



(RESEARCH ARTICLE)



## Perception of consumers toward celebrity endorsements of students at Nueva Ecija University of Science and Technology, San Isidro Campus

Noemi C. Vega, Ysmael G. Pascual, Jessa C. Dela Cruz, Penelope Yvonne S. Liwag, Ilyn Jane S. Renia, Jayr DC. Santos \* and Daniella Rose F. Vicencio

*Nueva Ecija University of Science and Technology, Philippines.*

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### Abstract

**Background and objectives:** Celebrity endorsements have emerged as a common tactic in marketing and advertising that manipulates the fame and influence of well-known people to promote products and services. The idea is that these celebrities can influence how people feel about a brand and encourage them to make purchases. The objective of this study focuses on understanding students' thoughts and feelings about celebrity endorsements and how these might affect their buying choices. The study will describe the respondents based on their demographic profile to examine the differences in perception of various student group. In addition, this study will explore the factors affecting students' views to understand their opinions on celebrity endorsements. Moreover, this study will examine the impact of celebrity endorsements on brand credibility and awareness.

**Methods:** This study used a quantitative descriptive method. Researchers used structured survey as a research instrument for collecting the data. Specifically, a total of 30 students from NEUST San Isidro Campus are selected participants of the survey. Along with primary data, the researchers also made use of secondary resources in the form of published articles and literatures to support the results.

**Findings:** The findings showed that 43% of the respondents agree and 30% strongly agree that celebrity endorsements can make the products look trendy. Indicating that it can be an effective marketing tool because celebrities have diverse fan bases and cause great influence so they are often tied with their endorsed products. In addition to this, 23 out of 30 are more likely to purchase a product endorsed by a famous celebrity. The study also reveals that positive reviews on a product endorsed by a celebrity can influence consumer trust to buy the product which scored a weighted mean of 3.13 being the highest in the factors under product reviews on celebrity endorsements, and followed by 3.03 weighted mean indicating that consumers are more likely to trust the product if the celebrity endorser not only promotes but also use those products. Furthermore, the factor in which consumer compare the price of celebrity endorsed product with non-endorsed before purchasing scored a weighted mean of 3 presents that students agree with this aspect.

**Conclusion:** The result of the study shows that celebrity endorsements play a significant role in making a product desirable, increase brand awareness, improve brand image or stand out from competitors, and build trust and credibility to consumers.

**Keywords:** Celebrity Endorsement; Purchasing Decisions; Marketing Strategy; Brand Appeal; Consumer Perception; Influencer Marketing; Endorsement Benefits; Market Trends

\* Corresponding author: Jayr DC. Santos

## 1. Introduction

Celebrity endorsements are now a common marketing tactic used to affect brand perception and consumer behavior. Celebrities are viewed as powerful individuals who can add credibility, draw attention, and set products apart in a crowded market because of their ability to influence opinions and influence decisions to buy. Marketers frequently use celebrity endorsements to capitalize on the notoriety, respect, and trust that come with celebrities in order to raise the visibility and appeal of their products. However, depending on a number of variables, such as the celebrity's perceived credibility, the product's relevance, and how well the celebrity's image aligns with the brand, consumer attitudes regarding celebrity endorsements can differ greatly. Businesses looking to optimize the efficacy of their endorsement strategies must comprehend these consumer perceptions. In Advertising, endorsement usually involves a written or spoken statement by a public or sometimes private individual promoting the qualities of a particular brand or product. Endorsement is different from testimonial in that, endorsement is usually done by celebrities and very public figures while testimonials are usually done by ordinary citizens and is usually not paid Jarrar (2018). In today's digital age, where media consumption has become an integral part of daily life, celebrity endorsements hold significant sway in influencing consumer behavior. From traditional television ads to social media platforms, celebrities serve as trusted figures who bridge the gap between brands and consumers, lending their influence to products and services. This dynamic has become even more pronounced among the current generation, who are constantly exposed to celebrity-driven content on platforms like Instagram, TikTok, and YouTube. The perception of consumers toward celebrity endorsements is multifaceted and shaped by factors such as authenticity, relatability, and trustworthiness. Today's consumers are more informed, often questioning the sincerity of endorsements and the alignment between the celebrity's personal values and the brand being promoted. Moreover, the rise of influencers and micro-celebrities has further expanded the landscape of endorsements, challenging traditional notions of celebrity influence. The paper seeks to explore how contemporary consumers perceive celebrity endorsements, examining the psychological, social, and cultural factors that shape these attitudes. By focusing on consumers' perception, the study seeks to uncover whether celebrity endorsements remain a powerful marketing tool or if their impact is diminishing in a person who have their growing skepticism and shifting priorities.

