

Exploring the Influence of Celebrity Endorsements on Consumer Purchasing Behavior in Fashion and Apparel Realm

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Abstract

Celebrity endorsement of different activities is a common practice dating back to the nineteenth century and its impact on purchasing behavior has increased significantly especially in the fashion and apparel industry. In a competitive market brands increasingly rely on celebrity endorsements to boost market share and brand power. This paper will seek to investigate how celebrity endorsements affect the consumer purchasing behavior in the fashion and clothing sector. The quantitative research approach was used which incorporated respondents who were sampled in three top universities in Faisalabad. The study also involves the reactions of the visitors to the fashion and clothing brands in Faisalabad that make the information richer. Structured questionnaires are used to collect the data and analyze using SPSS through descriptive statistics and reliability analysis (Cronbach's alpha) to ensure internal consistency of the scales. Pearson correlation and regression analysis were applied to test the relationships between celebrity endorser attributes, brand perception and consumer purchasing behavior. The results show that consumers have a high likelihood of being persuaded by celebrity-endorsed advertising than non-endorsed advertising. There was a positive correlation between the purchasing behavior, brand perception and the attributes of the celebrity endorser. The present study is applicable in informing the current understanding of the importance of celebrity endorsement in influencing consumer behavior in the competitive environment of the Faisalabad fashion industry.

Introduction

With the ever-growing competition in the fashion and apparel sector, brands are ever striving to find new ways to stand out and gain the attention of customers. Since trends, image and social status have a meaningful impact on consumer behavior, marketing strategies of fashion brands should not be general but rather they must be shaped to reflect on these elements. Celebrity endorsement is one of the most efficient marketing techniques that gained popularity not only during the past few decades. The concept of using celebrities to advertise products is not new and it has a central influence in creating product brands perceptions, attitudes and eventually, buying behaviors [1].

Celebrity endorsement is the process of using the popularity and the power of the famous name to popularize the products, to increase the brand image and to develop a certain emotional bond with the customers. Although in the early years, the main task of celebrities was regarded as a means of

raising brand awareness, their role has changed with time. Celebrity endorsements in contemporary times are no longer about exploiting fame but rather, matching the identity of a brand with a personality that will appeal to the target group [2]. The problem of a successful celebrity endorsement is in the extent of the image compatibility between the image of the celebrity and the values, mission, and consumer expectations of the brand [3].

In sectors like fashion and clothing where image and trend are usually the main determinants in consumer behavior, the effect of the celebrity endorsement is especially eminent. Customers of the fashion market are not only buying goods they are buying a way of life, a personality and a sense of belonging. Celebrity personas are thus a heavy burden in terms of the impact on a consumer to purchase. An appropriate celebrity endorser has the potential to influence consumer attitude towards the brand, inspire confidence, as well as make sales [4]. The paper aims to explore the status of celebrity endorsements in consumer buying behavior in the fashion and apparel industry in a geographic area that is Faisalabad in Pakistan. Due to the rising popularity of celebrity-promoting advertising campaigns, it is important to find out how consumers in the region perceive celebrities in advertisements and how such perceptions affect their buying behavior [5].

Consumer behavior is a subject that has been extensively researched, and it has been well documented that emotions and psychological stimuli tend to influence the purchasing decision than the use of rationality. Celebrities, with their influence and position can excite emotional response that can influence consumer attitude towards products. This emotional bond has only gotten more important with the rise of social media and other online platforms, which offers even more potential celebrities to shape the buying habits of their followers. Although it is evident that celebrity endorsements are effective, the study will bridge the gap in literature by exploring the influence that certain qualities of the celebrity like trustworthiness, attractiveness, and credibility have in consumer behavior in the fashion industry [6] [7].

Consequently, the following are the main research questions that are to be discussed in this study:

1. What is the effect of celebrity trustworthiness in determining consumer-buying behavior within the fashion and apparel industry?
2. Which is the role of celebrity attractiveness in influencing consumer brand perception and purchase intention?
3. What is the mediation of brand credibility between celebrity endorsement and purchase behavior of consumers?

To answer these questions, the paper hypothesizes the following:

- H1: The trustworthiness of celebrities positively affects the consumer purchase intentions in fashion and apparel industry.
- H2: Attractiveness of the celebrities has a significant implication on the perception of the consumer brand and purchase behavior.
- H3: Accountability of an endorser celebrity increases the positive influence on consumer buying behavior in the fashion industry.

The Role of Celebrity Endorsements in Advertising

The use of celebrities is not a practice that recently started. Its use in advertisement is not a new concept as it was being practiced since the early 20th century and as time went by, it has become an inevitable element of marketing programs in numerous industries. The concept behind celebrity endorsement is to place product or brand with a famous face and due to the image and personality that the famous face has on the product or brand, this can be carried over to the consumer perception and behavior. The application of celebrities in advertisements is based on the concept of social proof which implies that people tend to do things that are supported by others especially those who are liked and trusted [8].

It has always been revealed that consumers tend to buy products more when a celebrity whom the consumers regard as credible recommends them. Credibility of the celebrity endorser is a key factor that determines the attitude of the consumers to the brand. A credible celebrity is regarded as a professional who can convincingly endorse a product and this results in increased consumer confidence in a product that in turn transfers the same to the brand [9]. Nevertheless, there is more to endorsement by celebrities than credibility. Another important aspect that determines the usefulness of endorsements is attractiveness. Studies indicate how the beauty of celebrities that are considered attractive not only draw attention of the audience but also affects the brand perception of the consumers positively. Beauty is known to relate to increased product recognition, increased attention to the advertisement, and an increased emotional attachment towards the promoted brand [10].

The match-up hypothesis is also a significant factor that determines the effectiveness of celebrity endorsements where the consumer is more likely to positively respond to celebrity endorsement when the product being advertised is compatible with the image and characteristics of the celebrity [11]. An example of this is a fitness celebrity who has endorsed athletic ware or health products that would make a positive impression rather than a celebrity whose lifestyles are not like the product. The reason behind this is that the brand and the celebrity match up in strengthening the message being put across and it makes the endorsement more genuine and closer to the consumer [12].

