



Celebrity and Non-Celebrity Endorsers' Credibility Influence on Consumer Purchase Intention

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Article Info

Article History:

Published: 29 May 2026

Publication Issue:

Volume 3, Issue 5
May-2026

Page Number:

544-557

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Abstract:

This study examined the influence of celebrity and non-celebrity endorsers' credibility on consumer purchase intention. Guided by the source credibility theory and the theory of planned behavior, the research analyzed how perceived expertise, trustworthiness, and attractiveness of endorsers affect consumers' attitudes and purchasing decisions. The study employed a quantitative, non-experimental cross-sectional survey design involving selected consumers using stratified sampling. Data were gathered using a validated and reliable structured questionnaire and analyzed using mean, Pearson's r, and regression analysis. Findings revealed that both celebrity and non-celebrity endorsers significantly influence consumer purchase intention, with credibility dimensions playing a crucial role in shaping consumer perceptions. Among the dimensions, trustworthiness and expertise emerged as the most influential predictors, while attractiveness showed a moderate effect. Furthermore, results indicated a significant positive relationship between endorser credibility and purchase intention. Regression analysis confirmed that endorser credibility significantly predicts consumer purchase intention, highlighting the effectiveness of credible endorsers in marketing strategies. The study concludes that both celebrity and non-celebrity endorsers are effective in influencing consumer behavior, provided they are perceived as credible. It is recommended that marketers carefully select endorsers who demonstrate high levels of trustworthiness and expertise to enhance consumer confidence and purchasing decisions. Future research may explore other factors influencing purchase intention and expand the scope to different demographic groups.

Keywords: Attractiveness, celebrity endorsers, credibility, expertise, non-celebrity endorsers, purchase intention, trustworthiness

1. Introduction

Businesses use advertising as their most powerful marketing tool to demonstrate product value to potential customers and influence their purchasing decisions. Companies continuously develop different promotional strategies to attract potential customers and increase their sales. Marketers frequently use endorsements as their primary method because they enable them to build product awareness through endorsements from various people.

Endorsers can either be celebrities or non-celebrities. Celebrity endorsers are public figures, including actors, athletes, and social media influencers, who use their fame to advertise products. Publicity allows marketers to promote their brand through these endorsers who have established recognition among the public.

Non-celebrity endorsers include common people and professionals who use their personal experiences to recommend products. Consumers view these endorsers as more relatable and authentic, based on their perceptions.

An endorser's credibility must align with the audience's perception for an endorsement to be effective. The Source Credibility Theory, developed by Hovland, Janis, and Kelley in 1953, states that a message's persuasive power depends on the deliverer's credibility. People tend to believe information from sources they consider knowledgeable, trustworthy, and attractive. The characteristics of people who create marketing messages influence how consumers perceive advertisements and the products they advertise.

Source credibility is established through expertise, trustworthiness, and attractiveness. Expertise measures how well people believe the endorser understands the product. Trustworthiness describes how much the endorser can be trusted to speak the truth, while attractiveness describes how appealing and likable the endorser is to the audience. The presence of these qualities will lead consumers to develop positive product attitudes, increasing their likelihood of making a purchase.

Another significant concept in consumer behavior research is purchase intention, which indicates the likelihood that consumers will buy a specific product. The Theory of Planned Behavior (Ajzen, 1991) states that consumer purchase intention is influenced by three main factors: their product attitude, social pressure from others, and their ability to control their buying activities. The actual purchasing behavior of consumers establishes purchase intentions as a predictive factor, as consumers with strong purchase intentions tend to make actual purchases.

Marketers have debated the ability of both celebrity and non-celebrity endorsers to affect consumer behavior during the past two years. Artists who endorse products help companies increase brand recognition and build their brand image. Social media platforms and digital marketing became more common among users seeking genuine product experiences, thereby making non-celebrity endorsers more popular.

This study examines how two types of endorsers affect consumer purchase behavior despite their common use in marketing campaigns. Businesses can gain valuable insights into their advertising methods by understanding how customers perceive the credibility of celebrity and non-celebrity endorsements.

This study determined how the credibility of endorsers who are either celebrities or non-celebrities affects consumer purchase intentions. This study examines how expertise, trustworthiness, and attractiveness work together to shape consumer purchasing behavior for products advertised with endorsements.

This research examines how consumers respond to celebrity and non-celebrity endorsers and how these responses affect their purchasing behavior. This study examines the relationship between endorser credibility and consumer product interest and purchase likelihood by assessing endorser credibility.

