

INFLUENCE OF DIGITAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION

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ABSTRACT

Digital media marketing and celebrity endorsement have a significant impact on consumer purchase intent. The digital media marketing tools give marketers a competitive advantage in influencing customers and driving purchase intent toward their offerings. The study aims to examine the effectiveness of digital media as well as the impact of celebrity endorsements on consumer purchase intentions. The purposive sampling technique was used to collect responses from 523 residents of the tri-city Chandigarh using a structured questionnaire. The findings advocate that celebrity endorsement is a substantial marketing tool for driving consumer purchase intention via digital media platforms. The indirect effect of celebrity endorsement on consumer purchase intention was also significant when digital marketing media was used as a mediating variable. The data analysis and validation of the conceptual framework were carried out using the PLS-SEM. The study's implications are discussed.

Keywords: Digital Media Marketing, Celebrity endorsements, Purchase Intention, Social Media, Digital platforms

1. INTRODUCTION

Celebrity endorsement, according to the findings, is an important marketing tool for driving consumer purchase intent via digital media platforms (Kushwaha et al, 2020). When digital marketing media was used as a mediating variable, the indirect effect of celebrity endorsement on consumer purchase intent was also significant (Schimmelpfennig and Hunt, 2020). With such a large investment in endorsement, companies hope that the qualities of the endorsers will attract a large number of consumers (Kushwaha et al., 2020). Aside from attracting and maintaining attention to a brand or product, celebrities' celebrity also aids in the creation of effective recall rates (Kushwaha et al., 2020). In 1979, approximately one out of every six advertisements featured a celebrity endorser

(Howard 1979). By 1988, the estimates had reached one out of every five endorsements (Motavalli 1988). Furthermore, existing research indicates that celebrity endorsements generate favourable responses and behavior among consumers (Kushwaha et al., 2021).

Marketers are using digital media platforms and digital influencers to spread product awareness and branding as a result of technological advancements (Zhou et al., 2021). Marketers see digital influencers as opinion leaders on social media platforms who can generate a lot of buzz among their followers (Uzunoglu & Kip, 2014). Digital Influencers are paid to work as endorsers and represent products and brands, to transfer the quality of their content to the product (Centeno & Wang, 2017; Jin & Phua, 2014).

Celebrity endorsement is an influential effect on buyers' purchase intentions, as e-commerce retailers are well aware (Nurunnisha et al., 2021).

Positive information and reviews on products and brands are disseminated by digital media marketing platforms to attract more consumers to a product or brand (Castillo-Abdul et al., 2021). As a result, these endorsements assist e-commerce retailers and businesses in gaining the attention and trust of consumers (Geng et al., 2020). Existing studies are either based on digital marketing tools or celebrity endorsement as a driving element of consumer purchase intention. Celebrities charge high fee for endorsing the product/brand and their influence on the buyer is also high. Digital media is emerging marketing tool for almost every industry therefore, the celebrity endorsement through digital media platforms may be game changers for many of the business. Hence, a study on the combined effect of celebrity endorsement and digital marketing platforms on consumer purchase intention is missing. Consequently, there is a need to investigate the direct and indirect effects of celebrity endorsement on consumer purchase intention and answer the following research questions:

1. Does celebrity endorsement influence consumer purchase intention through digital media marketing?
2. Does digital media marketing mediate the influence of celebrity endorsement on consumer's intention to buy?

To answer the above research question, the present study aims to examine the influence of celebrity commendation on buyer's purchase intention in digital media marketing and the digital media marketing serving as a mediating variable. The research will help digital marketers, policymakers, strategists, consultants, and academics understand the role of celebrity endorsement on digital marketing platforms in increasing consumer purchase intent.

The remainder of the paper is elaborated into eight sections. The second section discusses theoretical aspects as well as the conceptual framework. Section three discusses the research methodology followed by data scrutiny and results interpretation. The last

section covers the theoretical and practical implications followed by limitations and conclusion.

