Jurnal Komunikasi: Malaysian Journal of Communication
https://ejournal.ukm.my/mjc
Volume 41(2) 2025: 541-562

The Influence of Celebrity Reputation Attributes and Promotional Communication on Consumer Purchase Behaviour in Fashion Industry

TAK JIE CHAN*
CHONG EN SI
INTAN NUR ELISSA AZIZUL HASNI
Multimedia University, Malaysia

JEAN PAOLO G. LACAP
City College of Angeles, Philippines

ANDREA SÓLYOM
Budapest University of Economics and Business, Hungary

ABSTRACT

In the dynamic and competitive landscape, the use of celebrity endorsements has been a prominent strategy among the fashion retailers. Celebrity endorsements are seen as symbolic cues and play a significant role in influencing consumers buying decisions on fashion products. This research seeks to study the impact of celebrity reputation attributes (communication skills, influence, authenticity, expertise) and promotional communication on the consumer purchase behaviour of fashion products. The stimulus-response (S-R) model was used to guide the study. An online survey was conducted via Google Forms, and 250 valid responses from respondents who met the criteria were collected. The study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the hypotheses and the findings indicated the authenticity of the celebrity reputation attribute is the most significant predictor that influences consumer purchase behaviour, followed by expertise. However, communication skills and celebrity influence were found to have no significant impact on purchase behavior. In addition, promotional communication was found to positively influence the purchase behaviour of fashion consumers. This study contributes to marketing communication scholarship by examining celebrity reputation elements, offering a unique perspective compared to the commonly studied attributes derived from the source credibility framework. The study urges fashion retailers to carefully select celebrities based on their reputation to avoid negative publicity or word-of-mouth that could harm the brand and threaten business sustainability.

Keywords: *Celebrity reputation, promotional communication, purchase behaviour, fashion retailers, strategic marketing communication.*

INTRODUCTION

In recent years, celebrity endorsement has become one of the most effective and popular promotional strategies in marketing communication (Rocha et al., 2020). Celebrity endorsements and collaborations are prevalent strategies employed by numerous brands and companies to augment more audiences and foster consumer trust (Tarigan et al., 2023). Moreover, companies use celebrity endorsement as a strategy to enhance brand recognition, stimulate purchase intention, and persuade consumers to buy their products or services (Bogollu & Saravanan, 2023). In Asian countries, about 65% of the advertisements are endorsed by celebrities (Sharma et al., 2021) and brands are willing to invest a huge amount

*Corresponding author: tjchan@mmu.edu.my
E-ISSN: 2289-1528
https://doi.org/10.17576/JKMJC-2025-4102-30
Received: 19 May 2025 | Accepted: 23 June 2025 | Published: 30 June 2025

of money to associate their brand with popular celebrities because they presume the celebrity's reputation and image can attract consumers and increase the brand's value (Agarwal & Garg, 2021).

According to Mohan (2025), 28% of consumers between the ages of 18 to 24 are influenced to purchase products endorsed by celebrities. Ameen et al. (2022) revealed that consumers place a high level of trust in celebrities' recommendations and tend to purchase more products recommended by celebrities due to their perceptions of the endorsement or advertisement as trustworthy. Celebrities wield substantial influence that can persuade their audience through their perceived credibility, congruence, and relationships with the brands (Abdulkadiri, 2023).

In Malaysia, many fashion brands and retailers have employed celebrity endorsements in their branding campaigns to attract potential customers and increase brand visibility. Fashion retailers are now partnering with beloved and idolised Malaysian celebrities to endorse and make their brands stand out from competitors (Abd Aziz et al., 2020). Celebrity collaborations with fashion retailers generate buzz among individuals who are thrilled to see these popular and admirable public figures and ignite their interest in the fashion retailer and its products.

Numerous studies have shown that celebrity endorsement has a great impact on consumer purchasing behaviour (Addo et al., 2023, Al Mamun et al., 2023; Anwar et al., 2023). However, Chan et al. (2021) stated that the biggest challenge of celebrity endorsement strategy for a successful and effective advertising campaign is to select a suitable celebrity endorser who closely aligns with the brand. Despite the potential advantages and effectiveness of this promotional strategy, there are also contrasting results found on the use of celebrity endorsement. According to Freire et al. (2018), certain research has shown that celebrity endorsement does not contribute to product advertising and can negatively affect a brand's reputation due to negative publicity, misconduct, and scandal. Thus, the matter of the reputation of the celebrity has become a pivotal element that should be considered carefully.

While previous research has examined celebrity characteristics and their impact on consumer behaviour, there are inconsistent findings on the impact of celebrity attributes on consumer purchase behaviour in the prior studies (see Schimmelpfennig & Hunt, 2020, Adiba et al., 2020, Molelekeng & Dondolo, 2021). For instance, Abd Aziz et al. (2020) found that a celebrity's attractiveness has more impact on Millennials' purchase intentions of local beauty and health products, as compared to a celebrity's credibility. Al-Awadhi (2020) used the source attractiveness model to study the influence of celebrity endorsement on perceptions and purchase intentions of consumers in Yemini and concluded that celebrity likeability significantly influences consumer purchase intentions. Mittal (2020) researched the influence of celebrity characteristics on consumer purchase decisions and brand loyalty in India. Findings from the study revealed that expertise has the most significant influence, while physical attractiveness, similarity, familiarity, and trustworthiness have a lesser influence on both purchase decisions and brand loyalty. In contrast, Guesh (2019) found that expertise has less significance, while trustworthiness, attractiveness, and product match-up positively influence consumer purchase behaviour in Africa. Thus, this inconsistency has urged the researchers to re-examine this phenomenon.

Although there are several models developed by previous scholars to examine celebrity characteristics and their effectiveness such as source credibility, source attractiveness, and match-up model on consumer behaviour and purchase intentions (Afifah, 2022, Fan et al., 2022, Djafarova & Thompson, 2023; Marklen et al., 2025), they were not focused from the angle of reputation. Thus, Ryu and Han (2021) identified key variables that can be used to evaluate and measure celebrity and social media influencers' reputation scale and formulated the four attributes, namely communication skills, influence, authenticity, and expertise. Although some past studies have utilised the attributes of Ryu and Han (2021), however, the results were also inconsistent. For example, the study by Taher et al. (2022) found that communication skills and expertise were found to positively influence the parasocial relationship and lead to purchase intention, however, authenticity and influence were not the determinants, which yield different results that warrant further investigation.

In addition, Chan et al. (2022), who examined online promotional communication also found that online word-of-mouth does not lead to company competitiveness. Zhang et al. (2025) found that sales promotion and communication agents positively influence purchase hesitation which gives a different perspective that promotional / marketing communication positively leads to purchase intention, which urged the researchers to further investigate it.

Although the use of celebrity endorsements is prevalent in the fashion industry, there is a need for research on the impact of celebrity endorsement within the fashion industry (Osei et al., 2024). Thus, the research on fashion retailers and celebrities in Malaysia context can provide different insights to this study area within a specific cultural, and social context. Given the empirical gaps highlighted above, this research aims to study the impact of celebrity reputation attributes (communication skills, influence, authenticity, expertise) and promotional communication on the consumer purchasing behaviour of fashion products.

LITERATURE REVIEW

Theoretical Underpinning

Stimulus-Response (S-R) model was developed by Edward Thorndike and revolutionised by Ivan Pavlov. The S-R model which represents Stimulus and Response is a psychological concept that explains an individual's behaviour manifests as a result of the connection between external stimulus (S), and responses (R) (BrendI & Sweldensm, 2024). Stimulus refers to external factors and influences that affect an individual's mental state. Response refers to the action or reaction taken in response to the stimulus (Muhammad & Hartini, 2023). Stimulus can be represented by various external factors (S), which in turn affect the emotional state of the individual, and result in behavioural or psychological responses portrayed by the individual.

