**The Influence of Celebrity Endorsement Tactics on Customers' Purchase Intention**

**ABSTRACT**

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| --- |
| This study investigated the influence of celebrity endorsement tactics on students' purchase intentions at Davao Oriental State University–Cateel Campus (DORSU-CC). It focused on seven dimensions: trustworthiness, attractiveness, expertise, similarity, liking, familiarity, and match-up congruence with the brand or product. Through a structured survey of 321 students and the use of statistical tools such as mean analysis, Pearson correlation, and regression, the study found all seven factors to have a positive and significant effect on purchase intention. Among these, attractiveness, expertise, and match-up congruence emerged as the most influential. These tools provide both descriptive and inferential insights, enabling evidence-based conclusions and practical recommendations for improving the findings of this study. The findings emphasize the importance of aligning celebrity traits with the target audience’s preferences to enhance the effectiveness of marketing strategies. |

*Keywords: attractiveness expertise, celebrity endorsement, customers' purchase intention, DORSU-CC students, familiarity, liking, match-up congruence, purchase intention, similarity, trustworthiness,*

**1.0 INTRODUCTION**

 Customer purchase intention denotes the probability that a consumer will buy a particular product or service, influenced by variables such as brand awareness, perceived value, and marketing effectiveness. This concept also encompasses psychological and social aspects, including emotional connections and peer influence, which shape consumer choices (Salehzadeh & Khazaei Pool, 2016). Recognizing these factors helps businesses refine their marketing tactics and attract more customers, ultimately enhancing sales performance. Mookda, Khan, Intasuwan, & Chotchoung (2020) emphasized that perceived value—defined by quality, price, and brand image—significantly boosts the likelihood of purchase when consumers identify a compelling value proposition.

 Agrawal and Kamakura (2021) highlighted the necessity of cultural awareness in choosing celebrity endorsers, asserting that understanding cultural nuances helps avoid negative reactions and ensures greater alignment with audience expectations. Similarly, Lee & Eastin (2021) noted a shift from traditional celebrity endorsements to influencer marketing, where perceived authenticity and relatability, especially among younger consumers, play a vital role in shaping purchase intentions. Sander, Mader & van der Heijden (2021) further pointed to the growing consumer demand for sustainability and ethical alignment, noting that endorsements reflecting these values tend to foster stronger buy-in from ethically aware consumers. These insights illustrate how cultural, ethical, and social factors increasingly determine the success of endorsement strategies, urging marketers to stay responsive to evolving consumer values.

 In the Philippine context, Vega et al. (2024) observed that Filipino consumers are more inclined to support products endorsed by celebrities perceived as sincere and personable, reflecting the cultural importance of trust and relational warmth. Chua et al. (2022) found that local celebrity endorsements significantly raise purchase intent when they align with the values and aspirations of Filipino buyers. However, Min et al. (2019) cautioned that negative publicity surrounding a celebrity can damage associated brands, highlighting the critical need for careful selection and monitoring of endorsers. Collectively, these findings reveal the nuanced effects of celebrity endorsements on Filipino consumer behavior, especially the role of cultural relevance and authenticity in shaping purchase intentions.

 This study investigates how celebrity endorsements affect consumer behavior within Cateel’s specific socioeconomic setting. By focusing on local dynamics, it addresses gaps in broader research that often overlooks rural or community-centered contexts. Understanding these local preferences allows businesses in Cateel to craft marketing approaches that connect with consumers on a cultural and emotional level, enhancing both customer engagement and sales. Recent findings by Vega et al. (2024) support this view, indicating that residents in smaller towns like Cateel respond favorably to endorsements that resonate with their traditions and community identity, in contrast to those tailored to urban or global audiences.

