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A Comparative analysis on the Impact of Celebrity Endorsement on consumer purchase intentions of Fashion brands in India and Spain.

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Abstract

In 20th century, there has been a change in customer's attitude towards lifestyle. Consumers give a lot of importance to brands. This is because consumers have become more selective and are much more aware about the products, thanks to the noise created by certain advertisement medium such as radio, newspaper, magazines, hoardings and websites. To attain a competitive edge, marketers use celebrity endorsement as an effective marketing strategy in order to fit their products in consumer's mind. The central aim of this research article is to understand certain parameters of celebrity endorsement that affect the consumer's purchase intention in the fashion industry. In order to compare the influence of cultural differences, the study focuses on two countries: India and Spain. The Indian sample consists of 249 respondents, while Spanish sample consists of 237 respondents. An online questionnaire was circulated containing two sections. The response was collected and processed with a statistical tool called STATA 16.1 using simultaneous equation (OLS). The results show a clear cultural influence on these two countries with respect to celebrity endorsement in fashion industry. The contributions of this research will help marketers to frame appropriate theory using celebrity endorsements, which will be fruitful for the brand on long-term basis.

Keywords: "Celebrity Endorsement", "Buying behavior", "Fashion industry", India, Spain

JEL Classification code: M3, M31, M37

1) Introduction

Celebrity endorsement has become crucial marketing strategy across the globe, by drawing customer attention and creating brand awareness of the products (Carroll, 2009). It is most widely accepted means of advertisement, which has gained popularity across the world including United States, China and India (McCraken, 1989). Marketers use celebrities to endorse certain brands with an intention to draw consumer's attention, which further affects consumer's attitude and purchase intentions (Pradhan et al., 2016). The popularity of celebrity endorsement has been attributed in achieving of vital objectives of the firm such as brand recognition, brand awareness, brand attitude, purchase intentions and achieving financial goals such as increase in sales and revenue (Bradic, 2015; Elberse & Verleun, 2012). The main aim of this research article is to understand the key parameters of celebrity endorsement, which influences consumer's purchase intentions in the fashion industry. Celebrities provide a range of cultural meaning to the products and brands (McCraken, 1989) hence the central idea behind choosing India and Spain for the study is because; both of these countries follow different type of cultures, it would be interesting to see whether these cultural differences affect purchase intentions of consumers towards the products which are endorsed by celebrities.

According to Creswell, (2008) report, celebrities appeared nearly in 14% of the advertisement, while this number was as high as 24% in India. Taking this into consideration, it is important for the marketers and advertisers to recognize how celebrity endorsement works while what factors are to be kept in mind in order to have successful advertisement campaign using celebrity.

In order to justify the influence of celebrity endorsement in fashion industry, we have chosen Virat Kohli, who is a sportsperson in India and endorses fashion brand Puma. Since Virat tops the list of Indian celebrity endorsement for the forth consecutive year with a brand value of \$ 237 mn in 2020, it is legitimate to consider him for the study (Phelps Duff, 2020). In order to understand the mechanism of celebrity endorsement in Spain, we have choosen Lionel Messi, who is a famouse sportsperson endorsing fashion brand Adidas in Spain. The topic on celebrity endorsement has strong literature for Indian context, but fails to explain it in different countries other than some of the Asian countries. The study is also confined to certain industries such as telecommunication (Kang et al., 2019), food and

beverage (Zhou et al., 2019), airline industry (Gilal et al., 2019) and banking industry (Srivastava et al., 2020), focusing least on fashion industry. Therefore, we see a clear gap in the literature where this article will brim over unveiling the role of celebrity endorsement on consumers' purchase intentions in fashion industry. It will also serve by comprehending a comparative analysis between India and Spain to understand the role of cultural differences in the process of celebrity endorsement.

There are two research questions that the research article will answer at the end.

- Which factors influence the mechanism of celebrity endorsement on consumers' purchase intentions in fashion industry?
- What is the role of cultural differences on the mechanism of celebrity endorsement on consumers' purchase intentions of fashion industry in India and Spain?

The next section of Literature review basically focuses on the factors that influence the process of celebrity endorsement, thereby drafting necessary hypothesis to test our research questions.

2) Literature Review

2.1. Literature on Celebrity Endorsement

According to McCracken, (1989) celebrity endorser is any individual who enjoys public recognition and who uses this on behalf of the consumer good by appearing with it in an advertisement. The First decade of 2000 saw a shoot in celebrity endorsement, focusing on celebrities from different fields such as movies, sports, politics and corporate world for promoting the products (Jain and Roy, 2016). Certain articles have provided positive as well as negative effects with celebrity endorsement. Positive effects of celebrity endorsement includes increase in sales, increase in brand image and increase in brand awareness (Jain & Roy, 2016). It has also been observed that celebrity endorsement increases companies' sales with an average of 4% relative to its competition and increases the companies' stocks by 0.25% (Bergkvist & Zhou, 2016; Elberse & Verleun, 2012). While the negative effects of celebrity includes resistance of elite customers, overshadowing of the brand, overselling and changing preferences of celebrity with respect to the brand (Bergkvist & Zhou, 2016; Kaikati, 1987).

The literature on Celebrity endorsement is substantial and comprises of three main theories (Erdogan, 1999) :

- The source attractiveness model.
- The source credibility model.
- The congruence or the match up model.

The source attractiveness model talks about, how physically attractive the source is to the audience (Ohanian, 1991). Marketers chose celebrities based on the attractiveness they possess to which consumers tend to develop positive stereotypes about celebrities, in addition, some research has proved that physically attractive communicators are more successful in changing beliefs and generating purchase intentions (Baker & Churchill, 1977; Erdogan, 1999).

The source credibility has its origin in psychology (Jain & Roy, 2016) where researchers outlines perceived expertise and trustworthiness which navigates the credibility of a message communicated (Erdogan, 1999). Similar to the physical attractiveness, the credibility of the communicator is also

expected to have positive influence on consumer's attitude and behavior towards the endorsed product (Priester & Petty, 2003)

Handful amount of research has also been conducted on the match up, which explains the fit between the endorsed product and the celebrity on consumer's attitude and behavior (Misra & Beatty, 1990). The match up hypothesis suggests that endorsements tends to be fruitful only if there is association between celebrity and the endorsed product (Jain & Roy, 2016; Misra & Beatty, 1990).

2.2. Physical attraction induced by celebrity endorsement

The concept of attractiveness has be drawn from social psychology, it is expected that attractiveness have three dimensions i.e. similarity, likeability and familiarity (McGuire, 1985). Similarity is assumed as the resemblance between the source and the receiver of the communication. It can be measured when source and the receiver have similar needs, interests and opinions (Bhatt et al., 2013). Likeability is affection of the source as a result of physical attractiveness, behavior or any other kind of other personal traits , and familiarity is how familiar the source is to the audience i.e. the knowledge of the source through exposure (Erdogan, 1999). It is argued in the literature that physical attractiveness of celebrity impacts the effectiveness of message communicated by the celebrity (Baker & Churchill, 1977) and on the purchase intentions (Friedman et al., 1976). It is also been observed that physically attractive models tend to have higher influence on preference, recall, and purchase intent as compared to non-physically attractive models (Kahle & Homer, 1985). Research related to purchase intentions on the basis of physical attractiveness of the celebrity is still indecisive, though physical attractiveness generates positive feelings through advertisements in the minds of consumers, it is still very troublesome in translating those positive feelings into actual purchase intentions (Keel & Natarajan, 2012). The influence of celebrity on purchase intention also depends on the gender of the celebrity. There are some researches, which argues on the gender of the celebrity but the results of it, still remains inconclusive. It has been observed that males' intent to purchase is more when the endorser is male, while females' intent to purchase is higher when the endorser is female (Keel & Natarajan, 2012). In opposition to the above views, Petrosius and Crocker (1989) revealed that there is no influence of gender in the purchase intension of consumers towards the endorsed products. A large amount of studies have been targeted to

female endorsers, (Li & Yin, 2018) where the active role of male endorser is scarce, hence keeping this in the loop, we express our first hypothesis, which is stated under:

H_{1a}: Physical attractiveness induced by celebrity endorsement positively influences the consumer purchase intentions in the fashion industry of India.

