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# The Impact of Celebrity Endorser Identification on Purchase Behavior Among Adult Female Consumers

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**Abstract: This study focuses on the key role of "endorser identity" in celebrity endorsement advertisements, aiming to explore how it affects the brand attitude and purchasing behavior of adult female consumers. Through experimental design, high-recognition endorsers (Liu Yifei) and low-recognition endorsers (Ma Baiquan) were selected as research subjects, and 206 valid questionnaire data were collected. Combined with descriptive statistics, independent sample t-tests, and mediating and moderating effect analyses, a systematic test was conducted on the mediating path of endorsement recognition and the moderating effect of brand matching degree. The research finds that the influence of celebrity recognition on purchase intention does not take effect directly, but is achieved indirectly through the psychological mechanism of "spokesperson recognition". When respondents developed a stronger emotional identification with the spokesperson, their purchase intention increased significantly. In addition, the subjective perception of "the fit between the spokesperson and the brand image" by the respondents has a moderating effect on the endorsement effect. A high matching degree further enhances the influence of the recognition of celebrities on the advertising effect. This study reveals the psychological path behind the communication effect of celebrity endorsements, emphasizing that brands should attach importance to the construction of "identity" and the "image matching" strategy in the process of selecting endorsers, thereby enhancing the emotional value and behavioral transformation efficiency of brand communication.**

**Keywords: Celebrity Endorsement; Female Consumers; Sense of Identity; Purchase Behavior; Mediating Effect; Moderating Effect**

## 1. Introduction

Celebrity endorsement refers to the practice where enterprises hire well-known public figures to endorse a certain product or brand, and enhance the brand's market performance through the influence and image of the celebrities. Use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in upporung corporate or brand imagery. Firms inved significant monies in juxtaposing brands alorganisations with endorser qualities such as attractiveness, like ability, and trustworthiness (Erdogan, 1999). Over time, celebrity endorsements have become an indispensable part of brand communication and advertising marketing worldwide. According to Aureliano-Silva et al. (2015), in endorsing products, celebrities transfer their attributes to the objects, making them more desired by consumers. Celebrity endorsement is a promotion technique that better integrates brands, products and information, thereby proving that the high investment made by companies to hire celebrities is reasonable.

## 2. Literature Review

### 2.1 The Role of Celebrity Endorsements in Branding

2.1.1 Brand image building

The alignment between a celebrity's characteristics and the brand image can enhance the brand's identity and make it more appealing to consumers, fostering a stronger emotional connection and greater brand loyalty (Choi & Rifon, 2012)[2]. For instance, healthy and positive celebrity endorsements may make consumers feel that the brand has a positive and healthy image, while rebellious and individualized celebrities may attract young and independent consumer groups. Lillie Langtry was one of the first celebrities to sell her image and name for use in advertisements. Her

endorsement guided trade card from pure text descriptions or cartoon illustrations to an image marketing approach mainly featuring real portraits, fashionable outfits and lifestyles, promoting the shift of advertising and marketing methods from text to image. A celebrity invariably has some personality attribute associations, as well as possibly some product-related attribute associations, that may become linked to the brand (Keller, 1993)[3]. She is depicted as elegant and noble in trade card, creating an illusion and self-identity for consumers when purchasing related products.

2.1.2 Emotional resonance and consumer trust and purchasing decisions

Celebrity endorsements can foster strong emotional bonds between the consumer and the brand, leading to enhanced brand trust. This trust is often not based on the product's attributes but rather the emotional connection that consumers form with the celebrity endorsing the product (Terence & Andrews, 2013)[4]. Michael Jordan and Nike have a symbiotic relationship. Together, they have grown into the two most popular sports brands in the world. The influence of the Jordan brand extends beyond the actual basketball games, entering sports, entertainment, streetwear culture, fashion and lifestyle. Especially the Air Jordan series, it has not only become a basketball shoe, but also a symbol of trendy culture, thereby changing consumers' purchasing decisions and having more sales advantages than other similar brands. When consumers cannot easily distinguish between brands based on intrinsic product attributes, they often resort to extrinsic cues such as celebrity endorsements to make their purchasing decisions (Erdogan, 1999)[1].

