SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES
(A Professional, Refereed, International and Indexed Journal)
www.smartjournalbms.org

DOI: 10.5958/2321-2012.2023.00009.X

EFFECTS OF CELEBRITY SELF-ENDORSED COSMETIC BRANDS ON PURCHASE INTENTION OF CONSUMERS AND BRAND'S GOODWILL

Bader Al Batati*
Jeddah College of Advertising, University of Business and Technology, Kingdom of Saudi Arabia
b.albatati@ubt.edu.sa

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

Abstract

This research paper examines the relationship between celebrity self-endorsement effectiveness and consumers' loyalty. The study proposes to examine the effect of celebrity self-endorsements on purchase intention of consumers, brand loyalty and brand recognition. The study utilized quantitative research methodology, based on 200 responses, collected through non-probability convenience sampling technique from consumers. The study applied One-Sample T test to evaluate the three hypotheses developed in the conceptual research model. The findings revealed that independent variable of celebrity self-endorsement had significant effect on the dependent variables like customers' purchase intention, brand loyalty and brand recognition.The findings of the study indicated how a brand could generate enormous turnover, by implementing a strategy of celebrity self endorsement. It was further revealed that celebrities might also endorse their brand with their own name, as their patent name, which would be more significant among the consumers, presenting the product to be more reliable and worthwhile.

Keywords: *Celebrity endorsement, Brand Loyalty, Purchase Intention, Brand recognition.*

JEL Classification: *M31, M32, M39.*

Paper Received : *13.10.2022* ***Revised :*** *12.12.2022* ***Accepted :*** *20.12.2022*

*** Corresponding Author**

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

1. Introduction

In this modern era, people are more inclined towards products that have a personality and a celebrity-endorsed product is nothing but a cherry on top. People, who passionately follow a celebrity, prefer to keep track of the latest trends and use the most contemporary products. Consequently, consumers are apt to have a very strong brand image of the products endorsed by the celebrity of their choice, thus creating brand image in consumers' mind and helping them to frequently buy products of that particular brand **(Soomro, 2019)**.

One of the most important fragments of a brand is "brand recognition", which considerably inspires consumers in decision-making on purchases. Celebrity's qualities, traits and individualities help customers to buy according to the memory recall of the brand image that has been built by these celebrities. A brand, that provides emotional and experimental benefits to its customers, has built strong brand personality in the eyes of the customers. Once these benefits are fulfilled, the consumer purchase intention is higher towards the brand, thus ensuring consumers' loyalty **(de la Paz Toldos-Romero & Orozco-Gómez, 2015)**.

Celebrity endorsers have been found to generate favorable attitude among consumers. Celebrities are referred to as inspirational figures, with desirable traits, for the consumers to activate their ideal self. Consumers purchase a product when the product image matches their self-image. The consumers will construct or maintain their self-concepts through the brands they are purchasing. Therefore, the relationship between celebrity endorsers and consumers, has a positive impact on the consumers' mind as they are motivated to improve their ideal self with that of a celebrity **(Choi & Rifon, 2012)**. Celebrity charm in advertisements also has an impact on women's psychology as it helps them to pay premium price for the products. Marketers use celebrities, to engage consumers to experience the product, and give positive referrals. The consumers tend to admire the endorser style, attractiveness and similarity with that of the product that influence the consumers to buy a certain product **(Silvera & Austad, 2004)**. Celebrities, with strong public image, are expected to practise self-branding, as advertisements are more prominent and easily recognizable. Social media has caused multi-channel convergence, which aids self-branding process to be effective and emotional. To make a brand, company needs to be sure of image and benefit that they provide in the packaging to enhance user's sense of appeal and value for money. Subsequently, it will help the brands to have a cultural and commercial advantage over other competitors **(Welling, Ang, & Khamis, 2016)**.

Cosmetics can be taken as a completely different world in itself. Cosmetics literally mean products or elements, that can be applied to enhance either a person's appearance or personality. In the present day world, cosmetics allow people to use them as a method for expressing themselves by highlighting or accentuating different facial features. It is evident that cosmetics are known to give people a boost to their personalities and confidence. The cosmetic industry in Saudi Arabia has grown tenfold over the past few years. Products made in Saudi Arabia tend to have a low demand within the country compared to international products. It can be noted that in today's world, different Saudi Arabian brands are popping up and are slowly gaining popularity. Recognizing a brand and being loyal to a certain brand is the key to

making the desired purchases. This is where the role of celebrities comes in. There are two forms of endorsements: First, hiring well-known celebrities and making them endorse the brand. Secondly, renowned celebrities introduce their own brand products and advertise in the market. This research takes up the second form of celebrity endorsement.

