

Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust

— *Review of* —
**Integrative
Business &
Economics**
— *Research* —

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ABSTRACT

This paper looks into the significant impact of celebrity endorsement on the willingness of Indian female customers to purchase specific cosmetics brands, which is one of the fastest-growing markets due to rapid consumer awareness, particularly among females, through the influence of expected quality and brand confidence. The study provides a model that indicates the significant impact of celebrity endorsement on Indian females' purchase intent through impact on expected quality and confidence in the brand. The authors have collected the data samples from 400 female respondents and the results analyzed with SPSS v.25 & AMOS v.26, which suggests that celebrity endorsement has a significant impact on purchase intention through perceived quality and brand trust.

Keywords: Celebrity Endorsement; Perceived Quality; Brand Trust; Purchase Intention.

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1. INTRODUCTION

1.1 BACKGROUND

Brands increase the likelihood of exposure, confidence, and knowledge with celebrities endorsing their products that are significant variables in the purchasing decision-making process. Customers would connect the popularity, appearance, athletic abilities, etc., of the celebrities when a celebrity endorses a specific product. It is a direct impact of psychological effect where people start assuming that a product advertised by a celebrity they adore would help in imitating the same characteristics as that of celebrity. The fundamental aim of every organization is to create and maintain sustained customer

relationships to achieve a competitive advantage in the market (Bapat and Thanigan, 2016). For a long time, companies have used celebrity endorsement as a marketing approach to capture customers' attention and create global awareness and the presence of their brands. With an upsurge of social media in the consumer's purchase journey, companies focus on evolving endorsement activity across different channels. Celebrity endorsement reflects the attributes and qualities of products that help in increasing the acceptance rate of consumers. Consumer trust in their favorite celebrity transfers the trust to brand (Biswas *et al.*, 2006). This approach can help to become a part of consumer's memory and promote brand names.

Consumer purchasing is a complex process that includes several factors like Price, Quality, knowledge about the product, and celebrity face associated with the brand. This study mainly focuses on the inclination of Indian females towards cosmetics brand purchase intention with the influence of celebrity endorsement through impacting perceived Quality and Brand Trust.

According to research and Markets, the Indian cosmetics market is worth 13191.23 million dollars in 2020 and might expand by 16.39% in the future. The emergence of increasing willingness towards skincare and other products to look beautiful is one of the critical factors driving the cosmetic market growth. The cosmetic market for women in India is an emerging and high growth potential market with continuous involvement & improvement of new products.

Some studies suggest that customers believe that goods and services endorsed by celebrities are of high Quality (Jaffari and Hunjra, 2017). Customers start putting their trust in them, leading to purchase decisions irrespective of the price of products and services. Also, on top of these, no study prior has looked at the impact celebrity endorsement has on Indian females' cosmetic products purchase intention through joint mediators, i.e., perceived Quality and Brand Trust.

1.2 RESEARCH PURPOSE

All businesses want to know what aspects influence their customers' purchasing decisions in the competitive market. The primary aim of this research is to determine the direct and indirect effects of celebrity endorsement on specific products/services and the mediating effect of customers' perception of quality and trust in endorsed brands. This research will significantly help in answering the following questions:

- Do celebrity endorsements incline consumers towards enhancing willingness to purchase?
- Do celebrity endorsements stimulate consumer's expected quality and brand trust that triggers purchase decisions?
- Do celebrity endorsements aura enhance customers' perception of product

quality and brand trust that results in purchase decisions?

Consumers nowadays are intelligent and curious, making it difficult to sway them just through glitz and flash. Consumers currently seek commercials that detail benefits and higher quality and value associated with specific products. The entire concept of advertising has evolved as a result of consumer knowledge. To increase consumers' trust and perceived excellence in certain brands, brands now emphasize innovativeness with a dash of celebrity glamour.

The current study would add to the body of knowledge by gathering data on the factors that impact consumer purchasing decisions and the perceived quality and trust in celebrity-endorsed products. Also, only a few studies in India revealed female customers' willingness to purchase based on celebrity endorsement via perceived quality and brand trust.