**2. OBJECTIVES**

This study aimed to determine the significant influence of adding celebrity endorsement tactics on Davao Oriental State University-Cateel Campus (DORSU-CC) students on purchase intention in Cateel, Davao Oriental, specifically:

1. To determine the level of celebrity endorsement tactics of DORSU-CC students in Cateel in terms of:

a. Celebrity Trustworthiness;

b. Celebrity Attractiveness;

c. Celebrity Expertise;

d. Celebrity Similarity;

e. Celebrity Liking;

f. Celebrity Familiarity; and

g. Celebrity Match-Congruence with the brand/product

1. To determine the level of purchase intention of DORSU-CC students in Cateel, Davao Oriental.
2. To determine the significant relationship between celebrity endorsement tactics and the purchase intention of DORSU-CC students.
3. To determine the level of celebrity endorsement tactics and purchase intention of DORSU-CC students.

**3. METHODOLOGY**

**3.1 Research Design**

 This study used a descriptive-correlational research design to examine the relationship between celebrity endorsement strategies and students' purchase intentions at Davao Oriental State University – Cateel Campus (DORSU-CC). This design was ideal for both describing variable characteristics and exploring their interrelationships (Saunders et al., 2023). Data were gathered on students' perceptions of celebrity traits—trustworthiness, expertise, likability, familiarity, similarity, and attractiveness—to assess how these factors influence purchase intentions. The study employed survey questionnaires and statistical tools such as Pearson’s correlation and regression analysis to identify potential associations between endorsement attributes and buying behavior.

**3.2 Research Locale**

 The study was conducted from April to June at Davao Oriental State University – Cateel Campus (DORSU-CC) in Cateel, Davao Oriental. DORSU-CC was selected for its diverse student population, offering a suitable sample for analyzing consumer perceptions of celebrity endorsements. Students’ varied media exposure made them ideal for examining how such endorsements influence purchase intentions.

**3.3 Research Participants**

The study surveyed 321 students from Davao Oriental State University – Cateel Campus using stratified sampling to ensure representation across subgroups, enhancing accuracy and reliability. Slovin’s formula, with a 5% margin of error, was used to determine the sample size.

|  |  |  |  |
| --- | --- | --- | --- |
| Department | Enrollment Data as of the first sem. 2024-2025 (N*i*) | Percentage of Each Department | Sample Size (n*i*) |
| BSBA | 739 | 45% | 146 |
| BSAM | 346 | 21% | 69 |
| BSCRIM | 289 | 18% | 57 |
| BAT/BSA | 142 | 9% | 28 |
| BEED | 104 | 7% | 21 |
| TOTAL | 1,620 | 100% | 321 |

**Table 1.** Distribution of respondents

**3.4 Research Instrument**

 The main instrument was an adopted survey questionnaire from Nguyen Minh Ha and Nguyen Hung Lam (2017), using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." It consisted of two parts: one measuring celebrity endorsement and the other assessing purchase intention among DORSU–Cateel Campus students.

**3.5 Data Gathering Procedure**

The researchers followed key steps to ensure ethical and accurate data collection. First, ethical clearance was obtained from the Research Ethics Office of Davao Oriental State University – Cateel Campus. Participants were then approached individually, informed about the study, and asked for voluntary consent. Survey questionnaires, accompanied by consent forms, were distributed with clear instructions on the study’s purpose and voluntary nature. Completed forms were collected confidentially for analysis, with the support of a statistician.

**3.6 Data Analysis**

 This section describes the methods used to analyze how celebrity endorsement tactics influenced students’ purchase intentions.

**Mean** was used to summarize responses and assess the overall level of influence of celebrity endorsement attributes on students' attitudes.

**Pearson’s correlation coefficient (r)** examined the strength and direction of relationships between endorsement traits—trustworthiness, expertise, and attractiveness—and purchase intention, using Likert-scale data. A strong positive r-value (e.g., 0.70) indicated that higher perceptions of a celebrity were linked to increased purchase intention (Saunders, Lewis, & Thornhill, 2023).

