

## **Role of Celebrity Endorsement – Directing Avenues towards Massive Luxury Market – A Systematic Literature Review**

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### **Abstract**

In today's scenario, there has been an increase in the consumption of luxury due to a dynamic hike in the number of millionaires all over the world. For a consumer of luxury, the social value, individual value, financial value and functional value are the major motivations to purchase the status items. Even after noticing a great interest within academicians and companies, there has been no study that synthesizes complete literature into a single article. Laos, the study is directed towards the era of luxury for elites. So, the present study aims to review the existing body of knowledge regarding the role of celebrity endorsement while purchasing luxury products in order to bring complete accord of the existing literature into a summarised article while directing it towards mass luxury market. The mass luxury market is associated with the era of democratisation of luxury. The researcher provides the idea, objective and scope of the existing studies including countries where the major researches have been conducted, theoretical background of the objectives specified and methods used by different authors to analyse the data. Also, the researcher provides the core thematic foci based on the extant literature. This review article purposes to provide the research gaps and road map towards future research over the topic signifying the need of celebrity endorsement in lieu the luxury market for masses.

### **Key Words**

Celebrity, Endorsement, Luxury, Market.

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## INTRODUCTION

Use of the concept of celebrity endorsement is not new in the luxury industry. Many major luxury products are still associated with celebrities like Givenchy with Audrey Hepburn. We can take into account a famous brand Chanel whose popularity was based on the popularity of Marilyn Monroe. The concept of celebrity endorsement has been used by major brands as a key strategy to market their products as the attributes of celebrities leave a strong impact on the consumers. According to the perception of brand managers, celebrity endorsement evokes favourable consumer behaviour towards the brand by enhancing their perceptions (Vincent Molelekeng & Bongazana Dondolo, 2021). This impact automatically increases the product preference for the brand, leading to increased sales and effective market positioning. These celebrities successfully capture the consumer's attention as they compare their personality with brand celebrity personality which brings a match between brand celebrity personality and consumer celebrity personality (Arora *et al.*, 2021). Keeping aside traditional celebrity endorsement, nowadays, online celebrity endorsement has been increasing by following the online celebrities on online platforms including social media (Liu *et al.*, 2020). Also, the symbolic and aspirational aspects have been represented by the brands which may influence different facets of the society in various fields (Song & Kim, 2020). Presently, the impact of celebrities on consumers is limited, whereas, people are emotionally connected with the celebrities which form a pertinent link between consumers and celebrities (Carlson *et al.*, 2020). Few researchers followed the consumer-focused approach rather than product focussed approach as the consumer endorser identification offers potentially better consistency for predicting the endorsement effectiveness than fitness (Carlson *et al.*, 2020). Opposite to positive celebrity publicity, the consumer response towards negative celebrity publicity has also been studied (Wang & Kim, 2020). Typically for luxury, the findings state that celebrity endorsements are more effective than non-celebrity endorsements typically in attitude towards advertisement. According to the author, the celebrity-endorsed advertisement generates brand luxuriousness but it does not warrant the higher estimated price of the product (Park & Yim, 2018). In order to answer certain questions, many authors and academicians have explored the effect of celebrity endorsement on consumer behaviour. But, the existing body of literature has not been synthesised within a single study by any researcher. Analysing an increasing interest in the topic, the researcher finds it to be an appropriate time to synthesize and compare the complete existing body of knowledge directing the future study towards the

avenues of mass luxury market. The literature can be used to contribute to the research gaps in relation to luxury for masses along with avenues for future studies. Further the researcher evaluates the study through findings, implications and contribution of the study to industry and academia in order to assess the consumer behaviour from different perspectives. To this end, we present the primary research questions for the study which are as follows :

- RQ1 : What is the status of research profile of the existing body of knowledge over the effect of celebrity endorsement on luxury brand consumers?
- RQ2 : Which of the themes form the thematic focus of the effect of celebrity endorsement on luxury brand consumers?
- RQ3 : What are the gaps and future research questions in accordance with thematic foci keeping into account the changing market environment?

In order to answer the research questions for the present study, the authors perform a systematic literature review over the effect of celebrity endorsement on the luxury purchase intention of the consumers. For the purpose of the study, the researcher searched the Scopus database in order to find the suitable keywords and the content analysis has been performed for the process of filtration of research profile and thematic foci. The present study analysed the trends regarding countries associated with the existing literature, years in which the articles were published, prominent journals in which the articles were published regarding the area of research. For the purpose of thematic analysis, we derived the following themes : (1) celebrity attributes (2) celebrity category (3) factors associated (4) associated relationships. Later, we intended to identify the research gaps and suggested the avenues for future research based on the themes in relation to mass luxury market.

