Celebrity Endorsement Impact on Beauty Products Buying Behaviour of Young Females: Personality Trait as a Moderator

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Abstract

Celebrity endorsement has emerged as a pivotal strategy in modern marketing, particularly within the beauty industry, where female consumers represent the primary target audience. This study explores the influence of celebrity endorsements on consumers' buying behaviour, focusing on their ability to shape perceptions, build trust, and drive purchasing decisions. Drawing from theoretical framework of Cooper's (1984) and Erdogan's (1999), the study highlights how celebrities enhance brand recall, credibility, and desirability. Theoretical frameworks such as the Source Credibility Model and Cultivation theory are employed to analyse the effectiveness of endorsements in aligning celebrity traits with brand values. The survey method was employed in this study and data was collected from 350 females' age range from 18-40 years. Findings reveal that celebrity endorsements significantly impacted on brand visibility and consumer trust, with attractive and credible celebrities driving higher engagement. However, the study also underscores the complexity of ensuring a good celebrity-brand fit, as mismatched endorsements can harm brand reputation. Additionally, factors such as emotional appeal and perceived lifestyle associations play a critical role in influencing buying decisions. This study concluded that celebrity endorsement, is a powerful marketing tool, must be strategically aligned with the brand's goals and consumer expectations.

Keywords: Celebrity Endorsement, Buying Behaviour, Beauty Products, Females, Personality trait.

Introduction

In today's digital era, celebrity endorsement is the bed rock of contemporary advertising strategy especially beauty industry where the visual appeal and social influence still matters. The widespread use of social media means that it has opened the door for a direct channel between celebrities and influencers, with access to

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millions of followers, influencing consumer perceptions and preferences and when accordingly, using their power to influence purchase decisions (Jia, Wang & Liu, 2021). Endorsements from these celebrities regularly act as credibility and desirability signal which makes the products more desirable for potential buyers. When it comes to cosmetic and skincare industry, where image and trust play a major role, the brand equity and buyer behaviour is often influenced by the endorsement of a well-known personality (Zhai et al., 2022). Then celebrities' personal branding is leveraged by beauty brands to establish a powerful differentiation between the product and aspirational lifestyles from the perspective of young female consumers who use the product as a means of identity validation through consumption.

While empirical studies have shown that several celebrity traits (good looks, trustworthiness, expertise and similarity to the consumer) improve the persuasion power on endorsements, they have failed to answer which of them actually work better. The presence of these characteristics facilitates the development of para-social relationship that consumers experience when emotionally involved with an endorser and are more receptive to emulating consumption behaviours (Jin, et al., 2019). Influence attractiveness and credibility have improved the promotion of brand awareness, the effect of brand receivability and purchase intention in electronic word of mouth of beauty product users, as written by Putri et al. (2023). The message this carries is that while celebrity endorsement does help raise visibility of its subject, it is also about making emotional and psychological connections with consumers.

But celebrity endorsements aren't effective across all such consumer segments. Such endorsements are moderated by individual personality traits in forming responses. These individual differences are covered in terms of the Big Five personality traits: extraversion, openness to experience, agreeableness, conscientiousness, and neuroticism. For instance, people who score high in extraversion and openness, in general, are relatively more vulnerable to social cues, novelty, and therefore celebrity influence (Hussain et al., 2024). Conversely, more conscientious people might evaluate endorsements differently, given that they care more about having coherence between the celebrity's image and what they sense the product stands for.

This is particularly relevant if one deals with the concept of "endorser consumer congruence." According to Wong et al. (2024), endorsement is more persuasive when consumers perceive the celebrity endorser to be similar to them in terms of value, lifestyle, or personality. According to Hussain et al. (2024), compliments of celebrity and consumer personality traits lead to an emotional appeal and credibility of the endorsement, facilitating the possibility of purchase. This kind of psychological compatibility induces identification with the endorser, so consumers will see their values in the endorser, and once identified, this enhances brand attachment and loyalty.

