Consumers' Fixation with Celebrity-Influencer Brand Products: An Empirical Analysis

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Abstract

Purpose: Celebrity-influencers are capitalising on their power and popularity by launching their own brand of products and are cleverly using Instagram to promote them. This study determined whether consumers' attitude towards a celebrity-influencer's brand of products led to their inclination to purchase the products. Also, this study established whether consumers' varying levels of celebrity worship (entertainment-social, intense-personal, borderline-pathological) moderate the attitude-purchase intention link.

Design/methodology/approach: Data was collected via a survey of 226 Millennial Malaysian women who are consumers and Instagram users and analysed using SPSS software version 26.

Findings: Attitude towards the celebrity-influencer brand of products has a positive impact on purchase intention of the said products. From the three levels of celebrity worship examined, only one worship level namely at intense-personal level was found to strengthen the attitude-purchase intention link.

Research limitations/implications: Theoretically, this study has demonstrated the progression of attitude components cognitive-affective-behaviour may not always be consistent due to the presence of certain factors. In this case, the attitude and purchase intention towards celebrity-influencer brand of products are stronger when the consumers have a strong emotional attachment to the celebrity, proclaiming themselves to be ardent fans who are much involved with the celebrity's lives, successes, failures, aspirations etc.

Originality/value: This study has ventured away from the typically investigated topic of celebrity product endorsements to examine a currently trending marketing phenomenon namely celebrity-influencer brand extensions.

Keywords: Influencer; influencer marketing; Instagram; social media, branding, celebrity brand.

Introduction

Social media has evolved into an essential component of contemporary life in this age of technological growth. Social media is an online platform that allows users to engage with one another, post images, and trade information. Social media has become the go-to platform for consumers for communication, information, and connection-building. Realizing the potential of social media, marketers have incorporated it into their mix of promotional platforms in order to create integrated, compelling, and standardised messages about their goods and services. Webcasts and videos can be promoted more effectively through social media. Social media may also be used to connect with both existing and new consumers to get feedback or other kinds of customer service and support. Facebook, Instagram, Twitter, and more recently TikTok are some of the well-known social media sites used by marketers. Nevertheless,

Instagram continues to be a popular and widely-used platform among users, which has led many marketers to pay attention to it as a communication tool to connect with users.

Malaysians are among the most frequent users of Instagram in the Asia Pacific area, with a potential audience reach of 15.5 million, according to Digital Business Lab (2022). In Malaysia, there are 15,700,000 Instagram users as of 2022, with young people making up the majority of users (Naim, 2022). The working adults demographic, which comprises those between the ages of 25 and 34, makes up the majority of Instagram users in Malaysia (5,400,000 users, or 34.4% of all users) (Naim, 2022). Following this are the 4,700,000 young adults (aged 18 to 24), who make up 17.6% of all users (Naim, 2022). In general, there are more female users (53% at 8,300,000) than male users (47% at 7,100,000 million) (Naim, 2022). In addition to using Instagram for entertainment, Malaysians also actively use it for brand research and product discovery thanks to influencer partnerships and Instagram marketing (Digital Business Lab, 2022). Additionally, Malaysians utilise Instagram to communicate with and follow their favourite influencers and celebrities (Digital Business Lab, 2022). According to the number of followers, there are typically four tiers or sorts of influencers on social media. Nano influencers, micro influencers, macro influencers, and mega influencers are, at the very least, those with 10,000 followers or fewer, 10,000–100,000 followers, 100,000–1,000,000 followers, and more than 1,000,000 followers respectively (Crimson Park Digital, 2022). Mega influencers are frequently well-known individuals such as artists, actresses, or social media stars. They are a perfect tool for developing campaigns with the goal of raising brand awareness thanks to their sizable fan base and followers, which provides a sizable audience on social media.