This study examines the effect of celebrity self endorsements on purchase intention of consumers, brand loyalty and brand recognition **(Figure-1)**. Due to globalization, people are now aware of many cosmetic brands, both national and international. Further, a product would be perceived more trustworthy that are owned and endorsed by the celebrities themselves. The main objective of the study is to check the effect and predict consumers' behavior while making a cosmetic product purchase in relation to celebrity self endorsements of the brand. The purpose of the research is to discover the factors, that influence the purchasing patterns of cosmetics and beauty care products, among customers.

2. Review of Literature

2.1. Celebrity Endorsements

Celebrity endorsements can be seen as a method that allows a brand to be well known in the market, separating it from the rest of the products **(Khan, 2020)**. When two products are placed in front of the consumer, it is true that the one with the celebrity endorsement, especially that of their favourite celebrity, will have a high chance of purchase compared to that which is without a celebrity. Therefore, the brand with the celebrity endorsement is more likely to have a higher appeal. In the modern age, different marketers prefer to give a renowned face to their product. These faces belong to celebrities of different fields, like cricket, or other sports, television serial actors and actresses and models. Managers tend to spend more money on the idea of developing celebrity contracts. These contracts are based on the understanding that celebrities will be the brand ambassadors for their brands and will ultimately be representing them in the market **(Gaikwad, 2020)**.

Celebrities can also self-endorse a brand when they launch their own brand lines. Thus they are able to gain more benefits due to their popularity and fan following. The Saudi celebrity power is evaluated based on their commercial success and how they can make an impact on product commendations. A consumer is more likely to be attracted to a popular celebrity or star which, in turn, can generate more revenue from sales **(Ahmed et al, 2015)**. For instance, international celebrities such as Kylie and Rihanna have also self-endorsed their beauty products.

It is assumed that when a celebrity self-endorsed brand is presented, it is not only genuine but also considered credible. It has been researched that majority of people prefer to buy celebrity endorsed brands, as it is directly associated with the brand's quality **(Kaur and Garg, 2016)**. Quality bears foremost importance in the eyes of the consumer and therefore, when celebrities highlight the specifications and features of the brand, the product is automatically assumed to have high quality as well **(Vipul, 2011)**.

2.2. Purchase Intention for Cosmetics

The word "Purchase Intention" means the purchase that a consumer is willing to make. It is a plan or an idea of wanting to make a purchase in the future. There are many different factors that influence the consumers' perception about a product and during the process of

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

purchase-making decision, a positive attribute is given if the product is being hailed by a celebrity endorser **(Sridevi, 2012)**. Consumer purchases and celebrity endorsments have been associated with one another since a long time and have been a topic for many researches. These researches have presented an insight that when a celebrity validates or endorses a product, the decision regarding the final purchase is usually more enhanced **(Sridevi, 2012)**.

Another way for brands to make themselves known is with the application of indirect association. Since brands do not present all their product details within the ad, then the credibility of the celebrity allows consumers to make the purchase decision. The idea of taking on a celebrity, that may have a negative image in the market, leads to having high negative associations with the brand and thus being rejected by the public, leading to low or no purchase intentions **(Jamil & Rameez ul, 2014)**. As stated in the above paragraph, a negative association with celebrities has a major impact on the purchase of goods and services. Saudi Arabia masses are known to attribute high credibility and quality to the product when foreign celebrities are used in promoting major or reputed brands. It can be deduced that celebrities have their own level of importance and fan following when it comes to understanding the purchase drives and intentions **(Jamil & Rameez ul, 2014)**. **Madahi and Sukati (2012)** describe that the acquisition intention has become difficult and vital in the recent era. Customers can see famous celebrities in different advertisements, reports and articles providing information and sharing their product concerns. There are several factors that have an effect on consumers' intention while choosing the merchandise and therefore, the final call depends on consumers' intention **(Wei & Li, 2013)**. There have been many different researchers, who have stated the close link with celebrity endorsement **(Madahi & Sukati, 2012)**.