In this research, the Stimulus (S) is the celebrity's reputation attributes (communication skills, influence, authenticity, and expertise), and promotional communication, while the Response (R) is purchase behaviour.

Consumer Purchase Behaviour

Consumer purchase behaviour refers to the systematic process whereby consumers search, purchase, use, and dispose of a product or service that fulfils their needs or desires (Šostar & Ristanović, 2023). It is defined as a consumer's decisions, preferences, perceptions, and objectives made in the process of purchasing a product or service (Roy & Datta, 2022).

Consumer purchase behaviour can also be influenced by celebrities. For instance, Calvo-Porral et al. (2023) found that celebrity endorsements exerted significant influence on the purchasing behaviour of consumers towards wine and beer products, and further revealed that expertise is the most significant factor influencing consumer purchase decisions. In another study, Putri and Hendratmi (2022), highlighted that celebrity endorsement and content/promotional marketing positively influence consumer purchase intention towards Muslim fashion brands and products in Indonesia.

Communication Skills and Purchase Behaviour

Communication skills are important for celebrities to acquire when communicating with consumers. Communication skills play an important role when interacting with and convincing consumers, who are constantly exposed to information and are wary of private information exposure (meaning transfer) (Lim et al., 2023). It is also important to understand consumers' preferences and to demonstrate empathy through effective communication (Ryu & Han, 2021).

According to Ryu and Han (2021) and Wen et al. (2024), a celebrity or influencer must possess the ability to actively communicate with consumers, and clearly communicate information about the product or service. For instance, Wachyuni and Priyambodo (2020) found that communication skills are one of the indicators in selecting a celebrity for endorsement. The study emphasized that a celebrity's perceived credibility and trust are closely tied to their communication skills in effectively conveying messages and information to consumers. Besides, Muhammad and Hartini (2023) found that effective communication was an important factor influencing consumers' impulsive purchase of products on social commerce. The findings of the research align with Wang et al. (2025), who indicate that celebrities who employ effective communication skills when interacting with consumers can influence and induce their impulse purchase behaviour. Moreover, effective communication skills with consumers create a sense of intimacy and parasocial relationship experience with the celebrity, which can persuade consumers to purchase a product (Taher et al., 2022). Hence, the hypothesis is developed:

H1: Celebrity's communication skills positively impact consumer purchasing behaviour.

Celebrity Influence and Consumer Purchase Behaviour

Celebrity influence affects the behaviour, interest, attention, and relationship of the consumers, while emotional influence affects mood and elicits emotional reactions or inspirations (Taher et al., 2022). The influence of celebrity has a significant impact on consumer purchasing intention and impulse buying behaviour (Liu, 2022).

According to Abidin et al. (2021), celebrities use their image and influence on the public to shape consumer perceptions and influence purchase behaviour. Similarly, many people aspire and seek to embrace the values and lifestyles exemplified by celebrities (Min et al., 2019). Consumers selectively instill the values and behaviour of their favourite celebrities, to express and create their unique identity (Thomas, 2022). These individuals have a specific interest and attention to a celebrity that they deem successful and want to emulate the celebrity's behaviour that they admire in their own lives (Brooks, 2021).

In support of this notion, previous research by Jiménez-Castillo and Sánchez-Fernández (2019) found that celebrities can influence the behaviour of their followers thereby influencing the buying intent, perceptions, behaviours, and evaluations towards the brands recommended by the celebrity. Past studies have also concluded that celebrity influence increases consumer buying behaviour (Fauzee & Dada., 2021) and exerts a significant influence on consumer perceptions toward products endorsed by celebrities (Santoki, 2022; Mohan, 2025). Hence, the hypothesis is postulated:

H2: The celebrity influence positively impacts consumer purchasing behaviour.

Authenticity and Consumer Purchase Behaviour

Wen et al. (2024) explained celebrity authenticity as a perception of honesty, trustworthiness, and integrity that is portrayed by the celebrity. Endorsers who openly disclose brand relationships and remuneration through authenticity practices are perceived as genuinely endorsing and valuing the product they endorse (Kapitan et al., 2021). Consumers are more likely to be influenced by celebrities if they believe that the endorser has a genuine connection with the product rather than simply promoting it for materialistic gain (Anumol & George, 2023). Authenticity perceived by consumers impacts their engagement in celebrity endorsement (Casaló et al., 2020). In addition, Shoenberger et al. (2020) found that advertisements that portray authenticity increase consumers' purchase intention, behaviour, and trust towards brands which align with the study of (Nichols & Shapiro, 2023). Thus, the hypothesis is formulated:

H3: Authenticity of celebrity positively impacts consumer purchasing behaviour.

Expertise and Consumer Purchase Behaviour

Expertise can be described as someone who has specialised ability and knowledge in particular niche domains. In the celebrity endorsements aspect, expertise pertains to the degree to which a celebrity endorser is perceived to have adequate experience, knowledge, and ability in the product category or field (Nabil et al., 2022; Onu et al., 2023) and to make relevant and accurate recommendations.

Consumers will perceive endorsements as more trustworthy and credible when the celebrity endorses the product based on their expertise and knowledge (Abdulkadiri, 2023). Raza et al. (2019) added that consumers are more likely to purchase a product or service recommended and endorsed by a celebrity who is perceived as an expert in the area. This is because they are seen as a more reliable source compared to celebrity endorsers who are not experts. Hence, a celebrity who is seen as an expert and knowledgeable has more influence to alter consumer perceptions and preferences (Onu et al., 2019).

A study conducted by Obeidate et al. (2022) found that expertise exerted a positive influence on consumer purchase intentions in the fashion industry. Many studies have also proven that the perceived expertise of a celebrity has a significant influence on consumers' attitudes as well as purchase behaviour (Upadhyay & Niroula, 2022; Chandra, 2023). Based on the above, the hypothesis is formulated:

H4: Celebrity's expertise positively impacts consumer purchasing behaviour.

Promotional communication and consumer purchasing behaviour

Promotional communication also known as marketing communication comprises advertising, public relations, direct marketing, and sales promotion (Alexandrescu & Milandru, 2018). For instance, the study by Majaliwa et al. (2024) found that advertising has a positive relationship with consumer preferences and buying behaviour. In addition, Mishra et al. (2024) also found that sales promotion positively influences the consumer's purchase intention in the clothing industry. In the recent study by Chan et al. (2025), they examined the university's marketing/promotional communication elements and found that advertising and public relations were the predictors of the university's reputation, where this indicated that the marketing/ promotional communication (advertising, public relations, sales promotion, personal selling) significantly drove the buying behaviour (Khanh et al., 2021). This has been supported by the findings of Zulkifli et al. (2024), where promotion was the predictor of online shopping preferences. Therefore, the hypothesis is postulated:

H5: Promotional communication positively impacts consumer purchasing behaviour.

