

# Impact of Psychological Trigger in Celebrity Endorsements on Consumer Buying Behaviour: A Study with Special Reference to L'Oréal Paris in Coimbatore District

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**Abstract** - Celebrity endorsement and emotional appeals are very important factors in influencing consumer perception in the beauty and cosmetics business. This paper aims to explore how certain psychological factors work in celebrity endorsement emotional appeals, attraction, expertise, and trustworthiness as influential factors on consumer buying behaviour towards L'Oréal Paris. A descriptive study design was employed, and primary data were collected from 342 women consumers in Coimbatore using a structured questionnaire administered. Data were analysed with descriptive and correlation analysis techniques through the use of SPSS software. Results showed that celebrity endorsement and emotional appeals have an average influence on consumer perceptions and that they are not major direct factors in buying behaviour. Product characteristics, such as its specifications and suitability, were found to be major factors in purchase decision-making. Moreover, the increasing disparity between consumer perceptions of the trustworthiness of celebrities and the advertised product has also come into focus in this study. The conclusion is that an influential marketing mix with an appropriate fusion of trustworthy endorsement and effective product communication could be an appropriate promotional strategy for L'Oréal Paris on its journey towards increasing consumer trust and loyalty.

**Keywords** - Attractiveness, Emotional Appeal, Expertise, and Trustworthiness.

## I. INTRODUCTION

Throughout the years, there had existed a complex interplay of psychological, social, and cultural dynamics that influenced the purchasing decisions of consumers. Among these dynamics, source credibility and emotional appeal are two very significant elements that drive the perception and buying decisions of customers because the source of the information, be it a corporation, a celeb endorser, or an Internet influencer, has played an imperative role in instilling credibility and reducing perceived risk in the current highly competitive business environment where consumers are subjected to countless persuasive communications every second of their lives through advertisements, commercials, and other persuasively crafted messages. At the same time, emotional appeals had emerged as an effective marketing approach that could generate enthusiasm, community, or confidence in buying a certain product despite its lack of purely physical or technological advantages.

A promising field to analyse these mechanisms in detail is the area of beauty and cosmetics. Despite some of the efforts to influence consumers' perceptions or attitudes toward the quality, safety and attractiveness of their products, brands in this area tend to prefer advertising plots that resonate emotionally and feel authentic. Among the biggest cosmetic brands globally, L'Oréal Paris provides examples of this approach in both emotional connection (empowerment, self-expression and inclusivity "Because I'm worth it! Powered by scientific authority dermatological claims. As a result of its ability to combine credible endorsements with emotionally laden marketing, the brand is an ideal case for investigating how these components interact with consumer purchasing behavior. The influences of endorser credibility and emotional appeal on attitudes toward L'Oréal Paris are related to a high-involvement image market. Influencer partnerships and celebrity marketing are crucial parts of the business in India's rapidly digitalising

beauty industry. Focusing on tangible, demographics, and digital involvement-level specific effects, this research investigates how certain endorser features and feelings influence the customer purchasing behaviour of L'Oréal Paris products. While companies invest heavily in endorsements, the balance of emotional appeal versus credibility of source on actual purchasing intention is not well determined for L'Oréal Paris. Analyse and compare how customer purchase behaviour of L'Oréal Paris is affected by credibility, expertise, attractiveness and emotional appeal (such as affective responses to celebrity endorsers).

Psychological and social dimensions embedded in advertisements are finding a place in the behaviour of customers. Against this background, emotional appeal (the extent to which one can trigger emotions) and source credibility (the degree to which a message sender is believed and the level of its perceived expertise) are considered very important factors. A global cosmetics giant, L'Oréal Paris, frequently uses emotive advertising and celebrity endorsements to sway consumers. The influence of these two factors on brand loyalty and purchase intention among the Coimbatore customers, young adults in particular, is evident in this paper. More specifically, the present study will analyse the effects of source credibility and emotional appeal in relation to consumer purchase behaviour using L'Oréal Paris as a sample case. The study intends to determine the degree to which these factors impact purchase intentions, brand loyalty, and general consumer trust by examining how people react to reliable sources, such as expert recommendations and emotionally appealing advertisements. The results are anticipated to advance both scholarly knowledge of consumer psychology and useful information for marketers creating persuasive communication tactics that strike a balance between emotional resonance and logical believability.