## **SYSTEMATIC LITERATURE REVIEW**

SLR is a method to review the articles in a systematic, reproducible, explicit and comprehensive method to identify, evaluate and synthesize the existing body of knowledge that is complete and recorded fully and is produced by researchers, practitioners and scholars (Okoli and Schabram, 2010). Systematic literature review establishes scientific findings that are consistent and generalized which can increase the power of results limiting the bias and improving reliability and accuracy of conclusions (Mulrow, 1994). We performed the research on a leading database to provide complete coverage of the existing literature. The database contains a wide collection of articles on luxury brand management for

identifying the consumer behaviour in association with a luxury value which can be used in the extensive review of the literature. To follow the protocols of systematic literature review, the researchers formed a three-stage process that has been used to review the existing body of knowledge : (1) Identification of relevant keywords (2) Appropriating the exclusion-inclusion criteria (3) Application of the review criteria. This criterion will help the researcher to analyse each aspect of theory in a relevant procedure providing authentic results.

### **Identification of Relevant Keywords**

The research initially searched for the keywords considering luxury value, brand, celebrity endorsement and purchase intention in the Scopus data base which gave 245 results. On analysing, the researcher found that results were out of coverage area of the research so, the researcher rigorously searched for better keywords which were “celebrity endorsement and luxury brand or brand and purchase intention”. This particular search gave 77 results which were again analysed and the researcher compared the keywords with the objective of the study. The analysis gave the desired results and the final set of keywords was validated by the three academic experts associated with the field of marketing and management.

### **Appropriation of Inclusion-Exclusion Criteria**

In order to keep intact the method of structural literature review, we identified strict inclusion and exclusion criteria for generalising the result relevance. The inclusions of the study were (1) any peer reviewed research article and conference proceeding (2) the studies which were in English language (3) the studies related to celebrity endorsement and luxury brand from all previous years. The exclusions for the study were (1) the articles which have not been published in English language (2) the articles those were non-peer reviewed including book chapters.

### **Review Criteria Application**

The researchers conducted the search of keywords again in order to identify the existing body of knowledge which initially produces 77 results. Further, the structured literature review protocols were applied which restricted the results to 70 articles. The abstract of each article was read and those articles which did not match the purpose of review were eliminated. The studies which were not in English language was removed, the articles which did not possess the effect of celebrity endorsement on luxury brand was removed. To this end, the researchers were left with 54 relevant studies. Now these relevant articles were studied using the content analysis approach.

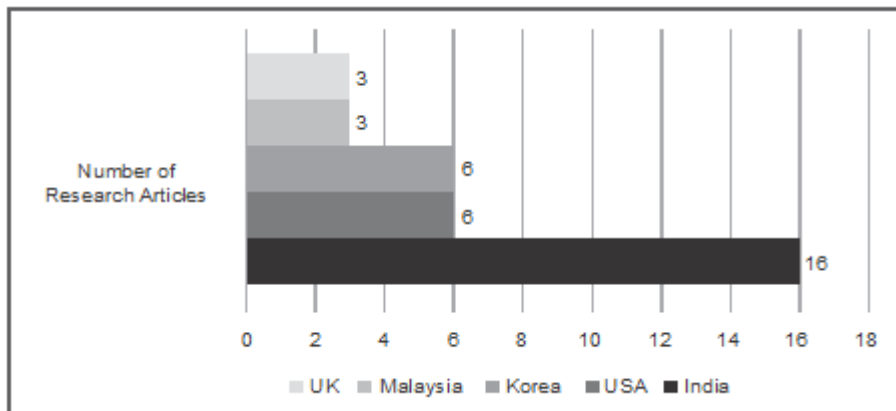
For the purpose of study, the researchers used the content analysis for reviewing the extant literature for which special care was taken in relation to year of publication of the relevant studies, the publishing source of majority articles, methods of data analysis considered by different authors for taking up the study.

## RESEARCH PROFILE

Research profiling is an efficient manner of showcasing the previous researches done by other researchers in the specific field — For the purpose of forming research profile for analysing the effect of celebrity endorsement on the demand of luxury brand, the researchers explored (1) the countries of the study (2) publishing source of the article (3) year of publish of the articles. The detained analysis for the same is provided in this particular section.

