



Moderating effect of Brand Loyalty on the relationship between Celebrity Endorsement and Consumer Purchase Behaviour of Kaduna State University Students

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Abstract

This study examined the moderating effect of brand loyalty on the relationship between celebrity endorsement and consumer purchasing behavior at Kaduna State University (KASU). A total of 259 surveys were preserved and evaluated. Celebrity Attractiveness (5 questions), Trustworthiness (4 items), and Purchase Behavior (4 items) were examined using the Pokhrel (2023) Educators Survey (CE) to gauge the celebrity endorsement dimension. The study's results indicate that celebrity attractiveness does not substantially affect consumer purchasing behaviors. While celebrity trustworthiness exhibited a statistically significant correlation with consumer buying behavior, the relationship was negative, indicating that an increased perception of celebrity knowledge does not inherently lead to heightened consumer purchasing motivation in the study context. The study concludes that celebrity Attractiveness and Trustworthiness together account for 22.7% of the variation in consumer purchasing patterns. The study recommends that businesses should put more money into product quality, consumer involvement, and emotional happiness because these factors encourage long-term loyalty and purchases, while loyalty and attractiveness have little effect.

Keywords: Celebrity endorsement, Consumer Purchase Behaviour, Celebrity Trustworthiness, Brand Loyalty.

1. Introduction

Nowadays, many businesses and organizations rely on celebrities to promote their products and get them in front of customers (Wang, 2024). Many firms employ celebrity endorsements to increase sales, but many are unaware that the endorser they choose has a major impact on consumer purchasing behavior. If caution is not exercised, they risk selecting a bad endorser who is not a good fit for the product (Hu, 2024; Awah, Mfon, & Ibok, 2024; Aprianto, Surajiyo, Suwarno, & Santia, 2024). Celebrity endorsements have a significant impact on people's purchasing behaviors. It draws customers and, as a result, enhances firm

productivity; superstars do not always have an impact on a person's purchasing decisions.

Celebrity appeal is described as a multidimensional concept that marketers have embraced (Gilal et al., 2020). Celebrity attractiveness is the most effective feature for promoting marketing messaging (Hur, Chung & Park, 2025). As a result, it is believed that organizations are more interested in celebrities who are highly attractive and have a distinct aura than those who are not (Gilal et al., 2020). It has been discovered that a celebrity recruited to endorse a product must be physically attractive in order to leave a

favorable impression on consumers. This is because pleasant celebrities excel in influencing consumer impressions of products (Hu, 2024; Dao, Bui, Hoang & Martinez, 2025).

According to Rather (2021), brand loyalty is a complex phenomenon that includes both behavioral loyalty (repeated patronage) and attitudinal loyalty (psychological and emotional attachment to the brand). He thinks that customer identification with the brand, affective commitment, satisfaction, and trust all work together to create brand loyalty. These aspects ensure client retention, positive referrals, and resistance to competitor products in service industries such as hospitality. According to Islam, Rahman, and Hollebeek (2023), brand loyalty is the outcome of customer happiness, brand trust, and emotional involvement, all of which contribute to long-term relationships between consumers and businesses.

However, it has a huge impact on how people see the choice of any product; they always assume that if their favorite celebrity uses a specific product, they should use it as well in order to copy them (Ahmed et al., 2015). Celebrities are those who are well-known in the general public for their accomplishments in various industries such as sports, entertainment, politics, broadcasting, business, and others. Every year, advertisers spend millions of dollars on celebrity endorsement deals, claiming celebrities as powerful brand ambassadors (Muda, Musa, Naina, & Borhan, 2014; Malik & Qureshi, 2016). Nowadays, many firms use celebrities in their commercials in the hopes of leaving a lasting impression on customers. We see well-known Kanny Wood celebrities endorse a certain brand by appearing in billboard, newspaper, and television advertisements. Ali Nuhu, for instance, is a well-known actor and brand ambassador for Checkers Custard, Ayoola