This study aims to measure the effectiveness of celebrity and non-celebrity endorsers in driving consumer purchase behavior. The research results will provide businesses and marketers with strategic insights to develop endorsement strategies that strengthen consumer trust and drive purchasing decisions.

Statement of the Problem

The main purpose of the study was to analyze the influence of product endorsers on consumers' purchase intentions. Specifically, this study sought to answer the following questions:

1. What is the level of credibility of celebrity endorsers on the purchase intention of the consumer as to expertise, trustworthiness, and attractiveness?
2. What is the level of credibility of non-celebrity endorsers on the purchase intention of the consumer as to expertise, trustworthiness, and attractiveness?
3. What is the purchase intention of the consumer as to behavioral intention, attitude toward behavior, subjective norm, and perceived behavioral control?
4. Is there a significant relationship between the level of credibility of celebrity endorsers and purchase intention?
5. Is there a significant relationship between the level of credibility of non-celebrity endorsers and purchase intention?
6. Does the credibility of celebrity and non-celebrity endorsers predict the purchase intention of consumers?
7. What insights can be gained from the results of the study?

2. Literature Review

The marketing strategy of celebrity endorsement uses famous people to promote products or services because their presence influences how customers think and act. In the digital era, platforms like TikTok have enhanced the effectiveness of celebrity endorsement by enabling direct interaction, faster content dissemination, and greater audience engagement.

According to Marijke De Veirman et al. (2017), endorsers have built a strong online presence and extensive follower base because their endorsement shows a matching relationship between themselves and the product they endorse. The connection between these two elements establishes a foundation of trustworthiness, enabling people to accept the information being shared.

In addition, Karina Sokolova and Kefi (2020) showed that attractive and trustworthy celebrity endorsers can better capture audience attention while they create positive impressions. Their presence not only increases brand recall but also strengthens emotional connection with consumers. As a result, consumers are more likely to develop positive attitudes and stronger purchase intentions toward endorsed products.

Supporting this, Chen Lou and Yuan (2019) found that consumer trust and purchase intention depend on influencers' credibility. Consumers who view endorsers as trustworthy and knowledgeable will accept their recommendations and develop favorable attitudes toward the product. Furthermore, Alexander P. Schouten et al. (2020) showed that people who identify with celebrity endorsers become more persuasive. Consumers who identify with an endorser will better understand the message, leading to stronger purchase intention.

In addition, David Jiménez-Castillo and Sánchez-Fernández (2019) noted that digital influencers, who work as celebrities, create an influential impact on consumer behavior through their ability to share authentic and engaging content with audiences. Direct communication between them and their audiences builds trust, increasing the likelihood of customer purchase intent.

Moreover, Luis V. Casaló et al. (2020) found that when influencers build credibility and trust with their audience, it positively affects how consumers perceive products and their intent to purchase. The study shows that consumers choose credible endorsers to help them understand uncertain situations that arise when they use digital platforms that provide excessive information.

Overall, celebrity endorsement as a marketing approach is highly effective when the chosen celebrities possess three essential elements: credibility, attractiveness, and relevance to the product being promoted. The elements build trust with customers and foster emotional ties to the brand, thereby increasing purchase intent.

Non-Celebrity Endorsers

Non-celebrity endorsers are common people and social media influencers who achieve social power through their authenticity and relatability, attracting followers. Non-celebrity endorsers who appear honest to their viewers through their authentic character help marketers succeed on TikTok, which is their main platform. According to Elmira Djafarova and Rushworth (2017), consumers trust non-celebrity endorsers more because they appear more genuine and relatable. The connection between the endorser and the audience establishes a bond that brings consumers closer to the endorser, strengthening trust and influencing decision-making.

Furthermore, Alexander P. Schouten et al. (2020) noted that non-celebrity endorsers achieve celebrity-level persuasive power through their established trustworthiness and truthful self-presentation. Consumers trust brands more when their representatives use personal communication methods to explain product benefits.

Supporting this, Chen Lou and Yuan (2019) found that influencer credibility is a key factor that determines consumer attitudes and purchase intention. Consumers develop positive attitudes toward products when they believe non-celebrity endorsers demonstrate trustworthiness and expertise in their field.

