

Effect of Celebrity Endorsement on Consumers Purchase Intention in the Mediation Effect of Brand Image¹

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<p>Keywords: Celebrity Endorsement Expertise Likeability Brand Image Purchase Intention</p> <p>Received 6 December 2029 Revised 29 February 2020 Accepted 6 March 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – This research clarifies how Yemeni consumers perceive celebrity endorsement and examines the influence of celebrity attributes (Trustworthiness, Expertise, Attractiveness and likeability) on Yemeni consumer’s purchase intention in terms of brand image. Moreover, The direct influence of the brand image on the intention of consumer purchases.</p> <p>Design/methodology/approach – This research has been designed and implemented using the quantitative research method. The survey community was identified in Yemen; a total of 282 respondents have collected. Modeling of structural equations (SEM) has been used to demonstrate and analyze the relationship among variables.</p> <p>Findings – Research findings some hypotheses associated with this study were accepted (celebrity expertise, celebrity likeability) where celebrity had a major influence on the intent of purchase for the consumer in terms of brand image. While the others were rejected (celebrity trustworthiness, celebrity attractiveness), It was also found that there is an important and direct correlation between brand image and customer buying intention.</p> <p>Discussion – In choosing a celebrity to endorse the brand marketers have to be cautious because the right qualities of the endorsement often contribute to the consumer’s interest and the desire to purchase the item. For Yemeni consumer advertisers should concentrate more on the expertise of celebrities and the likeability of celebrities to enhance the brand image which ultimately leads to increased consumer buying intent.</p>

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