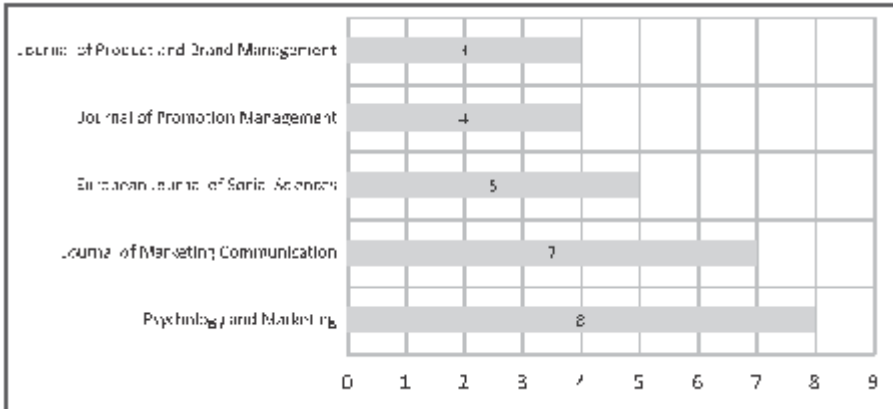
Talking about the countries in which have majorly contributes to the area of celebrity endorsement includes India with 16 relevant articles followed by USA and Korea with 6 articles. Other countries like Portugal, Nigeria, Singapore, Malaysia, UK have also contributed to the topic. More of the research for loop holes is expected in these countries since the consumer behaviour in these regions have not been explored enough.

**Figure 1**  
**Number of Articles Associated to Country of Research**



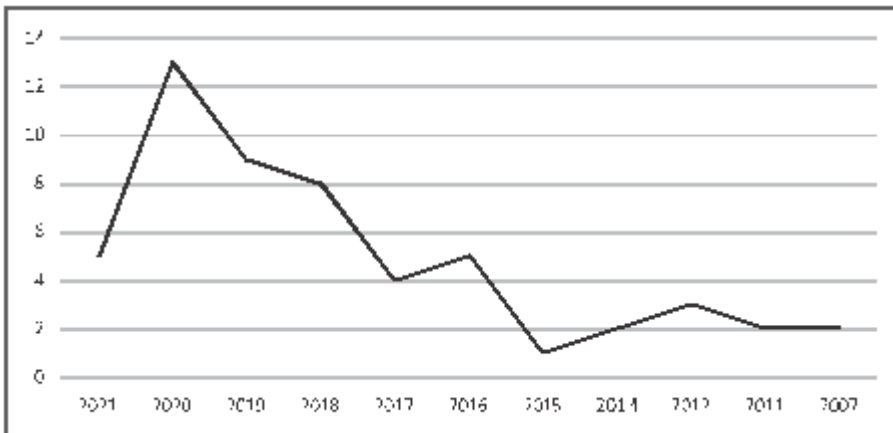
Moving towards the publishing source of articles, the research refers to Figure 2 which shows

**Figure 2**  
**Source of Publishing the Article**



Considering the years of articles published, the researchers find out that the researches in 2020 were in peak whereas the contribution of the research to the topic was reduced. The researcher identifies that due to the crises situation, the authors were unable to collect the responses for their study which lead to reduction in the study in 2021 as compared to the studies in 2020.