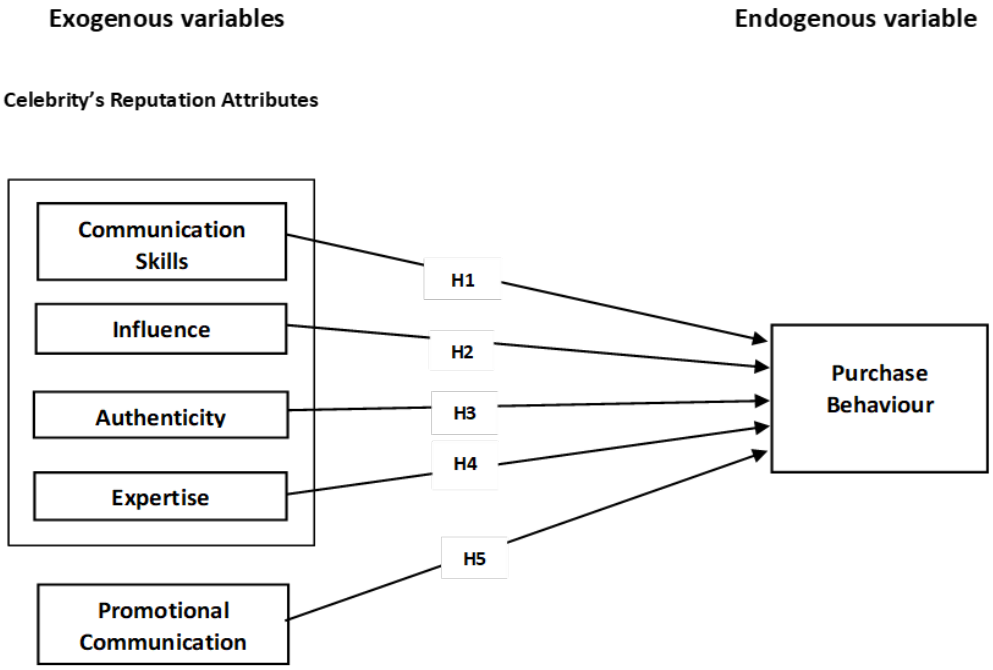


Figure 1: Proposed research framework

METHODOLOGY

Research Design

This study adopted a quantitative survey method to systematically collect and analyse numerical data. Analysis and data collection yielded from quantitative survey methods are more effective and less time-consuming, and the findings can be generalized to a larger population in various contexts (Xiong, 2022). An online questionnaire was designed to collect data from a sample of individuals through their responses to the survey. Hence, the survey allowed researchers to collect information from a large sample size within a short period and in a cost-effective way (Taherdoost, 2022).

Sampling Procedure

In this research, purposive sampling was used to select respondents that align with the characteristics or criteria of the sample, which are individuals who have purchased products from the fashion retailers and who followed any celebrities that have collaborated with the fashion retailer on their social media (Taher et al., 2022). According to Kock and Hadaya (2018), a minimum of 160 sample sizes is required for PLS-SEM. For this study, G*Power software was used to calculate the sample size for the survey research (Memon et al., 2020), and as a result, the minimum target sample size needed for this study is 138 respondents (predictors: 5, effect size: 0.15, power: 0.95). Therefore, researchers collected 250 respondents who met the sample criteria to produce more relevant and accurate results.

Instruments and Measurements

The research instrument was separated into 4 sections. Section A was designed to collect background information from respondents which included demographic questions such as age, gender, education, income, and two screening questions to know whether the respondent has ever purchased the product from the fashion retailers chosen by them and whether the respondent recognizes or follows any celebrity that collaborates with the fashion retailers. These two screening questions were included to ensure the collected responses were valid for the research.

Section B focused on the celebrity reputation attributes, namely communication skills, influence, authenticity, and expertise. The items for communication skills were adapted from (Ryu & Han 2021; Utami et al., 2019). Celebrity influence items were adapted from (Azkiah & Hartono, 2023). As for the authenticity, the items were adapted from (Moulard et al., 2015; Ryu & Han, 2021). Finally, measurement items for expertise were adapted from (Guesh, 2019; Moreira, 2023). Section C is related to promotional/marketing communication items, where the items were modified from Sadeh et al. (2012).

As for the endogenous variable (Section D), consumer purchase behaviour items were adapted from (Guesh, 2019; Jiménez-Castillo & Sánchez-Fernández, 2019). The instruments were measured using a 5-point Likert scale ranging from (1) Strongly Disagree and (5) Strongly Agree for Sections B, C, and D. The details of the items can refer to Table 1 below.

Table 1: Measurement of the variables

Variables	Items	Sources
Communication Skills	CS1: The fashion retailer's celebrities actively communicate with consumers. CS2: The fashion retailer's celebrities clearly communicate information about the fashion products or brands. CS3: The fashion retailer's celebrities can easily understand information about the fashion products or brands they endorsed. CS4: The fashion retailer's celebrities well explain the relationship between fashion content, product, and brand. CS5: The fashion retailer's celebrities know and understand the fashion products or brands well.	Ryu & Han (2021); Utami et al. (2019)

Celebrity Influence	INF1: The fashion retailer's celebrities have many followers or subscribers. INF2: The fashion retailer's celebrities have a ripple effect on public opinion. INF3: The fashion retailer's celebrities have a marketing effect. INF4: The fashion retailer's celebrities have a great effect on the public. INF5: The fashion retailer's celebrities are persuasive in the public eye. INF6: The fashion retailer's celebrities lead the fashion trend.	Azkiah & Hartono (2023)
Authenticity	AUT1: The fashion retailer's celebrities communicate true information about the fashion products or brands. AUT2: The fashion retailer's celebrities are honest. AUT3: The fashion retailer's celebrities endorsed with sincerity. AUT4: The fashion retailer's celebrities have speak and act politely when communicating with consumers. AUT5: The fashion retailer's celebrities have consistent tone and manners such as words, writing, and actions.	Moulard et al. (2015); Ryu & Han (2021)
Expertise	EXP1: The celebrities of the fashion retailers have specialised expertise on the fashion products/brands. EXP2: The celebrities of the fashion retailers have sufficient experience to recommend the fashion products/brands. EXP3: The celebrities of the fashion retailers have adequate knowledge of the fashion products/ brands they endorse. EXP4: The celebrities of the fashion retailers have sufficient qualification to endorse the fashion products. EXP5: I think the fashion retailer's brands or products are more reliable when endorsed by celebrities.	Guesh (2019); Moreira (2023)
Promotional Communication	PC1: The advertisements (TV, online, printed) of the fashion retailers promote the company and its products. PC2: The public relation activities of the fashion retailers promote the company and its products. PC3: The sales promotions offered by the fashion retailers promote the company and its products. PC4: The sponsorship activities of the fashion retailers promote the company and its products.	Sadeh et al. (2012)
Purchase Behavior	PB1: I am in favour of purchasing the products of the fashion retailers. PB2: I am more likely to purchase products from fashion retailers. PB3: In future, I would consider purchasing the products of the fashion retailers.	Guesh (2019); Jiménez-Castillo & Sánchez-Fernández (2019)

Data Collection Procedure and Ethical Concerns

The self-administered questionnaire was conducted through Google Forms. The link to the Google Form survey was shared on various social media platforms, including WhatsApp, Telegram, Instagram, and Facebook. The researchers continued to share the survey questionnaire with respondents until the targeted number of respondents were acquired.

The researchers included the written informant consent on the cover page of the online survey and only the respondents who agreed to participate would proceed to answer the next questions. Respondents participated voluntarily in this research to ensure the

confidentiality of the respondent's information. The data collection started from 7th May 2024 until 27th June 2024.

Common Method Variance

Since the study is using cross-sectional design, common method variance (CMV) would usually occur. This needs to be addressed before testing the measurement model (Podsakoff et al., 2012). Thus, researchers applied the procedural measure by incorporating the social desirability items adopted from Fischer and Fick (1993). The items were embedded in the online survey while collecting the data to reduce the bias from the single-source data.

Data Analysis and Statistical Significance

PLS-SEM was employed in this study, as it is commonly used in research investigating celebrity endorsement and consumer purchasing behaviour (Taher et al., 2022). Correspondingly, SMART-PLS 4.0 is used to analyse the data through structural equation modelling (SEM). Most importantly, the current study tests the research framework from the angle of prediction which justifies the use of PLS-SEM (Hair & Alamer, 2022). This has further supported the notion of Hair et al. (2022), that the prediction analysis is contemporary in social science research as it provides new observations within and outside of the sample.