Celebrities have learned to use their influence on Instagram because they are well-known people who receive a lot of public attention across all media platforms, from traditional ones (like newspapers, magazines, television, and radio) to the modern, online, and digital ones (like Facebook, Instagram). Celebrities are frequently solicited by businesses to collaborate on brand campaigns or to endorsing the company's brands, and they then promote the collaborations and endorsements on their Instagram feeds in addition to posting about their lifestyle or musings. More intriguingly, celebrities are now introducing their own line of goods and deftly utilising Instagram as a promotional tool for the goods. They are able to profit from their influence and appeal to market goods bearing their names. More importantly, for the celebrities, creating their own brand extensions and businesses can serve as a tactical move to safeguard their brandnames, maintain control over their identities, and stand out in the congested entertainment industry (Kowalczyk & Royne, 2013). Celebrities starting their own beauty companies is the most recent craze in Hollywood and the rest of the world (Harrington, 2022). As an illustration, Jennifer Lopez has her own skincare line, JLo Beauty. Local celebrity Fazura has successfully launched a number of products in Malaysia, including Muslim women's headscarves under her brand Tudung Fazura and skincare and cosmetics under her brand Fazura Beauty.

While the mainstream media has noticed the growing trend of celebrity branding, academic study has lagged behind, focusing only on celebrities who serve as endorsers rather than exploring the viability of this idea. Although there is a large body of research on celebrity endorsers (Halder et al., 2021), celebrity brand initiatives have received less attention (Kowalczyk & Royne, 2013). Further research is needed to establish the link between consumers' "worship" of celebrities and their entry into their own product brand extensions. The majority of studies have concentrated on how age, personality traits (such as materialism), religion, self-esteem, behavioural and cognitive-behavioral traits (such as fantasy propensity

and obsessive behaviours), cognitive traits (such as cognitive flexibility), interpersonal relationships (such as attachment style), attitudes toward the body, eating, and cosmetic surgery, and psychological health (such as depression and anxiety) relate to celebrity worship (Brooks, 2021). Even so, researchers should focus more on and examine the problem of how customers react to such celebrities' entrepreneurial endeavours. There should be more empirical research done on this popular topic in marketing because studies looking into celebrity-influencers' brands of items on Instagram are still limited.

Each celebrity-owned product is introduced with the intention of maximizing the celebrities' fan bases and the positive attitudes that consumers have toward everything connected to the celebrities. The question that then emerges is whether the favourable perception of the celebrity influencer's products held by their followers on Instagram translates into actual or intended purchases of the product. However, some research has indicated that attitude may not always result in a purchase (Glasman & Albarracin, 2006). In these situations, the addition of a different component may either strengthen or weaken the link between attitude and purchase intention. Can the intense fixations held for a celebrity in this way strengthen the relationship between attitude and intention? In that regard, researchers have discovered various levels of mild to overwhelming admiration among customers who are followers of celebrities. As a result, would all levels of celebrity worship or adoration increase the connection between attitude and intention? Therefore, the goals of this study were as follows:

(1) To determine whether consumers' attitude towards a celebrity-influencer's brand of products leads to their purchase intention of the said products.
(2) To establish whether consumers' varying levels of celebrity worship (worship at entertainment-social, intense-personal and borderline-pathological levels) moderate the relationship between attitude towards and purchase intention of celebrity brand of products.

This study will contribute to a better understanding of the effect that celebrities have on customer perceptions about celebrity-branded items.

Literature Review
According to consumer behaviour theory, an attitude is made up of three different elements: a cognitive element (beliefs), an affective element (emotions), and a conative element (behaviour). First, knowledge a person has about an object, information that precisely connects an object and attribute, is how belief is represented for the cognitive component (Fishbein & Ajzen, 1975). The emotional response (liking/disliking) to an attitude object is referred to as the affective component. The behavioural component can be described as an individual's vocal or overt (nonverbal) predisposition toward behaviour. It consists of action and observable responses that are the outcome of an attitude object (Wicker, 1969). According to Agarwal and Malhotra (2005), a comprehensive model of attitude and choice, such the Cognitive-Affective-Conative Model, is created by combining many streams of research on feelings, emotions, and evaluative judgement on brand beliefs (Schiffman & Kanuk, 2004). The model predicts that actions made toward an attitude object would be influenced by one's thoughts and feelings about it.

Beliefs about the effects of behaviour can influence someone's attitude, which is their appraisal of engaging in the behaviour (Ajzen, 1991). Fundamentally, it symbolises the connection between an object and a judgement. The extreme of the attitude corresponds to where the thing

is on a continuum of favourability (Ajzen & Fishbein, 1980). According to Fishbein and Ajzen (1975), external stimuli have an indirect impact on a person's attitude toward a behaviour by changing that person's salient belief about the results of engaging in the behaviour. A person is more likely to act in ways that are consistent with his or her attitude if they have favourable thoughts and attitudes toward an object or carrying out a specific task. For instance, a consumer's good attitude toward a certain brand may very well result in the development of a purchase intention for the items of that brand. Purchase intention can be defined as the willingness and determination to purchase a specific good or service. In this situation, people are more likely to have purchase intentions for the products if they have a favourable opinion of the celebrity-influencer's brand of goods.

