, questionnaire, (n=200), SPSS25,correlation analysis, multiple regression analysis
15	quantitative ,survey,(n=220),SPSS 20, Partial Least Square (PLS)
16	Quantitative , questionnaire, descriptive research design, (n=143 million), statistical analysis

18	Quantitative ,survey ,questionnaire, Descriptive Statistics, Correlation Coefficient, (n=263), Reliability Analysis
19	Quantitative ,online survey, cross - sectional, questionnaire, (n=208), PLS-SEM, statistical analysis
20	Quantitative ,Descriptive statistics, questionnaire , (n=800), regression, SPSS, Cronbach's coefficient alpha
21	Quantitative ,Questionnaire ,survey, descriptive (n=100),SPSS 20.0 , Correlation analysis,
22	Quantitative, closed-ended questionnaire, personal interviews, emails, telephone calls, (n=190), partial least square structural equation modeling PLS-SEM, ADANCO 2.0.
23	Quantitative ,survey, (n=120), statistical analysis
24	Quantitative ,online survey, questionnaire, longitudinal, (n=447), regression analysis
25	*** (n=432), Confirmatory Factor Analysis,
26	Quantitative, cross-sectional research ,explanatory ,structured research questionnaire, survey questionnaire (n=100), inferential statistics analysis
27	Quantitative ,survey ,questionnaires, (n=258), statistical analysis
28	Quantitative, cross-sectional survey, questionnaires , (n=81), (structural equation modeling) analysis
29	Qualitative, Exploratory, seven point likert scale, Questionnaire, (n=1000), statistical analysis
30	Qualitative, online questionnaires , explanatory, (n=200), statistical analysis
31	Qualitative, paper pencil method ,questionnaires, survey , (n=256), Exploratory factor analysis (EFA
32	Quantitative ,cross-sectional, causal research, (n=101), regression analysis,
33	Qualitative, structured questionnaire, descriptive analysis, (n=150), statistical analysis
35	Qualitative, convenient sampling, (n=220), Multiple regression analyses,
36	Qualitative, questionnaires, In-depth interviews (n=200), statistical analysis
37	Quantitative, close ended questionnaire, descriptive statistics (n=350), Regression analysis
38	***, survey research
39	Quantitative ,survey, questionnaire, pilot survey, causal research, (n=400), statistical analysis
40	Quantitative, questionnaire, empirical research, (n=700), Confirmatory factor analysis

Serial no. as per **table 1.**

Table 5. Methodology count and no of studies as per the literature review.

Methodology	No of Researches	SI. No.
Quantitative	26	1,2,3,4,5,7,8,9,10,11,14,15, 18, 19, 20, 21, 22, 23, 24, 26,27,28,32,37,39, 40
Qualitative	7	12, 29, 30, 31, 33,35, 36,
Mixed	1	6
Casual quantitative	1	13

(Si. No. as per **table 1.**)

5. DISCUSSION

5.1. Theory

In this section we are discussing the theories which were most used under the study of literature review. Source credibility theory (7), meaning transfer model (3) Theory of reasoned action (2).

5.1 (I) The source credibility theory

A message's effectiveness is determined by an endorser's perceived level of skill, trustworthiness, and beauty, according to the Source Credibility Model (Hovland and Weiss, 1951; Ohanian, 1991; McGuire, 1969). Reputable sources (like celebrities) can affect convictions, views, mindsets, and/or conduct through a process called internalization, which occurs when receivers accept a source effects in terms of their own mindset and value frameworks. The source's credentials, or endorser's competence, have a direct impact on the degree of conviction needed to get customers to buy the product. According to Osei-Frimpong et al. (2019), trustworthiness is a crucial factor in determining the reliability of a source, and it can have an impact on people's beliefs, attitudes, behaviors, and values. The results of Samad, Iskandar, Ismail, Jogeran, and Kadir's (2019) study, which show a substantial correlation between trustworthiness and purchase intention, are supported by this conclusion.