2. LITERATURE REVIEW

2.1 HYPOTHESIS AND MODEL DEVELOPMENT

2.1.1 Celebrity Endorsement and Purchase Intention

The credibility, popularity, and attractiveness of celebrities tend to develop a positive brand image and buying intent among people (Farrell *et al.*, 2000; Hung, 2014). Companies can easily connect directly to customers by using celebrity endorsement as celebrities are thought to be vivacious, attractive, and trustworthy (Atkin & Block, 1983; Kamins, 1990).

Organizations have used various innovative strategies to maintain consumers' sustainability and lower the rate of customers transferring from one brand to another. It has been observed that people pay more attention to their favorite celebrities' ads and will be more inclined to purchase the products than non-endorsed products (Wei & Lu, 2013). Celebrity endorsement affects advertisement performance, brand awareness, brand recall, buying intent, and consumer buying behavior (Hollensen and Schimmelpfennig, 2013; Spry *et al.*, 2011). The impressiveness/attractiveness is more likely that celebrity endorser effects customers' buying decisions (Liu *et al.*, 2007). Likable reputation and source credibility increase exposure to the promotional message and positive feeling that eventually contributes to buying intentions & customers get emotionally attached to it at the time of purchasing (Yilmaz *et al.*, 2011).

The transaction aims to gather all pertinent details for the customers. However, since customers cannot store all information, they can easily identify with celebrities, strive to be like them, dress like them, and bond with them (Biehal *et al.*, 1992).

2.1.2 Celebrity Endorsement and Perceived Quality

Perceived quality is the subjective perception of the brand in the minds of consumers (Cheng *et al.*, 2014). Celebrities are selected to create a permanent feeling so intense that it can convince the customer to purchase. Therefore celebrities can also help to boost the specific brand perceived quality, thereby enabling the brand managers to charge higher premiums (Erdogan *et al.*, 2001).

The celebrity endorser makes customers pay high premiums and be more faithful towards a specific brand. (Mela *et al.*, 1997). Perceived quality influences brand trust and customer satisfaction and often improve as the brand's perceived quality increases, contributing to brand loyalty (Ha *et al.*, 2011).

2.1.3 Celebrity Endorsement and Brand Trust

Trust in a brand is a belief that a particular brand is reliable and can pay attention to the interests and welfare of consumers (Keller, 2008). Having faith in the product/service provider generates and builds long-term trust (T. (Terry) Kim *et al.*, 2009). Trust is the willingness of a brand to be trusted based on customer trust in a specific product capable of fulfilling the value promised and prioritized consumer's interests.

Competent and expert celebrities prefer to be more honest and reliable to customers (Hung *et al.*, 2011). Consumers appear to unintentionally pass their impressions of celebrity endorsers to brand because of their faith in celebrity endorsers (Biswas *et al.*, 2006).

2.1.4 Perceived Quality and Purchase Intention

Perceived quality is the customer's impression of a product. On the other hand, this sensation develops as a residue of attributes of the product, such as quality, efficiency, and performance (Y.-J.Kim and Na, 2007). The perceived quality of a product influences a customer's purchase decision; if the perceived quality increases, customer purchase intention is also affected.

Various studies have shown that perceived quality stimulates purchasing intentions and builds a competitive advantage (Snoj *et al.*, 2004). Customers accept only those products with high perceived quality, and customers ignore brands with low perceived value (Hellofs and Jacobson, 1999).

Perceived quality helps brands maintain high-end and low-end positions in the market and increases purchase intentions. Objective Quality and perceived Quality are two different perspectives that help in measuring product quality. Objective quality is related to the measurable aspect of the product, and perceived quality relates to consumer's perceptions of Quality (Subrahmanyam, 2004). In contrast to objective quality, perceived quality strongly influences buying intent (Patzner, 1985).

2.1.5 Brand Trust and Purchase Intention

The term "intention to buy" is any action taken by the exchange in response to a customer's overall appraisal of a product/service. It is a positive behavior towards a particular thing (Lin and Ching Yuh, 2010). It refers to customers' willingness to consider purchasing (Dodds *et al.*, 1991) that reflects customers' choice of future purchase (Lin and Ching Yuh, 2010).

Customer satisfaction and support for an enterprise rise when they have a favorable outlook toward the goods they have purchased, and consumer trust advances purchasing intention, and customers may continue to buy (Lin and Ching Yuh, 2010). Figure 1 depicts a conceptual structure for understanding the link between independent and dependent variables in the current analysis. The following seven hypotheses are formulated based on the study model:

H1: Celebrity endorsement has a beneficial impact on customers' purchase intention

H2: Celebrity endorsement has a beneficial impact on perceived quality

H3: Celebrity endorsement has a beneficial impact on brand trust

H4: Perceived quality has a beneficial impact on customers' purchase intention.