2.3. Brand Loyalty

Brand loyalty is based on the concept that when a certain product is purchased regularly, a certain liking is developed for it and thus repeat purchases are made **(Soomro, 2019)**. An example here is that of a person who may be completely brand loyal to his desired brand for apparel. Brand loyalty may be a concept that has been investigated from different perspectives but no clear results have been obtained. It has been argued that there are two ways of how loyalty can be gauged, meaning there are two different kinds of loyalty that are present **(Zeng, Bhutto and Soomro, 2019)**. The first has been argued as a concept that is strictly caused by behavior and is called behavioral loyalty. The second is considered to have been based on the different attitudes and therefore, is called attitudinal loyalty.

Some researchers argue for the mixture of a good angle and repeat purchase behavior so as to clarify the idea of brand loyalty. **Thomas and Williams (2013)** stressed the importance of trying to gauge loyalty with the application of celebrities, creating excellence regarding the whole idea of loyalty. These users are those positioned on very low lines of the "loyalty hierarchy" (where single users are at the highest and multiple users within the middle), since they are not users at the moment, though they are likely to become users of the actual product or service in the future. Therefore, this study is not about current shoppers of the product because of different reasons.

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

2.4. Brand Recognition

The concept of making and managing brands, especially those which turn out to be cash cows or star brands, need marketing methods that are strong for managing Business-to-Consumer (B2C) environment **(Homburg et al., 2010)**. Therefore, the idea of developing brand recall and also awareness is economically and efficiently considered to have a major role in the field of marketing. Brand recognition is the first step of knowing the brand and gathering information on it, even if it is just the recall of the name of the brand. Researchers tend to measure the brand recall as a form of involvement, that the consumers may have with the brand. This allows managers to not only understand the market based on current but potential customers as well **(Ateke et al., 2015; Aaker, 2010)**. It is considered a valid factor that while considering the brand, recognition is key to developing the brand image **(Maqsood & Soomro, 2021)**.

Brand recognition is the primary goal of advertising while introducing a new product **(Aaker, 2010)**. While making purchases, there are situations of low interest or involvement because of other brand options that are available **(Soomro, 2019)**. The role of awareness is to know the possibility of consumers not only recalling but also categorizing the product and knowing which brand is to be used **(Aaker, 2010)**. Celebrity endorsement is a marked way to maximize advertising effectiveness **(Parmer & Patel, 2014)** because it enables an advertisement to stand out among the millions of advertisements a consumer is exposed to, on a daily basis. Celebrities, in addition to influencing and modifying consumer behavior, perception or attitude, can also help in facilitating brand recognition in today's highly cluttered marketing communication environment **(Malik & Sudhakar, 2014)**.

3. Statement of the Problem

Brands get an advantage from associating themselves with endorsers because they obtain particular configurations of meanings, that cannot be found elsewhere because endorsers enhance advertisement readership, viewership or listenership. They help persuade positive attitudinal change towards an establishment and its products as the personality characteristics of the endorser is associated with a brand's imagery, thus enhancing the recall potential of the promoted brand **(Trivedi, 2013)**. In the competitive markets, where advertisement clutter reduces the impact of advertisements for the companies **(Soomro et al., 2021; Soomro, 2019)**, firms choose unconventional strategies of marketing and one method is to use endorsements by famous people. Hence this study proposes to analyze the effect of celebrity self-endorsement on brand loyalty, purchase intention and brand recognition. The independent variable for the study was celebrity self-endorsements, while dependent variables included brand loyalty, purchase intention and brand recognition.

4. Need of the Study

In the context of Saudi Arabia, no substantial studies can be found that investigated this celebrity self endorsement concept and its effect on consumer purchase intention. Therefore, this study is unique and would contribute to the literature by fulfilling the gap on the topic. The findings of this study would also help the future researchers to carry further investigation on self-endorsement, from different perspectives, within the context of Saudi Arabia and other developing nations. This self-endorsed

branding can be utilised by celebrities to spur the wave of entrepreneurial brands and minimize the chances of failure for new product launches in the markets.

5. Objectives of the Study

The major objective of the study is to investigate the effect of celebrity self-endorsement on brand loyalty, purchase intention and brand recognition to provide evidence whether it is an effective strategy for promoting brands in the market.

6. Hypotheses of the Study

The proposed hypotheses for this study are presented below:

H1: Celebrity self-endorsement has positive effect on customers' buying intention.

H2: Celebrity self-endorsement has significant impact on brand loyalty.