5. 1 (II) The meaning transfer theory

As meaning is transferred from a celebrity to a product, and then to a client, is made clear by the meaning transfer theory. There are three steps in the process. A celebrity's behavior, standing, and career achievements are primarily products of his culture. Second, the celebrity imparts their

influence to the goods through endorsements. Finally, the advertisement for the goods conveys these to the buyer (Hani et al., 2018). The study claims that the celebrity's image is transferred during the meaning transmission process. The picture that is transferred may be seen as the celebrity's brand image if they are thought to represent a certain kind of brand. According to Keller (1998), p. 49, brand image is defined as the consumer's perception of a brand as reflected by the brand associations preserved in the consumer's memory.

5. 1 (III) Theory of Reasoned Action

According to the Theory of Reasoned Action, a person's interest in a brand or product can be inferred from their attitude toward it (Vidyanata et al., 2018). Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975; Xu, Summers, & Belleau, 2004) used the theory of reasoned action to identify the variables that affect consumers' intentions to make purchases. The theory of reasoned action can be applied as a forecasting method to analyze a certain customer group's and product's buying intention (Belleau et al., 2007).

5. 1 (IV) S-O-R theory

According to the S-O-R paradigm, environmental cues or stimuli (also known as stimulus) impact the consumer's emotional state (also known as organism), which in turn influences their behavior (also known as reaction) (Rajaguru 2014). The variables have been divided into their proper locations inside the framework to create a model of it. A stimulus is an external factor that arouses a person. According to Zimmerman and Jonelle (2012), stimulus is also defined as external cues that influence a consumer's emotional state. The stimulus modifies the consumer's overall behavior, which in turn affects their response. In this study, the Millennials' internal states are influenced by two stimuli: publicity and advertisements. After the introduction of stimuli, the emotional state is regarded as the organism. Consumers' emotional reactions to the brand and celebrity serve as the study's organism (Zimmerman and Jonelle 2012).

5. 2. Context

In the literature review the context of the study are mainly whole around consumers (37) and one of study are talking about companies which you can see from table 1.

5. 3. Characteristics

In this section this study discussing about the antecedents (celebrity endorsement) and outcomes (consumer behavior, brand perception) which is shown in table 2.celebrity endorsement affect consumer perception about brands and their buying behavior for decisions.

5. 4. Methodology

The literature review shows that most of the studies which is included in this research are quantitative (empirical) and the theoretical studies are very less which is shown in table 3 and table 4.

