Investigating The Effect of Celebrities' Endorsement on Consumer Purchasing Intentions Toward Cosmetic Brands in Egypt

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Abstract

This study investigates the effect of celebrity endorsement on consumer purchasing intentions toward cosmetic brands in Egypt. The research examines the impact of celebrity credibility, physical attractiveness, brand respect, and celebrity-product match-up on consumer perceptions and purchase decisions.

This study investigates the impact of celebrity endorsement on consumers' intention to purchase by looking at how it affects the cosmetics industry's consumer purchasing decisions in the Egyptian context . In addition to investigating the effect of celebrity endorsement and the popularity of celebrity on purchase intention of consumers through adaptation of TEARS Model.

Celebrity Endorsement has emerged as a powerful strategy influencing consumer behavior. This study examines the impact of celebrity endorsement on consumers' purchase intentions in the Egyptian cosmetics industry, incorporating the TEARS Model to analyze how celebrity credibility, attractiveness, and popularity contribute to consumer decision-making

A quantitative approach was employed, targeting 380 women from upper social classes in Cairo who purchase cosmetics via social media platforms, particularly Instagram. The study focused on cosmetic brands. A structured questionnaire with a 5-point Likert scale was used to collect data, assessing consumer attitudes toward celebrity endorsements and brand perception.

Findings confirm that celebrity credibility, including trustworthiness and expertise, significantly enhances consumer brand perception. Physical attractiveness, celebrity popularity, and brand respect positively influence consumer attitudes. Moreover, a strong celebrity-product fit strengthens brand trust and purchase intention. The results also indicate that consumers exhibit different reactions to local versus international celebrity endorsements, with international celebrities having a stronger impact.

The study recommends that cosmetic brands strategically select endorsers whose public image aligns with the brand's identity to maximize consumer trust and purchase intent.

Keywords: Celebrity Endorsement, Consumer Purchase Intention, Cosmetics, Social Media Marketing, Egypt

ملخص عربي :

تبحث هذه الدراسة في تأثير تأييد المشاهير على نوايا الشراء لدى المستهلكين تجاه العلامات التجارية لمستحضرات التجميل في مصر. تبحث الدراسة في تأثير مصداقية المشاهير، والجاذبية الجسدية، واحترام العلامة التجارية، وتوافق المشاهير مع المنتج على تصورات المستهلكين للعلامة التجارية وقرارات الشراء.

تدرس هذه الدراسة تأثير تأييد المشاهير على نية المستهلكين للشراء من خلال النظر في كيفية تأثيره على قرارات الشراء في صناعة مستحضرات التجميل في السياق المصري.

بالإضافة إلى دراسة تأثير تأييد المشاهير وشعبية المشاهير على نية الشراء لدى المستهلكين من خلال تكييف نموذجTEARS

لقد ظهرت تأييدات المشاهير كاستراتيجية قوية تؤثر على سلوك المستهلك. تدرس هذه الدراسة تأثير تأييد المشاهير على نوايا الشراء لدى المستهلكين في صناعة مستحضرات التجميل المصرية، مع دمج نموذج TEARS لتحليل كيفية مساهمة مصداقية وجاذبية وشعبية المشاهير في اتخاذ القرارات الشرائية من قبل المستهلكين.

تم استخدام نهج كمي يستهدف ٣٨٠ امرأة من الطبقات الاجتماعية العليا في القاهرة اللاتي يشترين مستحضرات التجميل عبر منصات التواصل الاجتماعي، وخاصة إنستغرام. ركزت الدراسة على علامات التجميل. تم استخدام استبيان منظم بمقياس ليكرت من ٥ نقاط لجمع البيانات، لتقييم مواقف المستهلكين تجاه تأييد المشاهير وإدراك العلامة التجارية.

تؤكد النتائج أن مصداقية المشاهير، بما في ذلك الثقة والخبرة، تعزز بشكل كبير من تصور المستهلك للعلامة التجارية. الجاذبية الجسدية، شعبية المشاهير، واحترام العلامة التجارية تؤثر بشكل إيجابي على مواقف المستهلكين. علاوة على ذلك، فإن التوافق القوي بين المشاهير والمنتجات يعزز ثقة العلامة التجارية ونية

الشراء. تشير النتائج أيضًا إلى أن المستهلكين يظهرون ردود فعل مختلفة تجاه تأييدات المشاهير المحليين مقابل الدوليين، حيث يكون للمشاهير الدوليين تأثير أقوى.

توصي الدراسة بأن تختار العلامات التجارية لمستحضرات التجميل بشكل استراتيجي المروجين الذين تتماشى صورتهم العامة مع هوية العلامة التجارية لتعظيم ثقة المستهلك ونية الشراء.

