

The impact of celebrity endorsement on Chinese luxury purchaser's intention

Abstract

WAN Yuan¹, Maxime KOROMYSLOV²

(1. Shanghai Jian Qiao University, 201306, Shanghai, China, wanyuan@gench.edu.cn;

2. ICN Business School, 54001, Nancy, France, maxime.koromyslov@icn-artem.com)

Purpose Celebrity endorsement has been increasingly attracted by researchers and practitioners. Luxury marketing and celebrity endorsement always show together in broad media. There is no doubt that China play a vital role in current luxury world. The paper is trying to unveil whether celebrity endorsement has meaningful and positive effect for Chinese luxury purchase's intention.

Design/Methodology/Approach A model has been developed to clarify how celebrity effect affects difference category of consumer. A total sampling of 2,675 respondents has participated in the test. The confirmatory factor analysis and exploratory factor analysis have been used carried out by the software of SPSS 24 and AMOS 22. The samples have been classified by gender, age, educational level and household income separately. Each sub-sample has tested by structural equational model accordingly.

Research limitations/implications These samplings are mainly collected in eastern part of China and have low coverage in other regions of China.

Originality/value Provide the researchers and practitioners with academic support on how celebrity endorsement affects the Chinese luxury consumer's purchase intention. The celebrity endorsement doesn't work for the respondents that are 40 years old or higher income or higher educational level. For these groups, they care for about the quality and brand itself and almost don't care about the celebrity the luxury brand invites.

Keywords Celebrity endorsement, luxury purchase intention, Chinese consumer

Research types Research paper

1. Introduction

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken, 1989; Silvera and Austad, 2004). According to Oxford Dictionary, Celebrity refers to "A Famous Person". Celebrity images can be found in print, radio, and approximately 20 percent of all television commercials (Boyd and Shank, 2004). Nowadays, it can be found out that the consumers are inundated with image of celebrity (McCormick, 2016). A celebrity endorsement is an agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity for promoting the entity (Bergkvist and Zhou, 2016). In current cluttered marketing environment, celebrity endorsement has been considered as an effective and efficient tool to gain customer interest and brand loyalty (Hung, 2017). The appropriate endorsement can bring the luxury company with an annual return of 27%

(Pringle, 2014). Successful celebrity endorsement helps building trust and remembrance for their target customer (for example, Audrey Hepburn endorsed Givenchy, Bvlgari endorsed Elizabeth Taylor, Valentino endorsed Julia Roberts.) Therefore, any company (especially for luxury companies) should consider their celebrity endorsement wisely since any mishap or unwise behavior from the celebrity will jeopardize the customers' confidence in the brand (McCracken, 1989).

A report released by Boston Consulting and Altagamma (Altagamma & Boston Consulting, 2018) stated that more than 30% of Chinese consumers get access to luxury consumption by endorsement, lower than social media, which influences 50% of Chinese luxury consumers. In consideration that many endorsers have their own social media account (such as Weibo, WeChat), the real endorsement effect must exceed its nominal effect. In 2017, several international luxury companies have invited several Chinese first-tier celebrities to endorse their brand, such as Dior, Chanel, Gucci, Fendi, Burberry. Table 1 illustrates the current Chinese brand endorser/ambassador in luxury market.

Table 1 Brand endorser/Ambassador

Brand	Celebrity	Brand	Celebrity
Dior	Angelababy YANG Ying, ZHAO Liying	DAMIANI	SONG Xi
Chanel	ZHOU Xun, LIU Wen, HU Ge	MONTBLANC	YANG Yang
Gucci	LI Yuchun, NI Ni	ETRO	YAO Chen
Fendi	Gulnazar	Tod's	LIU Shishi
Burberry	Cris WU	Tommy Hilfiger	Shawn YUE
Jaeger-LeCoultre	ZHAO Wei	Michael Kors	YANG Mi
IWC	ZHOU Xun, HU Ge	Bally	TANG Yan
BVLGARI	SHU Qi, LIU Jialing, WU Yifan	Emporio Armani	HU Ge
YSL	YANG Yang	Hogan	ZHANG Tianai, JIANG Jinfu

Data Resource: Baidu (2018)

In terms of increasing delocalization of luxury celebrity, few researches indicated to celebrity effect in luxury market, especially in Chinese market. This paper fills the existing gaps for academic and practitioner in this topic. The following sections have been divided in four sections as follows: 1) Literature reviews; 2) Model development and specification; 3) Hypothesis data analysis; 4) Implication and limitation.