H3: Products endorsed by celebrities has positive effect on customer brand recognition

7. Research Methodology

The study was based on qualitative information and both primary data and secondary data sources were used in the study. The data were collected to analyze the effect of celebrity endorsements on purchase intention of consumers and brand goodwill.

7.1 Sample Selection

The study utilized convenience sampling technique, which is a non-probability sampling. Data collection tool was the questionnaire and individuals from a range of ages and educational backgrounds were chosen by the Researcher. People were recruited from various locations like colleges and universities, who were known to the author. Sample size of 200 was considered sufficient for questionnaire distribution. The people were asked to fill the questionnaires and share their personal opinions and experiences.

7.2. Sources of Data

Data collection was done from the people living in Jeddah, Saudi Arabia. The identity of the respondents was kept confidential for ethical reasons. The respondents included students (College and Universities), employees, and other professionals.

7.3. Period of the Study

The data for the study were collected from 03 February 2022 to 31st March 2022.

7.4. Tools used in the Study

The question items were designed on Likert Scale of five-points to measure the perception of the respondents. Validity and Reliability Test were conducted to ensure that the data were collected to answer the objectives of the research. One-Sample Test was applied to the data, using the SPSS 17 software.

8. Data Analysis

The data were analyzed on SPSS 17 software. Data were analyzed for validity and reliability through Cronbach Alpha in the first phase for data reliability check. The Cronbach's Alpha value was 0.790, which is good score for data reliability (**Table-2**). Demographic statistical analysis of the respondents was performed through descriptive statistics (**Table-1**). The questionnaire was designed, using close-ended questions, that helped in gathering information regarding the effect of celebrity endorsements on independent variables. To test the relationship among the variables, One-Sample Test was applied to the data. Through the One-Sample T test, the Researcher realized the objective of the study, by finding whether there was support for the proposed hypotheses.

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

According to the **Table-3**, Hypothesis 1 that celebrity self-endorsement has positive effect on customers' purchase intention, was supported, as the mean value was 2.34, with the test value set at 3. In other words, self-endorsement by the celebrity to promote and market their own product, did have positive impact on the buying behavior of consumers. Similarly, for H2 and H3, T test revealed mean values of 2.6947 and 2.7640 respectively and hence hypotheses and were supported. In other words, brand loyalty can be affected by celebrity self-endorsement. Further, data analysis showed stronger results for H3, which stated, "Products endorsed by celebrities have positive effect on customer recognition of the brand". **Table-4** reveals that since p <.001 was less than our chosen significance level $\alpha = 0.05$, null hypotheses were rejected. In short, celebrity self-endorsement did have significant difference on customer buying intention, brand loyalty and brand recognition.

Based on the results , we can state the following:

- There was significant difference in customers buying intention when celebrity self-endorsement was done ($t_{-.6560}$= -10.113, p < 0.001).
- There was significant difference in brand loyalty when celebrity self-endorsement was done ($t_{-.30533}$= -4.998, p < 0.001).
- There was significant difference in brand recognition when celebrity self-endorsement was done ($t_{-.2360}$=-3.882, p < 0.001).

9. Findings of the Study

The main objective of this study was to analyze the effects of celebrity endorsements on purchase intention of consumers and brands loyalty and recognition. The respondents were given the example of three local celebrities, who had started their own cosmetic products and services to cater to their consumers. Keeping these objectives in mind, three hypotheses were formulated, which were later accepted on the bases of results of the research. The major findings of the study revealed:

- The impact of celebrity self endorsement in advertisement was more than that of a non-celebrity.
- People showed more interest in the cosmetic products that are produced and self endorsed by a celebrity.
- It has also been revealed that self-endorsements did have positive effect on consumers' purchase intention.
- Having a celebrity own a product or service, eventually leads consumers to perceive the brand to have more authenticity, thus creating brand image and goodwill among the consumers and increased brand loyalty and gave them confidence while buying the product.

10. Suggestion of the Study

The research has helped to understand how a brand can generate enormous turnover by implementing certain strategies. Endorsement by celebrities, who have a huge fan following and are fashion icons, could help involve a large number of audience, who could be potential customers and buyers. Celebrity can endorse their brand with their name, as their patent name is more significant among consumers, making the product more reliable and worthwhile. Celebrities could also cater to vast audience to amplify their target market. Therefore, investors and entrepreneurs can invest money, by doing partnership with famous

personalities, on profit-sharing model and launch new brand in the name of celebrity or show that the celebrity owns the brand and endorses the brand personally.