الكلمات المفتاحية: تأييد المشاهير، نية الشراء لدى المستهلك، مستحضرات التجميل، التسويق عبر وسائل التواصل الاجتماعي، مصر

1. INTRODUCTION:

Advertising is regarded as the fastest and most effective communication method for brands to build an association and attract their target consumers. Among various types of communication tools, the use of celebrity endorsement is considerably growing owing to the explosion of social platforms (Malik et al., 2013; Stubb and Colliander, 2019).

Influencer marketing on social media has grown to be a significant marketing strategy for companies all over the world today. This was made possible by the widespread acceptability and popularity of websites like Instagram, Facebook, and YouTube, which made it possible for regular people to gain influence on social media (Khamis et al.: 2017). Influencer marketing will not only continue to exist as the internet grows more pervasive, but it might also develop into a highly successful substitute for conventional advertising, including traditional social media or online advertising.

It's been assumed for a long time that because people view these prominent figures and celebrities as role models, they are more inclined to believe them and support their goal. According to (Taleverna, 2015), (Harrison, 2017), (Awobamise & Jarrar, 2018), endorsements often prove to be both cost-effective and beneficial in helping businesses build and maintain a positive reputation. Therefore, marketers must grab this new opportunity or adjust to this new reality since the popularity of the internet has led to the emergence of a new class of "celebrities" or influencers. It is becoming increasingly obvious that this new breed of 'celebrities' have the ability to influence consumer opinion because of the reach and influence they wield when they review products, brands, or simply talk about a service or a product (Booth &Matic: 2011). This is why influencer marketing has become so popular. One can scarcely navigate through an Instagram page without running into some kind of influencer marketing since it has grown so prevalent. This is also the case in even developing nations

Company success in a complicated and changing environment is a difficult phenomenon that requires advertising to attract customers. Huge sums of money are spent by advertisers on creating advertising campaigns in the hopes that the target audiences would respond favorably to them and so raise awareness of their brand and business images and boost sales of their newest goods and services. Consumers are exposed to a lot of marketing these days because of social media. They are aware

of the offers made to them as a result. Yet, as a result of this situation, there is now fiercer rivalry among businesses for customers' attention. In light of the fact that customers are exposed to several advertisements every day, any advertiser's message is readily forgotten. (Muda, Musa, &Putit, 2011).

Advertisers face a number of difficulties, including the rising cost of advertising through conventional means, the decreasing willingness of consumers to follow the advertising content, the scepticism about the advertising content presented, the lack of faith in the used advertising strings, as well as the high cost of using famous people and martyr figures in conventional advertisements (Tan et al., 2018). The basic goal of marketing is to provide the brand with a competitive edge so it can increase market share and consumer interest. Success in marketing is when customers choose the company's product above that of its rivals.It is important to keep in mind that while brands initially struggled to incorporate consumers into content creation, developments in social networking technologies have given consumers more control over how easily, they can search for products they want to purchase and discover what other consumers think of the market (Kreutzer, 2016).

Advertisers employ a range of advertising appeals, such as music, comedy, and eye-catching images, to set their goods and services apart from those of their rivals to break through the clutter of advertisements and capture the attention of the target

audience. These factors may in turn affect consumers' opinions of the goods and their behavior moving forward. In addition to this, marketers use the well-liked tactic of getting famous people to endorse their goods and services to spread their message and increase its effectiveness. Business organizations were urged to deploy attention-grabbing media stars to support product marketing due to the increased rivalry for new product development (Erdogan, 1999).

Celebrity endorsement, which involves well-known people utilizing their popularity to assist promote a product and services, has long been a well-liked marketing strategy. It is acknowledged as a widespread and significant feature of contemporary marketing (Biswas, Hussain, & O'Donnell, 2009). Also, it is regarded as a practical marketing communication technique. Celebrities are well-perceived individuals with a powerful physical presence and the ability to entice an audience with their attractiveness, knowledge, or trust with brand, which results in the construction of a high brand value in the observer's mind (Erdogan, 1999).

Celebrity endorsements are increasingly being used in Egypt as a marketing communication tactic to convey a company's image and product information to the target market. This may be the result of easier-to-use technology, a rise in consumer preferences, and changes in the lifestyles of those associated with their favorite celebrity. In light of this, the purpose of this study

is to look at how celebrity endorsement affects the perception of brand therefore, its effect on purchase intention.

Social media influencers have a responsibility to their millions of followers. As the number of individuals using social media has increased over the past several years, their position has become just as crucial, if not more so, than traditional media (Alhabash et al., 2019; Edosomwan et al., 2011). whereas Recent advances in science have a substantial influence on production growth, which has resulted in an oversupply of products and services on global markets (Abideen and Saleem, 2011; Eisend et al., 2020). Commercial advertising strategies are regarded as one of the most important forms of marketing to shape customer demand for a range of products and services (Malik et al., 2013; Stubb and Colliander, 2019). The main objectives of any form of marketing, according to De Veirman et al. (De Veirman et al.: 2017), are to increase sales, develop brand awareness, expand market share, introduce new products or services, target new markets, enhance stakeholder and customer relations, and boost profit, among other things. When closely analyzed, marketing objectives may be divided into two categories: 1) Growing market share (which calls for boosting sales and entering new markets. 2) Improving stakeholder relations (which calls for boosting brand recognition, cultivating a favorable impression of the brand, cultivating good customer relations, and pursuing new

markets). Therefore, using these two objectives to gauge the success of influencer marketing makes sense.

