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## Bridging Brands And Buyers: The Role Of Social Media And Brand Attitude In Shaping Purchase Intention

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## Abstract

**Purpose:** This study investigates the combined impact of celebrity endorsement and social media on consumers' purchase intention, with a particular focus on the mediating role of brand attitude. It seeks to understand how celebrity attributes influence consumer perceptions and decision-making processes in the Pakistani context. **Methodology:** Using a quantitative research design, primary data was gathered from 350 respondents via structured online questionnaires. Regression and correlation analyses were conducted using SPSS to evaluate the relationships between variables. **Key Findings:** The findings reveal that celebrity endorsement positively affects purchase intention, and this effect is significantly mediated by brand attitude. Notably, attributes such as celebrity attractiveness and credibility are strong influencers. Social media acts as a powerful platform that amplifies these effects by enhancing consumer-brand interaction. **Implications:** The study offers actionable insights for marketers to strategically align celebrity traits with brand values and utilize social media as a high-impact channel. It emphasizes the importance of selecting celebrities whose image resonates with the target audience to optimize brand attitude and purchasing outcomes. **Originality/Value:** This research enriches the literature by integrating brand attitude as a mediator and analysing consumer behaviour in a digitally connected South Asian market. **Keywords:** Celebrity Endorsement, Social Media Marketing, Brand Attitude, Purchase Intention, Consumer Behavior, Mediating Effect, Digital Marketing, South Asian Market, SPSS Analysis, Marketing Strategy

## Introduction

### Background of the Study

The utilization of celebrities in promotional content is considered one of the most prevalent strategies in marketing, often incorporated in approximately 25–30% of campaigns across the globe. The foundational belief driving this widespread approach is rooted in marketers' confidence that celebrities help capture consumer attention, convey favorable brand attributes, and drive purchase-related behavior. This belief in the effectiveness of celebrity endorsements continues to hold strong in contemporary digital and online marketing settings, given the pervasive influence of endorsers across traditional and new media formats. Over the past five decades, extensive research has been conducted to evaluate the implications of

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celebrity endorsements on consumers, focusing on cognitive mechanisms or on the influence such endorsements have on consumers' brand recall, perceptions, and buying intentions. Additionally, scholars have explored various mediating and moderating factors that might influence how consumers respond to celebrity-backed marketing efforts. These include attributes of the celebrity (e.g., trustworthiness, physical appeal, and familiarity), the specific context in which the endorsement is placed, and features of the product or brand itself. Cumulatively, this long-standing body of literature highlights robust support for the positive role of celebrity endorsements in shaping consumer behavior, with favorable outcomes such as enhanced ad perception, elevated brand recall, and increased purchase inclination (Uribe, Buzeta, Manzur, & Celis, 2022).

Celebrity endorsements help increase the visibility of brands and products within a highly competitive marketing space. Celebrities contribute to enhancing the persuasiveness of messages and positively influence consumers' perceptions and attitudes toward particular advertisements and the broader brand, thereby boosting the likelihood of purchase. Furthermore, studies suggest that the profession or background of a celebrity can influence how effective their endorsement is perceived to be—. This transformation is attributed to the rise of digital platforms and the solidification of alternative advertising avenues where endorsements by celebrities can now be implemented (Jin, 2018). Furthermore, celebrities now have the ability to amplify their visibility and reputation through their personal online channels without relying on traditional forms of media (Carrillat & Illicic, 2019), thereby amplifying the influence they have on the products they support. In light of this, researchers have increasingly emphasized the importance of understanding how celebrity endorsements should adapt to the evolving digital landscape (Taylor & Carlson, 2021). Given the distinct characteristics of these digital and traditional media environments, our objective is to explore how celebrity endorsements function across these two contrasting media types (Buzeta, 2021). The use of celebrity figures in advertising is a common strategy in the food and beverage industry (including products like dairy, snacks, and sweetened drinks) aimed at generating favorable consumer attitudes toward the promoted items. One prominent example is the Nespresso campaign featuring George Clooney, which has been widely recognized as a highly successful application of celebrity marketing within the sector. This initiative greatly

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enhanced global brand recognition and drove up the company's earnings. After Clooney's initial endorsement in 2006, Nespresso's revenue surpassed £500 million that year and reached £2.5 billion by 2010. This raises the question of whether a similar approach could be effective for promoting insect-based foods (IBFs). The current study seeks to examine how celebrity endorsements influence consumers' willingness to engage with IBFs.