H_{1b}: Physical attractiveness induced by celebrity endorsement positively influences the consumer purchase intentions in the fashion industry of Spain.

2.3. Credibility induced by celebrity endorsement.

Source credibility refers to the perception of consumers with respect to trust and the knowledge (expertise) in the field of endorsed products (Djafarova & Rushworth, 2017; Ohanian, 1991). Celebrity endorsement is considered to be the credible source, which generates positive influences in the minds of target audience (Kutthakaphan & Chokesamritpol, 2013). Celebrities have a tendency in transforming an unknown product to a well-known product by developing a positive association through advertisements (Djafarova & Rushworth, 2017). It has also been stated that the credibility of the celebrity endorser positively effects the credibility of the endorsed brands (Elberse & Verleun, 2012). As discussed earlier, there are two factors of credibility i.e. trustworthiness and expertise, these two terms are explained by Belch and Belch, (2003) and Ohanian, (1990) in their research articles.

- Expertise: Marketers generally chose celebrities because of the knowledge, expertise and the experience they poses (Belch & Belch, 2003). In contradictory Ohanian, (1990) in her research article has provided more information regarding expertise, where she tends to quote five adjectives which were developed during her initial phase of research. These five adjectives are expert, experienced, skilled, knowledgeable and qualified. These five words are used to measure the expertise of a celebrity.
- Trustworthiness: Similar to Belch and Belch, (2003); Ohanian (1990) provides five adjectives which describes trustworthiness of the celebrity; these five words are honest, reliable, dependent, trustworthy and sincere. The information provided by the celebrities are always considered

trustworthy and believable by the consumers which affects their purchase intentions (Belch & Belch, 2003)

The recent findings of Deshbhag and Mohan, (2020) also indicates that celebrity credibility is the most important dimension which influences the purchase intentions of Fast moving consumer goods (FMCG) in India. It is also been studied that customers feel less risky towards a product when it is endorsed by a celebrity.

In order to uncover the purchase intentions of customers in fashion industry of India and Spain, we postulate the second hypothesis, which is

H_{2a}: Credibility induced by celebrity endorsement positively influences the consumer purchase intentions in the fashion industry of India.

H_{2b}: Credibility induced by celebrity endorsement positively influences the consumer purchase intentions in the fashion industry of Spain.

2.4. Influence of brand awareness induced by celebrity endorsement on Consumer purchase intentions

Brand awareness refers to the aptness of a customer to recognize a brand name in different situation when there is a need for certain products of a particular brand (Aaker, 1996). Brand awareness is defined by two dimensions i.e. brand recognition and brand recall. Brand recall means when a customer thinks of a particular product, suddenly the customer recalls a brand, while brand recognition is easily differentiating a brand from collection of brands of the same product line (Pandey, 2019). There is a scarce literature on how celebrity endorsement influences the brand awareness of the endorsed product, but some authors have focused on the concept of “congruence” where a linkage between the concepts have been observed. The reason behind using the congruency concept is to understand the association of brand fit with other parameters, an example of the congruence of celebrities and advertisements has been outlined by Fleck et al., (2012). Having a congruency between celebrity and brand does not always be successful. Rahman, (2018) suggested celebrity or non-celebrity advertisements does not affect the change in customers’ attitude towards a brand, contradictory to which Kahle and Homer, (1985)

predicted that the consumer becomes more attentive towards the celebrity endorsed brand if the fit between the brand and the celebrity is competent. Higher the brand awareness, higher is the brand trust and purchase intentions (Noorlitaria et al., 2020) The result of the study conducted by Chi et al., (2009) and Noorlitaria et al., (2020) suggested that the variables related to brand awareness showed positive significant relationship with purchase intentions. Based on the prior literature studied, it would be compelling to frame our hypothesis, which is stated under:

H_{3a}: Brand awareness induced by celebrity endorsement positively influences the customer purchase intentions of endorsed products in the fashion industry of India.

H_{3b}: Brand awareness induced by celebrity endorsement positively influences the customer purchase intentions of endorsed products in the fashion industry of Spain.

2.5. Influence of brand awareness on brand loyalty

Brand awareness induced by celebrity needs continuity from the customer in selecting a product because it represents a belief that there is only one product in the product category available for the customer to buy (Noorlitaria et al., 2020). It is also understood that through this way a celebrity could increase the brand awareness and attitude of customers towards the brand loyalty of endorsed products (Alkhawaldeh et al., 2017; Jain & Roy, 2016). Research by Lu et al., (2015) in which the authors tried to find the relationship between purchase intentions and four brand equity dimensions revealed that there is positive and significant relationship between brand loyalty and customers' purchase intentions. Based on the previous research studies, following hypothesis is formulated:

H_{4a}: Brand awareness induced by celebrity endorsement positively influences the brand loyalty of endorsed products in the fashion industry of India.

H_{4b}: Brand awareness induced by celebrity endorsement positively influences the brand loyalty of endorsed products in the fashion industry of Spain.

2.6. Influence of Perceived quality of endorsed product on costumers' brand loyalty

Aaker (1996); emphasizes on perceived quality as one of the factor of brand equity which is heavily related to brand loyalty. It has also been heeded that perceived quality affects brand loyalty, but this flow has been mediated by consumer satisfaction (Olsen, 2002). Higher the satisfaction, higher would be the brand loyalty of the customer towards a particular brand because the loyal customers are generally insensitive to the price and do not switch to the competing brands adding a competitive advantage to the brand (Khan et al., 2019). Perceived quality of the product endorsed by a particular celebrity may differ from person to person. For instance, a person who likes “Celebrity A” would have high-perceived quality if Celebrity A endorses any product, on contrast, a person who dislikes Celebrity A, would have a low perceived quality of the same product.

In order to uncover the differences and the influence of celebrity endorsement on the perceived product quality, we tend to frame the following hypothesis:

H_{5a}: Perceived quality of the product induced by celebrity endorsement positively influences the brand loyalty of the endorsed products in the fashion industry of India.

H_{5b}: Perceived quality of the product induced by celebrity endorsement positively influences the brand loyalty of the endorsed products in the fashion industry of Spain.

2.7. Influence of perceived product quality of the endorsed products on purchase intentions

Mitra and Golder, (2006) highlights on two measures of product quality. According to the authors, the product quality can be measured by two different perspectives i.e. perceived quality and objective quality. The former perceived quality of the product is anticipated as consumer's perception towards the quality of the product of one brand, comparing it with the alternative brands available in the marketplace (Khan et al., 2019), in short, perceived quality is consumers' perception and feelings about a particular product. While the latter one is attributed to the measurable aspects of the product. It has also been understood by a research study that consumers tend to focus more on high perceived quality products during the purchase making decision as compared with little or no focus on low perceived quality products (Hellofs & Jacobson, 1999). Therefore high-perceived product quality is positively

attributed to the purchase intentions. A product with high-perceived quality can add a high premium with respect to the pricing strategy without affecting it with the consumer purchase intentions. Advertisements which

features credible celebrities positively influences the perceived quality of the product, hence celebrity endorsement has been observed as one of the important parameter for influencing the perceived quality of the products (Khan et al., 2019). To test this in present research study, we aim to postulate our next hypothesis, which says:

H_{6a}: Perceived quality of the product induced by celebrity endorsement positively influences the Consumer purchase intentions of the endorsed products in the fashion industry of India.

H_{6b}: Perceived quality of the product induced by celebrity endorsement positively influences the Consumer purchase intentions of the endorsed products in the fashion industry of Spain.