Over the last few years, we have witnessed firms making amazing expenditures in social media marketing. These expenses were made in an effort to highlight their offerings (Lou, Tan, et al., 2019). For instance, the websites for YouTube, Twitter, Facebook, Instagram, and LinkedIn have become new platforms for advertising since they allow users to connect with one another, identify brands, and engage with those brands (Malodia et al., 2017). At the same time, they are viewed as methods or channels for enriching material through text, images, audio, and video. This extra tool can be utilized in combination with marketing efforts to attract customers and the general public. Marketing via social media (the age of the Internet and information transmission) is one of the most quickly increasing ways in the twenty-first century. This advances towards the objective of attracting website visitors or consumers for services or products through the usage of social media, which is touted as the fastest, most widespread, least expensive, and most successful strategy. This marketing strategy's major goal is to provide consumers with compelling content that is engaging them. Additionally, it encourages them to sign up for social media platforms so they can instantly reach more clients without having to manually update and submit material. As a result, they are no longer required to do so (Kirtiş and Karahan, 2011).

Influencer marketing for services and products, especially on Instagram, is one of the most important phenomena now sweeping social media. Influencer marketing is a popular strategy that, with the fast expansion of digital media, enables companies to interact with audiences by using someone's voice and apparent authority (Ahuja et al., 2007; Campbell et al., 2013; Evans et al., 2017; De Veirman and Hudders, 2020). According to Lou and Yuan (2019), influencer marketing is a type of marketing in which marketers and companies engage in influencers to create and spread branded content to both the followers of the influencers and the businesses' target consumers. Companies are particularly interested in how influencers reach their audiences, how widespread these accounts are, and how and when an influencer speaks on social platforms due to the expansion of this marketing channel in recent years. An integrated marketing strategy used in social media is influencer marketing. It is a marketing technique that targets certain groups of end users directly via influential people, frequently celebrities or well-known influencers (Johansen & Guldvik, 2017).

It is important to note that influencer marketing is not a novel concept, but that the rise of social media has made it more popular. Finding "influencers" inside social networks—individuals with significant influence over target audiences' attitudes and behaviors—has received a great lot of attention in academic and professional settings (Aral and Walker, 2012;

Reinikainen et al., 2020). According to (Lou and Yuan ,2019), influencer marketing is a type of marketing in which marketers and companies engage in influencers to create and spread branded content to both the followers of the influencers and the businesses' target consumers. Companies are particularly interested in how influencers reach their audiences, how widespread these accounts are, and how and when an influencer speaks on social platforms due to the expansion of this marketing channel in recent years. An integrated marketing strategy used in social media is influencer marketing. It is a marketing technique that targets certain groups of end users directly via influential people, frequently celebrities or well-known influencers (Johansen & Guldvik, 2017).

2. Literature Review and Hypotheses Development

he following sections discuss the extant literature that examines the main objectives of celebrity endorsements and their role in enhancing marketing strategies. It focuses on several key objectives, such as increasing brand awareness, enhancing brand image, stimulating purchase intentions, building trust and credibility, and targeting target audiences. It also discusses how to enhance brand differentiation, increase consumer engagement, and generate Digital marketing effects. The impact of celebrity endorsements on brand awareness and its influence on consumer behaviour and purchase intentions is also presented, as well as how this influence can contribute to building an emotional connection with consumers and

achieving a competitive advantage. Also addresses some previous studies related to brand perception and purchase intentions, and the impact of celebrity influence on the Women, particularly in the cosmetics industry. and highlights the impact of platforms such as Instagram in improving consumer engagement and enhancing brand reputation and trust.

2.1. CELEBRITY ENDORSEMENT:

According to Patel (2009), a celebrity is defined as someone who is publicly recognized by many people, and in terms of celebrity endorsement, this is someone whose achievements in any field are widely recognized. Attractiveness, an extraordinary lifestyle, and special skills are important attributes of celebrities. The concept of celebrity endorsement is not a new phenomenon and has been used by companies in advertising campaigns for centuries (i.e., around 200 Year).

Especially in the last decade, there has been a significant increase in the number of celebrities appearing in advertisements for the purpose of ad differentiation. It has been noted that the use of celebrity approaches for promotional purposes has become common, especially in large companies (Muda et al., 2014). A lot of money is invested in celebrity advertising to highlight the difference between the same product from different brands in terms of attractiveness, quality and authenticity. You can expect

positive effects. However, sometimes celebrity traits can be undesirable, irrelevant, or inappropriate.