The rising global population has intensified the demand for sustainable protein alternatives. With global meat consumption expected to rise by up to 44% by 2050 compared to 2000 levels, existing food production systems will likely be insufficient to meet future demand. In this context, insect-based foods (IBFs) have emerged as a promising solution to the protein shortfall. IBFs are regarded as nutritionally rich (e.g., high in protein, essential fats, and micronutrients) and environmentally sustainable (e.g., requiring less energy and resources for production). Despite these advantages, existing research highlights that consumer hesitation largely stems from psychological discomfort associated with consuming insects. Among the main barriers is this aversion, which is seen as a key challenge to acceptance. To overcome this issue, it has been suggested that strategies such as educational outreach may play a vital role in increasing consumer openness to IBFs.

## **Problem Statement**

This research fills these gaps in the study by examining new media (Uribe, Buzeta, Manzur, & Celis, 2022) and ad formats on the consumers' brands' responses. This research evaluates how celebrity endorsement impacts purchase intention via brand attitude in Pakistan. This study adds to existing research by demonstrating the impact of various new media platforms on the effectiveness of celebrity endorsements. Our results indicate that using social media as opposed to digital media has a distinct effect on attitudes towards the advertisement. Additionally, we found that utilizing social media enhances the indirect effect of celebrity endorsements on purchase intent through the intermediary effect of brand attitude. This research helps fill a gap in understanding how advancements in new media affect the effectiveness of advertising in the context of celebrity endorsements.

## **Research Question**

The main question of this research is to analyze what impact does celebrity endorsement have on purchase intention have via brand attitude with the following sub-questions:

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RQ1: What is the impact of celebrity endorsement on customer purchase intention?

RQ2: What effect will social media have on the customers purchase intention?

RQ3: What factors influence consumers to buy?

## **Purpose of Study**

Building on the theoretical foundation, this study seeks to assess the influence of celebrity endorsement—specifically through digital and emerging media platforms—on brand attitude and purchase intention. The investigation also includes how varying degrees of celebrity familiarity and credibility contribute to shaping consumer attitudes and intentions toward brands. In addition, the research will evaluate the moderating role of product type in the relationship between celebrity endorsements and both brand attitude and purchasing decisions. Demographic variables such as age and gender will also be considered in analyzing how they affect the perceived effectiveness of celebrity endorsements within new media advertising. Ultimately, this study aims to uncover the most effective approaches for leveraging celebrity endorsements via digital and social media channels to enhance brand perception and drive consumer purchasing behavior.

## **Significance of the Study**

This research would be helpful for marketers and the market researchers to identify that they can make such a campaign or study the consumers purchase intention via the social media and digital media and celebrity endorsement through brand attitude. Additionally, this research can also provide valuable insights for businesses on how to effectively use social media and digital media platforms to reach their target audience. By understanding how consumers perceive and respond to different types of digital content, marketers can tailor their campaigns to better resonate with their audience and increase the chances of success. Furthermore, this research can also provide insights on how celebrity endorsement can influence brand attitude, which can be used to make strategic decisions about which celebrities to collaborate with for marketing campaigns. Overall, this research has the potential to provide valuable insights for businesses looking to improve their digital marketing strategies and better understand consumer behavior.

## **Definition of Terms**

**Celebrity Endorsement** is a marketing strategy in which a famous person promotes a

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product or service to their audience. (Parwira & Chairy, 2022)

**Social Media** is online platforms and tools that allow users to interact and share content. Examples include Facebook, Twitter, Instagram, and LinkedIn.

**Digital Media** is any media that is created, distributed, or consumed in digital form. (Ayuningtyas & Sijabat, 2022)

**Brand Attitude** is the overall perception or feeling that consumers have about a specific brand. It encompasses the emotions, beliefs, and evaluations that consumers hold towards a brand, and can be influenced by factors such as the brand's advertising, reputation, and past experiences with the brand. (Machi, Nemavhidi, Chuchu, Nyagadza, & Villier, 2022)

**Purchase Intention** is a consumer's likelihood of buying a specific product or service in the future. It is a measure of how likely a person is to take a specific action, in this case, making a purchase. (Bilal, Akram, Rasool, Yang, & Tanveer, 2021)

## Literature Review

### Theoretical Review

The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), is an evolution of the Theory of Reasoned Action. TPB highlights that an individual's behavioral intention is influenced by their attitude toward the behavior, perceived social pressure (subjective norms), and perceived behavioral control. This theory plays a central role in explaining consumer decision-making as it connects psychological drivers to actual behavior. It suggests that intention acts as a direct predictor of behavior, shaped by how people view the behavior, societal expectations, and their perceived ability to carry it out. Because TPB addresses these core constructs, it has gained relevance across disciplines such as consumer research, psychology, and marketing, providing a valuable framework for studying consumer responses.

