



p-ISSN : 2520-0348 | e-ISSN : 2616-793X

DOI(Journal): 10.31703/gssr
DOI(Volume): 10.31703/gssr/.2024(IX)
DOI(Issue): 10.31703/gssr.2024(IX.I)

DOI(Issue): 10.31703/gssr.2024(IX.I)
DOI(Volume): 10.31703/gssr/.2024(IX)
DOI(Journal): 10.31703/gssr

GSSR

GLOBAL SOCIAL SCIENCES REVIEW
HEC-RECOGNIZED CATEGORY-Y

VOL. IX, ISSUE I, WINTER (MARCH-2024)



Article Title

Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion

Global Social Sciences Review

p-ISSN: 2520-0348e-ISSN: 2520-0348

DOI(journal): 10.31703/gssr

Volume: IX (2024)

DOI (volume): 10.31703/gssr.2024(IX)

Issue: I (Winter-March 2024)

DOI(Issue): 10.31703/gssr.2024(IX-I)

Home Page

www.gssrjournal.com

Volume: IX (2024)

<https://www.gssrjournal.com/Current-issues>

Issue: I-Winter (March-2024)

<https://www.gssrjournal.com/Current-issues/9/1/20234>

Scope

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Abstract

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Keywords: Celebrity Endorser Attractiveness, Celebrity Endorser Expertise, Celebrity Endorser Trustworthiness, Celebrity Endorser Likeability, Brand Passion, Brand Loyalty

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Pages: 164-186

DOI:10.31703/gssr.2024(IX-I).15

DOI link:[https://dx.doi.org/10.31703/gssr.2024\(IX-I\).15](https://dx.doi.org/10.31703/gssr.2024(IX-I).15)

Article link: <http://www.gssrjournal.com/article/A-b-c>

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Pdf link: <https://www.gssrjournal.com/jadmin/Author/31rv1olA2.pdf>

Citing this Article

15	Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion						
	Author	Zargham Ullah Khan Iram Shahzadi Tania Arshad		DOI	10.31703/gssr.2024(IX-I).15		
Pages	164-186	Year	2024	Volume	IX	Issue	I
Referencing & Citing Styles	APA 7th	Khan, Z. U., Shahzadi, I., & Arshad, T. (2024). Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion. <i>Global Sociological Review</i> , IX(1), 164-186. https://doi.org/10.31703/gssr.2024(IX-I).15					
	CHICAGO	Khan, Zargham Ullah, Iram Shahzadi, and Tania Arshad. 2024. "Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion." <i>Global Sociological Review</i> IX (1):164-186. doi: 10.31703/gssr.2024(IX-I).15.					
	HARVARD	KHAN, Z. U., SHAHZADI, I. & ARSHAD, T. 2024. Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion. <i>Global Sociological Review</i> , IX, 164-186.					
	MHRA	Khan, Zargham Ullah, Iram Shahzadi, and Tania Arshad. 2024. 'Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion', <i>Global Sociological Review</i> , IX: 164-86.					
	MLA	Khan, Zargham Ullah, Iram Shahzadi, and Tania Arshad. "Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion." <i>Global Sociological Review</i> IX.I (2024): 164-86. Print.					
	OXFORD	Khan, Zargham Ullah, Shahzadi, Iram, and Arshad, Tania (2024), 'Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion', <i>Global Sociological Review</i> , IX (1), 164-86.					
	TURABIAN	Khan, Zargham Ullah, Iram Shahzadi, and Tania Arshad. "Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion." <i>Global Sociological Review</i> IX, no. 1 (2024): 164-86. https://dx.doi.org/10.31703/gssr.2024(IX-I).15 .					



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Title

Effect of Celebrity Endorsement on Brand Loyalty: The Mediating Role of Brand Passion

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Abstract

The importance of current study is to find the effect of celebrity endorsement on brand passion and brand loyalty. Descriptive analysis, Correlation, Regression, Reliability, Frequency and Structure equation modeling applied in this analysis. An estimated hierarchical regression model was used to test the various hypotheses developed for the study. The findings showed that among consumers of clothing brands, factors such as celebrity endorsers' likeability, expertise, trustworthiness and attractiveness were important in determining brand passion. The outcomes further demonstrated that brand loyalty had positively impacted by brand passion. Finally, brand passion had a significant positive mediating role between the likeability and attractiveness of celebrity endorsers and brand loyalty. The resources were fewer otherwise surveys could be done all over Pakistan. Additional effects or consequences of brand passion could not be considered, like word-of-mouth and readiness to pay higher prices. Future research may need to take these outcomes into account.

Keywords: [Celebrity Endorser Attractiveness](#), [Celebrity Endorser Expertise](#), [Celebrity Endorser Trustworthiness](#), [Celebrity Endorser Likeability](#), [Brand Passion](#), [Brand Loyalty](#)

Introduction

Over the past few years, the improvement in advertising and the increase of live Television programs have attracted a great deal of public interest, particularly the younger generation. Companies use marketing techniques to concentrate on promoting products/brands to the

marketplace along with the central objective of influencing their consumers. There are numerous approaches to advertising or selling brands/products, but using celebrities even as a resource for the product has become famous internationally (Friedman et al., [1979](#); Kamins, [1989](#); Ha & Lam, [2017](#)). Due to celebrity-endorsed ads



effectively increase brand recognition and capture consumers' attention—two goals that every business must strive for (Erdogan, [1999](#); Kamins & Gupta, [1994](#); Kaikati, [1987](#); Patti & Frazer, [1988](#); Ha & Lam, [2017](#)). In the current television viewing environment and the remarkable stopping power of celebrity-endorsed commercials (Belch & Belch, 2004). However, brand image will also suffer if they go on to fabricate a bad picture of themselves. As a result, choosing the right celebrity to represent a brand is crucial (Ha & Lam, 2017).

Celebrity endorsements are a strategy for promotion that is carried out by people who are well-known to the public for promoting customer goods (McCracken, [1989](#); Kim et al., [2020](#)). According to the results of the studies that are currently available, a celebrity's ability to positively influence customer behavioral outcomes, including brand recall, perception, disposition, and real purchasing patterns, is largely dependent on their physical attractiveness, level of experience, reliability, and likeability (Amos, Holmes, & Stratton, [2008](#); Paul & Bhakar, [2018](#); Wang et al., [2017](#); Kim et al., [2020](#)). To increase the efficacy of the celebrity endorsement process, a celebrity's attribute is very important (Kapitan and Silvera, [2016](#); Zakari et al., [2019](#)). Four celebrity attributes attractiveness, likeability, expertise, and trustworthiness have been widely used in literature. The source credibility model that is attractiveness, expertise, and trustworthiness supports these characteristics (Hovland and Weiss, [1951](#); Ohanian, [1991](#); Zakari et al., [2019](#)). Information internalized from reliable sources—in this case, the celebrity—may have an impact on trust, views, behavior, or beliefs. The impact of a celebrity (source) would be received by a consumer (receiver) who would take into account the celebrity's values and attitude (Zakari et al., [2019](#)). All things considered, the body of research seems to indicate that the credibility of the source of the endorsement—that is, whether or not consumers find the source appealing, knowledgeable, and reliable—may play a significant role in determining how well a brand interacts with its target market.

Celebrity endorsement influences on brand passion and brand loyalty but the researcher does not focus on it. Thus, our objective in the current study was to examine the effect of celebrity endorsement on brand passion and brand loyalty.