## 2.2 Real Differences in Celebrity Effects: A Comparison between High-Recognition and Low-Recognition Endorsers

The celebrity endorser transfers meaning to the brand through attributes such as recognition (fame), credibility, and attractiveness. These attributes can enhance the brand image and influence consumer behavior, including purchase intentions (Aureliano-Silva et al., 2015)[5]. As a top Chinese celebrity, on the day Xiao Zhan became the spokesperson for NARS, the online official flagship store of NARS rose 50 places in the industry ranking, taking the top spot, with a transaction amount reaching nearly 79.46 million yuan. It has increased by more than

20,000 times compared to the previous day. as reported by Tencent News (iBrandi Pinchuang, 2022)[10]. This case clearly demonstrates that the personal influence of celebrities can be directly transformed into brand revenue. Spence (1973) suggested that signaling theory can be applied to a variety of social and economic phenomena, including conspicuous consumption-a mechanism through which individuals or organizations convey status or quality through observable signals[11]. This framework can be extended to explain how celebrity endorsements serve as quality cues in branding. In 2024, AvatR announced on Weibo that Yao Anna, the daughter of Ren Zhengfei of Huawei, would be the spokesperson for its car model AvATR 07. However, her "trust" and "immersion" among ordinary consumers were relatively low, resulting in insufficient trust in brand endorsements among consumers and failing to effectively enhance the brand image.

## 2.3 Research Innovation Points

Negative celebrity information can be extremely detrimental to an advertising campaign. The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement (Amos, Holmes, & Strutton, 2008)[6]. Celebrity attachment refers to the emotional bond between consumers and celebrities. Celebrity endorsement is a form of advertising campaign that uses this attachment to influence consumer behavior (Thomson, 2006)[7]. When women are faced with endorsement advertisements, they are more likely to be driven by emotions, thereby enhancing their trust, recognition and purchase intention towards the brand. Comparing with men, women appear to believe more in the endorsements of celebrity brands and their impact effect on the product being marketed than men, who are more pragmatic and reticent about this trend (Lazăr, 2020)[8]. The psychological needs and purchasing preferences of adult women are different from those of adolescent or male consumers. This study, by combining the "identity of celebrity endorsers" with a specific group (adult female), helps enrich the segmented research in the fields of consumer psychology and advertising.

## 3. Theoretical Framework and Research Hypotheses

In the context of the high integration of social media and visual culture, celebrity endorsements have gradually evolved from the traditional "exposure tool" to a medium with great emotional value and symbolic significance in brand communication. This study takes "star recognition degree" as the independent variable, attempting to explore its influence path on advertising effectiveness, with particular attention to the mediating role of "spokesperson identity", and introduces the source credibility model, matching hypothesis and social identity theory to construct the research logic.

### 3.1 Source Credibility Model

The source credibility model is a theory that attempts to explain how dimensions of an information source can influence users' acceptance and use of the source message (Hovland and Weiss, 1951)[12]. It's commonly identified that source credibility consists of two dimensions including expertise and trustworthiness (Pornpitakpan, 2004)[13]. Highly recognized celebrities often have greater popularity, professionalism and positive images in the minds of the public. These positive perceptions enhance the audience's trust in the advertising content, thereby strengthening the communication effect of the advertisement.

### 3.2 Matching Hypothesis

The matching hypothesis in social psychology claims that people are more likely to form a committed relationship with someone equally attractive. For example, healthy food is more suitable to be endorsed by celebrities who have a healthy image and a positive lifestyle. While technological products are more suitable to be endorsed by rational, professional or innovative public figures. In this study, two brand ambassadors of Peraera, Liu Yifei and Ma Baiquan, were selected to demonstrate the effect of their endorsements. Highly recognized celebrities (such as Liu Yifei) are generally regarded as elegant, reliable and highly influential cultural symbols. Such images are highly consistent with the brand's brand philosophy of "Beauty endures, sharing beauty", further enhancing the endorsement effect. Although the low-recognition star (Ma Baiquan) has a certain level of exposure in some circles, his public familiarity is relatively low, his professional image is not clear, and his social evaluation is not yet stable, making it difficult for him to establish a clear and reliable cognitive label in the minds of the general consumers. This ambiguity of the image and the mismatch with the brand tone can easily weaken the trust foundation of endorsement communication.