Influence on Brand Perception and Consumer Behavior

Celebrity endorsements are very influential on the attitude of a consumer on the product being endorsed as well as the attitude towards the brand. Depending on the celebrity endorser, the way consumers view a brand as trustworthy, high quality, desirable may be influenced greatly. When celebrities with good reputation and credibility endorse the brands, brand credibility tends to increase and consequently consumer purchasing choices [13]. Besides, another role that celebrity endorsements play is the development of strong emotional bond between the consumer and the brand. In the fashion industry, emotional attachments are very crucial, and consumers tend to buy because of the feeling that the brand evokes in them, or what a brand associates with their self-image. It is possible to establish such an emotional connection with the help of a celebrity who shares the values and lifestyle that target audience wants, and makes consumers feel closer to the brand and more likely to buy the endorsed products [14].

Another use of celebrity endorsement is to make brands stand out in the marketplace. It is important that brands shine in an industry such as fashion since the competition is intense and there are many consumer options. Celebrity endorsement is an avenue of getting attention from the consumer and cutting through the clutter posed by competing products. Due to the increasing number of consumers referring to social media to seek brand advice, celebrity endorsements have become more personal and direct. The modern celebrities can easily interact with their fans forming a more personal and genuine relationship with them. This has made endorsements by celebrity more effective since consumers believe that such endorsements made in platforms such as Instagram or twitter are more authentic and less commercial compared to traditional TV or print advertisements [15] [16].

Alternative Advertising Strategies

Although celebrity endorsements are one of the central elements of contemporary advertising, it is not the only technique that can be offered to the brands. The other models of advertising, like the AIDA (Attention, Interest, Desire, Action) and AISAS (Attention, Interest, Search, Action and Share) models are quite instrumental in determining consumer behavior. One of the most well-known models of advertising is the AIDA model that is created by Strong (1925). It postulates that an effective advertisement needs to first attract the attention of the audience, then create interest, then create desire and lastly create an action. When it comes to celebrity endorsement, AIDA can be used

to understand how the appearance of a celebrity in an ad can attract the attention of the consumer, provoking his or her interest in the product. As soon as interest is created, the product desire is solidified by the influence of the celebrity and the last phase, action is realized once the consumer purchases the product [17] [18].

The AIDA is further expanded with such new elements as search and share in the AISAS model that is especially applicable in the digital era. The AISAS model captures the consumer behavior trends existing in the digital age, where consumers typically seek information on a product before making a choice and pass information through social media channels to other people. This model indicates the increased relevance of online marketing and social media in shaping the buying habit, and the role of celebrity involvement in instigating online attraction and debate about products. Even though these two models have something to contribute to consumer behavior, they also demonstrate that celebrity endorsements are not a solitary component of an enormous advertising strategy. The digital-first world implies the interaction of celebrity endorsement with other advertising methods and the corresponding brand is supposed to be capable of integrating it into a more comprehensive marketing strategy [19] [20].

Material and Method:

Research Design

The study makes use of the quantitative approach which enables the gathering of numerical data and their analysis to identify patterns, relationships and correlations. Due to the nature of the research topic under question discussing the impact of celebrity endorsements on buying behavior a systematic survey technique was adopted to collect the data. Quantitative research is specifically effective to research consumer attitudes, preferences and behaviors at high scale and offers credible and generalize outcomes [21].

This study employs a cross-sectional research design because the data is collected one time only, giving a picture of consumer perceptions and attitudes towards fashion and apparel celebrity endorsements. This design would be appropriate in the context of comprehending how the existing relationship between traits of celebrity (e.g., trustworthiness, attractiveness) and purchasing behavior looks [22]. Nevertheless, a longitudinal design may be reflected in future studies to track the development of these relationships over time.

Sampling Method

Sampling technique in the present study is non-probability sampling, which is convenience sampling. The selection of convenience sampling is given the limitations of time and resources, and it is possible to select respondents who are easily available. The respondents were picked through three renowned universities of Faisalabad Government College University Faisalabad (GCUF), University of Agriculture Faisalabad (UAF) and National Textile University Faisalabad (NTU). The choice of these universities was informed by the fact that they have a big number of students and present a large sample of the targeted population. The last sample was 200 respondents, comprised of students of different disciplines and local consumers who use fashion and apparel brands. The respondents were to fill in a designed questionnaire that would measure their perception toward celebrity endorsements and their purchasing patterns.

Data Collection Approach

The main data gathering approach of the present study was a structured questionnaire. The questionnaire was divided into closed- ended and the Likert scale questions, which were developed to reflect the perception of the respondents on the issue of trustworthiness, attractiveness, brand credibility and their intentions to purchase the fashion products with celebrity endorsement.

Questionnaire Structure:

The questionnaire is divided into several sections as one of the methods of receiving the detailed data. The demographic information was collecting in the section of Demographic Information, which contained the data about the age, sex, the level of education and regularity of shopping fashion products of the respondent. The Celebrity Endorsement Attributes scale assessed respondents negative and positive perceptions of trustworthiness, attractiveness and credibility of celebrities on a 5-point Likert scale (SD-1 to SA-5) in line with another recent consumer research [23]. The Brand Perception section was grounded on how the respondents perceive the fashion brands promoted by the celebrities besides asking about brand credibility and image. Finally, the Purchase Intention section measured the purchase trends and intentions of the respondents when exposed to celebrity sponsored commercials like whether they would be likely to purchase celebrity sponsored commercials when compared to those without celebrity sponsors.

A pre-test of the questionnaire to a small sample of 30 people was carried out to make it clear, reliable and relevant. According to the feedback, slight changes were made to make the questions easier to read and comprehend. The final questionnaire had 21 questions, which were divided into the main variables, celebrity trustworthiness, celebrity attractiveness, brand credibility and purchase intention.

Sampling Characteristics

As seen in **Table 1**, most of the respondents were **male (54.5%)**, and most respondents were in the **18-22 age range (69.5%)**. Regarding **education**, **70%** of respondents were graduates. The diversity in age and educational background allows the study to capture the purchasing behavior of different consumer segments.