For a marketer, selection of celebrity endorser from strategic point relates to selecting such an endorser whose image is similar to that of the brand promoting the products and similar to the personality profile of the target market. However, the wrong pairing just doesn't cut it, it could easily fire back and create a credibility gap and worse case yet brand disassociation. Authenticity is a key driver of successful endorsements, says Khan et al. (2024). And as consumers, especially those digital natives, are quick to sense inauthenticity and may react unfavourably to endorsements that feel too commercial or are off base. Brands therefore need to make sure that not only to these things apply to celebrities but also that celebrities actually have genuine affinity with the product they are endorsing.

Finally, it is clear that celebrity endorsements continue to be an effective marketing method for visually based, emotion oriented industries such as beauty and personal care. Nevertheless, the extent to which they are effective relies on more than whether or not they are famous; they must be credible, psychologically fit for their role and truly compatible in personality with the consumer. In a more crowded marketplace with a more sophisticated consumer, using personality insights means brands can generate more focused and impactful endorsements that boost short term revenue and long term brand love.

Statement of the Problem

These days, in the world of digital and media, celebrity endorsements have grown a powerful marketing tool to sway consumer behaviour (particularly in the beauty industry). As a result, brands often hire celebrities to promote them because they are known for their fame, attractiveness and perceived trustworthiness, which can build emotional appeal and increase brand recall amongst audiences (Nelson & Deborah, 2017). Studies (Ohanian, 1991) show that celebrity endorsers in their analyses often do a better job than non-celebrities of stimulating interest, triggering emotions and generating favourable consumer attitudes toward a product. They contribute to enhance visibility of product and fast spread of information over social medium as well as digital medium (Kaushik & Balyan, 2017).

But celebrity endorsements don't always work. The extent to which source credibility, source–target fit and individual differences in consumer personality traits play an important role depends on several factors including, but not limited to, the credibility of the endorser, the fit between the celebrity and the product. For instance, consider consumers who feel an association with the personality of a celebrity, they are much more likely to react favourably to their endorsements. Although this strategy has become very popular, little research has been done into how these psychological and personal variables mediate or moderate the effectiveness of celebrity endorsements, particularly among young female consumers. We attempt to fill this gap by investigating the effects of celebrity endorsements and personality upon beauty product buying behaviour.

Research Objectives

1. To examine how much celebrities affect consumers' buying decisions based on trust.
2. To analyse the effect when the celebrity appears to be a good match (congruence) for the product or brand.
3. To investigate how the attractiveness of celebrities impacts consumer buying behaviour.
4. To explore how effective celebrity endorsements are in influencing purchase intentions in the cosmetics market among women.

Significance of the Study

This study is important because it focuses on the dynamic relation between celebrity endorsement and consumer buying behaviour and the target group of young female consumers, who are relevant to the beauty industry. Brand appeal, trust and loyalty are built by marketers more on media and social platforms which in this day and age are flooded by consumer culture, through celebrity endorsers. Applying these insights into how celebrity attributes including attractiveness, trustworthiness and expertise, could influence perceptions and purchase intention of female consumers, this research provides useful information on the marketing strategies that could potentially increase the willingness of female consumers to purchase celebrity endorsed products.

Although celebrity endorsements are commonly used for the global marketing purposes, there is a large research gap in the impact of these endorsements on Pakistani beauty industry context, in particular among young female consumers. There are very few limited empirical studies on how celebrity endorsers influence cosmetic purchasing behaviour in a country like Pakistan where the beauty industry standards are greatly influenced from the media portrayals.

Furthermore, although personality traits are extensively discussed in consumer behaviour research, their moderating role in celebrity endorsements effectiveness in beauty product marketing has not yet been deeply discussed. Both of these gaps in the literature are addressed by this study: culturally relevant insights into female consumers' reaction to purchasing a celebrity endorsed beauty product in terms of trust and influence, as well as buying behaviour.

Research Questions

1. What is the influence of celebrity trustworthiness on young female consumers' buying decisions?
2. What effect does the perceived match between a celebrity and a product/brand have on purchase intentions among young females?
3. What impact does a celebrity's attractiveness have on the buying behaviour of female consumers?