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## 2. Literature review

Consumer behaviour encompasses the cognitive and emotional processes, as well as the observable actions exhibited by individuals when they search for, purchase, and engage with a product. It involves examining the how, what, when, and why behind people's buying decisions (Tyagi & Arora, 2018). In accordance with their purchase intentions, celebrity endorsement significantly influences consumer brand loyalty (Subbiah and Sathish, 2020). Celebrities' physical appeal, dependability, and domain knowledge have a discernible influence on consumers' views and purchasing inclinations (Saha and Shakib, 2018). However, Mahana, Mehta, Shaikh, Ali, and Shah (2019) stressed the importance of celebrity endorsement in raising consumer awareness while finding no evidence of a direct impact on consumer purchasing behaviour. In addition, it is essential to recognize the numerous aspects that affect consumers. Examining the effects of celebrity endorsement and reference groups on customer decisions to purchase non-durable goods was the main goal of this study. The findings showed that the reference group significantly influences consumer buying decisions, while the correlation between celebrity endorsement and consumer buying decisions was weak. These results align with Khan's (2012) categorization of influencing sources, where reference groups, classified under informal sources, play a crucial role in shaping consumer purchasing decisions. Similarly, Sai and Rao (2019) highlighted the influence of referent groups during the approval-seeking and sharing phases of the consumer buying behaviour. For FMCG products, the physical appearance, presentation, attitude of celebrities, as well as the brand's image, style, personality, preferences, and suitability, are critical factors for effective celebrity endorsement (Sukre & Dugar, 2013). This aligns with Saha and Shakil's (2018) findings, which indicated a low relationship between celebrity endorsement and consumer buying decisions. Akram, Nazam, Mubean, and Rabbich (2017) also observed that consumers base their purchasing decisions on factors like price, quality consistency, and their perception of celebrities, but this does not necessarily translate into purchasing the celebrity-endorsed product. Reference groups have a significant influence on brand choice, surpassing the roles and status of consumers in society (Santos, 2023; Chaudhary, 2018). The majority of respondents rely on the opinions and suggestions of friends and relatives when making purchasing decisions (Johar, 2015). Kumar (2014) which is consistent with the current study's findings. However, Awan and Abbas (2015) and Tuliao et. al, (2024) showed that academic achievement has a significant impact on impulsive purchasing behaviour, with the phenomena becoming more prevalent as customers' educational levels rise. Nonetheless, in the context of purchasing non-durable goods such as toothpaste, soap, shampoo, oil, and tea leaves, customers with different academic qualifications exhibit similar feelings and perceptions, suggesting that academic qualification does not moderate consumer buying behaviour.