**Figure 3**  
**Year of Articles Publications**

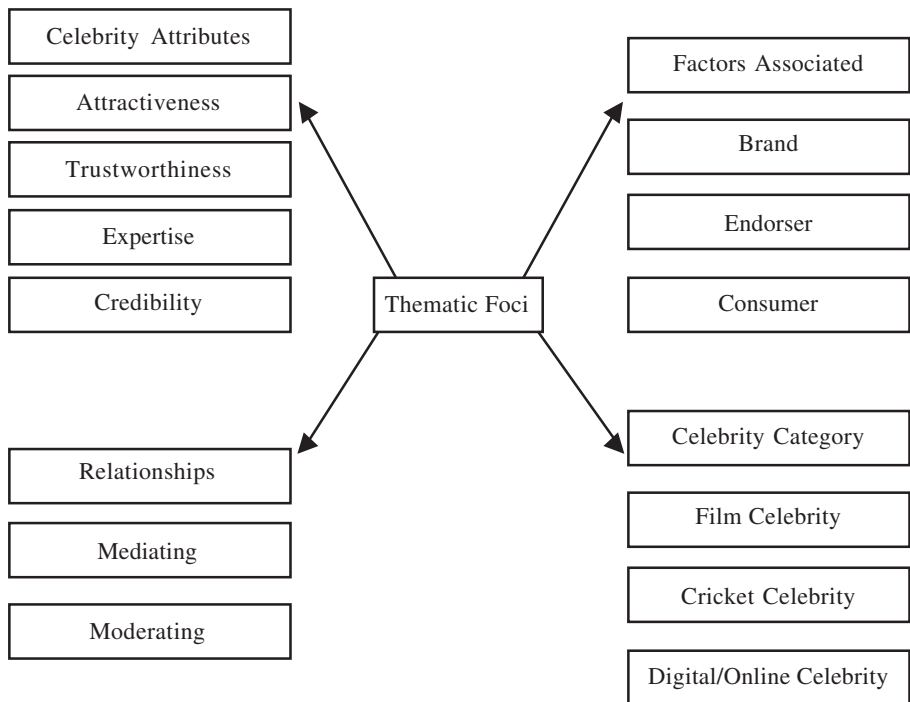


When it comes to the tool or method used in analysis, SEM has been used the most which has been taken into account by 39 research articles out of total relevant studies. The regression model has been used in 9 research articles. Also, other methods used for the analysis include Cronbach alpha,

exploratory factor analysis, bivariate correlation analysis and multiple regressions. Primarily, the data collection in most of the articles has been done through questionnaires. The research profiling shows the details about the interest in the topic in various years and countries. To this end, the researchers will move towards the thematic analysis of the articles exploring the effect of celebrity endorsement over luxury consumer decision making.

**Thematic Focus**

Under thematic foci, the content of articles was bifurcated into the themes and the themes were considered to be those which constitute the major part of the articles. For the present study, researchers have formed 4 major themes which include : (1) celebrity attributes (2) Categories of Celebrity (3) Factors Associated (4) Relationships. The themes were marked by each researcher separately from their own view point. Later on, the code of each article chosen for thematic foci was discussed by all the researchers in order to avoid errors. The major thematic distribution considered by authors based on the literature is as follows :-



### **Celebrity Attributes**

The author considers the endorser characteristics which form an impression of the brand over the consumers which instigates them to purchase the product. The major attributes considered by the author are attractiveness, trustworthiness, celebrity expertise (Vincent Molelekeng and Bongazana Dondolo, 2021; Mashwama *et al.*, 2020). Along with these, the celebrity attributes including credibility, likeability and character were also considered while studying the impact of sport celebrity on the purchase intention of the consumer (Rai *et al.*, 2021). Keeping aside the purchase decision, the study has been taken up following the similar attributes of celebrity which includes trustworthiness, attractiveness and expertise which affects the risk perceptions of the consumer (Deshbhag and Mohan, 2020). Additionally, endorser fit, endorser expertise and altruistic attribution was considered for endorsement specific evaluations (Carlson *et al.*, 2020). The author considered celebrity credibility along with familiarity to know about the consumer behaviour regarding brand image and perception (Um & Jang, 2020). Also, the familiarity has been studied from different aspects with the characteristic including attractiveness, trustworthiness, expertise. Attractiveness which are majorly accepted celebrity attributes in all studies (Osei-Frimpong *et al.*, 2019). Solely, celebrity attractiveness has also been given due importance (Arora *et al.*, 2019). Additionally, extrinsic and intrinsic values have been considered by physical attractiveness and trustworthiness of the celebrity without which the celebrity endorsement may not fulfil the purpose of marketing the brands (Onu *et al.*, 2019). The aspect of Celebrity credibility has been extensively explored which further considered the constructs including honourable, exquisite personality and dignified image (Singh and Banerjee, 2018).

### **Categories of Celebrities**

All the categories of celebrities were studied to compare the celebrity personality and consumer personality when it comes to instigating consumer behaviour (Arora *et al.*, 2020; Deshbhag and Mohan, 2020; Carlson *et al.*, 2020).

A holistic study related to sports celebrities identifies that there is no direct relationship of celebrity endorsement on consumer purchase intention, independent of product category (Felbert and Breuer, 2021) but when it comes to sports products there is a positive relationship between the endorser and product congruence (Felbert and Breuer, 2021). The impact of sports celebrities was also identified by taking into account the role of celebrity brand congruence, transfer of the brand image and endorsed brand credibility (Rai *et al.*, 2021).