Literature Review

Celebrities are Individuals who have attained a crucial level of popularity that makes them well known in society" (Young and Pinsky, 2006, p.464; Ha & Lam, [2017](#)). In the 21st century, celebrities have risen to become an effective force and hold a vital role in modern customs (Koenig & Boyd, 2009; Lord & Putrevu, 2009; Ha & Lam, 2017). A celebrity is someone whose name has the power to attract public interest raise public awareness, and inspire people to pursue their own goals (Kotler, Keller, & Jha, 2007; Ha & Lam, 2017). A celebrity endorser is a well-known person who uses their platform to endorse a product or brand in an advertisement (McCracken, [1989](#); Zakari et al., [2019](#)). Singers, models, actors, politicians, athletes, and businesspeople are examples of celebrity endorsers (Hsu and McDonald, [2002](#); Yand, [2018](#)). Celebrity endorsement is an effective marketing tool and is now a major component of modern/latest marketing that is used by a celebrity to promote brands or products (McCracken, [1989](#)). It is believed that this well-liked marketing strategy influences consumers' behaviors by inducing emotional and attitude responses from them (Alsmadi, [2006](#)). Celebrity endorsements are found in a wide range of communication channels outside of marketing and advertising.

Physical attractiveness transferred through someone's height, weight, and facial attractiveness comes first actual expression recognized through others (Bardia et al., [2011](#); Ha' & Lam', [2017](#)). It also requires personality, mental skills, art talents, and a lifestyle other than physical attractiveness (Erdogan, [1999](#); Ha' & Lam', [2017](#)). A celebrity has established a positive reputation with the public so the celebrity is attractive. Expertise is the "level of experience and knowledge that an individual may get in a specific field that is admitted as valid" (Hovland et al., [1953](#); Ha' & Lam', 2017). Trustworthiness involves "the fairness, believability, and honesty of an endorser" (Erdogan et al., [2001](#), p. 40; Ha' & Lam', [2017](#)). Goldsmith al. ([2000](#)) and Ha' & Lam' ([2017](#)) stated that a celebrity is considered as trustworthy. Celebrity endorser's trustworthiness increases the acceptance of the message and is explained as a list of principles that foster positive characteristics (Erdogan, [1999](#); Ha' & Lam', [2017](#)). Likeability is the "affection for the source because of the source's behavior and physical appearance (look)" (McGuire, [1985](#), p.239; Ha' & Lam', [2017](#)). Brand passion is a

psychological build containing obsession, consumer excitement, and love regarding a product (Albert et al., 2017). According to Kim et al. (2020), a customer's passion for a brand is an intense emotion that indicates their psychological arousal from consuming or owning the brand and their intention to develop a close relationship with it. Brand loyalty is "a biased behavioral response showed over time by a decision-making unit concerning one or more other brands out of a hard and fast of brands and being a role of psychological procedure (processes)" (Jacoby and Kyner 1973; Trivedi et al., 2021).

The utilization of celebrities' is not a current phenomenon in marketing communications (Kaikati, 1987; Erdogan, 1999). Products/brands have been endorsed by celebrities since the end of the 19th century. For example, Queen Victoria has been involved in connection with Cadbury's Cocoa since the beginning (Shennan 1985; Erdogan, 1999). Though its modern-day fame is largely due to the rise of commercial radio in the 1930s and television in the 1950s, the investigation of movie theaters was intended to broaden the extent to which endorsements are used as a marketing tactic (McDonough 1995; Erdogan, 1999). There was a shortage of "stars" (i.e., potential endorsers) back then (Kaikati, 1987; Erdogan, 1999), and it was questioned whether "stars" should merely serve as "brand presenters" by basing their celebrity on the gleaming cathode ray tube. Because they weren't available, advertisers had fewer options when looking for "celebrities" who were correct. The deflowering of most "virgin" celebrities—who had previously denied tarnishing their reputations with endorsements—has resulted in an increase in the supply of "stars" since the late 1970s (Thompson 1978; Erdogan, 1999). Specifically, any perceived guilt in commercial misuse has diminished with an increase in film and television roles, giving advertisers significant options in the celebrity selection process (Erdogan, 1999).

The idea of "brand passion" is indicative of the strong connection between consumers and brands (Huber et al., 2016). "The degree of passionate, emotional attachment a satisfied consumer has for a particular trade name" is how Carroll and Ahuvia

(2006) defined brand love. Instead of concentrating solely on promoting the brand's USPs, marketers have discovered that it is beneficial to concentrate on developing an emotional bond with customers (Trivedi, 2018b). As a result, marketers prioritize brand passion over brand attitude and preference because it is a stronger affective variable (Karjaluoto et al., 2016; Thomson, MacInnis, & Park, 2005). Numerous factors, including customer experience, psychological attachment, brand trust, brand attitude, and the Hedonic value of a brand a precondition for brand love (Albert & Merunka, 2013; Batra et al., 2012; Sarkar & Sarkar, 2016; Trivedi, 2019). Additionally, Cheon and Kim (2011) discovered that brand passion is impacted by brand immersion, closeness, and passion, which in turn impacts word-of-mouth and brand loyalty. Thus, the researcher proposed the following hypothesis:

Hypothesis 1: Celebrity endorser attractiveness has a positive impact on brand passion.

Hypothesis 2: Celebrity endorser expertise has a positive impact on brand passion.

Hypothesis 3: Celebrity endorser trustworthiness has a positive effect on brand passion.

Hypothesis 4: Celebrity endorser Likeability has positively affected brand passion.

Hypothesis 5: Brand passion has a positive effect on brand loyalty.

Hypothesis 6: Brand passion has a positive mediating role in the relationship between celebrity endorser attractiveness and brand loyalty.

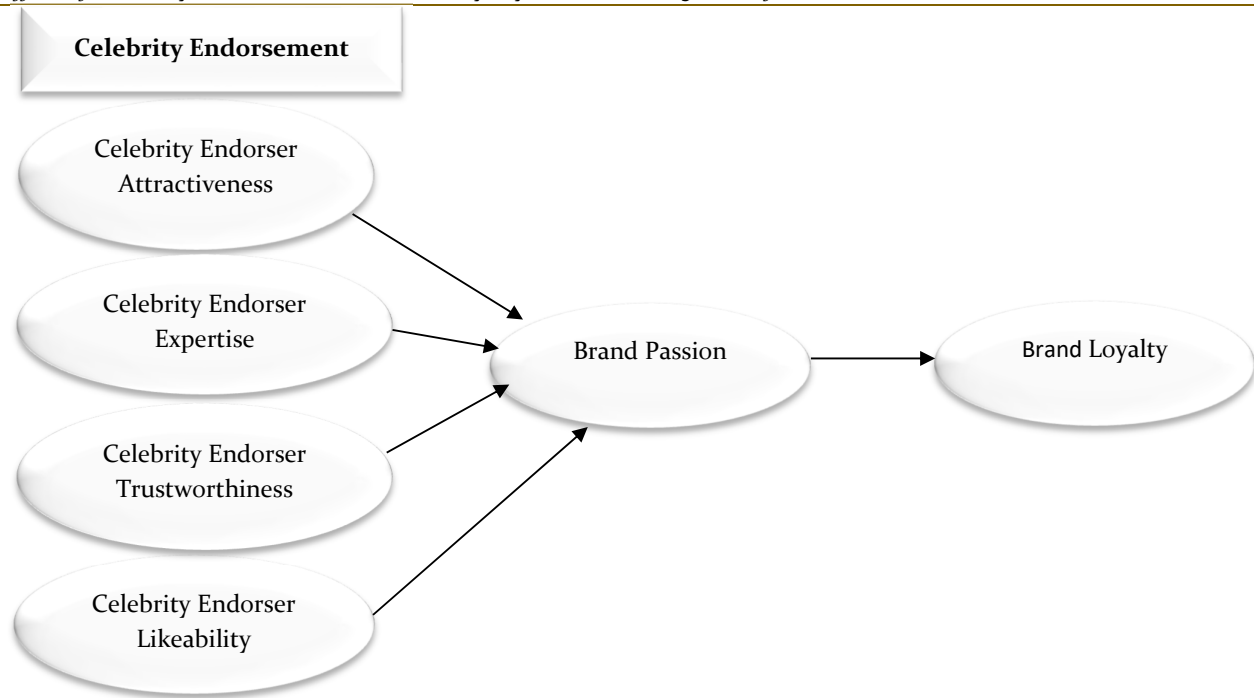
Hypothesis 7: Brand passion has a positive mediating role in the relationship between celebrity endorser expertise and brand loyalty.