6. Drivers factors

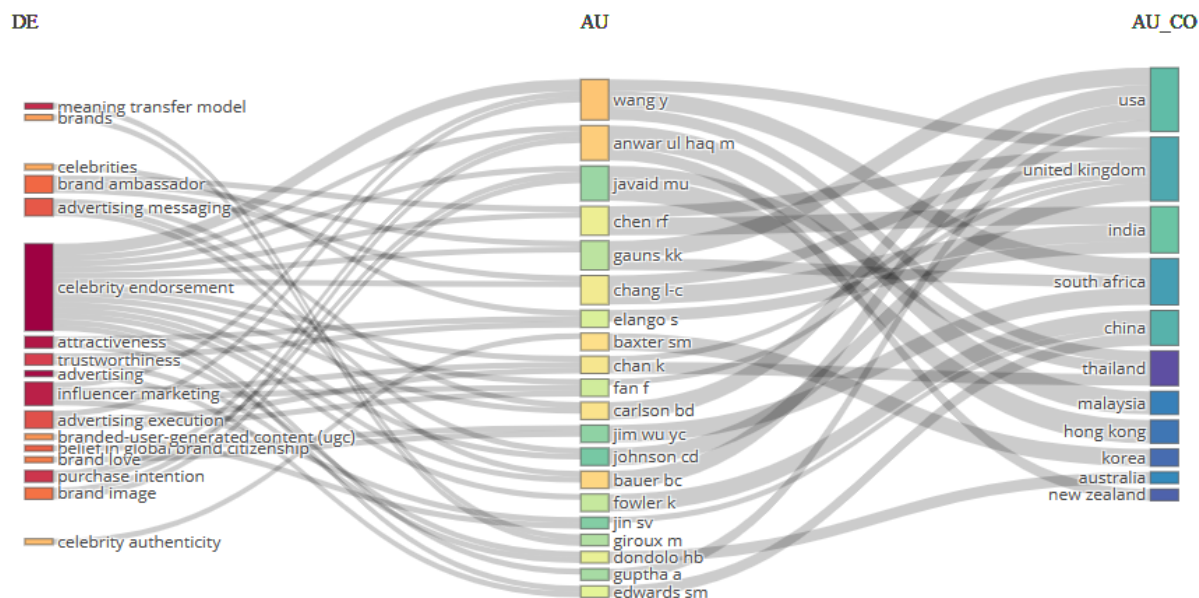
The primary elements that are important and have a significant influence on this inquiry are presented in this section. Table 7 highlights the stakeholders involved, including marketers, companies, celebrities themselves, a range of age groups (both male and female), advertisers, promoters, society, culture, producers, brands, buyer loyalty, brand perception, and industries such as food, jewelry, FMCG, durable and non-durable goods, perfumes, telecommunication, and fashion. For companies, celebrity endorsements can enhance brand equity and brand distinction. It is imperative that brands carefully choose celebrities whose persona and image fit with their brand. In the FMCG industry, celebrity endorsements can have a significant impact on promotional strategies and the growth of companies. The results of this study provide valuable information for marketers in India, one of the country's main commercial sectors. Additionally, negative endorsement and misleading advertisements are factors that can be influenced by celebrity endorsements. These elements are all highlighted in the literature analysis, emphasizing their importance in understanding the dynamics of celebrity endorsement, consumer behavior, and brand perception.

Table no. 6 Driver factors, explanations, citation

Drivers factors	Explanation	Citation
Marketers , jewellery industry, customer, celebrity	The study reveals that celebrity endorsements' attractive appearance significantly influences commercial memory	Hani et al. (2018), Pradhan et al. (2014)

	and customer purchase intentions, aiding marketers in improving brand positioning and enhancing advertising efficacy.	
Companies	Celebrity endorsements enhance brand equity and brand distinction for companies. It's crucial for companies to choose celebrities whose image and personality align with their brand personality.	(Khalid & Ahmed , 2018), (Neha Munjal, 2020)
Celebrities, trustworthiness, gender	Celebrity endorsements significantly impact relatedness need satisfaction, especially when genders are opposite. This study offers theoretical and practical implications for scholars and marketers on celebrity endorsements.	Gilal et al. (2020), Hussain (2020)
Consumers (male , female, different age groups)	In India, the purchase decisions of consumers are greatly influenced by celebrity endorsements. This is because the public places a great deal of faith in the lifestyles of celebrities, especially women, which in turn drives sales volume and public attention towards the endorsed goods.	(Makwana et al., 2018)
Advertisers	Millions of dollars are paid by advertisers to celebrities in the hopes that the stars will work their magic to enhance the appeal, utility, and success of the goods and services they promote.	(Neha Munjal, 2020)
Managers	This study is helpful for researchers looking into related topics since it looks at how well celebrity endorsement increases customer purchase intention, which helps managers and policymakers improve organizational performance.	(Nasir et al., 2016)