H1: Attitude towards a celebrity-influencer brand products has a significant and positive influence on the intention to purchase the aforementioned products.

Previous research on celebrities focused on the branding strategy of using celebrities as product endorsers (Seno & Lukas, 2007; Bryne et al., 2003; Langmeyer & Shank, 1994); the congruence between the celebrity's image and the products endorsed (Bower & Landreth, 2001; Silvera & Austad, 2004); the effectiveness of celebrity product endorsements (Miller & Basehart, 1969; Magnini et al., 2008; Park & Yang, 2010). Researchers have started looking at the idea of celebrity worship in light of society's growing fixation with celebrities. In order to quantify the idea, McCutcheon et al. (2002) created the Celebrity Worship Scale, defining celebrity worship as having both pathological and non-pathological versions. According to Maltby et al. (2001), who proposed the absorption-addiction model of celebrity worship, devotion of public figures is frequently accompanied by a lack of psychological well-being.

A powerful psychological attachment known as "celebrity worship" entails making a relationship with a favourite celebrity the centre of one's entire existence. It is characterised by loyalty and a readiness to spend time and money on that person and arises from profound devotional feelings and strong identification with that celebrity's identity (Brown, 2015). It is, in essence, a person's fascination with a famous person (McCutcheon et al., 2002). The three stages of celebrity worship are celebrity worship (entertainment-social), intense-personal, and celebrity worship (borderline pathological). First of all, entertainment-social worship, or the adoration of celebrities, is the lowest type of worship. This involves reading, watching, and studying about celebrities (McCutcheon et al., 2002). The second type of worship is celebrity worship (intense-personal), which is when a person exhibits more strong and compulsive affections for the celebrity in front of friends or other admirers (McCutcheon et al., 2002). The ultimate kind of adoration, known as celebrity worship (borderline pathological), occurs when a person feels a special link with the celebrity and is prepared to go to any lengths for the star (McCutcheon et al., 2002).

It is hypothesised that attitudes influence purchase intentions. There are situations, nevertheless, in which it is not evident that these relationships hold up over time. In other words, attitude does not always predict intention (Glasman & Albarracin, 2006). Despite having favourable ideas and feelings about the things in this situation, buyers can decide not to buy the celebrity-influencer's products. As a result, it becomes necessary to look at moderating factors, specifically the degree of celebrity worship, that explains the fluctuation between attitude and intention (Memon et al., 2019). Customers are more likely to develop purchase intentions for celebrity-influencer brand products if they have a positive attitude toward them. This is especially true if the consumer enjoys keeping up with the celebrity's news and talking

about it with other fans (entertainment-social), or if the consumer is an ardent fan who empathises with everything the celebrity goes through (intense-personal), or even if the consumer has developed a rather abnormal devotion with the celebrity (borderline pathological). Consequently, the following claims are made:

H2: Celebrity worship at the entertainment-social level moderates the positive relationship between attitude towards celebrity-influencer brand products and the intention to purchase those products, such that the positive relationship between attitude and purchase intention will be stronger when the level of celebrity worship (entertainment-social) is high.

H3: Celebrity worship at the intense-personal level moderates the positive relationship between attitude towards celebrity-influencer brand products and the intention to purchase those products, such that the positive relationship between attitude and purchase intention will be stronger when the level of celebrity worship (intense-personal) is high.

H4: Celebrity worship at the borderline-pathological level moderates the positive relationship between attitude towards celebrity-influencer brand products and the intention to purchase those products, such that the positive relationship between attitude and purchase intention will be stronger when the level of celebrity worship (borderline-pathological) is high.