### Empirical Review

#### Celebrity Endorsement and Brand Attitude

Extensive research has consistently shown that celebrity endorsement is a powerful tool for enhancing consumer responses, particularly brand attitude and purchase intention. Most studies demonstrate that celebrity endorsement has a favorable impact on how consumers perceive and respond to brands. Although a few studies present conflicting findings, the prevailing evidence suggests that celebrity influence contributes positively across multiple

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advertising formats. These consumer reactions have often been assessed using dependent variables like brand attitude and purchase intention. Research in this domain frequently explores how consumer attitudes mediate the effects of celebrity endorsements. For example, studies applying the Dual Mediation This hypothesis continues to be regarded as one of the most prominent models of communication, especially after being reassessed in digital contexts such as websites, mobile applications, and other interactive platforms. The perceived impact of celebrity endorsements has largely been attributed to the source credibility framework. Source credibility pertains to the communicator's qualities that influence a message recipient's acceptance. Within the scope of celebrity endorsements, this credibility typically encompasses three elements: expertise, trustworthiness, and attractiveness. The belief is that a celebrity's credibility is central to persuasive communication and that it can significantly affect consumers' perceptions of the endorsed products or brands. Therefore, celebrity endorsements are thought to be more effective when they originate from highly credible sources.

Existing literature supports this idea, consistently showing that endorsements from credible individuals tend to have a stronger persuasive effect than those from less credible sources. Studies focusing on new media, particularly social platforms, affirm that celebrities positively influence consumer attitudes toward the advertised content. A notable exception to this trend was observed in the study conducted by ARLA, which investigated the role of digital media. The researchers examined how celebrity endorsements in banner ads compare to those in video ads. Results showed that participants exposed to video endorsements by celebrities demonstrated more favorable attitudes than those who viewed static banners. However, the study found no statistically significant direct effect of celebrity endorsements on either brand attitude or purchase intention.

These results are consistent with findings related to several social media platforms, including celebrity endorsement on Facebook and Instagram. A significant mediation effect of ad attitude on brand attitude has also been reported.. (Uribe, Buzeta, Manzur, & Celis, 2022)

In celebrity endorsement, consumers' willingness to purchase products represents the purchase intention. According to the TPB, a higher intention usually means someone will

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most likely act on it. It is widely agreed in previous studies that how a consumer feels about a brand can influence their intention to buy, as noted by Hichem Chetioui, Oussama Benlafqih and Yahia Lebdaoui in 2019 (Chetioui, Benlafqih, & Lebdaoui, 2019).

Erkan and Evans (2018) suggest E-word of mouth (E-WOM) works better if trusted personalities deliver the message and it strongly affects what online consumers decide to purchase. As described by Lee, Park and Han (2011), higher education institutes receive extra funding.

Before, it was revealed that brand attitude, image, quality, knowledge, attributes and brand loyalty all have an impact on purchase intention. Given the above points, marketers often see purchase intention as an important factor in reaching buying decisions.

Most businesses work toward earning more profit, especially those that can sell products and services well and this is usually the most important focus in business. Nowadays, companies need to try new ways of marketing to stand out, stay alive and get a notable share of the market. How customers choose to buy a product is usually what shapes a company's product marking strategy. A number of marketing strategies and efforts can lead to this problem. The scholars studied include Uribe, Buzeta, Manzur and Celis (2022).

What people buy mostly reflects their personal interests, what they anticipate, the values they hold, their attitudes and how they behave. Using different digital marketing methods can encourage consumers, so their decisions to buy can be positively affected (Sonwaney & Chincholkar, 2019). Online advertising as a digital marketing channel is one of the many things that encourage consumers to make a purchase. Several studies (Shah, Zahoor, & Qureshi, 2019) confirm that digital marketing channels can influence consumer buying and motivate academicians to build on these theories by adding to existing literature and filling the gaps in this area.

In the present, consumers have a new way of thinking about buying products, thanks to social media. As the ways companies use social media have changed over the past few years, social media marketing has now become a vital part of business. Today, people's increased use of social media is supporting brands and shaping what customers buy. In addition, marketers are using social media as a source for learning about customers " preferences and concerns regarding brands (Balakrishnan, Dahnil, & Yi, 2014). Shifting the

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connections between organizations and their customers is mostly what social media marketing does. Based on Uribe, Buzeta, Manzur and Celis (2022).

This way, people build online groups where talking and meeting others are most important and followers share interests and get to know each other by giving information (Fowdar & Fowdar, 2013). Right now, social networks act as another way to keep in touch and make users' experiences better. Moreover, using social media, an organization can communicate rapidly with customers, cooperate and save resources while improving personal relationships with them. The idea of profile based social media is to support personal members and encourage people using social media to link with specific topics. Data-oriented social media focus more on who the user is behind their profiles, whereas Content based social media look at the content and participants of conversations on the sites (e.g. Flickr, Instagram, Pinterest and YouTube).