2.8. Brand loyalty induced by Celebrity endorsement

According to Kotler & Keller, (2006) the extent of consumer faithfulness towards a specific brand which is expressed through repeat purchases and other positive behaviors such as word of mouth advocacy, irrespective of the marketing pressures generated by the other competing brands. Brand loyalty develops a positive association of an individual with the brand that results in continue repeat purchase irrespective of the price (Inegbedion & Obadiaru, 2018). Brand loyalty has a positive impact on purchase intentions but not always as it also depends on the product category (Naeem & Sami, 2020). For example, a customer can be loyal with certain fast moving consumer goods or with fashion products, but on other hand if we focus on consumer deliverables or automobiles, this will not be the case. According to Naeem and Sami, (2020) favorable and positive responses would only be achieved through loyal customers in decision making process of purchasing a product over competitor's brand. It is also understood that due to brand loyalty, the customers get motivated to buy same product of the same brand repeatedly there by increasing the market share of the company. To induce brand loyalty certain marketers make use of brand loyalty programs, repeat purchase points, discounts and offers, while certain marketers make use of celebrity endorsements (Kotler & Keller, 2006). Research article of Mac-

kingsley and Kalu, (2016) which demonstrated the effect of celebrity endorsement on the brand loyalty of soft drinks product also resulted that there is positive significant relationship between the endorsed products and the brand loyalty which is followed by a positive relationship with purchase intentions. This result was also supported by Noorlitaria et al., (2020) where it was observed that brand loyalty variables were significantly related with purchase intentions. Taking into consideration the literature, we tend to draft the hypothesis, which says:

H_{7a}: Brand loyalty induced by celebrity endorsement positively influences the Consumer purchase intentions of the endorsed products in the fashion industry of India.

H_{7b}: Brand loyalty induced by celebrity endorsement positively influences the Consumer purchase intentions of the endorsed products in the fashion industry of Spain.

Below we find the conceptual model, which explains the entire research structure.

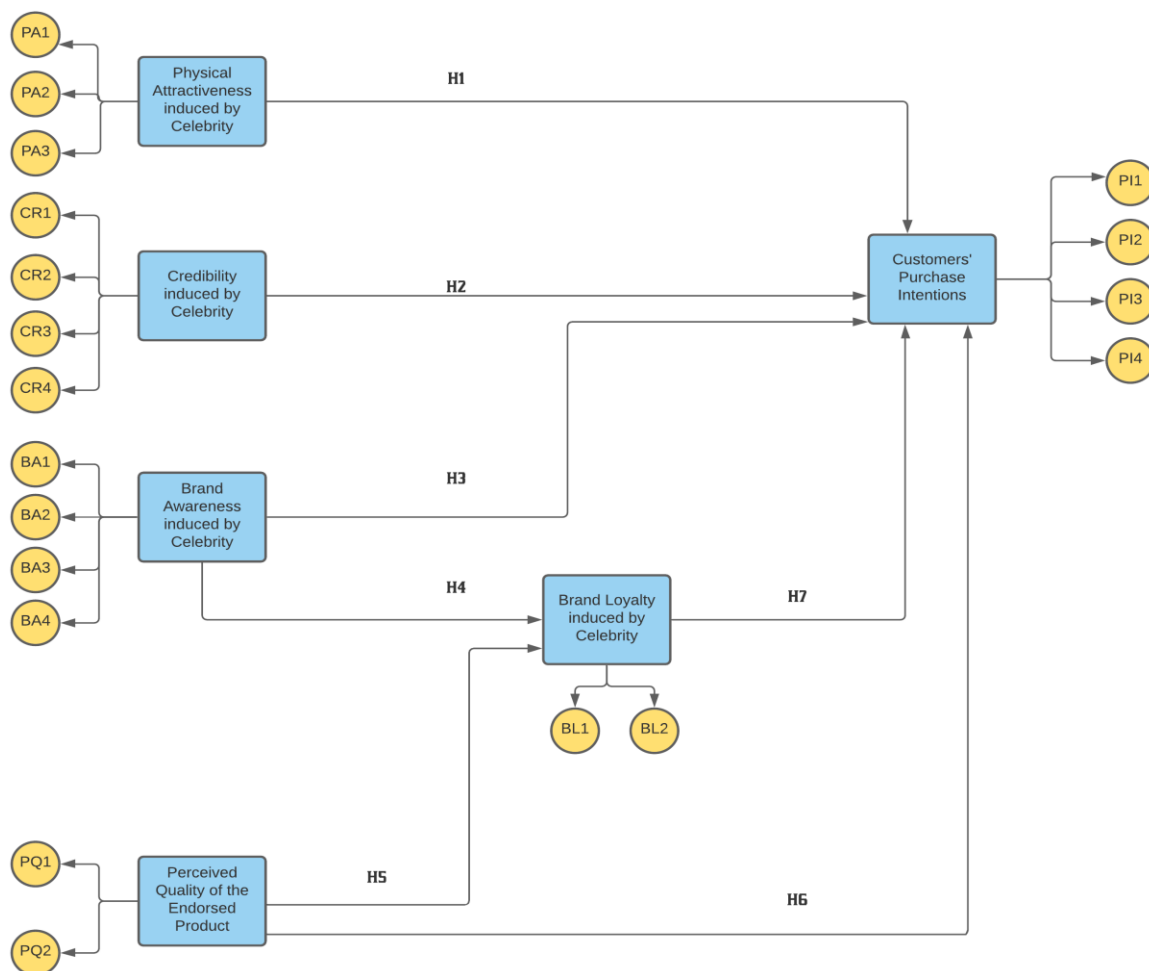


Figure 1: Conceptual Model

From the above conceptual model, we tend to observe two mediations effects, which are as follows:

Mediation 1: Brand loyalty mediates the relationship between brand awareness and purchase intentions.

A research article of Azzari and Pelissari, (2020) where the influence of brand equity dimensions on the relationship between brand awareness and purchase intentions was studied, clearly identified the successful mediating role of brand loyalty with the relationship between brand awareness and customers' purchase intentions. To determine this mediating role in our current study, we tend to postulate our mediating hypothesis, which says:

H_{8a}: Brand loyalty induced by celebrity endorsement mediates the relationship between Brand awareness and Consumer purchase intentions of the endorsed products in the fashion industry of India.

H_{8b}: Brand loyalty induced by celebrity endorsement mediates the relationship between Brand awareness and Consumer purchase intentions of the endorsed products in the fashion industry of Spain.

Mediation 2: Brand loyalty mediates the relationship between perceived quality and customer purchase intentions.

Perceived quality of the products gives significant product loyalty, higher the perceived quality of the products, higher is the brand loyalty. This phenomenon has also been identified by Noorlitaria et al., (2020) in his research article where a research was conducted with respect to fast food restaurant brands. The same research article also mentions that brand loyalty mediates the relationship between perceived quality of the products and consumer purchase intentions, but perceived quality is not significantly related to purchase intentions directly. To figure this assumption out in our research, we postulate our last hypothesis, which is stated under:

H_{9a}: Brand loyalty induced by celebrity endorsement mediates the relationship between Perceived quality and Consumer purchase intentions of the endorsed products in the fashion industry of India.

H_{9b}: Brand loyalty induced by celebrity endorsement mediates the relationship between Perceived quality and Consumer purchase intentions of the endorsed products in the fashion industry of Spain.

3) Methodology

3.1. Research Method

The central aim of this research is to understand the parameters influencing customers' purchase intentions in the mechanism of celebrity endorsement in the fashion industry. The research also tries to uncover the cultural differences between two countries i.e. India and Spain in consumer purchase intentions influenced by celebrities in the same industry. Current research is an empirical type of research, which uses quantitative dataset. The main objective of quantitative research is to predict the findings into larger population through a subset of population by means of surveys (Borrego et al., 2009). Hence, quantitative research method was appropriate for this kind of study since it provides us with the behavior of larger population. Quantitative method is applied to validate a theory by conducting and analyzing the results through statistical tool numerically. The survey instrument used for the present study is a questionnaire, which considers all closed ended questions for assessing the purchase intentions.