H5: Brand trust has a beneficial impact on purchase intention

H6: Perceived Quality has an intermediary effect on the relationship between celebrity endorsement and purchase intention.

H7: Brand Trust has an intermediary effect on the relationship between celebrity endorsement and purchase intention

3. METHODOLOGY

3.1 Research Model

The independent variable used in this study is Celebrity endorsement (attractiveness, credibility, and trustworthiness). Perceived quality and brand trust are the analysis's mediating variables, and the dependent variable is Purchase Intention (**Figure 1**).

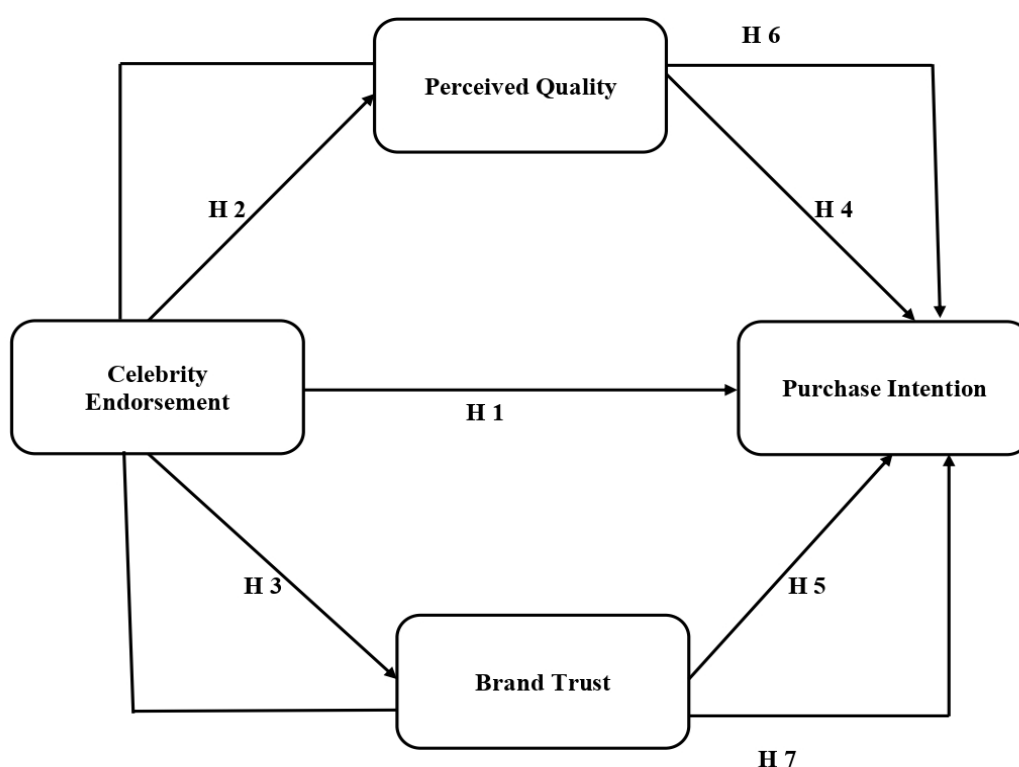


Figure 1: Research Structure

3.2 Research Analysis Tools

As per the literature of review, celebrity endorsement positively associates with perceived quality, brand trust, and purchase intention, but the main point of investigation is the role of mediators to show the connection between celebrity endorsement and purchase decision. In this research, the authors designed the questionnaires based on previous studies to collect the information. The population included female Indian Customers using cosmetics brands.

EFA (Exploratory Factor Analysis) in SPSS v.25 is employed to create factors in dimensions, and then research is analyzed with CFA (Confirmatory Factor Analysis) in AMOS v.26. SEM (Structural Equation Model) is used to test the theoretical model to define the set of variables and reflect each construct's relationship.