**Table 2.** Interpretation of customer’s purchase intention

|  |  |  |  |
| --- | --- | --- | --- |
| **Range of Means** | **Verbal****Descriptive** | **Interpretation** | **Remarks** |
| 4.50-5.00 | Strongly agree | Very High | This indicates that the celebrity endorsement tactics have a very strong influence on customer purchase intention, significantly enhancing brand appeal and customer persuasion. |
| 3.50-4.49 | Agree | High | This shows that celebrity endorsement tactics have a considerable impact on purchase intentions, suggesting that customers are positively influenced by the endorsement. |
| 2.50-3.49 | Neutral | Moderate | This reflects a moderate impact of celebrity endorsement tactics on purchase intentions, indicating balanced customer perception that may vary across different segments. |
| 1.50-2.49 | Disagree | Low | This suggests a low influence of celebrity endorsement tactics on customers intentions, implying that the endorsement has limited effectiveness in shaping customer decisions. |
| 1.50-2.49 | Strongly disagree | Very Low | This reveals a very low influence of celebrity endorsement tactics on purchase intentions, indicating minimal customer response and the potential need to reassess the endorsement strategy. |

**ANOVA** tested for significant differences in purchase intentions across multiple groups, helping determine whether variations were statistically meaningful (Daramola & Aderonmu, 2023).

**Regression analysis** explored how independent variables like endorsement traits predicted purchase intention, measuring both strength and direction of influence (Bzovsky et al., 2022).

**4. RESULTS AND DISCUSSION**

 This chapter presents the results, analysis, and interpretation of survey data on how celebrity endorsement tactics influence the purchase intentions of DORSU-CC students. Findings are organized based on the research questions: (1) celebrity endorsement tactics, (2) level of purchase intention, (3) their significant relationship, and (4) levels of both variables among students.

**4.1 Celebrity Endorsement Tactics of DORSU-CC students**

 This presents the level of celebrity endorsement tactics among Davao Oriental State University-Cateel Campus students, focusing on celebrity trustworthiness, attractiveness, expertise, likability, similarity, familiarity, and congruence with the brand or product in terms of match-up.

**Table 3. Celebrity endorsement tactics of dorsu-cc students in terms of celebrity trustworthiness**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Believes in a celebrity's brand choice. | 3.58 | 0.81 | High |
| 2 | Thinks that the celebrity is an honest person. | 3.29 | 0.87 | Moderate |
| 3 | Thinks that the celebrity provides a reliable source of information. | 3.47 | 0.86 | Moderate |
| 4 | Thinks that the celebrity is a sincere person. | 3.48 | 0.80 | Moderate |
| 5 | Thinks that the celebrity is a trustworthy person. | 3.41 | 0.82 | Moderate |
|  | Average | 3.45 | 0.68 | Moderate |

 Table 3 shows that DORSU-CC students perceive celebrities as moderately trustworthy, with an average mean of 3.45. This suggests a balanced view—neither strong distrust nor full credibility. Trustworthiness, including honesty and reliability, is vital for effective endorsements (Singh & Banerjee, 2018), especially when consumers sense a mismatch between a celebrity’s image and real behavior. Bergkvist and Zhou (2016) also stress that trust significantly shapes attitudes toward endorsed brands, particularly for consumers unfamiliar with the brand.

 The item “Believing in a celebrity's brand choice” scored 3.58 (high), indicating students are more persuaded when they feel the celebrity genuinely supports the product. This aligns with Wang and Scheinbaum (2018), who argue that perceived authenticity boosts brand trust. Azhar et al. (2025) further explain that parasocial interactions—one-sided emotional bonds—enhance this trust transfer.

 In contrast, the statement “I think that the celebrity is an honest person” scored 3.29 (moderate), reflecting some skepticism. Similar findings were reported by Nyamakanga et al. (2019) in cosmetic endorsements, where consumers questioned the sincerity of celebrity claims. Thomas and Johnson (2019) noted that while celebrities may be attractive and popular, honesty remains harder to gauge, leading to cautious trust levels.