Foods Colgate, Hadiza Aliyu Gabon Dangote Foods, Mai Kwabo and Onga, Sani Danja Master Card and Glo, Maryam Booth Ajinomoto, and Jamila Umar Nagudu Viva Detergent. However, these corporations aggressively invest in Kannywood superstars for their advertisements in order to increase profits. Celebrity endorsements generally affect how people act as consumers, but there isn't much research on how brand loyalty changes this effect in different markets or industries, like telecom, or digital services. Professionals don't have industry-specific knowledge about when celebrity endorsements are most likely to lead to sales (Podobed, 2024; Zafar et al., 2025). Most previous research on celebrity endorsement emphasizes direct correlations with consumer outcomes (such as purchase intention) and frequently regard variables such as brand loyalty as mediators, rather than moderators that can amplify or diminish effects (Hassan, 2023; Malik & Shah, 2024; Chou, Chen & Shen, 2024; Jiang, Khong, Gan, Turner, Teng & Xavier, 2024). This creates a theoretical void in comprehending the mechanisms and timing through which celebrity endorsement affects consumer purchasing behavior in relation to varying levels of customer loyalty.

Brand loyalty is an appropriate moderator in this study as it influences consumer responses to celebrity endorsement messages (Fera & Praswati, 2025; Chen, Lin, Yeh, Chou & Yeh, 2025). Celebrity endorsements can make people more likely to buy something by making the brand seem more credible, attractive, and emotionally appealing (Zolkepli, Omar, Ab Rahim, Tahir & Tiwari, 2023). However, how well they work depends on how much the person already likes the brand. Customers who are very loyal tend to trust and rely on their past experiences with a brand, which makes them less likely to be swayed by outside advertising. On the

other hand, people who aren't very loyal to a brand are more likely to rely on celebrity endorsements as persuasive signals that help them make decisions about what to buy. So, brand loyalty acts as a boundary condition that makes the link between celebrity endorsement and consumer buying behavior stronger or weaker. This makes it a good moderating variable for this study, both in theory and in practice.

This study is important because it looks at how brand loyalty can change the way people buy things when celebrities endorse them. It goes beyond direct relationships to show when and under what conditions endorsement strategies work best. The study is necessary and timely because more and more businesses are using celebrity and influencer marketing in today's digital and competitive market. Understanding how loyalty affects how customers respond helps businesses use their marketing resources better. The results will be useful for marketers, advertising agencies, corporate managers, and researchers because they will provide useful information for making strategic decisions and add to what are already know about branding and consumer behavior.

To the best of the researcher's knowledge, very little study has been conducted to analyze how celebrity endorsements affect consumer purchasing behavior and the moderating function of brand loyalty in Nigeria, particularly in the country's northern region, resulting in a geographic split. Furthermore, there is currently a lack of research in Nigeria to help progress this industry. We believe that the research findings contribute to closing the current gap in the literature.

Research Question

1. To what extent does celebrity attractiveness affect consumer purchase behavior?
2. How does celebrity trustworthiness affect consumer purchase behavior?

3. To what extent does brand loyalty moderate the effect of celebrity attractiveness on consumer purchase behavior?

4. How does brand loyalty moderate the effect of celebrity trustworthiness on consumer purchase behavior?

Objectives of the Study

1. To examine the effect of celebrity attractiveness on consumer purchase behavior.
2. To investigate the effect of celebrity trustworthiness on consumer purchase behavior.
3. To determine the moderating effect of brand loyalty on the relationship between celebrity attractiveness and consumer purchase behavior.
4. To examine the moderating effect of brand loyalty on the relationship between celebrity trustworthiness and consumer purchase behavior.

Research Hypothesis

Ho1: Celebrity Attractiveness has no significant effect on Consumer Purchase Behavior.

Ho2: Celebrity Trustworthiness has no significant effect on Consumer Purchase Behavior.

Ho3: Brand loyalty has no moderating effect on the effect of Celebrity Attractiveness on Consumer Purchase Behavior.

HO4: Brand loyalty has no moderating effect on the effect of Celebrity Trustworthiness on Consumer Purchase Behavior.