2. Literature review

2.1 Definition of luxury

There is no universe definition for luxury goods or service. By reviewing the dozens of literatures, Ko (2017) concludes that a luxury brand is a branded product or service that consumers perceive to: 1) be high quality; 2) offer authentic value via desired benefits, whether functional or emotional; 3) have a prestigious image within the

market built on qualities such as artisanship, craftsmanship, or service quality; 4) be worthy of commanding a premium price; and 5) be capable of inspiring a deep connection, or resonance, with the consumer. The first concept of luxury was derived by the masterpiece "The theory of the leisure class" (Veblen, 1899), describing the phenomenon that the wealth class consumers the luxury goods for inferring their status and power. Vigneron and Johnson (2004) defined luxury brands as a prestige brand that has high levels of non-personal oriented perceptions (i.e., conspicuousness, uniqueness, and quality) and personal-oriented perceptions (i.e., hedonism and extended self). Tynan, McKechnie, and Chhuon (2010) defined luxury brands as "high quality, expensive, and non-essential products and services that appear to be rare, exclusive, prestigious, and authentic and offer high levels of symbolic and emotional/hedonic values through consumer experiences".

2.2 Celebrity endorsement

The celebrity has its own charm that provides the value-added return for the luxury. In shopping area, the advertisement can be seen everywhere. The luxury company would like to transmit the sexy celebrity endorsement by creating psychological shocks. The different type of broad media has been used, such as TV, magazines. Therefore, we would like to test whether halo effect, mere-exposure effect, sexual attractions and bandwagon effect has potential influence on the final purchaser's intention or not.

● Sexual attractions

Sexual attraction is attraction based on sexual desire or the quality of arousing such interest. Few literatures or researches indicate to this area. It could be easily found out that sexual celebrity represents the brand in luxury advertisement and we would like to find out whether these sexual attraction produces positive effect for generating positive celebrity endorsement image for Chinese consumers.

● Bandwagon effect

The bandwagon effect derived from voting: some people vote for those candidates or parties who are likely to succeed (or are proclaimed as such by the media), hoping to be on the "winner's side" in the end (Nadeau et al, 1993). Nowadays the bandwagon effect is characterized by the probability of individual adoption increasing with respect to the proportion who have already done so. Kastanakis and Balabanis (2012) find that consumers with an interdependent self-concept are more likely to engage in bandwagon luxury consumption while an independent self-concept discourages this type of behavior. We would like to test whether the same phenome will occur in luxury consumption that the consumers will be eager to purchase the luxury goods if he or she is aware that the celebrities' fans will also buy it.

Therefore, a hypothesis is stated as follows: H1d: Bandwagon effect has positive direct effect on celebrity endorsement.

● Halo effect

The concept of halo effect was first introduced in the psychology literature in the beginning of 20th century

(Chiranjeev and Harich, 1995). The halo effect is a type of immediate judgement discrepancy, or cognitive bias, where a person making an initial assessment of another person, place, or thing will assume ambiguous information based upon concrete information (Kahnman 2013, Rosenzweig 2014, Lachman 1985). Minge (2017) further discusses that halo effect can be divided into hedonic halo effect („beautiful is usable“) and a pragmatic halo effect („usable gets beautiful“). In this research, we would like to examine on how halo effect generates positive effect on celebrity endorsement which can provide the benefit for final purchase intention. We want to acquire the information on whether the halo effect might bias the purchase intention to the positive side of marketers.

