

The Effect of Celebrity Endorsement on Consumer Buying Behaviour: A Comparative Study between Female & Male consumers

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ABSTRACT

In India, the practice of celebrity endorsement is experiencing a tremendous surge, similar to that observed in other industrialised and developing nations. This article aims to analyse the impact of celebrity endorsement on the purchase intention of male and female customers in the mobile phone industry. An empirical study was conducted to investigate the variables that influence customers' intention to make a purchase. The study utilised a sample of 200 individuals, consisting of 100 males and 100 females. This research employed a questionnaire technique, with both male and female respondents being administered the same questionnaire. An analysis involving descriptive statistics and regression was conducted to obtain the findings. The study identified likeability, attractiveness, experience, and personality as the primary factors that significantly affect male buyers' inclination to acquire mobile phones through celebrity endorsements. Female shoppers consider the likeability, beauty, and believability of the celebrity while buying a mobile phone. This study primarily examined the intention of consumers to purchase mobile phones and the impact of celebrity endorsement. It is recommended that a researcher should carry out a comparative study between males and females for another product category, using a substantial sample size. The study presents strategies for using celebrity endorsement to enhance male and female customers' inclination to purchase mobile phones. To develop an advertising policy that targets male or female clients, marketing managers or policy makers might adhere to the following guidelines.

Keywords: Celebrity endorsement, Purchase intention, Mobile phone advertisement, Source credibility, Endorser.

Objectives:

- To study the likeability and credibility among females and males for celebrity endorsement advertisements.
- To study up to what extent celebrity's personality & experience influence the behavior of females and males.

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INTRODUCTION

The consumer product industry is expanding rapidly, with new products being introduced every day. As a result, marketers are facing challenges in effectively entering the market and capturing and maintaining consumer attention. In this highly competitive marketing landscape, if a service or product aims to gain rapid consumer recognition and recall, it should primarily prioritise advertising campaigns that effectively imprint the product or service in the customer's memory [Esangbedo, 2011]. The adoption process of digital televisions and cellular phones attracts the interest of marketing researchers due to their technological advancements [Saaksjarvi, 2003]. The success of an organization's tactics is influenced by

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innovation. Consequently, many commercial enterprises are adopting contemporary marketing methods, which heavily depend on advertising to push their products to the intended market. The ultimate objective of an advertising strategy is to influence customers, who are

increasingly knowledgeable, educated, discriminating, and clever. In this highly competitive era, advertisers face significant challenges in distinguishing their advertisements from others. Nowadays, companies are creating modern, colourful, attractive, charming, and entertaining advertisements. However, many customers do not give the desired level of attention to these advertisements. They also tend to overlook the unique attributes and components of the advertisements, as they perceive most advertisements from competing firms to be largely similar. Advertisers must prioritise at least one aspect of advertising that consumers cannot overlook, such as celebrity endorsement [Ahmed,2014]. Celebrities are individuals that are widely acknowledged and admired by the public, serving as influential figures that draw the attention and admiration of others. They possess considerable influential abilities that enable them to sway the audience by their credibility, appeal, or charm. A celebrity, as defined by [Hershey,1979], refers to a someone who is recognised by the public, such as sports figures, actors, entertainers, and so on. Celebrities are utilised by advertisers to captivate greater attention and entice the audience towards a product or advertisement. This is because the presence of a celebrity endorsing a product in an advertisement tends to attract a larger number of individuals compared to an ordinary person. This marketing technique is commonly referred to as celebrity endorsement. Therefore, utilising celebrity endorsement is an effective marketing strategy to enhance brand equity and brand recognition [Khushboo,2013]. Celebrity endorsement, as described by [Manjusha, 2013], refers to the act of obtaining the ownership or association of a celebrity with a product or service in order to promote it. advertising from three decades ago primarily featured actors and sports personalities. However, the range of celebrity endorsements has significantly expanded, with advertisers now utilising television artists, singers, models, and sports figures in their advertising.