### 3.3 Social Identity Theory

According to Tajfel (1978) and Tajfel & Turner (1979), Social Identity Theory begins with the premise that individuals define their own identities with regard to social groups and that such identifications work to protect and bolster self-identity[14,15]. Especially for female consumers, identifying with a spokesperson often means not only "liking", but also a psychological process of emotional belonging and value projection. The higher the "recognition" of a star is, the more positive social value its image has, and the more it can be yearned for and identified with by the audience, which in turn leads to positive evaluations of the brand[16].

### 3.4 Variable Relationship Logic and Extended Assumptions

Based on the aforementioned theoretical logic, this study constructed the following variable relationship model:

Independent variable: Celebrity Endorser recognition degree (high/low)

Mediating variable: Endorser identity

Dependent variables: Advertising credibility, brand attitude, purchase intention

Moderating variable (preset expansion) : The matching degree between the spokesperson and the brand image (subjective assessment)

Further propose:

●H1: Highly recognized celebrity endorsers will significantly enhance consumers' trust in advertising content than those with low recognition.

●H2: The higher the level of recognition of the brand ambassador is, the more positive the consumers' attitude towards the brand and their purchase intention will be.

●H3: The sense of identity of the spokesperson plays a mediating role between the recognition of the star and the purchase intention.

●H4: The matching degree between the spokesperson and the brand image positively moderates the impact of celebrity recognition on the advertising effect.

**3.5 Selection and Operational Standards for Endorsers**

The core independent variable of this study is Celebrity Recognition. Therefore, the selection of experimental materials needs to ensure that the selected endorsers have significant differences at the public cognition level. For this reason, in this study, Liu Yifei was selected as the highly recognized spokesperson and Ma Boquan as the low-recognized spokesperson. The selection of endorsers is based on the following objective criteria:

Weibo followers (as of June 13, 2025) : Liu Yifei: 73.824 million, Ma Boquan: 1.771 million.

The discussion heat on social media platforms such as Douban and Zhihu: Liu Yifei is frequently mentioned in multiple film and television/advertisement entries, while Ma Boquan is only mentioned in a niche circle.

Baidu Search Index (as of June 13, 2025) : Liu Yifei: 11,703,233. Ma Boquan: 28,014.

These data indicate that there are significant differences between the two celebrities in terms of popularity, media exposure and social discussion, making them suitable as experimental operation materials for "high/low recognition".

## 4. Questionnaire Analysis

### 4.1 Descriptive Statistical Analysis

4.1.1 Highly recognized celebrity spokesperson - Liu Yifei, Peraera endorsements the advertisement

In this study, the highly recognized celebrity group used Liu Yifei as the spokesperson and the advertising brand was Peraera. A total of 206 adult female consumers completed this group of questionnaires, and all samples were valid questionnaires (Table 1).

To fully understand the respondents' perception and response to the advertisement, this study conducted descriptive statistical analysis from 12 dimensions, including the familiarity of the spokesperson, brand fit, the naturalness of the endorsement, the attractiveness of the advertisement, brand recognition and trust, purchase intention and recommendation intention. The Likert 5-point scale (1 = strongly disagree, 5 = strongly agree) was used for each question. After calculating the mean value, it was used to evaluate the overall performance.

The statistical results show that among all dimensions, the average score of "I tend to trust the products endorsed by this spokesperson" is the highest, at 3.81, indicating that the brand trust brought by Liu Yifei is the most significant. Secondly, there are "advertising appeal" (with an average of 3.72) and "the fit between the spokesperson and the brand" (with an average of 3.71), indicating that her image is highly consistent in terms of emotion, visual aspects and brand concept.