#### **A. Research Objectives**

1. To assess the influence of psychological and source factors on consumer purchasing behaviour for L'Oréal Paris.
2. To examine the impact of celebrity endorsements on consumers' perceptions and purchase intentions.
3. To contrast and prioritise the strength of impact of appeal to emotion versus source credibility dimensions on consumer purchasing behaviour.

## **II. REVIEW OF LITERATURE**

Shmita Sunil (2025) demonstrated how emotional ads lead to higher brand resonance and consumer engagement. Marta Minerva & Rokhmat (2024) find evidence that emotive responses promoted by L'Oréal Paris on Shopee lead to more positive brand attitudes and likely positive consumer responses. Hovland and Weiss (1951) found that credible sources have a significant influence on message acceptance. Ohanian (1990) notes that celebrity endorsements relate to three dimensions: attractiveness, trustworthiness, and expertise. Belch & Belch (2003) An emotional appeal increases recall and brand attachment.

Jha & Sharma (2024) applied source credibility theory to influence purchase intention and have suggested extensions to both messenger credibility and receiver credibility. Sunil Ashmita's (2025) work has stumbled upon a valid assertion that emotional advertising shapes brand association and consumer perception to a great extent, and in the case of beauty and lifestyle products, it drives the consumer to a greater extent. Erdogan, back in 1999, looked at a bunch of studies and basically said that if the source seems credible, it builds trust with consumers and makes ads more effective. It seems like that ties into what Keller (2001) talked about with his Customer-Based Brand Equity model, where strong connections to a brand come from messages that feel believable and hit an emotional note. Then there's the part about expertise versus just looks. Till and Busler (2000) found that when celebrities endorse stuff, their know-how in the area matters more for swaying how people feel about the product than how attractive they are. That makes sense, but sometimes it's hard to separate the two.

Kotler and Keller (2016) argue that to really influence what consumers pick, you need sources that persuade and create some kind of emotional pull. Not totally sure if that's always the case, though. According to Choi and Rifon (2007), if a celebrity matches up well with the brand, it boosts credibility and makes people more likely to buy. That fit thing stands out, I guess, because without it, the endorsement might fall flat. Emotional appeal is a central component of marketing psychology. Through which branding, advertising, and emotional marketing strategies can make an important impact on consumer behaviour by eliciting affective responses that inform purchase decisions. Vrtana and Krizanova (2023) explain how emotional advertising appeals efficiently encourage purchasing behaviour, strengthening brand and customer relationships with evocative storytelling.

Sharma et al. (2022) demonstrate that emotional marketing structures consumer perception, allowing changed behavioural attitudes toward favoured brands through increased emotional involvement. Apart from Abass (2024), who emphasises the efficiency of emotional marketing in facilitating customer loyalty among youths in cosmetic businesses. Ucheanya (2020) connects the use of emotional marketing in tele advertisements for cosmetic products to direct buying among female students. Kaushik et al. (2024) also integrate these aspects, highlighting emotional marketing's role in simplifying consumer decisions across sectors. Celebrity attractiveness will draw in the audience and increase the persuasiveness of an endorsement because it is grounded in physical attraction, source attractiveness, and visual attraction. The framework of source attractiveness extended by Frank and Mitsumoto (2023), which describes how various sports endorser attractiveness maximises the efficiency of the advertisements, validated the result found by Vahid and Muhammad (2022), which stated that physical attractiveness through the use of aspirational imagery highly increased the buy intention of young consumers. Although the study by Amakyewaa et al. (2021) confirms the role of its influence on buying behaviour in the case of female university students, stressing the universal appeal of its visual appeal role in the marketing of beauty products, the study conducted by Kim & Park (2023) on virtual influencers confirms the moderated mediation of attractiveness on the purchase intention of the product based on its endorser-brand fit. In addition to that, the effectiveness of celebrity-related beauty would strengthen celebrity endorsement.