**Table 4. Celebrity endorsement tactics of dorsu-cc students in terms of celebrity attractiveness**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Thinks that the celebrity is strong. | 3.72 | 0.84 | High |
| 2 | Thinks that celebrities are very classy. | 3.78 | 0.79 | High |
| 3 | Thinks that the celebrity has a very pretty face. | 3.86 | 0.87 | High |
| 4 | Thinks that the celebrity has a very elegant fashion style. | 3.94 | 0.80 | High |
| 5 | Thinks that the celebrity has a very attractive appearance. | 3.91 | 0.81 | High |
| 6 | Thinks that the celebrity has a very persuasive voice. | 3.83 | 0.83 | High |
| 7 | Thinks that the celebrity has a very professional manner. | 3.82 | 0.85 | High |
|  | Average | 3.84 | 0.64 | High |

Celebrity attractiveness received a high overall mean of 3.84, highlighting its strong influence on endorsement effectiveness. This supports McCormick’s (2016) findings that physical appeal positively impacts Millennials’ attitudes and purchase intentions, especially when celebrity–brand alignment exists. Knoll & Matthes (2017) similarly found attractiveness to be a key factor in endorsement success across various contexts.

 The statement “The celebrity has a very elegant fashion style” scored 3.94, emphasizing how elegance enhances persuasive impact. Johnson and Thomas (2019) noted that beauty and style serve as powerful cues, fostering favorable brand attitudes. Baniya (2017) also found that attractiveness combined with brand fit boosts brand loyalty and purchase intent.

 Meanwhile, the statement “The celebrity is strong” had a slightly lower mean of 3.72. Audini et al. (2019) observed that strength is less influential unless relevant to the product category. Uddin (2022) further confirmed that while attractiveness significantly drives purchase intent, strength plays a comparatively minor role.

**Table 5. Celebrity endorsement tactics of dorsu-cc students in terms of celebrity expertise**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Thinks that the celebrity is an expert in the field that he/she represents. | 3.71 | 0.85 | High |
| 2 | Thinks that the celebrity has experience in using the brand. | 3.81 | 0.82 | High |
| 3 | Thinks that the celebrity has much knowledge about this brand | 3.64 | 0.85 | High |
| 4 | Thinks that the celebrity has a skill of this brand | 3.64 | 0.85 | High |
|  | Average | 3.70 | 0.71 | High |

Celebrity expertise received a high overall mean of 3.70, indicating that students view endorsers as knowledgeable and experienced. This supports Thomas and Johnson (2019), who found that expertise enhances ad effectiveness, especially when aligned with brand fit. Afifah (2022) also identified expertise as a key driver of purchase intention among endorsement traits.

 The statement “The celebrity has experience in using the brand” scored 3.81, reflecting the value students place on authentic brand use. Pradhan, Duraipandian, and Sethi (2016) noted that such perceived authenticity boosts endorsement credibility through personality congruence.

 Statements on the celebrity’s knowledge and skill with the brand both scored 3.64, still high but slightly lower. Nyamakanga et al. (2019) found that deep expertise matters less when it's not directly observable. Tzoumaka, Tsiotsou, and Siomkos (2016) added that the impact of expertise varies by product type, being more influential for technical goods.

 **Table 6. Celebrity endorsement tactics of DORSU-CC students in terms of celebrity similarity**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Thinks that the celebrity and I share the same culture. | 3.59 | 0.91 | High |
| 2 | Thinks that the celebrity and I share a similar lifestyle. | 3.38 | 0.93 | Moderate |
| 3 | Thinks that the celebrity and I share similar interests. | 3.28 | 0.91 | Moderate |
| 4 | Thinks that the celebrity and I share similar perspectives. | 3.30 | 0.95 | Moderate |
| 5 | Thinks that the celebrity and I share similar likes. | 3.32 | 0.95 | Moderate |
|  | Average | 3.37 | 0.81 | Moderate |

 Table 6 shows an overall mean of 3.37, indicating that DORSU–Cateel students perceive a moderate level of similarity with celebrity endorsers. This supports Sokolova and Kefi (2020), who found that even moderate lifestyle and value similarity strengthens parasocial connections and purchase intent. Uddin (2022) also noted that while similarity boosts credibility, its impact varies by dimension.