RESULTS

Based on gender, (52.4%) of the respondents were male and (47.6%) of respondents were female, where the gender has nearly relatively equal numbers. The majority of the respondents (72.0%) were aged between 21- 25 years old; the second highest respondents (12.4%) were aged below 21, and the least number of respondents (3%) were aged between 41-45 years old. This indicates that most of the respondents were young adults. In terms of income, more than half of the respondents (53.2%) earn below RM2000, (18.8%) of the respondents earn between RM2001 to RM3001, (10.8%) of the respondents earn between RM3001 – RM4001 and above RM5000 each month, and (6.4%) of the respondents earn RM4001 – RM5000. In regards to their education level, more than half of respondents (62.8%) have a Bachelor's degree. Thus, the respondents of the survey are educated individuals and can make good decisions as consumers. Table 2 presents the demographic profile of the respondents in frequency and percentage (%).

Table 2: Characteristics of the respondents (N=250)

Variable(s)		Frequency	%
Gender	Male	131	52.4
	Female	119	47.6
Education	High school/ SPM	19	7.6
	STPM/ Foundation/ Diploma	55	22
	Bachelor's degree	157	62.8
	Master's degree	13	5.2
	Ph.D.	1	0.4
	Professional certificate	5	2
Age (years old)	<21	31	12.4
	21-25	180	72
	26-30	16	6.4

	31-35	4	1.6
	36-40	5	2
	41-45	3	1.2
	>45	11	4.4
Income	<RM2000	133	53.2
	RM2001-RM3000	47	18.8
	RM3001-RM4000	27	10.8
	RM4001-RM5000	16	6.4
	> RM5000	27	10.8

Measurement Model Evaluation

Convergent validity examines the items and variables to ensure that they are related to one another (Lim, 2024). The construct reliability can be determined using factor loading and composite reliability (CR). The minimum value for the factor loading of all items in their respective variables should be greater than 0.7 which was suggested by (Cheung et al., 2024) to ensure reliability. Similarly, the Cronbach's alpha and CR values for each of the variables also should exceed the 0.7 threshold value as suggested by (Hair et al., 2024). Convergent validity was calculated using the Average Variance Extracted (AVE) (Hair et al., 2024), where the AVE of each variable must be higher than 0.5. As seen in Table 3, all values of each factor meet the minimum threshold for the data to be deemed as reliable and valid, therefore convergent validity is established.

Table 3: Measurement model

Variables	**Items**	**Loadings**	**Cronbach's Alpha**	**CR**	**AVE**
Authenticity	AUT1	0.798	0.880	0.912	0.675
	AUT2	0.799			
	AUT3	0.847			
	AUT4	0.838			
	AUT5	0.823			
Communication skills	CS1	0.799	0.893	0.921	0.700
	CS2	0.866			
	CS3	0.867			
	CS4	0.834			
	CS5	0.815			
Expertise	EXP1	0.722	0.859	0.898	0.640
	EXP2	0.857			
	EXP3	0.820			
	EXP4	0.848			
	EXP5	0.743			
Influence	INF1	0.694	0.879	0.908	0.625
	INF2	0.845			
	INF3	0.833			
	INF4	0.801			
	INF5	0.833			
	INF6	0.723			
Promotional communication	PC1	0.803	0.874	0.915	0.729
	PC2	0.914			

Purchase Behaviour	PC3	0.897	0.924	0.952	0.868
	PC4	0.794			
	PB1	0.933			
	PB2	0.936			
	PB3	0.927			

Discriminant validity studies the relationship between the variables to ensure that they are not related to one another (Hair et al., 2022). Discriminant validity is established if all of the Heterotrait-Monotrait (HTMT) values are less than the 0.90 threshold as proposed by (Franke & Sarstedt, 2019; Ringle et al., 2023). As demonstrated in Table 4 below, all of the HTMT values are below the 0.90 threshold value, indicating that discriminant validity is also established.

Table 4: Discriminant validity via HTMT

	AUT	**CS**	**EXP**	**INF**	**PC**	**PB**
AUT						
CS	0.833					
EXP	0.796	0.750				
INF	0.585	0.739	0.741			
PC	0.587	0.602	0.733	0.777		
PB	0.647	0.649	0.700	0.653	0.773	

Note: AUT = Authenticity; CS = Communication Skills; EXP = Expertise; INF = Influence; PC = Promotional Communication; PB = Purchase Behaviour

Structural Model Evaluation

To assess the structural model, a bootstrapping approach with 5,000 samples was utilised as suggested by (Magno et al., 2024). This method is crucial for evaluating the dependability of the structural model's path coefficients and coefficient of determination (R^2). The PLS Algorithm and bootstrapping techniques were applied to generate path coefficients, t-values, and R^2 values (Hair et al., 2017). As illustrated in Table 5, Communication Skills (β = 0.098, t = 1.295, p = 0.098) and Influence (β = 0.077, t = 1.135, p = 0.128) demonstrated non-significant impacts on purchase behaviour, whereas Authenticity (β = 0.154, t = 2.243, p = 0.039) and Expertise positively impacts purchase behaviour (β = 0.141, t = 1.745, p = 0.010). Additionally, Promotional Communication positively impacts purchasing behaviour (β = 0.394, t = 5.543, p = 0.000). Figure 2 depicts the structural model of this study.

Moreover, the structural model assessment presented that the model explains 59.2% of the variance in purchase behaviour (R^2 = 0.592), indicating substantial explanatory power as it is higher than 0.26 (Cohen, 1988). Effect sizes (f^2) ranged also from trivial to moderate. For communication skills (f^2 = 0.007), influence (f^2=0.005) and expertise (f^2 = 0.017) have a trivial effect, Authenticity (f^2 = 0.020) has a small effect, and promotional communication (f^2 = 0.156) has a medium effect on purchase behaviour. The Variance Inflation Factor (VIF) values ranged from 2.441 to 3.290, which was highlighted by Hair and Alamer (2022), that the VIF value between 3 and 5 is acceptable which confirms that the multicollinearity issue is not severe. In summary, this analysis supports H3, H4, and H5, while H1 and H2 were not supported.

Table 5: Direct effects

	Path	Std. Beta	Std. error	T	P	LLCI (5%)	ULCI (95%)	D	R^2	f^2	VIF
H1	CS -> PB	0.098	0.076	1.295	0.098	-0.038	0.212	NS	0.592	0.007	3.290
H2	INF -> PB	0.077	0.068	1.135	0.128	-0.031	0.190	NS		0.005	2.948
H3	AUT -> PB	0.154	0.069	2.243*	0.012	0.039	0.265	S		0.020	2.835
H4	EXP -> PB	0.141	0.081	1.745*	0.041	0.010	0.277	S		0.017	2.908
H5	PC -> PB	0.394	0.071	5.543**	0.000	0.272	0.506	S		0.156	2.441

**p < 0.01, *p < 0.05; S= Supported; NS = Not supported; LLCL= Lower Level Confidence Interval; ULCL=Upper Level Confidence Interval 1-tailed test

Variables can be substituted when the study evolves, and the researchers aimed to investigate the out-sample prediction (Shmueli et al., 2019; Hair, 2021), where it compared the current (PLS-SEM_RMSE) model with the naïve Linear Regression model (LM_RMSE). Hence, PLS predict assessments were carried out (Shmueli et al., 2016). Based on Table 6, the majority of the outcomes of (PLS-SEM_RMSE – LM_RMSE) are higher (+), which indicates the discrepancy is big. Thus, the current model has a weak predictive power to predict purchasing behaviour in the future.