2. LITERATURE REVIEW

2.1 Theoretical Framework

Since credibility and beauty were identified as important message traits in early social psychology research, research on effectiveness of product endorsement started with the dimensions of endorsers such as credibility and attractiveness as the most important dimensions. The matchup theory holds that for an endorsement to be effective, the endorser and product must have a similar image, which is determined by trustworthiness, appeal, and a range of other factors (Hsu & McDonald, 2002). The meaning transfer model undertakes that successful cultural meaning transfer from the celebrity endorser results in effective endorsements (McCracken, 1989). The multidimensionality of endorsements theory was later proposed, resulting in a new body of research on the matchup hypothesis and the meaning transfer model. According to Choi et al. (2005) and Biswas et al. (2006) are conducted research primarily in the framework of source reliability and trust theory wherein ratifications are often found to be significant upon the source's reliability and trust (Schimmelpfennig & Hunt, 2020).

2.2 Purchase Intention

Purchase intention, as defined by Khan et al. (2016), is the intention to buy something at a specific time or at a later time. Some of the factors that may influence an individual's purchase intention include packaging, the perceived value of the product by the customer, and celebrity endorsement (Younus et al., 2015; Schimmelpfennig and Hunt, 2020). Furthermore, many studies have found that when social comparison is taken into account, consumers have higher levels of purchase intention (Wu & Lee, 2008; Kushwaha et al., 2021; Zhou et al., 2021).

Furthermore, a similar study found that social comparison may increase consumers' willingness to buy a product. This brings us to the celebrity endorsement tactic employed by marketers, as consumer attachment to the celebrity has a direct impact on their intention to purchase the endorsed product (Illicic & Webster, 2011; Nurunnisha et al, 2021), and a

celebrity's expertise is a significant determinant of this intention (Ohanian, 1991; Kushwaha et al, 2015). Along with expertise, the celebrity model's attractiveness and trustworthiness have been found to have a direct influence on a consumer's purchase intention (Pornpitakpan, 2004; Castillo-Abdul et al., 2021). In today's world, celebrities can also motivate and influence buyers via digital platforms.

Perceived Value is one of the factors that influence purchase intent. Celebrity endorsement, packaging, and knowledge have an indirect relationship with purchase intention, and perceived value acts as a mediating construct between them. Perceived value is a direct factor that connects purchase intent to the previously mentioned indirect factors (Chang & Wildt, 1994; Zhou et al., 2021). As a result, a higher purchase rate necessitates a greater emphasis on a higher perceived value.

Quality Orientation Studies have revealed that shoppers who shop as a recreational activity place a high value on quality when deciding what and where to shop (Bellenger, 1980). Even in the case of online shopping, recreational shoppers are strongly associated with the product's quality (Gehrt et al., 2007; Gilal et al., 2020).

Brand Conscious consumers are those who admire the brand and are eager to learn more about it through various forms of media (Keum et al., 2004). According to the study, brand-conscious consumers have a favorable attitude toward social media advertising (Chu et al., 2013). They are also more likely to act on the information obtained from celebrity advertisements and endorsements.

Convenience: Many recent studies have looked into the impact of convenience on purchasing patterns (Mpinganjira, 2015). By definition, service convenience is "consumers' perceptions of time and effort related to purchasing or using a service" (Berry et al., 2002; Seiders et al., 2007). Moreover, previous research has shown that to obtain service quickly, consumers are willing to pay a higher price. On the other hand, some people are willing to forego convenience to get a better deal on a service. These findings point to a

link between convenience and consumer perceptions of value (Thuy, 2011).