In addition, David Jiménez-Castillo and Sánchez-Fernández (2019) emphasized that digital influencers can shape brand perception by conveying trustworthiness through authentic, experience-based recommendations. Moreover, Luis V. Casaló et al. (2020) highlighted that two elements of trust and perceived authenticity function as primary drivers that determine how consumers behave on social media platforms. Non-celebrity endorsers are considered more trustworthy because people perceive them as actual users rather than paid advertising professionals, which increases their ability to persuade others.

Additionally, Marijke De Veirman et al. (2017) noted that influencers with smaller yet active fan bases are better able to build trust and engage with social media audiences, thereby exerting greater sway over consumer decisions.

Overall, non-celebrity endorsers are highly effective in modern marketing because of their authenticity, relatability, and credibility. The combination of these traits leads to improved consumer trust, which, in turn, fosters stronger emotional ties and drives online buying behavior on platforms such as TikTok.

Endorser Credibility

The area of endorser credibility defines how much people believe in an endorser's knowledge and physical appearance. The assessment of advertising effectiveness depends on this particular aspect, which evaluates how well advertisements persuade consumers to purchase products. The assessment of endorser credibility is commonly based on three key dimensions: expertise, trustworthiness, and attractiveness. Expertise describes how people perceive an endorser's product knowledge, experience, and ability to perform their duties. Trustworthiness measures the degree to which people view the endorser as trustworthy, dependable, and genuine. Attractiveness refers to all physical characteristics of the endorser, including beauty, likability, and overall charm, that help them maintain audience focus and connection.

According to Chen Lou and Yuan (2019), credibility is a crucial factor in how consumers understand marketing messages and form their product opinions. Consumers who view an endorser as trustworthy will follow their product recommendations, as this reduces their doubts and increases their trust in the endorser.

Karina Sokolova and Kefi (2020) demonstrate that influencer trustworthiness and attractiveness create a dual pathway that leads to elevated customer engagement and higher sales performance. Their findings show that credibility consists of two parts: the endorser's expertise and their ability to build a personal relationship with the audience.

Furthermore, Alexander P. Schouten et al. (2020) showed that endorser credibility helps consumers identify with brands, leading to better product recognition. When consumers find the endorser relatable and authentic, they better understand the message and form positive views of the product.

In addition, David Jiménez-Castillo and Sánchez-Fernández (2019) showed that credible endorsers leverage their trustworthiness to persuade consumers of the effectiveness of their brand recommendations, thereby making these endorsements more effective. This is especially significant because online platforms provide users with extensive information, requiring them to rely on trustworthy content for their decision-making.

The process of persuasion uses credibility as its main mechanism because it boosts message effectiveness while building consumer trust. Consumers develop greater acceptance of information when they trust an endorser's credibility, leading to increased purchase intentions and improved decision-making. Overall, the credibility of endorsers is the main factor that affects how consumers view products, helping them make better buying decisions.

Purchase Intention

Purchase intention refers to the likelihood that a consumer will plan or decide to buy a product or service. It is widely used as a predictor of actual purchasing behavior in marketing research because it reflects the consumer's readiness to perform a buying action.

Icek Ajzen (1991) identified three main elements that determine purchase intention: attitude, subjective norms, and perceived behavioral control. Attitude represents an individual's assessment of a product as positive or negative. At the same time, subjective norms describe social pressures that affect people, and perceived behavioral control helps consumers understand their ability to perform specific behaviors.

In recent studies, Chen Lou and Yuan (2019) found that credible endorsers have a significant impact on purchase intention by building customer trust and fostering positive product attitudes. The development of positive purchase decisions occurs when consumers believe that endorsers are reliable and expert.

Similarly, Karina Sokolova and Kefi (2020) found that influencer credibility directly affects purchase intention through a main effect on social media platforms. Their study demonstrated that consumer engagement increases when trustworthiness and attractiveness rise, leading to higher buying intentions.

Furthermore, Alexander P. Schouten et al. (2020) showed that seeing themselves in endorser identification has a significant impact on their buying behavior. When consumers relate to the endorser, they are more likely to adopt their

recommendations and develop positive purchase behavior. In addition, David Jiménez-Castillo and Sánchez-Fernández (2019) established that digital influencers create a strong effect on purchase intention through their ability to deliver authentic and credible product recommendations. This is particularly important for TikTok users because they use influencer content as their main source for making purchase decisions.

Moreover, the study conducted by Casaló, Luis V. et al. (2020) demonstrated that consumers develop positive attitudes toward brands and show higher purchase intention when they perceive influencers as trustworthy sources. The researchers found that credibility is a vital factor that helps reduce uncertainty and enables consumers to make purchase decisions. Overall, psychological, social, and informational factors determine purchasing intent, whereas recent research shows that trustworthy endorsers influence consumer buying behavior through their digital marketing activities.

