

Research on the Impact of Celebrity Endorsement Advertisements on Consumers' Purchase Intentions

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Abstract: This study examines the impact mechanisms of celebrity endorsement advertisements on consumers' purchase intentions. It explores the definition and forms of celebrity endorsements, the main factors influencing consumers' purchase intentions, and the potential psychological effects of celebrity endorsement ads on consumers. Based on this, the study analyzes the connection between the celebrity's image and the brand's image, the persuasive power of celebrity endorsement ads, and the role of consumer trust. It also discusses the interaction effects of celebrity endorsement ads through social media. Additionally, the study highlights the differentiated impacts of celebrity endorsements on various consumer groups, focusing on the differences in consumers' age and cultural backgrounds, the alignment between personal values and the celebrity endorser, and the matching of different product types with celebrity endorsements. The findings indicate that celebrity endorsement ads significantly influence consumers' purchasing decisions, but the effects vary based on consumer characteristics and product types.

Keywords: Celebrity Endorsement Advertising; Consumers' Purchase Intention; Brand Image; Personal Values

Introduction

As market competition intensifies, businesses increasingly rely on advertising to enhance brand awareness and boost product sales. Celebrity endorsement advertising, a highly influential marketing strategy, is widely used to promote a variety of products. The notoriety, personal image, and influence of celebrities often help brands quickly capture consumer attention and enhance brand appeal through emotional connections and social recognition. However, different consumer groups have varying levels of acceptance toward celebrity endorsement advertising, and the effectiveness of such advertising can be influenced by factors like consumers' age, cultural background, personal values, and the type of product. A deeper exploration of the mechanisms through which celebrity endorsement advertising affects consumers' purchase intentions, and how these effects differ across consumer groups, is crucial for companies to optimize their advertising strategies and implement more targeted marketing efforts.

1. Theoretical Foundation and Research Background of Celebrity Endorsement Advertising

1.1 Definition and Forms of Celebrity Endorsement

Celebrity endorsement refers to a marketing strategy where companies or brands pay well-known figures to promote their products or services. The goal of celebrity endorsements is to leverage the celebrity's influence, popularity, and public image to enhance the exposure, recognition, and credibility of the brand or product. Common forms of celebrity endorsement advertising include television commercials, newspaper and magazine ads, outdoor advertising, online advertisements, and social media promotions.

In television commercials, celebrities often represent the brand by showcasing product usage, describing product features, or recommending purchases, which influences viewers' attitudes^[1]. On social media, celebrity endorsements take the form of posts, short videos, or live streams related to the product, where celebrities interact with their followers through their personal accounts, increasing brand intimacy and real-time engagement. Brands can also organize offline celebrity meet-and-greet or signing events to further bridge the gap between consumers and the endorsing celebrity, thus increasing brand visibility. With the development of mobile internet, the forms of celebrity endorsement advertising have become increasingly diversified, with broader coverage and growing influence.

1.2 Definition and Influencing Factors of Consumer Purchase Intention

Consumer purchase intention refers to the psychological state and behavioral expectation of a consumer when they are inclined to purchase a particular product or service. It is usually the result of multiple factors working together, including the consumer's perception of the brand, the product's functionality and value, the reasonableness of its price, and the degree to which it satisfies personal needs. During the formation of purchase intention, consumers evaluate external information alongside their own psychological needs to decide whether to make a purchase.

The factors influencing consumer purchase intention can be categorized into two main types: product-related factors, such as product quality, functionality, price, and brand image; and consumer-related factors, including age, gender, income level, personal preferences, and values. In addition to these, external factors such as advertising, promotional activities, and recommendations from friends or family also influence consumer purchase decisions. In the modern marketplace, advertising plays a crucial role in shaping purchase intentions, and celebrity endorsement advertisements, by leveraging the public image and influence of celebrities, can effectively boost product awareness and appeal, thereby influencing consumers' purchase intentions.

1.3 The Potential Psychological Impact of Celebrity Endorsement Advertising on Consumers

Celebrity endorsement advertising affects consumer attitudes and behaviors through various psychological mechanisms. The attractiveness of celebrities captures consumers' attention and stimulates their interest in and focus on the advertisement content ^[2]. Research has shown that consumers often develop emotional connections with their favorite celebrities, and this connection can extend to the brands or products endorsed by those celebrities, thereby increasing the product's appeal. The credibility and expertise of the celebrity also play a crucial role in consumers' purchasing decisions, as consumers tend to believe that products endorsed by celebrities come with a certain quality guarantee, especially when the celebrity is relevant to the product's industry.