4. What role do celebrity endorsements play in shaping purchase intentions of women in the cosmetics market?

Review of Literature

Celebrity endorsements have lately become a progressively strategic instrument in companies' efforts to build up their brand and push more of their products (Parashar & Ghoshal, 2005). It's not just about what it can do, but who the celebrity endorsers are and what they are doing to influence consumer purchase decisions (Rollins & Bhutada, 2014). Well-known names can make all the difference in advertising through the perceived value of a product and the appeal of a brand, increasing the impact of advertising campaigns (Reynolds, 2000, Alperstein, 1991). Marketing using celebrities to capture consumer attention and distinguish brands in crowded markets is a well-known practice (Aaker, 1996; McCracken, 1989). The idea behind celebrity endorsement is to manipulate client action through the celebrity's notoriety and likewise personal influence particularly among the younger crowd (Ohanian, 1990; Ahmad, Rahman, Rahman, 2015).

According to Hani, Marwan, & Andra (2018) recent studies have highlighted the significance of the celebrity image and perceived congruence with the brand relevant to driving consumers' purchase intentions of the brand (Erdogan & Kitchen, 1998). In the beauty market, having attracting female celebrity endorsing product increases endorsement credibility which positively effectives influencing consumers to make purchasing decisions (McCormick, 2016). Because consumers tend to attribute the positive attributes of celebrities such as trustworthiness and expertise, to the endorsed products, consumers are more willing to purchase products (Chaiken 1979; Gupta et al. 2021).

With the advance of digital media, celebrity endorsement again is playing an essential role in the construction of consumer prestige and their behaviour by governing their perception and purchase trends (Wu & Wen, 2021; Adnan et al., 2018). Every marketer knows that celebrity endorsements are great at driving better recall and financial returns as compared to non-celebrity campaigns (Cooper, 1984; Farrell, 2000; Goldsmith, Lafferty, & Newell, 2000). However, marketers must be careful in aligning celebrity endorsement with brand strategy, to avoid their mismatches; leading to problems with the brand image (Kumar, 2010; Rai et al., 2021). Moreover, the celebrity is assessed based on the celebrity's authenticity and relatability which is very much about transparency this day and age and have an impact on the effectiveness of the endorsements (Werasiri, 2017; Khanam & Hossain, 2022).

Celebrity culture in Pakistan has a very important role to play in shaping consumer behaviour when we talk about beauty and lifestyle markets where endorsement impact is high (Zhu & Chen, 2015). However, with the proliferation of social media platforms, the reach and engagement of celebrity endorsers are

increasing to exponential level which makes it as one of the indispensable elements in modernizes marketing strategy (Glucksman, 2017; Rachmat et al., 2020). It turns out that there is research to back this up, celebrity endorsements not only increases the attractiveness of a certain product, but also creates emotional relationship between brands and consumers increasing the likelihood of future brand loyalty and purchase intention (Bakhtvar & Piri, 2018; Fahy & Jobber, 2019).

In a general sense, celebrity endorsements are still a strategic means of marketing that eroticizes the celebrity's image with the brand and accrues product messaging to sway consumer attitudes and behaviour s in emerging as well as established markets (Yang, 2018; Zamudio, 2016). In a very competitive environment, marketers still invest heavily in celebrity partnerships for memorable advertising experience and long term brand equity (Hasnain et al., 2018; Malik & Qureshi, 2016). This foundation is using the theoretical framework to help understand the impact of celebrity endorsement on young women's purchasing decisions especially for beauty products. It uses key theories to explain the relationship between celebrity influence and consumer behaviour and impacts by personality trait influence. George Gerbner proposed a Cultivation Theory which claims that an extended exposure to media changes individual's perception of reality. Answer: Young women can take in repeated portrayals of celebrities endorsing beauty products and therefore the repetition of women shaping their beliefs about what is attractive and desirable and what they should do to attain it (purchase these products) (Gerbner et al., 1980; Nabi & Riddle, 2020). This same theory also accounts for how the mere presence of facilitation of familiarity with endorsers leads to the build-up of credibility and trust which results in consumers' attitudes and behaviours over time (Morgan & Shanahan, 2010). To add to this, Source Credibility Theory contends that the celebrity's perceived level of expertise, trustworthiness and attractiveness, will largely determine whether they will have an effect or not (Hovland, Janis & Kelley, 1953; Ohanian, 1990). The endorser is more likely able to persuade young women if they perceive him as knowledge, honest and the 'everyday guy.' For example, people with flawless skin (and long-time addiction to skincare products like me), can serve as spokespersons and increase consumer's confidence and purchase intentions (Kamins, 1990; Djafarova & Rushworth, 2017).