Source Credibility Theory

The Source Credibility Theory shows that message effectiveness depends on how people perceive the credibility of its source. Consumers are more likely to be persuaded when the source is trustworthy, knowledgeable, and reliable. The use of credible sources in marketing communication enables customers to accept messages while improving their attitudes and buying behavior.

Recent studies support this theory by showing that credibility significantly impacts consumer attitudes and purchasing behavior in digital marketing settings. Chen Lou and Yuan (2019) explain that consumer perceptions of endorser credibility directly affect how they process product information and form attitudes. Consumers show stronger purchase intentions when they view endorsers as trustworthy experts who make product recommendations.

Similarly, Karina Sokolova and Kefi (2020) found that credibility is a major factor in how consumers decide to engage with content on social media platforms, where trust is an essential element in decision-making. Their study showed that trustworthiness and attractiveness make endorsers more effective at persuading consumers. Furthermore, Alexander P. Schouten et al. (2020) found that credibility establishes a connection between an endorser and the consumer. Endorsers whom people find trustworthy and relatable help audiences internalize their messages, leading to positive reactions and increased purchase intention.

In addition, Luis V. Casaló et al. (2020) demonstrated that influencer trustworthiness and perceived authenticity lead consumers to develop positive attitudes, which in turn drive buying behavior. The research results show that people trust information sources because they believe that they can trust them, which makes them more confident when making judgments about online material that contains excessive information. Moreover, Djafarova and Rushworth showed that social media influencers who build credibility through authentic, relatable content foster greater consumer trust among their audience. This trust becomes an essential factor in how consumers react to products and make their buying decisions. Overall, Source Credibility Theory provides effective explanations for how celebrity and non-celebrity endorsements impact consumer purchasing decisions. The theory supports the present study by demonstrating that higher credibility leads to stronger persuasion, more positive attitudes, and greater purchase intention.

Source Attractiveness Theory

The Source Attractiveness Theory establishes that communication depends on three factors: the source's attractiveness, familiarity, and likability. Attractive endorsers create three effects: greater attention capture, stronger positive impressions, and greater persuasive ability. The characteristics of the message make it more attractive to audiences, increasing the likelihood that consumers will react positively to the product the endorser supports.

According to Karina Sokolova and Kefi (2020), attractiveness significantly influences how customers interact with products and assess them on visual platforms such as TikTok. The study demonstrates that attractive endorsers generate better audience engagement, which can lead to stronger purchase intention. Supporting this, Alexander P. Schouten et al. (2020) show that attractive and relatable endorser qualities help consumers identify with products, which makes it easier for them to understand the promotional message. The endorsement produces a stronger persuasive effect through this connection, leading to more positive consumer attitudes toward the product.

In addition, Marijke De Veirman et al. (2017) found that visually appealing influencers with a strong online presence can better shape brand perceptions when their appearance matches the product they are presenting. The combination of these two elements increases both attractiveness and credibility, resulting in more successful endorsements. Overall, the Source Attractiveness Theory demonstrates that attractive people in the study convey credibility to viewers. The process increases customer involvement through better product display, leading to stronger customer opinions and a higher buying intention.

3. Methodology

The study utilized a quantitative cross-sectional research design. This design was used because the study aimed to determine how the credibility of celebrity and non-celebrity endorsers influences consumer purchase intention toward skin care products.

The researchers used a quantitative approach to collect numerical data from survey participants using a structured questionnaire. The researchers used statistical techniques to analyze the collected data, which established the connection between endorser credibility and consumer purchase intention. This design helped the researchers understand how the credibility of celebrity and non-celebrity endorsers appearing on TikTok may influence the purchase intentions of consumers aged 18–25.

This study was conducted at Capiz State University Main Campus, located at Fuentes Drive, Roxas City, during the Second Semester of the School Year 2025–2026. The researchers selected this campus because it offers access to students who are active social media users and are frequently exposed to skin care product endorsements on TikTok. The location provides accessible respondents who are regularly exposed to digital marketing and influencer promotions.

The respondents in this study were students currently enrolled at Capiz State University Main Campus who were 18–25 years old during the second semester of the 2025–2026 school year. The selected age group actively uses social media platforms and shows interest in purchasing skin care products advertised on TikTok. The respondents are selected from different on-campus colleges to represent all academic programs.