11. Conclusion

Companies market their products and services, by extensively employing celebrity endorsement as a medium of advertising. In this practice of celebrity endorsement, it is easier for consumers to process the information and have more understanding of the brand personality. Celebrities have maximum impact on consumers as they already have a fan following which makes it easier for them to relate to the brands' image. When celebrities launch their own products under their own brand name, it is known as celebrity self-endorsement, which has greater influence on the consumers' brand perception. The study concludes that implementing a celebrity self-endorsement strategy can help a brand generate massive amount of revenue. It was further revealed that celebrities may endorse their brand, by using their own name because their patent name is more meaningful among consumers, thereby rendering the product more credible and valuable.

12. Limitations of the Study

This research suffered from a few limitations. Firstly, the respondents were asked about local celebrities and their products, but the international celebrity brands are more popular as compared to the local celebrities. Therefore, the respondents were restricted in terms of celebrity options. Secondly, most of the respondents were students or teachers and if respondents from makeup forums or makeup schools had been included, the results would have been completely different. As makeup is now used by men too, our survey was gender restricted. Future research can validate our findings with a more diversified population.

13. Scope for Further Research

As this research only utilized questionnaire for collecting primary data, future research can use more extensive interviews or one on one interaction that could have been useful for better understanding of the subject and consumers' thought process while making a purchase. Lastly, recent studies in cosmetic industry include Halal branding and labeling concept on purchase intention **(Khan, Sarwar, & Tan, 2020; Bhutto et al., 2022)** and therefore, future studies may also consider merging the celebrity endorsement with Halal cosmetics, to understand consumer behavior. Lastly, cosmetic industry also uses plastic bottles, containers and many ingredients that lead to environmental degradation and pollution and hence future studies can also incorporate variables such as green advertising as moderating variable **(Hussain, Haq & Soomro, 2020),** to investigate from the environmental perspective.

14. References

Aaker, D. A. (2010). "Building strong brands", London: Free Press.

Adis, A. A., & Jun, K. H. (2013). Antecedents of brand recall and brand attitude towards purchase intention in advergames. *European Journal of Business and Management*, *5*(18), 58-67.

Ahmed, R. R., Seedani, S. K., Ahuja, M. K. & Paryani, S. K. (2015). "Impact of Celebrity Endorsement on Consumer Buying Behavior", Journal of Marketing and Consumer Research, 16(1).12-20.

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

Ateke, B. W., Onwujiariri, J. C., & Nnennanya, D. A. (2015). The relationship between celebrity endorsement and brand image in the fastfood industry in Port Harcourt, Nigeria. *European Journal of Business and Management*, *7*(27), 177-186.

Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2022). Adoption of halal cosmetics: extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, (ahead-of-print).

Campbell, M. C., & Warren, C. (2012). A risk of meaning transfer: Are negative associations more likely to transfer than positive associations? Social Influence, 7(3), 172-192

Chan, K., Ng, Y. L., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*., 14(2), 167-179

Chen, C. F., & Chang, Y. Y. (2011). Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers' View. Interdisciplinary Journal of Contemporary Research in Business, 3(8), 833-839

Choi, S. M., & Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology & marketing*, *29*(9), 639-650.

De la Paz Toldos-Romero, M., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. *European Business Review*. *27*(5), 462-476.

Dzisah, W. E., & Ocloo, C. E. (2013). Celebrity endorsement and consumer buying behaviour; enhancing the promotion function of marketing in the central business area of Accra, Ghana. *European Journal of Business and Management*, *5*(25).

Gaikwad, P. (2020). Celebrity Endorsement and Consumers' Online Shopping Behavior: An Empirical Analysis. *Journal of Business, Management & Administrative Sciences (JBMAS)*, *1*(1), 1-10.

Gauns, K. K., Pillai, S. K. B., Kamat, K., Chen, R. F., & Chang, L. C. (2018). Impact of celebrity endorsement on consumer buying behaviour in the state of Goa. *IIM Kozhikode society & management review*, *7*(1), 45-58.

Gerber, C., Terblanche-Smit, M., & Crommelin, T. (2014). Brand recognition in television advertising: The influence of brand presence and brand introduction. *Acta Commercii*, *14*(1), 1-8.