The authors used the following terminologies for variables – CE- Celebrity Endorsement; PQ- Perceived Quality; BT- Brand Trust; PI- Purchase Intention

3.3 Sample and Data Collection Method

Samples of 400 Indian females are collected to test the structured model as they are the most important customers of Cosmetic products. The questionnaire was designed as a survey instrument on online google forms and distributed through Facebook, What's

app, Instagram.

The questions included in questionnaires are designed based on the review of literature and research in a particular field. The survey questionnaires consist of five sections created on 5-point Likert Scale. The first section consists of sample characterization. The second section consists of Celebrity endorsement (Endorser attractiveness, expertise, Credibility, Product match-up) with six items (McCracken, 1989; Ohanian, 1990; Rashid *et al.*, 2002). The third section consists of Perceived Quality reflecting five items (Spry *et al.*, 2011; Yee *et al.*, 2011). The fourth section consists of Purchase intention indicating five items (Tingchi Liu and Brock, 2011). The fifth section consists of Brand Trust with six items (Chaudhuri and Holbrook, 2001; Delgado-Ballester *et al.*, 2003; Li *et al.*, 2017). Respondents indicated their level of agreement level of each item of the sections on a 5-point Likert scale denoted by "strongly disagree (=1)" to "strongly agree (=5)".

4. ANALYSIS OF RESULT

4.1 Demographic Profile of Respondents

A total of 400 responses (Females) from metropolitan cities using cosmetics products were studied, and Ages range from 20- 40 and above. Whereas most respondents were within 20-24 Years, most of them were Working Professionals with 52%.

Table 1: Demographic Respondents

Demographics Profile	Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Age	20-24	154	38.5	38.5	38.5
	25-29	144	36	36	74.5
	30-34	49	12.3	12.3	86.8
	35-39	46	11.5	11.5	98.3
	40 and above	7	1.8	1.8	100
	Total	400	100	100	
Occupation	Student	135	33.8	33.8	33.8
	Working Professional	208	52	52	85.8
	Businessperson	38	9.5	9.5	95.3
	Other	19	4.8	4.8	100
	Total	400	100	100	

According to **Table 2**, Indian female consumer's frequency of buying cosmetics products shows a high percent with 28.5% that indicates they prefer buying cosmetics every six months.

Table 2: Frequency of Buying Cosmetics

FREQUENCY OF BUYING COSMETICS				
Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Once a month	73	18.3	18.3	18.3
Every two months	77	19.3	19.3	37.5
Every three months	89	22.3	22.3	59.8
Every six month	114	28.5	28.5	88.3
Once in a year	37	9.3	9.3	97.5
Other	10	2.5	2.5	100
Total	400	100	100	

4.2 Exploratory Factor Analysis (EFA)

The current study employed Exploratory Factor Analysis to examine the interrelationships between different variables and explain them in terms of their common underlying factor (Hair *et al.*, 2018). EFA is used to examine internal reliability, assess the factor structure of measurements, and uncover underlying structures in study variables (Tabachnick and Fidell, 2007). The correlation pattern involves four factors from 22 items, each moving together to reflect a specific factor. Below **Table 3** reflects the factor loading of all constructs fulfilling the minimum fit criteria.

EFA removed items with a value of less than 0.5 and items with cross-loadings. Authors omitted some items - CE6, PQ4, PI1, and PI2 due to low correlations and low factor loading, and Cronbach's alpha values (0.783 through 0.907), indicating internal consistency for each factor.

Table 3: Exploratory Factor Analysis (Pattern and Structure Matrix)

CONSTRUCT	CRONBACH'S ALPHA	VARIABLES	FACTOR			
			1	2	3	4
BRAND TRUST	0.907	BT1_	0.713			
		BT2_	0.816			
		BT3_	0.784			
		BT4_	0.834			
		BT5_	0.7			
		BT6_	0.832			
CELEBRITY ENDORSEMENT	0.833	CE1_		0.738		
		CE2_		0.734		
		CE3		0.706		
		CE4_		0.664		
		CE5		0.638		
PERCEIVED QUALITY	0.823	PQ1_			0.774	
		PQ2_			0.763	
		PQ3_			0.718	
		PQ5_			0.554	
PURCHASE INTENTION	0.783	PI3_				0.806
		PI4				0.57
		PI5				0.649

4.3 Confirmatory Factor Analysis (CFA)

After excluding some items in the previous process, the authors employed the CFA model to confirm the validity of the measurement model using AMOS version 26 with 16 observed items of 4 variables, i.e., Celebrity Endorsement, Perceived Quality, Brand Trust, and Purchase Intention as reflected in **Figure 2**, and an initial measurement model adequacy is determined.