3.2. Data Collection

This section explains the data gathering techniques used for the current research, which includes both primary and secondary data, which is as follows.

3.2.1. Primary Data

In order to collect the data, the primary data was collected through the survey method using structured questionnaire. We have used survey method in the form of questionnaire in order to meet the objectives of the research questions. Additionally, questionnaire seems to be easy, quick, convenient and cheaper

option for collecting the responses from a remote area too (Roopa & Rani, 2012). It also collects a large amount of data from large sample in short time, which makes it feasible for the researcher.

3.2.2 Choice of respondents

For this research, we decide to focus on two countries i.e. India and Spain. For selecting the respondents, criterion sampling was used. Accordingly, a person should meet certain criteria to be an ideal respondent, which is as follows:

- a. The respondent should be the citizen and the residence of the chosen country. For instance for the Indian respondents, he/she should be the citizen and currently staying in India, while for Spanish respondents, he/she should be the citizen and resident of Spain.
- b. The respondent should have done shopping of any fashion brand in past one year. This criterion helps to understand that is the respondent aware about the current fashion trends, which is influenced by celebrity endorsements.
- c. The respondent should minimum be 18 years old.

3.2.3 Sample size

As the current research was restricted with the amount of time, it was not possible to use random sampling method from the entire population; hence, a non-probabilistic sampling method was used for the current research. Concentrating in depth, convenience sampling which is one of the type of non-probabilistic sampling method was used. The benefit of convenience sampling is that the researcher has the chance of receiving a higher number of filled questionnaire with high response rate (Bryman & Bell, 2007). It is expected to have a sample size of around 200 respondents from each country.

Indian Sample size: Questionnaire in the form of google forms was circulated amongst 540 people. Out of 540 questionnaires, we received 263 respondents. 16 respondents were dropped out since they did not fulfill one of the above-mentioned three criteria. Hence, a final Indian sample of 249 respondents was chosen for the study. Below table explains the sample selection process.

Sample selection	Number
Number of Questionnaire sent	540
Number of Questionnaire received	263
Not fulfilling criteria 1	-00
Not fulfilling criteria 2	-16
Not fulfilling criteria 3	-00
Final Sample size	249

Table 1: Indian Sample selection process

Spanish Sample: Questionnaire in the form of google forms was e-mailed to around 5026 people. The response rate of Spanish questionnaire was just 5%. Out of those 5026 people, we received 273 responses. 36 respondents did not meet one of the criteria and hence were dropped. Therefore, a final sample of 237 respondents was chosen for the study. Below table explains the sample selection process.

Sample selection	Number
Number of Questionnaire sent	5026
Number of Questionnaire received	273
Not fulfilling criteria 1	-24
Not fulfilling criteria 2	-12
Not fulfilling criteria 3	-00
Final Sample size	237

Table 2: Spanish Sample selection process

The database used for fetching out details and e-mail id of Spanish respondents is UB Directory.

3.2.4. Questionnaire structure

This section presents the structure of the questionnaire, which was distributed, to the respondents. The questionnaire was drafted in two languages. For Indian respondents it was in English, while for Spanish

respondents it was drafted in Spanish. Questions related to two different celebrities were used to assess the purchase intentions. We took into consideration the famous sportsperson Virat Kohli who endorses the brand Puma in India, while we took Lionel Messi who endorses the brand Adidas in Spain. Both the celebrities belonged to the same category i.e. Sports and both endorses same category of fashion brands i.e. Puma and Adidas. A 5 point Likert Scale was used to assess the parameters (Appendix 1) where the respondents were asked to rate the parameter from a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree (Likert, 1932). The received responses was downloaded in the format of Microsoft excel which was later exported to STATA 16.1 for analysis of the data. The data collection period was from May 1, 2021 to May 20, 2021.

3.2.5. Secondary Data

Other than primary data used for the study, secondary data is also useful for the empirical study. Secondary data is useful for receiving the wide number of information, which is helpful for building an appropriate study. The secondary data used for the current research includes materials from journals, books, previous dissertations and information from certain websites. Reliable secondary data was collected through the databases of Scopus, Web of Science, Emerald Insights and certain research articles from google scholar.

4) Data Analysis

After collecting the necessary data, it is important to analyze the data in order to uncover the results. This section focuses on certain tests that in undertaken by us, to find the answer to the research questions framed by us in the prior section.

4.1. Reliability testing

Similar to our study, many researchers use questionnaire/survey method using likert scale for the primary data collection. It is important to check the reliability of the research instrument, which is used for the data collection. Reliability testing is dominant because reliability refers to the consistency of the research instrument across the questionnaire (Taherdoost, 2016). There is a debate over the cut off value of reliability, but majority of the authors comment that any value above 0.70 is considered as expected

range of reliability. Hinton et al., (2004) suggested four cut offs range for reliability, Cronbach alpha 0.90 and above is quoted as excellent reliability, 0.70 to 0.90 high reliability, 0.50 to 0.70 is known as moderate reliability whereas below 0.50 is stated as low reliability.

To test the reliability of both the questionnaires, Cronbach's Alpha test for reliability is conducted. All the parameters of both the samples had an accepted range of reliability. The overall Cronbach's alpha value is 0.9263 and 0.8586 for Indian and Spanish samples respectively. Although both the values are considered highly reliable, it is not useful unless and until it is complimented with validity testing (Taherdoost, 2016). Therefore, the next section deals with the options of validity testing of the sample.

4.2. Validity testing

Validity testing is necessary because it explains how well the collected data covers the actual extent of the investigation. There are certain types of validity testing, of which we tend to choose construct discriminant validity by the means of factor analysis. Before conducting factor analysis, the adequacy of the sample size needs to be assessed. A test called Kaiser-Meyer-Olkin (KMO) is conducted for which the minimum accepted score is 0.5 (Kaiser, 1974).

As we discover from the analysis, value of Indian sampling adequacy is 0.912 and the value of Spanish sampling adequacy is 0.833, we conclude that both of these values fall under the acceptable range of KMO values adhering to the Kaiser, (1974) criterion.

Further, we conduct Bartlett's test of sphericity, to understand would factor analysis be useful for our sample or no. It tests the hypothesis that, the correlation matrix is an identity matrix, which would indicate that the variables are not correlated and therefore, unsuitable for structure detection. Values less than 0.05 of the significance level demonstrate that factor analysis may be useful. Below table indicates the significance level of the Bartlett's test.

From the analysis, we understand that significance level of test for both the sample is 0.000, which is highly significant and hence gives us an information that factor analysis would be useful for our study. Before conducting the factor analysis, a bivariate correlation of the data was also checked, and it was

confirmed that no value exceeded 0.8 in the correlation; hence, we can say the data do have the multicollinearity problem (Samuels, 2016)

Exploratory Factor Analysis (EFA)

Exploratory factor analysis is useful for validating the scale of the questionnaire. There are two types of EFA, i.e. Factor analysis and Principal Component Analysis (PCA). For our convenience, we choose to conduct factor analysis. For the sample of 200 – 300, the factor loading below 0.3 should be excluded from the final model (Tabachnick & Fidell, 2013). Below table explains the factor 1 loadings and the percentage of the variance of both the samples taken in consideration for the study.