Therefore, a hypothesis is stated as follows: H1a: Halo effect has positive direct effect on celebrity endorsement

- **Mere-exposure effect**

The mere exposure effect, also referred to as the exposure effect, familiarity effect and familiarity principle, is a psycho-logical phenomenon according to which individuals tend to develop positive affect to objects or individuals only because they are more familiar to them (Bornstein, 1989). We can see the luxury advertisement in shopping mall, airport, or even high-speed road. The repeating exposure (or mere exposure) might stimulate the consumer to increase its interest in purchase by repeating and reminding customers to buy luxury. In studies of interpersonal attraction, the more often a person is seen by someone, the more pleasing and likeable that person appears to be. The celebrity endorsement advertisement has been seen in downtown, airport or shopping center. The concept of mere-exposure effect has been introduced by Fechner (1876). Zajonc (1968) has made a series of laboratory experiments and found that the a more familiar stimulus tends to create more positive judgement. Zajonc (1980) further introduced the affective primacy hypothesis, asserts that positive and negative affective reactions can be evoked with minimal stimulus input and virtually no cognitive processing and indicates that stimulus exposure has positive path effect in subjective recognition. Murphy and Zajonc (1993) further confirmed the affective primacy hypothesis and described how various stimuli can elicit an early affective reaction that may be sustained or diluted by subsequent cognitive operations. Under the affective primacy hypothesis, we need to know whether the exposure stimuli can create the positive image of celebrity in luxury area by their broad media marketing mix.

Therefore, a hypothesis is stated as follows: H1b: Mere-Exposure effect has positive direct effect on celebrity endorsement

2.3 Factor influencing the purchase intentions

This section describes how celebrity endorsement affects the final purchase intentions. In this research, we consider there are four factors influencing the luxury purchase intention, which are brand synergy, luxury synergy, para social interact and impulsive buying.

- **Brand synergy and luxury synergy**

Synergy, as an old saying, means the whole is greater than the sum of its parts. Why the company would like to .

The use of brand extensions has become fundamental to the business model of most luxury brands (Demangeot, Broderick, 2010). Brand extension or brand stretching is a marketing strategy in which a firm marketing a product with a well-developed image (e.g. a celebrity, place) uses the same brand name in a different product category. The synergy occurs when the value of a set of elements in combination exceeds the sum of the values that the elements would have if they occurred in isolation (Shine, Wyer, 2007). Different studies celebrity endorsement provides source credibility (Hovland, Janis, and Kelley 1953), source attractiveness (Kahle and Homer 1985; Ohanian 1990), meaning transfer (McCracken 1986) and image congruence (Biswas, Biswas, and Das 2006) to the products the celebrity represents. In this study, we need to consider the essence of luxury and verify how celebrity endorsement produces the positive luxury synergy and brand synergy.

Therefore, four hypothesizes are stated as follows:

H2a: celebrity endorsement has positive direct effect in brand extension.

H2b: Celebrity endorsement has positive direct effect in bandwagon effect.

H3a: Brand extensions has positive direct effect in purchase intention.

H3b: Bandwagon effect has positive direct effect in purchase intention.

- **Para social interact**

Para social interaction (PSI) indicates to the phenomena that the audience member expands their one-sided relationships with the media (TV, Movie, Internet, etc). PSI could be explained as an illusionary experience that the media interact with persons (e.g., talk show host, celebrities, characters, sport star.) as like they really live, work, or interact with them (however, the truth is that the person and audience have no any interaction in social living). The concept of parasocial interaction was firstly introduced by Horton and Wohl (1956). McQuail et al. (1972) discovered this phenomenon described by Horton and Wohl in British early soap opera. The next major development in PSI research took place in North America, with Mark Levy's (1979) important study of older adults and local television news. For marketing, Labrecque (2014) defines PSI as, "an illusionary experience, such that consumers interact with personas (i.e., mediated representations of presenters, celebrities, or characters) as if they are present and engaged in a reciprocal relationship" In luxury industry, we need to know whether the fans of the celebrity acquires the luxury goods in order to gain the psychological interaction with the celebrity or not.

Therefore, two hypotheses are stated as follows:

H2c: Celebrity endorsement has positive direct effect in Para social interact.

H3c: Para social interact has positive direct effect in purchase intention.