2. Literature Review

Conceptual Clarification

Consumer Buying Behavior

Consumer buying behavior is the way people think, feel, and act before and during the process of buying something. It includes looking for information, comparing options, making a decision about what to buy, and actually buying something, whether online or in person

(Gupta, 2023). Hussain (2020) further defines consumer buying behavior as a deliberate intention or motivation to invest effort in acquiring a specific brand.

Bringing these ideas together, consumer buying behavior is not just an action; it is a structured decision-making process that is influenced by both internal motivations and external marketing stimuli. This means that marketing tools like celebrity endorsements may affect how people buy things in different ways, depending on how they feel about the brand and how committed they are to it.

Celebrity Endorsement

Celebrity endorsement is a marketing technique in which businesses use famous people to sell their goods or services (Manjunath & Harshitha, 2017). Scholars contend that this strategy utilizes the credibility, allure, and emotional impact of celebrities to convey favorable associations to brands (Hommiga & Prasanna, 2024; Gupta, 2023).

These definitions show how celebrities can be persuasive, but research shows that how well an endorsement works depends on how consumers see and understand the celebrity's traits. So, celebrity endorsement works through psychological factors like trustworthiness, attractiveness, and emotional attachment, which may affect how people decide to buy things.

Celebrity Attractiveness

Attractiveness encompasses more than mere physical appearance; it includes intelligence, lifestyle, personality, and accomplishments (Adam & Hussain, 2017). Priyankara et al. (2017) contend that admiration for celebrities' achievements, such as athletic prowess, amplifies their persuasive efficacy. In the same way, Ahmed, Mir, and Farooq (2012) and Wang and Scheinbaum (2017) stress that attractiveness includes both outer beauty and inner traits like intelligence and lifestyle appeal.

These studies collectively illustrate that celebrity attractiveness operates as a multidimensional construct that affects consumer perceptions. But just being attractive might not be enough to make someone buy something; how it affects people might depend on how much they already like the brand.

Celebrity Trustworthiness

Trustworthiness is the quality of being seen as reliable and honest by the person who is communicating (Griffin, 1967). In marketing, reliable sources are more convincing because they make people feel less unsure and less at risk (Friedrich et al., 2019). Liu and Guo (2017) also say that trust makes it easier to find information and makes people more sure of their decisions, especially in digital settings.

Combining these points of view, trust in celebrities makes people more likely to accept a message and believe in a brand. But its effect on buying behavior may change depending on how loyal customers are to the brand.

Concept of Brand Loyalty

Brand loyalty denotes a profound dedication to consistently repurchase or endorse a favored brand over time (Sasmita & Suki, 2020; Tehseen & Parrey, 2022). It includes both behavioral loyalty (buying the same thing again) and attitudinal loyalty (emotional and cognitive attachment) (Liu et al., 2021).

These viewpoints collectively suggest that loyal consumers demonstrate resistance to competitive propositions and promotional influences. So, brand loyalty may affect how people react to celebrity endorsements, either making them more or less likely to buy something.

Empirical Review

Empirical research demonstrates significant relationships between celebrity endorsement and customer outcomes; yet, the results are inconsistent. Li et al. (2023) found that celebrity endorsements enhance consumer loyalty and impulsive buying in

e-commerce settings, highlighting loyalty as a crucial mechanism. Saleem, Khalid, and Ahmad (2025) demonstrated that credible and attractive celebrities significantly enhanced consumer involvement and purchase behavior; however, incongruous endorsements could harm company reputation. Pranoto and Giantari (2022) established that the credibility of celebrity endorsements positively influences brand loyalty, with brand attitude acting as a mediating variable.

Integrating these findings, prior research indicates that celebrity endorsements influence consumer purchasing behavior and brand perceptions. Nevertheless, most studies focus on direct or mediating effects, neglecting brand loyalty as a moderating element. This signifies a lack of understanding of whether loyalty amplifies or reduces the relationship between celebrity endorsement and customer purchase behavior.