Table 1: Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency	Percentage
Identity	Male	109	54.50%
	Female	91	45.50%
Age Group	18-22 years	139	69.50%
	22-26 years	11	5.50%
	26+ years	50	25.0%
Education Level	Intermediate	42	21.0%
	Graduate	140	70.0%
	M.Phil and above	18	9.0%

Ethical Considerations

Ethical issues are an intrinsic part of any research involving human participants, and the given study followed all the ethical principles to guarantee the well-being of participants. All respondents were informed and gave their consent to take part in the study and were completely informed of the reason why the study was conducted, what would be asked, and whether they were not obliged to participate in the study. They promised that the information they provided would be anonymous and confidential and they were allowed to pull out of the study any time without any penalty. Data collected were safely stored and did not serve any other purpose except to conduct the research hence had not been able to gather any personally identifiable data hence, privacy of the participants was preserved. The research also made sure that none of the questions posed were harmful to the subjects emotionally or psychologically as is the case with ethics in social science studies.

These ethical concerns help to make the research undertaken ethically and regarding the rights of the participants, which is fundamental in achieving the ethical standards required of a study in the field of scholarly research, especially publication in a high-ranking journal.

Data Analysis Techniques

The SPSS (Statistical Package for the Social Sciences) was used to analyze the gathered data. The steps used in the process of analysis were:

Descriptive Statistics: Descriptive statistics were applied to describe the demographic data, as well as the Likert scale questions responses. This has given a general picture of the features of the respondents and their attitudes towards celebrity endorsements.

Reliability Analysis: Cronbachs Alpha was applied in testing the internal consistency of the measurement scales utilized in the research. The reliability analysis is also aimed at making sure that the items that are used in assessing the variables (celebrity trustworthiness, attractiveness, brand credibility, and purchase intention) are reliable.

Pearson Correlation Analysis: Pearson correlation coefficient was employed to check the relationship strength and direction of the relationship between the variables. Particularly, it was adopted to determine what correlations exist between celebrity endorsement (trustworthiness, attractiveness) and brand perception and what the correlation between brand perception and purchase intention is.

Regression Analysis: The effects of two attributes of celebrity endorsement (trustworthiness and attractiveness) on consumer purchasing behavior have been put to test through multiple linear regression analysis. In this way, it is possible to analyze both the direct and indirect impacts of these features on the purchase intentions.

Results and Discussion:

Data Analysis:

The analysis of accumulated data was done using SPSS interpretation 23 by the expert. This analysis has been subjected via other testable tools to sample the nitty gritty hypothesis. The used and better representation of data in a couple of tables makes it understandable, analyzed and applicable. Moreover, the pith of this examination recommendation unambiguously renders the specified destinations and the outcomes after the application in the state of the firm.

Findings of Research Questions:

Question No 1:

I believe that the advertisements where the endorser is reliable (dependable, honest, sincere, reliable) receive more positive feedback.

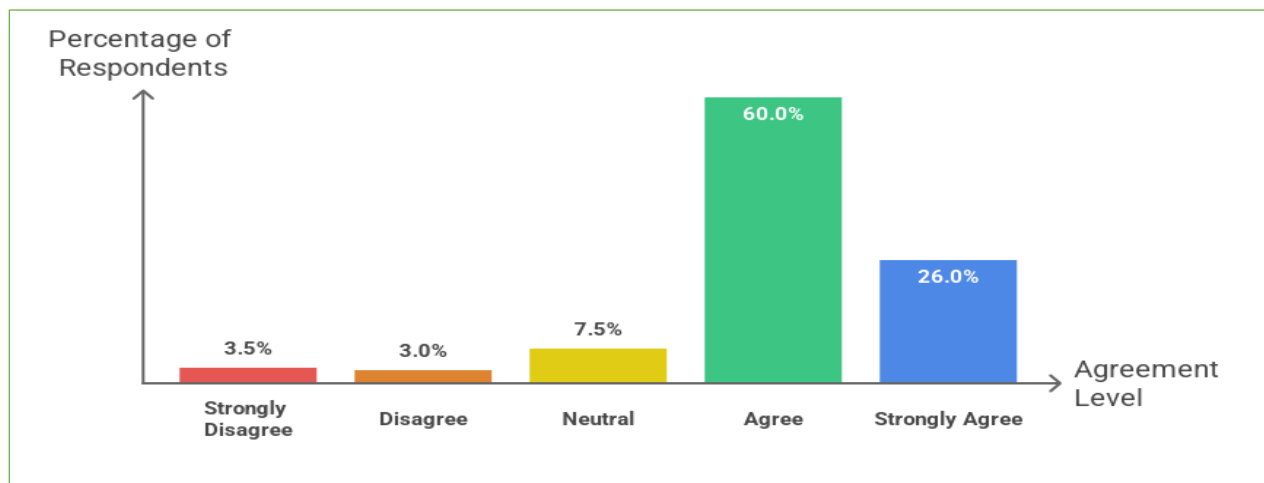


Fig. 1 Impacts of Reliable Celebrity Endorsements on Positive Consumer Buying

This data show that a strong **86%** of respondents believe that advertisements featuring **reliable** celebrities receive more positive feedback. This highlights how the reliability of celebrities in advertisements is important, as reliable and honest celebrity endorsers may help to boost the effectiveness of the advertisements primarily by creating positive perceptions in the consumer. The low proportion of dissent and indifferent answers (about 14 percent) indicates that the reliability factor is crucial not the final one and those other aspects (like the product or the popularity of the celeb) may affect consumer feedback. Thus, to marketers, a popular strategy can be an effective one of enhancing brand image and consumer response through the selection of a celebrity endorser perceived to be trustworthy.

Question No 2:

The celebrity endorser is a trustworthy individual.