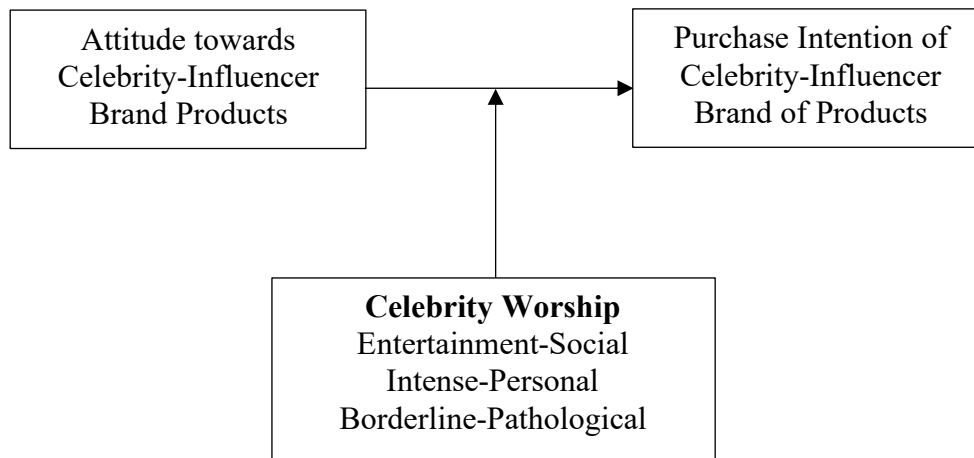Figure 1 presents a graphical representation of the research framework.

Figure 1: Research Framework

Method
The population for this study is Millennial Malaysian women who are consumers and Instagram users born between the years 1980 to 2000 (Gurau, 2012). The reason Millennials were chosen is because they are active users of technological gadgets and applications. Specifying the entire population of Millennials in Malaysia is not possible thus a non-probability purposive sampling method was used to obtain respondents for the study. The women segment presents a viable option as the sample in this study given that they outnumber the men in terms of their Instagram usage. In addition, women are the focus of this study given that there is a high number of female celebrities on Instagram and many of these celebrities'

followers on Instagram are female. A sample of more than 200 respondents was acquired in this study considering the minimum sample size to obtain any kind of meaningful results from data analysis is 100. The finalized and usable sample size of respondents is 226 in this study.

Three items were used to gauge attitude on a 5-point scale with 1 representing "strongly disagree" and 5 representing "strongly agree." Items were modified based on Ajzen (1991). Example of question is "In my opinion, this celebrity-influencer brand's products are good". Three questions were used to gauge purchase intention on a 5-point scale, with 1 being the least likely and 5 being the most likely. The questions were modified from Zeithaml et al (1996). Example of question is "How likely are you to purchase this celebrity's brand of products?"

Six items were used to measure Celebrity Worship (Entertainment-Social), using a 7-point scale ranging from 1 for strongly disagreeing to 7 for strongly agreeing. Example of question is "I enjoy watching, reading, or listening to this celebrity-influencer because it means a good time." Three items were used to measure Celebrity Worship (Intense-Personal), using a 7-point scale ranging from 1 for strongly disagreeing to 7 for strongly agreeing. Example of question is "If I were to meet this celebrity-influencer in person, she would already somehow know that I am his/her biggest fan." Two items were used to assess Celebrity Worship (Borderline-Pathological), with a 7-point scale ranging from 1 for strongly disagreeing to 7 for strongly agreeing. Example of question is "If I was lucky enough to meet this celebrity-influencer and she asked me to do something illegal as a favour, I would probably do it." The items for all three levels of Celebrity Worship were adapted from McCutcheon et al. (2002).

Data was collected through a survey method. To qualify as respondents for this study, the respondents must fulfil several criteria namely 1) must have an active Instagram account and be using it; 2) must follow at least one female celebrity-influencer on Instagram. The responses to the survey were collected via two ways. First, the data was collected online. The respondents are required to answer the questionnaire by clicking the link that was posted on an entertainment-related Facebook page. Secondly the data was collected manually using printed questionnaires. Respondents were given roughly 10 to 15 minutes to complete the printed copy questionnaires. To answer the survey questions, respondents were asked to think of a celebrity-influencer (local or international) who they are following on Instagram and has his/her own brand of products and answer the questions based on the celebrity that they have thought of.

Findings
Using computerised SPSS (Statistical Software Package for Social Science) software version 26, the data collected were coded and analysed.