Theoretical Framework

The Source Attractiveness Theory, created by McGuire in 1985, says that how effective a communication source is depends a lot on how attractive, familiar, similar, and likeable it is. The theory posits that attractive and appealing sources possess greater persuasive power, as audiences are more inclined to resonate with them and assimilate their messages. This theory serves as a basis for comprehending the impact of celebrity traits on consumer attitudes and behaviors in marketing contexts.

Source Attractiveness Theory posits that celebrities who are physically and socially appealing augment persuasion via identification and aspirational allure (McGuire, 1985). Consumers often imitate appealing endorsers, which enhances positive perceptions of endorsed brands and subsequently affects purchasing choices. Empirical research substantiates this perspective, indicating that celebrity

attractiveness positively influences purchase intentions and consumer behavior (Erdogan, 1999; Wang & Scheinbaum, 2017). Thus, Ho1 is theoretically based on the premise that attractiveness serves as a persuasive signal that can affect consumer purchasing behavior.

The Source Credibility Model (Hovland & Weiss, 1951) puts more emphasis on trustworthiness, but the Source Attractiveness Theory says that being likeable and having positive feelings toward a source make people more likely to accept a message. Celebrities who are trustworthy lower the perceived risk and raise confidence in brand claims, which affects how people buy things. Studies show that endorsements from people who are credible and trustworthy have a big impact on what people buy (Ohanian, 1990; Friedrich et al., 2019). So, Ho2 is backed up by the broader persuasion framework that says that attractive and credible sources make behavioral outcomes stronger.

According to Source Attractiveness Theory, how persuasive something is depends on the audience. Brand loyalty is a kind of attitude that already exists and can either make you feel more or less connected to a celebrity you like. Consumers who are very loyal to a brand may rely more on their previous attachment to the brand than on celebrity cues. This could make the link between attractiveness and purchase less strong. On the other hand, consumers who are less loyal may be more likely to be swayed by attractive endorsers. This is in line with theories of persuasion that say that how people feel about something before they see it affects how well the message works (Petty & Cacioppo, 1986). Thus, Ho3 is based on the idea that audience predispositions (brand loyalty) have an effect on source effects.

Also, the ability of a celebrity to persuade people may depend on how loyal they are

to the brand. Customers who are already loyal to the brand may not be as affected by a trustworthy celebrity. Conversely, consumers with low loyalty may depend more on external credibility signals when making purchasing decisions. Brand loyalty is often talked about as a way to resist competing promotional influences (Oliver, 1999; Liu et al., 2021). Consequently, Ho4 is theoretically substantiated by the interplay between source attributes and audience engagement.

3. Methodology

This study employed a survey research methodology to assess the influence of celebrity endorsement on consumer purchasing behavior at Kaduna State University (KASU). The study's population comprises KASU students. All 300 level students from marketing, entrepreneurship, and business administration who are 269 students make up the student body.

Using the complete population as a sample size improves the accuracy and generalizability of the findings because it includes every eligible unit of analysis. The census sampling technique, a type of

non-probability sampling, is appropriate in this context because it allows the researcher to collect data from all student of those department, eliminating sampling error and providing a comprehensive understanding of the relationship between brand loyalty, celebrity endorsement, and overall consumer purchase behaviour (Rahman, 2023). Ten of the 269 questionnaires that were recovered were determined to be unengaged and were removed. As a consequence, 259 surveys were preserved and evaluated.

Attractiveness (5 questions), Trustworthiness (4 items), and Purchase Behavior (4 items) were examined using the Pokhrel (2023) Educators Survey (CE) to gauge the celebrity endorsement dimension. In contrast, the five-item brand loyalty scale was modified from Quayson, Issau, Gnankob, and Seidu's (2022) celebrity endorsement scale. A 5-point rating system, with always = 5 and never = 1, was applied to all of the modified objects. Face validity and content validity tests were performed on the amended items. As a result, various recommendations for upgrades and corrections were made and applied to the modified items.