Hypothesis 8: The relationship between celebrity endorser trustworthiness and brand loyalty is positively mediated by brand passion.

Hypothesis 9: The relationship between celebrity endorser-likeability and brand loyalty is positively mediated by brand passion.

Figure 1

Research Model



Methodology

Participants and Collection Procedure

The positivist paradigm is used to investigate this study. A deductive approach is also used to investigate this study. This research follows the quantitative method because it is suitable method than the qualitative. The respondent is chosen using non-probability sampling, and the data is gathered from respondents using convenience sampling. A researcher conducts the research from the customers in the natural environment through a structured questionnaire. The researcher collected data from individuals in two weeks because the researcher distributed this questionnaire in one region. This study is being conducted using a cross-sectional study methodology, which is less expensive, less time-consuming, and easy to use. The main technique for gathering data from primary sources in this study is the use of closed-ended questionnaires. The researcher distributed this questionnaire to 350 customers who wear branded clothes and received 310 questionnaires.

Instrument

The questionnaire consists of close-ended questions in the form of statements on a five-point Likert scale. The respondent responds on a Likert scale. All

items were measured on a 5-point Likert-type scale ranging from 1 = *strongly disagree* to 5 = *strongly agree* except for demographic characteristics.

Based on previous research, the Researcher developed a survey containing 31 items of which 7 were demographic. Six variables in my research proposal are celebrity endorser attractiveness, celebrity endorser expertise, celebrity endorser trustworthiness, celebrity endorser likeability, brand passion, and brand loyalty. This study has been conducted from customers and this is best for my research. Celebrity endorser attractiveness is measured with 3 items adopted from the research work of Kim et al. (2020). Celebrity endorser expertise is measured with 3 items adopted from Kim et al. (2020). Celebrity endorser trustworthiness is measured with 5 items adopted from Ha & Lam, (2017). Celebrity endorser likeability is measured with 7 items adopted from Ha & Lam, (2017). Brand Passion is measured with 3 items adopted from the research work of Kim et al. (2020). Brand Loyalty is measured with 3 items adopted from the research work of Kim et al. (2020). The reason is that the researcher wants to see the impact of celebrity endorsement (attractiveness, expertise, trustworthiness, likeability) on brand passion and fidelity (loyalty).

A pilot test run with 10 randomly selected experts who used celebrity-endorsed brands.

Data Analyses

The researcher used SPSS 23.0 version and AMOS 23.0 version to perform statistical analyses including descriptive analysis, reliability analysis, correlation

analysis, regression analysis, frequency analysis, path analysis, structural equation modeling (SEM) analysis, and confirmatory factor analysis (CFA). CFA was carried out for each variable to assess the predicted model fit in terms of the indices of goodness-of-fit index (GFI), adjusted goodness of fit (AGFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA).

Table 1

Participants' Demographic Characteristics

Factor	Category	F
Gender	Female	163 (52.6%)
	Male	147 (47.4%)
Marital Status	Married	109 (35.2%)
	Single	201 (64.8%)
Age	20 or less	9 (2.9%)
	21-24	73 (23.5%)
	25-29	160 (51.6%)
	30-39	68 (21.9%)
	40 and above	0 (0%)
Qualification	Matric	5 (1.6%)
	Intermediate	27 (8.7%)
	Graduation	150 (48.4%)
	Master	124 (40%)
	PhD	4 (1.3%)
Occupation	Student	17 (5.5%)
	Business Working	52 (16.8%)
	Job	172 (55.5%)
	Professional	69 (22.3%)

Factor	Category	F
Monthly Income	25,000 or less	14 (4.5%)
	25,001-50,000	21 (6.8%)
	50,001-75,000	48 (15.5%)
	75,001-100,000	141 (45.5%)
	More than 100,000	86 (27.7%)

Table 2

Which is your favorite clothing brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Adidas	8	2.6	2.6	2.6
Alkaram	8	2.6	2.6	5.2
Alkaram, charcoal	1	.3	.3	5.5
Amir Adnan	2	.6	.6	6.1
Bareeze	4	1.3	1.3	7.4
Beechtree	7	2.3	2.3	9.7
Bonanza	5	1.6	1.6	11.3
Breeze	10	3.2	3.2	14.5
Breeze, charisma	1	.3	.3	14.8
Breeze, Maria B	1	.3	.3	15.2
Valid Breeze, sapphire	1	.3	.3	15.5
Breeze, sapphire	2	.6	.6	16.1
Charcoal	10	3.2	3.2	19.4
Charcoal, outfitters	2	.6	.6	20.0
Charizma	20	6.5	6.5	26.5
Chester Bernard	1	.3	.3	26.8
Devis	1	.3	.3	27.1
Diners	2	.6	.6	27.7
Dyot	9	2.9	2.9	30.6
Engine	5	1.6	1.6	32.3
Engine, alkaram	1	.3	.3	32.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Engine, alkaram, outfitters	1	.3	.3	32.9
Engine, ideas	1	.3	.3	33.2
Engine, khaadi	1	.3	.3	33.5
Engine, outfitters	2	.6	.6	34.2
Engine, outfitters, alkaram	1	.3	.3	34.5
Ethnic	5	1.6	1.6	36.1
Generation	6	1.9	1.9	38.1
Gucci	16	5.2	5.2	43.2
Gul Ahmed	10	3.2	3.2	46.5
Ideas	7	2.3	2.3	48.7
Ideas, engine	1	.3	.3	49.0
Ideas, engine, outfitters, charcoal	1	.3	.3	49.4
Ideas, khaadi	1	.3	.3	49.7
Junaid Jamshed	8	2.6	2.6	52.3
Khaadi	15	4.8	4.8	57.1
Khaadi, charcoal	1	.3	.3	57.4
Khaadi, charisma	1	.3	.3	57.7
Khaadi, Maria B, sapphire	1	.3	.3	58.1
Khaadi, outfitters	1	.3	.3	58.4
Khaadi, stoneage	1	.3	.3	58.7
Levi's Pakistan	12	3.9	3.9	62.6
Limelight	22	7.1	7.1	69.7
Maria B	11	3.5	3.5	73.2
Mark's & Spencer	1	.3	.3	73.5
Nike	12	3.9	3.9	77.4
No preference	1	.3	.3	77.7
Outfitters	13	4.2	4.2	81.9
Prada	4	1.3	1.3	83.2
Sana safinaz	2	.6	.6	83.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Sana safinaz, breeze	1	.3	.3	84.2
Sapphire	31	10.0	10.0	94.2
Sapphire, breeze	1	.3	.3	94.5
Sapphire, charisma	2	.6	.6	95.2
Sapphire, chorizma	1	.3	.3	95.5
Sapphire, limelight	2	.6	.6	96.1
Stoneage	1	.3	.3	96.5
Uniworth	6	1.9	1.9	98.4
Zeen	2	.6	.6	99.0
Zeen, Khaadi	1	.3	.3	99.4
Zellbury	2	.6	.6	100.0
Total	310	100.0	100.0	