- **Impulsive buying**

One of the most accepted definition of impulsive purchase (Dhaundiyal, 2009) in academia is from Rook (1987:

191) and it states that impulse purchase happens “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately”. Luxury goods are considered to be priced highly and it requires more emotional purchase buying. The concept of impulsive buying was introduced in literature in 1950s as it has been described as unplanned purchasing (Clover, 1950, West, 1951). Stern (1962) categorized impulsive buying into four categories as pure, reminder, suggestion and planned impulsive buying. The further research has included how shelf space (Cox, 1964) and consumer demographics (Kollat and Willett, 1967) influence the final impulse purchase decision. The research has further developed in the 1980s and 1990s and indicated that different groups have different affection in different condition (Rook, 1987, Beatty and Ferrell, 1998). Except the being unplanned, unintentional and immediate, the hedonically complex was recognized (Piron, 1991, Rook, 1987). Piron (1991) promotes the concept by adding his own opinion that the impulsive purchase is one that is unplanned, triggered by a stimulus and decided upon the purchase place. Verplanken and Herabadi (2001) identify two primary aspects of impulse purchase, while the first indicates to the lack of planning and deliberation and the second is related to emotional aspect. In this study, we want to prove that the impulsive buying generated by celebrity endorsement can contribute the final purchaser's intention or not.

Therefore, two hypotheses are stated as follows:

H2c: Celebrity endorsement has positive direct effect in Para social interact.

H3c: Para social interact has positive direct effect in purchase intention.

Therefore, according to the literature review, a model can ben formulized as fig 1:

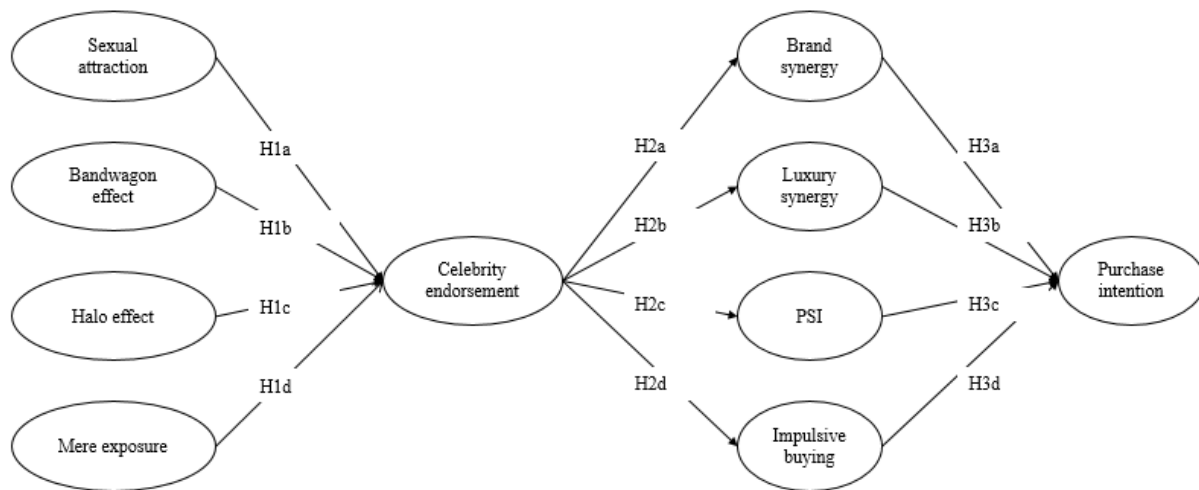


Fig 1 The theoretical model of celebrity endorsement on luxury consumer Purchase intention

3. Model development and specification

3.1 Questionnaire design

In accordance with the theoretic model in fig 1 and the literature review, a questionnaire has been developed for hypothesis test. Likert scale method has been applied in this question (10 points indicate to totally agree and 0

point indicates to totally disagree). The pre-test involves 18 university students and 5 marketing professors. They provide the opinion on modification and table 2 sates the final version of questionnaire and reference.