Han, O. W., & Yazdanifard, R. (2015). The review of the effectiveness of celebrity advertising that influence consumer's perception and buying behavior, *Global Journal of Management and Business Research: E-Marketing*. 15 (4), 23-29.

Hauser, J. R. (2011). A marketing perspective on recognition-based heuristics. Judgement and Decision Making, 6, 396-408

Hoffman, S. J., & Tan, C. (2015). Biological, psychological and social processes that explain celebrities' influence on patients' health-related behaviors. *Archives of Public Health*, *73*(1), 1-11.

Homburg, C., Klarmann, M., & Schmitt, J. (2010). Brand awareness in business markets: when is it related to firm performance?. *International Journal of Research in Marketing*, *27*(3), 201-212.

Hussain, S. A., Haq, M. A. U., & Soomro, Y.A. (2020). Factors influencing consumers' green purchase behavior: Green advertising as moderator. *Marketing and Management of Innovations*, 4, 144-153.

Jain, V. (2011). Celebrity endorsement and its impact on sales: A research analysis carried out in India. *Global journal of management and business research*, *11*(4), 68-84.

Jamil, R. A., & Rameez ul Hassan, S. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. *Syed Rameez ul Hassan,* ***RAJ (2014).*** *Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. Journal of Management Info*, *4*(1), 1-23.

Kaur, S., & Garg, A. (2016). Celebrity endorsement and buying behavior: A study of Panjab University students. *International Journal of Research-Granthaalayah*, *4*(11), 122-136.

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding,'micro-celebrity'and the rise of social media influencers. *Celebrity studies*, *8*(2), 191-208.

Khan, N., Sarwar, A., & Tan, B. C. (2020). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*. 12(8), 1461-1476.

Khan, M. A. (2020). Determining the impact of Celebrity Endorsement on Customer's purchasing Intention: Study on Careem, Karachi. *Journal of Marketing and Logistic*, *3*.

Leiper, N., & Lamont, M. (2011). The better mousetrap fallacy: a case study of the Bali Pathfinder tourist map. *Journal of Vacation Marketing*, *17*(2), 95-103.

Madahi, A., & Sukati, I. (2012). The effect of external factors on purchase intention amongst young generation in Malaysia. *International Business Research*, *5*(8), 153.

Malik, A., & Sudhakar, B. D. (2014). Brand positioning through celebrity Endorsement-A review contribution to brand literature. *International Review of Management and Marketing*, *4*(4), 259-275.

Maqsood, S. M., & Soomro, Y. A. (2021). Gray-market and its Impacts on Brand Image: Case for Retail Perfume Industry. *Marketing and Management of Innovations*, 1, 124-134.

Muda, M., Musa, R., & Putit, L. (2012). Breaking through the clutter in media environment: How do celebrities help? *Social and Behavioural Sciences*, *42*, 374-382

Nwulu, C. S., & Ateke, B. W. (2014). The impact of marketing information credibility on consumer purchase behaviour in the pharmaceutical industry in Port Harcourt Nigeria. *West African Journal of Business and Management Science*, *3*(3), 41-49.

Parmar, B. J., & Patel, R. P. (2014). A study on consumer perception for celebrity & non celebrity endorsement in television commercials for fast moving consumer goods. *Global Business and Economics Research Journal*, *3*(2), 1-11.

Roy, S. (2012). To use the obvious choice: Investigating the relative effectiveness of an overexposed celebrity. *Journal of Research for Consumers*, (22), 41-69.

Sankarkumar, A. V., Selvam, M., & Sigo, M. O. (2017). Long memory features and relationship stability of Asia-Pacific currencies against USD. Business and Economic Horizons, 13(1).

Selvam, M., Gayathri, J., Vasanth, V., Lingaraja, K., & Marxiaoli, S. (2016). Determinants of firm performance: A subjective model. Int'l J. Soc. Sci. Stud., 4, 90.

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of marketing. 38*(11/12), 1509-1526.

Soomro, Y.A. (2019). Antecedents of brand loyalty in the fashion industry of Pakistan: Moderating effect of Individual-level collectivist values. *Journal of Organisational Studies and Innovation,* 6 *(1),* 33-46.

Soomro, Y. A., Baeshen, Y., Alfarshouty, F., Kaimkhani, S. A., & Bhutto, M. Y. (2021). The Impact of Guerrilla Marketing on Brand Image: Evidence from Millennial Consumers in Pakistan. *The Journal of Asian Finance, Economics and Business*, 8(4), 917-928.