Profile of Respondents
A total of 226 respondents were obtained from the data collection process. The respondents' mean age is 23 years old. Majority of the respondents are students (82.3%), followed by administrative officers (5.8%), executives/managers (3.5%), professionals (2.7%) and self-employed (2.2%) while the unemployed and housewives made up 0.9% and 0.4% respectively. Most of the respondents are not working (72.6%) given that they are still studying; this is followed by those with income less than RM 1000 (15%), RM 1001-RM 2000 (7.5%) RM 2001-RM 3000 (3.5%) and RM 3001- RM 4000 (1.3%). In terms of marital status, majority are single (95.1%). A large number of respondents check the Instagram account every 2-3 hours (44.2%) followed by those who check their Instagram every hour (23.9%) and every half hour

(16.4%). Approximately 36.3% of them post on Instagram once a month, 27.4% post once a week and 25.2% post several times a week.

Goodness of Measurement

Attitude, Celebrity Worship (Entertainment-Social), Celebrity Worship (Intense-Personal), Celebrity Worship (Borderline-Pathological), and Purchase Intention of Celebrity-Influencer Brand Products were the variables measured in this study. The reliability of the items measuring each variable was assessed using the Cronbach's Alpha. Reliability coefficients for Cronbach's Alpha typically fall between 0 and 1. The internal consistency of the scale's items increases when Cronbach's Alpha reliability coefficient approaches 1.0. The following guidelines for Alpha values are provided by George and Mallery (2003): >.9 - excellent, >.8 - good, >.7 - acceptable, >.6 - questionable, >.5 - poor, and.5 - unacceptable. According to the survey results, every Cronbach's Alpha value was above 0.7, which is favourable. Table 1 shows the reliability analysis results. No items were deleted during the process of this analysis.

Table 1: Reliability Analysis Results

Variables	Number of Items	Number of Items Discarded	Cronbach's Alpha
Attitude towards Celebrity-Influencer Brand Products	3	-	0.93
Purchase Intention of Celebrity-Influencer Brand Products	3	-	0.92
Celebrity Worship (Entertainment-social)	6	-	0.94
Celebrity Worship (Intense-personal)	3	-	0.89
Celebrity Worship (Borderline-pathological)	2	-	0.72

Descriptive Analysis

The means and standard deviation values were derived for the dependent and independent variables. According to the findings, Purchase Intention has the greatest mean (M=4.98) and Worship (Borderline-Pathological) has the lowest mean (M=2.70). Table 2 presents the results of the descriptive analysis.

Table 2: Descriptive Analysis Results

Variables	Mean	Std. Deviation
Attitude towards Celebrity-Influencer Brand Products	3.90	0.88
Purchase Intention of Celebrity-Influencer Brand Products	4.98	1.44
Celebrity Worship (Entertainment-Social)	4.91	1.35
Celebrity Worship (Intense-Personal)	3.92	1.61
Celebrity Worship (Borderline-Pathological)	2.70	1.72

Simple Regression Analysis

The correlation between Attitude and Purchase Intention was examined using a simple regression analysis. According to the results, attitude can account for about 58.2% of the variation in Purchase Intention ($R^2 = 0.582$). H1 is supported because it was discovered that Attitude had a favourable effect on Purchase Intention ($\beta=0.763$, $p<0.01$). The outcome of simple regression analysis is displayed in Table 3.

Table 3: Simple Regression Results

Variable	Dependent = Purchase Intention Standardized beta
Attitude	0.763***
F	303.374
R²	0.582
Adjusted R²	0.580
Durbin-Watson	1.833

*Note:***p<0.01*

Hierarchical Regression Analysis

The effects of the moderating variables on the link between Attitude and Intention were examined using a hierarchical regression analysis. The interaction term between Attitude and Celebrity Worship (Entertainment-Social) was not determined to be significant ($\beta = 0.486$; $p>0.01$) based on the analysis findings using Celebrity Worship (Entertainment-Social) as a moderator (see Table 1). H2 was therefore not supported. The results of the hierarchical regression analysis for Attitude x Worship (Entertainment-Social) on Purchase Intention are displayed in Table 4.