Furthermore, the respondents also demonstrated a strong positive attitude towards "I am willing to recommend this brand" (3.71) and "I think the image of this spokesperson can enhance the sense of brand value in the long term" (3.71). The relatively lower dimension is "Even if the spokesperson no longer endorsements the brand, I am still willing to use the brand's products" (with an average of 3.57), but overall it is still higher than the median of 3, indicating strong brand stickiness.

Overall, Liu Yifei enjoys a high level of recognition and a positive image among the respondents. Her endorsement advertisements perform well in terms of advertising credibility, brand attitude, and purchase intention, verifying the positive promoting effect of key influencing factors such as "professionalism" and "credibility" in the source credibility model on advertising effectiveness.

**Table 1. Frequency Analysis Results (Liu Yifei)**

| Name | Sorce | Frequncey | Percentage(%) | Cumulative Percentage(%) |
|---|---|---|---|---|
| 1. I am familiar with the spokesperson (Liu Yifei) | 1.0 | 9 | 4.37 | 4.37 |
| | 2.0 | 29 | 14.08 | 18.45 |
| | 3.0 | 43 | 20.87 | 39.32 |
| | 4.0 | 73 | 35.44 | 74.76 |
| | 5.0 | 52 | 25.24 | 100.00 |
| 2. I think the image of the spokesperson is a good fit with the brand. | 1.0 | 11 | 5.34 | 5.34 |
| | 2.0 | 21 | 10.19 | 15.53 |
| | 3.0 | 43 | 20.87 | 36.41 |
| | 4.0 | 72 | 34.95 | 71.36 |

| | | | | |
|---|---|---|---|---|
| | 5.0 | 59 | 28.64 | 100.00 |
| 3. I find the spokesperson's endorsement to be natural and believable. | 1.0 | 14 | 6.80 | 6.80 |
| | 2.0 | 24 | 11.65 | 18.45 |
| | 3.0 | 37 | 17.96 | 36.41 |
| | 4.0 | 72 | 34.95 | 71.36 |
| | 5.0 | 59 | 28.64 | 100.00 |
| 4. I tend to trust the product the spokesperson is endorsing | 1.0 | 11 | 5.34 | 5.34 |
| | 2.0 | 18 | 8.74 | 14.08 |
| | 3.0 | 41 | 19.90 | 33.98 |
| | 4.0 | 65 | 31.55 | 65.53 |
| | 5.0 | 71 | 34.47 | 100.00 |
| 5. The AD appealed to me visually or emotionally | 1.0 | 13 | 6.31 | 6.31 |
| | 2.0 | 21 | 10.19 | 16.50 |
| | 3.0 | 37 | 17.96 | 34.47Score |
| | 4.0 | 74 | 35.92 | 70.39 |
| | 5.0 | 61 | 29.61 | 100.00 |
| 6. I can clearly remember the brand message in the advertisement. | 1.0 | 11 | 5.34 | 5.34 |
| | 2.0 | 23 | 11.17 | 16.50 |
| | 3.0 | 42 | 20.39 | 36.89 |
| | 4.0 | 74 | 35.92 | 72.82 |
| | 5.0 | 56 | 27.18 | 100.00 |
| 7. I think the products of this brand meet my actual needs | 1.0 | 11 | 5.34 | 5.34 |
| | 2.0 | 23 | 11.17 | 16.50 |
| | 3.0 | 42 | 20.39 | 36.89 |
| | 4.0 | 73 | 35.44 | 72.33 |
| | 5.0 | 57 | 27.67 | 100.00 |
| 8. I had a more positive impression of the brand | 1.0 | 10 | 4.85 | 4.85 |
| | 2.0 | 31 | 15.05 | 19.90 |
| | 3.0 | 44 | 21.36 | 41.26 |
| | 4.0 | 71 | 34.47 | 75.73 |
| | 5.0 | 50 | 24.27 | 100.00 |
| 9. The advertisement strengthened my willingness to buy the brand's products. | 1.0 | 13 | 6.31 | 6.31 |
| | 2.0 | 23 | 11.17 | 17.48 |
| | 3.0 | 38 | 18.45 | 35.92 |
| | 4.0 | 81 | 39.32 | 75.24 |
| | 5.0 | 51 | 24.76 | 100.00 |
| 10. I would like to recommend the brand or its products to others. | 1.0 | 10 | 4.85 | 4.85 |
| | 2.0 | 23 | 11.17 | 16.02 |
| | 3.0 | 41 | 19.90 | 35.92 |
| | 4.0 | 74 | 35.92 | 71.84 |
| | 5.0 | 58 | 28.16 | 100.00 |
| 11. I think the image of the spokesperson can enhance the sense of value of the brand in the long run. | 1.0 | 14 | 6.80 | 6.80 |
| | 2.0 | 19 | 9.22 | 16.02 |
| | 3.0 | 39 | 18.93 | 34.95 |
| | 4.0 | 76 | 36.89 | 71.84 |
| | 5.0 | 58 | 28.16 | 100.00 |
| 12. Even if the spokesperson no longer endorses the brand， I am still willing to continue to follow or use the brand's products. | 1.0 | 15 | 7.28 | 7.28 |
| | 2.0 | 24 | 11.65 | 18.93 |
| | 3.0 | 43 | 20.87 | 39.81 |
| | 4.0 | 75 | 36.41 | 76.21 |
| | 5.0 | 49 | 23.79 | 100.00 |