 The statement “The celebrity and I share the same culture” scored 3.59, highlighting cultural affinity as a key factor. Jay Min et al. (2019) and Ndlela & Chuchu (2019) found that cultural congruence enhances brand attitudes, especially when endorsers reflect the audience’s identity.

 Conversely, “sharing similar interests” scored 3.28 (moderate), suggesting weaker alignment in personal hobbies. Uddin (2022) and Jay Min et al. (2019) noted that broad lifestyle similarity often has a stronger effect than specific interest matching.

 Other dimensions like lifestyle (3.38), perspectives (3.30), and likings (3.32) were also moderate, reflecting a general but not strong sense of similarity—consistent with Sokolova and Kefi’s (2020) finding that even moderate perceived similarity can foster emotional connection and trust.

**Table 7. Celebrity endorsement tactics of DORSU-CC students in terms of celebrity liking**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Likes the celebrity's behavior | 3.59 | 0.86 | High |
| 2 | Likes that the celebrity is very popular. | 3.83 | 0.85 | High |
| 3 | Likes the celebrity's voice. | 3.74 | 0.83 | High |
| 4 | Likes the celebrity's fashion style. | 3.87 | 0.82 | High |
| 5 | Likes the celebrity's professional manner | 3.79 | 0.80 | High |
| 6 | Overall, likes the celebrity. | 3.73 | 0.81 | High |
|  | Average | 3.76 | 0.66 | High |

Table 7 shows that DORSU-CC students reported a high level of celebrity liking, with an overall mean of 3.76. This indicates that positive feelings toward celebrities significantly enhance endorsement effectiveness. Norah (2024) noted that in the age of social media, liking driven by authenticity and transparency fosters strong parasocial bonds. Similarly, Jansi et al. (2019) found that liking reinforces trust, satisfaction, and identity alignment, boosting both impulsive and planned purchases.

 “I like the celebrity’s fashion style” scored 3.87, showing that shared aesthetics strengthen persuasion. Yang et al. (2022) and Petit et al. (2019) highlighted that consumers often emulate celebrity style, increasing brand connection and engagement.

 Meanwhile, “I like the celebrity’s behavior” received a slightly lower mean of 3.59. Petty et al. (2016) found that behavioral cues have less persuasive power than expertise or brand fit. Norah (2024) also noted that while behavior matters, image and identity alignment play a greater role in shaping consumer response.

**Table 8.** Celebrity endorsement tactics of DORSU-CC students in terms of celebrity familiarity

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Often sees the celebrities on the stage or in the cinema. | 3.62 | 0.94 | High |
| 2 | Often sees celebrities at events or festivals. | 3.59 | 0.91 | High |
| 3 | Often sees celebrities on the advertising boards. | 3.83 | 0.85 | High |
| 4 | Often sees celebrities in the newspapers. | 3.76 | 0.85 | High |
| 5 | Often sees celebrities in person. | 3.43 | 1.05 | Moderate |
| 6 | Often sees celebrities on the Internet. | 3.91 | 0.89 | High |
| 7 | Often listens to celebrities on the radio. | 3.56 | 0.96 | High |
|  | Average | 3.67 | 0.67 | High |

 Table 8 shows that DORSU-CC students rated celebrity influence as high, with an average mean of 3.67, indicating that frequent media exposure strengthens endorsement impact. Osei-Frimpong et al. (2019) found that celebrity familiarity enhances brand quality, loyalty, and purchase intent, especially in emerging markets. Jay Min et al. (2019) also confirmed that familiarity improves brand recall and purchase intentions across various media.

 The statement “Often sees celebrities on the Internet” scored 3.91, highlighting the dominant role of online platforms in building familiarity. Sharkasi and Rezakhah (2023) linked online exposure and parasocial interactions to increased purchase intent, supported by findings in the *Journal of Hospitality and Tourism Insights* on media-driven consumer engagement.