Table 2 Questionnaires design

	Construct	Reference
Consumers	1. Your gender: 1. Male; 2. Female 2. Your age: 1. Below 25 years old; 2. From 25 to 40 years old; 3. Above 40 years old 3. Your educational degree: 1. Not holding bachelor's degree; 2. Bachelor's degree and above master degree; 3. Holding master or above degree. 4. Your household income: 1. Below 200,000 RMB; 2. Between 200, 000 and 500,000 RMB;	
Purchase intention	The celebrity whom I like will increase the luxury purchase frequency. I will buy the luxury goods that my favorite celebrity endorses. Other famous celebrity endorsement will increase my luxury purchase frequency. The luxury goods with celebrity endorsement is as worthy as the price I pay. I always buy luxury comparing with the others. I always go overseas to purchase luxury goods. I cannot live without luxury in my present or future life.	WANG (2017)
Luxury synergy	I think luxury can always find its appropriate endorser. I image the celebrity and remind the brand he/she endorse. I will image the luxury brand when I see the endorser. Celebrity is part of luxury. Luxury is part of celebrity.	WANG (2017)
Brand attitude	The celebrity endorsement will increase the brand synergy. The appearance of celebrity must be suitable with luxury. The experience of celebrity and the history of luxury should match with each other. Luxury must be endorsed by celebrity, not the common people.	Brett et al. (2008)
Para Social Interact	I am eager to wear as the same as the celebrity. I have a feeling of interact when I own her/his luxury goods. I wish to possess what the celebrity owns that let me feel I live or work in her equivalent environment. If I wear these luxury, I feel that I am like the celebrity and other high-class people.	Lee (2016)

Impulsive buying	I always have passion to purchase luxury when I see the celebrity.	Dhaundiyal (2009)
	I will always remind the advertisement the celebrity endorses.	
	I will collect the other product the celebrity endorses.	
	I would like to pay the premium for my favorite's product.	
	I can endure the products' drawback if this luxury product has celebrity.	
Heterosexual effect	I love the luxury brand endorsed by heterosexual friends more than the ones endorsed by homosexual friends.	New Scale
	I will purchase the luxury goods endorsed by my favorite celebrity to my dating friends as the present.	
	When I see the advertisement endorsed by my favorite celebrity, I have a feeling to be close to him/her.	
Bandwagon effect	When I image the celebrity's fans will purchase the luxury goods she/he endorses, I don't want to lag behind.	Vigneron (2004)
	If a luxury product is endorsed by my favorite celebrity, I will intend to buy it.	
	The brand pursued by my friends is of good quality.	
	I feel amazing then someone tries to persuade me not buying the produced endorsed by my favorite celebrity.	
Halo effect	I have desire to buy luxury when I see the advertisement with this celebrity.	Hung (2017)
	The luxury products with my favorite celebrity endorsement is of good quality.	
	I trust my favorite celebrity can affect the others' choice.	
	I cannot deny the products endorsed by my favorite celebrity.	
Exposure effect	The more this celebrity endorses, the more I will intend to buy the products.	Zajonc, R. B. (1968)
	The brand with more celebrity endorses will encourage me to buy.	
	I will not focus on the luxury goods without celebrity endorsement.	
	The more frequency the endorse shows, I will more focus on purchasing his product.	

3.2 Sample collection

We consider four classifications which are gender, age, educational level and household income, as table 3 shows. The distribution of the questionnaires has been done by internet and spreading the paper version. In terms of internet distribution, 2105 samples have been collected and 1983 samples have been considered valid (the sampling with filing time exceeds 1.5 minutes has been considered valid.). In terms of paper distribution, 2000 questionnaires have been sent out and 815 samples has been collected. 735 out of 815 questionnaires have been considered as valid. Table 3 illustrates the sampling distribution.