Table 6: PLS predict

Items	Q^2predict	PLS-SEM_RMSE	LM_RMSE	PLE SEM – LM (RMSE)	
PB1	0.493	0.652	0.648	0.004	
PB2	0.483	0.670	0.645	0.025	Weak
PB3	0.471	0.658	0.649	0.009	

Note: PB = purchase behaviour

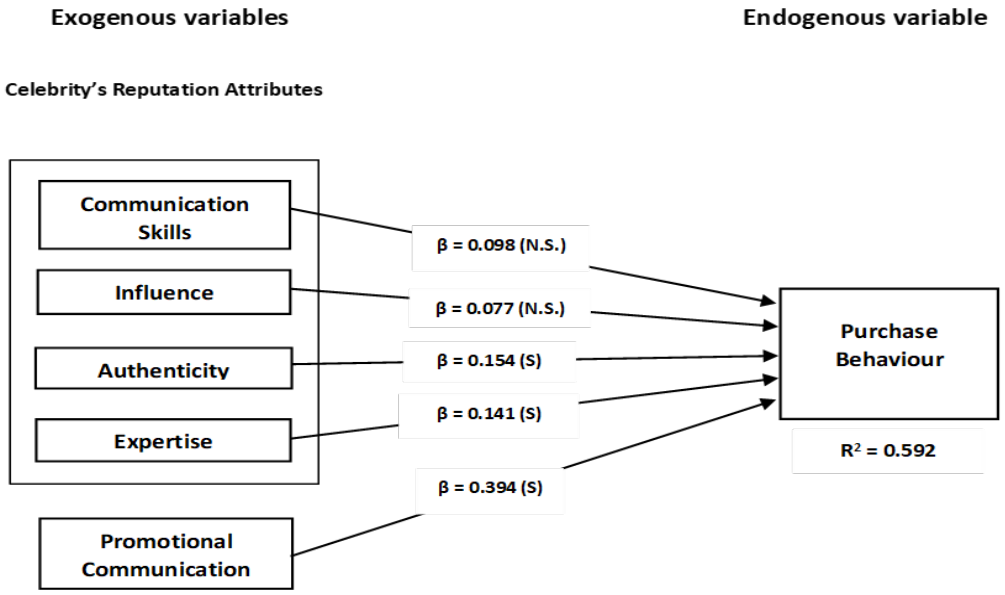


Figure 2: Structural model

DISCUSSIONS

Based on the results, authenticity is the most significant attribute of a celebrity's reputation that impacts the purchase behaviour of fashion consumers. This is followed by expertise. However, communication skills and the celebrity influence were not the significant predictors that influence purchase behaviour. In addition, promotional communication has a positive and significant impact on purchase behaviour.

Authenticity is the most significant dimension of a celebrity's reputation attribute that contributes to purchase behaviour. These findings were aligned with previous studies (Kapitan et al., 2021; Wen et al., 2024) on the authenticity aspect of social media influencers and celebrities. The current findings also supported the study by Nichols and Shapiro (2023), which revealed that authenticity positively influences consumers' behaviour regarding purchase intention and the endorsed brand.

Besides, expertise is the second most prominent predictor that impacts purchase behaviour, which is congruent with the findings by Obeidate et al. (2022), Taher et al. (2022), and Onu et al. (2023) that expertise has a significant impact on the purchase behaviour of the consumer. A celebrity endorser should possess adequate knowledge of the products or brands they promote, as consumers tend to favour endorsers who can convey accurate information—thereby enhancing consumer confidence, trust, and interest in fashion retailers' products. Chandra (2023) pointed out that celebrities who are perceived as highly expert by consumers are more likely to capture consumers' attention and motivate purchases of the endorsed product.

The influence of the celebrity's reputation attributes does not significantly impact the purchase behaviour. The current findings were contrasted with previous research results (Molelekeng & Dandoli, 2021; Santoki, 2021; Fauzee & Dada, 2021). One possible explanation is the demographic profile of the respondents, who were primarily young adults aged 21–25. This age group tends to be information-savvy and well-versed in beauty and fashion products, making them less likely to rely on celebrity opinions. This group of generations relies much more on user-generated content and online customer reviews to get information and influence about fashion and beauty products (Macheka et al., 2024).

In addition, communication skills as the celebrity's reputation element were also found not related to buying behaviour, which contrasted with the findings of (Lim et al., 2023; Taher et al., 2022; Wachyuni & Priyambodo, 2020; Wen et al., 2024). This can be explained that while a celebrity's communication style can influence how consumers perceive their message, it's often less significant than their perceived expertise, trustworthiness, and brand fit (Calvo-Porral & Lévy-Mangin, 2024). Another reason that can explain the insignificant path could be due to consumers perceive the celebrities as non-genuine when they endorse because consumers might believe that they are inclined to communicate only positive things about the product endorsement as they are being paid for their endorsement, which can erode consumer perception on the influence and communication skills of the celebrity.

Besides, the study found that promotional communication positively leads to the purchase behaviour of fashion products, which aligned with past studies (Mishra et al., 2024; Majaliwa et al., 2024; Khanh et al., 2021; Zulkifli et al., 2024). This aligned with the S-R model that the promotional mix elements were the stimulus or determinants used by the marketers to communicate with the consumers which drive the purchase preferences and behaviours.

CONCLUSION

In conclusion, this research seeks to examine the impact of a celebrity's reputation attributes (e.g. communication skills, influence, authenticity, expertise) and promotional communication on the purchase behaviour of fashion consumers. Results from the path analysis revealed that two variables—authenticity and expertise—were significant predictors of consumer purchase behaviour, whereas influence and communication skills were not. In addition, promotional communication is positively related to purchase behaviour.

Implications of the Study

In theoretical terms, the current findings can help future scholars evaluate which attributes of a celebrity's reputation can influence consumer purchase behaviours. The findings can be used as a source and reference for researchers to examine it in the different Malaysian markets, besides the fashion industry. The theoretical underpinning used in this study, which is the S-R model can also add insights to the consumer psychology and marketing communication literature. This can help to assist future researchers who want to study similar research topics, in different contexts.

As for the practical implication, the current study provides valuable insights for fashion retailers and marketers with a better understanding of the impact of celebrity's reputation attributes in influencing consumer purchase behaviour. The findings help fashion retailers to carefully select and filter the celebrities who have better reputations to be their endorsers, as the celebrity being selected must be free from scandal and negative publicity. Thus, the management of fashion retailers should perform a background check before selecting the celebrity to endorse for their products/brands.

Besides, the current study found that communication skills and influence were not predictors, and this has urged the management of the fashion retailers to provide communication training to the celebrity on the ways how to address the consumer's inquiries and interactions in a much more favourable way. Although the celebrity employed by the fashion retailers should convey positive and beneficial aspects of the products, they should practice transparency and provide genuine information when delivering the message, as the younger consumers might not fully believe the message by the celebrity, and this segment of consumers were more believe in the consumer-generated contents (Rehman et al., 2022). Thus, the celebrity should employ other more prominent aspects like their expertise to persuade and convince the consumers.

Since the study found that promotional communication has the biggest impact on purchase behaviour. Thus, it has urged fashion retailers to come out with the latest promotional drivers such as incorporating digital/social media marketing, user-generated content, and search engine optimization when promoting their fashion products as these strategies prominently target Generation Z and Millennials who are technology and informational savvy.

Limitations & Future Research Pathways

Several limitations were found in this study. This study only focused on the consumers in the Klang Valley area, which limits the generalisability of the findings to other cultural and geographical contexts. Future studies could explore similar studies in other states or different parts of Malaysia to compare and contrast the celebrity's reputation attributes on fashion retailers across various consumer markets and segments.

Another limitation is that the current study employed only quantitative survey methods and close-ended questions, which may lead to very limited responses by the consumers. Future research could incorporate qualitative methods such as interviews and focus groups that could provide diverse responses from consumers and provide more insights to the topic.

The current research can also be expanded by examining the topic in different content and industries, and the same dimensions developed by Ryu and Han (2021) may be included, to broaden the varieties and strengthen the topic. Additionally, the study primarily focuses on positive celebrity's reputation attributes, future studies could investigate the effects of negative celebrity's reputation attributes and other negative related variables such as communication risks (Bashir et al., 2017), wishful identification (Koay & Lim, 2025) on consumer purchase behaviour, which may help to offer deeper insights into the impacts of celebrity's reputation on consumer purchase behaviour which contribute to the marketing communication scholarship.