Also, sports celebrities have been taken up to understand the direct and indirect effect of sports celebrity endorsement on consumer purchase intention (Von Felbert and Breuer, 2020).

In current scenario, the online celebrities have gained due importance and have been addressed by different authors considering different perspectives. The authors seemed to be interested to explore the impact of self-congruity and virtual interactivity on brand equity at online platforms on fan's purchase intention (Liu *et al.*, 2020). Especially talking about social media celebrities, analysis has been conducted for luxury brands based on the demand among followers and non-followers of the brand on social media (Song and Kim, 2020). Also, associating with online celebrities, digital influencers have been considered for the study with the effect of brand endorsement where the attractiveness of digital influencer has been studied (Torres *et al.*, 2019). Additionally, bifurcating the online celebrities the authors deepened the analysis by differentiating the online celebrities and traditional celebrities and the effect of celebrity endorsement by the celebrities on the consumer (Fan, 2021). Narrowing down the scope of social media, the authors have talked about the Instagram fashion purchase intention with the effect of celebrity endorsement (Herjanto *et al.*, 2020). For Instagram specifically, the author studies the influence of fan following on the platform to explore the effect of word of mouth on the online buyers. The results suggests that the females are likely to get influenced by the recommendations of celebrities (Loureiro and Sarmiento, 2019).

Comparing spokesperson with the celebrity endorsement for advertising the brands, the author analysed that spokes character has been more favourable for the advertisement purpose. Spokes character is an animated being of animated object that promotes the product rather than celebrity endorsers (Mashwama *et al.*, 2020).

With reference to the category of demographic characteristics, the author talked about young celebrities and young consumers relevant in marketing and advertising products and services (Ahmad *et al.*, 2019).

## **FACTORS**

The authors have associated different factors with the endorser, brand and own attitude to explore the impact of celebrity endorsement on luxury brand consumption. A variable that researchers control in an experiment to see how it affects the response variable is called a factor in research. Talking about the association of consumer perception with endorser the widely explored factors which majorly contribute to the studies included attitude towards advertisement

(Song and Kim, 2020; Von Felbert and Breuer, 2020; Um and Jang, 2020; Arora *et al.*, 2019; Singh and Banerjee, 2018); followed by attitude towards celebrities (Wang and Kim, 2020; Tran *et al.*, 2019). Other important factors considered by different authors were attitude towards endorsement (Torres *et al.*, 2019); brand celebrity (Song and Kim, 2020); image congruence (Song & Kim, 2020).

Moving towards association of the review area with brand, the consumer perception involved the factors including brand attitude (Song & Kim, 2020; Cuomo *et al.*, 2019; Torres *et al.*, 2019; Arora *et al.*, 2019); attitude of consumer towards brand (Wang & Kim, 2020; Um and Jang, 2020; Arora *et al.*, 2019; Singh & Banerjee, 2018); brand awareness (Liu *et al.*, 2020; Cuomo *et al.*, 2019); brand image (Herjanto *et al.*, 2020; Liu *et al.*, 2020). The other factors under the preview of effect of celebrity endorsement included endorsed brand credibility (Rai *et al.*, 2021), brand trust (Rai *et al.*, 2021), brand customer congruence (Arora *et al.*, 2021).

Talking about the relation of brand and endorsement, the factor considered in consolidation was Celebrity Brand Congruence (Rai *et al.*, 2021; Arora *et al.*, 2021; Arora *et al.*, 2019) which explored the compatibility of brand and celebrity for the luxury brand marketing campaign.

Factors	Meaning	Authors	Association
Celebrity Brand Congruence	Right selection of correct celebrity for specific product advertisement.	Rai <i>et al.</i> , 2021; Arora <i>et al.</i> , 2021; Arora <i>et al.</i> , 2019	Endorser/ Brand
Endorsed Brand Credibility	Strategy that uses celebrity's image and fame in order to promote the brand.	Rai <i>et al.</i> , 2021	Brand
Brand Trust	Level of loyalty and respect that customers have for the specific brand when it comes to delivering the promises by brand regarding products.	Herjanto <i>et al.</i> , 2020	Brand
Brand Image	It refers to the interpretations made by the consumers of the company and its products and services on the basis of experiences and interactions.	Herjanto <i>et al.</i> , 2020; Liu <i>et al.</i> , 2020	Brand
Brand Consumer Congruence	It represents the degree to which personal values of consumers match the values of brands and its products and services	Arora <i>et al.</i> , 2021	Brand