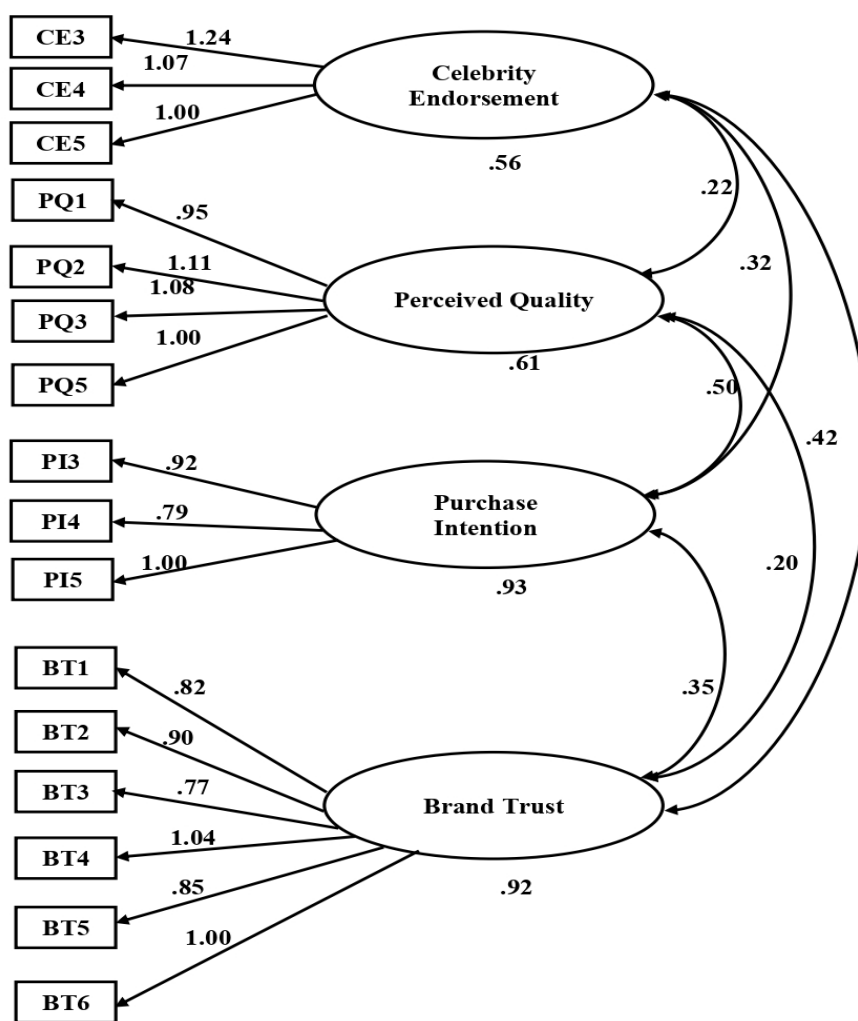


Figure 2: Hypotheses CFA Model

The goodness of fit indices is noted in **Table 4** that reflects the overall model fit. The results in the table shown below showed that CMIN/DF (minimum discrepancy per degree of freedom) is 2.287, and it indicates a good fit; also, the CFI (Comparative Fit Index) measures the difference between the target and independent model and its value shows 0.959 higher than standard fit 0.95 thus, considered a good fit. SRMR (Standardized Root Mean Square Residual) is the standardized difference between actual and expected correlation, and the value indicated in **Table 4** is 0.0464, which is less than a standard fit and is considered a good fit. RMSEA (Root Mean Square Error of Approximation) is 0.057, indicate approximation error, and PCLOSE (p of close fit) is a one-sided null hypothesis test measure. If the value is greater than 0.05, it indicates a close fit of the model thus, below **Table 4** shows the PCLOSE value is 0.124 Indicating a good fit for the model after observing the overall fit indices model examined for reliability and validity as shown in **Table 5**.