Choi and Rifon (2012) argued that celebrity endorsements play an influential role in introducing positive consumer testimonials. On the other hand, Knittel and Stango (2009) found that celebrity endorsement can also lead to negative outcomes. For example, Tiger Woods' erratic behavior and infidelity cost him an estimated $12 billion loss from $5 billion compared to companies that didn't consider using celebrities in their advertising campaigns.

2.2. SOURCE OF CELEBRITY ENDORSEMENTS:

Nearly all firms invested heavily in matching their brand and corporate image to the qualities of their celebrity supporters, such as attractiveness, likeability, and credibility (Atkin and Block, 1983). On the other hand, according to Ohanian (1990), a celebrity's credibility is assumed to consist of three components: attractiveness, trustworthiness, and expertise. Thus, attractiveness, expertise, trustworthiness, and celebrity match/congruence may contribute to and be used to measure celebrity endorsements.

Trustworthiness: means consumers' trust in an objective and honest source of information (Ohanian, 1991). Marketers capitalize on this set of values by recruiting celebrities who are considered the most trustworthy, truthful, and reliable among their fans and followers (Shimp, 2007). When the communicator

is considered very trustworthy, an opinion message is more effective than non-opinionated communication in producing attitude change.

source credibility model based on endorser credibility is the credibility and trust customers place in endorsers. Extend your endorsements as a company to your customers. Reliability basically covers what the customer believes the endorser is honest, trustworthy and can trust the endorser.

One of the latest celebrity endorsement studies concluded that consumers develop more personal relationships with brands that have a trustworthy image with their ideal celebrity image, mainly when the brand and celebrity image match. And because the influence of celebrities is moderated by brand symbolism, brands that consumers associate with something have stronger influence than brands that they don't. Brands that engage in symbolic communication with consumers of this brand will have a stronger positive impact of harmony and image harmony than other brands. The study showed that personal needs motivate consumers to use brands endorsed by celebrities and purchase products that establish and appeal to their identity.

Attractiveness: A source's attractiveness is related to the promoter's appearance, personality, likeability, and similarity to the recipient, i.e., the source's perceived social value. Attractiveness encompasses not only physical attractiveness, but a range of noble qualities that consumers may perceive in a

celebrity endorser. Physical attractiveness suggests that celebrities determine the effectiveness of persuasion, as consumers want to be like and identify with that endorser (Solomon et al., 2006).

Attraction is the social value that recipients attribute to beneficiary. The study found that our brains tend to pay attention to celebrities and process information related to celebrities more efficiently than the average person. Celebrities reinforce the corporate image and brand attitude. A key reason celebrity power is so efficient is that certain groups of people embrace cultural meaning and represent important categories such as status and social class (Solomon et al., 2006).

According to the product matchup, it is very important that the celebrity's personality should match the brand traits or attributes. The better the match between the brand and the endorser, the more successful the match. Advertisements that show high relevance to celebrities and brands have great power to influence customer purchasing behavior (Erodogan, 1999). For this reason, today's business firms/enterprises focus heavily on establishing the right match between the endorser and brand attributes when selecting celebrities as brand endorser.so, Celebrity product Matching, physical attractiveness of celebrities is also very important.

Expertise: Expertise can be defined as an endorser's cognitive ability to make/provide valid confirmations. Expertise

extends to the client's belief that the endorser has knowledge, skills and experience relevant to the brand. It is important that consumers think and believe that celebrities have expertise (Ohanian, 1990). Consumers will look forward to celebrities for their expertise, and if they feel they have enough knowledge, they will buy the products recommended to them. When companies hire professional endorsers, they have a positive impact on customer purchase intentions (Erodogan, 1999).

In general, the aggregation of these qualities causes customers feel optimism. Because buyers often like the credibility of celebrities, and some people like their beautiful appeal and material qualities. More important is the focus competition between celebrities' personality and product or brand features or attributes from business firm/company side

Advertisers strive to attract the endorser celebrities who are not only attractive but also trustworthy (Sternthal, Dholakia et al. 1978). Because these factors combine to have a wide-ranging impact on the minds of consumers. Thus, while some consumers prefer better associated with someone who has been trusted and credible and some attracted to celebrities who has attractive physical characteristics, others seek and consider both of these aspects. In addition, advertisers also look for good matches between celebrity personalities and product attributes. This combination has also proven successful, as matching celebrity and product attributes has a more positive appeal to the

customer's senses, leading to the development of positive perceptions of the brand (Ohanin 1991).