Table 3 Frequency of sampling distribution

	Classification	Frequency	Percentage
Gender	Male	1170	43.7%
	Female	1505	56.3%
Age	Below 25 years old (Z generation)	594	22.2%
	Between 25-40 years old (Y generation)	1985	74.2%
	Above 40 years old (X generation)	96	3.6%
Educational level	Not holding any bachelor's degree	1006	37.6%
	Holding a bachelor's degree	1401	52.4%
	Holding a master's degree	268	10.0%
Household income	Below the 200,000 RMB	1287	48.1%
	Between 200,000 and 500,000 RMB	1206	45.1%
	Above 500,000 RMB	2675	6.8%

SPSS Version 24 has been used in this analysis for reliability test and validity test. As shown in table 4, all the sub-categories' alpha has been exceeding the threshold of 0.7 (George, 2003; Kline, 2000; DeVellis, 2012). The overall questionnaires' Cronbach alpha reaches at 0.991 and any sub-category's reach at more than 0.8. In terms of validity analysis, any sub-category of questionnaires has reached at least (Cerny, C.A., & Kaiser, H.F, 1977). In the other hand, the correlation of each category reflects high correlation. The details are released in table 4.

Table 4 Reliability, validity and relationships analysis

	Alpha	KMO	Variance extraction	1	2	3	4	5	6	7	8	9
1	0.95	0.94	79.31%	0.87**								
2	0.94	0.90	81.59%	0.81**	0.87**							
3	0.93	0.86	84.40%	0.82**	0.88**	0.89**						
4	0.94	0.87	84.40%	0.85**	0.82**	0.87**	0.90**					
5	0.95	0.90	84.27%	0.85**	0.80**	0.85**	0.91**	0.90**				
6	0.93	0.76	88.57%	0.82**	0.77**	0.82**	0.87**	0.91**	0.91**			
7	0.95	0.87	87.30%	0.84**	0.77**	0.82**	0.88**	0.92**	0.91**	0.91**		
8	0.95	0.87	86.94%	0.83**	0.80**	0.84**	0.87**	0.90**	0.89**	0.92**	0.91**	
9	0.96	0.87	88.20%	0.83**	0.77**	0.822**	0.86**	0.89**	0.88**	0.92**	0.93**	0.92**

1 Purchase decision, 2luxury synergy, 3 brand synergy, 4 para social interact, 5 Impulsive consumption, 6 Heterosexual effect, 7 Bandwagon effect, 8 Halo effect, 9 Exposure effect;

In consideration of a large sample size, we have decided to separate the whole population into several groups. Each group will be analyzed by structural equation model. By this method, the celebrity endorsement impact for different groups will be analyzed detailedly. The purpose is to provide the practitioner to use big data methods to

provide its marketing for their target groups, instead of sending the marketing brochures randomly. Table 5 is the result of model fit indices for each group of respondents. According to the author's experience and relatively large sampling size, if the model's RMSEA value is less than 0.08, it can be considered that the model fit is satisfactory. We can see that the model cannot explain for the groups that is more than 40 years old (RMSEA=0.119) or those household incomes is more than 500, 000 RMB (RMSEA=0.09) or who is holding master's degree or above (RMSEA=0.113).

Table 5 Indices of model fit

First-class	Second-class	Model fit	Absolute fit indices					Relative fit indices			Parsimonious fit indices	
			Size	X ² /df	GFI	AGFI	RMSEA	NFI	RFI	CFI	PRATIO	PNFI
Whole		Yes	2675	8.59	0.88	0.86	0.053	0.96	0.96	0.96	0.93	0.89
Gender	Male	Yes	1170	4.60	0.86	0.85	0.056	0.95	0.94	0.96	0.93	0.88
	Female	Yes	1505	6.34	0.84	0.82	0.06	0.95	0.94	0.96	0.93	0.88
Age	Below 25	Yes	594	4.42	0.76	0.73	0.076	0.92	0.91	0.94	0.93	0.85
	25-40	Yes	1985	6.273	0.88	0.87	0.052	0.95	0.95	0.96	0.92	0.89
	Above 40	NO	96	2.355	0.58	0.52	0.119	0.75	0.73	0.84	0.93	0.70
Household income	1**	YES	1287	6.18	0.82	0.80	0.063	0.95	0.94	0.95	0.93	0.88
	2**	YES	1206	4.03	0.88	0.86	0.050	0.95	0.94	0.96	0.93	0.88
	3**	NO	182	3.30	0.62	0.563	0.113	0.81	0.80	0.86	0.93	0.80
Educational degree	4**	Yes	723	5.45	0.81	0.78	0.067	0.94	0.94	0.95	0.93	0.87
	5**	YES	1401	4.65	0.88	0.86	0.051	0.95	0.94	0.96	0.93	0.88
	6**	NO	268	3.23	0.70	0.65	0.09	0.85	0.83	0.89	0.93	0.78
Acceptance level				<5	>0.8	>0.8	<0.8	>0.9	>0.9	>0.9	>0.9	>0.87