The results of Gender indicates that the sample size consisted of 163 Females and 147 Males in the study of which 52.6% are females and 47.4 % are males. The cumulative percentage is 52.6% of females and males show a 100% cumulative percentage. The result of age indicates that 9 people fall within 20 or fewer years old i.e. 2.9%, 73 people fall within 21-24 years old i.e. 23.5%, 160 fall within 25-29 years old i.e. 51.6%, 68 fall within 30-39 years that is 21.9% of the total. The result of Marital status indicates that 109 are Married which is 35.2% and 201 are Single which is 64.8%. The cumulative percentage of married is 35.2 and single 100. The result of Qualification indicates that 5 persons are in Matriculation which is 1.6%, 27 persons are in Intermediate which is 8.7%, 150 are in Graduation which is 48.4%, 124 are in Master which is 40.0% and 4 are of PHD holder which is 1.3%. The results of Occupation indicate that 17 are Students which is 5.5%, 52 are Business work which is 16.8%, 172 are Job holders which is 55.5% and 69 are Professionals which 22.3% of the total 100%. The results of the Income of respondents indicate that 14 people fall within 25000 or less i.e. 4.5%, 21 people fall within 25,001-50,000 that is 6.8%, 48 people fall within 50,001-75,000 i.e. 15.5%, 141 persons fall within 75,001-100,000 that is 45.5%, 86 persons fall within more than 100,000 that is 27.7% of total 100%. The results of favorite cloth brand of respondent which indicates that 8 people like

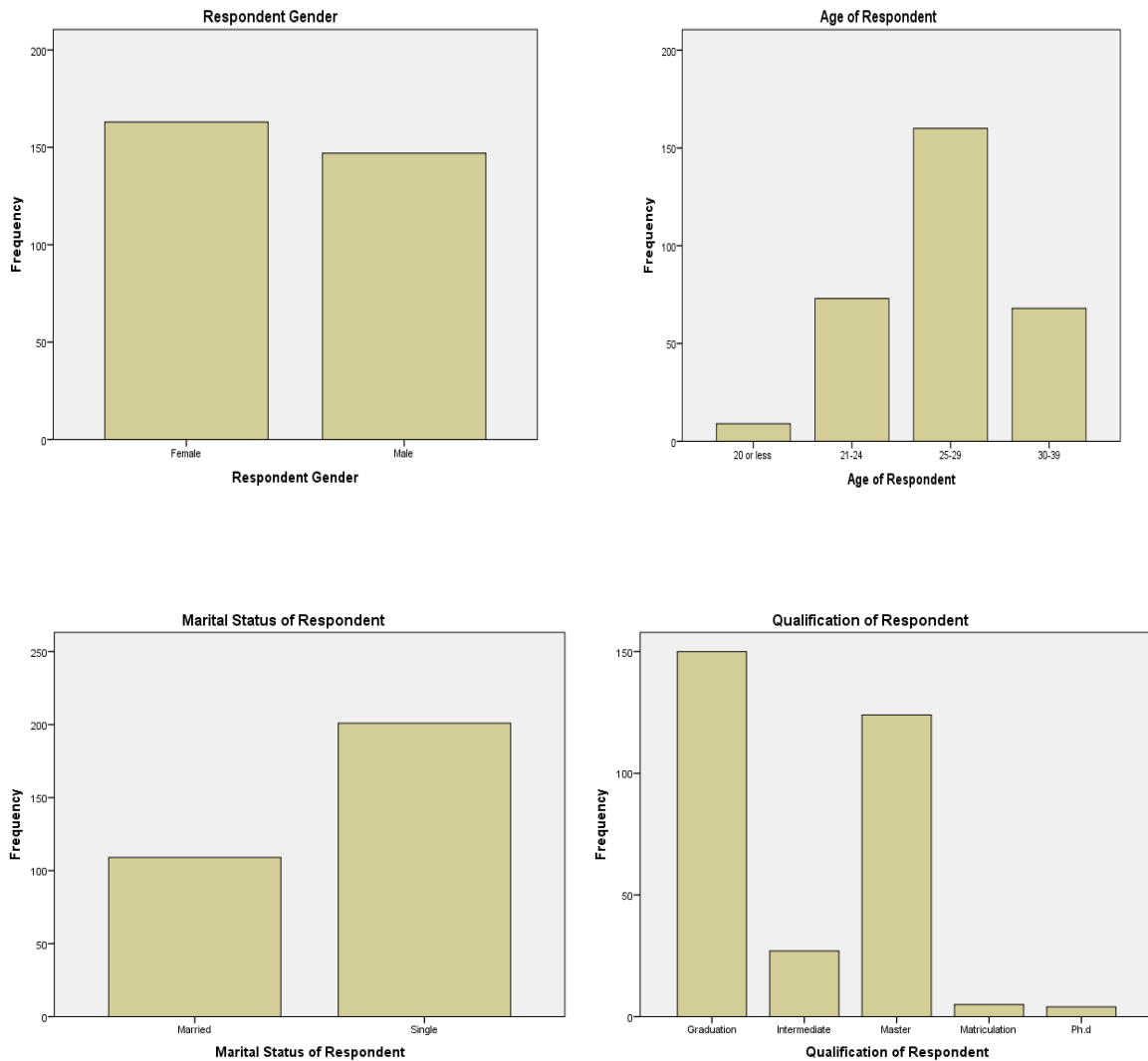
Adidas brand that is 2.6%, 8 people like Alkaram brand that is 2.6%, 1 people like Alkaram and charcoal brand that is .3%, 2 people like Amir Adnan cloth brand that is .6%, 14 people like the Breeze cloth brand that is 4.5%, 7 people like the beech tree that is 2.2%, 5 people like the Bonanza that is 1.6%, 1 people like the Breeze and Charizma that is .3, 1 people like the Breeze and Maria b that is .3%, 3 people like the Breeze and sapphire that is .9%, 11 people like the Charcoal that is 3.5%, 2 people like the Charcoal and Outfitters that is .6%, 20 people like the Charizma that is 6.5%, 1 people like the Chester Bernard that is .3%, 1 people like the Devis that is .3%, 2 people like the Diners that is .6%, 9 people like the Dyot that is 2.9%, 5 people like the Engine that is 1.6%, 1 people like the Engine and Alkaram that is .3%, 2 people like the Engine, Alkaram and Outfitters that is .6%, 1 people like the Engine and Ideas that is .3%, 1 people like the Engine and Khaadi that is .3%, 2 people like the Engine and Outfitters that is .6%, 5 people like the Ethnic that is 1.6%, people like the Generation that is 1.9%, 16 people like the Gucci that is 5.2%, 10 people like the Gul Ahmed that is 3.2%, 7 people like the Ideas that is 2.3%, 1 people like the Ideas and Engine that is .3%, 1 people like the Ideas and Khaddi that is .3%, 8 people like the Junaid Jamshed that is 2.6%, 15 people like the Khaadi that is 4.8%, 1 people like the Khaadi and Chrcoal that is .3%, 1 people like the