Brand Equity	Brand equity is represented as the value of brand as ascertained by customers interpretation of its quality and desirability. It is majorly based on brand loyalty, awareness, association and perceived quality.	Liu <i>et al.</i> , 2020	Brand
Brand Awareness	It represents the level of familiarity that customers have for a specific brand.	Liu <i>et al.</i> , 2020; Cuomo <i>et al.</i> , 2019	Brand
Brand Loyalty	The point where consumers continue to buy from the specific brand over and over again, even if the other brands are offering similar products or services.	Liu <i>et al.</i> , 2020	Brand
Image Congruence	It refers to the cognitive match between the celebrity and the brand image or product.	Song & Kim, 2020	Endorser
Consumer Evaluations	The process of assessment of properties or performance of present or new products as perceived by the brand customers.	Song & Kim, 2020	Endorser
Brand Celebrity	Strategy that uses celebrity's social status, image and fame for promoting a brand.	Song & Kim, 2020	Endorser
Self-Branding	The process in which the customers of the particular brand compare their own self concept with the image of specific brand.	Song & Kim, 2020	Product
Advertisement attitude	A taught inclination to react to advertising generally in a way that is consistently positive or negative.	Song & Kim, 2020; Von Felbert & Breuer, 2020; Um & Jang, 2020; Arora <i>et al.</i> , 2019; Singh & Banerjee, 2018	Endorser
Brand Attitude	Brand attitude, which is ascertained through market research, is the way a consumer views a brand based on their sentiments and emotions.	Song & Kim, 2020; Cuomo <i>et al.</i> , 2019; Torres <i>et al.</i> , 2019; Arora <i>et al.</i> , 2019; (Wang & Scheinbaum, 2017)	Brand

Perceived Risk	The uncertainty that customers feel before to making a purchase of any good or service is known as perceived risk.	Deshbhag& Mohan, 2020	Brand
Attitude Towards Celebrity	It indicates the consumer perception towards the celebrity picked for advertising the product on the basis of their image and fame.	Wang & Kim, 2020; Tran <i>et al.</i> , 2019	Endorser
Attitude Towards Brand	It determines a customer's perception of a brand based on their emotions and sentiments.	Wang & Kim, 2019; Um & Jang, 2020; Arora <i>et al.</i> , 2019; Singh & Banerjee, 2018	Brand
Perception of Brand Luxuriousness	Customers' impression of a brand as being extremely exclusive, prestigious and of the highest calibre.	Park & Yim, 2018	Brand
Brand Exclusiveness	The degree to which a brand is regarded as exclusive, limited, or unique is known as its brand exclusivity.	Park & Yim, 2018	Brand
Rarity	Brand rarity represents the exclusivity and prestige, scarcity of specific products, craftsmanship and quality of the products associated to the brand.	Park & Yim, 2018	Brand
Uniqueness	It describes how different a brand is. A brand can be distinctive if it embodies, among other things, the interests, values, priorities and communication style of the individual.	Park & Yim, 2018	Brand
Consumer Dispositional Attribution	When consumer relates a celebrity behaviour to their personality or disposition, this is known as dispositional attribution. Because it has its roots in internal processes, this is often referred to as internal attribution.	Um & Jang, 2020	Brand

Consumer Situational Attribution	A theory that explains behaviour by putting it in the context of outside influences. It indicates that the activity or behaviour is the result of external factors, such as the circumstances, the scenario, or the environment.	Um & Jang, 2020	Consumer
Brand Belief	An intensely held conviction that directs a brand's activities, choices and relationships is known as a brand belief. It is the central idea of a brand's values and principles.	Cuomo <i>et al.</i> , 2019	Brand
Brand Congruence	When customers strongly identify with brands that reflect who they are and have a positive attitude towards those brands is known as brand congruency. Customers, then, want brands that make goods and have a voice which reflect their values, needs and interests.	Torres <i>et al.</i> , 2019	Brand
Attitude Towards Endorsement	This factor indicates the consumer perception towards the endorsement programme by the brand.	Torres <i>et al.</i> , 2019	Endorser
Connectedness	It represents the relationship between the consumer and the celebrity.	Tran <i>et al.</i> , 2019	Endorser
Receptivity Towards Message	Receptivity to message means being open to novel concepts, events, or information regarding the advertisement. It is the capacity to take in and process data impartially and without bias.	Tran <i>et al.</i> , 2019	Brand
Brand Credibility	The genuineness of the product message ingrained in a specific brand is referred to as brand credibility.	Wang & Scheinbaum, 2017	Brand

### Relationships

Different authors have considered distinct relationships between constructs in order to find out accurate effect of celebrity endorsement on the consumer purchase intention. These relationships have been divided into two parts which include; (1) mediators (2) moderators. According the existing body of knowledge, the researchers will explore the constructs that are related to each other through mediation and moderation.