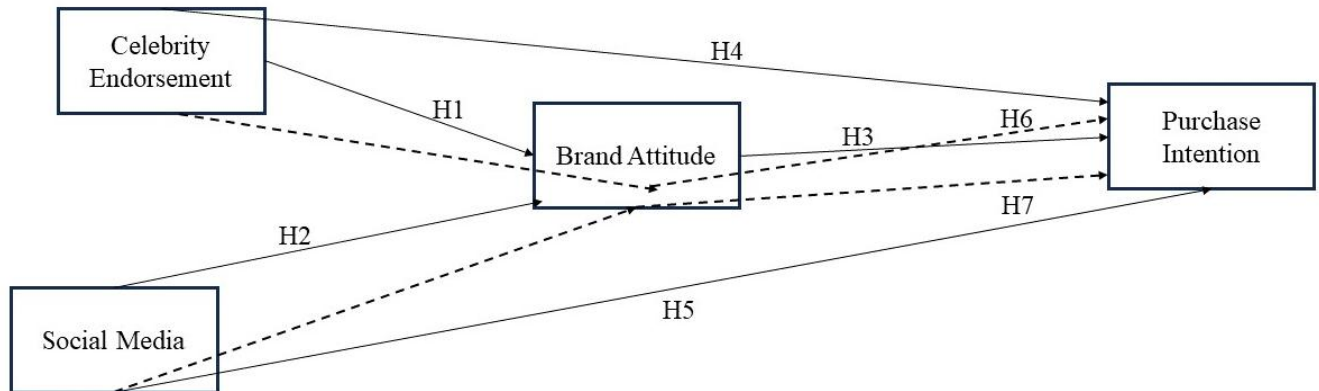
In brand marketing, brand attitude and purchase intention represent the way a customer views, thinks about and feels towards a brand, product or service (Venter, Chinomona, & Chuchu, 2018). To begin with, affection measures how a consumer feels about a brand. Cognition is the evaluation by a consumer of each relevant feature associated with the brand. This last area, behavioral, looks at what a brand does in response to its brand attitude (Medina-Molina, Rey-Moreno, & Periañez-Cristóbal, , 2021). Previous studies have analyzed how user-generated content affects attitudes toward brands (Kostyra, Reiner, Natter, & Klapper, 2016). However, this research examines how brand attitude affects consumers' willingness to shop online and their intention to buy. As a result, Mahmud and colleagues (2019) found that brand attitude strongly determines whether a person intends to purchase and the present study adds that for CSR.

The idea of purchase intention covers a consumer's commitment to make a purchase from a particular retailer. So, if they truly want to get the product, they are more likely to actually buy it (Pebriani, Sumarwan, & Simanjuntak, 2018). In online shopping, how much consumers want to buy a product and be engaged in the transaction is called purchase intention (Hsu, Yu, & Chang, 2017). Positive purchase intention in a consumer encourages loyalty to an online shop and their brand (Pebriani, Sumarwan, & Simanjuntak, 2018). As a result, businesses may predict a consumer's future buying actions by studying purchase

intention (Mahmud, , et al., 2019).

## Theoretical model/ Framework

**Figure 2.1: Self-Developed Model**



## Hypotheses

- H1.** Celebrity endorsement has significant impact on Brand Attitude.
- H2.** Social Media has significant impact on Brand Attitude.
- H3.** Brand Attitude has the significant impact on the Purchase Intention
- H4.** Celebrity Endorsement has a significant impact on the Purchase Intention.
- H5.** Social Media has significant impact on the Purchase Intention.
- H6.** Brand Attitude Mediates the relationship between the Celebrity Endorsement and Purchase Intention.
- H7.** Brand Attitude Mediates the relationship between Digital & Social Media and Purchase Intention

## Research Methodology

### Research Approach

The approach used in this study is quantitative approach to collect the relevant information that emphasizes on explaining the process and that summaries the denature across the group or relation, and to study the hypothesis and also identify the major issue regarding the impact of the celebrity endorsement and social media on purchase intention – mediating role of brand attitude.