Celebrity endorsements relying on the psychological stimuli driving consumer behaviour are dependent on the effectiveness of endorsements within the context of transfer, fit between brand and celebrity, and outcomes in terms of purchase intentions. Calvo-Porral & Levy-Mangin (2024) researched endorsements acting on brand-specific and general buying behaviour, and Friscilla et al. (2023) proved the effectiveness of celebrity endorsements on Gen Z's purchasing intentions of L'Oreal products through improving brand image. Elango & Suryakumar (2022) mention the behavioural impact of the endorsement, the impact of the endorser in terms of influencing the brand attitude and intentions, the impetus for the impulsive purchase, and the link to the luxury brand purchase intentions, all by Putri & Roostika (2021) and Yue et al. (2023), respectively. The endorsement has, as a result of the downstream phenomenon, instilled considerable confidence in the consumer. Bennett & Ruvalcaba (2024) qualitatively explore the meaning transfer of celebrity endorsements in the build-up of consumer self-confidence. Amraei (2024) theorises self-confidence effects of skincare, Purnomo (2025) connects skincare and digital media to women's identity-driven self-confidence, Calestru et al. (2025) show that luxury cosmetics enhance the esteem of older adults, and Jihana and Yuningsih (2024) mediate endorsement effects through confidence in purchasing decisions.

Increased self-assurance is easily translated into changes in consumer buying behaviour. Consumer buying behaviour, which is driven by psychological cues arising from endorsements, has entailed purchase intention, impulse buying, loyalty, and decision-making. Teixeira et al. (2024) have systematised the drivers of purchase behaviour, Li et al. (2023) present the role of celebrity endorsements in impulse buying as moderated by loyalty in electronic commerce, and Andini et al. (2025) evaluate the synergy between consumer reviews and L'Oréal purchasing power. Wuisan and Angela (2022) connect support to cosmetic planning based on quality and loyalty. Anyadighibe et al. (2022) support their role in telecom purchases, while Hapsari (2022) emphasises their significance in decision-making.

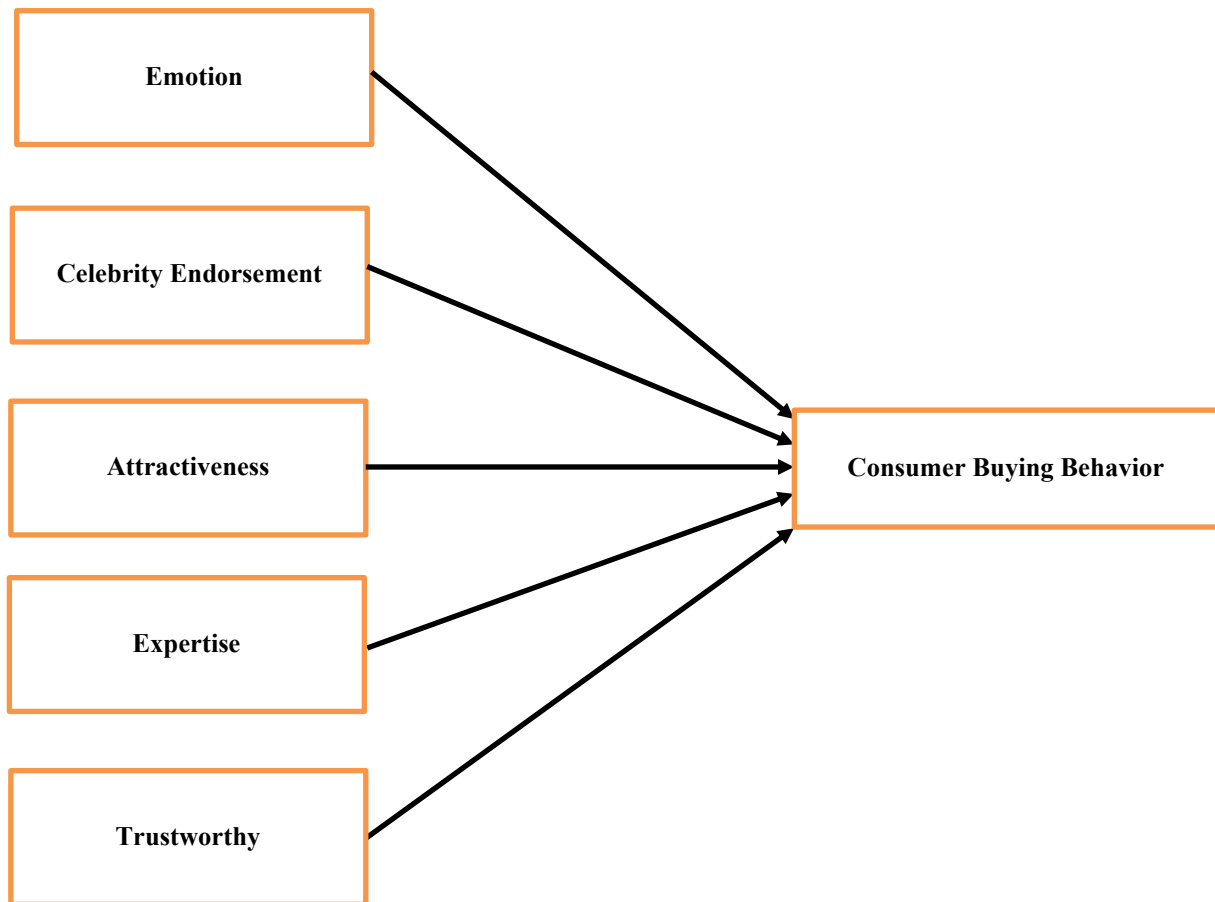
Chaihanchanchai (2025) compares responses between cyberspace and celebrity supporters. The qualities of an endorser in these trends might include qualities like trustworthiness. The creation of endorsers as perceivably competent, knowledgeable, professionally fitted, and authoritative sources can also play a major role in making endorsements more persuasive. Afifah (2022) combines elements of expertise, product match-up, trustworthiness, and similarity to positively affect purchase intention based on perceived authority, while AlFarraj et al. (2021) assess the role of expertise of influencers as a credibility factor jointly with other factors influencing the purchase of aesthetic dermatology.