2.3 Celebrity Endorsement Effect Purchase Intention

A brand endorser is a well-know public eye individual who certify a product of a company using fame to influence the public and increase the product sales (McCracken, 1989; Gilal et al., 2020). Furthermore, a celebrity's relevant expertise is deemed to be extremely persuasive, resulting in increased brand recognition and, as a result, increased purchase intentions of potential consumers (Ohanian, 1991; Kushwaha, 2021). The effectiveness of celebrity endorsement has been demonstrated in print and television media by a decrease in consumer recall, brand recognition, and consumer intent to purchase the advertised product (Agrawal & Kamakura, 1995; Castillo-Abdul et al., 2021). Knowledgeability, dependability, and attractiveness are the three major characteristics that help an endorser be perceived as credible by consumers, resulting in favorable attitude and purchase behaviour toward product and the brand (Ohanian, 1991; Nurunnisha et al., 2021).

The increased use of social media platforms has given celebrity endorsements a completely new face. Though many of them use the platform to improve own announcement without a marketing determination (Stever & Lawson, 2013), the concept of para-social relationships can help them understand this relationship-building exercise. According to Horton and Wohl (1956), para-social relationships are the intimate relationships that exist between audiences and celebrities (Zhou et al, 2021).

Similarly, repeated exposure to a celebrity persona leads to the development of such relationships, in which individuals on the audience side develop a sense of relationship and intimacy, a sagacity of apparent bond, and a sense of identification with the luminary (Horton & Wohl, 1956; Gilal et al., 2020). On social media platforms, para-social relationships are flourishing. Traditional sources of celebrity-related information, such as entertainment news programs and magazines, are gradually being supplanted by social media tools like Facebook and Instagram (Chouhan et al., 2021). Consumers can hear celebrities directly through social

media, which allows them to feel a personal and close relationship with them. In their study, Marwick and Boyd (2011) discovered that errors in spelling, grammar, and the use of first-person pronouns help the audience perceive a closeness with their favorite celebrity (Chung & Cho, 2017; Shiva et al., 2020).

Brand Awareness: Brand awareness is simply remembering a brand, its products, and related services or offerings (Keller, 1993). The attribute of the brand's presence in the consumer's memory indicates how well an individual recognizes a brand (Rossiter and Percy, 1987; Gilal et al., 2020). According to Keller (1993), the creation of a brand image must be preceded by brand awareness, product awareness, and perception building. Once the brand is well-established in the minds of the customers, it becomes easier to associate it with them. Brand attitude assists us in evaluating the brand's attributes and offerings (Singh, 2020).

The Theory of Reasoned Action, the most widely used theory, connects brand cognizance and reputation to the ultimate brand attitude. The brand attitude represents the overall evaluation of the brand. User-generated both favorable and unfavorable messages on social media based upon their feeling and experience with the brand/product. It is assumed that both sides upsurge brand awareness; however, positive word of mouth awareness leads to a positive brand attitude, and vice versa (Bruhn et al., 2012; Zhou et al., 2021).

Brand Recall: According to one study, respondents who had a favorable attitude toward advertisements had a higher recall rate, and they were also seen to be more persuaded by the advertisement shown (June & Mehta, 2000; Schimmelpfennig & Hunt, 2020). An emotional appeal attached to the advertisement usually increases its responsiveness and, as a result, leads to more sales. The three ad components that improve ad memorability or recall are the brand name, the copy, and the image (Schmitt et al., 1993). The ability of an advertisement to draw attention is increased by using emotional appeal, which also increases the attractiveness of the product.

The consumer's level of involvement, brand attitude, and familiarity with the brand all contribute to the ad's positive effect on recall (Mai & Schoeller, 2009). Celebrity endorsements increase advertisement recall (O'Mahony, S., Meenaghan, 2020) and create a bond between consumers and the brand, resulting in improved communication (Atkin & Block, 1983). The perceived similarity between a celebrity and a product has a strong influence on the recall of a brand's information (or brand). A higher level of similarity leads to a higher level of recall (Misra & Beatty, 1990; Nurunnisha et al., 2021).

Message Trustworthiness: Trust in advertisement communication refers the receiver's level of assurance and reception of the message sender (Ohanian, 1990). Miller and Baseheart investigated the impact of source trustworthiness on the persuasion power of the communicated message (1969). In the case of a trustworthy communicator, it was discovered that an prejudiced message by the correspondent are perceived as more operative than a non-prejudiced message in changing the recipient's attitude.