There is a belief that celebrities have the ability to quickly establish a connection with viewers and influence their liking or preference for a product. Therefore, if a well-known person promotes a brand or product, it is expected to boost sales, benefiting both the celebrity and the company. Selecting a celebrity for advertising purposes is a challenging task as advertisers must ensure that the celebrity's image aligns with the attributes and qualities of the product. The process of creating advertisements that have a perfect match and achieve the desired results requires

a thorough understanding of the company's brand objectives, selecting a relevant celebrity for the brand, and developing appropriate methods to measure the brand's success [Barbara,1999]. In India, the practice of celebrity endorsement is also growing rapidly, similar to other developed and emerging nations. Numerous corporations are employing this tactic to augment their market dominance, with several brands enlisting Indian film industry personalities for their advertising campaigns. Originally, celebrity endorsements were primarily utilised in marketing for fast-moving consumer goods (FMCG). However, there is currently a significant tendency to incorporate celebrities in mobile device advertisements. The development of mobile phones and technology has a long history of progress and innovation, driven by dynamic changes in customer preferences and demands. One notable development is the rapid rate at which mobile phone devices are being adopted in households, surpassing the adoption rate of any other technology in contemporary history [Jonathan,2008]. India possesses a substantial market of mobile phone users, which is consistently growing on a daily basis. The proliferation of 3G and 4G networks has significantly boosted the sales of mobile phones. In order to get into this vast and expanding market, advertisers are employing celebrity endorsements in their commercials.

The utilisation of celebrities in advertisements enhances brand remember for customers and viewers [Waldt,2009]. Mobile handset businesses employ this tactic to augment their customer base and market share. The companies are employing Indian film industry celebrities, Indian film industry celebrities, sports people, and models. Several firms, such as Q mobile, Rivo Mobile, Voice mobile, G five, LG, Huawei, Oppo, Samsung, Nokia, Haier, and Mobilink, are offering mobile handsets in India. Recently, Mobilink has introduced the Jazz Xplod. Virtually every firm employs the strategy of celebrity endorsement in its ads. Q Mobile has enlisted numerous Indian film industry celebrities, such as Zareen Khan, Mahira Khan, Priyanka Chopra, Shan, Arjun Kapoor, Kareena Kapoor, Sonam Kapoor, Aditya Roy Kapoor, Fawad Khan, Shahid Kapoor, Jacqueline Fernandez, Hamayoun, and drama artist Faisal Qureshi, to appear in their advertisements. Additionally, it featured renowned artist and sports personalities including as Ali Zafar, Atif Aslam, Shehzad, and Shahid Afridi. Huawei's advertisements feature prominent celebrities such as Mahira Khan, Humaima Malik, Shehroz Sabazwari, and Syra Yousaf. The voice mobile advertisement features prominent figures such



as Cricketer Shahid Afridi, film star Fahad Mustafa, and several local models. The G Five mobiles advertisements include Zareen Khan, a renowned Bollywood actress, and Noor, a prominent Lollywood actress. Samsung is employing Fawad Khan for their advertising campaigns. Nokia, LG, and Mobilink Jazz Xplod, among other mobile handset providers, employ Ali Zafar, Atif Aslam, Nargis Fakhri, and local models, respectively, for their advertisements. Most mobile handset companies utilise celebrity endorsement in their commercials to increase their market share. Marketers should therefore concentrate on the preferences of both genders for celebrities in ads, consumer behaviour, and the factors that influence consumer choices. The study investigated the variables that can influence customers' decision-making process while choosing a mobile phone in India. The study's findings indicate that customers consider the new technological feature to be the most significant factor among others. Furthermore, this feature serves as a motivating element that influences their decision to purchase a new handset. Consumer behaviour has a direct impact on marketing strategy [Roy,2005]. Therefore, it is crucial for marketers to have precise understanding of consumer behaviour. Based on [Mitchell,2004], girls and males have distinct preferences for items and also differ in their methods of expressing and acquiring these preferences. Gender plays a crucial impact in consumer behaviour. Research has found that the purchasing decisions of female customers are impacted by television advertising [Sonkusare,2013].