This research collected data using a semi-structured survey questionnaire. The research instrument underwent validation through questionnaire assessment by both the research adviser and designated marketing research specialists. The survey questions were improved based on their feedback and recommendations, which enhanced the clarity and relevance of the items.

The study complied with both the Data Privacy Act of 2012 and the college's ethical standards. The researchers provided respondents with an informed consent form before they participated in the study, which outlined the study goals, methods, and participant rights.

All participants volunteered and were free to withdraw from the study at any time without penalty or negative consequences. The researchers maintained the confidentiality of all participant responses and collected no identifiable details about the participants.

The researchers used all collected data exclusively for academic research purposes, storing it in a protected file accessible only to researchers to maintain data security and privacy throughout the study.

Moreover, the researchers state that they used Artificial Intelligence (AI) tools during the preparation of this study. Specifically, AI tools such as ChatGPT and Gemini were utilized to assist in organizing and transcribing quantitative data, improving grammatical accuracy, refining sentence structure, and facilitating literature mapping. These tools were employed solely to enhance clarity, coherence, and efficiency in the writing process, and not to generate original research findings or replace critical analysis.

All outputs generated with AI assistance were carefully reviewed, validated, and edited by the researchers to ensure accuracy, relevance, and academic integrity. Furthermore, all sources and citations were properly verified. The researchers assume full responsibility for the content, interpretation, and conclusions presented in this study.

4. Results & Analysis

Credibility of Celebrity Endorsers in Terms of Expertise, Trustworthiness, and Attractiveness

The findings revealed that celebrity endorsers were perceived as highly credible, with a grand mean of 3.70, indicating High Credibility. This indicates that respondents generally view celebrity endorsers as reliable, believable, and persuasive in influencing purchase intention. Consumers tend to trust celebrity endorsers because they are perceived to possess expertise, trustworthiness, and attractiveness that strengthen advertising effectiveness and consumer confidence.

Expertise. Celebrity endorsers had an average credibility score of 3.74, interpreted as High Credibility. The highest-rated statement was “Celebrity endorsers provide informative product details” with a mean of 3.90. This suggests that respondents perceive celebrity endorsers as knowledgeable and capable of effectively explaining product features. Consumers do not only value celebrities for their popularity but also for their ability to provide meaningful and useful information that reduces uncertainty and increases purchase confidence. This finding is validated by Schouten, Janssen, and Verspaget (2020) and Lou and Yuan (2019), who emphasized that perceived expertise enhances message credibility and positively affects consumer attitudes and purchase intentions. Similarly, Wang, Kao, and Ngamsiriudom (2017) found that expertise significantly influences brand attitude and purchase intention, as knowledgeable endorsers increase consumer trust.

Trustworthiness. Trustworthiness received an average of 3.50, interpreted as High Credibility. The statement “Celebrity endorsers provide reliable information” obtained the highest mean of 3.65. This indicates that consumers generally perceive celebrity endorsers as honest and dependable sources of product information. When consumers believe that endorsers are sincere and truthful, they are more likely to accept advertising messages and develop favorable attitudes toward endorsed products.

The result validates Hovland’s Source Credibility Theory, which identifies trustworthiness as a major factor influencing message acceptance. It is also supported by Lou and Yuan (2019), who found that trustworthy endorsers reduce skepticism and improve communication effectiveness. Likewise, Sokolova and Kefi (2020) confirmed that credible and sincere influencers increase product trust and purchase intention among consumers.

Attractiveness. Attractiveness had the highest average across the dimensions at 3.85, interpreted as High Credibility. The statement “Celebrity endorsers are physically attractive” recorded the highest mean of 3.99. The findings imply that visually appealing endorsers strongly influence consumers because attractiveness creates admiration, attention, and emotional attachment toward the product.

This finding is validated by Sokolova and Kefi (2020), who explained that attractiveness increases consumer engagement and positive product attitudes, particularly on visually oriented social media platforms. Schouten et al. (2020) further confirmed that attractive endorsers strengthen consumer identification and improve purchase intention, while De Veirman et al. (2017) emphasized that visually appealing influencers significantly shape brand image and consumer behavior.

Credibility of Non-Celebrity Endorsers in Terms of Expertise, Trustworthiness, and Attractiveness

The study found that non-celebrity endorsers were also perceived as highly credible, with a grand mean of 3.59. Consumers generally perceived non-celebrity endorsers as authentic, relatable, and trustworthy, which positively influenced purchase intention.