### 3. Material and methods

#### 3.1. Research Design

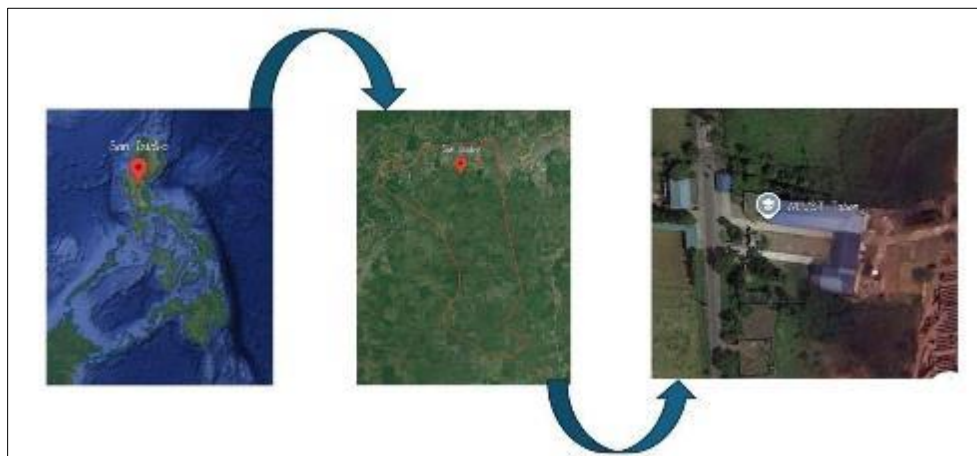
A good research design is justifiable in terms of the research question. At minimum, the researcher should offer an argument that the design adopted is an effective one for the job. This is less often done than one might expect. Frequently, even major projects such as doctoral dissertations offer little more than a few sentences by way justification of what arguably is the most consequential of all the choices made in planning a research project. (Vogt et al., 2012). Since descriptive design is our primary tool to gather data, according to Siedlecki (2020), the purpose of descriptive studies is to describe individuals' events, or conditions by studying them as they are in nature. In order to gather data, descriptive design is the best way to use since the focus of the study is to know the perception of consumers in San Isidro, Nueva Ecija toward celebrity endorsements. The study will use a survey questionnaire that will be distributed through google forms.

#### 3.2. Research Locale

The study will be conducted in San Isidro, Nueva Ecija, Philippines, a municipality located in the central region of Luzon. The complete research locale is shown in Fig. 2.

#### 3.3. Respondents of Study

The respondents in this study are CMBT students from NEUST (San Isidro Campus). They are the ones who have enough knowledge to answer the problems posed in our research. Students are probably influenced by celebrity endorsements. Convenience sampling will be used as the sampling technique. Therefore, the number of respondents will be determined by the daily maximum number of students that can be surveyed. Participants will be selected from among individuals who are readily available and eager to take part such as friends, classmates, or members of social media groups.



**Figure 1** Location of the study area (a) Philippines (b) San Isidro, Nueva Ecija (c) NEUST

#### 3.4. Research Instruments

The research instrument used to gather all data needed in this study is Google form survey. The Google form is conducted around NEUST San Isidro Campus Tabon Annex in order to determine the perception and behaviors of consumers towards celebrity endorsements.

#### 3.5. Data Gathering Procedure

To gather data on how people at NEUST San Isidro Campus perceive and behave towards celebrity endorsements, we use a Google Form survey. First, we clearly define what we want to find out. This involves making sure our survey questions directly relate to our research goals. We prepare close-ended questions and use Likert scale to get the view of people's thoughts. Before launching the survey, we test it to ensure the questions are clear and make sense. Based on their feedback, we make some changes to improve the survey. We use convenience sampling, which means we ask people who are easy to reach and willing to participate. In distributing the survey, we use methods like emails and social media messages with the link attached to access the survey directly. Along with the message, we explain why we're conducting the survey, assure participants that their responses are confidential, and remind them that taking part is

voluntary. We keep the survey open for a set period to collect enough responses. As responses come in, we regularly check the data to ensure it's complete and accurate. Once we have all the data, we analyze it using simple statistical methods for the numbers and look for common themes in the written responses.

### 3.6. Statistical Analysis of Data

**Percentage:** This is used to describe and present the respondents' demographic profile, which includes their age, gender, income, level of education, and religion. That will provide a sample of the population and how they respond to celebrity endorsement.