Such traits increase the persuasiveness of the endorsement message through the construction of the endorser as an individual who can and has expertise relevance increases the believability of the product claims, particularly with regard to the usage and constitution of cosmetics. The expertise of the endorser acts as a mediator for the attitude towards the purchasing intention of young females in the Indonesian beauty industry, according to Putri et al. (2025), and expertise in the cosmetic industry in India, Senapaty (2025), and expertise combined with trustworthiness creates a more solid foundation of believability. It is a vital relationship-building element in marketing communication, which develops through honesty, reliability and credibility. It plays a pivotal role in enhancing the effectiveness of long-term celebrity

endorsement and sustaining customer trust. While trustworthiness is seen by Sin (2024) as a term that links brand loyalty of L'Oréal Paris products with the notion of perceptions of ongoing dependability.

Sari et al. (2021) have established that trustworthiness, besides beauty, attractiveness, and skills, also plays a significant role in determining the effectiveness of endorsement in the beauty industry. Al Mamun et al. (2023) model their role in green skincare attitudes, the willingness of premium pricing, and the loyalty formation process. These authors show how honest portrayals by endorsers create enduring trust among consumers across repeated exposures. Jihana and Yuningsih (2024) channel endorsements through confidence in trustworthiness to purchases. Very recent studies on the beauty care industry confirm that it is the trustworthiness factor that is crucial to encouraging purchases through social proof and authenticity (IJCRT, 2023), while Quest Journals (2023) relates it to cosmetics client loyalty, and Management Paper (2025) underlines its impact on the efficacy of endorsed advertisements.

#### ***A. Conceptual Framework & Theoretical Framework***



***Figure 1. Factors Influencing Consumer Buying Behavior***

One of the most significant approaches came from Gobe in 2001 and is known as emotional branding. This theory identifies the significance of important emotions as "a way to create strong links between customers and brands." These responses are vital for building brand loyalty and preference because not only do they enhance brand links, but their impact on decision-making is substantial as well. "The use of celebrity endorsement is a significant element of marketing communication." In McCracken's (1989) work, the significance and qualities are transmitted or communicated to the products or brands they support because "they serve as carriers of symbolic meanings." In this way, items are linked with those qualities that are embodied by the celebrities, resulting in an improvement in brand images and consumer attitudes as well.