Expertise. Non-celebrity endorsers had an average credibility score of 3.56, interpreted as High Credibility. The statement “Non-celebrity endorsers provide useful product information” received the highest mean of 3.66. This indicates that respondents appreciate endorsers who can communicate practical and relevant information despite lacking celebrity status.

The findings are validated by Source Credibility Theory, which explains that expertise contributes to message acceptance and persuasion. Lou and Yuan (2019) further supported that authentic and relatable endorsers strengthen trust and improve endorsement effectiveness. Consumers perceive non-celebrity endorsers as more realistic and closer to their own experiences, thereby enhancing their persuasive influence.

Trustworthiness. Trustworthiness received an average of 3.50, indicating High Credibility. The statement “Non-celebrity endorsers are sincere when promoting products” obtained the highest mean of 3.66. The results indicate that sincerity and authenticity are the strongest factors influencing consumer trust toward non-celebrity endorsers.

This finding is validated by Sokolova and Kefi (2020), who emphasized that sincerity and emotional connection significantly increase engagement and purchasing behavior. Schouten et al. (2020) also found that non-celebrity endorsers are perceived as more genuine and relatable, which strengthens their credibility and persuasive impact. Djafarova and Rushworth (2017) similarly explained that relatable influencers build trust more effectively because consumers perceive them as authentic individuals rather than paid promoters.

Attractiveness. Attractiveness obtained the highest mean among the dimensions for non-celebrity endorsers at 3.71. The statement “Non-celebrity endorsers are appealing in their own way” obtained the highest mean of 3.88. Consumers valued uniqueness, authenticity, and relatability more than conventional standards of beauty.

This finding validates authenticity-based marketing theories, which emphasize that consumers prefer relatable and genuine endorsers. Schouten et al. (2020) confirmed that authenticity strengthens consumer identification and marketing effectiveness. Sokolova and Kefi (2020) also noted that influencers who appear natural and approachable generate stronger trust and purchase intention. De Veirman et al. (2017) further validated that authentic influencers create stronger audience engagement and consumer confidence.

Purchase Intention of Consumers

The findings showed that consumers demonstrated a high level of purchase intention, with a grand mean of 3.78. This indicates that respondents generally have positive attitudes toward endorsed products and are likely to purchase products promoted by credible endorsers.

Behavioral Intention. Behavioral intention obtained an average of 3.83, with the statement “I am willing to try new products endorsed by a trusted endorser” receiving the highest mean of 4.13. This suggests that trusted endorsers significantly influence consumers’ willingness to try unfamiliar products.

This finding is validated by Lou and Yuan (2019), who stated that credible endorsers reduce skepticism and encourage purchase intention. Schouten et al. (2020) further explained that trustworthy endorsers strengthen consumer identification and increase behavioral intention.

Attitude Toward Behavior. Attitude toward behavior obtained a mean of 3.72, interpreted as High Intent. Consumers generally believed that purchasing endorsed products is beneficial and worthwhile. Endorsements reduce uncertainty and make products appear more reliable and credible.

The findings validate Ajzen’s Theory of Planned Behavior, which explains that positive attitudes toward a behavior increase behavioral intention. Sokolova and Kefi (2020) also supported that credible influencers positively shape product attitudes and consumer engagement.

Subjective Norm. Subjective norm recorded an average of 3.78, with the statement “I consider opinions of others in buying endorsed products” receiving the highest mean of 3.91. Consumers were strongly influenced by peers, family, and social media personalities when making purchase decisions.

This finding validates Ajzen’s Theory of Planned Behavior, which identifies subjective norm as a key determinant of behavior. Casaló et al. (2020) further explained that social validation and online communities significantly influence consumer purchasing decisions.

Perceived Behavioral Control. Perceived behavioral control obtained an average of 3.79. The highest-rated statement was “I can decide whether or not to buy endorsed products without difficulty,” with a mean of 3.94. This indicates that consumers feel capable and confident in making independent purchasing decisions.

The findings validate Ajzen’s Theory of Planned Behavior, which states that individuals are more likely to perform behaviors when they believe they have control over them. Lou and Yuan (2019) also emphasized that access to online information increases consumer confidence and decision-making ability.

Relationship Between Endorser Credibility and Purchase Intention

The study found a strong and significant relationship between celebrity endorser credibility and purchase intention ($r = 0.7202$, $p < .001$). Similarly, non-celebrity endorser credibility also showed a strong positive relationship with purchase intention ($r = 0.702$, $p < .001$). These findings indicate that higher perceived credibility leads to stronger consumer willingness to purchase endorsed products.