**Mean and Weighted mean:** The mean is used to define and calculate customer attitudes about celebrity endorsements. It describes the general attitude by summing all of the customer ratings and dividing by the total number of ratings. This is useful for understanding overall opinions, although it can be impacted by extreme ratings. The weighted mean takes into consideration the importance or frequency of each review, providing a more nuanced picture of customers' perceptions of celebrity endorsements. This will assist determine the influence of celebrity endorsements on customer perception.

**Table 1** Weighted Mean Interpretation

Range of Mean	Interpretation
1.0 - 1.5	Strongly Disagree
1.6 - 2.5	Disagree
2.6 - 3.5	Agree
3.6 - 4.0	Strongly Agree

## 4. Results and discussion

### 4.1. Respondent Profile

**Table 2** Profile of the Respondents

Profile	Frequency	Percentage (%)
<i>Age</i>		
18-25	30	100
26-35	0	0
36-45	0	0
46-55	0	0
56 and above	0	0
<i>Gender</i>		
Male	6	20
Female	23	76.7
Prefer not to say	1	3.3
<i>Cultural Background</i>		
Local resident	27	90
Migrant	0	0
Prefer not to say	3	10
<i>Educational</i>		

<i>Attainment</i>	0	0
Elementary	2	6.7
High School	27	90
College	1	3.3
Postgraduate		
<i>Occupation</i>	30	100
Student	0	0
Employed	0	0
Self-employed	0	0
Unemployed	0	0
Retired		
<i>Monthly Income</i>	27	90
Less than 10,000	1	3.3
10,001 - 20,000	2	6.7
20,001 - 30,000	0	0
30,001 - 40,000	0	0
40,001 and above		

Table 2 provides insights into the demographic profile of 30 respondents. All respondents fall within the 18-25 age bracket, which means this study reflects the views of younger individuals who are often engaged with social media and celebrity culture. Majority of the respondents are female 76.7% with males constituting 20%. This gender imbalance may affect the results, as previous research indicates that men and women may respond in different perspectives. A significant portion of respondents (90%) are local residents and all of these respondents are students who are exposed to celebrity endorsements in social media.

#### 4.2. Factors Influencing Consumers' Purchasing Decisions Based on Celebrity Endorsements

**Table 3** Trendiness

Item	Statement	Weighted Mean	Verbal Interpretation
1	Celebrity endorsements make products seem more trendy.	2.9	Agree
2	I am more likely to purchase a product if it is endorsed by a trendy celebrity.	2.9	Agree
3	Celebrities often influence my fashion or product preferences.	2.7	Agree
4	I buy products that are popular with celebrities.	2.5	Disagree
5	Celebrity endorsements influence my perception of what is fashionable.	2.8	Agree

Table 3 shows that respondents agree that celebrity endorsements make products appear more trendy. There is also agreement in item 2 with weighted mean of 2.9 that products endorsed by trendy celebrities are more likely to be purchased. This indicates that the perceived trendiness of the celebrity can directly impact consumer purchasing decisions. Respondents also agree that celebrities often influence their fashion and product preferences. While there is disagreement in item 4 regarding purchasing products simply because they are popular with celebrities. This suggests that it may not be the sole factor driving purchases. On item 5, respondents agree that celebrity endorsements influence their perception of what is fashionable.

**Table 4** Product Reviews

Item	Statement	Weighted Mean	Verbal Interpretation
1	I consider product reviews even if a celebrity endorses the product.	3.1	Agree
2	I am less influenced by a celebrity endorsement if the product has poor reviews.	2.9	Agree
3	I combine celebrity endorsements with product reviews before making a decision.	3	Agree
4	Positive reviews increase my trust in a celebrity-endorsed product.	3.1	Agree
5	I would still buy a celebrity-endorsed product if it has mostly positive reviews.	3.1	Agree

Table 4 shows that respondents agree that they consider product reviews even when a celebrity endorses the product. This suggests that reviews are an important factor in the decision-making process, regardless of celebrity influence. There is also agreement that poor product reviews reduce the influence of celebrity endorsements. Respondents agree with a weighted mean of 3 in item 3 that they use both endorsements and reviews to guide their purchasing decisions. Positive reviews significantly increase trust in a celebrity-endorsed product. This demonstrates that positive feedback from other consumers enhances credibility and trust. Additionally, respondents agree that they would still purchase a celebrity-endorsed product if it has mostly positive reviews, showing the strong influence of positive reviews on buying behavior.