The existing theories were tested without forming any new theory but focus was kept on specific instead of general. Based on the objective of this study, exploratory research was

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conducted as the mediating effect of brand attitude between celebrity endorsement and social media on purchase intention has not yet studied before

## **Research Design**

Correlational research was conducted to check the relationship between the variables with each other. To find causes and effects of one variable on the other casual research was implemented. This had helped to find the reason of the given behavior. Using this investigation, we chose what differences take place in a self-supporting variable with the change in the dependent variable

## **Sampling Design**

The Target population is working people of various industries and organizations, universities students. Sampling technique was also used by choosing quota sampling technique that is a non-random sampling technique in which participants are chosen on the basis of predetermined characteristics so that the total sample will have the same distribution of characteristics as the wider population. The size of the sample was 350 which had been conducted from people of different industries. Questionnaire with Likert scales was used as instrument of data collection. A total of 20 Likert-scale questions were asked in close-ended survey and these questions were about Celebrity Endorsement (Parwira & Chairy, 2022) , Social Media (Ayuningtyas & Sijabat, 2022) , Purchase Intention (Chetioui, Benlafqih, & Lebdaoui, 2019) and Brand Attitude (Venter , Chinomona, & Chuchu, 2018) . The primary data was collected through an online survey which was filled by employees and managers of various organizations.

## **Statistical Techniques**

In this research, Reliability and run test were conducted using SPSS software to check the internal consistency and correlation of the variables. Reliability and regression analysis were used to find the results of items and factors. It also validated the hypothesis results. The results were concluded using SPSS software.

## **Results**

### **Findings And Interpretation Of Results**

#### **Validity and Reliability Test**

The cross validation or internal consistency of the items for one variable is called their

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reliability. It provides with information about the relationship between the individual items in the scale. It is examined by “Cronbach’s alpha” and its minimum required value is 0.5.

**Table 1: Reliability Statistics**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .803                   | 4          |

Reliability Test about Celebrity Endorsement

The 0.803 value of Cronbach’s Alpha which is greater than 0.5 which means that the celebrity endorsement (CE1, CE2, CE3, CE4) are consistent and reliable to use in any statistical decision making analysis.

**Table 2: Reliability Statistics**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .799                   | 4          |

Reliability Test about Social Media

The 0.799 value of Cronbach’s Alpha which is greater than 0.5 which means that the social media (SM1, SM2, SM3, SM4) are consistent and reliable to use in any statistical decision making analysis.

**Table 3: Reliability Statistics**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .817                   | 4          |

Reliability Test about Purchase Intention

The 0.817 value of Cronbach’s Alpha which is greater than 0.5 which means that the Purchase Intention (PI1, PI2, PI3, PI4) are consistent and reliable to use in any statistical decision making analysis.

**Table 4: Reliability Statistics**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .865                   | 4          |

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## Reliability Test about Brand Attitude

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The 0.865 value of Cronbach's Alpha which is greater than 0.5 which means that the Brand Attitude (BA1, BA2, BA3, BA4) are consistent and reliable to use in any statistical decision making analysis.

**Table 5: Model Summary**

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| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .709 <sup>a</sup> | .503     | .500              | .48628                     |

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a. Predictors: (Constant), SM, CE

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The table indicates that commercial orientation of the Instagram post causes 9.7% change in Trustworthiness towards the influencer.

The value of R shows there is 31.2% relationship between the variables. It also shows that the relationship is positive and moderate.

The table indicates that the celebrity endorsement and social media causes 5.3% change in Brand attitude. The value of R shows there is 70.9% relationship between the variables. It also shows that the relationship is positive and moderate.

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**Table 6: ANOVA**

| ANOVA <sup>a</sup> |            |                |     |             |         |                   |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
| 1                  | Regression | 84.038         | 2   | 42.019      | 177.691 | .000 <sup>b</sup> |
|                    | Residual   | 83.001         | 351 | .236        |         |                   |
|                    | Total      | 167.039        | 353 |             |         |                   |

a. Dependent Variable: BA

b. Predictors: (Constant), SM, CE

The ANOVA results shows that p-value is 0.000 which is less than 0.05, hence, it can be said that there is a significant relationship between celebrity Endorsement and Brand Attitude, also the significant relationship between social media and Brand Attitude, and the model is valid.

**Table 7: Coefficients**

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
|                           |            | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
| Model                     |            | B                           | Std. Error | Beta                      | t     | Sig. |
| 1                         | (Constant) | .767                        | .184       |                           | 4.169 | .000 |
|                           | CE         | .317                        | .059       | .294                      | 5.364 | .000 |
|                           | SM         | .498                        | .059       | .466                      | 8.480 | .000 |

a. Dependent Variable: BA

The Coefficients result indicates that the beta value for commercial orientation of the celebrity Endorsement is .317, which means that 1 unit increase CE will bring about increase in Brand Attitude by .317. Furthermore, the positive value of beta indicates the positive relationship between CE and BA. The Sig. Value 0.000 which is less than 0.05 shows that the model is significant. Therefore, the hypothesis (H1) is accepted.