Producers	Producers and marketers are incentivized to leverage the celebrity's talent to promote their products, as the celebrity's charm has a beneficial impact on consumers' purchasing decisions.	(Nasir et al., 2016)
Brands	The study highlights the impact of personality congruence on brand attitudes and purchase intentions among celebrities and brands, aiding marketers in improving brand positioning and maximizing advertising efficacy. While some research shows a strong association, others find a weak relationship.	Hussain (2020), (Jamil & Rameez ul Hassan, 2014).
Brands perception	Purchase intention is positively impacted by consumers' perceptions of brands.	Nguyen (2021)
Industries (jewellery, facial care, food , FMCG ,durable , non durable goods, perfumes,telecommunication,fashion)	In the FMCG industry, celebrity endorsements can have a significant impact..the results of this study can give marketers valuable information about how to create more effective promotional strategies for the growth of FMCG companies in India, one of the country's main commercial sectors.	(Hani et al., 2018), (Neha Munjal, 2020),(Bafna et al., 2016) ,(Zakari et al., 2019), (Wang et al, 2017). Priyankara et al. (2017)
Negative endorsement/ misleading advertisemnt	Numerous consumer rights, such as liberty of selection, access to data, protection from hazardous goods and services, and restriction against shady company conduct, are violated by these celebrities' deceptive endorsements. The impact of deceptive celebrity endorsements on consumer behavior is significant.	(Balasubramanian et al., 2016)



Explanation

An understanding of the link between the author, keywords, and countries can be gained from Figure 3. The writers are shown in the middle area, the countries are shown on the right, and keywords are displayed on the left. The plot shows how authors' use of keywords and the nations they are linked with relate to one another. This three-field plot clearly and concisely communicates information about the author, keywords, and countries.

R software was used to help produce this three-field layout. This analysis helps to provide our research in a more thorough and visually appealing manner. Furthermore, tabular data including detailed information is provided for future reference and analysis.

7. Research gaps and recommendations

The outcomes of this investigation are documented using the TCCM framework (Paul & Rosado-Serrano, 2019). A thorough analysis of the research on the effects of celebrity endorsements on consumer behavior and brand perception is included. Emergent themes and sub-themes that have been identified from the literature review are also discussed in the study.

Previous studies have limitations, including not considering demographic factors and focusing only on five celebrity attributes: likability, credibility, personality, attractiveness, and expertise. Future research should explore other attributes like popularity, talent, similarity, familiarity, and match-up congruence. These limitations underscore the need for broader studies to understand the

relationship between celebrity endorsement, consumer behavior, and brand perception (Roshan Priyankara et al., 2017). The current literature studies is limited to a quantitative approach (Hani et al., 2018; Malik & Qureshi, 2016). However, not much research has been done on the Pakistani market, and in particular, there is no information accessible regarding the purchasing intentions of Pakistani customers (Malik & Qureshi, 2016).many literature study has a limitation of small sample size, geographical area limitations, celebrity endorsement other aspects like personality, image, negative publicity , and attractiveness .

It is advised that other variables be included in subsequent study to improve comprehension of the subject. Qualitative methods like focus groups and interviews can offer deeper insights and reactions in addition to quantitative data (Malik & Qureshi, 2016). In order to fully understand the behavior of green customers, future research should think about integrating more variables. The investigation can also be expanded to look at how gender is moderated and how brand image functions as a mediator (Waqas et al., 2020). It is also recommended that future studies use the suggested model to examine the moderating impacts of additional components, including emotions and socioeconomic characteristics (Osei-Frimpong et al., 2019).

Conclusively Further studies might take an integrated approach and more factors might be included in future research, and changes to the sample size, scope, and research area might also be taken into account. Future scholars ought to concentrate on nature, methodological elements, alternative study approaches, and particular celebrities and brands (Nasir et al., 2016).

