The Impact of Influential Celebrity TV Advertising on Algerian Consumers' Attitudes toward the Brand

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Received: 07/06/2026 *Accepted: 18/07/2026* *Published:30/09/2026*

Abstract:

This study investigates the impact of celebrities on the effectiveness of television advertising. It examines the role of credibility, likability, and attractiveness in influencing consumers' attitudes toward celebrity-endorsed advertisements and brands, and how these attitudes impact purchase intentions. The study used a questionnaire to collect information from 90 individuals and processed the data using the partial least squares (PLS) method.

The study revealed several significant findings: the celebrity attributes examined have a substantial impact on consumers' attitudes toward television advertisements and brands, ultimately enhancing their purchase intentions.

Keywords: Celebrity attributes; Celebrity advertising; Consumer attitudes; Attitude toward Advertising; Brand attitude.

Jel Classification Codes: M31; M37.

1. INTRODUCTION

Increasing competition among companies to boost sales and profits has led to the widespread use of celebrity endorsements, given their significant influence on consumer behavior and ability to attract consumers to marketers' products and services. Numerous Western studies have demonstrated that celebrity endorsements clearly impact consumers' beliefs and attitudes toward brands (sayah, 2018).

Celebrities' influence on purchasing decisions has become an integral part of modern marketing strategies, as many brands rely on their ability to influence the public. Thanks to their popularity and influence, celebrities can motivate consumers to make certain purchasing decisions via social media. (Sayah, F, 2017).

Furthermore, the charismatic, enthusiastic, and credible personalities of celebrity influencers can lead consumers to emotionally attach themselves to a brand, creating a bond of trust that is difficult to change or compromise However, this can be problematic:

Today, television is the most effective way to reach customers and introduce brands to consumers. Television advertising allows marketers to showcase products and communicate with a wide audience, creating a positive image of the organization's products in consumers' minds. Based on the above, the following question can be posed**:**

To what extent do TV advertising via celebrity influencers contribute to consumers' attitude towards a brand?

From this central question, the following secondary questions emerge:

- Q1: To what extent does the perceived credibility of celebrity influencers positively influence consumers' attitudes towards advertising?
- Q 2: To what extent does the likeability (or degree of appeal) of celebrity influencers positively influence consumers' attitudes towards advertising?

- Q 3: Does the physical and/or social attractiveness of celebrity influencers have a positive effect on attitudes towards advertising?
- Q 4: Does a positive attitude towards advertising lead consumers to adopt a favourable attitude towards the brand?

Objectives of the Study:

The primary objective is to investigate the effectiveness of using celebrity influencers in television advertisements by examining which celebrity attributes influence consumers' attitudes toward brands. Additionally, the study aims to determine the impact of credibility, attractiveness, and likability on consumers' attitudes toward the advertisement.

Importance of the Study:

Many Western studies have emphasized that choosing the right celebrities for advertising is critical to obtaining significant profits by creating eye-catching advertisements. Therefore, this study is important because it provides Algerian advertising designers with empirical evidence about the impact of celebrities on consumers' attitudes toward brands and advertising. This is important because the Algerian cultural context is different from the West, and it is difficult to generalize the results of Western studies to it.

Methodology and timeframe of the study:

The main objective of this study is to take a descriptive approach. This approach presents the concepts related to the study variables. The analysis interprets the relationships between the study variables to provide more comprehensive coverage of the research issue.

2. Theoretical Framework of the Study:

2.1 Literature Review

2.1.1 Influential Celebrities

Celebrities are typically perceived as dynamic individuals with charismatic and approachable qualities, which can lead fans to emotionally

attach to the brand endorsed by the celebrity influencer (Schlecht, 2003, p. 36).

Previous literature in the West has examined many attributes of celebrity influencers (Srivastava & Sharma, 2016, p. 377). In our study, we will examine three attributes that we believe are important: influencer credibility, likability, and charisma. "Celebrity influencer credibility" usually refers to the qualities of the communicator (celebrity influencer) that influence the recipient's (consumer's) compliance with the advertising message (Zerouati & Sayah, 2020, p. 6).