How celebrity endorsements affect buying choices is also moderated by personality traits. Individual differences are explained in responses to endorsements with the Big Five Personality Traits: Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism (Costa & McCrae, 1992; McCrae & John, 1992). For example, consumers who are more open to new experience might be more attracted to trendy celebrities and more likely to try new products; but conscientious consumers will be less influenced by so called 'celebrity appeal,' but instead value product quality (Matz, Gladstone & Stillwell, 2016; Rentfrow, 2010). However, while extraverts tend to look up to the most lively social celebrity, agreeable tend to follow celebrities, who

feel like 'one of us' and 'reliable' (John & Srivastava, 1999; Hennessy & Bleakley, 2021). If people high on neuroticism are especially susceptible to endorsements with enhanced appearance or confidence, they may turn to products like these to provide reassurance and 'incentivize' these wishes (Soto, 2019; DeYoung, 2015). These findings show how the interplay between a personality and endorsement credibility makes for a rich picture of how celebrity influence influences young women's buying decisions.

Methodology

The impact of celebrity endorsement on the buying behaviour of young females and their moderating effect of personality characteristics. Quantitative research approach was applied in this study; surveys were the tools used for the collection of numerical data to enable the investigation of relationships between celebrity endorsements, personality characteristics, and purchasing decisions. The population, on which the target group was defined, was women ranging from 18 to 40 years from Lahore, belonging to lower-middle, middle-middle, and upper-middle socioeconomic classes. Approximately 350 respondents actively consuming beauty goods, especially those online buyers, were chosen using a purposive sampling technique. Structured questionnaires were used employing a 5-point Likert scale with its sections data collection about demographics, celebrity endorsement influence, family and peer factors, personality traits, based on Big Five Inventory, and buying behaviour. Prior scale items were adapted as part of the validation of the questionnaire to guarantee reliability and comparability.

The SPSS software was used for data processing and analysis, and quantitative methods describing statistics were employed to summarize demographic and behavioral data. Tests of the strength and significance of relationships between celebrity endorsements and buying behavior were conducted using correlation and multiple linear regression analyses, while moderation analysis examined how different personality traits influenced this relationship. To ensure participants provided informed consent and maintained their anonymity, participation was also voluntary. Online survey platforms facilitated data collection for the ease of distribution and response tracking. This methodological approach provided a rigorous and well-structured way of exploring how celebrity influence and individual differences intersect to impact young women's purchasing decisions regarding beauty products.

Findings and Discussions

The fifth chapter of the study focused on the presentation of the results arising from the analysis of the collected study data. The findings were arranged in the following chronological order; response rate, demographic findings, dependent

variable and the findings in line with the study objectives. The study was interested in collecting 350 responses from females on how celebrity endorsement influences consumer purchasing behaviour. Assessing the reliability of the research instruments is crucial to confirm that the collected data is dependable. To evaluate reliability, an internal consistency technique utilizing the Cronbach Alpha coefficient was employed (Taherdoost, 2018). A coefficient of 0.7 or above signifies good reliability, which was accepted in this study.

Demographics

Consumer Purchase Behaviour

The study relied on a Likert scale questionnaire to collect study data from the various respondents, and means, standard deviation, sum, and frequencies were adopted as the main descriptive analysis measures.