Table 4: Model Fitness

MEASURE	STANDARD FIT	RESULT	REMARKS
CMIN/DF	<3 good; <5 sometimes Permissible	2.287	Good
CFI	>.95 great; >.90 acceptable; >.80 sometimes permissible	.959	Great
SRMR	$0 \leq \text{SRMR} \leq .05$ good	.0464	Good
RMSEA	< .08 good	.057	Good
PCLOSE	$\text{PCLOSE} \geq .05$.124	Good

Notes: **CMIN/DF**- Minimum Discrepancy per Degree of Freedom; **CFI**- Comparative Fit Index; **SRMR**-Standardized Root Mean Square Residual; **RMSEA**- Root Mean Square of Error Approximation; **PCLOSE** (p of close fit)

4.4 Reliability and Validity

Reliability is defined as the degree to which test scores are free of measurement errors or other types of errors that occur while measuring something. Inaccurate findings will result from the unreliable calculation, which will result in an insignificant association between variables, and validity is concerned with determining whether variables are being defined correctly (*Mujis.Pdf*, n.d.).

CR (Composite Reliability) measures reliability that indicates internal consistency reliability when its value exceeds 0.7 (Fornell & Larcker, 1981; Gefen & Straub, 2005). Below **Table 5** CR value indicates good internal consistency reliability. The obtained coefficients were: 0.784 for Purchase Intention; 0.765 for Celebrity Endorsement; 0.825 for Perceived Quality and 0.910 for Brand Trust. To get acceptable validity, the Average Variance extracted should be above or equal to 0.5 (Bagozzi & Yi, 1988) and the MSV (Maximum Shared Variance) should be lower than AVE (Hair *et al.*, 2018). Below **Table 6** indicated AVE & MSV values fulfilling the criteria for Discriminant Validity (Gefen & Straub, 2005). Thus, the outcomes for AVE for all constructs are above 0.5, and MSV coefficients are lower than AVE, reflecting no discriminant validity issues.

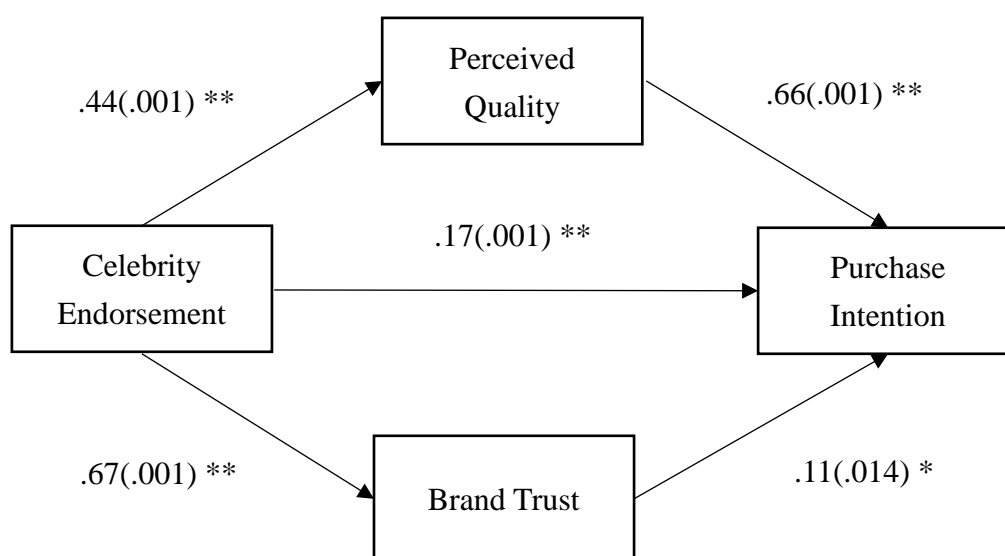
Table 5: Validity and Reliability Results

	CR	AVE	MSV	MaxR(H)	PI	CE	PQ	BT
PI	0.784	0.549	0.450	0.794	0.741			
CE	0.765	0.522	0.352	0.775	0.449	0.723		
PQ	0.825	0.541	0.450	0.831	0.671	0.370	0.736	
BT	0.910	0.629	0.352	0.919	0.377	0.593	0.267	0.793

Notes: **CR**= composite reliability; **AVE**= Average Variance Extracted; **MSV**= Maximum Shared Variance; **MaxR(H)**= Maximum reliability; **PI**= Purchase Intention; **CE**= Celebrity Endorsement; **PQ**= Perceived Quality; **BT**= Brand Trust

4.5 Structural Equation Modeling (SEM)

The below diagram shows the final structural equation model obtained through AMOS 26 to examine the link between all variables. The variance explained by Purchase intention is 27 percent, 47 percent for Brand Trust, and 41 percent for perceived quality, and the hypothesis is tested to check the significant path between the variables as depicted in **Figure 3**.