The Coefficients result indicates that the beta value for commercial orientation of the celebrity Endorsement is .498, which means that 1 unit increase SM will bring about increase in BA by .498. Furthermore, the positive value of beta indicates the positive relationship between SM and BA. The Sig. Value 0.000 which is less than 0.05 shows that the model is

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significant. Therefore, the hypothesis (H2) is accepted.

**Table 8: Model Summary**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .824 <sup>a</sup> | .678     | .676              | .36853                     |

a. Predictors: (Constant), BA, CE, SM

The table indicates that BA, CE and SM causes 0.2% change in PI. The value of R shows there is 0.824% relationship between the variables. It also shows that the relationship is positive.

**Table 9: ANOVA**

| ANOVA <sup>a</sup> |            |                |     |             |         |                   |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
| 1                  | Regression | 100.226        | 3   | 33.409      | 245.987 | .000 <sup>b</sup> |
|                    | Residual   | 47.535         | 350 | .136        |         |                   |
|                    | Total      | 147.761        | 353 |             |         |                   |

a. Dependent Variable: PI

b. Predictors: (Constant), BA, CE, SM

The ANOVA results shows that p-value is 0.000 which is less than 0.05, hence, it can be said that there is a significant relationship between CE and PI, also the significant relationship between BA and PI, and, SM and PI is also significant and the model is valid.

**Table Number 10: Coefficients**

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
|                           |            | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
| Model                     |            | B                           | Std. Error | Beta                      | t     | Sig. |
| 1                         | (Constant) | .368                        | .143       |                           | 2.581 | .010 |
|                           | CE         | .265                        | .047       | .261                      | 5.682 | .000 |
|                           | SM         | .273                        | .049       | .271                      | 5.590 | .000 |
|                           | BA         | .372                        | .040       | .395                      | 9.189 | .000 |

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## a. Dependent Variable: PI

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The Coefficients result indicates that the beta value for commercial orientation of the CE is .265, which means that 1 unit increase CE will bring about increase in PI by .265. Furthermore, the positive value of beta indicates the positive relationship between CE and PI. The Sig. Value 0.000 which is less than 0.05 shows that the model is significant. Therefore, the hypothesis (H3) is accepted.

The Coefficients result indicates that the beta value for commercial orientation of the SM is .273, which means that 1 unit increase SM will bring about increase in PI by .265. Furthermore, the positive value of beta indicates the positive relationship between MS and PI. The Sig. Value 0.000 which is less than 0.05 shows that the model is significant. Therefore, the hypothesis (H4) is accepted.

The Coefficients result indicates that the beta value for commercial orientation of the BA is .372, which means that 1 unit increase CE will bring about increase in PI by .372. Furthermore, the positive value of beta indicates the positive relationship between BA and PI. The Sig. Value 0.000 which is less than 0.05 shows that the model is significant. Therefore, the hypothesis (H5) is accepted

**Table Number 11: Model Summary**

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| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .806 <sup>a</sup> | .650     | .648              | .38408                     |

---

a. Predictors: (Constant), BA, CE

The table indicates that CE causes 0.806% change in PI, via BA. The value of R shows there is 0.824% relationship between the variables. It also shows that the relationship is positive.

**Table 12: ANOVA**

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| ANOVA <sup>a</sup> |            |                |     |             |                   |
|--------------------|------------|----------------|-----|-------------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | Sig.              |
| 1                  | Regression | 95.983         | 2   | 47.991      | 325.327           |
|                    | Residual   | 51.779         | 351 | .148        | .000 <sup>b</sup> |

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|       |         |     |
|-------|---------|-----|
| Total | 147.761 | 353 |
|-------|---------|-----|

a. Dependent Variable: PI

b. Predictors: (Constant), BA, CE

The ANOVA results shows that p-value is 0.000 which is less than 0.05, hence, it can be said that there is a significant relationship between CE and PI, via BA. and the model is valid.

**Table 13: Coefficients**

| Coefficients <sup>a</sup> |            |                             |            |                           |        |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | Sig.   |
|                           |            | B                           | Std. Error | Beta                      |        |
| 1                         | (Constant) | .562                        | .144       |                           | 3.894  |
|                           | CE         | .401                        | .041       | .396                      | 9.704  |
|                           | BA         | .465                        | .038       | .494                      | 12.106 |

a. Dependent Variable: PI

The Coefficients result indicates that the beta value for commercial orientation of the CE is .562, which means that 1 unit increase CE will bring about increase in PI by .562 via by BA. Furthermore, the positive value of beta indicates the positive relationship between CE and PI. The Sig. Value 0.000 which is less than 0.05 shows that the model is significant. Therefore, the hypothesis (H6) is accepted.