Table 1: *Descriptive Findings (Mean and S.D) Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation
Age	350	1.00	4.00	1.4029	.76865
Gender	350	2.00	2.00	2.0000	.00000
Education	350	1.00	3.00	1.5914	.70319
Family system	350	1.00	2.00	1.2657	.44235
Employment status	350	1.00	3.00	2.4514	.67852
Medium	350	1.00	3.00	2.9229	.35067
platform	350	1.00	4.00	3.0229	1.06765
Valid N (list wise)	350				

Demographic Findings

The research was interested in analysing the demographic attributes of the participants, such as their age, gender, education level, job status, and family system.

Table 2: *Demographics (Frequency and Percentage)*

Age	
18-23	256 (73.1)
24-29	61 (17.4)
30-35	19 (5.4)
36 & above	14 (4.0)

Gender	
Male	0(0)
Female	350 (100)

Education	
Undergraduate	187 (53.4)
Graduate	119 (34.0)
Post graduate	44 (12.6)
Family System	
Nuclear	257 (73.4)
Joint	92 (26.6
Employment status	
Govt	37 (10.6)
Private	118 (33.7)
Unemployed	195 (55.7)
Marital status	
Single	292 (83.4)
Married	57 (16.3)
Medium	
TV	9 (2.6)
Magazine	9 (2.6)
Internet	332 (94.9)
Platform	
Facebook	21(6.0)
Instagram	132 (37.7)
TikTok	15 (4.3)
Online websites	182 (52.0)

Majority of respondents belongs to 18-23 age group and their percentage and frequency of aged between 18-23 is 256(73.1), 24-29 is 61(17.4), 30-35 is 19(5.4),36 & above is 14(4.0). Majority of respondents belongs to females and the percentage and frequency of female is 350(100). Majority of respondents education is undergraduate and their percentage and frequency of undergraduate is 187(53.4), graduate is 119(34.0), post graduate is 44(12.6). Majority of respondents belongs to nuclear family system and their percentage and frequency of nuclear family is 257(73.4), and joint family is 93(26.6). Majority of respondents are unemployed and their percentage and frequency of   Govt job employee is   37(10.6), private job employee is 118(33.7), and unemployed is 195(55.7). Majority of respondents marital status in single and their percentage and frequency of single is 292(83.4), and married is 57(16.3). Majority of respondents use internet for celebrity endorsement and their percentage and frequency of TV is 9(2.6), magazine is 9(2.6), and internet is 332(94.9). Majority of respondents use online websites for buying products and their percentage and frequency of Facebook is 21(6.0), Instagram is 132(37.7), TikTok is 15(4.3), online websites is 182(52).

Analysis of the Test

According to hypothesis we apply Correlation, Multiple Regression and Moderation Analysis. Here we apply correlation between celebrity endorsement and buying behaviour. H1: Celebrity endorsements have a positive and significant influence on the buying behaviour of young females for beauty products.

Table 3: *Correlation between Celebrity Endorsement and Buying Behaviour*

BB				CE
BB	Pearson Correlation		1	.741**
	Sig. (2-tailed)			.000
	N		350	350
	Pearson Correlation		.741**	1
	Sig. (2-tailed)		.000	
CE	N		350	350

**. Correlation is significant at the 0.01 level (2-tailed).

Results reveal that correlation between two variables Celebrity endorsement and Buying behaviour is (r=0.741) which means correlation between both variable is strong positive. And the p value, (sig=0.00) which mean H1 is accepted that Celebrity endorsements have a positive and significant influence on the buying behaviour of young females for beauty products H2: Family and Peer influence has a positive and significant impact on the buying behaviour of young females for beauty products.

Table 4: *Correlation between Family and Peer Influence and Buying Behaviour*
Correlations

BB				FPI
BB)	Pearson Correlation		1	.674**
	Sig. (2-tailed)			.000
	N		350	350
	Pearson Correlation		.674**	1
	Sig. (2-tailed)		.000	
FPI	N		350	350

**. Correlation is significant at the 0.01 level (2-tailed).

Results reveal that the correlation between two variables, Family and peer influence and Buying behaviour, is (r= 0.674), which means the correlation between both variable is moderate positive. And the p value, (sig=0.00) which mean H2 is accepted that Family and Peer influence has a positive and significant impact on the buying behaviour of young females for beauty products. H3: Celebrity endorsements, family and peer influence significantly predict the buying behaviour of young females

for beauty products. Here we apply multiple regression between independent variable celebrity endorsement, Family and peer influence and buying behaviour.