Table 4: Hierarchical Regression Analysis Results
(Attitude x Worship – Entertainment-Social on Purchase Intention)

Independent variable	Std Beta Model 1	Std Beta Model 2	Std Beta Model 3
Attitude	0.755***	0.648***	0.399
Moderating Variable: Celebrity Worship (Entertainment-Social)	-	0.214***	-0.090
Interaction Term ATT*WOE	-	-	0.486
R²	0.570	0.604	0.610
Adjusted R²	0.568	0.600	0.604
R² change	0.570	0.034	0.006
F change	289.933	18.960	3.613

Note: *p<0.10; **p<0.05; ***p<0.01; ATT=Attitude; WOE= Celebrity Worship (Entertainment-Social)

The examination of Celebrity Worship (Intense-Personal) as a moderator revealed that the interaction term between Attitude and Celebrity Worship (Intense-Personal) was significant (β

= 0.582; p<0.01). The results of the hierarchical regression analysis for the impact of Attitude x Celebrity Worship (Intense-Personal) on Purchase Intention are displayed in Table 5.

Table 5: Hierarchical Regression Analysis Results
(Attitude x Worship – Intense-Personal on Purchase Intention)

Independent variable	Std Beta Model 1	Std Beta Model 2	Std Beta Model 3
Attitude	0.771***	0.714***	0.483***
Moderating Variable: Celebrity Worship (Intense Personal)	-	0.171***	-0.281
Interactive Term ATT*WOI	-	-	0.582***
R^2	0.595	0.621	0.632
Adjusted R^2	0.593	0.617	0.627
R^2 change	0.595	0.026	0.011
F change	216.674	16.388	6.063

Note: *p<0.10; **p<0.05; ***p<0.01; ATT=Attitude; WOI= Celebrity Worship (Intense-Personal)

The graph demonstrates that when the level of Celebrity Worship (Intense-Personal) is high, the relationship between Attitude and Purchase Intention is stronger (see Figure 2). H3 was therefore supported.
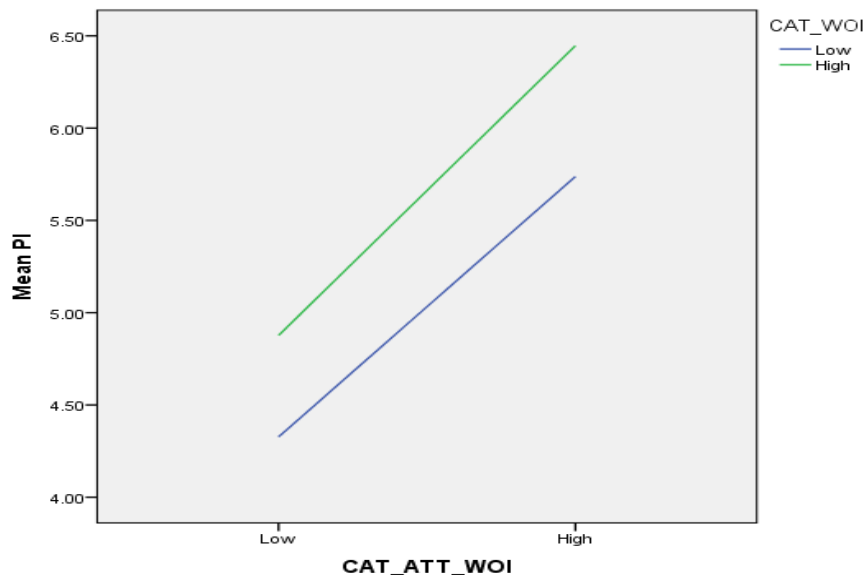

Figure 2: The impact of Worship (Intense-Personal) on the relationship between Attitude and Purchase Intention

The third moderating analysis's findings showed that interaction term between Attitude and Celebrity Worship (Borderline-Pathological) was not significant (β = 0.164; p>0.01). H4 was not therefore supported. The results of the hierarchical regression analysis for Attitude x Worship (Borderline-Pathological) on Purchase Intention are displayed in Table 6.

Table 6: Hierarchical Regression Analysis Results
(Attitude x Worship – Borderline-Pathological on Purchase Intention)

Independent variable	Std Beta Model 1	Std Beta Model 2	Std Beta Model 3
Attitude	0.763***	0.737***	0.693***
Moderating Variable: Celebrity Worship Borderline Pathological	-	0.133	-0.13
Interactive Term ATT*WOB	-	-	0.164
R^2	0.582	0.599	0.600
Adjusted R^2	0.580	0.595	0.594
R^2 change	0.582	0.017	0.001
F change	303.374	9.212	0.511

Note: $*p < 0.10$, $**p < 0.05$, $***p < 0.01$; ATT=Attitude; WOB= Celebrity Worship (Borderline-Pathological)

Discussion and Conclusion

Based on this study's findings, attitude influences purchase intention, which is consistent with those of earlier studies (e.g. Cheah et al., 2020; Shen & Chiou, 2009; Yoon & Chung, 2018). The way one feels about the celebrity-influencer brand of goods influences how likely one is to buy them. Consumers generally concur that the celebrity-influencer brand products are admirable, enjoyable, and favourable. They are then likely to have intentions to try out these things themselves with such favourable thoughts.