**Table 14: Model Summary**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .805 <sup>a</sup> | .649     | .647              | .38460                     |

a. Predictors: (Constant), SM, BA

The table indicates that SM causes 0.805% change in PI, via BA. The value of R shows there is 0.824% relationship between the variables. It also shows that the relationship is positive.

**Table 15: ANOVA**

| ANOVA <sup>a</sup> |                |    |             |   |      |
|--------------------|----------------|----|-------------|---|------|
| Model              | Sum of Squares | df | Mean Square | F | Sig. |

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|   |            |         |     |        |         |                   |
|---|------------|---------|-----|--------|---------|-------------------|
| 1 | Regression | 95.842  | 2   | 47.921 | 323.965 | .000 <sup>b</sup> |
|   | Residual   | 51.920  | 351 | .148   |         |                   |
|   | Total      | 147.761 | 353 |        |         |                   |

a. Dependent Variable: PI

b. Predictors: (Constant), SM, BA

The ANOVA results shows that p-value is 0.000 which is less than 0.05, hence, it can be said that there is a significant relationship between SM and PI, via BA. and the model is valid

**Table 15: Coefficient**

| Coefficients <sup>a</sup> |            |                             |            |                           |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | Sig. |
|                           |            | B                           | Std. Error | Beta                      |      |
| 1                         | (Constant) | .591                        | .143       |                           | .000 |
|                           | BA         | .435                        | .041       | .462                      | .000 |
|                           | SM         | .418                        | .043       | .416                      | .000 |

a. Dependent Variable: PI

The Coefficients result indicates that the beta value for commercial orientation of the SM is .435, which means that 1 unit increase SM will bring about increase in PI by .435 via by BA. Furthermore, the positive value of beta indicates the positive relationship between SM and PI. The Sig. Value 0.000 which is less than 0.05 shows that the model is significant. Therefore, the hypothesis (H6) is accepted.

**Table 16: Hypothesis Assessment Summary**

| S.NO. | Hypotheses  | Empirical Conclusion |
|-------|---|----------------------|
| 1     | Celebrity endorsement has significant impact on Brand Attitude.           | Accepted             |
| 2     | Digital Media has significant impact on Brand Attitude.                   | Accepted             |
| 3     | Brand Attitude has the significant impact on the Purchase Intention.      | Accepted             |
| 4     | Celebrity Endorsement has a significant impact on the Purchase Intention. | Accepted             |
| 5     | Social Media has significant impact on the Purchase Intention.            | Accepted             |

---

|   |  |          |
|---|--|----------|
| 6 | Brand Attitude Mediates the relationship between the Celebrity Endorsement and Purchase Intention. | Accepted |
| 7 | Brand Attitude Mediates the relationship between Social Media and Purchase Intention.              | Accepted |

---

## Discussions, Conclusion, Policy Implication and Future Research

### Conclusion

This research was aimed to check the relationship between the impact of Effect of Celebrity Endorsement and Social Media on Purchase Intention - Mediating Role of Brand Attitude in the local community of Pakistan. The research technique analyzed in this research is regression and correlation.

This research revealed that the meaning transfer model of celebrity endorsement is applicable in the Pakistani community and there is a linkage of celebrity endorsement with the meaning transfer model. This research shows that the Attractiveness has a positive impact on brand loyalty in celebrity endorsement and it is linked with the celebrity traits that define the celebrity traits from the meaning transfer model. Social Media and brand attitude have a good impact on brand loyalty but somehow it is moderately creating an effect on the celebrity in endorsements.

Expertise have a strong relationship with the brand loyalty and it shows that the celebrity includes the characteristics of expertness that will keep the brand attitude high with the same effect of attractiveness to be determined in order to keep the brand attitude of customers high.

### Discussion

This research shows that the Effect of Celebrity Endorsement and Social Media on Purchase Intention - Mediating Role of Brand Attitude. Based on the research findings, it can be concluded that both celebrity endorsement and social media have a positive influence on purchase intention. Additionally, brand attitude was identified as a mediating factor in this relationship.

The results suggest that when consumers are exposed to celebrity endorsements, whether through traditional advertising or social media, they develop a more positive attitude

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towards the endorsed brand. This positive attitude, in turn, positively influences their intention to purchase. Celebrity endorsements leverage the popularity, credibility, and aspirational appeal of celebrities to enhance consumers' perceptions of a brand. Social media provides a platform for direct engagement and fosters authenticity, further amplifying the impact of celebrity endorsements. The mediating role of brand attitude emphasizes the importance of cultivating a positive perception of the brand, as it influences consumers' trust and perception of value, ultimately increasing purchase intention. These findings have practical implications for marketers, highlighting the value of strategic celebrity endorsements and social media campaigns in influencing consumer behavior.