 In contrast, “Often sees celebrities in person” received a moderate mean of 3.43, suggesting that face-to-face encounters are less influential. Malik and Qureshi (2017) found that while live appearances increase visibility, digital exposure has greater impact due to its frequency and reach.

**Table 9. Celebrity endorsement tactics of DORSU-CC students in terms of celebrity match-up congruence with the brand/product**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statements | Mean | Std. Deviation | Interpretation |
| 1 | Often sees a celebrity in the advertisements of this brand. | 3.83 | 0.86 | High |
| 2 | Thinks that the celebrity image suits this brand. | 3.75 | 0.83 | High |
| 3 | Thinks that this brand is totally suitable for the celebrity it represents. | 3.74 | 0.81 | High |
| 4 | Thinks that the celebrity who represents this brand is trustworthy. | 3.69 | 0.83 | High |
| 5 | Believes that the celebrity is using this brand. | 3.63 | 0.90 | High |
|  | Average | 3.73 | 0.72 | High |

 DORSU-CC students reported a high level of perceived congruence between celebrities and the brands they endorse (mean = 3.73, SD = 0.72), supporting the match-up hypothesis that endorsements are most effective when celebrity traits align with brand image. Knoll and Matthes (2017) and Alharbi et al. (2022) both found that such alignment enhances consumer attitudes, brand preference, and purchase intent—even with potentially controversial figures.

 The statement “Often sees celebrity in the advertisements of this brand” scored highest (mean = 3.83), emphasizing the role of frequent online exposure in reinforcing congruence. Jay Min et al. (2019) confirmed that repeated and clear brand-celebrity associations increase credibility and brand alignment.

 The item “Celebrity uses this product” scored slightly lower at 3.63, suggesting some doubt about authenticity. Hussain et al. (2020) noted that belief in actual product use boosts trust and purchase intention and perceived authenticity directly influences brand loyalty and engagement.

**4.2 Level of Purchase Intention of DORSU-CC Students**

 With an overall mean of 3.73 (SD = 0.71), DORSU-CC students show a high level of purchase intention influenced by celebrity endorsements. This indicates that celebrity marketing effectively encourages positive product perceptions and potential buying behavior.

**Table 10. Level of purchase intention of DORSU-CC students in Cateel**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Statement | Mean | Std. Deviation | Interpretation |
| 1 | Seeks more information on the product. | 3.92 | 0.83 | High |
| 2 | Actively seeks the product. | 3.73 | 0.82 | High |
| 3 | Tries the product when it is seen. | 3.72 | 0.87 | High |
| 4 | Purchases the product. | 3.61 | 0.83 | High |
| 5 | A celebrity's appearance in the advertisement has motivated people to purchase the product. | 3.65 | 0.88 | High |
|  | Average | 3.73 | 0.71 | High |

Zahriati and Auliya (2024) note that Gen Z, especially on platforms like TikTok, responds strongly to relatable celebrities, with perceived quality and credibility playing key roles. Jay Min et al. (2019) also found that credible and attractive endorsers significantly shape young consumers’ decisions.

 “I will seek more information on this product” scored the highest (mean = 3.92, SD = 0.83), showing that celebrity influence often prompts curiosity and research. Sharkasi and Rezakhah (2023) found that trusted celebrities drive information-seeking and deeper engagement, especially on digital platforms.

 Meanwhile, “I will purchase this product” had a slightly lower mean of 3.61 (SD = 0.83), suggesting a more cautious stance toward actual buying. This implies that while celebrity endorsements shape intention, other factors like price or necessity still affect final purchase decisions.