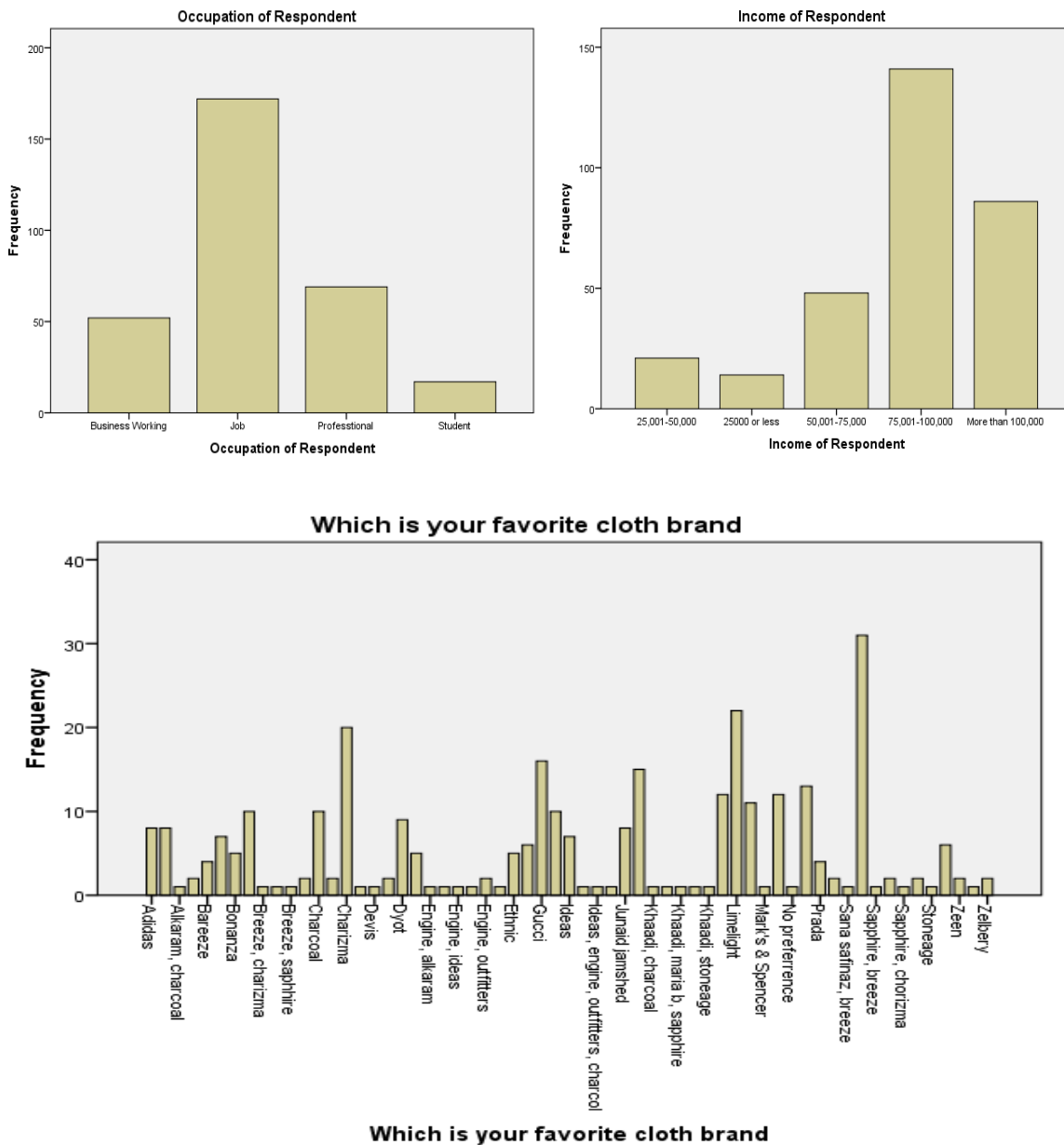
Khaadi and Charizma that is .3%, 1 people like the Khaadi, Maria b and Sapphire that is .3%, 1 people like the Khaadi and Outfitters that is .3%, 1 people like the Khaadi and Stoneage that is .3%, 12 people like the Khaadi that is 3.9%, 22 people like the Limelight that is 7.1%, 11 people like the Maria B that is 3.5%, 1 people like the Marks & Spencer that is .3%, 12 people like the Nike that is 3.9%, 1 people like the no preference that is .3%, 13 people like the Outfitters that is 4.2%, 4 people like the prada that

is 1.3%, 2 people like the Sana safinaz that is .6%, 1 people like the Sana safinaz and Breeze that is .3%, 31 people like the Sapphire that is 10.0%, 1 people like the Sapphire and Breeze that is .3%, 3 people like the Sapphire and Charizma that is .9%, 2 people like the Sapphire Limelight that is .6%, 1 people like the Stoneage that is .3%, 6 people like the Uniworth that is 2%, 2 people like the Zeen that is .6%, 1 people like the Zeen and Khaadi that is .3%, and 2 people like the Zelbery that is .6%.

Bar Chart of Demographics

Figure 2





1st Bar chart shows the results of Gender that indicate females are more and males are less in the researcher response survey. 2nd Bar chart shows the results of age in which responses of 25-29 years old are highest and that person who falls 20 or less are lowest within this category. Those who fall in this category (21-24 years and 30-39 years) are moderate (not high not low). 3rd Bar chart shows the results of marital status which indicates that single person is much more and married respondents are much less. 4th Bar chart shows the results of Qualifications that indicate how much they have educated those who have responded

to my survey. Matriculated, Intermediated, and PHD holders are much less than Graduation and Master Students. 5th Bar chart shows results of occupation that indicates the researcher respondent occupation. It shows that job holder respondents are more and students are less, others are moderate. 6th Bar chart shows results of Income that indicates the researcher respondent's occupation. It shows that the respondents who fall within 75,001-100,000 are more and that respondents who fall within 25,000 or less are less. And those respondents who fall (25,001-50,000, 50,001-75,000, and more than 100,000) are

moderate. The 7th Bar chart shows the results of the Favorite cloth brand of respondents that indicates people who like sapphire more and those who like

less are Zeen, Zellbury, and pairs of brands. And others are moderate.

Table 3

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CEA	310	4.00	1.00	5.00	892.00	2.8774	.86151	.742	-.182	.138	-.324	.276
CEE	310	4.00	1.00	5.00	838.33	2.7043	.91278	.833	-.193	.138	-.519	.276
CET	310	4.00	1.00	5.00	824.00	2.6581	.85172	.725	-.025	.138	-.517	.276
CEL	310	3.00	1.14	4.14	892.43	2.8788	.76427	.584	-.251	.138	-.510	.276
BP	310	3.00	1.33	4.33	955.00	3.0806	.98476	.970	-.178	.138	-1.115	.276
BL	310	4.00	1.00	5.00	1221.33	3.9398	1.04791	1.098	-.637	.138	-.740	.276
Valid N (listwise)	310											

Descriptive statistics of the study, including range(R), minimum (Min), maximum (Max), sum(S), mean (M), standard deviation (SD), variance (V), Skewness, and kurtosis measured. In this survey, the researcher collected information from 310 respondents. The values for celebrity endorser attractiveness (CEA) (R=4.00, Min=1.00, Max=5.00, S=892.00, M=2.8774, SD=.86151, V=.742, Skewness=-.182, Kurtosis=-.324), celebrity endorser expertise (CEE) (R=4.00, Min=1.00, Max=5.00, S=838.33, M=2.7043, SD=.91278, V=.833, Skewness=-.193, Kurtosis=-.519), celebrity endorser trustworthiness (CET) (R=4.00, Min=1.00, Max=5.00, S=824.00, M=2.6581, SD=.85172, V=.725, Skewness=-.025, Kurtosis=-.517), celebrity endorser likeability (CEL) (R=3.00, Min=1.14, Max=4.14,

S=892.43, M=2.8788, SD=.76427, V=.584, Skewness=-.251, Kurtosis=-.510), for brand passion (BP) (R=3.00, Min=1.33, Max=4.33, S=955.00, M=3.0806, SD=.98476, V=.970, Skewness=-.178, Kurtosis=-1.115), for brand loyalty (BL) (R=4.00, Min=1.00, Max=5.00, S=1221.33, M=3.9398, SD=1.04791, V=1.098, Skewness=-.637, Kurtosis=-.740).