Brand Loyalty: Brand resonance has resulted in the brand loyalty paradigm. The depth of the consumer's relationship and brand recognition. Keller and colleagues (2011) Brand loyalty increase sales revenues, market-share, and productivity for trades, permitting them to grow market position (Kapferer, 2008; Keller et al., 2011; Kushwaha, 2021). Brand loyalty generated by celebrity endorsement and other marketing activities leads to repeat purchases, increased market share, increased revenue and profitability, and a competitive advantage for the company. Keller et al., 2011; Kapferer, 2008).

Sense of Association: A celebrity endorsement has a significant effect on the minds of buyers, leaving remarks or impressions (Kushwaha et al., 2020). Consumers, particularly young people, are constantly attempting to associate themselves with the brand and the celebrity. The consumer makes a repeat purchase in order to be associated with the brand. In particular, a new trend in the case of youth has been observed in which they make a purchase and then use digital media marketing to promote their purchase and association (Mai & Schoeller, 2009). According to the preceding

arguments, celebrity endorsement has a positive impact on buyers intention to purchase. Therefore;

Hypothesis-1: Celebrity endorsement impacts consumer purchase intention.

2.4 Digital Media Marketing Effects Purchase Intention

The term "digital media marketing" refers to marketing via search engines, display networks, and social media. In essence, social media marketing is relationship marketing, intending to connect with consumers rather than sell (Zhou et al., 2021). Today, businesses are beginning to recognise the marketing potential of social media platforms, where people with similar interests share recommendations (Leskovec et al., 2007). Businesses can use the medium to promote their offerings and other services, as well as create brand enthusiasts, on social networking sites, blogs, news sites, and other sites (Kaplan & Haenlein, 2009; Zarella, 2010; Nurunnisha et al., 2021). Consumers use social media to share product and service information with their peers (Foux, 2006; Mangold & Faulds, 2009; Stileman, 2009).

Such conversations are a low-cost way for businesses to raise brand awareness, increase brand recognition and recall, and boost brand loyalty. According to research, consumers keep up with a brand's products and promotional campaigns by visiting various social media sites (Mangold & Faulds, 2009). Companies such as Coca-Cola and Pepsi have previously enticed customers to participate in online loyalty programs by offering promotional deals (Mangold & Faulds, 2009; Nurunnisha et al., 2021). Even celebrity endorsements have evolved on digital social media platforms, where any ordinary person can become a digital influencer and achieve celebrity-like status (Erz & Christensen, 2018; Jin et al., 2019; Mcquarrie & Phillips, 2013)

Brand Awareness: It has been discovered that increasing an enterprise's brand awareness through digital media results in increased levels of "word of mouth" traffic (Barreda et al., 2015). Companies use digital media marketing platforms for a variety of reasons, including attracting new customers, increasing brand awareness, communicating the brand

online, and building customer relationships (Michaelidou et al., 2011; Shiva et al., 2020).

Brand Recall: In many cases, viewers refuse to pay attention to advertisements broadcasted by a company. This is known as "Advertisement Blindness" (Resnick & Albert, 2014). The recall of information displayed in advertisements is used to assess the level of attention and information processing of consumers, as well as an estimate of the e-WOM spread by them (Yoo, 2008; Zhou et al., 2021). According to research, there is a significant difference between celebrity-endorsed advertisements displayed in print and on the social media platform Twitter. Consumers who saw celebrity endorsements in print had a higher recall and a higher likelihood of purchasing (Palmieri, 2013).

Comparability: Consumers benefit from the comparability provided by digital media marketing platforms. Consumers usually have more than one option when it comes to making their final purchase (Bergkvist & Zhou, 2016). Before digital media, consumers had limited options due to limited accessibility or a lack of organised marketing activities. Consumers benefit from digital media marketing in terms of price, quality, and services, and marketers benefit from a competitive and comparative advantage in terms of brand recognition and brand loyalty (Kushwaha et al, 2020).