**Table 5** Affordability

Item	Statement	Weighted Mean	Verbal Interpretation
1	Affordability plays a key role in my decision to buy a celebrity-endorsed product.	2.9	Agree
2	I am more likely to buy a product endorsed by a celebrity if it is affordable.	2.8	Agree
3	Celebrity endorsements do not influence my purchasing decision if the product is too expensive.	2.9	Agree
4	I compare prices with other non-endorsed products before making a purchase.	2.8	Agree
5	I am more willing to buy affordable celebrity-endorsed products.	2.9	Agree

Table 5 indicates that respondents agree that affordability is still crucial in deciding to buy a celebrity-endorsed product. This highlights the importance of price in consumer purchasing behavior. In addition to this, consumers are more likely to purchase a product endorsed by a celebrity if it is affordable. Respondents agree that celebrity endorsements do not sway purchasing decisions if the product is too expensive. Thus, consumers agree that they compare prices with non-endorsed products before purchasing. This shows that consumers are price-sensitive and seek value for money. There is agreement in item 5 that consumers are more willing to buy affordable celebrity-endorsed products, emphasizing the need for accessible pricing.

#### 4.3. Consumers' Perception of the Value of Celebrity-Endorsed Products

**Table 6** Trust in Product Quality

Item	Statement	Weighted Mean	Verbal Interpretation
1	I trust the quality of products endorsed by celebrities.	2.5	Disagree
2	Celebrity endorsements make me believe the product is of higher quality.	2.7	Agree
3	I rely on celebrity endorsements to determine product quality.	2.3	Disagree

4	I assume that celebrity-endorsed products have been thoroughly tested.	2.8	Agree
5	I trust a product more when it is endorsed by a celebrity I admire.	2.6	Agree

Table 6 indicates that respondents disagree on item 1 with a weighted mean of 2.5 that they trust the quality of products just because they are endorsed by celebrities. This indicates skepticism about the intrinsic quality of endorsed products. While there is agreement in item 2 that celebrity endorsements can create a perception of higher quality. On the other hand, respondents disagree with relying solely on endorsements to determine product quality. This shows that consumers seek additional information beyond endorsements. There is agreement that consumers assume celebrity-endorsed products have been thoroughly tested and they also agree that they trust products more when endorsed by a celebrity they admire.

**Table 7** Perceived Pricing

Item	Statement	Weighted Mean	Verbal Interpretation
1	I believe that celebrity-endorsed products are priced higher than non-endorsed products.	2.8	Agree
2	I assume that celebrity endorsements increase the price of a product.	2.7	Agree
3	I am willing to pay more for a product endorsed by a celebrity.	2.3	Disagree
4	I perceive celebrity-endorsed products as luxury items.	2.4	Disagree
5	I compare prices between celebrity-endorsed products and non-endorsed alternatives.	3	Agree

Table 7 on perceived pricing indicates that respondents generally agree with a weighted mean of 2.8, that celebrity-endorsed products are priced higher than non-endorsed ones. This suggests a perception that endorsements add a premium to pricing. Additionally, there is agreement that endorsements increase product prices indicating a belief in the financial impact of celebrity associations. However, there is disagreement as shown in item 3 regarding the willingness to pay more for endorsed products suggesting some resistance to higher prices. The perception of celebrity-endorsed products as luxury items is also disagreed upon indicating that endorsements do not automatically confer a luxury status. Lastly, there is agreement on comparing prices between endorsed and non-endorsed products highlighting consumer diligence in assessing value.