The findings are validated by previous studies showing that credible endorsers improve consumer trust, reduce uncertainty, and strengthen behavioral intentions. Consumers tend to rely on endorsers they perceive as knowledgeable, trustworthy, attractive, authentic, and relatable.

Predictive Influence of Celebrity and Non-Celebrity Endorsers on Purchase Intention

The regression analysis revealed that celebrity and non-celebrity endorser credibility partially predicts consumer purchase intention. For celebrity endorsers, expertise, trustworthiness, and attractiveness significantly influenced attitudes and behavioral intention. Meanwhile, non-celebrity endorsers strongly influenced consumer attitudes through authenticity and relatability.

The findings validate the findings of Dwivedi et al. (2021), who stated that credibility dimensions significantly affect consumer attitudes and behavioral intentions. The results also support Lou and Yuan (2019) and Wiedmann and von Mettenheim (2020), who emphasized that authenticity, trustworthiness, and relatability enhance endorsement effectiveness and strengthen consumer engagement.

Insights Gained from the Results of the Study

The study's findings provide important insights into how endorsers' credibility influences consumer purchase intention. The results revealed that both celebrity and non-celebrity endorsers were perceived as highly credible, indicating that consumers generally trust endorsers who appear knowledgeable, trustworthy, attractive, authentic, and relatable.

This suggests that credibility remains a major factor in shaping consumer behavior and marketing effectiveness. Consumers are more likely to develop positive attitudes toward products and increase their willingness to purchase when they perceive endorsers as reliable and believable sources of information. One important insight gained from the study is that expertise significantly strengthens consumer confidence and reduces uncertainty during the purchasing process. Consumers perceived celebrity endorsers as highly knowledgeable, especially when they provided informative product details. This implies that modern consumers no longer rely solely on popularity or fame, but also evaluate whether endorsers can communicate useful and accurate information about products. Consumers value endorsers who help them understand product features and benefits because this reduces perceived risk and improves decision-making confidence. The findings validate previous studies that emphasize that expertise enhances message credibility and positively affects purchase intention.

The study also highlights the importance of trustworthiness in influencing consumer attitudes and behavior. Consumers were more likely to believe product claims when endorsers were perceived as sincere, honest, and dependable. Trustworthiness reduces skepticism toward advertising messages and encourages consumers to accept promotional content more positively. This suggests that in today's digital environment, where consumers are constantly exposed to advertisements, authenticity and honesty have become essential qualities for effective endorsement. The results imply that brands that use trustworthy endorsers are more likely to establish stronger emotional connections with consumers and improve customer loyalty.

Another significant insight is the continued influence of attractiveness in marketing communication. The study found that attractive endorsers effectively capture consumer attention, create favorable impressions, and strengthen message retention. However, the findings further revealed that attractiveness is no longer limited to physical beauty alone. In the case of non-celebrity endorsers, consumers associated attractiveness with authenticity, relatability, confidence, and natural appeal. This indicates that consumers increasingly appreciate realistic and relatable personalities rather than

idealized celebrity images. The result reflects the growing preference for authentic and humanized marketing approaches in modern advertising.

The findings further suggest that non-celebrity endorsers are highly effective because consumers perceive them as more genuine and relatable. Unlike celebrities, non-celebrity endorsers are often viewed as ordinary individuals who share similar experiences and lifestyles with consumers. This relatability strengthens trust and emotional connection, making consumers more receptive to endorsements. The study, therefore, demonstrates that authenticity-based marketing has become highly influential in the digital age. Consumers tend to value sincerity and relatability more than popularity or social status alone. This explains why influencers, content creators, and micro-influencers continue to become more effective at influencing purchasing behavior.

The results also revealed that social influence plays a major role in shaping purchase intention. Consumers were strongly influenced by peers, family members, social media personalities, and online communities when deciding whether to purchase endorsed products. This indicates that consumers rely on social validation to reduce uncertainty and increase confidence in their purchasing decisions. The findings support the idea that endorsement effectiveness is strengthened when consumers perceive that others approve or recommend the product. This highlights the growing importance of social proof, online reviews, and influencer interactions in modern marketing communication.

In addition, the study suggests that consumers today feel more empowered and confident in making purchase decisions because of greater access to information through digital platforms. Consumers reported a high level of perceived behavioral control, indicating they can independently evaluate and decide whether to purchase endorsed products. This implies that consumers are becoming more active participants in the buying process rather than passive recipients of advertising messages. Access to product reviews, influencer content, and online information allows consumers to make more informed decisions and evaluate product credibility more effectively.