Variables	Question code	Factor 1 loadings		% of Variance explained (Uniqueness)	
		IN	ES	IN	ES
1. Physical Attractiveness	PA1	0.582	0.541	23.4	35.5
	PA2	0.592	0.491	23.7	34.1
	PA3	0.602	0.469	25.7	46.5
2. Credibility	CR1	0.588	0.714	37.7	27.3
	CR2	0.607	0.761	26.7	21.3
	CR3	0.595	0.693	37.5	36.0
	CR4	0.625	0.408	45.1	65.2
3. Brand Awareness	BA1	0.562	0.545	57.3	49.2
	BA2	0.677	0.275	36.3	67.3
	BA3	0.668	0.356	42.1	70.1
	BA4	0.796	0.634	24.1	47.1
4. Product Quality	PQ1	0.593	0.599	44.3	41.2
	PQ2	0.715	0.575	24.4	39.6
5. Brand Loyalty	BL1	0.771	0.463	21.2	39.3
	BL2	0.680	0.273	27.3	63.0
6. Purchase Intension	PI 1	0.642	0.401	33.8	48.8
	PI 2	0.610	0.444	34.2	53.0
	PI 3	0.555	0.405	56.9	65.5
	PI 4	0.746	0.582	29.7	50.1

- IN = India, ES = Spain

Table 3: Exploratory Factor Analysis for Validity testing (Method: Principal Factors, Rotation: unrotated)

As we observe, all the 19 parameters of the Indian sample holds the value above 0.3, we tend keep all the 19 parameters for the final model. In contrast, 2 parameters of Spanish sample i.e. BA2 and BL2 falls below the value of 0.3 factor loading hence we exclude these two parameters from our final model.

4.3. Simultaneous Equations (OLS)

In order to test our hypothesis, we have used Simultaneous equations using structural equation modelling in STATA. First Principal Component Analysis is performed and the first component of each parameter is taken into consideration for the final model. This way we have 6 parameters. There are two models, which is to be tested.

Model 1: $PI = \alpha + \beta1.PA + \beta2.CR + \beta3.BA + \beta4.BL + \beta5.PQ$ (1)

In this Model 1, the dependent variable is Purchase Intentions, while Independent variables are Physical Attractiveness, Credibility, Brand Awareness, Brand loyalty and Perceived Quality. This model test the hypothesis H1, H2, H3, H6 and H7.

Model 2: $BL = \alpha + \beta1.BA + \beta2.PQ$(2)

In this Model 2, the dependent variable is Brand Loyalty and Independent variables are Brand Awareness and Perceived Quality. This model tests the hypothesis H5 and H6. Let us now see the results of the estimates of SEM of both the data one by one. Firstly, we demonstrate the estimates of Indian data followed by Spanish data.

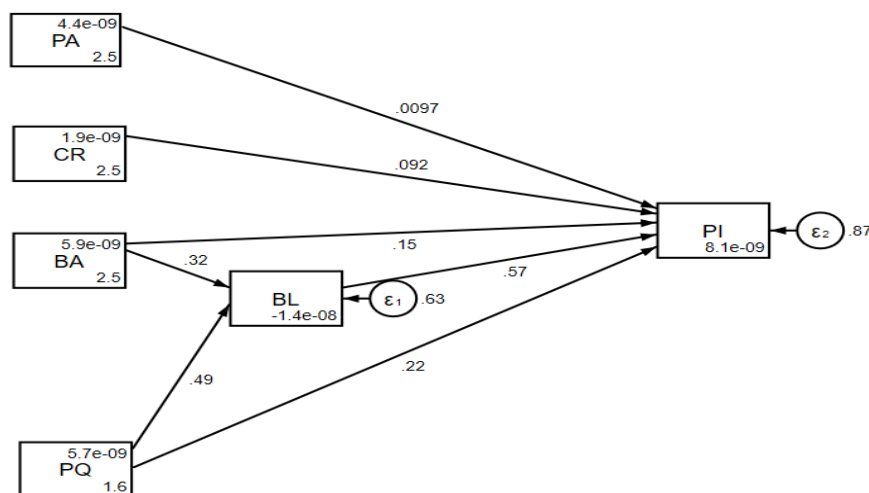


Figure 2: Structural Equation Model – Indian Data

	Coef.	OIM std err	Z	P	Hypothesis no.	Accepted/Rejected
PI						
PA	0.0097	0.0543	0.18	0.859	H _{1A}	Rejected
CR	0.092	0.0596	1.54	0.124	H _{2A}	Rejected
BA	0.15	0.0657	2.34	0.019	H _{3A}	Accepted
PQ	0.22	0.0742	3.03	0.002	H _{6A}	Accepted
BL	0.57	0.0749	7.55	0.000	H _{7A}	Accepted
Const.	8.07	0.0591	0.00	1.000		
BL						
BA	0.32	0.0619	5.19	0.000	H _{4A}	Accepted
PQ	0.49	0.0745	6.53	0.000	H _{5A}	Accepted
Const.	-1.42	0.5040	-0.00	1.000		

Table 4: Simultaneous Equation results – Indian data.

After performing the structural equation modelling, we also calculated the multicollinearity of both the models. Model 1 had the Variance Inflation Factor (VIF) of 2.59, while VIF of Model 2 is 1.88. VIF of both the models was less than 0.5; hence, we conclude that there is very little cause of multicollinearity, which could be neglected. Later, equation level goodness of fit was calculated which exhibits the goodness of fit of the overall model. Below table explains the goodness of fit of both the models and the overall total goodness of fit.

Model	Fitted	Variance predicted	Residual	R-Squared
Model 1	2.4010	1.5287	0.8723	0.6366
Model 2	1.6858	1.0558	0.6300	0.6262
Overall				0.6769

Table 5: Equation level goodness of fit – Indian data.

As we observe that, the overall goodness of fit of the model is 0.6769, which is very high and acceptable, and hence we can conclude that the model is 67.7% fit for the parameters taken into consideration.

Now let us analyze the values of structural equation model. The effect of physical attractiveness of the celebrity on the purchase intention of the Indian customers (H_{1a}) does not seem to be significant, since the p value of it is 0.859 which is more than the significance level of 0.05 hence we reject our hypothesis 1_a and comment that there is no significant influence of physical attractiveness of the celebrity on the purchase intentions of Indian customers of the fashion industry. The same has been observed for the influence of credibility of the celebrity on the purchase intentions of Indian customers. This relationship also seems to be statistically insignificant since the p value of the parameter is 0.124, which is more than the significant level of 5% hence we reject hypothesis 2_a too and comment that there is no influence of credibility of the celebrity on the purchase intentions of Indian customers in the fashion industry. The third hypothesis focuses on the relationship between brand awareness induced by the celebrity and the purchase intentions of the Indian customers. Here the p value is observed as 0.019 which falls in the accepted level of significance, hence we accept the hypothesis 3_a and conclude that there is a significant relationship between brand awareness induced by celebrity and the purchase intentions of Indian customers in the fashion industry. Similar results are observed for hypothesis 4_a , 5_a , 6_a and 7_a . Hypothesis 4_a measures the relationship between brand awareness induced by celebrity and the brand loyalty. The observed p value for this is 0.000, which tells us to accept this hypothesis. Hypothesis 5_a measures the relationship between perceived quality of the product endorsed by celebrity and brand loyalty, which also demonstrated a positive result with the p value of 0.000 and commands us to accept hypothesis 5_a . Hypothesis 6_a studies the relationship between perceived quality of the endorsed products and the purchase intentions of Indian customers and here also a similar result was observed, the p value for this hypothesis is detected as 0.002, which tells us to accept this hypothesis. Whereas hypothesis 7_a finds the relationship between brand loyalty and purchase intentions of Indian customers in fashion industry. The result shows a positive, statistically significant relationship between these two parameters as the p value is observed to be 0.000.

Now we are left with two mediation effects to be tested. To test this the direct and the indirect effects of the variables was calculated. The below table explains the direct and the indirect effects of the chosen variables.