**4.3 Significant Relationship of Celebrity Endorsement Tactics and Purchase Intention of DORSU-CC students**

**Table 11.** Level of significant relationship of celebrity endorsement tactics and purchase intention of DORSU-CC students

|  |  |  |
| --- | --- | --- |
| Factors | Customer Purchase Intention | Degree of Relationship |
| Celebrity Trustworthiness | Pearson Correlation | 0.52 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Celebrity Expertise | Pearson Correlation | 0.48 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Celebrity Attractiveness | Pearson Correlation | 0.53 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Celebrity Similarity | Pearson Correlation | 0.57 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Celebrity Liking | Pearson Correlation | 0.65 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Celebrity Familiarity | Pearson Correlation | 0.56 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Celebrity Match-up Congruence | Pearson Correlation | 0.64 | Significantly Moderate |
| Sig. (2-tailed) | 0.00 |
| Overall, Celebrity Endorsement | Pearson Correlation | 0.70 | Significantly High |
| Sig. (2-tailed) | 0.00 |

 Table 11 shows that all celebrity endorsement attributes have a positive and significant correlation with DORSU-CC students' purchase intentions. The overall correlation is strong (r = 0.70). Celebrity Liking had the highest correlation (r = 0.65), highlighting its strong influence on purchase intent. Match-up Congruence followed closely (r = 0.64), emphasizing the impact of perceived fit between celebrity and product.

 Moderate correlations were found for Similarity (r = 0.57), Familiarity (r = 0.56), Attractiveness (r = 0.53), Trustworthiness (r = 0.52), and Expertise (r = 0.48). These support Yeo et al. (2015), who noted expertise as a key factor in influencing consumer intent. Mookda et al. (2020) further emphasized that emotional ties, such as liking and similarity, strengthen endorsement impact, reinforcing the need to align endorsers with audience preferences.

**4.3 Factors of Celebrity Endorsement Tactics Perceived Influence as Best Predicts in Purchase Intention of DORSU-CC students.**

Table 12. Model summary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R square  | Adjusted R square  | Std error of the Estimate  |
| 1 | 0.725 | 0.525 | 0.515 | 0.497 |

 Table 12 presents the regression model summary showing a strong positive relationship between celebrity endorsement tactics and purchase intention (R = 0.725). The R² value of 0.525 indicates that 52.5% of the variance in purchase intention is explained by the model—a moderate to strong effect in behavioral research (Widya Giri, R. R., & Alfaruqi, F. F., 2023).

 The adjusted R² of 0.515 suggests minimal overfitting, ensuring the model's reliability (Alharbi et al. 2022). The standard error of 0.497 further supports the model’s predictive accuracy, aligning with Sarstedt et al. (2021), who note that such values are acceptable when R² exceeds 0.5. Overall, the model is statistically robust and useful in assessing the impact of celebrity endorsements on purchase intention.

**Table 13.** Coefficient Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 0.589 | 0.189 |  | 3.122 | 0.002 |
| Celebrity Trustworthiness | 0.014 | 0.065 | 0.013 | 0.208 | 0.835 |
| Celebrity Expertise | -0.020 | 0.057 | -0.020 | -0.343 | 0.732 |
| Celebrity Attractiveness | 0.069 | 0.069 | 0.062 | 1.006 | 0.315 |
| **Celebrity Similarity** | **0.179** | **0.053** | **0.204** | **3.372** | **0.001** |
| **Celebrity Liking** | **0.290** | **0.073** | **0.267** | **3.961** | **0.000** |
| Celebrity Familiarity | 0.019 | 0.065 | 0.018 | 0.285 | 0.776 |
| **Celebrity Match-up Congruence** | **0.306** | **0.063** | **0.307** | **4.883** | **0.000** |

 The study found that celebrity match-up congruence, liking, and similarity significantly influence DORSU-CC students’ purchase intentions. Match-up congruence had the strongest impact (B = 0.307, p = 0.000), supporting the Match-up Hypothesis that alignment between a celebrity and a product boosts credibility and consumer response (Arora et al., 2021).