MEASUREMENT MODEL ASSESSMENT

TABLE 1: ITEM LOADINGS, VIF, COMPOSITE RELIABILITY, AVE

CONSTRUCT	I			CR	AVE
	TE MS	LOA DINGS	VI F		
Brand loyalty	B		1.2	0.781	0.554
	L2	0.831	83		
	B		1.2		
	L3	0.843	88		
Celebrity Attractiveness	B		1.2	0.791	0.573
	L4	0.510	23		
	C		1.4		
	A2	0.975	36		
	C		1.5		
	A3	0.515	15		
	C		1.8		
	A5	0.709	52		

Consumer Purchase	C		1.9		
	P1	0.838	67	0.880	0.712
	C		1.6		
	P2	0.764	50		
Celebrity Trustworthiness	C		3.2		
	P3	0.917	51		
	C		2.2		
	P4	0.808	09		
	C		1.3		
	T2	0.735	66	0.901	0.695
	C		2.4		
	T3	0.911	04		
C		2.2			
T4	0.875	22			

Source: PLS Smart 4

Composite reliability (CR), average variance extracted (AVE), and factor loadings of each measurement are evaluated in order to determine the validity and reliability of the measurement model for this study. It was methodologically sound to remove five items (CA1, CA4, CT1, BL1, and BL5) from the measurement model in order to make sure that the constructs were reliable and convergent. In Partial Least Squares Structural Equation Modeling (PLS-SEM), outer loadings are the main way to check how reliable an indicator is. Items with loadings lower than the suggested threshold of 0.70 show that the indicator does not share enough variance with the construct it is based on (Joseph F. Hair Jr. et al., 2010; Joseph F. Hair Jr. et al., 2021). A loading of less than 0.70 means that the indicator explains less than 50% of the variance of the latent variable (because $0.70^2 = 0.49$), which makes measuring the construct less reliable.

Hair et al. (2021) suggest getting rid of items with loadings between 0.40 and 0.70 if doing so significantly improves Average

Variance Extracted (AVE) and Composite Reliability (CR). In this study, the deleted items did not meet the minimum threshold, and taking them out raised both the AVE and CR values above the acceptable levels ($AVE \geq 0.50$ and $CR \geq 0.70$). This shows that the constructs are more consistent with each other and have better convergent validity after item purification.

Moreover, keeping weak indicators can make measurement errors bigger and hurt the overall fit of the model and the estimates of structural paths (Christian M. Ringle et al., 2015). The model attained more resilient factor loadings by eliminating CA1, CA4, CT1, BL1, and BL5, thereby augmenting the explanatory power and stability of the constructs assessing Celebrity Attractiveness, Celebrity Trustworthiness, and Brand Loyalty. Consequently, the removal of these items was not unjust but based on established PLS-SEM guidelines, with the objective of enhancing construct validity, reliability, and the overall integrity of the measurement model.

Table 2: Heterotrait-monotrait ratio (HTMT) - Matrix

Construct	Brand Loyalty	Celebrity Attractiveness	Celebrity Trustworthiness	Consumer Purchase
Brand Loyalty				
Celebrity Attractiveness	0.399			
Celebrity Trustworthiness	0.552	0.728		
Consumer Purchase	0.270	0.211	0.381	

Source: PLS Smart 4

TABLE 3: FORNELL-LARCKER CRITERION

Construct	Brand Loyalty	Celebrity Attractiveness	Celebrity Trustworthiness	Consumer Purchase
Brand Loyalty	0.744			
Celebrity Attractiveness	0.220	0.757		
Celebrity Trustworthiness	0.325	0.577	0.844	
Consumer Purchase	0.186	-0.185	-0.315	0.834

Source: PLS Smart 4

Additional analysis was conducted to assess the discriminant validity of the measurement model. The Heterotrait-Monotrait correlation ratio (HTMT) was employed to test discriminant validity. When the estimated HTMT values are less than 0.85, a measurement model has discriminant validity (Kline, 2016). Tables 2 and 3 indicate that every computed HTMT value in this study is less than 0.85 for all constructs. This thorough validation approach increases the robustness of the measurement model by ensuring that the constructs are unique and correctly assessed. As a result, the research findings' credibility and dependability are significantly strengthened, bolstering the

study's methodological rigour and providing a solid foundation for future analysis. As a result, the above tables reveal that the study's construct reliability was not established for both the Validity and Reliability Measurement model assessments, Heterotrait-Monotrait ratio (HTMT) - Matrix, and Fornell-Larcker criterion.