All of the Skewness and kurtosis values fall between -1 and +1 which confirms the normality of the data for regression. This shows a positive perception of celebrity endorser attractiveness, celebrity endorser expertise, celebrity endorser trustworthiness, celebrity endorser likeability on brand passion, and brand loyalty.

Reliability Analysis

Table 4

Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

Table 5

Case Processing Summary

		N	%
Cases	Valid	310	100.0
	Excluded	0	.0
	Total	310	100.0

a. Listwise deletion based on all variables in the procedure.

The researcher has 310 valid cases. The alpha value is .751 which means that it is good because it is more than or nearest to .7. This result is reliable.

Table 6

Correlation Analysis

Constructs		CEA	CEE	CET	CEL	BP	BL
Pearson correlation	Celebrity Endorser Attractiveness	1					
	Celebrity Endorser Expertise	.363**	1				
	Celebrity Endorser Trustworthiness	.396**	.324**	1			
	Celebrity Endorser Likeability	.477**	.454**	.482**	1		
	Brand Passion	.461**	.308**	.329**	.425**	1	
	Brand Loyalty	.279**	.205**	.107	.274**	.328**	1

** Correlation is significant at the 0.01 level (2-tailed).

The P value is .000 and it is less than 0.01. It indicates that the relationship is statistically significant. CEA has a positive significant relationship with CEE because its value is .363**. CEA and CET have a positive and significant relation because their value is .396**. CEA has a positively significant correlation with CEL because its value is .477**. CEA has a positive significant relation with BP because its value is .461**. CEA has a positive significant relation with BL (.279**). Between CEE and CET, there is a strong positive association because its value is .324**. CEE and CEL have a significant positive relationship because their value is .454**. There is a significant positive association between CEE and BP because its value is .308**. The relationship between CEE and BL is significantly positive because its value is .205**.

There is a strong positive correlation between CET and CEL because its value is .482**. There is a significant positive association between CET and BP because its value is .329**. There is a significant positive relationship between CET and BL because its value is .107. The relationship between CEL and BP is significantly positive because its value is .425**. There is a substantial positive relationship between CEL and BL because its value is .274**. BP has a positively significant correlation with BL because its value is .328**. They all have positive and substantial relationships with each other. Because the value of correlation is positive with two stars that means it is a significant result. All correlation coefficients for the variables are significant at 0.01 levels.

Regression

Table 7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.335 ^a	.112	.101	.99377

a. Predictors: (Constant), CEL, CEE, CET, CEA

The outcomes displayed in the model summary table the R-Square value is .112 which means that celebrity endorsement (attractiveness, expertise, trustworthiness, and likeability) causes an 11.2% change in brand passion and brand loyalty.

Table 8

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.110	4	9.527	9.647	.000 ^b
	Residual	301.211	305	.988		
	Total	339.320	309			

a. Dependent Variable: BL

b. Predictors: (Constant), CEL, CEE, CET, CEA

Anova table shows results that the P-Value is .000b which is less than 0.05, indicating a strong and significant relationship between celebrity endorsement (attractiveness, expertise, trustworthiness, and likeability) and brand loyalty and brand passion.

Table 8

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Hypothesis Remarks
		B	Std. Error	Beta			
1	(Constant)	2.558	.256		9.985	.000	
	CEA	.237	.078	.195	3.062	.002	Supported
	CEE	.087	.071	.076	1.230	.219	Not Supported
	CET	-.105	.078	-.085	-1.348	.179	Not Supported
	CEL	.258	.094	.188	2.727	.007	Supported

a. Dependent Variable: BL

The coefficients table shows results that, as indicated the beta value is .195 which means that a change/increase in celebrity endorser attractiveness (CEA) by one unit will bring about a change/increase in brand loyalty by 0.195 units. The beta value of celebrity endorser expertise is .076 which means that a change/increase in celebrity endorser expertise (CEE) by one unit will bring about the change/increase in brand loyalty by 0.076 units. The beta value is positive which indicates the positive relationship between celebrity endorser attractiveness (CEA), celebrity endorser expertise (CEE), and brand loyalty. The beta value of celebrity endorser trustworthiness is -.085 which means that

a change/decrease in celebrity endorser trustworthiness (CET) by one unit will bring about a change/increase in brand loyalty by $-.085$ units. The beta value is negative which indicates the negative relationship between celebrity endorser trustworthiness (CET) and brand loyalty. The beta value of celebrity endorser likeability is $.188$ which

means that a change/increase in celebrity endorser likeability (CEL) by one unit will bring about a change/increase in brand loyalty by 0.188 units. The beta value is positive which indicates the positive relationship between celebrity endorser likeability (CEL) and brand loyalty.

Measurement Model

Figure

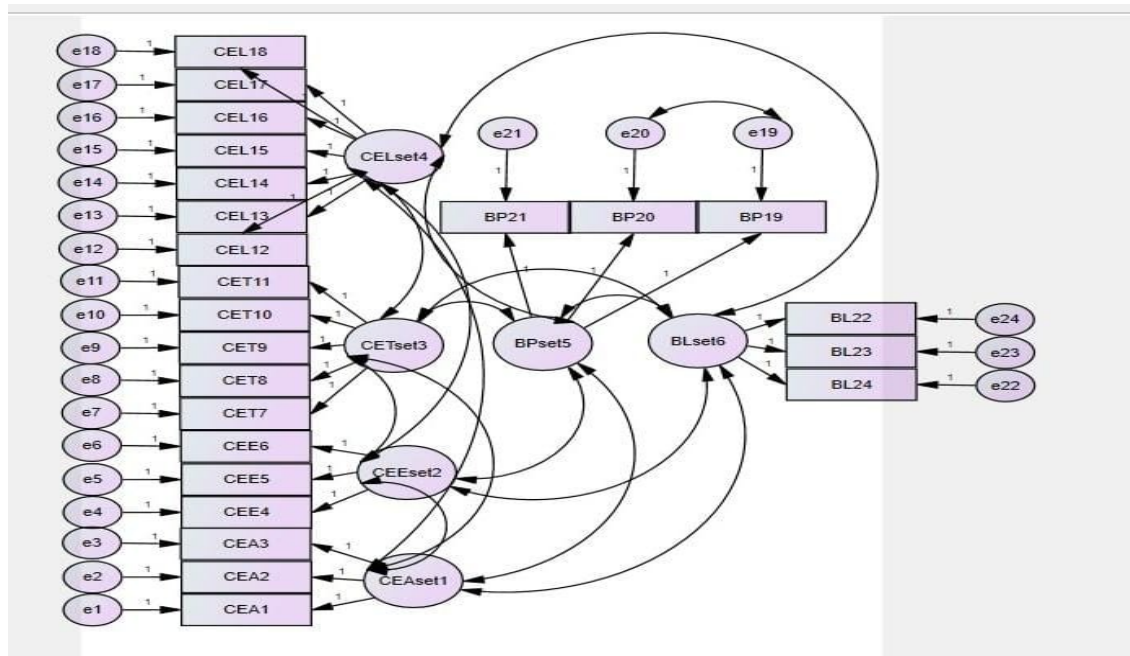


Table 9

Results of the Measurement Model

Measurement for model fitness	Results	Good Value
CMIN/DF	1.347	Less than 3
P Value	0.000	less than 0.05
CFI	.896	Greater than or Equal to 0.9
GFI	.919	Greater than or equal to 0.95
AGFI	.904	Greater than 0.80
RMSEA	.033	Less than 0.08 or 0.05
PCLOSE	.999	Equal or less than 1