	Direct Effect (Without mediator)	Indirect Effect (With mediator BL)	Hypothesis no
BA → PI	0.15	0.18	H _{8a}
PQ → PI	0.22	0.27	H _{9a}

Table 6: Direct and indirect effects for hypothesis 8a and 9a – Indian Sample

As we observe, the coefficients of indirect effect is more than the direct effect we can predict that there is a mediation between the relationship of brand awareness and purchase intentions with brand loyalty and mediation of brand loyalty with perceived quality of the endorsed products and purchase intentions. However, we cannot determine whether the mediation is significant or no. To understand this, we conducted Sobel test for mediation. Sobel test demonstrate the significance level of the mediation. To conduct Sobel test, we used a Sobel test calculator. Let us now observe the test results.

For hypothesis 8_a,

Input:		Test statistic:	Std. Error:	p-value:
a	0.32	Sobel test: 4.27627963	0.0426539	0.000019
b	0.57	Aroian test: 4.25123954	0.04290513	0.00002126
s _a	0.0619	Goodman test: 4.30176746	0.04240118	0.00001694
s _b	0.0749	Reset all	Calculate	

Figure 3: Sobel test results for hypothesis 8_a

Source: quantpsy.org

It is observed that the p value of the Sobel test is 0,000, which falls under the significant level, hence we conclude that there is a significant mediation of brand loyalty between the relationship of brand awareness induced by celebrity and the purchase intentions of Indian customers in the fashion sector, thereby accepting the hypothesis 8_a.

Similarly, we calculate the mediation effect of brand loyalty between perceived quality of the endorsed products and the purchase intentions of Indian customers, which is explained by hypothesis 9a.

Input:		Test statistic:	Std. Error:	p-value:
a	0.49	Sobel test:	5.30821704	0.05261654
b	0.57	Aroian test:	5.28534775	0.0528442
s _a	0.07	Goodman test:	5.33138578	0.05238788
s _b	0.07	Reset all	Calculate	

Figure 4: Sobel test results for hypothesis 9_a

Source: quantpsy.org

Again, here the output expresses the p value of the above-mentioned mediation. The p value of the Sobel test is 0.000, which falls in the category of significance. Hence, we accept our hypothesis 9_a where a statistical significant mediation of brand loyalty is observed between the relationship of perceived quality of the endorsed products and the purchase intentions of the Indian customers in the fashion industry.

As, we conclude the data analysis of Indian sample, now we proceed with the analysis of the Spanish data.

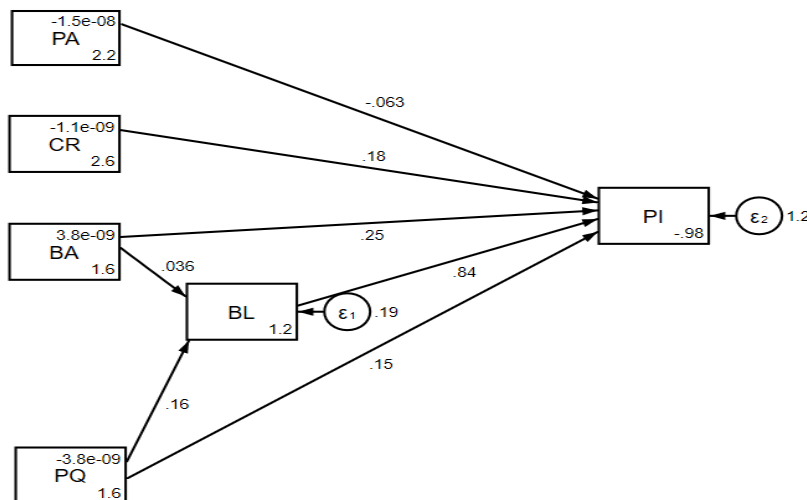


Figure 5: Structural Equation Model – Spanish data

	Coef.	OIM std err	Z	P	Hypothesis no.	Accepted/Rejected
PI						
PA	-0.063	0.0572	-1.10	0.271	H _{1A}	Rejected
CR	0.180	0.0616	2.96	0.003	H _{2A}	Accepted
BA	0.250	0.0719	3.54	0.000	H _{3A}	Accepted
PQ	0.150	0.0710	2.16	0.031	H _{6A}	Accepted
BL	0.840	0.1645	5.11	0.000	H _{7A}	Accepted
Const.	-0.976	0.2039	-4.09	0.000		
BL						
BA	0.036	0.0253	1.40	0.160	H _{4A}	Rejected
PQ	0.160	0.0255	6.35	0.000	H _{5A}	Accepted
Const.	1.160	0.0283	40.93	0.000		

Table 7: Simultaneous Equation results – Spanish data

After performing the simultaneous equation using structural equation modelling, we also calculated the multicollinearity of both the models. Model 1 had the Variance Inflation Factor (VIF) of 1.58, while VIF of Model 2 is 1.31. VIF of both the models was less than 0.5; hence, we conclude that there is very little cause of multicollinearity, which could be neglected. Later, equation level goodness of fit was calculated which exhibits the goodness of fit of the overall model. Below table explains the goodness of fit of both the models and the overall total goodness of fit.

Model	Fitted	Variance predicted	Residual	R-Squared
Model 1	1.9907	0.7742	1.2165	0.3889
Model 2	0.2443	0.0538	0.1904	0.2204
Overall				0.3918

Table 8: Equation level goodness of fit – Spanish data

As we observe that, the overall goodness of fit of the model is 0.3918, which is high and acceptable, and hence we can conclude that the model is 39.18% fit for the parameters taken into consideration.

Now let us analyze the values of structural equation model. The effect of physical attractiveness of the celebrity on the purchase intention of the Spanish customers (H_{1b}) does not seem to be significant, since the p value of it is 0.271 which is more than the significance level of 0.05 hence we reject our hypothesis 1_b and comment that there is no significant influence of physical attractiveness of the celebrity on the purchase intentions of Spanish customers of the fashion industry. The contrast to which has been observed for the influence of credibility of the celebrity on the purchase intentions of Spanish customers. This relationship seems to be statistically significant since the p value of the parameter is 0.03, which falls in the significant level of 5% hence we accept hypothesis 2_b and comment that there is a positive statistically significant relationship with the influence of credibility of the celebrity on the purchase intentions of Spanish customers in the fashion industry. The third hypothesis focuses on the relationship between brand awareness induced by the celebrity and the purchase intentions of the Spanish customers. Here the p value is observed as 0.000, which falls, in the accepted level of significance, hence we accept the hypothesis 3_b and conclude that there is a significant relationship between brand awareness induced by celebrity and the purchase intentions of Spanish customers in the fashion industry. Hypothesis 4_b measures the relationship between brand awareness induced by celebrity and the brand loyalty. The observed p value for this is 0.160, which tells us to reject this hypothesis. Hypothesis 5_b measures the relationship between perceived quality of the product endorsed by celebrity and brand loyalty, which demonstrated a positive result with the p value of 0.000 and commands us to accept hypothesis 5_b . Hypothesis 6_b studies the relationship between perceived quality of the endorsed products and the purchase intentions of Spanish customers and here also a similar result was observed, the p value for this hypothesis is detected as 0.031, which tells us to accept this hypothesis. Whereas hypothesis 7_b finds the relationship between brand loyalty and purchase intentions of Spanish customers in fashion industry. The result shows a positive, statistically significant relationship between these two parameters as the p value is observed to be 0.000.

Now we are left with two mediation effects to be tested. To test this the direct and the indirect effects of the variables was calculated. The below table explains the direct and the indirect effects of the chosen variables.

