

Impact of Celebrity Endorsements on Consumer Buying Behavior and Purchase Intentions in the Mobile Phone Industry: The Mediating Role of Brand Attitude

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ABSTRACT

The mobile phone industry depends heavily on celebrity endorsement as its main promotional method because people in developing markets trust celebrities to provide them with reliable and appealing information. The research investigates how different attributes of celebrity endorsements affect Pakistani consumers to buy smartphones while studying brand attitude as the connecting factor between endorsement attributes and consumer purchasing decisions. The research design used quantitative methods to collect data from 350 Smartphone users who answered a standardized survey, which SEM analyzed to produce results. Research findings show that customer purchasing decisions depend heavily on how trustworthy celebrities appear while also considering their expertise, their attractive appearance, and their ability to match with the brand. The research shows that brand attitude functions as a partial link that connects celebrity endorsement characteristics to purchase intention through consumer brand assessment. The research takes place in a marketing environment that uses technology and AI, but it examines AI tools through theoretical analysis instead of conducting experimental testing. The findings contribute to celebrity endorsement and consumer behavior literature in emerging markets and offer practical insights for marketers in the competitive Smartphone industry.

Keywords: Celebrity Endorsement; Brand Attitude; Consumer Buying Behavior; Purchase Intention; Mobile Phone Industry; Endorser Credibility; Emerging Markets; Quantitative Research.

1. INTRODUCTION

The worldwide smartphone industry has experienced fast-paced changes because of mobile computing progress, artificial intelligence development, camera system improvements, and 5G network growth. The advancing technology, which reduces smartphone brand distinctions, requires companies to use strategic

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branding and communication approaches for market dominance. The market competition reaches extreme levels because of complete market saturation, which makes celebrity endorsement the top promotional choice for brands to provide consumers with symbolic value and credibility and expertise that leads to product opinions and purchasing decisions (Grewal, 2019; Grewal et al., 2024).

The research on celebrity endorsement depends on two established persuasion models, which are Source Credibility Theory and Meaning Transfer Theory. The Source Credibility Theory demonstrates that consumers respond to marketing content through their evaluation of endorser credibility, which depends on their perception of both professional expertise and physical attractiveness (Ohanian, 1990). Meaning Transfer Theory explains how celebrities' symbolic values move to brands, which consumers use to create mental pictures that influence their brand evaluation and their decision to buy (McCracken, 1989). The complete framework that explains how celebrity endorsements affect consumer opinions and purchasing choices in markets with complex consumer involvement for smartphone products emerges from these theoretical approaches.

Academic researchers analyzed celebrity and influencer digital platform product promotion methods from 2021 to 2025. Research conducted through meta-analyses and cross-national studies shows that three key elements determine endorsement success, which include endorser attributes and message trustworthiness, and brand attitude and brand trust influence (Verma et al., 2021; Wilson et al., 2024). Research about endorsement mechanisms mainly studies developed economies together with low-involvement products, but these studies do not explain how these mechanisms work in emerging markets and technology-based industries.

High-involvement smartphone buyers need to analyze technical specifications and costs through logical evaluation, but they also base their decisions on emotional responses to brand identity and personal relationships with their chosen brand. The consumer decision-making process becomes simpler through celebrity endorsements because these endorsements enable customers to understand product value and reduce their risk, which makes the brand more significant. Research conducted by Khan (2023) and Yu (2025) shows that consumers follow technology product recommendations from celebrities who show both physical attractiveness and demonstrate their understanding of the products. The research lacks sufficient understanding of how endorsement attributes create purchase intentions in consumers.

The scientific community accepts purchase intention as a direct result of brand attitude because it shows how consumers feel about a brand through their emotional and evaluative reactions. Research shows that celebrity endorsements

produce indirect effects that alter how consumers view brands instead of making them purchase products (Mustafa et al., 2022; Park, 2025). Research has established brand attitude as a vital factor, but scientists have not conducted enough studies to understand how this factor works as a mediator in technology markets that require deep customer involvement throughout Pakistan and other developing nations.