In the realm of influencer marketing, three pivotal characteristics—credibility, likeability, and attractiveness—play a critical role in determining an influencer's effectiveness in shaping consumer behavior and driving brand engagement. Credibility is foundational, encompassing the influencer's perceived expertise, trustworthiness, and authenticity, which are essential for fostering parasocial relationships (PSRs) with followers. Research indicates that influencers who demonstrate transparency, such as disclosing sponsored content and providing balanced reviews, significantly enhance their credibility, thereby increasing followers' trust in both the influencer and the endorsed brand. Moreover, credibility is closely tied to the informative value of the influencer's content, as audiences are more likely to engage with influencers who offer reliable and well-researched insights. Likeability, on the other hand, stems from the influencer's relatability, humility, and ability to foster genuine connections with their audience. Influencers who actively engage with their followers through comments, direct messages, and community-building activities are perceived as more approachable and agreeable, which strengthens audience loyalty and stickiness. Likeability is further amplified by traits such as humor, vulnerability, and a willingness to share personal experiences, which humanize the influencer and make their content more resonant. Lastly, attractiveness not limited to physical appearance but also encompassing charisma and aspirational qualities enhances an influencer's persuasive power. Studies applying the elaboration likelihood model (ELM) suggest that attractiveness acts as a peripheral cue, particularly for low-

involvement audiences, by capturing attention and fostering positive associations with the brand. For instance, influencers who exude confidence, creativity, and a distinctive personal style often inspire followers to emulate their behaviors or adopt their recommendations. Together, these characteristics create a synergistic effect: credibility establishes trust, likeability nurtures emotional bonds, and attractiveness ensures visibility and appeal. However, their impact can be moderated by followers' persuasion knowledge, which may attenuate the relationship between PSRs and perceived brand credibility, though it less frequently affects purchase intentions (Sayah, 2019). For brands, selecting influencers who embody these traits is crucial for maximizing campaign efficacy, as they collectively enhance brand credibility, foster engagement, and drive conversion. Future research could explore how cultural contexts or platform-specific dynamics influence the relative weight of these characteristics in different markets (McGuire, 1985, p. 241), (Kim & Kim, 2020), (Chandra & Mansur, 2024).

Influencer marketing has emerged as a dominant force in modern advertising, leveraging the persuasive power of social media personalities to shape consumer attitudes toward brands and advertisements. Unlike traditional celebrity endorsements, influencer marketing thrives on perceived authenticity, relatability, and direct engagement, making it a more effective tool for fostering trust and driving purchase intentions. Three pivotal characteristics : credibility, likeability, and attractiveness, play a critical role in determining the effectiveness of influencer and celebrity advertising.

Credibility, encompassing expertise, trustworthiness, and transparency, is foundational in establishing consumer trust. Studies show that influencers who disclose sponsorships and provide balanced reviews enhance their credibility, which in turn positively affects consumer attitudes toward both the influencer and the endorsed brand. For instance, research on Malaysian millennials revealed that influencer credibility significantly influences attitudes toward video content and the brand, though its indirect effect on brand attitudes is mediated through content perception.

Likeability, driven by relatability, humor, and genuine interaction, fosters emotional connections between influencers and their audiences. Influencers who engage with followers through personalized content and community-building activities are perceived as more approachable, strengthening parasocial relationships (PSRs) and increasing brand loyalty.

The **Elaboration Likelihood Model (ELM)** suggests that likeability acts as a peripheral cue for low-involvement consumers, while high-involvement audiences may focus more on the informational value of the content. For example, micro-influencers, often seen as more authentic than celebrities, generate higher engagement due to their perceived similarity to everyday consumers (Abbas, Afshan, Aslam, & Ewaz, 2018), (Adam, 2022), (Ahmed, Farooq, & Iqbal, 2014) (Akoglu & Özbek, 2022).

Attractiveness, extending beyond physical appeal to include charisma and aspirational qualities, enhances an influencer's persuasive power. While attractiveness can capture attention and create positive brand associations, its impact varies by audience and product type. For instance, Gen Z consumers in India were found to prioritize trust and expertise over attractiveness, suggesting that cultural and generational differences moderate its influence. Celebrity endorsers, traditionally reliant on attractiveness, now compete with influencers whose appeal lies in their niche expertise and authentic storytelling (Attia & Attia, 2017).