Similarity (Match-up): According to the product/celebrity match-up, there should be a perfect alignment between the brand's attributes and the personality traits of the celebrity. The level of compatibility between the brand and the celebrity will decide how successful the pairing will be (Erdogan 1999). A commercial that features a celebrity and a brand that are quite similar tends to be more persuasive and credible. Companies today place a lot of attention on the value of a good fit between the celebrity and the product. Customers, however, also demand that celebrities and the product be consistent (Ohanian 1991). The product celebrity pairing depends not only on natural congruence but also on the celebrity's physical beauty. Because celebrities who are appealing are more convincing when endorsing products that increase their prettiness, customers believe that because the product improved the endorser's appearance, it will also improve their own beauty (Kamins 1990).

The Match-up of celebrity endorser selection aligns nicely with Social Adaptation Theory, according to (Kahle and Homer,1985). This idea states that the impact of information is determined by its adaptive importance. Similar to this, (Kamins, 1990) contends that the inclusion of beautiful models in an advertisement may inadvertently instil in some consumers the notion that using a product endorsed by a famous person will

increase attractiveness as it did for the celebrity, thereby providing adaptive information

(Forkan, 1980) suggested that the message about a product and the message conveyed by the image of a celebrity should converge in an effective advertisement, he suggested the pairing for celebrity selection. This implies a need for a congruity between the celebrity image and the product image. Perfect alignment between the endorser and the product may increase the endorser's credibility through the identification process and positively affect consumers' perceptions toward advertisements and items as well as their desire to make a purchase (Kirmani& Shiv, 1998).

According to (Kamins and Gupta,1994), the more the sorts of endorsers and the marketed product aligned, the more credible the endorser was. Overall, the study suggested that product-celebrity endorser congruence has the potential to be a significant promotional component. Increased endorser believability and attractiveness as well as significantly more positive views and buy intentions toward the product were the outcomes of a higher degree of congruency between the product and celebrity image.

This suggests that when choosing a celebrity endorser, marketers should consider both the more general connotations attached to the endorser as well as the product features that need to be established. Even while the endorser might possess some qualities that are ideal for promoting the product, they might also

possess complementary qualities that are improper for the product (Renton, 2006).

the research is based on the integration of source credibility theory, source attractiveness theory, and the theory of psychological ownership, which collectively form a comprehensive model explaining how celebrity endorsements impact consumer purchase intentions. Source credibility theory emphasizes the importance of a celebrity's expertise and trustworthiness in persuading consumers to trust and purchase a product. Source attractiveness theory highlights the role of a celebrity's likability, familiarity, and similarity in influencing consumer perceptions and attitudes. Additionally, the theory of psychological ownership suggests that consumers may develop a psychological attachment or sense of ownership toward a product after interacting with the endorser, further driving purchase intentions.

2.3. The Conceptual Model and Proposed Hypotheses

Figure 1 shows the proposed research model that shows the Effect of Celebrities' Endorsement on Consumer Purchasing Intentions
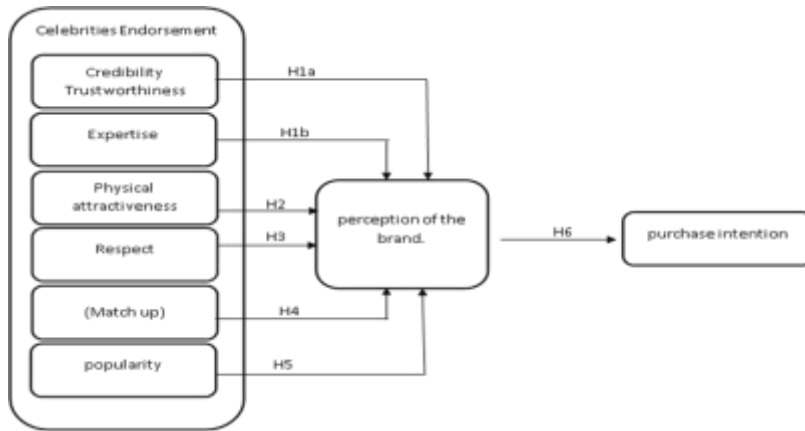
Figure 1. The proposed research table

3. Research methodology

This research is considered descriptive quantitative research as it sought to accurately and systematically describe the population understudy as well as the phenomenon regarding the role of celebrity endorsement in marketing. This study uses a deductive approach in which it begins with the conduction of the literature

review to identify the theory that can explain the role of celebrity endorsement in marketing and the impact they have on perception of brand and thus its impact on purchase intention; so, the research starts with a theory and forms hypotheses and then tests it through observations and data collection. The research used administrated questionnaires to collect the necessary data.