## Mediator

The authors considered the relationship to estimate the purchase intention of the consumer with the help of different constructs which act as the mediator between 2 variables out of which one construct is purchase intention. Most of the researchers exerted more pressure on purchase intention in order to know the consumer behaviour and define strong marketing strategies related to celebrity (Dey *et al.*, 2021; Osei-Frimpong *et al.*, 2019; Wang *et al.*, 2012). The authors considered the mediating role of perceived value in the relationship between normative community pressure along with perceived brand credibility and purchase intention (Sharma *et al.*, 2021). Here, the normative community pressure is defined as the consumer's understanding of the extrinsic demands made by the brand community for an individual to engage and collaborate with the community (Lindiawati *et al.*, 2019). Further, the role of endorsed brand credibility and transfer brand image was considered between the relationship of celebrity brand congruence and consumer purchase intention (Rai *et al.*, 2021). Additionally, mediating role of customer attitude towards brand was studied between the relationship of advertising effectiveness and purchase intention (Paul and Bhakar, 2017). The mediating relationships considered in the extant literature is organised as follows :-

Mediator	Variable 1	Variable 2	Authors
Perceived Value	Normative Community Pressure	Purchase Intention	Sharma <i>et al.</i> , 2021
Perceived Value	Perceived Brand Credibility	Purchase Intention	Sharma <i>et al.</i> , 2021
Endorsed Brand Credibility	Celebrity Brand Congruence	Consumer Purchase Intention	Rai <i>et al.</i> , 2021
Transfer Brand Image	Celebrity Brand Congruence	Consumer Purchase Intention	Rai <i>et al.</i> , 2021
Moral Rationalization	High Severity Transgressions	Consumer Responses	Wang & Kim, 2020
Moral Decoupling	High Severity Transgressions	Consumer Responses	Wang & Kim, 2020
Attitude towards Advertisement	Consumer Attitude	Purchase Intention	Von Felbert & Breuer, 2020
Consumer Involvement	Celebrity Endorsement	Consumer Evaluation	Arora <i>et al.</i> , 2019
Attitude towards Brand	Advertising Effectiveness	Purchase Intention	Paul & Bhakar, 2017
Attitude towards Advertisement	Advertising Effectiveness	Purchase Intention	Paul & Bhakar, 2017

**Moderators**

Talking about the moderating variables among relationships, the study of moderating factors is limited. According to existing body of knowledge, the role of celebrity endorsement was considered in relationship of brand image and Brand trust and further brand trust and purchase intention (Herjanto *et al.*, 2020). Further the role of brand involvement and endorser ubiquity was considered in the relationship between consumer endorser and endorser expertise (Carlson *et al.*, 2020). Brand involvement is motivating condition that can be utilised to understand consumer sentiments towards brands or products. Most frequently, it is used to describe the level of a customer's enthusiasm in a certain brand or product. Whereas, endorser ubiquity refers to the presence of the celebrity endorser in famous events through which people could relate to the celebrity (Carlson *et al.*, 2020). Further, solely, the role of fan identification was studied between the relationship of transgressions severity and moral reasoning strategies (Wang and Kim, 2020). Also, the impact of negative publicity was studied in the relationship of attitude towards consumer purchase intention and consumer attitude (Osei-Frimpong *et al.*, 2019). The complete moderating roles between the constructs exploring the impact of celebrity endorsement on consumer intention are represented as follows :-

Moderator	Construct 1	Construct 2	Authors
Celebrity Endorsement	Brand Image	Brand Trust	Herjanto <i>et al.</i> , 2020
Celebrity Endorsement	Brand Trust	Purchase Intention	Herjanto <i>et al.</i> , 2020
Brand Involvement	Consumer Endorser ID	Endorser Expertise	Carlson <i>et al.</i> , 2020
Endorser Ubiquity	Consumer Endorser ID	Endorser Expertise	Carlson <i>et al.</i> , 2020
Fan Identification	Transgressions Severity	Moral Reasoning Strategies	Wang & Kim, 2020
Endorser Type	Attitude towards Brand	Consumer Purchase Intention	von Felbert & Breuer, 2020
Negative Publicity	Consumer Purchase Intention	Consumer Attitude	Osei-Frimpong <i>et al.</i> , 2019