Coefficient of Determination ($R^2 = 0.227$)

The R^2 value of 0.227 shows that celebrity attractiveness, celebrity trustworthiness, and the interaction effects explain about 22.7% of the differences in consumer purchase behaviour. This means that other things that aren't in the model, like product quality, price perception, social influence,

or promotional strategy, can affect what consumer purchase behaviour.

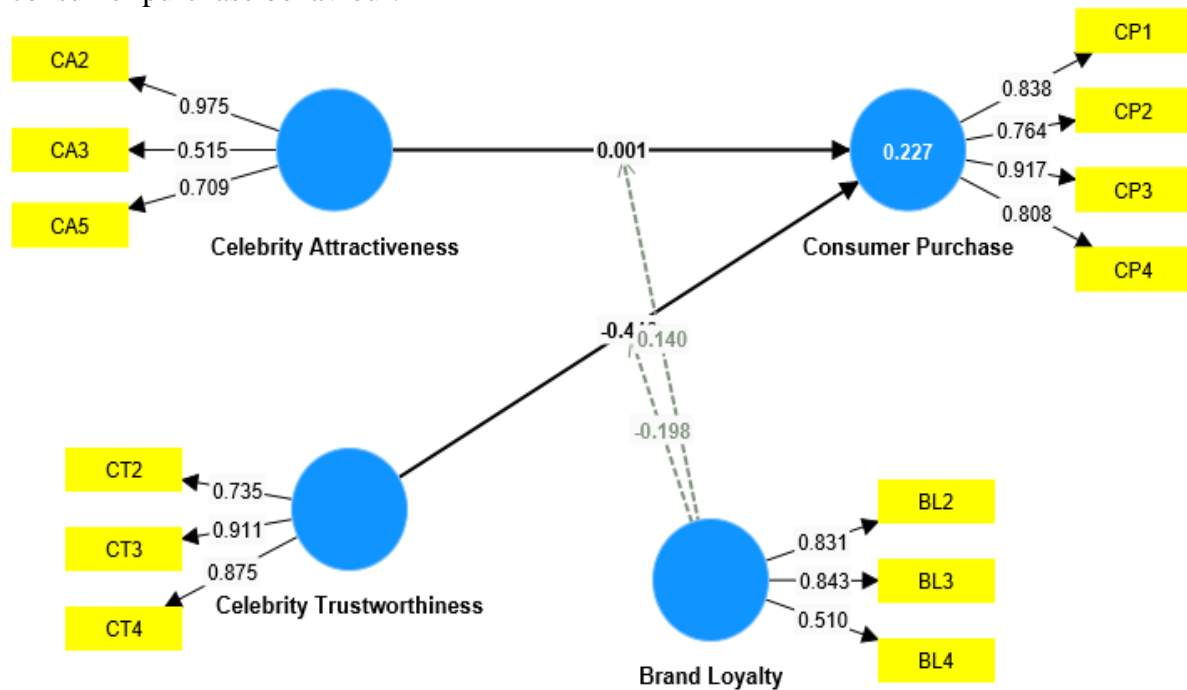


Fig 1: Measurement Model

STRUCTURAL MODEL ASSESSMENT

TABLE 4: PATH COEFFICIENT

	Original sample (O)	Sample mean (M)	(STD EV)	T statistics	P values
Celebrity Attractiveness -> Consumer Purchase	0.001	-0.021	0.203	0.06	0.995
Celebrity Trustworthiness -> Consumer Purchase	-0.446	-0.427	0.170	2.625	0.009
Brand Loyalty x Celebrity Attractiveness -> Consumer Purchase	0.140	0.067	0.199	0.702	0.483
Brand Loyalty x Celebrity Trustworthiness -> Consumer Purchase	-0.198	-0.073	0.235	0.843	0.399
R2		0.227			