As the value of the CFA are shown in the above table that is p value = 0.000, df = 1.347, CFI = .896, GFI = .919, AGFI = .904, RMSEA = .033 PCLOSE = .999. Researchers concluded that the model is a good fit (Hair, Black,

Babin, & Anderson, 2010; Kim et al., 2020; see Table 2). Overall results of the measurement model show that this model is a good fit.

Table 10

Hypothesized Path

	Path		Hypothesis	Estimate	S.E.	C.R.	P	Results
BP	<---	CEA	H1	.344	.065	5.264	***	Supported
BP	<---	CEE	H2	.084	.060	1.404	.160	Not Supported
BP	<---	CET	H3	.099	.066	1.504	.133	Not Supported
BP	<---	CEL	H4	.264	.080	3.318	***	Supported
BL	<---	BP	H5	.241	.066	3.664	***	Supported
BL	<---	CEA	H6	.155	.079	1.964	.049	Supported
BL	<---	CEL	H7	.194	.093	2.075	.038	Supported
BL	<---	CET	H8	-.129	.076	-1.693	.090	Not Supported
BL	<---	CEE	H9	.067	.069	.969	.332	Not Supported

This table shows, that in the relationships between the attractiveness of celebrity endorsers and brand loyalty as well as celebrity endorser likeability, brand passion played notably positive mediating roles. Brand passion had insignificantly positive mediating roles in the relationship between celebrity endorser expertise and celebrity endorser trustworthiness with brand loyalty.

Discussion

The current study aimed to investigate the relationships between celebrity endorser attractiveness, expertise, trustworthiness and likeability, brand passion, and brand loyalty of cloth brand customers. Within the research, the researcher disclosed that among consumers of endorsed brands, the celebrity endorsers' attractiveness and celebrity endorsers' likeability had a significant influence on brand passion. It also revealed that celebrity endorsers' trustworthiness and expertise had an insignificant impact on brand passion.

Celebrity Attractiveness

The H1 is supported and accepted because it is statistically significant. The results of this study are consistent with those of earlier research by Paul and Bhakar (2018) and Gilal, Paul, Gilal, and Gilal (2020),

which discovered that customers' relatedness needs satisfaction and brand attitude are most significantly predicted by source attractiveness, thereby positively influencing their passion for a celebrity-endorsed brand. This may be the case because even when products endorsed by well-known celebrities are not better than those from other brands in terms of quality or performance, consumers still tend to view them as high-quality (Paul & Bhakar, 2018). Physical attraction is a potent tool for attracting customers' attention to advertisements and mass media content, so it stands to reason that celebrity endorser attractiveness is a significant factor in determining consumer brand passion. Given that advertisements and other mass media content can effectively capture consumers' attention through physical attraction; it stands to reason that celebrity endorser attractiveness has a major impact in influencing consumer brand passion. Additionally, consumers' perception of a brand's credibility is enhanced and their intense love for the brand is strengthened whenever they perceive a favorable correlation between the endorser's physical attributes and the brand.

Celebrity Expertise

This variable is statistically insignificant so this variable does not support and accept the H2

hypothesis. As this study's findings indicate among consumers of clothing brands, celebrity endorser expertise is an insignificant indicator of brand passion. The results are inconsistent with the findings of Amos et al. (2008) and Jeng (2016), who found that consumers' brand attitude and affective commitment had been positively impacted by the expertise of celebrity sources and suggested that the endorsement has no or little impact on persuading buyers to buy the product when an endorser knows an endorsed product. According to Albert et al. (2017), when a celebrity's endorsement reputation and the features of the goods are aligned (matched), consumers' assessments of advertisements and products have little improvement. This means that when customers see a match or correlation between a brand and the expertise of a celebrity endorser, they are more likely to give the brand a favorable or positive review. Thus, the results of the research study indicate that when celebrities endorse brands, customers do not become more passionate about brands. Brand passion is little enhanced when celebrity endorser expertise endorses the cloth brand.

Celebrity Trustworthiness

The H₃ hypothesis is not supported because this variable is statistically insignificant. Trustworthiness pertains to "the honesty, integrity, and believability of an endorser" (Erdogan et al., 2001). The celebrity is regarded as a reliable individual (Goldsmith et al., 2000). According to a 2015 study by Pham & Nguyen, "celebrity trustworthiness" does not have a positive impact. The study's findings also indicated that "celebrity trustworthiness" had no favorable effect "on "brand passion and brand loyalty". This makes sense in the way that follows: because celebrities have the power to influence the public, their appearance in commercials has grown in popularity in Vietnam. However, the public's curiosity and lack of faith in the celebrities' moral character has been stoked by "scandals" in their private lives. The majority of the public and their peers respect and depend on the few celebrities who are recognized for their abilities and moral character. This study indicates that the trustworthiness of celebrity endorsement has little impact on brand passion and brand loyalty.

Celebrity Likeability

The H₄ hypothesis is supported because this variable is statistically significant. According to McGuire (1985, p. 239), likeability is defined as "affection for the source as a result of the source's physical appearance and behavior." Furthermore, McGuire maintains that consumers who enjoy a celebrity will also enjoy the brands that are linked to the celebrity. The study's findings also found a negative effect of "celebrity likeability" on "brand passion and brand loyalty". Customers' brand attitude and relatedness need satisfaction are most significantly predicted by source likeability. If the people like the celebrity then they will be more loyal and love to the brand and will buy more and more of those brands. They will not switch from one brand to another. Consequently, the impact of celebrity endorsement will be greater on customers than that of non-celebrity recommendations.

Brand Passion

Additionally, the study's findings indicate that consumers' passion for clothing brands is a highly reliable indicator of brand loyalty. This outcome agrees with the findings of Sarkar et al. (2012) and Cheon and Kim (2011), who discovered a link between positive word-of-mouth and intention to repurchase as well as brand passion and brand loyalty. Research findings from this study suggest that when consumers of clothing brands feel more passionate about their brands, they have a higher probability of developing brand loyalty. Consumers' passion for a brand can surpass their passion for any other entity, including close friends or relatives, as a passion for a brand originates from feelings and emotions instead of mental (cognitive function) (Ruane & Wallace, 2015; Kim et al., 2020). Therefore, it is conceivable that mass media increases intimacy and reduces brand uncertainty, which in turn fosters brand passion and, eventually, brand loyalty.

Finally, our findings extend the findings of Gilal et al. (2020), who reported positive links between endorsers' attractiveness and likeability and relatedness need satisfaction and brand passion among air travelers. These findings show that celebrity endorsement credibility, including celebrity attractiveness and likeability perceived by cloth brand customers, and brand passion served as an indirect predictor of consumers' brand loyalty. The findings of the study indicate that consumers who are exposed to a brand that is endorsed by a

gorgeous celebrity who is regarded as an authority in their industry are more likely to become brand loyalists due to their intense emotional bond to the product or brand. Celebrity endorser expertise and celebrity endorser trustworthiness had no positive effect on brand passion and brand loyalty.