Ohanian (1990) summarised the significance of attractiveness in persuasion as follows: "As ATTR 'Attractive' endorser MODE 'endorses' or 'announces' As ATTR 'attractive' products, and as a result, their acceptability and appeal are increased because of their 'attractive' character. This shows how vital aesthetic and visual elements are to

marketing strategy plans, as mentioned earlier as well. The significance of "expertise" is also viewed as one of the most significant factors. The mention of the study conducted by Ohanian in 1990 regarding trustworthy sources brings in the element of trustworthiness. The study revealed that seeing the endorsers as trustworthy contributes to diminishing perceived risk for consumers. The perception of the endorsers as trustworthy and honest assists consumers in being confident in businesses; this leads to forging long-lasting relationships and diminishing consumer suspicions during the purchase process. As presented in the description of the theoretical framework and literature review. The hypotheses below have been formulated to examine the correlation between critical endorsement factors and customer purchase behaviour with the aid of data.

#### A. Hypotheses

- H1: Emotion has a significant positive impact on consumer buying behaviour.
- H2: Celebrity endorsement positively influences consumer buying behaviour.
- H3: Attractiveness of the product positively affects consumer buying behaviour.
- H4: Expertise of the endorser positively influences consumer buying behaviour.
- H5: Trustworthiness of the endorser positively affects consumer buying behaviour.

### III. RESEARCH METHODOLOGY

The present study adopts a descriptive research design. Descriptive research is appropriate, as it aims to describe and analyse the influence of psychological triggers in celebrity endorsements, particularly emotional appeal, attractiveness, expertise, and trustworthiness, on consumer buying behaviour towards L'Oréal Paris products. The design helps in understanding consumers' perceptions, attitudes, and responses based on collected primary data. The collected data were analysed using statistical tools such as percentage analysis and descriptive statistics with the help of SPSS. The study focuses on Coimbatore consumers, particularly female consumers, as L'Oréal Paris primarily targets women in the beauty and cosmetics segment. The respondents have been sourced from urban, semi-urban, and rural areas, which will help in providing a well-represented geographic distribution of respondents. To provide a clear understanding of participants, the population covered in this research includes female consumers who have knowledge or experience with products from "L'Oréal Paris". Participants are diverse in relation to their ages, occupations, income, and backgrounds. A total of 342 respondents were selected for the study. The study employs a convenience sampling technique. Data were collected through online and offline questionnaires distributed among female consumers familiar with L'Oréal Paris products.

### IV. ANALYSIS AND INTERPRETATION

This chapter presents the analysis and interpretation of data collected from 342 respondents to study the impact of psychological triggers in celebrity endorsements on consumer buying behaviour towards L'Oréal Paris. The data were analysed using percentage analysis and descriptive statistics (mean and standard deviation) with the help of SPSS software. Out of 342 respondents, 52.6% are under 18 years, and 47.4% belong to the age group of 18–25 years. All 342 respondents (100%) are female. Since L'Oréal Paris primarily targets women, focusing exclusively on female respondents strengthens the relevance and accuracy of the study. The respondents are well distributed across different locations, indicating that L'Oréal Paris has reach and influence across urban, semi-urban, and rural markets. The income distribution shows that L'Oréal Paris is perceived as a brand suitable for both middle-income and higher-income consumers, supporting its positioning as a luxury brand with affordability.

**Table 1. Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Celebrities influence	342	1	5	3.05	1.358
Promotional content	342	1	5	2.68	1.321
Emotional	342	1	5	2.89	1.400
Advertisement	342	1	5	3.08	1.430
Skin tones	342	1	5	3.08	1.391

Confidence shown by a celebrity	342	1	5	2.91	1.401
Feel more confident while using a bold product	342	1	5	3.09	1.510
L'Oréal Paris is considered a high-quality product because it features celebrities in its advertisements.	342	1	5	3.09	1.392
Dermatologically tested or expert-approved	342	1	5	2.98	1.290
Features and ingredients	342	1	5	3.14	1.405
Luxury feel with an affordable price	342	1.00	5.00	2.9532	1.45636
Saves my time	342	1	5	2.95	1.462
Offline and online stores	342	1	5	2.91	1.452
Gifting for loved ones	342	1	5	2.93	1.443
Sustainability and social responsibility	342	1	5	2.99	1.368
Bold-coloured products	342	1	5	2.95	1.326
Neutral-coloured products	342	1	5	3.11	1.461
Buy a product because it suits me	342	1	5	3.09	1.384
Premium packaging	342	1	5	3.06	1.330
Foreign brand	342	1	5	2.96	1.465
Recommend	342	1	5	2.99	1.346
Travel-friendly	342	1	5	3.01	1.406
Different seasons	342	1	5	3.01	1.342
Social media page	342	1	5	3.08	1.370
Valid N (listwise)	342				