Note: 1. Below 200,000 RMB; 2. Between 200,000 RMB and 500,000 RMB; 3. Above 500,000 RMB; 4. Not holding a bachelor's degree; 5. Holding a bachelor's degree; 6. Holding a master's degree.

4. Hypothesis test analysis

4.1 Overall group test

The hypothesis test in table 6 and fig 2 states the structural model result for all consumers.

For hypothesis 1 series: Sexual attraction works for generating good celebrity endorsement image. However, the model states that the bandwagon effect has negative impact on the celebrity endorsement. It means that when Chinese consumers observe that other celebrities' fans are buying the products endorsed by the celebrity, she/he will choice not to purchase the same products.

For hypothesis 2 series: the celebrity endorsement has positive impact on brand synergy, luxury synergy, para

social interacts and impulsive buying. It proves that celebrity endorsement can provide positive effect on brand synergy, luxury synergy, para social interacts and impulsive buying.

For hypotheses 3 series: We found out that except for luxury synergy, brand synergy, para social interact and impulsive buying has positive impact on the final purchase intention. However, luxury synergy doesn't contribute in the final luxury purchase intention.

Table 6 Structure model result for all respondents

Hypothesis effects	P Value	CR Value	Result
H1a Sexual attractions → Celebrity endorsement	<0.001	7.320	Accept
H1b Bandwagon → Celebrity endorsement	<0.001	-14.062	Reject (negative impact significantly)
H1c Halo → Celebrity endorsement	<0.001	6.092	Accept
H1d Mere exposure → Celebrity endorsement	0.466	0.728	Reject (not significant)

H2a Celebrity endorsement → Brand synergy	<0.001	47.622	Accept
H2b Celebrity endorsement →luxury synergy	<0.001	46.669	Accept
H2c Celebrity endorsement → Para social interact	<0.001	50.869	Accept
H2d Celebrity endorsement → Impulsive buying	<0.001	52.167	Accept

H3a Brand synergy → Purchase intention	<0.001	12.389	Accept
H3b Luxury synergy → Purchase intention	0.65	-0.454	Reject (not significant)
H3c Para social interact → Purchase intention	<0.001	7.381	Accept
H3d Impulsive buying →Purchase intention	<0.001	5.915	Accept