**Figure 3: Structural Model**

Notes: * $p < 0.05$, ** $p < 0.01$

4.6 Regression estimates of constructs

The coefficient parameter is one of the most important aspects of a structural equation

model. The parameter estimates are used to generate the approximate covariance for the structure models. If CR (Critical Ratio value) is greater than 1.96, the parameter value is statistically significant at a .05 level. The authors have examined five causal paths in the current research considering path estimates and CR values.

Results presented in **Table 6** shows that designed hypothesized paths are significant in all cases. The hypothesized path between Perceived Quality and Celebrity Endorsement with a CR value of 9.776 is statistically significant at p-value 0.001, Brand Trust, and Celebrity endorsement with CR 18.129. statistically significant at p-value 0.002, Purchase Intention and Celebrity endorsement with CR 3.99 statistically significant at p-value 0.001, Purchase Intention and Perceived Quality at CR value 19.768 statistically significant at (p=0.001) and Purchase Intention and Brand Trust at CR 2.82 also statistically significant at (p=0.013).

Table 6: Regression Weights

Relationship between variables	Estimate	SE (Standard Error)	CR (Critical Ratio)	P-value
PQ <---CE	0.473	0.048	9.776	.001**
BT<---CE	0.931	0.051	18.129	.002**
PI<---CE	0.224	0.056	3.99	.001**
PI <---PQ	0.798	0.04	19.768	.001**
PI<---BT	0.107	0.038	2.82	.013*

Notes: *p<0.05, **p<0.01

4.7 Hypothesis Results

The Standardized regression weight table shows statistical significance for all hypotheses. As per our hypothesis developed below **Table 7** shows **Hypothesis 1-** Celebrity Endorsement positively impacts Purchase Intention at ($\beta=0.171, p=0.001$); **Hypothesis 2-** Celebrity Endorsement positively impacts perceived Quality at ($\beta=0.44, p=0.001$); **Hypothesis 3-**celebrity Endorsement positively impacts Brand Trust at ($\beta=0.672, p=0.001$); **Hypothesis 4-** Perceived Quality positively impacts Purchase intention at ($\beta= 0.657, p=0.001$) ; **Hypothesis 5-** Brand Trust positively impact Purchase intention at ($\beta=0.114, p=0.14$)

Below table 9 shows the hypotheses result and interpretation of the study:

Table 7: Hypothesis Results

Hypothesis	Relationship	Estimate (β value)	p-value	Interpretation
H1	PI <--- CE	0.171	.001**	Supported
H2	PQ <--- CE	0.44	.001**	Supported
H3	BT <--- CE	0.672	.002**	Supported
H4	PI <--- PQ	0.657	.001**	Supported
H5	PI <--- BT	0.114	.014*	Supported
H6	PI <--- PQ <--- CE	0.378	.001**	Supported
H7	PI <--- BT <--- CE	0.100	.013*	Supported

Notes: * $p < 0.05$, ** $p < 0.01$

4.8 Test Results of Structural effects

Authors employed the bootstrap method with a 2000 sample and 95% confidence interval to examine the intervening effect of Perceived Quality and Brand Trust on the relationship between celebrity endorsement and purchase intention. Below **Table 8** shows that celebrity endorsement, perceived quality, and brand trust directly and significantly impact purchase intention with path coefficients 0.171 at $p=0.001$, 0.657 at $p=0.001$, and 0.114 at $p=0.14$. The results indicated that the direct effect of perceived quality on purchase intention is more robust than that of brand trust & celebrity endorsement. Celebrity endorsement indirectly affects purchase intention through two paths (via perceived quality and brand trust). Through perceived quality, the path coefficient value is $(0.44 \times 0.657 = 0.289)$, and through brand trust, the path coefficient value is $(0.672 \times 0.114 = 0.076)$; as a result, the total effect is 0.365 $(0.289 + 0.076)$. Thus, the outcome indicating and proving **Hypothesis 6**- perceived quality act as an intermediary between celebrity endorsement and purchase intention is supported at $(\beta=0.378, p=0.01)$ and **Hypothesis 7**- Brand Trust act as an intermediary between celebrity endorsement and purchase intention and supported at $(\beta=0.100, p=0.13)$. Thus, all hypotheses designed are accepted.