The hypotheses of this study are based on the TEARS model. The five dimensions of the TEARS model are used to form the hypothesis statement. The TEARS model is mainly based on credibility and attractiveness, which is then broken down into different components. The first dimension of the TEARS model is credibility, credibility has two components which are trustworthiness and expertise, The second dimension of the model is physical attractiveness which also includes popularity. The third factor is respect, and the final element is similarity (Kazmi, 2020).

 the unit of analysis as "the level of aggregation of the data collected during the subsequent data analysis stage. It refers to the 'who' or 'what' the researcher is interested in analyzing. The unit of analysis is determined by the research question, which guides the focus of the study and the types of data to be collected. The unit of analysis can include individuals, dyads, groups, organizations, or cultures, depending on the research focus. For this study, the individual serves as the unit of analysis. The research specifically aims to examine the perspectives of, especially women from the age from 18 to 55 years consumers when exposed to celebrity endorsements or social media influencers, assessing their attitudes toward celebrity endorsements and how these perceptions influence their intention to purchase cosmetic products.

The questionnaire was created online, using Google Forms. The link to the form was placed on several social media platforms on which influencers would comment. These platforms are popular shopping destinations. The questionnaire was used to collect data on two points, which includes demographic information (age, Educational Qualification, Career Level, Years of Experience) and other had questions regarding topic of research, and the questions were distributed through social networks. Information was collected and analyzed from participants.

The survey consists of a group of questions were delivered to participants in sequence. All statements related to listed factors are measured by a 5-point Likert scale (Likert, 1932), where 1= strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree. this study used convenience sampling; participants were selected based on their accessibility and availability to the link that was

made for this research. Rather than being drawn at random from a bigger population, participants in this strategy are picked because they are easily available to the researcher.

4. **Data Analysis**

Only 384 of the 495 completed surveys were used because these were the ones the research wished to examine and were deemed valid for analysis. After that, the responses were statistically

examined in order to uncover trends, forecast outcomes, test hypothesized connections, and generalize the results to a larger population. The study's analysis was conducted using the Statistical Package for the Social Sciences (SPSS).

4.1. Scale Reliability and Validity

Validity: The validity of an instrument can be defined as a determination of the extent to which the instrument reflects the abstract construction being examined. "Validity refers to the degree to which an instrument measures what it is supposed to be measuring". High validity is the absence of systematic errors in the measuring instrument. When an instrument is valid; it truly reflects the concept, it is supposed to measure. Achieving good validity requires the care in research design and sample selection. The amended questionnaire was sent by the supervisor and experts to evaluate the procedure of questions and the method of analyzing the results. The experts agreed that the questionnaire was valid and suitable enough to measure the purpose that the questionnaire designed for (Iselin, 1999).

Reliability: For construct reliability, this study tested individual Cronbach's alpha coefficients to measure the reliability of each of the primary variables in the measurement model. Cronbach's alpha measures a range from 0 to 1. When Cronbach's alpha scores are between 0 and 0.6, the reliability of the instrument is low. When scores are 0.7 or above, reliability and internal

consistency are high (Cooper and Schindler, 2013). To ensure the reliability and validity of the questionnaire used in the study to measure the relationship between celebrity endorsement (CE), brand perception, and purchase intention, the researcher used the method factor (Cronbach's alpha) to measure the reliability and validity of the instrument used in the study as follows:

Table 1. Reliability and validity analysis.

Dimension	No	Cronbach's Alpha	Composite reliability*
Credibility Trustworthiness.	5	0.922	0.960
Expertise.	5	0.834	0.913
Physical attractiveness.	5	0.849	0.921
Respect.	5	0.828	0.910
Match up.	5	0.850	0.922
popularity	5	0.841	0.917
Celebrity Endorsement (C.E)	30	0.928	0.963
Purchase intention (P.I)	8	0.904	0.951
Perception of the brand (P.B).	10	0.899	0.948

4.2. Statistics of the Study Sample:

Some descriptive statistics were conducted for some data and information related to the study sample (women and girls who buy cosmetics online), which was collected through a questionnaire. The correct sample included in the study is (n = 384). The following table shows the descriptive statistics of the frequencies and percentages of the demographic variables of the sample according to (academic qualification - years of experience - professional level, age) as follows:

Table 2. Descriptive statistics of demographic variables for the study sample

Demographic variables		%	No.
Educational Qualification	Pre-university educational qualification	12.5	**48**
	University educational qualification	42.2	**162**
	Post-university educational qualification	45.3	**174**
Years of Experience	less than 10 years	51.0	**196**
	From 10 years to less than 20 years	33.1	**127**
	From 20 years and over.	15.9	**61**
Career Level	administrative	44.3	**170**
	Department Manager	24.0	**92**
	Head of Department	16.9	**65**
	General Manager	14.8	**57**
age	From 18 to 25	39.6	**152**
	From 26 to 35	24.7	**95**
	From 36 to 45	26.0	**100**
	From 46 to 55	9.6	**37**

- **Educational Qualification:** The results indicate that the majority of the respondents (87.5%) hold at least a university-level qualification. Specifically, 42.2% have a university degree, while 45.3% have pursued post-university education. Meanwhile, a smaller proportion (12.5%) possess pre-university qualifications.