Source: PLS Smart 4

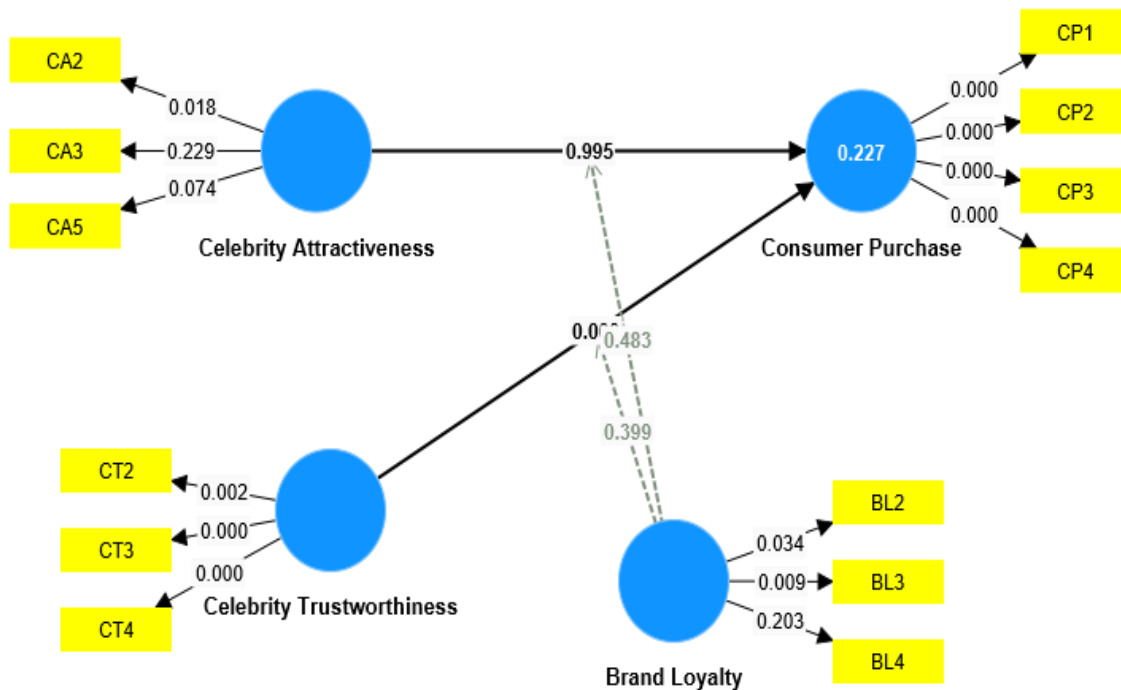


Fig 2: Structural Model

Discussion of Findings

The path coefficient results in Table 4 show how celebrity attractiveness, celebrity trustworthiness, brand loyalty interaction effects, and consumer purchase behavior are all related.

Celebrity Attractiveness and Consumer Purchase ($O = 0.001$; $t = 0.006$; $p = 0.995$)

The effect of celebrity attractiveness on consumer purchasing is positive yet insignificant. This indicates that celebrity physical attractiveness does not significantly affect consumer purchase behaviour in the context of the study. The p-value of 0.995 is very high, which means that the relationship is not significant. The result implies that consumers probably won't buy something just because a celebrity endorses it. Marketing strategies that depend solely on celebrity appearances may consequently exhibit restricted efficacy. This implies that emotional credibility and message quality might be more impactful than aesthetic appeal. This outcome offers limited support for the Source Attractiveness Theory, which posits that attractiveness

increases persuasion. In this study, attractiveness devoid of supplementary credibility attributes does not substantially influence consumer purchasing behavior.

Celebrity Trustworthiness and Consumer Purchase ($O = -0.446$; $t = 2.625$; $p = 0.009$)

There is a strong negative relationship between how trustworthy a celebrity is and how likely people are to buy something. This indicates that as perceived trustworthiness shifts in the assessed direction, consumer purchase intention diminishes. This unexpected negative relationship could mean that there is too much exposure, a mismatch in credibility, or that people in the study area don't believe in celebrity endorsements. Consumers may perceive highly trusted celebrities as less commercially motivated or may associate endorsement with manipulation. The findings go against the Source Attractiveness Theory's idea that being trustworthy should make persuasion more effective. The outcome indicates that contextual moderation factors may be affecting endorsement efficacy.