The current marketing environment has evolved because of AI technology, which enables businesses to use personalized advertising, algorithmic targeting, and recommendation systems. Research studies have studied celebrity endorsement and AI marketing separately, but no study exists that demonstrates how AI-based digital platforms affect endorsement effectiveness. The endorsement mechanisms exist as separate entities that researchers study independently from their actual development within advanced marketing systems.

The Pakistani Smartphone industry uses celebrity endorsements extensively, yet researchers have not fully studied how different endorsement characteristics affect consumer buying decisions through brand attitude development. Previous studies about endorsement characteristics have studied trustworthiness, expertise, and attractiveness separately from each other while ignoring their interactive effects, which occur in products that require strong consumer involvement. The Smartphone market of Pakistan lacks research that explains how celebrity endorsements affect consumer purchasing decisions in its specific context.

The current research investigates how celebrity endorsement characteristics affect consumer purchasing actions and their willingness to buy smartphones in Pakistan through brand attitude as the connecting factor. The research uses Source Credibility Theory and Meaning Transfer Theory to create new evidence about endorsement effects, which studies have not yet proven in emerging markets with technology-based products that require strong customer involvement. The research results provide both academic knowledge about how endorsement activities affect consumer attitudes and purchasing intentions, and useful recommendations which help marketers create successful celebrity endorsement programs for competitive Smartphone industries.

2. LITERATURE REVIEW

2.1. Celebrity Endorsement in Contemporary Marketing

The current marketing industry depends on celebrity endorsements because these endorsements create consumer interest and boost advertisement credibility, which results in customer buying decisions. Recent meta-analytic and large-scale empirical studies confirm that both traditional celebrities and digital influencers

positively affect brand attitude, brand engagement, and purchase intention across product categories (Verma et al., 2021; Wilson et al., 2024). The power of these effects depends on multiple environmental factors, which include product involvement, market maturity, and cultural symbolism. The digital world has increased influencer marketing popularity, yet traditional celebrity endorsements remain effective for customers who buy expensive, high-risk, and high-involvement products, including smartphones (Khan, 2023).

Research now shows that endorsements require individual analysis because different attributes within endorsements produce different effects on consumer behavior. Scientists now study endorsement effectiveness through mediated and theory-based analysis because they have abandoned direct-effect models in their research methods.

2.2. Source Credibility Theory and Endorser Attributes

Source Credibility Theory states that consumers evaluate persuasive messages based on their evaluation of source trustworthiness and their assessment of source expertise and physical attractiveness (Ohanian, 1990). Research findings demonstrate that these elements create major effects that affect how consumers think and what actions they will take. Recent studies demonstrate that trustworthy endorsers generate stronger persuasion outcomes than those perceived as merely popular or visible (Kori & Sharma, 2025). Research indicates that technology product buyers need to see evidence about product performance because they want to verify the operational effectiveness of these products (Khan, 2023).

The peripheral cue of attractiveness has received increased research interest because people now encounter it more frequently in digital and visual media. Contemporary findings suggest that attractiveness enhances emotional engagement and message recall, indirectly strengthening brand evaluations (Yu, 2025). The research shows that endorsement effectiveness results from multiple credibility-related cues that work together instead of depending on a single attribute.

2.3. Meaning Transfer Theory and Celebrity–Brand Congruence

Meaning Transfer Theory explains how consumers transfer celebrity symbolic values, including lifestyle, personality, and social status, to brands which they then adopt as their own (McCracken, 1989). Recent research confirms that celebrity–brand congruence plays a critical role in this process, as alignment between a celebrity’s public image and a brand’s identity enhances authenticity, reduces cognitive dissonance, and strengthens brand attitude (Mustafa et al., 2022).

Empirical studies conducted in digital and emerging market contexts further demonstrate that incongruent endorsements weaken persuasion and erode brand credibility (Rizkautami & Tuti, 2025). The research results show that symbolic consistency serves as a crucial factor in endorsement marketing because consumers need to process various promotional messages when they shop in competitive market environments.

2.4. Brand Attitude as a Mediating Mechanism

Research about brand endorsements now shows that brand attitude functions as the main connecting factor that enables endorsement characteristics to influence customers toward buying products. The mental assessment that consumers make about brands leads to brand attitude, which proves to be an effective predictor of their purchasing decisions (Mustafa et al., 2022; Park, 2025). Meta-analytic evidence indicates that endorsement attributes rarely translate directly into purchase intention without first shaping brand-level perceptions (Yu, 2025).