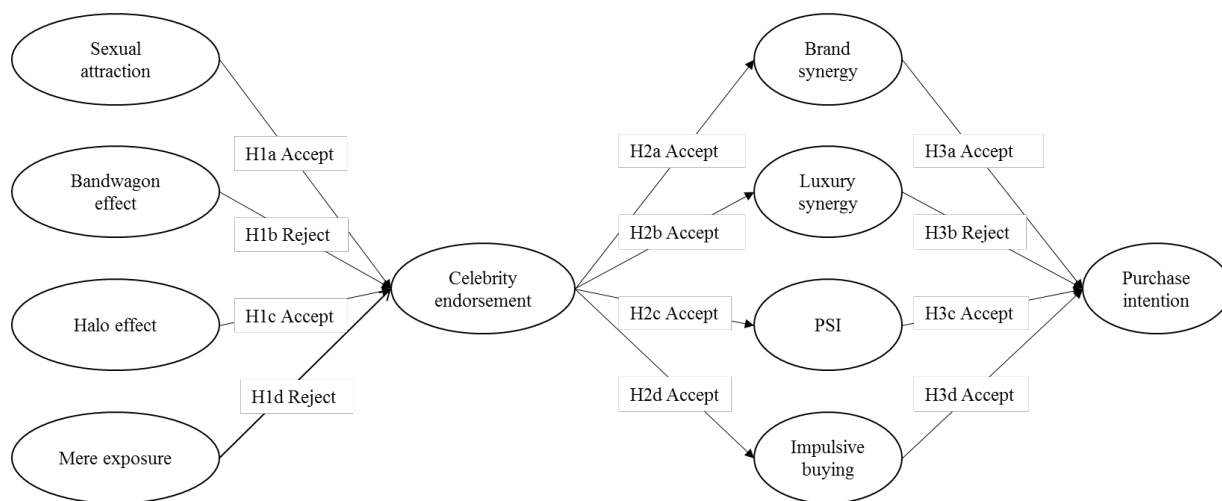


Fig 2 the model path result for overall group

Table 7 summary of path analysis for different group

Classification	Limitation	Differences
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Gender		Female tends to be easily generating positive celebrity endorsement by mere-exposure effect, but male not. Female tends to easily convert her impulsive buying into purchasers' intention, but male not.
Age	The effect on respondents who are above 40 years old cannot be explained.	For the respondents less than 25-year-old, mere exposure effect has positive effect in celebrity endorsement and it is easily to convert the impulsive buying into final purchase intention.
Household income	The effect on respondents whose household income exceeds 500,000 RMB cannot be explained.	For the group whose household income less than 200,000 RMB, the luxury synergy and impulsive purchase have positive effect, but for respondents whose household income between 200,000 and 500,000 RMB, it shows no significant relationship.
Education	The effect on respondents who has a master's degree or above cannot be explained.	For the respondents without the bachelor's degree, luxury synergy and para social interact has a positive effect in their final purchase intention.

In this research, we failed to have a conclusion on whether the celebrity endorsement has effect on three class of consumers which are high-income (more than 500,000 RMB annually), high educational degree and middle age (40-year-old or above). It can be concluded that the celebrity endorsement has minor effect on the luxury purchase decision of the respondents mentioned above. For these groups of people, we recommend that the luxury company should focus more on its quality and perceived value transferred to the clients. Bandwagon effect has been widely discussed in practitioners and academia. It is recognized as one of the primary motives to purchase luxury goods. However, in this research paper, we can't make a conclusion that the bandwagon effect has any direct or indirect effect in the final purchase decision. Instead, bandwagon has significant negative effect in the celebrity endorsement that means the luxury consumers have their independent judgement in the choice of consumption. Surprisingly we found out that sexual attractions work for all level of the rest respondents. The respondents are willing to be familiar with the brand endorsed by their favorite celebrity (no matter homo- or hetero- gender).

5. Implication and limitation

5.1 Theoretical implication

This research has filled the existing gaps in celebrity endorsement for Chinese luxury consumers. Celebrity endorsement has been widely discussed in academia, but how the effect has difference between fashion or luxury should be further discussed. Therefore, this paper has its contribution in this area. Considering the difference between different groups of consumers, structure equation model should be applied respectively to check their

minor differences.

5.2 Managerial implication

This research has provided timely advices on how luxury company can promote their products or services by celebrity endorsement. As celebrity effects has distinct effect in certain Chinese consumers, such as young and female consumers, the luxury company should focus on their desires for celebrity endorsement.

5.3 Limitation

Although the sampling size has met the general acknowledged requirement, it still exists some drawbacks. First, the sampling has been mainly collected in eastern part of China and has a low coverage in other regions. Second, comparing the other group's large size, the sampling from high-income respondents are not satisfied. Last but not the least, the definition of celebrity in this research involves singers, actors, business person, or any person that is famous or has great achievement in specific field, but there must be some difference in their affection of their endorsement.

5.4 Further research

In the future research, the further suggestions are stated as follows: the first is that for each category of luxury goods, such as jewelry, purse, bags, the differentiation of celebrity endorsement strategies should be considered because the each class of consumers have different preference; the second is as Chinese market are not uniform because of vast variety in region, culture, how celebrity endorsement works for different regions should be discussed in later research.

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