Celebrity endorsement advertising also leverages the psychological mechanism of social identification. Consumers often aspire to emulate or align with the lifestyle of a celebrity by purchasing the products they endorse, seeking identity recognition or social approval. This herd mentality can effectively boost consumers' purchase intentions ^[3]. Overall, celebrity endorsement advertising not only increases brand visibility but also significantly influences consumers' purchase intentions through emotional resonance, authority, and social identification pathways.

2. The Impact Mechanism of Celebrity Endorsement Advertising on Consumers' Purchase Intention

2.1 The Association Between Celebrity Image and Brand Image

The association between a celebrity's image and the brand image is one of the key factors influencing the effectiveness of celebrity endorsement advertising. When the celebrity's personal image closely aligns with the core values and positioning of the brand, consumers are more likely to accept the advertising message and develop a favorable impression of the brand. For example, if a healthy and energetic celebrity endorses a sports brand, this image match can enhance consumers' identification with the brand's healthy and dynamic image, thus increasing their purchase intention. Conversely, if the celebrity's public image greatly differs from the brand image, consumers may experience cognitive dissonance, potentially decreasing their trust in the brand.

Several aspects of a celebrity's image affect the brand's image, including the celebrity's fame, appearance, professional achievements, sense of social responsibility, and lifestyle. A highly popular celebrity can expand the brand's exposure, while a celebrity with a positive public image can help the brand gain consumer trust and goodwill. However, negative news or public controversy surrounding the celebrity can have adverse effects on the brand ^[4]. When choosing a celebrity endorser, brands typically carefully evaluate whether the celebrity's personal image aligns with the brand positioning to ensure that the endorsement positively impacts consumers' purchase intentions.

2.2 The Persuasiveness of Celebrity Endorsements and Consumer Trust

The persuasiveness of celebrity endorsement advertising depends on the celebrity's influence, public image, and their alignment with

the product. The more influential the celebrity, the stronger the advertisement's persuasiveness, as consumers often trust celebrities with professional authority or significant social recognition. Trust plays a critical role in consumers' purchase decisions—if consumers trust the celebrity, their trust in the brand is likely to increase as well. This trust can effectively reduce doubts about the product's quality or performance, making consumers more inclined to choose the endorsed product.

The celebrity's expertise also affects consumer trust. When a celebrity has a professional background related to the product, consumers are more likely to believe that the endorsement is authoritative, which in turn influences their purchase intention^[5]. On the other hand, if there is a weak or nonexistent connection between the celebrity and the product, or if the celebrity is perceived as “unprofessional” or “unfit” for the brand, the persuasiveness of the advertisement decreases, potentially leading to negative effects. The credibility of celebrity endorsements largely depends on the celebrity's professional image and its relevance to the brand or product.

2.3 The Interaction Effect of Social Media and Celebrity Endorsement

With the rise of social media, the way celebrity endorsement advertising is disseminated has undergone significant changes, and interaction has become a crucial factor in enhancing the impact of advertisements. Traditional advertisements are typically one-way communication, whereas social media offers opportunities for two-way interaction between celebrities and consumers. Celebrities can post content related to the endorsed products on social platforms and interact with fans, thereby narrowing the gap between the celebrity and consumers, increasing engagement and brand intimacy. This interactivity can effectively enhance the credibility and influence of the advertisement, ultimately boosting consumers' purchase intentions.

Celebrity endorsements on social media are more flexible and immediate, allowing brands and celebrities to adjust promotional strategies based on consumer feedback in real-time. For instance, celebrities can demonstrate product usage in live streams or launch social media activities to stimulate fan enthusiasm for purchasing. Additionally, endorsements on social media are often integrated with the celebrity's personal life, naturally blending into consumers' daily routines, reducing the “hard-sell” nature of traditional advertisements, and further enhancing their effectiveness. By interacting with consumers, celebrity endorsement advertisements on social media not only increase brand exposure but also build consumer trust and positively influence purchase intentions.