The interplay of these characteristics shapes **attitudes toward advertising** and **brand perception**. Credibility and likeability reduce skepticism toward sponsored content, while attractiveness can amplify hedonic appeal, particularly for lifestyle and luxury products. However, excessive commercialization risks triggering **persuasion knowledge**, where consumers recognize manipulative intent, undermining trust. Effective influencer-brand congruence such as macro-influencers endorsing popular brands enhances perceived authenticity, driving purchase intentions.

The term "likability" refers to the affection and love that celebrities enjoy among their fans. When people like a celebrity, they will also like the brands associated with them. This is why celebrities are used in commercials. The term "framing" refers to a celebrity's physical appearance,

personality, respect, and similarity to consumers. A celebrity's high physical attractiveness tends to enhance persuasion among fans due to distinctive social context and personal skills.

2.1.2 Attitude toward Advertising:

A consumer's attitude is a general, long-term evaluation of things, people, and behaviors. The attitude toward advertising is characterized by consistency and serves as a basis for consumers' willingness to act according to a specific style (Hoyer & MacInnis , 1997, p. 83).

Attitude toward advertising refers to an individual's learned predisposition to respond favorably or unfavorably to advertising stimuli as a whole or to specific ad executions (MacKenzie & Lutz , 1989). It is a key mediator in marketing that influences how consumers process ads and subsequently evaluate brands.

2.1.3 Brand attitude:

It is a consumer's permanent internal evaluation of a brand. When positive, it leads to a long-term preferential association with the brand (Sayah F. , 2025) and (Sayah,, 2025).

Brand attitude refers to a consumer's overall evaluative judgment of a brand, reflecting their persistent favorable or unfavorable feelings, beliefs, and behavioral tendencies toward it (Spears & Singh, 2004). It is a core construct in marketing that mediates the relationship between marketing stimuli (e.g., advertising, influencer endorsements) and purchase decisions (Mitchell & Olson, , 1981), (Dana & Mugiono, 2024), (Sayah., F & Johnson , 2025).

2.2 Hypotheses

The influencer effectiveness model indicates that celebrities usually have a significant impact on changing attitudes. These changes in attitude are an effective contribution to advertising effectiveness.

Attitude toward the brand and attitude toward advertising

In this section, we will derive the relationship between the study variables by surveying previous Western literature, whose results can be projected onto the Algerian cultural context.

The credibility of celebrity influencers is the degree to which consumers accept everything they say or do, given the trust consumers have in them and their experience in a specific field. Consumers trust a famous influencer when he is honest and trusted as a result of his excellence in a specific field, even if he has nothing to do with the content of the advertising message he endorses. For example, consumers trust a football player who endorses commercials, and previous studies have proven that consumers' positive buying behaviors are stimulated by their trust and experience with a famous influencer. Therefore, we propose two hypotheses: the first is that the credibility enjoyed by a famous influencer positively stimulates attitudes toward an advertisement, and the second is that the admiration enjoyed by a famous influencer positively stimulates attitudes toward an advertisement (Sayah, 2025), (Sayah & Johnson, 2025) (Chong, Boyle, Anderson, & Suttikun, 2016).

Companies often use the attractiveness of famous influencers to influence individuals' behavior. Hollywood actors and football players influence the behavior of individuals in the West and bring a lot of money to the companies they endorse because of their physical attractiveness. One recent study stated that advertisements featuring physically attractive famous influencers have a more pronounced effect on consumer behavior. Several other studies have also found that enjoying a famous influencer's attractiveness that is compatible with the advertised product can significantly enhance consumers' positive attitudes toward the advertisement. The third hypothesis states that the attractiveness of the famous influencer positively motivates consumers toward the advertisement (Kamins, 1990), (Escalas & Bettman, 2010), (Siddiqui, 2014), (Amos, Holmes, & Strutton, 2008), (Spry, Pappu, & Bettina Cornwell, 2011).

The research hypotheses are formulated as follows:

H 1 : The credibility (credibility) possessed by celebrity influencers positively stimulates consumers' attitudes toward advertising.

H 2 : The likeability (likeability) of celebrity influencers positively stimulates attitudes toward advertising.