Relative Advantages: The relative advantage of digital media marketing is that it aids in the establishment of a brand by providing consumers with a variety of options. Consumers evaluate the available options before making a purchase. Furthermore, relative advantages are generating what is known as customer-generated social media messages. According to the literature, digital media marketing positively affect the purchase intention of consumer (Kushwaha et al., 2020; Zhou et al., 2021). Therefore;

Hypothesis-2: Digital Media Marketing impacts consumer purchase intention.

2.5 Celebrity Endorsement and Digital Media Marketing

Celebrities assist brands in connecting with and concretizing their marketing efforts in the digital media environment. An alignment of

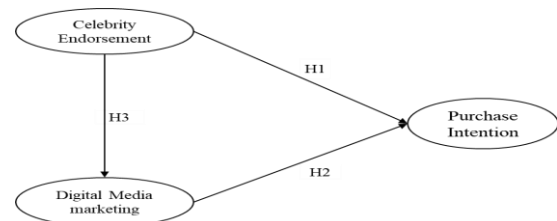
brand values and celebrity endorsers improves perceived brand fit (Buil et al., 2009; Shiva et al., 2020). In this digital era, celebrity endorsement is widely practiced on social networking sites. The promotional's goal is to increase purchase intent and create a positive brand image among consumers (Ahmad et al., 2019). Celebrity endorsements are known to have an impact on brand recognition, consumer purchasing behaviour, brand recall, and even purchase intention (Hollensen & Schimmelpfennig, 2013; Spry et al., 2011). In the last decade, mobile social media has grown in popularity as an internet marketing channel (Shareef et al., 2019).

Digital media marketing enhances brand image and loyalty by providing a value-added platform for informal communication with and among consumers (Akhtar, 2011). Digital media contributes to the enhancement of celebrity-consumer relationships, which are commonly referred to as parasocial relationships. As a result of continuous exposure to a renowned persona, the audience develops a sense of familiarity, perceived friendship, and identification with the celebrity, which leads to the formation of these connections (Horton & Wohl, 1956; Chauhan et al., 2020). Consumers showed good sentiments of the products and strong buy intentions when the products were promoted by a celebrity with whom the individuals had built significant para-social relationships (Knoll et al., 2015). (Kim et al., 2015). In line with the preceding arguments, celebrity

endorsement via digital media marketing platforms has a positive impact on consumer purchase intent.

Hypothesis3: Celebrity endorsement through digital media marketing platforms has a positive impact on consumer purchase intention.

FIGURE 1: Conceptual Model and Hypothesis



3. RESEARCH METHODOLOGY

The current study was conducted on customers living in the three cities of Chandigarh, Panchkula, and Mohali. The purposive sampling method was adopted to collect data from January to March 2021. The questionnaire was made up of twelve items gleaned from the literature. Each of the twelve items was graded on a seven-point Likert scale, indicating "1-severe disagreement to 7-strong agreement". An online structured questionnaire was used to interview 523 respondents using Google Form. The mediating influence of constructs, data dependability, and validity were investigated using Smart PLS-SEM 3.3.3 (Variance Based Partial Least Squares Structured Equation Modelling). Smart PLS-SEM 3.0 gives you a lot

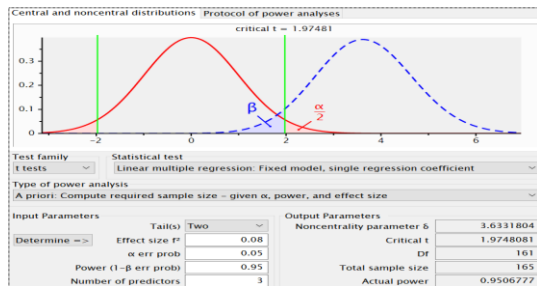
TABLE-1: Demographics of the respondents