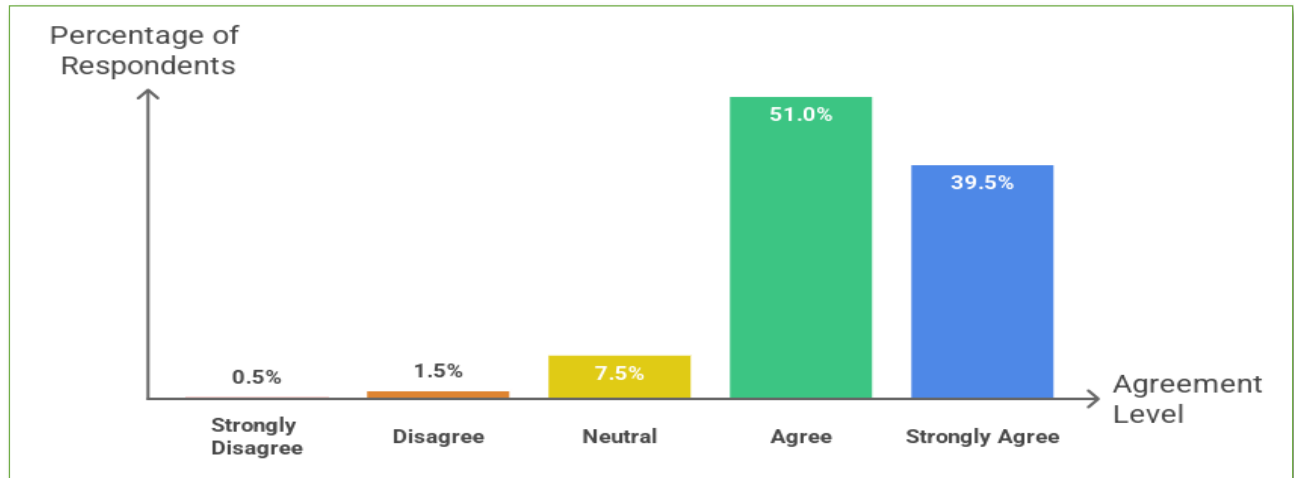


Fig. 2 Perception of Celebrity Endorser's Trustworthiness

The findings indicate that a large proportion of 90.5 percent of the respondents perceive the celebrity endorser as a truthful individual, and this implies that credibility of celebrities has a big role in influencing consumer perceptions about brands that have celebrities as their endorsers. Reliable endorses will increase credibility and attractiveness of the brand they endorse and this is essential in developing consumer trust and loyalty. Nevertheless, the percentage of neutral respondents (7.5) can also mean that trustworthiness is not necessarily the determinant of consumer decision making, some other qualities could also affect consumers, namely the relevance of the product.

Question No 3:

I believe that a brand, is being promoted by a reputable celebrity is more worthy.

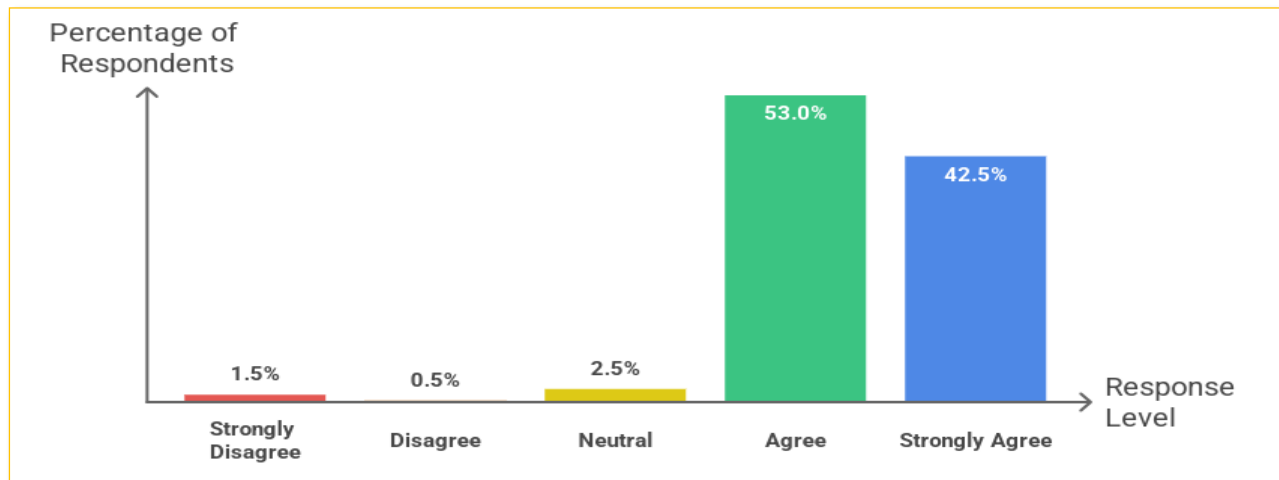


Fig. 3 Perception of Brand Respectability Based on Celebrity Endorsement

The majority (95.5%) of the respondents agree that a brand endorsed by a reputable celebrity is considered more respectful. This highlights the importance of focusing on celebrity credibility when dealing with consumer perceptions, particularly as it relates to brand respectability. This suggests that the inclusion of a trustworthy celebrity in a brand-marketing plan can help marketers to improve the brand image and win over consumers. The survey results indicate that 53.0% of the respondents agree and 42.5% strongly agree with the statement, highlighting the significance of celebrities' trustworthiness in brand perceptions. However, the small percentage of people (2.5%) who are neutral suggests that while trustworthiness is a critical element, there may be other factors that might affect how a consumer views the respectability of a brand. The small number of respondents (1.5%) who strongly disagree and (0.5%) who disagree suggest that celebrity trustworthiness is not the only factor at play in consumer perceptions.

Question No 4:

I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers.