	Direct Effect (Without mediator)	Indirect Effect (With mediator BL)	Hypothesis no
BA → PI	0.25	0.02	H _{8b}
PQ → PI	0.15	0.1344	H _{9b}

Table 9: Direct and indirect effects for hypothesis 8b and 9b – Spanish Sample

As we observe, the coefficients of indirect effect is less than the direct effect we can predict that there is no mediation between the relationship of brand awareness and Purchase intentions with Brand loyalty and mediation of brand loyalty with perceived quality of the endorsed products and purchase intentions of Spanish customers. In order to confirm this we conduct a Sobel test. For Hypothesis 8_b :

Input:	Test statistic:	Std. Error:	p-value:
a 0.0355	Sobel test: 1.35315715	0.02207146	0.17600543
b 0.8413	Aroian test: 1.3297239	0.02246041	0.18360926
s _a 0.0253	Goodman test: 1.37787458	0.02167552	0.16824201
s _b 0.1645	Reset all	Calculate	

Figure 6: Sobel test results for hypothesis 8_b

Source: quantpsy.org

Since, we observe that the p value of Sobel test is 0.17, which is not significant. With this explanation, we conclude and reject the hypothesis 8_b and comment that the effect of brand loyalty weakens the relationship between brand awareness of the endorsed products and purchase intentions of Spanish customers in the fashion industry.

Similarly, we calculate the Sobel test for hypothesis 9_b:

Input:	Test statistic:	Std. Error:	p-value:
a 0.160	Sobel test: 3.96055647	0.03393463	0.00007478
b 0.840	Aroian test: 3.93064004	0.0341929	0.00008472
s _a 0.0255	Goodman test: 3.99116655	0.03367437	0.00006575
s _b 0.1645	Reset all	Calculate	

Figure 7: Sobel test results for hypothesis 9_b

Source: quantpsy.org

Here, we observe that the p value of Sobel test is 0.000, which is significant, but the beta coefficient of indirect effect is less than that of the beta coefficient of direct effect. We comment that the mediation weakens the relationship between perceived quality of endorsed products and purchase intention of Spanish customers in fashion industry but the mediation has a significant relationship. With this explanation, we conclude that there is a low effect of mediation on the two above-mentioned variables. Therefore, we partially accept hypothesis 9b.

5) Results

The central aim of the research was to understand the influence of celebrity endorsement on the purchase intentions of the customers in fashion industry of India and Spain. The results of these two countries were similar, but there are certain factors, which are different for both these countries. Hypothesis 1 measured the influence of physical attractiveness of the celebrity on the purchase intentions of the customers. Here it was clear that there is no influence of physical attractiveness of celebrity on fashion industry of both these countries. Our results contradict the results of Baker & Churchill, (1977); Friedman et al., (1976); Kahle & Homer, (1985) which stated that there is a role of physical attractiveness of celebrity influences the purchase intentions of customers. The reason behind this may be evolution. The above-mentioned literature is from the late 20th century, but as we observe many cultural and dimensional changes have occurred during the transition of 20th century to 21st century, we can conclude that physical attractiveness of the endorser does not play major role in purchase intentions of the customers in fashion industry. Modernization can also be one of the cause to witness these changes. The second hypothesis is centered in measuring the credibility of the endorser on the purchase intentions of Indian and Spanish customers. It was interesting to figure out, that the credibility of the celebrity is not significantly related to purchase intentions of Indian customers, where as a positive significant relationship between credibility of the celebrity and purchase intentions of the Spanish customers in the fashion industry. A recent report of Singh, (2020) studied Indian customers' trust on advertisements and celebrity endorsements. The survey report stated that around 75% of the respondents reported that they find advertisements, which use celebrity endorsements create false interpretation. The information provided by advertisements and celebrities are not trustworthy, hence we find this

relationship to be insignificant. The other reason for this contradiction may be differences in cultures. According to Hofstede's theory, India ranks 48 while Spain ranks 51 in the list of Individualism. It is discovered that Spain follows Individualistic cultural approach, where people are independent and autonomous. They do not have influence of others on the decision making purchase, whereas India follows Collectivistic cultural approach, here people are dependent on family, relatives and friends. Their decisions are strongly influenced by others; hence, if one does not feel the celebrity to be credible, he will influence others to also to feel the same. Therefore, the differences in the results of both the countries is attributed to the cultural differences. Hypothesis 3, determines the relationship between the brand awareness induced by celebrity and purchase intentions in the fashion industry. The results of both the selected countries observed that brand awareness induced by celebrities has positive and significant relationship with purchase intentions. Brand awareness plays a major role in purchase intentions; hence, here celebrity is known to be a plus point in creating brand awareness. Forth hypothesis tests, the relationship between brand awareness induced by celebrity endorsements and brand loyalty. Here it was observed that this hypothesis did not have a significant relationship for Spanish sample, while it was statistically significant for Indian sample. The reason of this is explained by the same report of Singh, (2020), where Indians do not tend to trust celebrities, but if they find any product endorsed by celebrity to be credible, then there will certainly be repurchase of the endorsed product, causing brand loyalty. In comparison with Spanish result, Spanish people feel celebrities to be credible and they tend to trust the celebrities, but if the endorsed product fails to avail the expectations of the customers, what they have observed in the advertisements then there will certainly be no repurchase without creating brand loyalty. Hypothesis 5 evaluates the relationship between perceived product quality and brand loyalty. It is observed that the relationship of perceived quality of endorsed products has a positive statistically significant relationship with brand loyalty. Hence, higher the perceived quality, higher would be the brand loyalty of the customers and vice versa. Hypothesis 6 enumerates the relationship between the perceived product qualities endorsed by the celebrity on purchase intentions of the customers. Results for both the countries seems positive and statistically significant. Higher the perceived quality of the product, higher would be the purchase intentions and vice versa. Hypothesis 7 also follows similar results, where it is observed that brand loyalty has a

positive influence on purchase intentions of customers in fashion industry. It is also been understood that, if the customer is loyal to a particular brand there will sure be repurchase causing higher purchase intentions. Hypothesis 8 and 9 aims to figure out the mediation of brand loyalty in the relationship between brand awareness and purchase intentions and between perceived quality of the endorsed products and purchase intentions. It is observed that mediation is significant for Indian sample, where as it is insignificant for Spanish sample, hence hypothesis 8 is accepted for Indian sample and rejected for Spanish sample. This means, Indians tend to develop brand loyalty through brand awareness induced by celebrity which affects the purchase intentions, whereas brand awareness does not induce brand loyalty, hence the mediation tends to be insignificant. Hypothesis 9, tests the mediation of brand loyalty between perceived quality of the endorsed product and purchase intentions. The test resulted positive statistical mediation for Indian customers where a partial acceptance of mediation for Spanish sample was observed in the current research.

6) Conclusion & Contributions

As we observe the above results, it makes us understand the importance of celebrity endorsements. Celebrity endorsement is an effective marketing tool for marketers because of its high reach and strong influence on customers' purchase intentions. The results clearly show some differences between the two chosen nations. Indians do not trust celebrities and hence they do not find them credible. Whereas there is, no such observation observed for Spanish customers. It has also been discovered that physical attractiveness of celebrity has no influence on the purchase intentions of customers in India and Spain. With this, it can also be predicted that marketers should choose celebrity wisely, because celebrity endorsements tend to be too expensive and if physical attractiveness is not significant, then marketers should not pay a royalty to attractive celebrities and chose a celebrity, which is less on budget and also effective. It is observed that certainly, celebrities create brand awareness, but marketers should do a prior research in identifying the credibility of the celebrity before endorsing it for the brand. Celebrity should be trustworthy to have a positive impact on customers' mind, which triggers the purchase of the specific brand. Production managers should also pay special attention to the quality of products, because it has been outlined that perceived quality of the product has high impact on purchase intentions. If the

perceived quality of the product is high and it is endorsed by a credible celebrity then, the product line will definitely be fruitful and have a positive influence on the financial performance of the product line.

Lastly, brand loyalty induced by celebrity also has a strong impact on purchase intentions of the customers of Spain and India in fashion industry, but this brand loyalty depends on the satisfaction of first purchase. If the customer is satisfied then definitely there will be a repeat purchase creating brand loyalty.