3. The Differentiated Impact of Celebrity Endorsement Advertising on Different Consumer Groups

3.1 Differences in Consumer Age and Cultural Background

Consumers' age and cultural background significantly influence their acceptance of and reaction to celebrity endorsement advertising. Younger consumers typically follow trends and are more easily attracted to popular figures like singers and influencers who have accumulated large fan bases through social media. For younger people, celebrity endorsements are not just about product recommendations but also represent fashion trends and self-expression. As a result, they are more likely to be emotionally drawn to the endorsement, increasing their interest in the brand and influencing their purchase decisions. On the other hand, older consumers place greater emphasis on the credibility and professionalism of celebrities, especially in sectors like healthcare and insurance. They prefer celebrities with a stable and trustworthy image and focus more on the safety and reliability of the products.

Cultural background also has a significant impact on how consumers respond to celebrity endorsements. In Eastern cultures, celebrities with a strong family image and a sense of responsibility are more popular, while in Western cultures, consumers may prefer celebrities with independence and individuality. Celebrity endorsements in different cultural contexts need to be adjusted according to local cultural habits and values to enhance the effectiveness and appeal of the advertisements.

3.2 The Match Between Personal Values and Celebrity Endorsers

Consumers' personal values play a key role in the effectiveness of celebrity endorsement advertising. When a celebrity's image aligns with a consumer's values, the advertising effect is often more pronounced. Every consumer has unique beliefs and lifestyles, and when the celebrity endorser resonates with these values, consumers are more likely to identify with the brand. For example, consumers who prior-

itize environmental sustainability are more likely to support products endorsed by celebrities advocating for sustainable practices, while health-conscious consumers are more inclined to accept endorsements of health foods or fitness equipment.

Conversely, if the celebrity's image conflicts with the consumer's personal values, the advertising effect may backfire. For example, if a consumer values frugality, a celebrity with a luxurious image may provoke resistance, potentially leading to negative perceptions of the brand. When selecting an endorser, brands must ensure that the celebrity's image aligns with the target consumer's values. As consumer values become more diverse, brands must recognize these differences and choose celebrities whose image matches the brand spirit and target audience, effectively enhancing consumers' purchase intentions.

3.3 Product Type and the Compatibility with Celebrity Endorsements

The effectiveness of celebrity endorsement advertising is closely related to the type of product being promoted, and different products require different types of celebrity images. Luxury goods and fashion items typically rely on the celebrity's fame and personal charm to enhance the brand image and attract consumers who seek individuality and fashion. For example, a well-known movie star endorsing a luxury brand can strengthen the brand's high-end image and appeal, drawing in affluent consumers. In contrast, for technology products, pharmaceuticals, or healthcare products, consumers are more concerned with the celebrity's expertise and credibility. These types of products often select endorsers with relevant knowledge or experience to enhance the credibility of the advertisement.

Fast-moving consumer goods (FMCG) and mass-market products rely on celebrities with broad influence and a relatable image. Brands usually choose highly recognizable and influential celebrities to reach a larger audience. Whether for luxury goods or FMCG, the alignment between the celebrity and the product determines the effectiveness of the advertisement. Brands must choose the appropriate celebrity based on the product's characteristics to ensure that the endorsement effectively conveys the core values of the product, thereby enhancing consumer purchase intentions.

3.4 Conclusion

Through an in-depth exploration of the definition of celebrity endorsement advertising, its impact mechanisms, and its differentiated effects across different consumer groups, this paper reveals the multi-layered impact of celebrity endorsement advertising on consumers' purchase intentions. Celebrity endorsement advertising not only influences the effectiveness of the advertisement through the alignment of celebrity and brand image, the persuasiveness of the endorsement, and consumer trust, but it also enhances the brand's connection with consumers through the interactive effects of social media. Moreover, consumer age, cultural background, personal values, and product types all significantly influence the effectiveness of the advertisement, with different groups responding differently to celebrity endorsements. Younger consumers are more focused on trends and emotional appeal, while older consumers value celebrity credibility and product safety. Additionally, different product types require different celebrity endorsement styles, from luxury goods to fast-moving consumer goods, each having distinct marketing strategies. Therefore, when selecting celebrity endorsers, companies must precisely position their strategies based on product characteristics and target consumer traits to maximize marketing effectiveness and boost consumer purchase intentions.

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