Research data shows brand attitude generates superior results than brand awareness and engagement do when it comes to forecasting endorsement success for intricate products. The smartphone industry in emerging markets lacks scientific evidence that proves the mediation process through experimental studies.

2.5. Evidence from Emerging Markets and Pakistan

Research conducted in Pakistan, together with other developing nations, shows that people strongly support products because of their cultural values, their desire to follow celebrities, and their preference for symbolic products. Research indicates that Pakistani consumers base their brand attitude and purchase decisions on the trustworthiness, expertise, and congruence of celebrities they endorse (Khan, 2023; Yu, 2025). Research studies have established these connections, but they have not analyzed how these relationships affect each other by using mediating factors.

Research should concentrate on particular situations because it needs to establish connections between brand endorsement characteristics and consumer brand perceptions and buying decisions through a unified conceptual framework. The current research investigates this knowledge deficiency through an empirical analysis that examines how brand attitude links celebrity endorsement attributes to smartphone purchase decisions in Pakistan.

2.6. Theoretical Foundation

The research depends on Source Credibility Theory and the Meaning Transfer Model as its core theoretical framework. The Source Credibility Theory explains

how people process messages through their evaluation of the messenger's trustworthiness, professional expertise, and physical attractiveness (Ohanian, 1990). The Meaning Transfer Model explains at a broad level how celebrity symbolic values move between celebrities and their brands and their audience (McCracken, 1989).

The complete system, which explains how credibility affects persuasion through mental processes and emotional responses, includes these theories, which use congruence as their fundamental principle for successful symbolic communication. Research conducted in the present day demonstrates that both theories should be combined to understand how endorsement effectiveness works in smartphone categories that involve high consumer participation (Grewal et al., 2024; Roy et al., 2025).

2.7. Hypotheses Development

H1: *Higher perceived trustworthiness of a celebrity positively influences consumers' intention to buy.*

H2: *A celebrity's expertise positively impacts consumers' purchase decisions.*

H3: *Celebrities' attractiveness encourages higher consumer purchase intention.*

H4: *Alignment between the celebrity and the brand positively affects consumer buying behavior.*

H5: *Brand attitude functions as a connecting factor that links celebrity endorsement characteristics to consumer purchase intention.*

2.8. Theoretical Framework and Conceptual Model

The research framework combines credibility theory with meaning transfer theory to show how different endorsement characteristics (trustworthiness and expertise, attractiveness and congruence) affect purchase intentions through direct and indirect paths to brand attitude.

The conceptual model establishes independent variables from the four celebrity endorsement attributes, which lead to brand attitude as the mediating factor that produces purchase intention as the dependent variable. The model represents current research data and works best for markets that use high involvement, such as the smartphone industry.

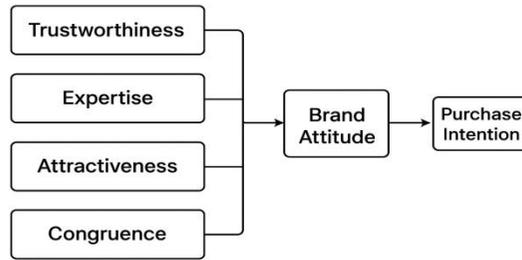


Figure 1 *Conceptual framework of celebrity endorsement, brand attitude, and purchase intention*

3. RESEARCH METHODOLOGY

The research design section of this chapter explains the methods that researchers employed to analyze how celebrity endorsements impact smartphone customers in Pakistan, while they examined brand attitude as a possible mediating factor. It outlines the research design, population and sampling, instrument development, measurement scales, data collection procedures, and analytical techniques used to test the hypotheses.

3.1. Research Design

A quantitative, cross-sectional design was used to test the conceptual framework. It allows data collection from multiple participants in a single session and is suitable for SEM to analyze complex relationships. Previous research has proven this method successful for studying how celebrity endorsements influence consumer purchasing decisions.