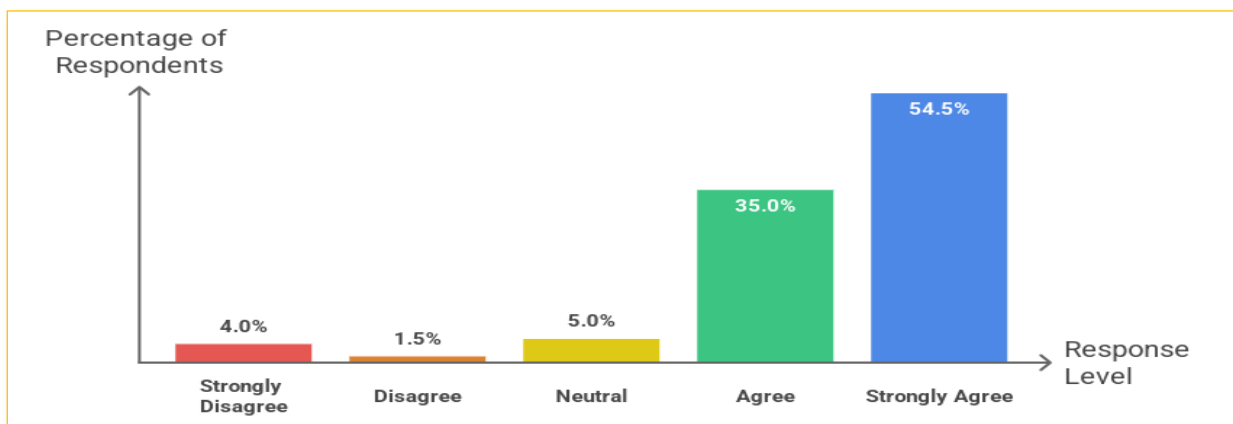


Fig. 4 Preferences for Watching Advertisements with Physically Attractive Endorsers

The statistics indicate that 89.5 percent of the respondents would rather watch adverts with physically attractive endorsers. The bar chart illustrates the distribution of respondents' attitudes towards a particular subject, probably referring to a Likert scale that measures consumer attitudes and

perceptions. A significant proportion of respondents (54.5%) strongly agree and (35.0%) agree, suggesting a strong positive sentiment towards the topic. A proportion of respondents, 4.0%, strongly disagree and 1.5% disagree, which indicates that a small number of respondents do not support the statement. Further, 5.0% are neither agree nor disagree. The bar chart shows that the largest portion of respondents have a positive view, this promotes the concept that physical beauty is a powerful persuasive power in advertising, especially the fashion and beauty product. This implies that an attractive celebrity who has been endorsed by the marketer may make an ad far more appealing and attract attention to more people.

Question No 5:

I remember a brand that is being endorsed by attractive celebrities more.

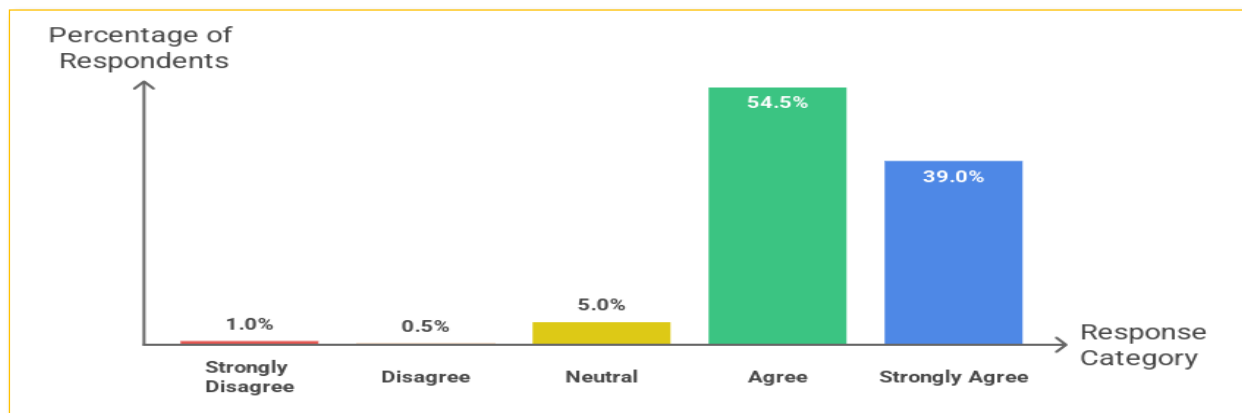


Fig. 5 Recall of Brands Endorsed by Attractive Celebrities

It is obvious that most of the respondents (93.51) are more probable to recollect brands, which are promoted by a beautiful celebrity. Most respondents, 54.5%, agree with the statement and 39.0% strongly agree, suggesting that most of those surveyed support the topic. A smaller percentage 1.0%, strongly disagrees and 0.5% disagrees, which implies a small minority of respondents disagree with the statement. Moreover, 5.0% are neither agree nor disagree (neutral). The result strengthens the idea that the level of attractiveness of the endorser is very crucial in brand recall and that having celebrities with appealing features increases the chances of consumers approaching a brand. This finding can be especially helpful to marketers in the fashion and apparel business, because it implies that brand recognition and recall rates among prospective customers can increase significantly in case an attractive celebrity is used in endorsements.

Statistical Analysis:

Descriptive Statistics:

The scale was consideration 1 to 5 Likert size 5 centers. In the same manner, 1 - Strongly Disagree and 5 - strongly agree, which indicates agree feeling in the case where respondents were inclined to be concerned with high mean relating things proposal. The different measure of the dispersal of the accumulated data is standard deviation that addresses it as a measure of scrambling. Their estimation of the math mean explains how they determined the observations distributed on the other side the closeness of data to its mean were estimated through the estimation of standard deviation. Table descriptive statistics contain these mean and standard deviation estimations of number juggling whose discussion is on the variables of the same.