**Table 8** Celebrity Influence on Value

Item	Statement	Weighted Mean	Verbal Interpretation
1	A product's value increases when a celebrity endorses it.	2.9	Agree
2	Celebrity endorsements make me see the product as more valuable.	2.8	Agree
3	The perceived value of a product is higher when a celebrity is involved.	3.1	Agree
4	I associate higher value with products endorsed by famous personalities.	2.9	Agree
5	I believe that celebrity endorsements add prestige to the product.	2.9	Agree

Table 8 provides insights into how celebrity endorsements influence perceived product value. Respondents generally agree that a product's value increases when endorsed by a celebrity. This suggests that endorsements enhance perceived value. Celebrity endorsements also make products appear more valuable reinforcing the idea that endorsements can positively impact consumer perception. The perceived value of a product is notably higher when a celebrity is involved, highlighting the strong influence of celebrity associations. Additionally, there is agreement on associating higher value with products endorsed by famous personalities suggesting that endorsements contribute to perceived reputation.

**Table 9** Willingness to Pay a Premium

Item	Statement	Weighted Mean	Verbal Interpretation
1	I am willing to pay more for a product if it is endorsed by a celebrity.	2.2	Disagree
2	Celebrity endorsements influence my willingness to spend more on a product.	2.6	Agree
3	I tend to spend more on products endorsed by celebrities I like.	2.6	Agree
4	I am willing to pay a premium for luxury products endorsed by celebrities.	2.3	Disagree
5	I don't mind paying extra for products with celebrity endorsements.	2.3	Disagree

Table 9 shows consumer willingness to pay a premium for celebrity-endorsed products. The data shows a general disagreement with paying more for a product simply because it is endorsed by a celebrity. However, there is agreement that celebrity endorsements can influence the willingness to spend more on a product suggesting that endorsements do have some impact on purchasing behavior. Consumers also agree that they tend to spend more on products endorsed by celebrities they like. There is disagreement with paying a premium for luxury products endorsed by celebrities and with paying extra for products with celebrity endorsements in general. This reflects a cautious approach towards premium pricing linked to endorsements.

#### 4.4. Influence of Celebrity Endorsement Attributes on Consumer Behavior

**Table 10** Credibility

Item	Statement	Weighted Mean	Verbal Interpretation
1	I trust celebrities who endorse products.	2.4	Disagree
2	The credibility of a celebrity affects my purchasing decision.	2.9	Agree
3	I tend to buy products endorsed by credible celebrities.	2.9	Agree
4	I trust product endorsements from celebrities who are experts in the field.	3.1	Agree
5	I am more likely to believe in the quality of a product if endorsed by a credible celebrity.	2.9	Agree

Table 10 examines the influence of celebrity endorsement specifically focused on credibility. The data reveals a disagreement with the statement of trusting celebrities who endorse products. However, there is agreement that the credibility of a celebrity affects purchasing decisions suggesting that trustworthiness is a crucial factor for consumers. Respondents agree that they tend to buy products endorsed by credible celebrities. There is also agreement with trusting endorsements from celebrities who are experts in the field highlighting the value placed on expertise. In addition to this, consumers agree that they are more likely to believe in the quality of a product if endorsed by a credible celebrity.

**Table 11** Relatability

Item	Statement	Weighted Mean	Verbal Interpretation
1	I am more likely to buy a product if I relate to the celebrity endorsing it.	2.6	Agree
2	I purchase products endorsed by celebrities who share my lifestyle.	2.8	Agree
3	I feel more connected to a product when I relate to the celebrity endorsing it.	2.7	Agree
4	Relatability with a celebrity encourages me to trust the endorsed product.	2.7	Agree
5	I am influenced by celebrities who have similar tastes or values as mine.	3	Agree



Table 11 explores the role of relatability in consumer behavior regarding celebrity endorsements. The data shows agreement that consumers are more likely to buy a product if they relate to the celebrity endorsing it, indicating the importance of personal connection. Consumers also agree that they purchase products endorsed by celebrities who share their lifestyle highlighting the influence of shared values and experiences. Feeling connected to a product through relatable endorsements is also agreed upon and relatability encourages trust in the endorsed product. Moreover, there is agreement that consumers are influenced by celebrities with similar tastes or values underscoring the impact of shared identity on purchasing decisions.