Table 5: *Multiple Linear Regression between Celebrity Endorsement, Family and Peer Influence and Buying Behaviour*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806[a]	.650	.648	1.93792

a. Predictors: (Constant), CE, PFI

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2421.426	2	1210.713	322.381	.000[b]
Residual	1303.172	347	3.756		
Total	3724.597	349			

a. Dependent Variable: B

b. Predictors: (Constant), CE, PFI

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	5.226	.627		8.342	.000
PFI	.309	.030	.389	10.356	.000
CE	.395	.028	.528	14.054	.000

a. Dependent Variable: BB

The results of the multiple regression analysis suggest that both celebrity endorsements and peer influence have a significant positive impact on the buying behaviour of young females for beauty products. The model explains 65% of the variance in buying behaviour ($R^2 = 0.650$), and the overall model is statistically significant ($F = 322.381$, $p < 0.001$). The standardized beta coefficients indicate that celebrity endorsements ($\beta = 0.528$, $p < 0.001$) have a stronger influence compared to peer influence ($\beta = 0.389$, $p < 0.001$). Thus, it can be concluded that young females are more influenced by celebrities than their peers when making beauty product purchase decisions."

Table 6: *Mediation Analysis between Celebrity Endorsement, Buying Behaviour and Moderator Personality Trait*

********** TOTAL EFFECT MODEL***************

************* OUTCOME VARIABLE**************

	Coeff	se	t	p	LLCI	ULCI
constant	8.8192	.7676	11.4892	.0000	7.3095	10.3290
CEB	.5176	.0318	16.2781	.0000	.4551	.5801
FPIB	.5763	.0326	17.6888	.0000	.5123	.6404
PTB	.2558	.0230	11.1402	.0000	.2107	.3010

Results reveal that celebrity endorsement has a significant impact on buying behaviour (b=.5176

t =16.2781, p<0.001). So here is a direct effect of a personality trait.

Results also reveal that family and peer influence have a significant impact on buying behaviour (b= .5763, t = 17.6888, p<0.001). Here is a direct effect of a personality trait.

Conclusion

Thus, the goal of this study was to examine what effect celebrity endorsements, peer influence, and family had on the purchase of beauty products by young women in Lahore. It also looked at how personality traits influenced consumer decisions. Quantitative data were collected using a structured questionnaire that was analysed through SPSS and Excel. Three hundred and fifty grey aged 18 to 30 who shop online were asked to respond. Findings showed that endorsements of celebrities had a great influence on young women's buying behaviour, and ads including celebrities did affect consumer preference and decisions. It was also found that peer influence plays a key role in how young women think of beauty products, as they want to fit in with what is socially acceptable. Family influence was important, but not more significant than other determinants. Furthermore, the relationships between these variables and purchasing behaviour were moderated by personality traits, suggesting that different personality types responded differently to external influences.

The results had both theoretical contributions to marketing and practical applications. Theoretically, the study filled gaps in consumer behaviour literature by making it clear that external factors like celebrity endorsements and peer influence greatly influenced young women's beauty product purchases. Furthermore, it supported current consumer psychology theories by showing that consumer responses can be moderated by personality traits. Findings practically came up with valuable insights to marketers and beauty brands to create better advertising campaigns. Due to the strong effect of celebrity endorsements, the brands were encouraged to pick

celebrities, whose values and aspirations are similar to the brand's target customers. Furthermore, marketing must employ peer focused content influencer collaborations and user generated testimonials — so that younger consumers can trust and believe the message. Despite this, brands targeting younger demographics may stand to benefit from family centered marketing, since other influence factors were less significant, in order to develop brand loyalty.

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