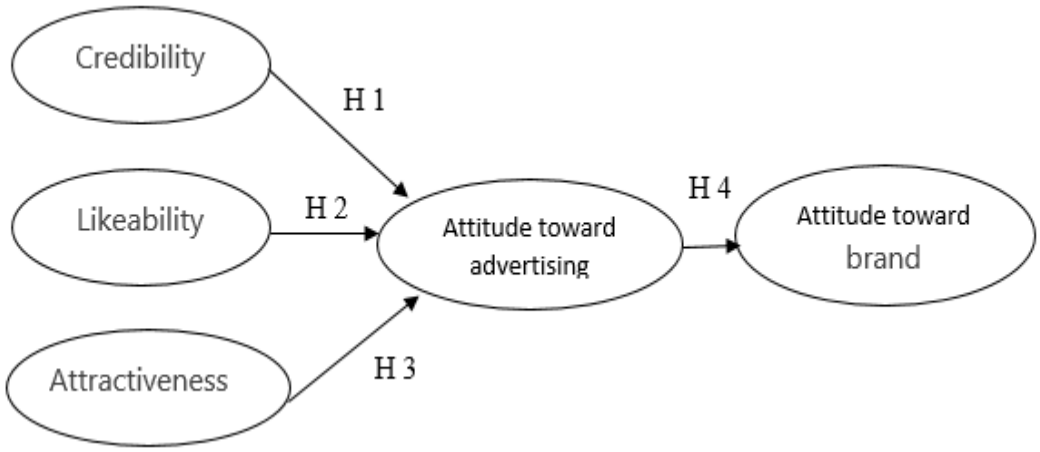
H 3 : The attractiveness (attractiveness) of celebrity influencers positively stimulates advertising attitudes.

H 4 : A positive attitude toward advertising influences consumers to adopt a positive attitude toward the brand.

According to previous literature, we identified three variables: the first is celebrity attributes, including attractiveness and likability; the second is consumer attitude towards advertising; and the third is consumer attitude towards the brand as the dependent variable.

From the analysis of existing literature, we have developed the following research framework:

Figure 1. Conceptual model



Source: Author

3. Methods and Materials

3.1. Research methodology

The partial least squares structural equations model was used to test the hypotheses with 90 respondents selected using the free SmartpLS software. This model is one of the latest methods for analyzing theoretical models that describe and define the relationships between variables in treatment and study. It was adopted for its compatibility with the current study, which relied on television advertisements featuring actress Lalama Sarah.

The study population comprises individuals with the ability to purchase and consume cleaning products and a passion for actresses. We relied on television advertisements for the Isis Pril brand featuring actress Sarah Lalama.

Talented actress Sarah Lalama from Toulon continues to shine on the silver screen. She still lives in her hometown and has managed to build a career in both France and North Africa. She has made a name for herself in Algeria, particularly thanks to her outstanding roles in films and TV series. She has over two million followers on Instagram, and she is known for posting content that is engaging.

3.2 Population and sample

The target population of this research consists of consumers exposed to television advertising based on influencer and celebrity content. Our research targets consumers who are regularly exposed to TV commercials featuring celebrity and influencer content specifically, the well-known star (actress) Sarah Lalama. To ensure reliable insights, we selected a sample of 90 participants, carefully balanced by gender, age, income, TV usage and online behavior. Using a convenience sampling approach, we prioritized accessibility while strictly applying key inclusion criteria: participants had to be at least 18 years old, follow at least one influencer, and use TV regularly for marketing content. This sample size is robust enough to support advanced statistical analyses, including structural equation modeling, ensuring credible and actionable results.

3.3 Questionnaire Design

Our sample is composed of 90 respondents. The survey was carried out from September 2024 to March 2025. The practical side was assisted on a sample of consumers who make purchases through TV advertisement featuring a famous personality. The questionnaire was designed to assess these variables: the characteristics of celebrities of credibility, liking and attractiveness.

Credibility (5 items) was adapted from Mansour, (2016), liking (3 items) and attractiveness (3 items) were derived from Zu & Derek, (2015). The consumer's attitude towards TV advertisement (Aad) (5 items) was adapted from Ducoffe, (1996), advertising supported by celebrities and their attitude towards the brand (Ab) (3 items) was developped by Singh & Banerjee, (2018).