3.2. Population and Sampling

The study investigates smartphone users who are 18 years or older and reside in Pakistan's major urban areas, which include Lahore, Karachi, Islamabad, Faisalabad, and Rawalpindi. These cities represent Pakistan's largest consumer markets and exhibit high rates of smartphone use and digital engagement. Because there is no current national sampling frame for smartphone users, a purposive sampling method was used. Researchers can select participants for their research through a method that requires them to have experience with digital marketing and celebrity endorsement campaigns.

The research design used Purposive sampling because it focused on smartphone users who already knew celebrity-endorsed smartphone advertisements. The research design proved suitable because participants needed to possess the ability to assess celebrity endorsement characteristics and develop brand associations. The research method of Purposive sampling serves consumer behavior and marketing

research studies because it helps researchers find participants who match specific requirements about their product usage or advertising exposure (Hair et al., 2022). The research method provides results that are specific to the study environment, although it restricts the ability to make general statistical conclusions.

The SEM criterion established the smallest number of participants needed for parameter estimation at 10 participants per parameter and a total of 200 cases for maintaining model stability. The research study reached its final participant count of 350 participants, who exceeded the minimum requirements for Structural Equation Modeling to achieve both sufficient statistical power and model stability (Hair et al., 2022). The research design requires more than 350 participants because it contains multiple latent variables, each have multiple indicators. The final dataset exceeded this threshold and met the assumptions required for SEM analysis, including normality, adequate variance, and sufficient indicator loadings.

3.3. Research Instrument

The questionnaire included an initial screening question to verify that participants had sufficient experience with celebrity endorsement advertisements. The study asked participants if they had encountered celebrity-endorsed smartphone advertisements before. The survey continued only for participants who proved they had experienced the described situation. This procedure ensured that the collected data accurately reflected consumer perceptions formed through actual endorsement exposure, thereby strengthening the internal validity of the study. Data collection was conducted through a structured questionnaire that participants completed on their own. The instrument contained four separate sections. The first section presented demographic data, which included age information, gender details, educational background, and monthly financial records. The second section assessed celebrity endorsement attributes, followed by brand attitude assessment in the third section and purchase intention evaluation in the fourth section. The survey used a five-point Likert scale, which ran from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure all survey items. The measurement scale followed the format that researchers have used in their previous studies about consumer behavior and endorsement research. Likert scaling was used because it is effective in capturing attitudinal constructs and provides variance suitable for SEM analysis.

3.4. Measurement Scales

The research used established scales from previous studies to operationalize its constructs. The research evaluated celebrity endorsement through three separate factors, which included credibility, attractiveness, and expertise. Items for these dimensions were adapted from Ohanian's (1990) celebrity endorsement scale, which is widely validated and frequently used in marketing studies. The research

used adapted items from previous consumer attitude studies, which originated from advertising and brand evaluation research about affective and cognitive brand responses. Purchase intention was operationalized using established scales commonly employed in marketing research, which conceptualize intention as the consumer's expressed likelihood of buying the product.

The researchers made small adjustments to the items that they used for smartphone research while maintaining the original content validity. The research team performed a pre-test with a few participants to confirm that survey questions were straightforward and appropriate for the research setting.

3.5. Data Collection Procedure

The research team collected data through online and offline survey methods for this study. The online survey reached participants through social media platforms, which include Facebook, Instagram, and WhatsApp, because these platforms have high usage in Pakistan. The researchers conducted offline data collection by seeking participants who used smartphones at shopping malls, university campuses, and phone retail markets. The research participants received information about the study goals and received assurances about their confidentiality before they chose to join the study.

The research asked participants to prove their smartphone possession by showing either their past two years of smartphone use or their plans to buy a smartphone in the future. The research design produced results that remained relevant because it produced particular data about consumer purchasing choices.

3.6. Data Screening and Preparation

The research team performed an initial evaluation of the dataset to check for missing data points, unusual values, and incorrect answers. The research team discarded all cases that contained too many missing data points or displayed irregular response behavior. The remaining dataset was assessed for normality by examining skewness and kurtosis values. The research data showed suitable levels for conducting SEM analysis for all studied constructs. The researcher checked VIF values to verify that the indicators in the model did not show multicollinearity.