The descriptive statistics summarise the perceptions of 342 respondents regarding various factors influencing consumer buying behaviour towards L'Oréal Paris. Celebrity endorsement, advertisements, and emotional appeal moderately influence buying behaviour. Product features, ingredients, inclusivity, and confidence-building messages are key drivers of purchase decisions. Consumers perceive L'Oréal Paris as a quality brand offering affordable luxury, with a strong digital presence and a reasonable concern for sustainability. These results support the study's objectives and indicate that both emotional and credibility-related factors collectively shape consumer buying behaviour towards L'Oréal Paris.

**Table 2. Correlations**

Correlations							
		Emotion	Celebrity	Attractiveness	Expertise	Trustworthy	CBB
Emotion	Pearson Correlation	1	.004	.024	-.040	-.004	.018
	Sig. (2-tailed)		.944	.661	.456	.937	.735
	N	342	342	342	342	342	342
Celebrity	Pearson Correlation	.004	1	.132*	.060	-.109*	.091



	Sig. (2-tailed)	.944		.015	.266	.044	.092
	N	342	342	342	342	342	342
Attractiveness	Pearson Correlation	.024	.132*	1	.062	.038	-.018
	Sig. (2-tailed)	.661	.015		.254	.486	.741
	N	342	342	342	342	342	342
Expertise	Pearson Correlation	-.040	.060	.062	1	-.135*	-.014
	Sig. (2-tailed)	.456	.266	.254		.012	.800
	N	342	342	342	342	342	342
Trustworthiness	Pearson Correlation	-.004	-.109*	.038	-.135*	1	-.125*
	Sig. (2-tailed)	.937	.044	.486	.012		.021
	N	342	342	342	342	342	342
CBB	Pearson Correlation	.018	.091	-.018	-.014	-.125*	1
	Sig. (2-tailed)	.735	.092	.741	.800	.021	
	N	342	342	342	342	342	342

\*. Correlation is significant at the 0.05 level (2-tailed).

The correlation analysis was conducted to examine the relationship between psychological factors of celebrity endorsement (emotion, celebrity, attractiveness, expertise, trustworthiness) and consumer buying behaviour (CBB). Pearson's correlation coefficient was used, and the results are interpreted at the 5% significance level ( $p < 0.05$ ). The correlation between emotion and consumer buying behaviour ( $r = 0.018$ ,  $p = 0.735$ ) is positive but very weak and not statistically significant. The relationship between celebrity and attractiveness ( $r = 0.132$ ,  $p = 0.015$ ) is positive and statistically significant, indicating that respondents tend to associate celebrities with attractiveness. However, celebrity and trustworthiness ( $r = -0.109$ ,  $p = 0.044$ ) show a significant negative relationship, suggesting that higher celebrity presence may slightly reduce perceived trustworthiness among respondents.

The relationship between celebrity and consumer buying behaviour ( $r = 0.091$ ,  $p = 0.092$ ) is positive but not statistically significant, implying that celebrity endorsement alone does not directly influence purchase decisions. Attractiveness shows no significant relationship with consumer buying behaviour ( $r = -0.018$ ,  $p = 0.741$ ), indicating that the physical attractiveness of endorsers does not directly translate into buying behaviour. Attractiveness also does not have significant relationships with expertise or trustworthiness ( $p > 0.05$ ), suggesting that consumers view attractiveness as a separate trait rather than a credibility factor.

The correlation between Expertise and Trustworthiness ( $r = -0.135$ ,  $p = 0.012$ ) is negative and statistically significant, indicating that respondents may not always associate expertise with trustworthiness. The relationship between expertise and consumer buying behaviour ( $r = -0.014$ ,  $p = 0.800$ ) is very weak and not significant, suggesting that expert approval alone does not strongly influence purchase decisions. The correlation between trustworthiness and consumer buying behaviour ( $r = -0.125$ ,  $p = 0.021$ ) is negative and statistically significant. This implies that higher perceived trustworthiness of endorsers does not necessarily lead to increased buying behaviour and may even slightly reduce purchase intention in this context.