Table 7. Proposed topics for future research

Thematic area
Source Credibility Theory, Source Attractiveness Theory , Meaning Transfer Theory
proposed model
Theory of reasoned action
Structured equation model (SEM)
Context
Millennial consumers'
Students
Companies

Marketers
Owners
Celebrities
Advertisers
Culture, family
Green consumers
Characteristics
Social influence, Personality factors
Culture to measure online purchase intention
Another social media except Instagram
Brand credibility ,celebrity expertise,
Celebrity overshadowing, overexposure, overuse
Extinction of the celebrity endorser, Negative impact of celebrity endorsement.
Gender, quality service delivery
Nature, methodological aspects and selective brands and celebrities.
Cultural factors
Brand image on green consumer buying behavior
Different age group's perspectives
Customers' opinions
Brand attitudes, brand credibility, and brand image
Methodology
Qualitative research
Mixed research
Qualitative (open ended questions, in-depth interview)
Cross-cultural approach
Comparative methods
Robust statistical techniques except regression like (SEM)
Random sampling.
In-depth studies

Explanation: Table 8 presents the proposed topics for future research, along with the corresponding thematic areas, context, characteristics, and methodologies. These proposed topics and methodologies provide a foundation for future research in the field, allowing for a deeper understanding of source credibility, source attractiveness, meaning transfer, the theory of reasoned action, and their implications in various contexts and with different stakeholders.

Table 8. No of publications count

Years	No of researches	SI. No
2016	5	2,24,37,38,39
2017	5	7,9,11,21,35
2018	8	1,12, 13,16,20,29,32,36
2019	5	5,10,18,23,40
2020	6	3,4,22,25,26,33
2021	5	6,14,15,27,30
2022	2	8,,31
2023	2	19, 28

(Serial no. as per **table no 1**)

No of researches vs. Years

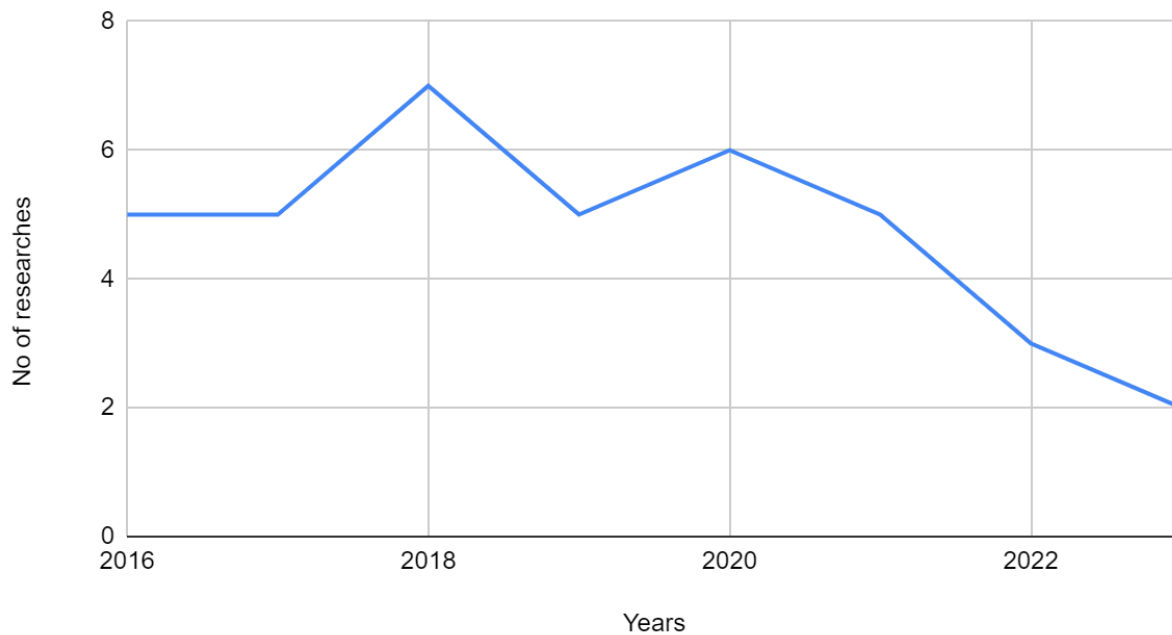


Fig. 4 visually represents the count of publications for each year.