It is feasible that a basic psychological need for relatedness exists in all humans, and that when this need is satisfied, a deep emotional bond alongside the relevant entity forms (Lewis, 2002; Gilal et al., 2020). Specifically, when a celebrity with positive public recognition is the object of such an emotional association, the celebrity's positive image (beautiful, likable, etc.) can be transferred to the endorsed brand, enhancing the consumer's emotional connection to the brand and encouraging adherence to it (McCracken, 1989). Overall, the study's findings demonstrated that brand passion significantly mediates the connection between brand loyalty as well as celebrity endorsement (attractiveness, likeability) when consumers positively acknowledge a celebrity's attractiveness and likeability. Brand passion insignificantly mediates the connection between brand loyalty as well as celebrity endorser expertise and celebrity endorser trustworthiness.

Implication of the Study

Theoretical Implication

This research has theoretical and practical implications. In terms of theoretical implication, this research intends to further (contribute) to the literature by addressing a gap in the literature by examining the relationship between endorsers' trustworthiness and brand loyalty. This research also objectives to investigate the connection between an endorser's likeability and brand loyalty. This research intends to further (add) to the existing literature by investigating the mediating effect of brand passion in the relationship between an endorser's trustworthiness and brand loyalty. This study intends to add to the existing literature by examining the mediating effect of brand passion in the relationship between an endorser's likeability and brand loyalty. To the best of the investigator's understanding or knowledge, this represents the initial study that provides knowledge about endorser's trustworthiness, endorser's likeability, endorser's attractiveness, endorser's expertise brand passion, and brand loyalty in one study.

This study is significant as it explores the impact of a celebrity endorser's trustworthiness and celebrity endorser's likeability on brand passion. It is unique as it explores the influence of celebrity trustworthiness on brand ardor (passion) and devotion (loyalty). It also explores the influence of celebrity likeability on brand ardor and devotion. Due to the celebrity endorser's trustworthiness and celebrity endorser's likeability, brand passion and brand loyalty have improved.

Practical Implication

In terms of practical implications, the results of this study will be useful for those companies that don't endorse their brands through celebrities. This study will help the top level of management of the companies to understand the celebrity endorsement importance for the brands of the company. Company managers who develop strategies to adapt to a changing environment should find the study's conclusions encouraging.

Conclusions from the study have some practical implications for marketers who work in the clothing industry. According to this study, customer brand passion can be increased and enhanced most significantly by celebrity endorsers' attractiveness and likeability. This implies that a celebrity endorser's physical attractiveness, expertise, trustworthiness, and likeability are important elements that enhance brand passion and, ultimately, brand loyalty. The study's primary conclusion was that consumer brand loyalty was significantly impacted by brand passion. As a result, the conclusions of the present study show that when consumers of clothing brands find a celebrity endorser to be both attractive and likable, their level of brand passion and brand loyalty is likely to increase. In the cloth industry, marketers are advised to make investments in drawing attention (attracting) celebrity supporters who are likable and visually appealing (physically attractive). Above all, marketing professionals should look at celebrity-product congruence when selecting a celebrity endorser, not just the potential endorser's exceptional celebrity performance.

Limitations and Future Direction

The current study has various limitations. The sample size's limitations might affect the generalizability of researcher discoveries. Despite

this, the insights that were collected from this study will provide a strong platform for future research in a variety of scenarios and give significant assistance to marketers who are looking to harness celebrity endorsements effectively. Data is collected from the small size of the respondent in a very short period; it is done online mode. However, the study has several limitations when using the convenience sampling technique, such as generalization. This limitation should therefore be taken into consideration when interpreting and generalizing the results. Customers of cloth brands made up the respondent group for the study. Therefore, we propose that it would be suitable to exercise caution

when making generalizations of the results to other cloth brand market customer groups and that it would be worthwhile to conduct a second study that takes those other segments into account. The study uses closed-ended questions with predetermined answers, making it purely quantitative. This prevents responders from voicing opinions that aren't within the given options. Another limitation of this study is its incapacity to completely account for other effects of brand passion, such as readiness to make a payment of higher prices as well as oral communication (word-of-mouth). Future studies may therefore need to take these brand passion outcomes into account.

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Appendix 1

Research Survey

Effect of celebrity endorsement on brand Loyalty: The mediating role of brand passion

Dear Respondent,

Thank you for sparing some of your precious time to fill out this questionnaire. It is being distributed to you purely for academic purposes and all the responses will be confidential. Your unbiased choices will be highly appreciated and make this research valuable.

Section A:

Personal Profile

Please indicate the appropriate choice by selection in parentheses

1. Gender

(a) Male () (b) Female ()

2. Age

- (i) 20 or less ()
- (ii) 21-24 ()
- (iii) 25-29 ()
- (iv) 30-39 ()
- (v) 40 and above ()

3. Marital Status

(a) Married () (b) Single ()

4. Qualification:

- (i) Matriculation ()
- (ii) Intermediate ()
- (iii) Graduation ()
- (iv) Master ()
- (v) Ph. D ()

5. Occupation:

- (i) Student ()
- (ii) Business Working ()
- (iii) Working (Job) ()
- (iv) Professional ()

6. Income Level (Rupees):

- (i) 25000 or less ()
- (ii) 25,001-50,000 ()
- (iii) 50,001-75,000 ()
- (iv) 75,001-100,000 ()
- (v) More than 100,000 ()

7. Which is your favorite clothing brand? -----

Section: B

Please fill out this questionnaire keeping in mind your favorite clothing brand						
Sr No	Celebrity Endorser Attractiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The celebrity endorser of my favorite clothing brand is attractive so I prefer to watch that advertisement.					
2	The celebrity endorser's attractiveness is important so it influences my purchase decision to some extent.					
3	I would be more likely to buy a clothing brand if it was endorsed by a celebrity I find attractive.					
Celebrity Endorser Expertise						
4	I think that the clothing brand endorser who has expertise is more respected.					
5	I purchase a product If the celebrity endorsing is an expert in endorsing a clothing brand.					
6	The celebrity endorser's expertise in the field positively influences my opinion or belief of the brand					
Celebrity Endorser Trustworthiness						
7	I trust in the brand choices of celebrity endorsers who endorse the clothing brand.					
8	Celebrity endorsers are honest who endorse the clothing brand.					
9	Celebrity endorser gives reliable sources of information about clothing brand					
10	A celebrity endorser is a sincere person who endorses the clothing brand					
11	Celebrity endorsers are trustworthy and endorse the clothing brand					
Celebrity Endorser Likeability						
12	I like the celebrity endorser behaviors who endorse cloth brand					
13	I like the celebrity endorser appearance who endorses clothes brand					

- 14 Celebrity endorsers are famous personalities who promote your favorite clothing brand.
- 15 I like the celebrity endorsers' voice who endorse clothing brands.
- 16 I like the fashion style of celebrity endorsers
- 17 I like the professional manner of celebrity endorsers
- 18 Overall, I like celebrity endorsers who endorse clothing brand

Brand Passion

- 19 My relationship is something magical with this clothing brand
- 20 My relationship with this brand is more important than others
- 21 I idealize this clothing brand

Brand Loyalty

- 22 I'm always happy and loyal to my favorite clothing brand.
- 23 I will be loyal for a long time to this clothing brand
- 24 I do not want to change or switch to another brand
-