**Result of Thematic Focus**

The thematic foci represent the complete analysis of reviews area on 360-degree basis. After studying all the aspects, the authors organised the study into themes that formed the major part of previous researches by authors. Following that, the themes were (1) Celebrity attributes (2) Celebrities categories

(3) factors associated (4) relationships. The celebrity attributes represented the main qualities of celebrities which attracted the consumers towards them and played a major role in forming opinion about the brand (Deshbhag and Mohan, 2020; Vincent Molelekeng and Bongazana Dondolo, 2021; Mashwama *et al.*, 2020). The categories of celebrities represented the types of famous people who are been followed on various platforms and targets various sections of the society (Arora *et al.*, 2020; Deshbhag and Mohan, 2020; Carlson *et al.*, 2020; Liu *et al.*, 2020). The factors were the various constructs associated with the analysis of celebrity endorsement in relation to consumer behaviour regarding luxury goods (Song and Kim, 2020; von Felbert and Breuer, 2020; Um and Jang, 2020; Arora *et al.*, 2019; Singh and Banerjee, 2018). Lastly, the relationships indicated the role of different factors within the relationship of two constructs (Sharma *et al.*, 2021; Arora *et al.*, 2019; Paul and Bhakar, 2017). These all themes are inter-connected to each other where majority studies included celebrity attributes along with celebrity category, factors associated and the relationships between variables. To this end, the researcher moves towards identifying the research gaps and indicates the future research questions.

### Research Gaps and Future Research Avenues

Theme	Research Gaps	Future Research Questions
Celebrity Attributes	The construct named celebrity transparency has not been considered for the research in the context of luxury consumer decision making.	RQ : What is the effect of celebrity transparency on the consumer purchase intention?
Categories of Celebrities	The impact of mono-branding and co-branding has not been explored rigorously.	RQ : What would be the impact of mono-branding and co-branding on the luxury consumer purchase behaviour? Which of the above proves to be a better technique of efficient marketing?
Factors Associated	The extant literature does not study the effect of celebrity endorsement when the consumers are exposed to stimulus.	RQ : What would be the impact of consumer decision making when exposed to stimulus in relation to celebrity endorsement?
Relationships	The moderating role of demographics has not been studied over the consumer behaviour in relation to celebrity endorsement.	RQ : What is the moderating role of demographics in the relationship between celebrity brand congruence and purchase intention.



## **IMPLICATIONS OF THE STUDY**

The review study analysis the importance of celebrity endorsement in the brand consumption of luxury products. The study suggests the marketers to carefully chose the suitable celebrities for advertising their brand. They must consider the constituents in their key market that may connect with chosen celebrity. The extant literature provides evidences of connection between celebrity attributes and brand image compatibility. Also, the message formulation must be done with careful analysis as the receptivity towards the message endorsed by the celebrity becomes the major link for purchase decision on the basis of endorsed offerings. Considering the online celebrity endorsement, the extant literature suggests the difference between the acceptance of male and female towards the word of mouth of online celebrities. The results show that it is easier to capture the female market through celebrity endorsement at online platforms. Most of the studies show the positive relationship between celebrity endorsement and purchase decision on both male and female. The managers may judge the behaviour of celebrities in order to identify the celebrity credibility as it may have direct impact on the consumer behaviour and brand image. The study may prove useful to create marketing strategies aiming the target market taking into account the perceptions of consumers. As major companies are taking up celebrity endorsement for luxury, they must identify the importance of celebrity trust for their brand keeping in view the scandals that can happen with the brand. The managers may consider the role of congruence between brand and celebrity, positioning, message relevance and perfect communication media.

## **LIMITATIONS, FUTURE RESEARCH DIRECTIONS AND CONCLUSION**

The present study has a limitation which includes the adoption of strict protocol in the purview of systematic literature review. These restrictions excluded reviews, books, non-peer reviewed literature which may have important elements of the knowledge about existing literature. Further, the analysis of extant literature suggests the future directions of research which may include the impact of celebrity endorsement with the effect of stimulus in the consumer. Also, the analysis of effect of celebrity endorsement on tele-communication industry has not been ascertained which may be an opportunity for academicians and researchers. The future research avenues have been stated according to the

themes. Additionally, the study on exploring the stake of brand ambassadors in the company can also be studied.

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