Literature Review

It is observed and understood that an endorser must be well-known and influential in order to be easily recognised in a chaotic stream of information. This is also the reason why celebrities possess a captivating and appealing personality [Michael,1989]. Several research studies have emphasized that the inclusion of a celebrity with a captivating personality can amplify the emotional response to a commercial. Commercials create a structured psychological state in which individuals first perceive their environment and then respond to it [Haghirian,2005]. If a prominent individual advertises a product with high emotional or social risk, its reliability will improve. General advertising of such products may not generate reliability, as the buying intention is enhanced when the endorser possesses dependability or expertise [Hershey,1979]. Utilizing a well-known individual in the promotion of a product will effectively influence viewers and enhance their

inclination to make a purchase. Individuals can readily remember the product or brand that is publicly supported by a celebrity. A significant number of salespeople leverage the endorsement of celebrities to enhance the perception of their products or services in the minds of customers [Matthias,2007]. A study was done to investigate the influence of a well-known individual endorsing a product and ads on customer behavior. They developed a structure that connects the method to using a highly influential celebrity endorser, the consumer's mindset towards the product, and their emotional response to the commercial. This framework was implemented and validated with a sample size of 193. The findings of this study demonstrated that employing a celebrity or well-known individual can influence one's perception of a product in several ways. Purchase intention refers to the likelihood of customers to make a purchase of a product [Burton,1998] or express a future intention to acquire a particular brand [Burton,1998]. The purchase intention of customers is influenced by numerous external influences. During the information process of a product, word of mouth has a significant impact. In the buying process, the price, product qualities, and the performance of the endorser also play a crucial role [Sheu,2010]. The dependability of the association between celebrity endorsement and consumer purchase intention cannot be confirmed across all product categories. Empirical evidence shows that there is only a minimal connection between celebrity endorsement and customer purchase intention specifically for the soft drink category. There exist specific product categories that lack any form of association [Bahram,2010]. In India, numerous researchers have conducted studies on the legitimacy of celebrities and their endorsements in general. However, there is a scarcity of research specifically focusing on the rising trend of celebrity endorsements in mobile device advertisements. A study revealed that firms employ models, social workers, actors, and celebrities in advertisements to sway customers' opinions regarding various mobile phone models. The respondents' feedback on the appeal of various elements in mobile handset advertisements reveals that 25% of respondents prefer actors, 25% prefer male models, and 31% of both males and females have a strong liking for female models in mobile handset advertisements. A study conducted by [Jawaid,2015] found that there is a strong positive relationship between celebrity endorsement and mobile phone purchasing. The reliability of a celebrity's endorsement is higher than their image but lower than