4.1.2 Low-recognition celebrity spokesperson - Ma Bo Quan Peraera endorsements

advertisement

In this study, Ma Baiquan was set as the group of low-recognition celebrity endorsers, and a questionnaire survey was conducted among 206 adult female consumers (Table 2). Each question was measured using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The frequency analysis results show that the respondents' overall evaluation of Ma Baiquan is rather differentiated, and there is a phenomenon of "extreme value concentration" in some items, as follows:

In the question "I am familiar with this spokesperson (Ma Baiquan)", 47.09% of the respondents chose "1 point", indicating that there is a significant blind spot in the recognition of this star among the sample group. Only 9.22% chose "5 points", and the familiarity was significantly lower than that of the high-recognition group.

However, in the question "I think the image of this spokesperson is highly consistent with the brand", the combined proportion of those who chose "4 points" and "5 points" reached 72.33%, indicating that even though the popularity is relatively low, the image still has a certain degree of compatibility among some respondents.

Similarly, in the section "I think this spokesperson's endorsement performance is natural and reliable", 48.06% of the respondents gave it a "5" score, and 25.73% gave it a "4" score, totaling 73.79%, indicating that Ma Baiquan still received a relatively good evaluation in terms of "naturalness of performance".

Among the items that influence brand attitude and behavioral intention, such as "I am willing to recommend this brand" and "I think this spokesperson can enhance the brand's long-term value perception", more than 50% of the respondents chose "5 points", performing even better than some highly recognized dimensions.

However, in the two questions "I am familiar with this endorser" and "I tend to trust the products he endorses", the combined proportions of "1 point" and "2 points" reached 74.76% and 18.93% respectively, indicating that the establishment of trust is relatively weak and supporting the important mediating role of "endorser identity".

To sum up, Ma Baiquan, as a low-recognition spokesperson, performed moderately well in terms of "brand visual appeal" and "naturalness of endorsement performance", but had obvious disadvantages in "recognition" and "trust", providing a basis for subsequent inter-group comparisons and intermediary adjustment analyses. The low-recognition spokesperson (Ma BoQuan, M=4.01) had a higher purchase intention score, which contradicted the hypothesis and might be due to the novelty effect (Berlyne, 1970) or his potential influence among the younger audience. Future research should further verify these factors.