During the creation of the questionnaire, the multiple-item approach was utilized, with each item assessed on a five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree." (SAYAH, 2021).

4. Results and discussion.

4.1. Sample Characteristics

The results show that 22% of respondents were male and 78% were female. We found that 31% of the majority of respondents are between 25 and 35 years old, an age at which individuals are at a stage of intellectual and emotional maturity. The remaining percentage is distributed among different ages. The data shows that the proportions are similar in terms of educational level, ensuring that the answers are not biased. Approximately 80% of the sample population view the television advertising a minimum of three times per day. Finally, 57 % of respondents have a monthly income greater than 50,000 DA.

4.2. Evaluation of the Measurement Model

Before analyzing the proposed relationships in our model (hypothesis testing), we must first verify the accuracy of our measurements (measurement model assessment). This process involves two key steps:

performing an exploratory factor analysis, followed by hypothesis testing using PLS Version 4, a structural equation modeling software (SAYAH, 2020).

Initial data insights were obtained through descriptive statistics computed in SPSS. Following this, Partial Least Squares (PLS) analysis was conducted using SmartPLS 4.0 to estimate parameters for both the measurement and structural models. To ensure the reliability and validity of the measurement instruments, we assessed internal consistency using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). This step confirms the robustness of our findings.

The results demonstrate robust construct reliability and convergent validity. All Cronbach's alpha (α) coefficients range from 0.706 to 0.859, exceeding the established benchmark of 0.7 (Hair et al., 2010). Additionally, all factor loadings for the constructs are above the minimum threshold of 0.50 (Hair et al., 2010). Convergent validity is further reinforced as both the average variance extracted (AVE) and composite reliability (CR) values for each construct surpass 0.50 (Fornell & Larcker, 1981). (See **Table. 2**).

The table results indicate a favourable structure. All phrases have saturation coefficients that exceed the threshold required in structural equation modelling (CR > 0.7; AVE > 0.5).

Thus, the construct validity of each latent variable's constituent dimensions is demonstrated, its reliability (convergent validity) is sufficient, and the model is of high quality.

Table (1): Cronbach's Alpha, Composite Reliability, and AVE Scores for Constructs

Constructs	**Cronbach 's Alpha**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Credibility (Cred)	0.765	0.923	0.672
Likeability (Like)	0.859	0.932	0.823
Attractiveness (Attra)	0.809	0.902	0.837
Advertising attitude (Aad)	0.796	0.842	0.805
Brand attitude (Ab)	0.706	0.807	0.803

Source: Author based on the SPSS Outputs.

Table (2): Discriminant Validity (Fornell-Larcker Criterion)

Variables	(Cred)	(Like)	(Attra)	(Aad)	(Ab)
(Cred)	**0.834**				
(Like)	0.742	**0.856**			
(Attra)	0.609	0.702	**0.832**		
(Aad)	0.573	0.676	0.497	**0.820**	
(Ab)	0.567	0.584	0.489	0.564	**0.809**

Source: Author based smartPLS Version 4 Output.

5. Discussion

The figure shows a coefficient of determination of 0.52 for attitude toward the media, indicating that celebrity attributes explain 52% of the variance in consumers' attitudes toward celebrity advertisements. The coefficient of determination for attitude toward the media is 0.36, indicating that consumers' attitudes toward celebrity advertisements explain 36% of the variance in their attitudes toward brands.

We note that celebrity attributes affect the attitude towards the advertisement so that credibility affects the attitude towards the advertisement with a value of 0.56, liking affects the attitude towards the advertisement with a value of 0.48, attractiveness positively affects the attitude towards the advertisement with a value of 0.42, and the attitude

towards the advertisement in turn positively affects the attitude towards the brand with a value of 0.45, and the attitude towards the advertisement in turn positively affects the attitude towards the brand with a value of 0.45.