3.7. Analytical Approach

The research team analyzed data through Structural Equation Modeling, which allows them to examine both measurement and structural models simultaneously. The research process included two distinct analytical stages, which followed each other.

The research used Confirmatory Factor Analysis (CFA) to assess the reliability and validity of the variables that the researchers had developed. Composite reliability, Cronbach's alpha, average variance extracted (AVE), and standardized factor loadings were evaluated to establish internal consistency and convergent validity. The research team evaluated discriminant validity through HTMT criterion assessment and squared correlation comparisons, which they verified against AVE values.

The structural model evaluated how celebrity endorsement attributes affect brand attitude, which then influences purchase intention according to the research hypotheses. The research used standard SEM estimation procedures to assess both direct and indirect effects, which the study investigated. The research applied mediation analysis to verify that brand attitude serves as a vital connection that links celebrity endorsement characteristics to purchase intention.

3.8. Ethical Considerations

The research study followed all ethical standards that social science studies require. The research study permitted participants to participate freely while maintaining their anonymity throughout the study. The researchers guaranteed participants that their data would stay protected from disclosure for academic research purposes only. The research maintained complete confidentiality because it did not collect any personal information from participants.

4. RESULTS AND ANALYSIS

The chapter shows the research findings that stem from testing the measurement and structural models through Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The research includes multiple steps, which evaluate reliability and test both convergent and discriminant validity, assess model fit, and perform hypothesis testing and bootstrapping-based mediation analysis. The research results confirm that the relationships between celebrity endorsement characteristics and brand attitude and purchase intention exist in the Pakistani smartphone market.

4.1. Data Screening and Sample Characteristics

The research team kept $N = 350$ valid responses after they removed all entries that were either incomplete or contained inconsistent information. The dataset fulfilled SEM sample-size requirements and showed suitable normality levels because all skewness and kurtosis values remained within ± 2 . The demographic profile showed a predominance of young adults, consistent with Pakistan's primary smartphone user population.

4.2. Measurement Model Assessment

Confirmatory Factor Analysis (CFA) was conducted using Maximum Likelihood Estimation to assess factor loadings, reliability, convergent validity, and discriminant validity of the constructs.

4.3. Factor Loadings

All items loaded significantly on their respective constructs, with standardized factor loadings above the recommended 0.50 threshold. Items with lower loadings were removed to improve construct validity.

4.4. Reliability and Convergent Validity

Reliability was assessed using Cronbach's alpha (α) and Composite Reliability (CR). Convergent validity was evaluated using Average Variance Extracted (AVE). All values exceeded recommended thresholds ($\alpha \geq 0.70$, $CR \geq 0.70$, $AVE \geq 0.50$), confirming strong internal consistency and convergent validity.

Table 1 Reliability and Convergent Validity Results

Construct	Cronbach's α	CR	AVE
Trustworthiness	0.892	0.915	0.683
Expertise	0.879	0.908	0.665
Attractiveness	0.904	0.927	0.717
Celebrity–Brand Congruence	0.886	0.914	0.679
Brand Attitude	0.918	0.939	0.721
Purchase Intention	0.895	0.921	0.745

All constructs demonstrated strong reliability and convergent validity.

4.5. Discriminant Validity

Discriminant validity was confirmed using two criteria:

Fornell–Larcker Criterion: The square root of each construct's AVE exceeded its inter-construct correlations.

HTMT Criterion: All HTMT values were below 0.85, with the highest at 0.782 (between Attractiveness and Brand Attitude), confirming that constructs were conceptually distinct.

4.6. Model Fit Indices

The measurement model demonstrated excellent fit:

- χ^2 (df = 314) = 663.214, $p < 0.001$
- $\chi^2/df = 2.113$
- CFI = 0.958

- **TLI = 0.951**
- **RMSEA = 0.054** (90% CI: 0.048–0.059)
- **SRMR = 0.041**

All indices surpassed recommended thresholds (CFI/TLI > 0.90, RMSEA/SRMR < 0.08), confirming a robust model fit.

4.7. Structural Model Assessment

The structural model was evaluated to test the hypothesized direct relationships. Standardized coefficients (β), standard errors, critical ratios (t-values / CR), and significance levels (p-values) were assessed.