**Table 12** Celebrity-Product Fit

Item	Statement	Weighted Mean	Verbal Interpretation
1	I believe that a good match between the celebrity and the product increases my trust.	3	Agree
2	I am more likely to buy a product if the celebrity and the product are well-aligned.	3	Agree
3	The fit between the celebrity and the product influences my purchasing decision.	3.1	Agree
4	I trust a product more if the celebrity endorsing it seems to genuinely use it.	3	Agree
5	A strong celebrity-product match increases my confidence in the brand.	3	Agree

Table 12 examines the impact of celebrity-product fit on consumer behavior. The data shows consistent agreement that a good match between the celebrity and the product increases trust. Consumers are more likely to purchase products when the celebrity and product are well-aligned emphasizing the importance of authenticity in endorsements. The fit between the celebrity and product strongly influences purchasing decisions. Trust is further increased if the celebrity seems to genuinely use the product suggesting that authenticity boosts consumer confidence.

Analyzing and understanding data on celebrity endorsements is crucial for effective marketing strategies. It provides deep insights into consumer perceptions and behaviors allowing brands to align their marketing efforts with consumer preferences. By understanding the impact of these factors, brands can strategically choose celebrities who genuinely resonate with their target audience. This analysis also highlights the importance of building consumer trust, fostering loyalty and long-term engagement. Additionally, it sheds light on how endorsements can influence perceived product value, guiding pricing strategies and market positioning.

## 5. Conclusion

In conclusion, celebrity endorsement has a substantial impact on customer impressions. When implemented well, it can raise brand visibility, boost consumer trust, and influence purchasing decisions by linking the brand with attributes like success, attractiveness, or credibility. However, the success of celebrity endorsements is determined by the match between the celebrity and the business, the celebrity's image, and the endorsement's alignment with the values of the target audience. If the connection feels genuine, it can increase consumer loyalty and brand equity. In contrast, mismatched endorsements or incidents involving celebrities can have a detrimental impact on customer views and business reputation. To guarantee that the endorsement has a good impact, brands must carefully choose celebrities who resonate with their audience and reflect their beliefs. The growing trend of consumer knowledge of ethical and social issues necessitates that the values of both the celebrity and the brand correspond with those of the target audience. Consumers are increasingly attracted to brands that promote social responsibility, sustainability, and diversity. A celebrity who exemplifies these ideals can boost the brand's image positively, but a celebrity embroiled in controversies or ethical lapses can harm the brand's reputation, sometimes irrevocably. As a result, when selecting a celebrity to endorse, firms must evaluate not only the immediate promotional benefits, but also long-term alignment with the brand's ethical stance and consumer expectations.

### *Recommendations*

To enhance the strategic use of celebrity endorsements, several research recommendations are proposed. First, exploring diverse demographics can reveal how different audiences perceive endorsements highlighting variations in attitudes and behaviors. Additionally, investigating the role of social media can shed light on how influencers and digital

celebrities shape consumer views. Analyzing the effectiveness of endorsements across various media channels, such as television, online platforms, and print, will help identify where they have the greatest impact. These research directions aim to deepen understanding and optimize the effectiveness of celebrity endorsements in marketing.

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## Compliance with ethical standards

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### *Disclosure of conflict of interest*

No conflicts of interest are disclosed, ensuring that the research was conducted impartially and without any external influence. The authors affirm that all findings and conclusions are free from any bias or competing interests.

### *Statement of informed consent*

Informed consent was obtained from all participants involved in the study, ensuring their voluntary and informed participation. The authors confirm that all ethical procedures were strictly adhered to during the research process.

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