**Table 2. Frequency Analysis Results (Ma BoQuan)**

| Name | Sorce | Frequncey | Percentage(%) | Cumulative Percentage(%) |
|---|---|---|---|---|
| 1. I am familiar with the spokesperson (Ma BoQuan) | 1.0 | 97 | 47.09 | 47.09 |
| | 2.0 | 57 | 27.67 | 74.76 |
| | 3.0 | 22 | 10.68 | 85.44 |
| | 4.0 | 11 | 5.34 | 90.78 |
| | 5.0 | 19 | 9.22 | 100.00 |
| 2. I think the image of the spokesperson is a good fit with the brand. | 1.0 | 19 | 9.22 | 9.22 |
| | 2.0 | 19 | 9.22 | 18.45 |
| | 3.0 | 19 | 9.22 | 27.67 |
| | 4.0 | 68 | 33.01 | 60.68 |
| | 5.0 | 81 | 39.32 | 100.00 |
| 3. I find the spokesperson's endorsement to be natural and believable. | 1.0 | 15 | 7.28 | 7.28 |
| | 2.0 | 18 | 8.74 | 16.02 |
| | 3.0 | 21 | 10.19 | 26.21 |
| | 4.0 | 53 | 25.73 | 51.94 |
| | 5.0 | 99 | 48.06 | 100.00 |
| 4. I tend to trust the product the spokesperson is endorsing. | 1.0 | 20 | 9.71 | 9.71 |
| | 2.0 | 19 | 9.22 | 18.93 |
| | 3.0 | 28 | 13.59 | 32.52 |

|  |  |  |  |  |
|---|---|---|---|---|
|  | 4.0 | 61 | 29.61 | 62.14 |
|  | 5.0 | 78 | 37.86 | 100.00 |
| 5. The AD appealed to me visually or emotionally. | 1.0 | 20 | 9.71 | 9.71 |
|  | 2.0 | 22 | 10.68 | 20.39 |
|  | 3.0 | 27 | 13.11 | 33.50 |
|  | 4.0 | 67 | 32.52 | 66.02 |
|  | 5.0 | 70 | 33.98 | 100.00 |
| 6. I can clearly remember the brand message in the advertisement. | 1.0 | 15 | 7.28 | 7.28 |
|  | 2.0 | 19 | 9.22 | 16.50 |
|  | 3.0 | 19 | 9.22 | 25.73 |
|  | 4.0 | 53 | 25.73 | 51.46 |
|  | 5.0 | 100 | 48.54 | 100.00 |
| 7. I think the products of this brand meet my actual needs. | 1.0 | 19 | 9.22 | 9.22 |
|  | 2.0 | 14 | 6.80 | 16.02 |
|  | 3.0 | 22 | 10.68 | 26.70 |
|  | 4.0 | 68 | 33.01 | 59.71 |
|  | 5.0 | 83 | 40.29 | 100.00 |
| 8. After watching the advertisement，I had a more positive impression of the brand. | 1.0 | 13 | 6.31 | 6.31 |
|  | 2.0 | 20 | 9.71 | 16.02 |
|  | 3.0 | 16 | 7.77 | 23.79 |
|  | 4.0 | 53 | 25.73 | 49.51 |
|  | 5.0 | 104 | 50.49 | 100.00 |
| 9. The advertisement strengthened my willingness to buy the brand's products. | 1.0 | 17 | 8.25 | 8.25 |
|  | 2.0 | 22 | 10.68 | 18.93 |
|  | 3.0 | 23 | 11.17 | 30.10 |
|  | 4.0 | 69 | 33.50 | 63.59 |
|  | 5.0 | 75 | 36.41 | 100.00 |
| 10. I would like to recommend the brand or its products to others. | 1.0 | 19 | 9.22 | 9.22 |
|  | 2.0 | 16 | 7.77 | 16.99 |
|  | 3.0 | 17 | 8.25 | 25.24 |
|  | 4.0 | 47 | 22.82 | 48.06 |
|  | 5.0 | 107 | 51.94 | 100.00 |
| 11. I think the image of the spokesperson can enhance the sense of value of the brand in the long run. | 1.0 | 23 | 11.17 | 11.17 |
|  | 2.0 | 18 | 8.74 | 19.90 |
|  | 3.0 | 21 | 10.19 | 30.10 |
|  | 4.0 | 74 | 35.92 | 66.02 |
|  | 5.0 | 70 | 33.98 | 100.00 |
| 12. Even if the spokesperson no longer endorses the brand, I am still willing to continue to follow or use the brand's products. | 1.0 | 18 | 8.74 | 8.74 |
|  | 2.0 | 17 | 8.25 | 16.99 |
|  | 3.0 | 21 | 10.19 | 27.18 |
|  | 4.0 | 58 | 28.16 | 55.34 |
|  | 5.0 | 92 | 44.66 | 100.00 |