- **Years of Experience:** The distribution of work experience shows that more than half of the respondents (51.0%) have less than 10 years of experience, while 33.1% have between 10 to less than 20 years of experience. Only 15.9% of the respondents have accumulated 20 years or more in their field.

- **Career Level:** The respondents were distributed across different career levels, with the highest proportion (44.3%) working in administrative positions. Meanwhile, 24.0% are

department managers, followed by 16.9% as heads of departments, and 14.8% are serving as general managers.

- **Age Distribution**: The study sample consists predominantly of younger respondents, with 39.6% aged 18 to 25 years, and 24.7% between 26 to 35 years. Meanwhile, 26.0% of the sample falls within the 36 to 45 age group, and a smaller proportion (9.6%) are aged 46 to 55 years.

4.3.   Hypothesis Test:

These tests represent the main objective of the study, through which the significance, strength, and direction of the impact of the independent variable (celebrity endorsement) on the dimensions of the dependent variable (for perception of the brand (P.B)) can be determined. The main hypothesis of the study states that*:" Celebrity Credibility has a positive effect on consumer perception of a brand"*. To test the validity of this hypothesis, the researcher prepared a correlation matrix between celebrity endorsement and for perception of the brand (P.B).

Testing the First Sub-Hypothesis:

Which states the following: *"Celebrity Trustworthiness has a positive effect on consumer perceptions of the brand."*

To test the validity of this hypothesis, simple linear regression was used to examine the effect of Celebrity Trustworthiness, as one of the dimensions of the independent variable, on for perception of the brand (P.B) as the dependent variable.

Overall Correlation Coefficient (R): The results indicate a statistically significant relationship between Celebrity Trustworthiness as one of the dimensions of celebrity endorsement and Perception of the Brand (P.B) at a 1% significance level. The total coefficient value is 0.626, representing a strong positive correlation, suggesting that an increase in celebrity trustworthiness is associated with an improved perception of the brand. This allows us to examine the effect of celebrity trustworthiness on perception of the brand using a simple linear regression model.

Testing the Second Sub-Hypothesis:

Which states the following: **" Celebrity Expertise has a positive effect on consumer perceptions of brands."**

To test the validity of this hypothesis, simple linear regression was used to examine the effect of Expertise, as one of the dimensions of the independent variable, on the perception of the brand (P.B) as the dependent variable.

Overall Correlation Coefficient (R): The results indicate a statistically significant relationship between Celebrity Expertise as one of the dimensions of celebrity endorsement and Perception of the Brand (P.B) at a 1% significance level. The correlation coefficient value is 0.673, representing a strong positive correlation, suggesting that an increase in celebrity expertise is associated with an improved perception of the brand. This allows

us to examine the effect of celebrity expertise on brand perception using a simple linear regression model.

Testing the Third Sub-Hypothesis:

Which states the following: *" Physical attractiveness has a positive effect on consumer perception of a brand."*

To test the validity of this hypothesis, simple linear regression was used to examine the effect of Physical attractiveness, as one of the dimensions of the independent variable, on for perception of the brand (P.B) as the dependent variable.

Overall Correlation Coefficient (R): The results indicate a statistically significant relationship between Physical Attractiveness as one of the dimensions of celebrity endorsement and Perception of the Brand (P.B) at a 1% significance level. The correlation coefficient value is 0.702, representing a strong positive correlation, suggesting that an increase in the physical attractiveness of a celebrity is associated with an enhanced perception of the brand. This allows us to examine the effect of physical attractiveness on brand perception using a simple linear regression model.

Testing the Fourth Sub-Hypothesis:

Which states the following: *" Product or Brand Respect has a positive effect on consumer perception of the brand."*

To test the validity of this hypothesis, simple linear regression was used to examine the effect of Respect, as one of the

dimensions of the independent variable, on for perception of the brand (P.B) as the dependent variable.

Overall Correlation Coefficient (R): The results indicate a statistically significant positive relationship between Respect as one of the dimensions of celebrity endorsement and Perception of the Brand (P.B) at a 1% significance level. The correlation coefficient value (R = 0.707) signifies a strong positive correlation, suggesting that an increase in the respectability of a celebrity enhances brand perception. This allows us to analyze the impact of respect on brand perception using a simple linear regression model.

Testing the Fifth Sub-Hypothesis:

Which states the following: *" Celebrity/Product Match up has a positive effect on consumer perception of the brand."*

To test the validity of this hypothesis, simple linear regression was used to examine the effect of Match up, as one of the dimensions of the independent variable, on for perception of the brand (P.B) as the dependent variable.

Overall Correlation Coefficient (R): The results indicate a statistically significant positive relationship between Match-up as one of the dimensions of celebrity endorsement and Perception of the Brand (P.B) at a 1% significance level. The correlation coefficient value (R = 0.779) suggests a strong positive correlation, implying that an appropriate match-up between the celebrity and the brand significantly enhances brand perception.