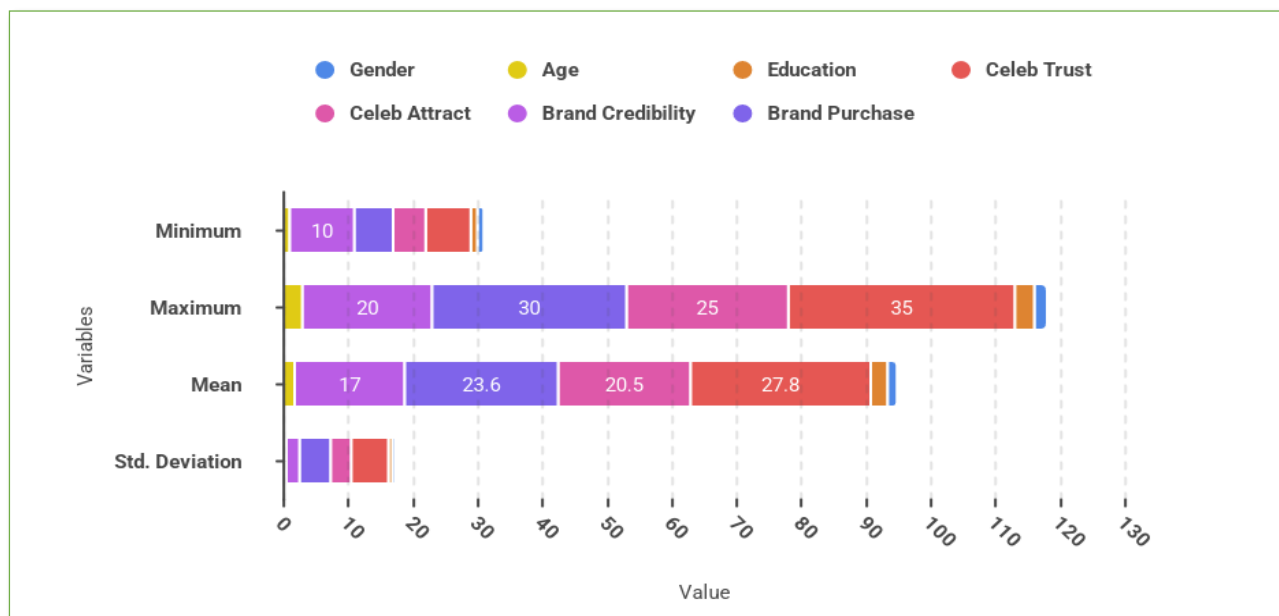


Fig. 6 Descriptive Statistics of Survey Variable

The descriptive statistics indicate that the perceptions of respondents towards celebrities concerning trustworthiness and attractiveness generally were positive and the mean scores of 27.84 and 20.47 respectively on a 7 to 35 scale. The brand credibility was also rated positively with an average of 17.01 that shows there was a strong positive attitude towards the brands. The mean purchase intention is 23.65, indicating that the respondents are expected to purchase products promoted by celebrities. There is a weak skew in the age and the education level of the respondents with the mean value of 1.77 and 2.61 respectively. The gender balance with a mean of 1.46 indicates that there is a mild male dominance in the sample. Standard deviations of all the variables reflect that there is a moderate level of variability in the responses, and some variations in opinions exist, especially in the factors related to the celebrity. Overall, these findings indicate a positive tendency towards celebrity endorsements among people with some variation in perceptions and actions.

Reliability Analysis

The study examined the reliability of the measurement scales to have internal consistency using Cronbach's Alpha. Cronbach's Alpha values reflect the level of consistency between the items on a scale where higher values signify greater consistency. The results of this analysis using various variables are mentioned in Table-2 below.

Table 2: Cronbach's Alpha for Reliability of Scales

Variable	Cronbach's Alpha	Number of Items
Celebrity Trustworthiness	0.850	4
Celebrity Attractiveness	0.824	8
Brand Credibility	0.885	4
Brand Purchase Intention	0.674	5
Overall Reliability	0.802	21

Most of the scales show that Cronbach's Alpha values are high, with values above the commonly accepted threshold of 0.70 (and in some cases above 0.80). This indicates that the scales are reliable

for measuring the respective constructs: Celebrities Trustworthiness (0.850), Attractiveness (0.824) and Brand Credibility (0.885) are highly reliable, suggesting that they are highly consistent in measuring the traits they represent. On the other hand, the Brand Purchase Intention scale (0.674) is slightly lower than the acceptable level of 0.7, which suggests that it might have moderate reliability. The lower alpha here might be explained by factors such as item overlap or a lack of consistency in the items used to measure purchase intention, or it could be related to the sample size and characteristics that might not represent the broader consumer population.

However, the overall reliability of 0.802 suggests that, in general, the instrument used in the study is reliable. Although the purchase intention scale might be less reliable, the tool's overall reliability is acceptable for consumer behavior studies. This implies that the tool can be relied upon to collect reliable data, except for the scale measuring purchase intention, which may need to be refined or tested further. According to Nunnally, Cronbach's Alpha scores of greater than 0.70 are acceptable for most research, while scores of greater than 0.80 show that a test is highly reliable [24]. In this case, most of the variables meet this standard, supporting the validity of the tool.

Pearson Correlation Analysis:

As shown in table no. 3, the Pearson correlation matrix reveals the correlations between the different factors examined in the study. The values in the table represent the correlation coefficient, where a value closer to 1.0 implies a strong positive correlation. There are a couple of rules used to describe the relationship between the variables studied. The rules are related to the size of Pearson r:

First Rule: If $r < 0.20$, the relationship is very low.

Second Rule: If $r = 0.20$ to 0.39 , there is a positive but low correlation.

Third Rule: If $r = 0.40$ to 0.59 , a positive and moderate correlation exists.

Fourth Rule: If $r = 0.60$ to 0.79 , there is a positive strong correlation.