ACKNOWLEDGEMENT

The authors would like to thank Multimedia University for providing financial support to publish this article.

BIODATA

Tak Jie Chan (Ph.D) is a senior lecturer at the Center of Excellence for Business Innovation and Communication, Multimedia University, Persiaran Multimedia, 63100, Cyberjaya, Selangor. His area of research includes corporate and marketing communication, and organisational strategic communication, which all combine to support his hybrid profession linking communication with management and marketing. Email: tjchan@mmu.edu.my

Chong En Si (DBA) is a lecturer at the Faculty of Management, Multimedia University, Persiaran Multimedia, 63100, Cyberjaya, Selangor, who specialises in quantitative methods, statistical analysis, data modelling, and analytical tools. He was awarded a DBA focusing on the area of gamification, marketing analytics, and statistical Markov Chain applications in business research. Email: si.chongen@mmu.edu.my

Intan Nur Elissa Azizul Hasni is a Bachelor's student at the Faculty of Applied Communication, Multimedia University, Persiaran Multimedia, 63100, Cyberjaya, Selangor. Her research interests include strategic communication, advertising, and marketing communication. Email: 1201101795@student.mmu.edu.my

Jean Paolo G. Lacap (DBM, Ph.D) is the Vice President for Research, Extension and Quality Assurance of the City College of Angeles, Arayat Boulevard, Barangay Pampanga, Angeles City, 2009, Philippines. He expertise in tourism and hospitality marketing, organisational behaviour, strategic management, and entrepreneurship. Email: jeanpaololacap@cca.edu.ph

Andrea Sólyom (Ph.D) is an associate professor at the Budapest University of Economics and Business, Faculty of Management of BUEB, 1165 Budapest, Hungary. She obtained her Ph.D in Knowledge Management. Her main research fields are organisation and personnel development, knowledge management, and leadership. Email: solyom.andrea@uni-bge.hu

REFERENCES

Abdulkadiri, F. J. (2023). *Influence of celebrity endorsement on the purchase intention of the undergraduates*. University of Benin. https://www.iwemi.com/influence-of-celebrity-endorsement-on-the-purchase-intention-of-the-undergraduates

Abidin, M. I., Atan, M. A., Abidin, F. Z., Mohayyaddin, F. A., Santhi, N., & Kantamas, K. (2021). Celebrity endorsement on millennial customers' purchasing behaviour. *International Journal of Accounting, Finance and Business (IJAFB)*, *6*(33), 8-19.

Abd Aziz, Z. D., Omar, M. K., & Ariffin, S. (2020). The impact of celebrity endorsement on millennials' purchase intention towards local health and beauty product. *Advances in Business Research International Journal*, *6*(5), 92-102.

Addo, J. O., & Keelson, S. A. (2023). Moderating role of the media in celebrity endorsement and product adoption. *International Journal of Entrepreneurial Knowledge*, *11*(2), 109-126. https://doi.org/10.37335/ijek.v11i2.206

Adiba, S. T., Suroso, A., & Afif, N. C. (2020). The effect of celebrity endorsement on brand image in determining purchase intention. *Journal of Accounting, Business and Management*, *27*(2), 60-73. https://doi.org/10.31966/jabminternational.v27i2.700

Afifah, I. F. (2022). Expertise, trustworthiness, similarity, familiarity, likeability, product-match up of celebrity endorsement to purchase intention. *Journal of Communication & Public Relations*, *1*(2), 21-30. https://doi.org/10.37535/105001220223

Agarwal, P., & Garg, K. (2021). Celebrity endorsement as a tool of maximizing advertising effectiveness through enhancing brand awareness, brand recall, and building brand image - a conceptual review. *Wesleyan Journal of Research*, *14*(12), 252-271.

Alexandrescu, M.-B., & Milandru, M. (2018). Promotion as a form of communication of the marketing strategy. *Land Forces Academy Review*, *23*(4), 268-274.

Azkiah, M. R., & Hartono, A. (2023). The influence of social media influencers on consumers' buying attitudes and intentions. *Business and Investment Review*, *1*(3), 147-167. https://doi.org/10.61292/birev.v1i3.26

Al-Awadhi, R. (2022). *Impact of celebrity endorsement on Yemeni consumer's purchase intention in term of brand image - Thesis*. SSRN. https://doi.org/pts3

Al Mamun, A., Naznen, F., Yang, Q., Ali, M. H., & Nik Hashim, N. H. (2023). Modelling the significance of celebrity endorsement and consumer interest on attitude, purchase intention, and willingness to pay a premium price for green skincare products. *Heliyon*, *9*(6), e16765. https://doi.org/10.1016/j.heliyon.2023.e16765

Ameen, N., Cheah, J.-H., & Kumar, S. (2022). It's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the body image and self-esteem of Generation Z female consumers. *Psychology and Marketing*, *39*(11), 2110-2129. https://doi.org/10.1002/mar.21715

Anumol, M. V., & George, J. (2023). Impact of celebrity endorsement on customer loyalty in cosmetic product. *Journal of Research in Business and Management*, *11*(3), 256-260.

Anwar, M., Wibowo, S., & Setiyani, I. N. (2023). The influence of celebrity endorsers and online promotion on purchasing decision through brand image. *East Asian Journal of Multidisciplinary Research*, *2*(10), 3989-4012. https://doi.org/pts5

Bashir, S., Aslam, M., Ibrahim, F., & Kaur, K. (2017). Consumer's perceived communicational risks in predicting Internet-based shopping intention. *Jurnal Komunikasi: Malaysian Journal of Communication*, *33*(1), 17-31.

Bogollu, V. V. R., & Saravanan, S. A. (2023). From endorsers to endorsed: Examining the role of celebrity endorsements on attitudes and purchase intention. *International Journal of Professional Business Review*, *8*(6), e02513. https://doi.org/pts6

Brendl, C. M., & Sweldens, S. (2024). Defining the stimulus in stimulus–response interventions: On the need to embrace theory and organism in stimulus–organism–response. *Consumer Psychology Review, 7*(1), 116–120. https://doi.org/pts7

Brooks, S. K. (2021). FANatics: Systematic literature review of factors associated with celebrity worship, and suggested directions for future research. *Current Psychology*, *40*, 864–886. https://doi.org/10.1007/s12144-018-9978-4

Calvo-Porral, C., & Lévy-Mangin, J.-P. (2024). The influence of celebrity endorsement on the purchase behavior of brands and product categories. *Journal of Product & Brand Management*, *33*(8), 1027-1040. https://doi.org/10.1108/JPBM-09-2023-4745

Casaló, L. V., Flavián, C., & Ibáñez-Sanchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, *117*, 510-519. https://doi.org/10.1016/j.jbusres.2018.07.005

Chan, T. J., Selvakumaran, D., Idris, I., & Adzharuddin, N. A. (2021). The influence of celebrity endorser characteristics on brand image: A case study of Vivo. *SEARCH Journal of Media and Communication Research*, *13*(3), 19-34.

Chan, T. J., Li, Y., Hashim, N. H., Ibrahim, A. N. I. (2022). Online promotional communication attributes and company competitiveness of a Malaysian fast fashion clothing company. *International Journal of Technology*, *13*(6), 1344-1353. https://doi.org/pts8

Chan, T. J., Mahadi, N. A., Adamu, A. A., Ng. M. L., & Haris Fadzilah, A. H. (2025). Integrated marketing communication practices as the predictors on university reputation of Malaysian private higher education institutions. *Studies in Media and Communication*, *13*(2), 269-280. https://doi.org/10.11114/smc.v13i2.7491

Chandra, W. (2023). The effect of social media influencer characteristics on purchase intention on beauty products in Indonesia. *Iqtishoduna*, *19*(2), 133-157.

Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, *41*, 745–783. https://doi.org/10.1007/s10490-023-09871-y

Cohen, J. (1988). *Statistical Power Analysis for the Behavioural Sciences* (2nd ed.). Academic Press.

Djafarova, E., & Thompson, M. (2023). Exploring the credibility of fitness Instagram micro-celebrities on young British males. *Athens Journal of Mass Media and Communications*, *6*(3), 131-146. https://doi.org/10.30958/ajmmc.6-2-4

Fan, F., Chan, K., & Wang, Y. (2022). Older consumers' perceptions of advertising with celebrity endorsement. *Asian Journal of Business Research*, *12*(1), 1-20.

Fauzee, Z. O., & Dada, M. (2021). The effect of celebrity endorsement on consumer behaviour in Klang Valley Malaysia. *Electronic Journal of Business and Management*, *6*(4), 1-17.

Fischer, D. G., & Fick, C. (1993). Measuring social desirability: Short forms of the Marlowe-Crowne Social Desirability Scale. *Educational and Psychological Measurement*, *53*(2), 417-424. https://doi.org/10.1177/0013164493053002011

Franke, G. R., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: A comparison of four procedures. *Internet Research*, *29*(3), 430-447. https://doi.org/10.1108/IntR-12-2017-0515

Freire, O., Silva, F. Q., Senise, D., & Scrivano, P. (2018). The effectiveness of celebrity endorsement in aspiring new celebrity. *RAUSP Management Journal*, *53*(3), 289-303. https://doi.org/10.1108/RAUSP-04-2018-011

Guesh, E. B. (2019). The effect of celebrity endorsement on consumer buying behavior: The case of fast-moving consumer goods in Adiss Ababa [Master thesis, St. Mary's University, Ethiopia]. http://www.repository.smuc.edu.et/bitstream/123456789/4803/1/Emnet%20Guesh%20.pdf

Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, *117*(3), 442-458. https://doi.org/ghzdpc

Hair, J. F. (2021). Next-generation prediction metrics for composite-based PLS-SEM. *Industrial Management & Data Systems*, *121*(1), 5-11. https://doi.org/gh77tc

Hair, J. F., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, *1*, 100027. https://doi.org/gq3zpz

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Thousand Oakes, CA: Sage.

Hair, J. F., Sarstedt, M., Ringle, C. M., Sharma, P. N., & Liengaard, B. D. (2024). Going beyond the untold facts in PLS-SEM and moving forward. *European Journal of Marketing*, *58*(13), 81-106. https://doi.org/10.1108/EJM-08-2023-0645

Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, *49*, 366-376. https://doi.org/10.1016/j.ijinfomgt.2019.07.009

Kapitan, S., Esch, P. v., Soma, V., & Kietzmann, J. (2021). Influencer marketing and authenticity in content creation. *Australasian Marketing Journal*, *30*(4), 342–351. https://doi.org/10.1177/18393349211011171

Khanh, C. T., Nguyen, H. A., Hoai, P. T. T., Dung, N. T. (2021). Impact of marketing communication on purchase behaviour in retailing context: An empirical data of supermarkets in Vietnam. *Palarch's Journal of Archaeology of Egypt/Egyptology*, *18*(18), 338-352.

Koay, K. Y., & Lim, W. M. (2025). Congruence effects in social media influencer marketing: The moderating role of wishful identification in online impulse buying intentions. *Journal of Product & Brand Management*, *34*(3), 265-278. https://doi.org/pttb

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, *28*(1), 227–261.

Lim, W. M. (2024). A typology of validity: content, face, convergent, discriminant, nomological and predictive validity. *Journal of Trade Science*, *12*(3), 155-179. https://doi.org/pcm8

Lim, Y. S., Ng, T. H., Lam, M. S., & Tan S. Y. (2023). Communication in the 21st century: The effect of Internet celebrity as the communication source in influencing Generation Z purchase intention. *Jurnal Komunikasi: Malaysian Journal of Communication*, *39*(4) 507-522. https://doi.org/10.17576/JKMJC-2023-3904-27

Liu, M. (2022). Determining the role of influencers' marketing initiatives on fast fashion industry sustainability: The mediating role of purchase intention. *Frontiers in Psychology*, *13*, 940649. https://doi.org/10.3389/fpsyg.2022.940649

Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, *25*(4), 462-482. https://doi.org/10.1108/YC-05-2023-1749

Magno, F., Cassia, F., & Ringle, C. M. (2024). A brief review of partial least squares structural equation modeling (PLS-SEM) use in quality management studies. *The TQM Journal*, *36*(5), 1242-1251. https://doi.org/10.1108/TQM-06-2022-0197

Majaliwa, A., Rurema, R. G., Kwizera, N. & Urwibutso, N. (2024). Effect of marketing communication strategies on consumer preferences and purchasing decisions: A case of Huye Complex Market in Huye District, Rwanda. *Journal of Research Innovation and Implications in Education*, *8*(2), 252 – 262. https://doi.org/10.59765/reviw6392

Marklen, D. R., Tan, P. L., & Hassim, N. (2025). Instagram Influencers' source credibility on gadget product purchase intention among Indonesian Generation Z: The mediating role of parasocial interaction. *Jurnal Komunikasi: Malaysian Journal of Communication*, *41*(1), 125-145. https://doi.org/10.17576/JKMJC-2025-4101-08

Memon, M. A., Ting, H., Cheah, J.-H., Ramayah, T., Chuah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, *4*(2), i-xx. https://doi.org/10.47263/JASEM.4(2)01

Min, J. H. J., Chang, H. J. J., Jai, T. M. C., & Ziegler, M. (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior. *Fashion and Textiles*, *6*, 10. https://doi.org/10.1186/s40691-018-0159-8

Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact of sales promotion on consumer buying behavior in the apparel industry. *Cogent Business & Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2310552

Mittal, M. (2020). The power of celebrity attributes in purchase decision and brand loyalty among Indian consumers. *The IUP Journal of Marketing Management*, *20*(2), 34-57.

Moulard, J. G., Garrity, C. P., & Rice, D. H. (2015). What makes a human brand authentic? Identifying the antecedents of celebrity authenticity. *Psychology & Marketing*, *32*(2), 173-186. https://doi.org/10.1002/mar.20771

Muhammad, T., & Hartini, S. (2023). Impulse buying in social commerce: The role of interaction communication, expertise, self-congruity and parasocial relationships. *International Journal of Multidisciplinary and Current Educational Research (IJMCER)*, *5*(6), 154-161.

Mohan, R. (2025). Influence of celebrity endorsements in advertisements on the purchasing intentions among higher education students. *IIMT Journal of Management*, *2*(1), 100-113. https://doi.org/10.1108/IIMTJM-04-2024-0044

Molelekeng, B. V., & Dondolo, H. B. (2021). Effect of celebrity endorsers' attributes on purchase intentions in South Africa. *Innovative Marketing*, *17*(4), 111-119. http://doi.org/10.21511/im.17(4).2021.10

Moreira, F., Pereira, I. V., Santos, J. D., & Pires, P. B. (2023). Sports celebrity endorsement impact on purchase intention. *Revista Galega de Economía*, *32*(3), 1-21. https://doi.org/10.15304/rge.32.3.8710

Nabil, M., Khaled, H., Taher, H., Aynman, M., & Ashoush, N. (2022). Celebrity endorsement and its impact on purchase intention of luxurious brands. *The Business and Management Review*, *13*(2), 285-296.