We found that celebrity attributes influence attitudes toward advertisements. Credibility has the greatest influence, followed by liking and attractiveness. In turn, attitudes toward advertisements influence attitudes toward brands (see **Table. 3**), As shown in the following figure:

Table 3: Structural Model Results

	Hypothesized Direction	**Path Coefficient**	***p*-values**	**R2**	**Results**
(Cred)→ (Aad)	(+)	0.56	0.002	0.52	Supported
(Like)→ (Aad)	(+)	0.48	0.001		Supported
(Attra)→ (Aad)	(+)	0.42	0.000		Supported
(Aad)→ (Ab)	(+)	0.45	0.001	0.36	Supported

Source: Author based smartPLS Version 3 Output

The analysis confirms the existence of a positive relationship between the appeal of celebrity-based television adverts and consumer reception. The results, presented in Table 3, support the first hypothesis (H1) and are consistent with the findings of the study by (Frazer & Brown, 2002)**.**

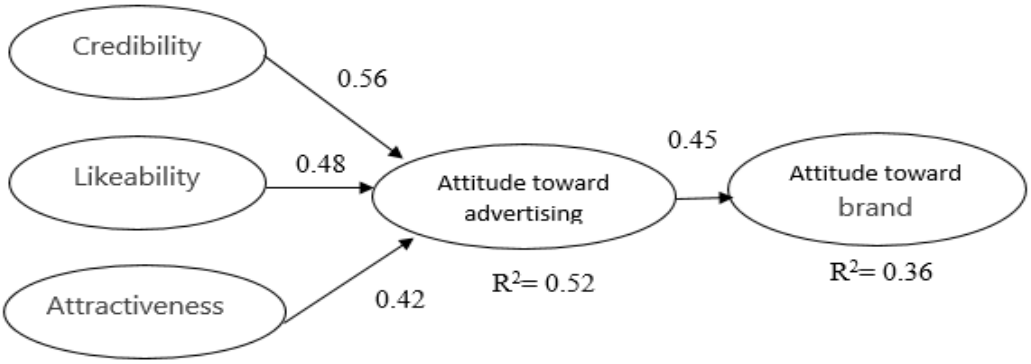
We employed structural equation modeling (SEM) via SmartPLS 4.0 to assess the proposed hypotheses. As depicted in Figure 2 and Table 4, the standardized path coefficients support positive relationships between **Credibility (Cred), Likeability (Like), Attractiveness (Attra)** and **Advertising attitude (Aad)**. Table 3 reveals that **Credibility** emerged as the strongest positive influence ($\beta = 0.56$, $p < 0.002$), succeeded by **Likeability** ($\beta = 0.48$, $p < 0.001$) followed by **Attractiveness** ($\beta = 0.42$, $p < 0.00$). This implies that (R2 =0,52) 52% of the variance in **Advertising attitude (Aad)** is accounted for by **Credibility (Cred), Likeability (Like)** and **Attractiveness (Attra)**, thereby supporting hypothesis H1, H2 and H3. Furthermore, Hypothesis 4 (H4), proposing a positive effect of **Advertising**

attitude on **Brand attitude (Ab)**, was confirmed ($\beta = 0.45$; $p < 0.001$). Consequently, hypothese (H4) is supported. This implies that ($R2 = 0{,}36$) 36% of the variance in **Brand attitude (Ab)**, is accounted for by **Advertising attitude (Aad)**, thereby supporting hypothesis H4. This indicates that 36% of the variance in brand **attitude (Ab)**, is explained by **Advertising attitude (Aad).**

These key findings allow us to conclude the following :

Brand attitude (Ab is influenced by **Advertising attitude (Aad),** Which in turn is affected by **Credibility (Cred), Likeability (Like)** and **Attractiveness (Attra).**

Fig. 2 The conceptual research model



Source: Author based smartPLS Version 3 Output

6. Conclusion:

This study aimed to highlight the link between the appeal of television adverts featuring celebrities and the influence of such adverts on consumers' brand choice behaviour.

This study aimed to model the factors influencing consumer attitudes toward television advertisements featuring celebrities in Algeria. Based on the theoretical background and previous literature, as well as our hypotheses, we formulated a conceptual structural model that establishes relationships between the study's variables. This model considers three attributes of influential celebrities. Through this model, we attempted to establish a relationship between celebrity endorsement and consumer

purchase intention by including mediating variables such as consumer attitude toward the advertisement and the brand.