Fifth Rule: If $r = 0.80$ to 1.00 , there is a very strong positive correlation

Table. 3 **Pearson Correlation Matrix of Variables**

Variable		Celebrity Trustworthiness	Celebrity Attractiveness	Brand Credibility	Brand Purchase Intention
Celebrity Trustworthiness	Pearson Correlation	1.000	0.955**	0.947**	0.963**
	Sig. (2-tailed)		000	000	000S
Celebrity Attractiveness	Pearson Correlation	0.955**	1.000	0.924**	0.946**
	Sig. (2-tailed)	000		000	000
Brand Credibility	Pearson Correlation	0.947**	0.924**	1.000	0.915**
	Sig. (2-tailed)	000	000		000
Brand Purchase Intention	Pearson Correlation	0.963**	0.946**	0.915**	1.000
	Sig. (2-tailed)	000	000	000	

The results clearly show that the correlation between Celebrity Trustworthiness and Celebrity Attractiveness is extremely strong ($r = 0.955$, $p < 0.01$), meaning that the more trustworthy the celebrity, the more attractive he/she is perceived to be. This indicates that there is a strong positive relationship between celebrity credibility and attractiveness, and these factors can contribute to

favorable consumer attitudes. Likewise, Celebrity Attractiveness and Brand Purchase Intention have a very strong positive correlation ($r = 0.946$, $p < 0.01$), indicating that a consumer's attraction to a celebrity is highly correlated with their intention to buy a product endorsed by the celebrity. This is an important result, as it implies that celebrity attractiveness has an impact on consumer purchase intention. Further, the relationship between Brand Credibility and Brand Purchase Intention ($r = 0.915$, $p < 0.01$) demonstrates that brand credibility is also an important predictor of purchase intention, although less so than the celebrity attributes tested in this study.

This study has found the connections between celebrity characteristics and brand purchase intention all lie in the strong to very strong positive correlation range, suggesting that celebrity traits significantly and directly influence consumers' purchase decisions.

Regression Analysis of Celebrity Trustworthiness

The results of the linear regression analysis of the impact of Celebrity Trustworthiness on Purchasing Behavior are shown in Table 4. The F-statistics are 1735.286 ($p < 0.01$), which means that the regression model is significant and Celebrity Trustworthiness is a good predictor of Purchasing Behavior. The R-square of 0.947 suggests that Celebrity Trustworthiness, highlighting its strong predictive ability, explains 97.7% of the variance in Purchasing Behavior. Celebrities' trustworthiness is associated with a positive coefficient of 0.947 ($p < 0.01$), meaning that a unit increase in Celebrity Trustworthiness is associated with a strong increase in Purchasing Behavior.

Table. 4 Results of Linear Regression Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.947 ^a	.898	.897	.669	.315
a. Predictors: (Constant), Celebrity Trustworthiness					
b. Dependent Variable: Buying Behavior					

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	775.494	1	775.494	1735.286	.000 ^b
	Residual	88.486	198	.447		
	Total	863.980	199			
a. Dependent Variable: Buying Behavior						
b. Predictors: (Constant), Celebrity Trustworthiness						

Coefficients						
Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.507	.233		32.223	.000
	Celebrity Trustworthiness	.341	.008	.947	41.657	.000
a. Dependent Variable: Buying Behavior						

This finding indicates that as a celebrity is viewed as more trustworthy; consumers are more inclined to buy the products they endorse. The Durbin-Watson coefficient of 0.315 shows positive autocorrelation in the residuals, implying there may be a pattern in the errors that needs to be investigated to validate the model's results. The findings demonstrate that Celebrity Trustworthiness has a positive and strong impact on consumers' purchase intentions that highlights the role of this attribute in brand marketing through celebrity endorsement.

Regression Analysis of Celebrity Attractiveness

Table 5 presents the results of the linear regression analysis of Celebrity Attractiveness. The F-statistics of 1153.243 ($p < 0.01$) means that the regression model is significant and that Celebrity Attractiveness has a strong and positive impact on Purchasing Behavior. The R-square of 0.853 indicates that Celebrity Attractiveness, suggesting a good fit of the model, can explain 85.3% of the variance in Purchasing Behavior and that Celebrity Attractiveness has a significant impact on consumers' purchase behavior. Celebrity Attractiveness has a beta coefficient of 0.924 ($p < 0.01$), which means that there is a strong positive effect of Celebrity Attractiveness on Purchasing Behavior. This implies that, for every one unit increase in Celebrity Attractiveness, the Purchasing Behavior score increases by 0.924 units, which is a strong influence.

Table. 5 Results of Linear Regression Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.924 ^a	.853	.853	.800	.271
a. Predictors: (Constant), Celebrity Attractiveness					
b. Dependent Variable: Buying Behavior					

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	737.379	1	737.379	1153.243	.000 ^b

	Residual	126.601	198	.639		
	Total	863.980	199			
a. Dependent Variable: Buying Behavior						
b. Predictors: (Constant), Celebrity Attractiveness						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.502	.373		12.081	.000
	Celebrity Attractiveness	.611	.018	.924	33.959	.000
a. Dependent Variable: Buying Behavior						

The Durbin-Watson statistic is 0.271, suggesting a positive autocorrelation among the residuals. This could indicate a potential problem with the assumption of independent errors, which should be investigated to validate the regression model. The results of this analysis confirm that Celebrity Attractiveness is a significant predictor of Purchasing Behavior, highlighting the role of celebrity characteristics in influencing purchase intentions.

Regression Analysis of Brand Credibility

The linear regression analysis results for Brand Credibility are presented in Table 6. The F-statistics of 1021.411 ($p < 0.01$) show that the model is significant, which means that Brand Credibility is a strong predictor of Purchasing Behavior. The R-square value of 0.915 also implies that Brand Credibility accounts for 91.5% of the variance of Purchasing Behavior, which indicates that Brand Credibility has a high degree of explanatory power. The beta value of Brand Credibility is 0.915 ($p < 0.01$), which suggests that Brand Credibility has a significantly positive effect on Purchasing Behavior. This means that Purchasing Behavior increases in proportion to Brand Credibility. A 1-unit increase in Brand Credibility leads to an increase of 0.915 units in Purchasing Behavior, showing that Brand Credibility has a substantial effect on consumers' purchasing behavior.

Table.6 Results of Linear Regression Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.915 ^a	.838	.837	.842	.358
a. Predictors: (Constant), Brand Credibility					
b. Dependent Variable: Buying Behavior					

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	723.693	1	723.693	1021.411	.000 ^b
	Residual	140.287	198	.709		
	Total	863.980	199			
a. Dependent Variable: Buying Behavior						
b. Predictors: (Constant), Brand Credibility						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.510	.303		24.776	.000
	Brand Credibility	.402	.013	.915	31.960	.000
a. Dependent Variable: Buying Behavior						

The Durbin-Watson value is 0.358, suggesting that there is positive autocorrelation in the errors, suggesting the assumption of independence of errors may not hold. This may influence the reliability of the model, and it may be worth examining this further to determine whether autocorrelation affects the results and if any adjustments should be made to address this issue. In all, the results suggest Brand Credibility is a positively strong predictor of Purchasing Behavior, and that it is important for brands to have a positive reputation to affect Purchasing Behavior.