Nichols, E., & Shapiro, S. (2023). The impact of authenticity on celebrity athlete social media endorsement messaging. *Sport Marketing Quarterly*, *32*(3), 175-188. https://dx.doi.org/10.32731/smq.323.092023.01

Obeidat, Z. M., Alalwan, A. A., Baabdullah, A. M., Obeidat, A. M., & Dwivedi, Y. K. (2022). The other customer online revenge: A moderated mediation model of avenger expertise and message trustworthiness. *Journal of Innovation & Knowledge*, *7*(4), 100230. https://doi.org/10.1016/j.jik.2022.100230

Onu, C. A., Nwaulune, J. C., Agu, E., Bamidele, A., Adetunji, O. L., Nwankwere, I. A., Ayeni, D., & Ismail, R. (2023). Celebrity expertise and congruence on consumer purchase intentions: Evidence by Nigerian mobile telecommunication companies. *International Journal of Professional Business Review*, *8*(12), e3780. https://doi.org/pttc

Onu, C., Nwaulune, J., Adegbola, E., & Nnorom, G. (2019). The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers. *Management Science Letters*, *9*, 1965-1976. https://doi.org/pttd

Osei, F., Abakah, A. H., & Kankam-Kwarteng, C. (2024). Impact of celebrity endorsements on sales performance: A study of the beverage industry in Ghana. *Journal of Business Management and Accounting*, *14*(2), 277-305. https://doi.org/pttf

Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual Review of Psychology*, *63*, 539-69. https://doi.org/10.1146/annurev-psych-120710-100452

Calvo-Porral, C., Cristina, Sergio, R., Orosa-Gonzalez, & Javier. (2023). The influence of social media celebrity endorsement on beer and wine purchase behaviour. *International Journal of Wine Business Research*, *35*(3), 390-412. https://doi.org/pttg

Putri, F., & Hendratmi, A. (2022). Influence of celebrity endorser and content marketing towards purchase intention of Muslim fashion. *Jurnal Ekonomi Syariah Teori dan Terapan*, *9*(5), 672-680. https://doi.org/10.20473/vol9iss20225pp672-680

Raza, M., Isa, N. M., & Abd Rani, S. H. (2019). Effect of celebrity-endorsed advertisement and entrepreneurial marketing on purchase behavior of smartphone consumers in Pakistan. *Journal of Management Science*, *6*(1), 15-29.

Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The modern marketing communicationapproach. *SAGEOpen*, *12*(2). https://doi.org/10.1177/21582440221099936

Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using Partial Least Squares Structural Equation Modelling in data articles, *Data in Brief*, *48*, 109074. https://doi.org/10.1016/j.dib.2023.109074

Roy, P., & Datta, D. (2022). Theory and models of consumer buying behaviour: A descriptive study. *SSRN Electronic Journal*, *11*(8), 206-217.

Ryu, E. A., & Han, E. (2021). Social media influencer's reputation: Developing and validating a multidimensional scale. *Sustainability*, *13*(2), 631. https://doi.org/j9qk

Rocha, P., Oliveira, J. C., & Giraldi, J. M. (2020). Marketing communications via celebrity endorsement: An integrative review. *Benchmarking: An International Journal*, *27*(7), 2233-2259. https://doi.org/10.1108/BIJ-05-2018-0133

Sadeh, F., Birjandi, R. H., & Miremadi, A. (2012). Survey on the effectiveness of promotional and communication strategies adopted by financial services. *African Journal of Business Management*, *6*(44), 10925-10937. http://doi.org/10.5897/AJBM11.2554

Santoki, A. A. (2022). Influence of celebrity endorsement towards beauty care products. *Journal of Contemporary Issues in Business and Government*, *28*(4), 1357–1367.

Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology and Marketing*, *37*(3), 488–505. https://doi.org/10.1002/mar.21315

Sharma, S., Singh, S., Kujur, F., & Das, G. (2021). Social media activities and its influence on customer-brand relationship: An empirical study of apparel retailers' activity in India. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(4), 602-617. https://doi.org/10.3390/jtaer16040036

Shmueli, G., Ray, S., Estrada, J. M. V., & Chatla, S. B. (2016). The elephant in the room: Predictive performance of PLS models. *Journal of Business Research*, *69*(10), 4552-4564. https://doi.org/10.1016/j.jbusres.2016.03.049

Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. W., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict. *European Journal of Marketing*, *53*(11), 2322-2347. https://doi.org/10.1108/EJM-02-2019-0189

Shoenberger, H., Kim, E. A., & Johnson, E. (2020). #BeingReal about Instagram Ad models: The effects of perceived authenticity: How image modification of female body size alters advertising attitude and buying intention. *Journal of Advertising Research, 60*(2), 197-207. https://doi.org/10.2501/JAR-2019-035

Šostar, M., & Ristanović, V. (2023). Assessment of influencing factors on consumer behavior using the AHP model. *Sustainability*, *15*(13), 10341. https://doi.org/ptth

Taher, S. S., Chan, T. J., Zolkepli, I. A., & Sharipudin, M. N. S. (2022). Mediating role of parasocial relationships on social media influencers' reputation signals and purchase intention of beauty products. *Romanian Journal of Communication and Public Relations*, *24*(3), 45–66. https://doi.org/10.21018/rjcpr.2022.3.348

Taherdoost, H. (2022). Data collection methods and tools for research: A step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management*, *10*(1), 10-38.

Thomas, C. (2022). *Strategies to mitigate negative events: A qualitative study on celebrity-endorsed marketing* [Unpublished Thesis, Capella University].

Tarigan, R. S., Tandung, J. C., Sutrisno, A. K., & Viriyani, V. (2023). The effect of celebrity endorsement on purchase intention. *International Journal of Financial and Investment Studies (IJFIS)*, *4*(1), 50-62. https://doi.org/10.9744/ijfis.4.1.50-62

Upadhyay, J. P., & Niroula, B. (2022). Influence of celebrity endorsement on the buying behavior of Nepal. *NCC Journal*, *7*(1), 41-46. https://doi.org/10.3126/nccj.v7i1.58618

Utami, S. P., Setyowati, N., & Mandasari, P. (2019). Celebrity brand ambassador and e-WOM as determinants of purchase intention: A survey of Indonesian celebrity cake. *AGRISTA*, *7*(3), 31-39. https://doi.org/10.1051/e3sconf/202014205001

Wachuyuni, S. S., & Priyambodo, T. J. (2020). The influence of celebrity endorsement in restaurant product purchase decisions making. *International Journal of Management Innovation & Entrepreneurial Research*, *6*(5), 45-54. https://doi.org/pttj

Wang, Z., Abdullah, N. A., & Che Ab Adziz, A. (2025). The influence of Internet celebrities on electronic word of mouth (eWOM) and purchase intentions in China: A study of social media and consumer behavior. *PaperASIA*, *41*(2b), 126–141. https://doi.org/pttk

Wen, L., Ma, S., & Lyu, S. (2024). The influence of Internet celebrity anchors' reputation on consumers' purchase intention in the context of digital economy: From the perspective of consumers' initial trust. *Applied Economics*, *56*(60), 9189–9210. https://doi.org/10.1080/00036846.2023.2299266

Xiong, X. (2022). Critical review of quantitative and qualitative research. *Advances in Social Science, Education and Humanities Research*, 956-959. https://doi.org/pttm

Zhang, L., Wang, X., Majeed, S., & Zhou, Z. (2025). How do sales promotions, communication agents, and psychological contracts determine purchase hesitation? Evidence from live stream influencers' fan groups. *Journal of Retailing and Consumer Services*, *84*, 104193. https://doi.org/10.1016/j.jretconser.2024.104193

Zulkifli, F. A. Z., Ismail, S., & Syed Mohamad, S. F. (2024). The impact of social media advertising on online shopping preferences in Nilai City, Malaysia. *International Journal of Management, Finance and Accounting*, *5*(2), 75–109. https://doi.org/pttn