4.8. Direct Effects

All direct hypothesized paths were significant, supporting the proposed model.

Table 2 *Direct effects of celebrity endorsement attributes on purchase intention*

Path	β	SE	t-value	p-value	Result
Trustworthiness → Purchase Intention	0.237	0.052	4.562	< 0.001	Supported
Expertise → Purchase Intention	0.294	0.058	5.069	< 0.001	Supported
Attractiveness → Purchase Intention	0.319	0.061	5.230	< 0.001	Supported
Congruence → Purchase Intention	0.266	0.055	4.836	< 0.001	Supported
Brand Attitude → Purchase Intention	0.428	0.067	6.388	< 0.001	Significant

4.9. Effects on Brand Attitude

Celebrity attributes significantly predicted brand attitude:

Table 3 *Effects of celebrity endorsement attributes on brand attitude*

Path	β	p-value
Trustworthiness → Brand Attitude	0.281	< 0.001
Expertise → Brand Attitude	0.352	< 0.001
Attractiveness → Brand Attitude	0.411	< 0.001

Congruence → Brand Attitude	0.329	< 0.001
Combined Endorsement Attributes → Brand Attitude	0.742	< 0.001

4.10. Mediation Analysis

Bootstrapping with **5,000 resamples** was applied to test indirect effects, following Hayes (2013). Mediation is supported when the 95% bias-corrected confidence intervals do not include zero.

Table 4 Indirect effects of celebrity endorsement attributes on purchase intention through brand attitude

Indirect Path	Indirect β	95% CI	p-value	Mediation Type
Trustworthiness → Brand Attitude → Purchase Intention	0.120	[0.078, 0.189]	0.002	Partial
Expertise → Brand Attitude → Purchase Intention	0.151	[0.104, 0.217]	0.001	Partial
Attractiveness → Brand Attitude → Purchase Intention	0.176	[0.129, 0.241]	0.001	Partial
Congruence → Brand Attitude → Purchase Intention	0.141	[0.093, 0.205]	0.002	Partial
Total Indirect Effect (All Attributes Combined)	0.588	[0.512, 0.679]	0.001	Partial

4.11. Type of Mediation

Findings confirm **partial mediation**, meaning celebrity attributes influence purchase intention both directly and indirectly through brand attitude. This aligns with theoretical expectations from the Meaning Transfer Theory and Source Credibility frameworks.

4.12. Summary of Hypothesis Testing

All hypotheses were supported:

- Celebrity endorsement attributes significantly influenced both purchase intention and brand attitude.
- Brand attitude significantly mediated all relationships.
- The proposed conceptual framework was empirically validated.

5. DISCUSSION

The research investigated how different celebrity endorsement characteristics, including trustworthiness and expertise, attractiveness, and celebrity–brand congruence, affect Pakistani consumers to buy smartphones, while brand attitude functions as the connecting factor. The research data shows that celebrity endorsement functions as an effective marketing instrument that works best in markets where customers show strong interest and technology advances quickly, and businesses must compete fiercely in the market.

The research results validate Source Credibility Theory because consumers base their brand perceptions and purchasing decisions on the trustworthiness, expertise, and attractiveness of celebrities. The study results showed that expertise and attractiveness stood out as the most influential factors that consumers use to assess complex technological products through their endorsement choices. The research results validate previous studies that investigated market characteristics between developing nations and established economic markets (Mustafa et al.). The research conducted by Khan (2023), Yu (2025), and Khan (2022) demonstrates that trustworthy endorsers function as mental shortcuts that help consumers select safer products to buy.

The research findings showed that Trustworthiness produced positive results for purchase intention because authentic, honest endorsement content proved necessary for successful endorsement marketing. People tend to react better to celebrity endorsements when they see celebrities as truthful advocates who match the brand values in areas where public distrust of advertisements continues to grow.

The research results about celebrity–brand congruence support Meaning Transfer Theory because brands achieve their best endorsement results when celebrities have identities that match their brand image. The combination of congruent elements in messages creates trustworthiness, which enables better transmission of symbolic values that result in enhanced brand assessments through consumer emotional and mental processing.