Sudhahar, D. J. C., & Selvam, M. (2006). Service quality measurement in Indian retail banking sector: CA Approach. Journal of Applied Sciences, 6(11).

Sridevi, J. (2012). Effectiveness of celebrity endorsement in brand recall and brand recognition. *Zenith International Journal of Business Economics & Management Research*, *2*(5), 203-209.

Thoma, V., & Williams, A. (2013). The devil you know: The effect of brand recognition and product ratings on consumer choice. *Judgment and Decision Making*, *8*(1), 34-44.

Trivedi, S. (2013). Would brand recall impact the customer buying behavior of mobiles. *Global Journal of Management and Business Studies*, *3*(10), 1129-1134.

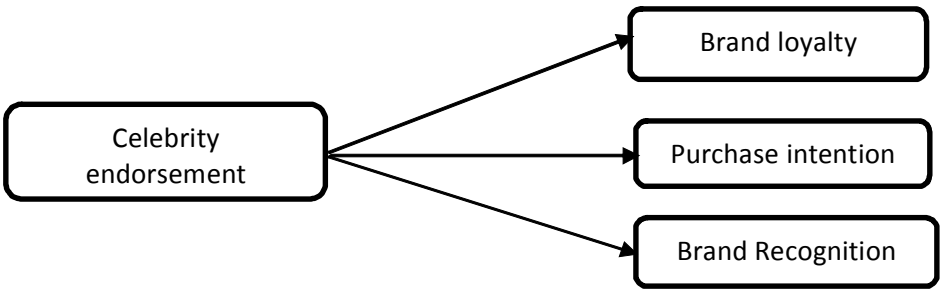
Wei, K. K., & Wu, Y. L. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: A study of Malaysian consumers. *International Journal of Sports Marketing and Sponsorship*.14 (3), 2-22.

Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research*.15(2),1-7.

Zeng, F., Bhutto, M. Y., & Soomro, Y. A. (2019). Chinese Smartphone Brands: Gender, Consumers Behavioural and Attitudinal Loyalty. *Marketing and Management of Innovations,* 2, 83-98.

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

Figure-1: Conceptual Model of effects of Celebrity Self-endorsed Cosmetic Brands on Purchase Intention of Consumers and Brand's Goodwill



Source: Developed by Authors

Table-1: Demographic Analysis of Respondents

Demographic Variable	Sub variable	Frequency	Percent
Gender	Male	107	54
	Female	92	46.0
	Total	200	100.0
Age-group	18-25	148	74.0
	26-35	48	24.0
	36-45	2	1.0
	46-above	2	1.0
	Total	200	100.0
Education level	High school	1	0.5
	College	13	6.5
	Undergraduate	77	38.5
	Graduate	83	41.5
	Post-graduate	22	11.0
	Doctorate	2	1.0
	Total	200	100.0
Occupation	student	121	60.5
	employed	61	30.5
	unemployed	2	1.0
	own business	14	7.0
	freelancer	2	1.0
	Total	200	100.0
Income level	under10,000 SAR	30	15.0
	11,000-20,000 SAR	54	27.0
	21,000-30,000 SAR	41	20.5
	31,000 SAR above	75	37.5
	Total	200	100.0

Sources: Primary Data computed using SPSS Software

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

Table-2: Model Reliability of effects of Celebrity Self-endorsed Cosmetic Brands on Purchase Intention of Consumers and Brand's Goodwill

Cronbach's Alpha	N of Items
0.790	10

Sources: Primary Data computed using SPSS Software

www.IndianJournals.com
Not for Commercial Use
Downloaded From IP - 216.73.216.57 on dated 15-Nov-2026

Table-3 : Hypothesis testing mean values of variables

	N	Mean	Std. Deviation	Std. Error Mean
H1	200	2.3440	1.02561	0.06487
H2	200	2.6947	0.96601	0.06110
H3	200	2.7640	0.96125	0.06079

Sources: Primary Data computed using SPSS Software

Table-4: Test values and Confidence interval

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	-10.113	249	0.000	-.65600	-.7838	-.5282
H2	-4.998	249	0.000	-.30533	-.4257	-.1850
H3	-3.882	249	0.000	-.23600	-.3557	-.1163

Sources: Primary Data computed using SPSS Software