Only the celebrity worship at the intense-personal level was found to strengthen the attitude-intention link among the three levels of celebrity worship that were investigated. Consumers who enjoy keeping up with celebrities through watching, reading, and learning about them are people who admire celebrity-influencers on an entertainment-social level (McCutcheon at al., 2002). Additionally, consumers who admire a celebrity to this degree like socialising with other fans of the same person. However, the affinity they have for the celebrity- influencer might not be strong enough to lead to eventual product purchases from the celebrity-influencer. The ideas and actions of other consumers may persuade them to support the celebrity-influencer's new product initiatives, but they are not particularly susceptible to such influence.

Moving up a notch, consumers who have an intensely personal level of celebrity worship have more intense and compulsive impulses for the celebrity-influencer in the presence of friends and other followers (McCutcheon et al., 2002). Consumers who exhibit this degree of devotion view themselves as the celebrity-influencer's biggest supporters. When something encouraging happens to them, they are especially passionate about the famous influencer. They might feel happy about a celebrity-influencer's achievement, for instance, when the celebrity-influencer receives an award and even think of them as their soul mate. Thus, the consumers would wish to support the celebrity-influencer's business endeavours as loyal followers by buying things made by the celebrity.

Surprisingly, borderline-pathological levels of celebrity worship were not observed to moderate the attitude-intention relationship. At this point, fans feel a particular connection to the celebrity and are ready to go above and beyond for them. Such levels of wonder and

admiration may verge on unhealthy obsession, which can breed fanaticism. The study's insignificant findings are most likely caused by the healthy levels of respect and awe that majority of the consumers have for the celebrity-influencers. They rarely show excessive or unjustified zeal that could get them into trouble. Therefore, the insignificance of the moderating analysis result may have resulted from lesser variations evident in the sentiments of borderline-pathological worship.

Theoretical and Practical Implications
Theoretically, this study has demonstrated the progression of attitude components cognitive-affective-behaviour may not always be consistent due to the presence of certain factors. In this instance, consumers' attitudes and intentions to buy products from celebrity-influencer brands are stronger when they feel connected to the celebrities' lives, successes, failures, aspirations, etc., as well as when they have a strong emotional bond with the celebrities, as evidenced by their intense-personal levels of celebrity worship. Celebrity influencers need to be careful to make the most of social media, especially Instagram, knowing that consumers' positive attitudes may not necessarily transfer into purchases. These celebrities shouldn't forget to share the most recent events in their lives, special sneak peeks at their next projects, and the inspiration for their latest creations. In this way, consumers will feel more invested in the process of achieving the celebrity's goal of creating his or her own line of items in this way.

Additionally, businesses that carry the celebrity-influencer's brand of goods might host events and competitions that enable consumers to get to know the celebrity-influencer better. Collectibles or free gifts that have been carefully curated by the celebrity-influencer might be given together with purchases of their products. As a way to advertise the celebrity-influencer's products and strengthen the relationship with the followers, live dialogue sessions (or live broadcasts) between the celebrity-influencer and the followers can be arranged on Instagram. Celebrity influencers, for instance, could mention their most devoted followers during live broadcasts and reward them with incentives. In addition, the celebrity-influencers can suggest that followers who have purchased their products share screen time during the live session or give a public review of their experiences using the goods. These events could encourage the celebrity-influencer and their followers to interact, which could increase product sales (Wahab et al., 2022).

Limitations and Suggestions for Future Research
The three specific components of attitude, purchase intention, and celebrity worship were the focus of this study, which had a limited scope. Although this method proved successful in determining the effect of different levels of celebrity worship on the attitude-intention relationship, there are still other factors that must be taken into consideration once the consumer has used the celebrity-influencers' products. Future research must therefore look at consumer satisfaction with celebrity-influencer brand products and determine whether they live up to consumer expectations and are congruent with the celebrity's persona, image and personal branding.

Acknowledgement

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