## **Limitation**

The research has significant contribution in the understanding the factors tha Effect of Celebrity Endorsement and Social Media on Purchase Intention - Mediating Role of Brand Attitude. Moreover, there are limitations in time and resources. Other than this, we had to collect 354 participants for the questionnaire but in order to complete 354 respondents we approached nearly 400 people via internet, some data of questionnaires was collected manually. Additionally, the factors that are been covered in the study like Effect of Celebrity Endorsement and Social Media on Purchase Intention - Mediating Role of Brand Attitude and there is multiple variable also that have an influence on the Purchase Intention but are not been studied in the research.

## **Implications**

This research has demonstrated that marketing managers should prioritize the elements of expertise and attractiveness as key factors, while potentially underestimating the significance of trustworthiness in celebrity endorsements. Embracing this approach will enable them to effectively reach a larger audience with the appropriate message.

From an academic standpoint, this study has produced results that align to some extent with previous research. However, the dismissal of trustworthiness as a notable factor in celebrity endorsements has opened up new avenues for further exploration.

The findings of this research can be applied in societies where product usage is heavily influenced by societal recommendations. This study will assist individuals in comprehending the specific attributes of celebrities that contribute value to products, enabling

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them to establish a connection between the celebrity and the product based on various celebrity characteristics.

## Recommendation

The foremost consideration for marketing managers should be the expertise of the celebrity in endorsements, followed by their attractiveness. It is crucial to conduct a thorough examination of cultural factors when selecting a celebrity for endorsement. In the Pakistani community, it is evident that customers exhibit a preference for brands endorsed by their beloved celebrities. These brands have a more significant influence on brand loyalty, emphasizing the importance of prioritizing customers' preferred celebrities over others.

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## Appendix-1

### Questionnaire

#### Section A: Demographic Data

#### Section A: Demographic Data

Name: \_\_\_\_\_

1. Gender

|        |  |
|--------|--|
| Male   |  |
| Female |  |

2. How old are you

|             |  |
|-------------|--|
| 18-24 Years |  |
| 25-30 Years |  |
| 31-40 Years |  |
| 41-50 Years |  |

3. Level of Education

|              |  |
|--------------|--|
| Matric       |  |
| Diploma      |  |
| Graduate     |  |
| Postgraduate |  |

## Appendix-2

### Questionnaire

#### Section B: Effect of Celebrity Endorsement and Social Media on Purchase Intention - Mediating Role of Brand Attitude

Please rate how strongly you agree or disagree to the following statements by placing a check mark in the appropriate box.

- 1- Strongly disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly agree

| Effect of Celebrity Endorsement and Social Media on Purchase Intention -Mediating Role of Brand Attitude | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| <b>Celebrity Endorsement</b>   |                   |          |         |       |                |
|  |                   |          |         |       |                |
| Celebrity endorsement is effective methods of advertising.   |                   |          |         |       |                |
| Celebrity shown professional attitude is likeable.   |                   |          |         |       |                |
| Celebrity shown is knowledgeable person in campaigning.  |                   |          |         |       |                |
| 1.4) Celebrity shown celebrity is elegant  |                   |          |         |       |                |

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| <b>Social Media</b>  |                   |          |         |       |                |
|  |                   |          |         |       |                |
| 2.1) Social Media makes your life easier.  |                   |          |         |       |                |
| 2.2) Social media provides accurate and proper knowledge of products and services. |                   |          |         |       |                |

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|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 2.3) Social Media innovates the way of advertising products or services in an efficient manner. |  |  |  |  |  |
| 2.4) Social Media Marketing inspire you to make a buying decision.                              |  |  |  |  |  |

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| <b>Purchase Intention</b>  |                   |          |         |       |                |
|  |                   |          |         |       |                |
| 3.1) I would buy this product/brand rather than any other brands available                 |                   |          |         |       |                |
| 3.2) I am willing to recommend others to buy this product/brand                            |                   |          |         |       |                |
| 3.3) I intend to purchase this product/brand in the future                                 |                   |          |         |       |                |
| 3.4) I would rather buy the products or brands introduced by my friends in social networks |                   |          |         |       |                |

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| <b>Brand Attitude</b>  |                   |          |         |       |                |
|  |                   |          |         |       |                |
| 4.1) In general, my feelings toward the brand are unfavorable/favorable. |                   |          |         |       |                |
| 4.2) In general, my feelings toward the brand are bad/good.              |                   |          |         |       |                |
| 4.3) In general, my feelings toward the brand are unpleasant/pleasant    |                   |          |         |       |                |
| 4.4) In general, my feelings toward the brand are negative/positive.     |                   |          |         |       |                |

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