Conclusion:

This research sought to investigate the effect of celebrity endorsement on consumer purchase intention in fashion and apparel sector in Faisalabad, Pakistan. The results indicate that celebrity trustworthiness, attractiveness and brand credibility play a key role in shaping consumer purchase intentions in the fashion industry. Celebrity trustworthiness ($\beta = 0.947$) and celebrity attractiveness ($\beta = 0.924$) are the most significant predictors of purchase intention. The R-square values (celebrity trustworthiness = 0.898, celebrity attractiveness = 0.853, brand credibility = 0.838) indicate that celebrity traits are strong predictors of brand credibility and consumer purchase intention, and account for a large proportion of variance in purchase intention. This suggests that consumers are not only affected by the product or brand but by the traits of the celebrity as well, making celebrity endorsement an important factor in the purchasing process of the fashion industry.

Moreover, brand credibility, a mediator of the effect of celebrity endorsement on consumer purchasing, was found to be important in determining consumer perceptions and purchase intentions, especially in the fashion industry, where brand image is a key driver of brand loyalty. Brand credibility affects consumer perceptions of product value and celebrity endorsement is a credible indicator of brand credibility. So, it's not just about the celebrity having a wide appeal but also being aligned with the brand image of the fashion brand they are endorsing. The Pearson correlation ($r =$

0.963 for trustworthiness and $r = 0.946$ for attractiveness) also shows that the impact of celebrity trustworthiness and attractiveness is interactive on purchase intentions, implying that celebrity endorsement is more impactful when it has both credibility and attractiveness. This finding highlights that consumers are drawn to trustworthy and attractive celebrities because it enhances their emotional relationship with the product and brand. This highlights the complexities of the consumer decision-making process in the fashion industry, where celebrities play a key role in enhancing brand appeal and consumer attitudes.

The findings of the research are particularly relevant to the fashion and apparel industry, where celebrity endorsements are commonplace to raise brand visibility, to connect with consumers, and to distinguish brands in a crowded marketplace. These insights can guide marketers in carefully choosing celebrity endorsers who fit their brand personality, target market and the emotional needs of consumers to boost brand credibility and purchase intentions. The study recommends marketers to identify celebrity figures who are trusted and attractive, as these attributes interact in a positive way to influence consumers.

In the digital era, where social media and other digital platforms play a significant role in marketing strategies, these insights highlight the need for credible and attractive celebrity endorsement to build consumer communities and brand equity in the highly competitive and rapidly evolving fashion market. In the digital era, brand endorsements not only aim to reach a mass audience but also to connect with consumers in a more genuine, credible and relatable way. Digital platforms such as Instagram, TikTok and YouTube are increasingly impacting consumer attitudes and celebrities engaging with consumers directly on these platforms make their endorsements more genuine and believable. Marketers should explore digital marketing strategies that combine celebrity endorsements with social media marketing, allowing celebrities to connect with consumers in a more personal and interactive way, providing more engaging brand experiences. Companies that understand the relationship between celebrity traits and digital platforms will be able to make the most of celebrity endorsement to enhance brand equity and loyalty.

Limitations and Suggestions for Future Research

This study provides important insights into the effect of celebrity endorsements on consumer purchase decisions in the apparel industry in Faisalabad, Pakistan, but there are some limitations to this study that can be addressed in future research. First, while the study evaluated the impact of celebrity traits (trustworthiness and attractiveness), it did not consider the role of consumer emotions and socio-economic factors that may moderate the impact of celebrity endorsements. Future studies could explore the role of consumer emotions (e.g., admiration, excitement) and socio-economic status (e.g., income, education) in moderating the impact of celebrity traits on consumer behavior.

The research used a cross-sectional design, which makes it difficult to establish causality. Longitudinal or experimental methods could be applied to examine the long-term impact of celebrity endorsements on consumer purchasing and determine the causal relationship between celebrity traits and consumers' purchase intentions. The study also did not examine the effects of negative publicity on celebrity endorsers. Negative publicity has been found to influence brand trust and purchase intentions but was not examined in this study. Future research could investigate the effect of negative publicity on consumer behavior, especially over time, and explore the effect of various types of negative publicity (e.g., scandals, fraud, drug abuse).

Further, the celebrity-endorser fit was not examined. The fit between brand and endorser is a key factor in celebrity endorsements. The match-up between the celebrity and the brand should be explored, as this may increase brand credibility and trust. Finally, the study was conducted in Faisalabad, Pakistan, and may not apply to other areas. Future studies should investigate the effectiveness of celebrity endorsements in different regions and cultures to confirm the results and

gain insight into the influence of celebrity endorsements around the world.

Practical Implications for Marketers:

The findings of this study have practical implications for fashion and apparel marketers to make the most of celebrity promotions. One approach is to match celebrity with the brand image and consumer needs as this resonates better with consumers, making endorsement more effective. Consumers identify with celebrities whose image is in line with the brand. For luxury brands that convey exclusivity, prestige and superior quality, it's important to select credible and reliable celebrities. These celebrities convey the image of luxury and promote the brand as authentic and premium. For young fashion brands, the emphasis should be on attractiveness, popularity and relativity. Young, fashionable, and social media-savvy celebrities are popular among younger consumers, which is essential in the fashion market where stylishness and attractiveness are essential.

Celebrities can also add to the brand's position and value, increasing brand loyalty. In the era of social media, it is important to select celebrities who can connect with consumers to make endorsement authentic. Overall, marketers need to choose celebrities whose characteristics are consistent with brand and consumer values. An attractive and trustworthy celebrity can enhance purchase intentions and brand loyalty, leading to a successful and sustainable brand in the highly competitive market.

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