Based on data analysis that has been done, the study conludes that:

There is a positive relationship between the appeal of celebrity-endorsed television adverts and consumers. This relationship has been confirmed by the analysis. As shown in Table 3, the relationship between the appeal of this type of advert and consumers is significant.

A similar positive finding is observed regarding the influence of celebrity-endorsed television advertising on consumers' brand-choice behaviour (as shown in Table 3). These results demonstrate that this dimension clearly supports the second hypothesis (H2), which states that "television advertising featuring celebrities is likely to have a positive influence on consumers' brand-choice behaviour". These findings are supported by an earlier study by (Erdogan, 1999) and (Frazer & Brown, 2002).

The results showed that celebrity attributes have a significant impact on generating positive attitudes.

These results are consistent with those of many previous Arab and foreign studies, which demonstrate the importance of selecting celebrities with these attributes, which differ from one country to another. The results also support the importance of celebrity attributes in positively influencing consumers' attitudes toward advertisements and brands. Thus, using celebrities in influential advertisements enhances consumers' positive attitudes toward brands, which last a long time (Spry, Pappu, & Bettina Cornwell, 2011), (Ariztia, 2015) and (Sallam & Wahid , 2012).

The study proved that there is a direct and significant relationship between the credibility, likability, and attractiveness of celebrities and attitudes toward TV advertisements. Consumers perceive a congruence between the brand and the celebrity endorsing it. This result is consistent with those of many other studies. Therefore, we conclude that a TV ad featuring celebrities has a positive influence on consumers' attitudes toward the ad, which, in turn, positively influences their attitudes toward the brand.

This improves purchase intention and has a positive impact on the company as a whole.

Recommendations:

In light of the findings, the study concluded with the following management recommendations for marketers:

First, marketers and television advertisement designers should consider the influence of celebrities based on three attributes: credibility, likability, and attractiveness. These attributes enhance consumers' positive perception of advertisements, reinforce their positive attitudes toward the brand, and ultimately motivate them to purchase the product.

Second, the results indicated that a positive attitude toward an advertisement enhances a positive attitude toward the brand. This leads us to understand the reverse theory: a lack of consumer acceptance of television advertisements, especially if they conflict with religious beliefs and the Algerian cultural context, will have disastrous results for the brand's reputation among Algerian consumers. Therefore, we recommend that marketers, especially international ones, take into account the beliefs and culture of Algerian consumers when designing television advertisements.

Finally, The use of a celebrity in product advertising makes a significant contribution to marketing. It has long been established that a celebrity can be used as a communication tool when they endorse a brand. The credibility of celebrities, particularly in terms of reliability, expertise, appeal, respect and relatability to consumers, has emerged as a means of conveying advertising content. As previous findings and conclusions show, celebrities are highly effective for consumers as a brand reminder, as this approach is readily accepted. Another thing about an attractive celebrity is that they are like a brand-new Jaguar or Mercedes-Benz speeding down a busy street, inevitably turning heads. An attractive celebrity certainly captivates consumers.

Here are some potential counter-arguments raised by the advert that need to be addressed:

When watching this advert, consumers only pay attention to the celebrity featured in it. Their eyes do not blink, and their minds do not even

seem to take in the intended message. They simply admire the celebrity without really understanding the advert's message.

Furthermore, consumers pay little attention to the message, as they do not grasp the key information the first time they see the advert. This situation is detrimental to the product's lifecycle. An advert may be very popular at a given moment, but no one remembers it the next day.

To the researcher, this advert seems to be aimed solely at exploiting a celebrity's fame and popularity, without developing a high-quality script or production. This is a serious mistake, especially given that the spokesperson is of such high calibre.

In short, Lalama Sarah is appealing, but the Isis Pril brand advert is not. People will start talking about Lalama Sarah, but not about Isis Pril brand.

Future suggestions:

- This study examined only three attributes of celebrity influence. Future research could examine other attributes, such as expertise, celebrity gender, and celebrity branding.
- This study only tested TV commercials. Future research could examine consumer purchase intention of celebrity advertisements through other media, such as social media.
- Only cleaning products were considered; this can be extended to other products, such as electronics, beauty products, and food products.
- Only tangible products were sampled; future studies could expand to services.

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