Table 8: Mediation Results

Independent Variable (IV)	Dependent Variable (DV)	Direct effect	Total Indirect effect	Total effects
Celebrity Endorsement		0.171**	0.365** (0.44×0.657+0.672×0.114)	0.537**
Perceived Quality	Purchase Intention	0.657**	-	0.657**
Brand Trust		0.114*	-	0.114*
Celebrity Endorsement	Perceived Quality	0.44**	-	0.44**
Celebrity Endorsement	Brand Trust	0.672**	-	0.672**

Notes: * $p < 0.05$, ** $p < 0.01$

5. DISCUSSION

5.1 Findings and Conclusions

Given the development of the research model with the help of prior literature, our research model explains the role of celebrity endorsement different dimensions play that trigger purchase intention in Indian female consumers towards purchase intention. The investigation of this research shows that results support all hypotheses designed. The research's most vital study concerns the intervening result of brand trust and perceived quality on purchase intention. It demonstrates that celebrity endorsement plays a vital role in customers' purchase decisions. Furthermore, this study discovered that brand trust and perceived quality mediates the celebrity endorsement and purchase intention relationship.

The primary goal of any business is to preserve consumer trust, which turns regular consumers into long-term loyal customers by enhancing the customer's perception of the product's expected quality. When a firm retains customer trust and the excellence of brands, it is more likely to retain customers while sustaining its competitive advantage and remaining ahead of the competition. Also, the study suggests that young females between the age of 20-24 years are keener towards buying branded cosmetics products. Celebrities have a major influence on the minds of young generations to incline them towards purchasing Brands by attracting customers through glamour.

5.2 Managerial Implications

This research will help the practitioners and managers to recognize the importance of brand endorsement. The findings reveal that brand endorsement is an antecedent to perceived quality, brand trust, and purchase intention. The practitioners and managers should build strategies for setting up the brand endorsement, increase clients' perceived quality and purchase intention, such as entering the right target market, highlight the brand's unique characteristics of the specific product, provide the assurance of quality, avoid and reduce business risk. If the clients receive a favorable brand endorsement, clients' purchase intention will increase through perceived quality and brand trust. Moreover, the practitioners and managers could find the factors affecting brand endorsement to increase clients' perceived quality and brand trust, such as looking for the right endorsers or other alternatives, enhancing brand image and trust, and increasing interaction with clients.

5.3 Study Limitations, Contributions, and Future Research

Research limitation identified with the type of research sampling and female population to gather information which might influence outcomes of result when considering population. Also, the present research only focuses on India's cosmetic industry. This ongoing research may not be generalizable to all other industries or countries. In addition, this research looks at the intervening effects of perceived quality and brand trust on the relationship between brand endorsement and purchase intention. Therefore, the generality of the model is restricted since there are two intervening factors. Finally, this study aimed at only cosmetic products endorsed by Celebrities, which might not be applicable in advertisements of other products.

The study contributes to the literature because it demonstrates the central role celebrities play in influencing customers' minds, which indirectly builds a positive image of product quality and trust in brands, which leads to purchase decisions. Also, in terms of practical implications, it will help companies that spend massive money on celebrities to endorse their products to gain competitive advantage by improving the contents of advertisement with continuous innovation and improvement to maintain the future trust in the brand.

Researchers can study both male & female population behavior towards Organic cosmetic brands with fascinating culture and human behavior factors in the future. Also, future research could focus on emerging social media perspectives and revolutionary change in the advertising industry. Future researchers can also focus on different methods of data obtainment to conduct similar research.

ACKNOWLEDGEMENT

The present work is an effort to show the role of Celebrity Endorsement on building

and maintaining customer's perceived quality and brand trust that triggers the intent to choose and buy specific cosmetic brands, especially for females in India. To accomplish the desired work and study, I would like to express my sincere gratitude to my mentor and advisor, Dr. Yu-Chuan Huang, for her continuous support and guidance in completing this research paper. Her knowledge and inspiration kept my work on track, and without her, this study would not have been possible.

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