their attractiveness. The allure of celebrities serves as the initial enticement for users to explore the various variables associated with mobile phone companies. This research also concludes that Q mobile is on the correct track by hiring Indian film industry celebrities such as Kareena Kapoor. Another reason for this choice is that the faces from this business are perceived to be more appealing compared to other options. Females exhibit greater emotional engagement in purchasing decisions compared to males, since men tend to prioritise quality and efficiency. Men's decisions prioritise quick gratification rather than long-term deliberation. Females exhibit a contrasting trend, as they prioritise long-term considerations and repeat purchases, unlike men [Bakshi, 1989]. Individuals exhibit a greater preference for and hold more favourable attitudes towards women in comparison to men [Eagly, 1989]. When it comes to choosing a brand or a shop, women are more inclined to be influenced by emotional reasons [Granot, 2010]. Consequently, women's impression of the physical environment is significantly influenced by graphics, music, visual communication, and lighting [Grewal, 2003]. A study conducted by [Harry, 1974] revealed that during the problem recognition and information search stages for products traditionally associated with females, such as cereals, home furnishing, and appliances, wives tend to be more influential. Conversely, husbands were found to be more dominant in the information search stage for products traditionally associated with males, such as razors, televisions, and automobiles. Marketing managers should assess the marketing strategy targeting women to develop products and services that cater to their needs, as women represent a significant and promising consumer market with substantial purchasing power [Campbell, 2000]. The study conducted by [Singh & Goyal, 2009] found that there were significant gender disparities in both "brand" and "core technical features". Female consumers may have less familiarity with fundamental technical features, which likely explains this phenomenon. Gender variations were observed in both physical appearance and value-added qualities, although they were not highly significant. Female buyers prioritise the physical appearance of a handset over the brand, unlike males who consider the brand to be more significant. Males typically exhibit self-centered behaviour, whilst females tend to be more attuned to the needs of both themselves and others. The amount of power an individual possesses is influenced by situational conditions. However, in general, research indicates that men tend to have larger levels of expert

and legitimate power compared to women, while women tend to have higher levels of referent power compared to men [Carli, 1999]. The study conducted by [Caballero, 1989] revealed that female customers exhibit a stronger inclination to purchase products endorsed by female celebrities, whereas male consumers demonstrate a stronger inclination to purchase products endorsed by male celebrities. There is no influence of the spokesperson's gender on the attitude towards ads and purchasing intention [Petroshius, 1989].

Source credibility model

Research findings indicate that a higher level of credibility in communication resources leads to more positive purchasing behaviour. This credibility is more important than that of less credible resources. Therefore, in order to promote brand switching, it is crucial to utilize highly trustworthy resources. According to the findings of [Lafferty, 1999], the significance of utilizing a reliable source in a company's marketing communications has been extensively studied for many years. The process of selecting a celebrity for endorsement requires companies to consider the celebrity's credibility. Celebrities are chosen based on their popularity among the public, but this does not guarantee success. The credibility of a celebrity is directly related to the consumer's willingness to purchase. It has been demonstrated that if a celebrity is popular or well-known but lacks credibility, they will not effectively encourage customers to make purchases [Ahmed et.al, 2014]. The study conducted by [Aziz et.al, 2013] demonstrates a favourable correlation between consumers' emotional response to advertisements, their perception of the product, their purchasing intentions, and the credibility of the celebrity endorsing the product. The concept of source credibility is composed of three distinct dimensions: attractiveness, trustworthiness, and competence [Baker & Churchill Jr, 1977]. Following thorough statistical analysis and literature assessment [Ohanian, 1990], a celebrity endorser credibility scale was developed. The scale consists of three components, as illustrated in Table 1.

[Erdem & Swait, 2004] Trustworthiness is defined as the consistent delivery of what has been promised. Trustworthiness in a statement refers to the degree to which the communication is perceived as reliable and the level of confidence in the spokesperson and observer [Miller, 1969]. It has been found that a highly opinionated message from a trustworthy communicator can effectively change attitudes, whereas non-trusted



Table 1: Source Credibility Scale

<i>Attractiveness</i>	<i>Trustworthiness</i>	<i>Expertise</i>
Classy-Not Classy	Sincere-Insincere	Knowledgeable-Unknowledgeable
Sexy-Not sexy	Honest-Dishonest	Expert-Not an expert
Beautiful-Ugly	Trustworthy-Untrustworthy	Skilled-Unskilled
Attractive-Unattractive	Dependable-Undependable	Experienced-Inexperienced
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified

communicators have little impact. Men tend to trust male superstars, whereas women tend to trust female celebrities [Sliburyte, 2009]. The amount of trust and trustworthiness remains consistent over different stages of consumers, however it may vary based on gender [Sutter, 2007]. The study conducted by [Till & Busler, 1998] found that the presence of an attractive celebrity had a positive impact on consumer perception towards a business. The identification phase takes place when the receiver accepts the message conveyed by the appealing source and establishes a connection with the endorser. In this process, the attractiveness of the endorser can affect their effectiveness [Cohen, 1972]. The study examined the effects of manipulating the likability and physical attractiveness of a celebrity on consumers' purchase intention and attitude towards a certain product, namely Edge razors. The findings indicate that individuals who were exposed to a visually appealing celebrity shown a greater preference for the product in comparison to those who were exposed to a less visually appealing celebrity. The Dimension of expertise is alternatively known as "competence" [Whitehead Jr, 1968], "qualification" [Berlo, 1969], "expertness" [Applbaum, 1972], or "authoritativeness" [McCroskey, 1966]. Expertise is defined as the extent to which the endorser is regarded to possess the knowledge, experience, or abilities to advocate the product.

Personality, Likeability, Experience, Credibility, Attractiveness

The researchers developed a scale called the Celebrity-Persona Par Asoial Identification Scale (CPI) to assess the extent to which clients identify with celebrities or popular fictional characters. The celebrity's personality plays a crucial role in boosting sales and enhancing brand recognition [Esangbedo, 2011]. Likeability refers to the fondness for someone based on their physical appearance and behaviour. According to , celebrities are used in advertisements because people who admire celebrities also tend to have a positive perception of the brand that the celebrity is endorsing.

Experience can be defined as the degree to which a communicator is considered as a reliable source of accurate statements [Hovland, 1953]. Credibility as a source can be enhanced when a celebrity with expertise in a specific field endorses a product, such as a gorgeous model endorsing makeup [Baker, 1977] or an athlete endorsing shoes [Ratneshwar, 1991]. According to reference [Daneshvary, 2000], experience is considered the most important factor for successful endorsement. Additionally, research has demonstrated that the perceived expertise of the endorser has a favourable effect on attitude change in persuasive communication, as stated in reference [Horai, 1974]. The study [Oyenyi, 2014] found that the inclination to imitate celebrities is influenced by both the familiarity and reliability of the celebrity. However, the familiarity of the endorser only matters to consumers when they consider it to be relevant, otherwise it is not significant [58]. Endorser credibility is a commonly employed technique in advertising to sway consumers' opinions regarding their buy intentions, product evaluations, and perception of the advertisement [Hunt, 2001]. Credibility refers to an individual's perception of the reliability or trustworthiness of a certain piece of information [Hovland, 1953]. The phrase "Source credibility" refers to the favourable attributes of a communicator that influence the receiver's acceptance of a message [Ohanian, 1990]. The inclusion of items related to potency characteristics and activity only served to complicate the concept, as source credibility had been previously defined as an attitude or appraisal towards a source [McCroskey, 1981]. When a company selects a celebrity endorsement, they typically consider factors such as likeability, familiarity, and gender. However, the most crucial criterion is the credibility of the celebrity, which is determined by their experience, trustworthiness, and attractiveness [Knott & James, 2004]. Credibility is composed of two elements: trustworthiness and perceived expertness [Hovland, 1953]. Celebrities are generally perceived as reliable authorities by consumers when it comes to knowledge about the company or product they endorse

[Goldsmith et.al, 2000]. Physical attractiveness refers to the extent to which one's face appearance elicits positive responses from others [Morrow, 1990]. Conducted a study that specifically examined the measuring of purchase intention and customer sentiment using two dimensions: likability and attractiveness. The results indicate that attractive celebrities had a stronger impact on consumers' liking of a product compared to ugly celebrities. Additionally, attractive celebrities were found to be more persuasive in generating buy intention than unattractive celebrities. According to research, attractive female endorsers are more preferred than attractive male endorsers, regardless of gender. In order to benefit from both the physical attractiveness and the fame of celebrities, advertisers select celebrities based on their appeal [Singer,1983]. A well-known quote from Aristotle [Ohanian,1991] states that "Beauty is a more impressive endorsement than any letter of introduction."