Testing the Sixth Sub-Hypothesis:

Which states the following*: " popularity has a positive effect on consumer perception of the brand."*

To test the validity of this hypothesis, simple linear regression was used to examine the effect of popularity, as one of the dimensions of the independent variable, on for perception of the brand (P.B) as the dependent variable.

Overall Correlation Coefficient (R): The results indicate a statistically significant positive relationship between Popularity as one of the dimensions of celebrity endorsement and Perception of the Brand (P.B) at a 1% significance level. The coefficient value (R = 0.782) suggests a strong positive correlation, implying that higher celebrity popularity significantly enhances brand perception.

Testing the Main II-Hypothesis:

Which states the following: *" Consumers' perception of a brand has a positive effect on their purchase intention."*

To test the validity of this hypothesis, simple linear regression was used to examine the effect of perception of the brand (P.B) as the dependent variable on purchase intention.

Overall Correlation Coefficient (R): The results indicate a statistically significant positive relationship between Popularity and Perception of the Brand (P.B) in relation to Purchase Intention at a 1% significance level. The correlation coefficient value (R = 0.832) suggests a very strong positive correlation, meaning that as celebrity popularity increases,

brand perception—linked to purchase intention—significantly improves.

5. Research Conclusion and Discussion

The study reached several conclusions that would contribute to solving the study's problem, answering its questions, and testing its hypotheses. The researcher classified the results of the field study according to the variables identified by the study, which examined the impact of celebrity endorsements on brand perception and purchase intentions. This would further clarify the benefits, especially when formulating appropriate and applicable recommendations for each variable.

The research is based on the integration of source credibility theory, source attractiveness theory, and the theory of psychological ownership, which collectively form a comprehensive model explaining how celebrity endorsements impact consumer purchase intentions. Source credibility theory emphasizes the importance of a celebrity's expertise and trustworthiness in persuading consumers to trust and purchase a product. Source attractiveness theory highlights the role of a celebrity's likability, familiarity, and similarity in influencing consumer perceptions and attitudes. Additionally, the theory of psychological ownership suggests that consumers may develop a psychological attachment or sense of ownership toward a product after interacting with the endorser, further driving purchase intentions.

The hypotheses of this study are based on the TEARS model. The five dimensions of the TEARS model are used to form the hypothesis statement. The TEARS model is mainly based on credibility and attractiveness, which is then broken down into different components. The first dimension of the TEARS model is credibility, credibility has two components which are trustworthiness and expertise, The second dimension of the model is physical attractiveness which also includes popularity. The third factor is respect, and the final element is similarity (Kazmi, 2020). H1: Celebrity Credibility has a positive effect on consumer perception of a brand. H1a: Celebrity Trustworthiness has a positive effect on consumer perceptions of brand. H1b: Celebrity Expertise has a positive effect on consumer perceptions of brands. H2. Physical attractiveness has a positive effect on consumer perception of a brand. H3: Product or Brand Respect has a positive effect on consumer perception of the brand. H4: Celebrity/Product Match up has a positive effect on consumer perception of the brand. H5: Celebrity popularity has a positive effect on consumer perception of the brand. H6: Consumers' perception of a brand has a positive effect on their purchase intention.

6. Research Importance:

6.1. Academic Importance:

The academic significance of this study lies in its contribution to the literature on consumer behavior and marketing, particularly in the context of celebrity endorsement. By exploring the impact

of celebrity endorsement on consumer purchasing decisions, the study will provide insights into how external factors, such as celebrity image and personality, influence consumer perceptions and actions. This will expand the current understanding of how non-product-related elements can significantly impact the effectiveness of marketing campaigns.

6.2. Managerial Implications:

The practical significance of this study lies in providing valuable insights for businesses and marketers regarding the impact of celebrity endorsements on consumer behavior. By understanding how a celebrity's image influences purchasing decisions, marketers can more effectively tailor their strategies to motivate consumers and increase sales. The findings of the study can also help companies select the right celebrities whose personal aligns with their brand identity and positively impacts their market reputation. Furthermore, this study contributes to improving digital marketing strategies by analyzing how consumers engage with online advertising campaigns that rely on celebrity endorsements. This will enable businesses to enhance their advertising efforts, increase customer interaction, and build stronger brand loyalty, all of which contribute to achieving growth objectives and expanding market share.

7. Limitations of the Research:

The limitations of the study must be acknowledged. First, an online questionnaire was used in the study, which may

inject bias into the sample by excluding out certain groups of people who are less active on the internet. Therefore, the results could not accurately reflect all Egyptians who shop online.

Second, respondent biases including social desirability bias, when people provide responses, they think are expected rather than their true opinions, can affect self-reported data, which is common in online surveys.

To provide a more comprehensive picture of consumer behavior in the digital age during emergencies, future research should consider these contextual factors.

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