Demographic variable	Category	Frequency (No. of respondents)	Percentage (%)
Gender	Male	347	66.35%
	Female	176	33.65%
Age (in years)	25-35	135	25.81%
	36-45	291	55.64%
	46 and above	97	18.55%
Qualification	Under-graduation	189	36.14%
	Graduation	271	51.82%
	Post-graduation and above	63	12.05%
Income groups (Annual income)	Up to 3 lakhs	106	20.27%
	3 to 6 lakhs	203	38.81%
	6 to 10 lakhs	197	37.67%
	10 and above	17	3.25%

Source: Authors' calculation

of options when it comes to evaluating structural models with different dimensional effects (Hair Jr. et al., 2014; Hair et al, 2019; Shiva et al., 2020). Discriminant analysis was used on the variable in question. The sample quantity was intended using G*Power software (Faul et al., 2007; 2009). The software called for a minimum sample size of 165 people, but we gathered data from 523 people to get more precise results.

FIGURE-2: Sample Size Analysis



Source: Authors' Calculations (Faul et al., 2009)

4. DATA ANALYSIS AND INTERPRETATION

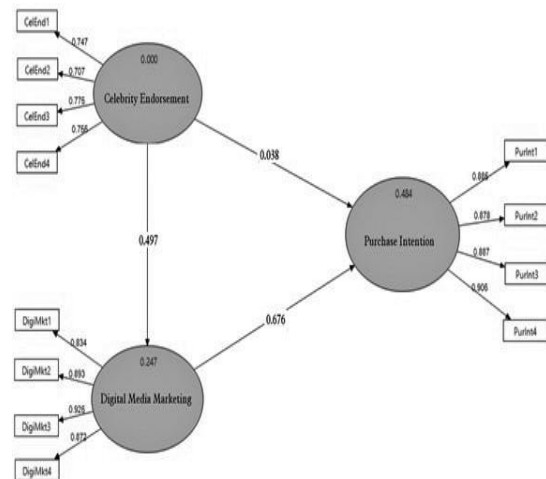
4.1 Descriptive Analysis

The above Table-1 displays descriptive statistics for survey respondents. The survey data was gathered from 523 customers in the tri-city of Chandigarh, India. The majority of respondents in this study, 347 (66.35%), were male; however, 176 (33.65%) were female. The demographic statistics of the participants in this study reveals that the majority of the participants were young, with 291 respondents aged 36 to 45 years (55.64%) and 135 respondents aged 25 to 35 years (25.81%). The majority of respondents, 271 (51.82%), were graduates, while 63 were postgraduates (12.05%). The respondents' age and income were also important factors to consider,

reflecting the trend toward the influence of celebrity endorsement and digital media. The data shows that the majority of respondents have annual incomes ranging from three lakhs to ten lakhs, indicating a good composition of respondents for this study.

The reliability and validity of data are reflected in table-2 above. Internal reliability was measured by Cronbach's Alpha and Composite Reliability (CR). All calculated Cronbach's Alpha and Composite Reliability (CR) values are above 0.70, indicating that the constructs are reliable (Hair et al., 2019). All of the major reflective components have 'average variance extracted' AVE ratings that are considerably above the 0.50 criterion therefore convergent validity is proven, indicating that the study is worthy of future examination (Hair et al., 2022).

FIGURE-3: Path Relationship Diagram



Source: Authors' calculation

TABLE-2: Quality criteria for reflective model assessments and Composite Model

Latent construct	Manifest variable (measured variables)	Codes	Standardized factor loading	Rho_A	Composite Reliability	(AVE)
Celebrity Endorsement	Brand Awareness	CelEnd1	0.746	0.91	0.834	0.557
	Brand Recall	CelEnd2	0.707			
	Trustworthiness	CelEnd3	0.775			
	Brand Loyalty	CelEnd4	0.756			
Digital Media Marketing	Comparability	DigiMkt1	0.834	0.76	0.933	0.77
	Relative Advantage	DigiMkt2	0.892			
	Brand Awareness	DigiMkt3	0.926			
	Brand Recall	DigiMkt4	0.872			
Purchase Intention	Perceived Value	PurInt1	0.885	0.83	0.937	0.790
	Quality Orientation	PurInt2	0.878			
	Brand Conscious	PurInt3	0.887			
	Convenience	PurInt4	0.9058			