Another important insight from the study is that credibility appears to be more influential than popularity alone. While celebrity endorsers were highly effective due to their expertise and attractiveness, non-celebrity endorsers also exerted strong influence through their authenticity and relatability. This finding suggests that consumers prioritize emotional connection, sincerity, and trust over fame or a glamorous image. As a result, marketers should focus not only on selecting popular endorsers but also on choosing individuals who can establish genuine relationships with consumers and communicate messages credibly.

Furthermore, the strong positive relationships found between endorser credibility and purchase intention confirm that credibility functions as a competitive advantage in marketing communication. Brands that utilize credible endorsers are more likely to strengthen consumer trust, improve product evaluations, and encourage purchasing behavior. The findings imply that companies should carefully evaluate the expertise, trustworthiness, attractiveness, authenticity, and relatability of endorsers before using them in promotional campaigns. Effective endorsement strategies should focus on building consumer confidence and emotional engagement rather than relying solely on exposure or popularity.

Overall, the study demonstrates that modern consumers are becoming more informed, selective, and authenticity-driven in their purchasing decisions. Consumers prefer endorsers who provide meaningful information, demonstrate honesty, and establish relatable connections. The findings emphasize that successful marketing communication in the digital era depends largely on credibility, authenticity, and trust. Brands that effectively combine these qualities in their endorsement strategies are more likely to influence consumer purchase intention and maintain long-term consumer relationships.

5. Conclusion

Based on the study's findings, it can be concluded that both celebrity and non-celebrity endorsers significantly influence consumers' purchase intentions when perceived as credible. The study revealed that expertise, trustworthiness, and attractiveness are essential dimensions of endorser credibility that positively shape consumer attitudes, confidence, and purchasing behavior. Consumers are more likely to trust and purchase products endorsed by individuals who are perceived as knowledgeable, honest, authentic, and appealing.

The findings further conclude that celebrity endorsers are highly effective because consumers associate them with expertise, professionalism, and attractiveness. Celebrity endorsers were perceived as capable of providing informative

product details and creating strong emotional and aspirational appeal, which strengthened consumers' purchase intention. Their credibility enhances consumer trust, reduces uncertainty, and increases the persuasive impact of advertisements.

Similarly, the study concludes that non-celebrity endorsers are also effective at influencing consumer purchase intention due to their authenticity, relatability, and sincerity. Consumers tend to perceive non-celebrity endorsers as more genuine and trustworthy, making them highly persuasive in modern digital marketing environments. The findings indicate that authenticity and emotional connection have become equally important as popularity in shaping consumer behavior.

The study also concludes that consumers generally exhibit a strong purchase intention toward endorsed products. Behavioral intention, attitude toward behavior, subjective norm, and perceived behavioral control all obtained high ratings, indicating that consumers are willing to try, evaluate, and purchase products recommended by credible endorsers. Consumers are also strongly influenced by social validation, peer opinions, and online communities when making purchasing decisions.

Furthermore, the results confirmed a strong, significant relationship between endorser credibility and consumer purchase intention. Both celebrity and non-celebrity endorser credibility demonstrated strong positive correlations with purchase intention, proving that credibility is a major determinant of consumer buying behavior. The regression analysis further revealed that credibility dimensions partially predict purchase intention, particularly through consumers' attitudes and behavioral intentions.

Overall, the study concludes that credibility is a vital component of effective marketing communication. In today's digital and highly competitive marketplace, consumers prefer endorsers who are credible, authentic, trustworthy, and relatable. Therefore, marketers and businesses should carefully select endorsers who possess these qualities to strengthen consumer trust, improve brand perception, and increase purchase intention. The study further emphasizes that successful endorsement strategies should go beyond popularity and focus more on authenticity, expertise, and meaningful consumer engagement.

Disclosure Statement

The researchers declare that there are no conflicts of interest, financial or otherwise, that may have influenced the conduct, findings, interpretation, or presentation of this study. The study was conducted solely for academic and research purposes. All data gathered from respondents were treated with the utmost confidentiality and used exclusively for the research's objectives. Participation of respondents was voluntary, and informed consent was obtained before data collection. Furthermore, the researchers ensured that all references, theories, and related studies used in this research were properly acknowledged and cited to uphold academic integrity and ethical research standards.

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