7) Limitations & Future Research

Taken sample size i.e. For India is 249, while for Spain is 237 is very limited sample to generalize the results of the study, results may vary from using any other sample. Apart this, the study is confined only to fashion industry of two countries i.e. India (developing country) and Spain (developed country), the results may vary with the change of population, or change of county. The research undertakes limited celebrities and limited brands, and the preference of respondents may differ with liking or disliking of the celebrity chosen for the study. The data collection of the comparative study between India and Spain was collected at the same time due to time constraints, hence differ in the time of data collection is not taken into consideration in this study. Lastly, well-endorsed brands are selected for the study; the results may differ with new brands endorsed by same celebrity.

Future research may open platforms for studies related to some different industry, focusing to some other countries. The role of customer satisfaction can also be studied in the entire mechanism of celebrity endorsements. After going through the literature review, we found that there has to be some kind of relationship between physical attractiveness of celebrity and the credibility of the celebrity, which can also be studied in future. Thirdly, brand awareness induced by celebrity could also have some effects on perceived quality of the product or vice versa, which also opens the doors for future research.

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Appendix I – Questionnaire in English for Indians

Dear Sir/Madam,

As a Research student with University Of Barcelona, we are studying consumer behavior in the field of Fashion industry. We want to understand how celebrity endorsement helps the brand to grow, and understand the Consumer Buying Behavior. The study uncovers the role of Celebrity Endorsement, in this case is the famous sportsperson Virat Kohli who endorses the fashion brand Puma on the consumer buying behavior of Puma artifacts.

Section I – Demographic details

Are you an Indian, currently residing in India?

- Yes
- No

Have you done online or offline shopping in past 1 year?

- Yes
- No

Gender

- Male
- Female
- Prefer not to disclose

Age group

- Under 18
- 18 – 25
- 26 – 35
- 36 – 45
- Above 45

Occupation

- Student
- Job/Service
- Self Employed
- Housewife
- Retired

Section II - Evaluation of influence of Celebrity Endorsement on Customer Buying Behavior. From the below list chose any one which best suits your answer. 1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

No.	Question	Question Code	1	2	3	4	5
1.	Virat Kohli has an attractive appearance.	PA1					
2.	Virat Kohli is handsome	PA2					
3.	Virat Kohli has a classy look	PA3					
4.	Virat Kohli always represents a reliable image	CR1					
5.	Image of Virat Kohli endorsing Puma seems to be reliable.	CR2					
6.	I believe presence of Virat Kohli in an advertisement makes Puma more credible.	CR3					
7.	I believe Virat Kohli uses Puma products.	CR4					
8.	I believe that use of Celebrity endorsement makes me familiar with certain fashion brands	BA1					
9.	I know Puma because it is endorsed by Virat Kohli.	BA2					
10.	I think Virat Kohli can increase the brand awareness of Puma products.	BA3					
11.	I am likely to explore more Puma products because they are endorsed by Virat Kohli.	BA4					
12.	Desired quality is guaranteed when a product is endorsed by a celebrity.	PQ1					
13.	Quality of Puma products are high because it is endorsed by Virat Kohli.	PQ2					
14.	I tend to purchase Puma products since it is endorsed by Virat Kohli.	BL1					

15.	15. I look forward in repeat purchasing Puma products irrespective of the product quality since it is endorsed by Virat Kohli.	BL2					
16.	Celebrity endorsement creates the cornerstone for my purchasing branded fashion products.	PI1					
17.	My buying behavior depends on brand awareness induced by celebrity	PI2					
18.	After I know brand Puma, I want to try different Puma products.	PI3					
19.	After I know brand Puma and Virat Kohli endorsement, I want to try different Puma products.	PI4					

Thank you for the responses, your contribution will definitely help me in building up an insightful research.

Appendix II – Questionnaire in Español for Spanish Customers.

Querido señor, señora,

Como estudiante de investigación de la Universidad de Barcelona, estamos estudiando el comportamiento del consumidor en el campo de la industria de la moda. Queremos comprender cómo el respaldo de las celebridades ayuda a la marca a crecer y comprender el comportamiento de compra del consumidor. El estudio descubre el papel de Celebrity Endorsement, en este caso es el famoso deportista Lionel Messi quien respalda a la marca de moda Adidas en el comportamiento de compra del consumidor de los artefactos de Adidas.

Sección I - Detalles demográficos

¿Eres español, actualmente residente en España?

- Si
- No

¿Ha realizado compras en línea o fuera de línea en el último año?

- Si
- No

Género

- Mujer
- Hombre
- Prefiero no decirlo

Grupo de edad

- Menores de 18
- 18 – 25
- 26 – 35
- 36 – 45
- Mayores de 45

Ocupación

- Estudiante
- Trabajador
- Trabajadores por cuenta propia
- Ama de Casa
- Retirado/a

Sección II - Evaluación de la influencia del respaldo de celebridades en el comportamiento de compra del cliente. De la siguiente lista, elija la que mejor se adapte a su respuesta. 1: Totalmente en desacuerdo, 2: En desacuerdo, 3: Neutral, 4: De acuerdo, 5: Totalmente de acuerdo.

No.	Question	Question Code	1	2	3	4	5
1.	Lionel Messi tiene una apariencia atractiva.	PA1					
2.	Lionel Messi es guapo	PA2					
3.	Lionel Messi tiene un aspecto elegante	PA3					
4.	Lionel Messi siempre representa una imagen confiable	CR1					
5.	La imagen de Lionel Messi respaldando a Adidas parece ser confiable	CR2					
6.	Creo que la presencia de Lionel Messi en un anuncio hace que Adidas sea más creíble	CR3					
7.	Creo que Lionel Messi usa productos Adidas	CR4					
8.	Creo que el uso del respaldo de celebridades me familiariza con ciertas marcas de moda	BA1					
9.	Conozco a Adidas porque está respaldado por Messi	BA2					
10.	Creo que Messi puede aumentar el conocimiento de la marca de los productos Adidas	BA3					
11.	Es probable que explore más productos de Adidas porque están respaldados por Messi	BA4					
12.	La calidad deseada está garantizada cuando un producto está respaldado por una celebridad	PQ1					
13.	La calidad de los productos de Adidas es alta porque está respaldada por Messi	PQ2					
14.	Tiendo a comprar productos Adidas ya que están respaldados por Messi	BL1					

15.	Espero volver a comprar productos Adidas independientemente de la calidad del producto, ya que está respaldado por Messi	BL2					
16.	El respaldo de las celebridades crea la piedra angular de mi compra de productos de moda de marca	PI1					
17.	Mi comportamiento de compra depende del conocimiento de la marca (Brand Awareness) inducido por celebridades	PI2					
18.	Después de conocer la marca Adidas, quiero probar diferentes productos de Adidas	PI3					
19.	Después de conocer el respaldo de la marca Adidas y Messi, quiero probar diferentes productos de Adidas	PI4					

Gracias por las respuestas, su contribución definitivamente me ayudará a desarrollar una investigación profunda.

Appendix III – Demographic details of the respondents

This section provides demographic information of the respondents of both the countries. A total of 249 completed and valid questionnaire was accepted for Indian sample and a total of 237 valid and completed questionnaire was taken into consideration for Spanish sample. Below table explains the Gender profile of the respondents.

Gender	Indian Sample	Spanish Sample
Male	118	104
Female	131	131
Prefer not to disclose	00	02
Total	249	237

The following table explains the Age profile of the respondents:

Age Group (Years)	Indian Sample	Spanish Sample
18 - 25	150	21
26 - 35	80	56
36 - 45	10	46
Above 45	9	114
Total	249	237

The following table explains the occupation category of the respondents:

Occupation Category	Indian Sample	Spanish Sample
Student	141	17
Job/Service	76	193
Self Employed	21	23
Retired	01	04
Housewife	10	00
Total	249	237