Source: Authors' calculation

Table-3: Discriminant validity (F&L Criterion)

CFA	Celebrity Endorsement	Digital Media Marketing	Purchase Intention
Celebrity Endorsement	0.747		
Digital Media Marketing	0.497	0.882	
Purchase Intention	0.695	0.374	0.889

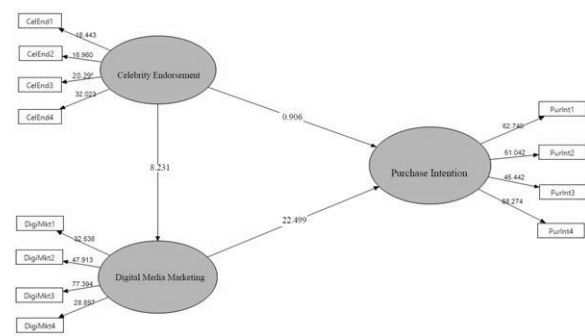
Source: Authors' calculation

The investigation of discriminant validity depicted in table-3 is based on Farnell and Larcker's (1981) criterion, where the calculated value, i.e., the under the root of 'Average Variance Extracted (AVE)' of the constructs on the diagonal, is greater than the constructs' inter-item correlation values. As a result, the uniqueness of all constructs was established.

4.2 Structural Model Assessments

The structural model evaluations were performed to investigate the link between the

Figure-4: Structure Equation Model



The structural path model of dependent and independent constructs and variables is depicted in Figure-4. We identified three major hypotheses (Figure 1) and developed a paths model during the literature review.

In the current scenario, research using PLS-SEM models is widely accepted for evaluating and validating the model fit (Hair et al., 2020). Table 4 clearly explains structural model analysis and hypothesis testing. According to

TABLE-4: Hypothesis testing of the model

Hypothesis	Path Relationships	Standardized Beta	Standard Deviation (STDEV)	Standard Error (STERR)	t- statistics	Decision
H1	Celebrity Endorsement -> Purchase Intention	0.038	0.042	0.042	0.906 ^{ns}	Rejected
H2	Digital Media Marketing-> Purchase Intention	0.676	0.030	0.030	22.498***	Accepted
H3	Celebrity Endorsement -> Digital Media Marketing	0.497	0.060	0.060	8.231***	Accepted
	Celebrity Endorsement -> Digital Media Marketing-> Purchase Intention	0.917	0.071	0.071	11.353***	Accepted

(*p≤0.01, **p≤0.05, ***p≤0.001')

constructs and their predictive value (Hair et al., 2019). To establish the p-values for the hypothesis posed in the study, the inquiry was carried out utilising the required 5000 bootstraps without a no-sign change (Hair et al., 2020). To begin, in the structural inner model, each set of predicting variable defined as formative measurement models is examined separately to measure tolerance and 'Variance Inflation Factor' (VIF). The calculated values were less than 3.33, which was well under the limit (Diamantopoulos et al., 2008).

the findings in Table 4, digital media marketing is the most influential construct (p≤0.001) in influencing consumer purchase decisions. As a result, hypothesis H2 is accepted, and conclusions can be drawn that digital media marketing aids in comparison, brand recall, awareness, and relative advantage. The influence of celebrity ratification on digital media marketing is the analysis's second most important conclusion. Celebrity authorization has a significant impact on digital media marketing (p≤0.001), so H3 is accepted. According to various studies, celebrity ratification has a positive