Brand Loyalty × Celebrity Attractiveness and Consumer Purchase (O = 0.140; t = 0.702; p = 0.483)

The relationship between brand loyalty and celebrity attractiveness is positive but not significant. This shows that brand loyalty doesn't have a big effect on how celebrity attractiveness affects how people buy things. This implies that when making a purchase, people who are already loyal to a brand may not be swayed by how attractive a celebrity is. Brand loyalty may function independently of the visual appeal of endorsers. According to the Source Attractiveness Theory, attractiveness should enhance persuasion; however, the moderating effect of loyalty was not validated.

Brand Loyalty × Celebrity Trustworthiness and Consumer Purchase (O = -0.198; t = 0.843; p = 0.399)

Brand loyalty has a negative and insignificant effect on the relationship between celebrity trustworthiness and consumer purchase. This implies that brand loyalty does not substantially enhance the effect of celebrity trustworthiness on consumer purchasing behavior. This indicates that loyal customers may prioritize previous brand experiences over cues of celebrity credibility.

The finding offers minimal empirical validation for the Source Attractiveness Theory, as the anticipated persuasive synergy between credibility and consumer predisposition was not detected.

5. Conclusion and Recommendations**Conclusion**

The study's results indicate that celebrity attractiveness does not substantially affect consumer purchasing behavior. This suggests that consumers in the study do not primarily consider the physical attractiveness of celebrity endorsers when making purchase decisions. Likewise,

while celebrity trustworthiness exhibited a statistically significant correlation with consumer purchasing behavior, the relationship was negative, indicating that an increased perception of celebrity trustworthiness does not inherently lead to heightened consumer purchasing motivation in the study context. This may indicate consumer skepticism regarding celebrity endorsements or a potential misalignment between celebrity image and product positioning.

The study also found that brand loyalty doesn't have a big effect on the links between celebrity attractiveness and consumer buying behavior, or between celebrity trustworthiness and consumer buying behavior. This means that loyal customers may base their buying decisions more on their past experiences with the brand, how happy they are with the product, and the product's inherent value than on how well the product is endorsed.

Recommendations

Based on the study's findings, the following suggestions are made:

Because celebrity attractiveness was shown to be unimportant, companies shouldn't make endorsement decisions based only on how someone looks. Instead, marketing communication strategies should focus on how relevant the product is, how clear the message is, and how well the celebrity's personality fits with the brand's identity.

Since there is a strong negative link between how trustworthy a celebrity is and how likely a consumer is to buy something, businesses should carefully think about how credible a celebrity is before they endorse a product. Companies should make sure that the celebrities they choose have a good public image that fits with the values of the brand to avoid any resistance from customers.

The insignificance of the moderating role of brand loyalty indicates that loyal

customers are not significantly affected by the characteristics of celebrity endorsements. So, businesses should focus on improving product quality, keeping customers happy, and marketing long-term relationships as the best ways to get people to buy.

Marketing managers should use an integrated promotional strategy that uses celebrity endorsements along with other ways of communicating, like getting people to interact with digital marketing, showing how well a product works, and getting feedback from customers. Future endorsement programs should be checked on a regular basis to see how they affect consumer behavior; not just how popular the celebrities are.

Suggested areas for further study

This study looked into how brand loyalty affected the relationship between Kaduna State University customers' purchasing decisions and celebrity endorsements. Future studies should look at how perceived brand value and celebrity knowledge play a moderating influence in the relationship between brand loyalty and the association between celebrity endorsement and consumer purchasing behavior in various economic sectors. Future studies should include more endorsement traits, like celebrity expertise, similarity, and emotional connection with customers. Research should investigate potential mediating variables, including consumer attitude, brand image, or perceived product quality.

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