Table 5 provides the number of research publications for each year, along with their corresponding serial numbers as per Table 1. In 2016, there were 5 research publications with serial numbers 2, 24, 37, 38, and 39. In 2017, there were 5 research publications with serial numbers 7, 9, 11, 21, and 35. In 2018, there were 8 research publications with serial numbers 1, 12, 13, 16, 20, 29, 32, and 36. In 2019, there were 5 research publications with serial numbers 5, 10, 18, 23, and 40. In 2020, there were 6 research publications with serial numbers 3, 4, 22, 25, 26, and 33. In 2021, there were 5 research publications with serial numbers 6, 14, 15, 27, and 30. In 2022, there were 2 research publications with serial numbers 8 and 31. In 2023, there were 2 research publications with serial numbers 19 and 28.

8. DISCUSSION

Celebrity endorsements have completely transformed the outdated marketing strategies of the past. This study set out to perform a thorough analysis of the body of research on how celebrity endorsement affects consumer behavior and brand perception. The study's objectives were to list, evaluate, and compile the factors that influence consumers' and brands' perceptions of celebrity

endorsements. The study adhered to the "PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses)" protocol (Moher et al., 2009) to guarantee a thorough and transparent review procedure.

Consideration was given to 201 scholarly works that were published in a variety of respectable journals, including peer-reviewed journals, Web of Science (SSCI journals), Scopus, SJR ranking journals, and ABDC journals. A total of 38 studies were included for analysis after the selection criteria were applied. The TCCM framework developed by Paul and Rosado-Serrano (2019) was utilized to present and analyze the results of these investigations. This framework offered a thorough foundation for comprehending the factors influencing consumer behavior and brand perception in the context of celebrity endorsement (Harju, 2021).

The study aims to give a thorough evaluation of the current literature on celebrity endorsement and its effects on consumer behavior and brand perception by using this methodical methodology. Determining the factors affecting these results advances our knowledge of the mechanisms by which celebrity endorsement affects consumers and brands.

Based on the outcomes, This study identifies and provides a number of variables that relate to how brand perception and consumer behavior are affected by celebrity endorsements, including celebrities, consumers, brands, celebrity attractiveness, brand congruency, celebrity endorsements, attitudes toward advertisements, and marketers.

The meaning transfer model, the source credibility theory, and the theory of reasoned conduct were the main theories employed in this study (Yosra Jarrar, 2018 ; Hani et al., 2018 ; Vidyanata, D et al., 2022). This study is primarily concerned with how consumers see celebrity endorsements. As per Hani et al. (2018) the present study employs a quantitative methodology notwithstanding the recognition that the extant literature has a restricted scope in terms of quantitative analysis.

Future researchers can think about using a mixed-methods approach or qualitative research to overcome this issue (Rabia et al., 2019; Malik & Qureshi, 2016). It is possible to have a deeper knowledge of customers' subjective experiences and views of celebrity endorsement by integrating qualitative methodologies. The study's conclusion is that consumer behavior and brand impression are positively impacted by celebrity endorsement. It was discovered that celebrity endorsements also have an impact on consumer buying intention, consumer purchase decisions, and brand loyalty.

Future studies, it is recommended, should examine the possible harm that celebrity endorsement may cause to brand perception and consumer intention to purchase (Bhandari & De, 2021). A more thorough grasp of celebrity endorsement's effects on customers and brands can be attained by taking into account both the advantages and disadvantages of the practice. This will help in the creation of successful marketing plans and procedures for making decisions pertaining to celebrity endorsements. Moreover, the future research on this topic the effect of celebrity endorsement on brand perception and consumer behavior could make use of other variables. To increase the study's generalizability, a sizable, representative sample size that is representative of a range of unique demographics can be examined (Malik & Qureshi, 2016).

This research will be helpful for celebrity, marketers, companies, consumers, brands, promoters, advertisers, manufacturers, brand perception and on consumers buying intention so that they can take decision.

9. CONFLICT OF INTEREST

The writer confirms that there is no conflict of interest.

10. Statement about data availability

The exchange of information does not apply because no data sets were generated or looked at for this paper.

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