impact on consumer purchase intention when it is associated with or promoted through digital media marketing. Based on the supporting literature review, we developed a hypothesis and discovered that tri-city consumers are influenced and change their purchasing decisions. However, the result also shows that the *t* value, 0.906, is greater than 0.00, indicating that H1 was rejected. Based on the results of hypothesis testing, it can be concluded that celebrity endorsement has a negligible impact on consumer purchase intention, whereas digital media marketing can create awareness, comparability, relative advantage, and have a significant impact on the consumer's final purchase intention. In addition, F^2 values of digital media and purchase intention are 0.559 and 0.083 respectively which are above 0.015 providing support to the framework (Cohen, 1988). Similarly, R^2 values of celebrity endorsement is 0.676 and digital media is 0.716 which are above 0.35 threshold value. Q^2 purchase intention is 0.528 and digital media is 0.539 which are in the acceptable range (Gessier, 1975). Furthermore, the SRMR estimated values is 0.026 which is below the limit value 0.08 (Hair *et al.*, 2022).

5. FINDING OF THE STUDY

In line with earlier study's findings that using celebrity endorsements is the best route to take if the advertisement's goal is to increase customer awareness (Freiden, 1984; Schimmelpfennig and Hunt, 2020; Nurunnisha *et al.*, 2021), the findings of the present study indicate that using celebrity endorsements has a positive impact on consumers' purchase intention (Castillo-Abdul *et al.*, 2021; Zhou *et al.*, 2021; Gilal *et al.*, 2020). The analysis also revealed that the influence of celebrity endorsements on buying intention is heavily mediated by the use of digital media marketing (McCracken, 1989; Gilal *et al.*, 2020; Castillo-Abdul *et al.*, 2021; Stever & Lawson, 2013). However, the data contradicts the hypothesis that digital media marketing solely influences the likelihood of a consumer choosing a brand (Gilal *et al.*, 2020; Chouhan *et al.*, 2021; Chung & Cho, 2017; Shiva *et al.*, 2020).

6. PRACTICAL IMPLICATIONS OF THE STUDY

Literature is scarce on celebrities' contributions to brand building on social media platforms

(Johns & English, 2016). This study contributes to the same by revealing the effect celebrities have on consumer purchase intentions via digital media endorsements. Previous research has shown that celebrity endorsements for a brand increase the likelihood of the consumer choosing the brand (Kahle & Homer, 1985). The current study adds to the body of knowledge in the field of digital media.

After analyzing the effectiveness of celebrity endorsement on digital platforms and the resulting purchase intention created by them, businessmen and managers can use this study to allocate funds accordingly. The ever-increasing presence of a consumer base on digital media, which consumes online content at a rapid pace, forces brands to reconsider and change their traditional marketing methods. Efficiently utilizing the advancement of technology and adapting to newer methods of marketing will be highly beneficial for the brand equity of any firm that appeals to the consumer via various digital platforms.

7. LIMITATION AND FUTURE SCOPE

Data has been collected from a large number of respondents, but there is a gender gap, with female respondents significantly outnumbering male respondents. The study was only conducted in the Tri-city area (Chandigarh, Panchkula, and Mohali), so the results may differ in other areas. It is necessary to investigate similar factors in other regions. Further identification, segregation, and inclusion of digital media platform components in the model can lead to detailed research on the popularity of each platform among users as well as varying consumer behaviour on each of those platforms. The presence of well-known movie actors, athletes, and newly emerging social media influencers on digital platforms can be used to further investigate the factor of celebrity endorsement.

8. CONCLUSION

The role of digital media and celebrities in advertising campaigns is becoming increasingly important. In this regard, the purpose of this study was to determine the direct and indirect effects of celebrity on consumer purchase intention. Celebrities are compensated handsomely for endorsing brands or products. Marketers try to get famous people in society to endorse their products in order to improve product

performance and brand awareness. As a result, it was discovered that celebrity endorsement is important when promoted via a digital platform for increasing consumer purchase intention. Celebrity alone is ineffective at increasing consumer purchase intent. As a result, marketers are advised to use celebrity endorsement marketing content via digital media tools to increase the effectiveness of advertising campaigns and achieve advertising goals. Furthermore, when it comes to endorsing a brand or product, a highly credible celebrity outperforms a less credible celebrity.

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