RESEARCH METHODOLOGY

This study employed a quantitative research approach and utilised SPSS software to obtain regression findings for the variables. The objective of conducting research is to examine the significance of several variables related to celebrity endorsement on customer purchase intention towards mobile phones, and to determine which variable would have an impact on male and female customers. The aim of this study is to investigate the impact of a celebrity's likability, beauty, personality, experience, and credibility on the intention of male and female buyers to acquire a mobile phone. A sample size of 200 respondents was selected for this investigation, consisting of 100 females and 100 males. The study was exclusively carried out in Gorakhpur, Uttar Pradesh, and data was gathered through convenient sampling from customers and students attending various colleges and universities.

Conceptual framework and Hypothesis

The conceptual framework for this research is shown in Figure 1 below:

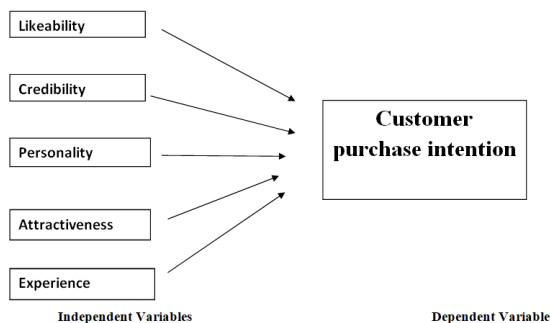


Figure 1: Conceptual framework and hypothesis

On the basis of literature variables shown in Figure 1 were defined. Attractiveness [58] [44], experience [58] [68] [67] [69], personality [51] [70], credibility [71] [62] [63] [58] and likability [52] [45].

On the basis of these variables following hypothesis were made:

H1: Likeability of the celebrity has positive effect on purchase intention of male customers.

H2: Likeability of the celebrity has positive effect on purchase intention of female customers.

H3: Credibility of the celebrity has positive effect on purchase intention of male customers.

H4: Credibility of the celebrity has positive effect on purchase intention of female customers.

H5: Personality of the celebrity has positive effect on purchase intention of male customers.

H6: Personality of the celebrity has positive effect on purchase intention of female customers.

H7: Experience of the celebrity has positive effect on purchase intention of male customers.

H8: Experience of the celebrity has positive effect on purchase intention of female customers.

H9: Attractiveness of the celebrity has positive effect on purchase intention of male customers.

H10: Attractiveness of the celebrity has positive effect on purchase intention of female customers.

RESULTS AND FINDINGS

This research employed a questionnaire-based approach, with both male and female participants being administered the identical questionnaire. Cronbach's coefficient alpha was utilised to assess the reliability of our research. The obtained value of 0.882, as indicated in Table 1, suggests that our research is deemed acceptable. The findings of the regression analysis were analysed using SPSS to determine the acceptability of each hypothesis. The descriptive analysis of this study revealed that out of a total population of 200, there were 100 female respondents (50%) and 100 male respondents (50%). Subsequently, the respondents were categorised according to their educational attainment, which encompassed diploma, technician, Bachelor's degree, Master's degree, and PHD. The results indicated that out of a population of 200, 32.1% of the respondents held a Bachelor's degree, while 67.9% of the respondents held a Master's degree. Finally, it was discovered that out of the 200 respondents, 44% had less than 5 years of experience, 37.6% had 5 to 10 years of experience, 16.5% had 11 to 15 years of experience, and 2 respondents had 16-20 years of practical job experience.