## V. FINDINGS AND SUGGESTIONS

Celebrity endorsement and emotional appeal have a moderate level of influence upon consumer perception and buying behaviour but are not strong drivers in purchase decision-making. Product characteristics and ingredients/consumer suitability are of greater significance in this regard. Consumers have a favourable attitude toward L'Oréal Paris because of its inclusiveness and affordable luxury brand image. Trustworthiness has a weak and negative

relationship with buying behaviour. It would be better to communicate more about the characteristics and product benefits through the ads of L'Oréal Paris. Use celebrity endorsements, ensuring their authenticity as a tool for expertise endorsement, so as to establish better trust among consumers. There could be better engagement with consumers through digital marketing communications and involvement with their social media communities. Effective communications about their sustainability and loyalty programmes would establish better trust among consumers and enhance their brand image.

## VI. CONCLUSION

The study concludes that product-related factors influence consumer buying behaviour more than celebrity attributes. Celebrity endorsements mainly shape awareness and perception rather than direct purchase decisions. L'Oréal Paris is viewed as an inclusive brand offering quality products at affordable prices. A balanced strategy that combines credible endorsements, strong product communication, and emotional appeal will improve loyalty in the long run.

## Appendix

Impact of Psychological Triggers in Celebrity Endorsements on Consumer Buying Behaviour: A Study with Special Reference to L'Oréal Paris in Coimbatore District.

### Questionnaire

#### PART A

##### 1. AGE:

- Under 18 years
- 18 – 25 years
- 26 – 35 years
- Above 35 years

##### 2. GENDER:

- Female
- Male
- Prefer not to say

##### 3. LOCATION TYPE :

- Urban (City/Town)
- Semi-urban (Small town)
- Rural (Village/Countryside)

##### 4. OCCUPATION:

- Student
- Working professionals
- Entrepreneur/ business owner
- Other

##### 5. INCOME LEVEL / SPENDING CAPACITY:

- Lower income / limited
- Lower middle income / moderate
- Middle-income / comfortable
- High income / flexible

#### PART B

1. Influencers or celebrities influence my purchasing decisions.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

2. The promotional content of the brand made me choose a product.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

3. The emotional narrative in the L'Oréal Paris advertisement makes me buy their product.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

4. Feel that the emotional advertisement is more memorable than the regular product advertisement.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

5. L'Oréal Paris products for all skin tones made me feel included and valued.

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree



6. Confidence shown by a celebrity in an advertisement makes a product more reliable.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
7. Feel more confident while using L'Oréal Paris Red lipstick.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
8. Purchased a product because my favourite celebrity recommended it.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
9. L'Oréal Paris is considered a high-quality product because it features celebrities in its advertisements.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
10. Relate how celebrities are portrayed in the L'Oréal Paris ad.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
11. I feel included when I see diverse and attractive personalities in the L'Oréal Paris ad campaign.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
12. Buy a product when it is presented as dermatologically tested or expert-approved.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
13. Learn to use a product better when celebrities explain it in a GRWM video and ads.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
14. More likely to buy a product if a celebrity from my country and cultural background uses it.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
15. Trust beauty advice and product suggestions from celebrities on social media.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
16. Buy a product based on its features and ingredients.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
17. Prefer a product that gives a luxury feel with an affordable price.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
18. Use a quickly usable product because it saves my time.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
19. Find the L'Oréal Paris product in the offline and online stores.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
20. I prefer gifting a cosmetic and personal care product to my loved ones.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
21. Prefer buying a brand (L'Oréal Paris) which follows sustainability and social responsibility.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
22. More likely to buy Bold colored products because they give a premium and self- expression.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
23. More likely to buy Neutral colored products because they give an effortless look, and are natural.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
24. Buy a product because it suits me.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
25. Use a product with premium packaging and metallic finishes.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
26. Use L'Oréal Paris product because it is a well-known foreign brand.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
27. Recommend L'Oréal Paris products to my family and social group.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
28. More likely to buy a product which are travel travel-friendly.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
29. Prefer using different products for different seasons (like sunscreen for summer, hair serum in winter).  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree
30. Easily able to know about the new product lineup from the L'Oréal Paris website and its social media page.  
☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Neutral ☐ 4 Agree ☐ 5 Strongly Agree

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