The research establishes brand attitude as the essential linking factor that connects celebrity endorsement characteristics to customer buying decisions. The research shows that purchase intention directly depends on brand attitude because consumers form their buying intentions based on their final brand assessment. The mediation results show that celebrity endorsements create positive brand attitudes, which then affect purchase intention, instead of using direct persuasive methods. This finding aligns with recent endorsement research emphasizing the central role of brand-level perceptions in translating promotional cues into behavioral outcomes (Park, 2025; Rizkautami & Tuti, 2025).

The structural model shows stability because its goodness-of-fit indices demonstrate strong evidence for the theoretical framework that was proposed. The research extends previous endorsement studies by demonstrating how Source Credibility Theory and Meaning Transfer Theory work together to influence consumer choices in the high-involvement product category of an emerging market. The study demonstrates how celebrity endorsements influence consumer purchasing decisions through psychological factors that affect how consumers make their buying choices.

6. CONCLUSION AND RECOMMENDATIONS

The research investigated how different celebrity endorsement characteristics, including trustworthiness and expertise, attractiveness, and celebrity–brand congruence, affect smartphone consumers in Pakistan to purchase products, while brand attitude functions as the connecting factor. The research results show that celebrity endorsement works as an effective marketing solution that technology companies can apply to access new markets that have high market competition. The research results show that all celebrity attributes affect purchase intention because consumers still depend on trustworthy and attractive endorsers to make their buying choices.

The study shows that brand attitude functions as a crucial mediator, which shows that celebrity endorsements affect purchase intention by how consumers think about and feel about the brand. The research shows that celebrity endorsement value depends on how well endorsements create positive brand images rather than on the celebrity's popularity.

6.1. Theoretical Implications

The research adds theoretical value to the endorsement literature through its experimental verification of Source Credibility Theory and Meaning Transfer Theory, and the Theory of Planned Behavior components in a unified model. The research validates brand attitude as a fundamental psychological process that extends previous studies that focused on direct endorsement effects without understanding the consumer decision-making processes.

The research findings expand endorsement theory through their demonstration of these frameworks in a high-involvement product segment and an emerging market setting where customers base their decisions on symbolic values and trust, and perceived expertise to minimize their purchase doubts. The research provides complete information about how celebrity endorsement characteristics influence consumer actions through its evaluation of brand quality.

6.2. Managerial Implications

The research findings offer marketing managers in the smartphone and technology industries multiple business applications that they can apply to their professional work. Companies need to choose endorsers who have both physical appeal and trustworthy and knowledgeable qualities because these dual characteristics enhance brand perception, which leads to customer buying decisions. The selection process for endorsements needs to focus on celebrity–brand congruence because it produces better alignment between celebrity images and brand identities, which leads to higher message credibility and more effective persuasion.

Marketers must establish brand attitude through ongoing delivery of reliable messages and superior products, and digital experiences that develop authentic relationships with customers. Endorsements achieve their best results through brands that create a single message that upholds positive customer views during all brand contact points. Organizations need to use social media platforms because digital platforms now control more consumer attention among younger people to achieve better endorsement exposure and create interactive experiences and customized brand interactions.

6.3. Limitations and Future Research Directions

The research contains multiple restrictions that affect its overall value. The research design uses a cross-sectional approach, which prevents scientists from tracking how endorsement effectiveness evolves throughout time, yet the study's focus on Pakistan makes it difficult to apply results to other cultural settings. Research studies need to monitor participants throughout extended periods because they want to understand how national origins impact product endorsement success when they select participants from various countries.

Research needs to study fresh endorsement methods that analyze influencer authenticity and virtual celebrities, and AI-generated endorsers and parasocial relationships, because these elements now affect digital consumer behavior. The analysis of these elements would help researchers better understand how changing endorsement systems affect the bonds between brands and their customers.

The research results show that celebrity endorsement works effectively as a marketing tool when brands use credible endorsements that match their brand image, and their customers have positive feelings about the brand. Marketers who understand both symbolic and psychological factors that affect endorsement effectiveness will create better marketing approaches that connect with customers and lead them to buy products in crowded marketplaces.

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