Table 2: Cornbach's coefficient alpha

Likeability	0.882
Credibility	0.883
Personality	0.880
Attractiveness	0.881
Experience	0.886
Customer Purchase Intension	0.884

Table 2 displays all the variables utilised in our model, with the significant column indicating the level of significance for each variable. In order to assess the statistical significance, we employed a threshold of 0.05. Four of the five dimensions, namely personality, attractiveness, likeability, and experience, fit this requirement and are significant predictors. The results in Table 2 only support four hypotheses. With a significance level of less than 5%, we can confidently assert, with 95% confidence, that factors such as likeability, personality, attractiveness, and experience positively influence the purchase intention of male customers. The purchase intention of male clients is unaffected by endorser credibility due to its significance level being below 0.05. The forecast of variables for purchasing intention is directly correlated with the magnitude of Beta. The

key variables in this scenario are attractiveness (0.835), personality (0.748), experience (0.219), and likeability (0.205). The findings of our study indicate that among male participants, the attractiveness of endorsers has a greater impact on purchase intention, followed by the importance of the endorser's personality, experience, and likeability. It is crucial to emphasise that the attractiveness of the endorser is the most significant consideration. Respondents indicate that the presence of an attractive celebrity in advertisements would enhance the purchase intention of mobile phones among male buyers.

Table 3 displays the regression outcome based on data obtained exclusively from female respondents. The questionnaire administered to both male and female respondents was identical, and the sample size was similarly equal. The significance level indicates that factors such as likeability, credibility, and attractiveness have a considerable impact on the purchase intention of female customers. The Table 4, finds only corroborate three possibilities. The likeability, credibility, and attractiveness of an endorser have a beneficial impact on the purchase intention of female customers. If the value of Beta exceeds a certain threshold, the variables related to celebrity endorsement will have a significant impact

Table 3: Results of regression (male respondents)

Model B		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		Std. Error	Beta				
1	(Constant)	3.439	.149			23.031	.000
	Likeability	-.437	.082	-.205		-5.348	.000
	Credibility	-.052	.042	-.069		-1.255	.210
	Personality	.426	.030	.748		14.160	.000
	Attractiveness	-.654	.039	-.835		-16.874	.000
	Experience	-.191	.052	-.219		-3.646	.000

a. Dependent Variable: Customer purchase intention

Table 4: Results of regression (female respondents)

Model B		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.256	.175	12.916			.000
	Likeability	.154	.041	.208		3.733	.000
	Credibility	-.204	.047	-.233		-4.358	.000
	personality	-.075	.052	-.076		-1.427	.154
	Attractive ness	-.169	.056	-.155		-3.029	.003
	Expertise	.058	.037	.081		1.581	.115

a. Dependent Variable: Customer Purchase Intention

on customer purchase intention. The most significant factors in this scenario are likeability (0.208), credibility (0.233), and attractiveness (0.155). Furthermore, our study reveals that the trustworthiness of the endorser has a greater impact on the buy intention of female customers compared to the likeability and beauty of the endorser.

CONCLUSION

This study demonstrates the significance of celebrity endorsement criteria and the impact of celebrity endorsement on the purchase intention of male and female buyers for mobile phones. The study examined the impact of endorser likability, personality, attractiveness, and experience on the purchasing intention of male consumers. The perception of female clients differs, thereby yielding distinct outcomes. A study has revealed that the purchase intention of female buyers for mobile phones is influenced by the likeability, attractiveness, and believability of celebrities. Both male and female customers share two common factors in their perception: likeability and attractiveness. However, female respondents also consider credibility as a distinguishing factor. This implies that a celebrity who possesses attractiveness, likeability, and credibility can enhance the purchase intention of female customers towards mobile phones. The presence of a celebrity with favourable qualities such as likability, charisma, attractiveness, and experience in mobile phone advertisements can enhance the intention of male customers to make a purchase. Hypotheses H1, H2, H4, H5, H7, H9, and H10 have been accepted.

When creating a mobile phone advertisement targeting male clients, a marketing or media manager should prioritise the celebrity's likeability, personality, attractiveness, and experience. Certain mobile phone models are specifically tailored for the female demographic. Therefore, when creating advertisements for these phones, the manager should pay close attention to the appeal, allure, and trustworthiness of the celebrity endorsing the product.

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