 Celebrity liking (B = 0.267, p = 0.000) emerged as the second strongest predictor, emphasizing that emotional attachment drives purchase behavior (Min et al., 2019; Bergkvist & Zhou, 2016). Similarly, celebrity similarity (B = 0.204, p < 0.001) showed a strong effect, indicating that students are more persuaded by endorsers who reflect their lifestyle (Uddin, 2022). In contrast, trustworthiness, expertise, attractiveness, and familiarity had no significant influence, suggesting emotional and relational factors outweigh cognitive evaluations.

**5. CONCLUSION AND RECOMMENDATIONS**

**Conclusion**

 The study concluded that celebrity endorsements significantly influence DORSU-CC students, especially when endorsers are seen as relatable, likable, and aligned with the brand. Relatability fostered authenticity, likability enhanced emotional appeal, and congruence between the celebrity and brand improved credibility and campaign effectiveness.

 While students showed high purchase intention, emotional and psychological factors—particularly similarity and liking—had greater impact than traditional traits like credibility or expertise. These emotional connections made endorsements more persuasive and memorable.

 A strong relationship was confirmed between endorsement tactics and purchase intention, highlighting the importance of selecting celebrities who reflect the audience’s identity and lifestyle over mere popularity.

 Overall, well-aligned and emotionally resonant endorsements can shape attitudes, boost brand perception, and drive student consumer behavior—offering a strategic edge for marketers targeting younger demographics.

**Recommendation**

Based on the results, the following recommendations are proposed:

1. Focus on strategic alignment between celebrities and brands rather than mere popularity. Marketers should move beyond choosing endorsers solely for their fame and instead prioritize individuals whose public persona naturally reflects the brand’s values, identity, and messaging. Ensuring a strong match-up between the celebrity and the brand can foster consumer trust and relatability, particularly when the endorser appears to genuinely use and represent the product. This approach is essential in building brand credibility and cultivating consumer trust, especially within perceptive youth markets.
2. Give importance to emotional connection and likability in promotional efforts. Marketing strategies should aim to establish an emotional bond between the celebrity and the intended audience. The study highlighted that celebrity likability is a strong predictor of consumers’ intent to purchase. Therefore, qualities such as warmth, charm, and shared beliefs can significantly influence buying behavior. Brands should design campaigns that showcase the endorser’s personality and relatability, for instance through behind-the-scenes footage, storytelling advertisements, or authentic testimonials.
3. Base endorser selection on audience insights and research. Rather than depending on assumptions about a celebrity’s fame or general appeal, companies should utilize tools such as surveys, focus groups, or digital analytics to understand the traits their audience values in endorsers. This data-driven approach ensures the selection of endorsers who are not only well-known but also emotionally and culturally in tune with the product and target consumers.
4. Promote future studies that assess long-term effects and explore various consumer demographics. While this research focused on short-term purchase intention, it is recommended that future investigations examine the enduring impact of celebrity endorsements on brand loyalty, sustained consumer interest, and actual purchasing behavior. Additionally, studies involving different audience segments—such as employed individuals, older consumers, or those in rural areas—can provide a broader perspective on endorsement effectiveness across different markets.

**Disclaimer (Artificial intelligence)**

 The authors hereby declare that generative Al technologies, specifically Large Language Models, were used during the writing and editing of this manuscript. Details of the Al usage are as follows:

1. Name of the Al Tool: ChatGPT
2. Version/Model: GPT-4
3. Source/Provider: OpenAl (https://chat.openai.com)

 Purpose of Use: Generative Al was primarily employed to enhance the clarity and coherence of the discussion, improve the overall language and grammar, and refine the abstract for better readability and adherence to academic standards.

Sample Prompts Provided to the Al

1. "Please enhance this abstract to improve clarity, focus, and impact."
2. "Correct grammar and improve the flow of this discussion section"
3. Summarize findings in a more concise academic style"
4. "Rephrase this paragraph to sound more formal and scholarly

 All intellectual content, data interpretation, and scientific conclusions remain the responsibility of the authors. The Al tool served only as an editorial assistant and did not generate original scientific ideas or perform data analysis.

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