## 4.2 Significance Testing Between Groups

To verify the differences in the impact of high-recognition and low-recognition endorsers on advertising effectiveness, this study adopted an independent sample t-test to compare the average scores of the Liu Yifei group and the Ma Baiquan group in dimensions such as advertising credibility, brand attitude, and purchase intention. The test results are shown in the following table 3:

**Table 3. Independent Sample t-Test Results**

| Variable | Group | Mean (M) | Standard Deviation (SD) | t-value | p-value | Significance |
|---|---|---|---|---|---|---|
| Advertising Credibility | Liu Yifei | 3.81 | 1.16 | 0.36 | 0.72 | Not Significant |
|  | Ma BoQuan | 3.77 | 1.31 |  |  |  |

| | | | | | | |
|---|---|---|---|---|---|---|
| Brand Attitude | Liu Yifei | 3.65 | 1.15 | -1.18 | 0.239 | Not Significant |
| | Ma BoQuan | 3.79 | 1.27 | | | |
| Purchase Intention | Liu Yifei | 3.71 | 1.14 | -2.40 | 0.017 | Siginificant |
| | Ma BoQuan | 4.01 | 1.13 | | | |

It can be seen from the table that in terms of the two dimensions of advertising credibility and brand attitude, the differences between Liu Yifei's group and Ma Boquan's group are not statistically significant (p >.05), that is, the highly recognized endorsers have not significantly improved the evaluations of these two dimensions. However, in the dimension of "purchase intention", the score of Ma Boquan's group (M = 4.02) was actually higher than that of Liu Yifei's group (M = 3.71), and the difference was statistically significant (p =.017 <.05), indicating that low-recognition endorsers may be more capable of stimulating the purchasing impulse of the audience in some cases.

This result suggests that the popularity of the spokesperson is not the sole determinant of the advertising effect. Consumers' sense of immersion, acceptance of novel characters, or the interest points of the audience group may also play a dominant role in certain dimensions.

### 4.3 Mediation Analysis

To examine whether "endorser identity" plays a mediating role between "star recognition" and "purchase intention", this study uses mediation regression analysis for verification.
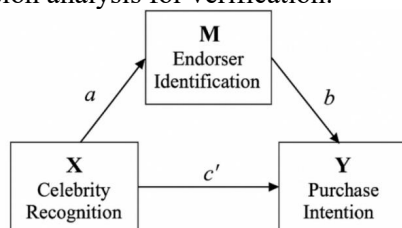


**Figure 1. Mediation Analysis**

The Figure 1 analysis results show that:
● The prediction of celebrity recognition on the identity of endorsers is significant (Path a, p <.001);
● The prediction of the endorser's identity on the purchase intention was significant (Path b, p <.001);
● After introducing the mediating variable, the direct effect of celebrity recognition on purchase intention (path c') is no longer significant, indicating the existence of a complete mediating effect.

It can be seen from this that the sense of identity of the spokesperson plays a key mediating role

in the path by which the recognition of celebrities affects the purchase intention, further supporting the H3 hypothesis.

### 4.4 Moderation Analysis

To explore whether the matching degree between the spokesperson and the brand image will moderate the influence of "star recognition" on the advertising effect, this study introduces the perception of matching degree as a moderating variable and constructs a moderating model.
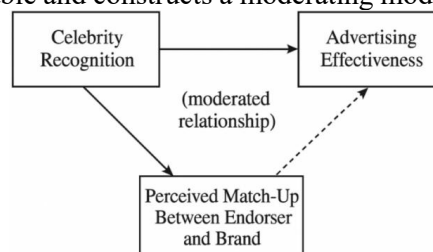


**Figure 2. Moderation Analysis**

The Figure 2 results show:
● There is a significant interaction term between the recognition of celebrities and the advertising effect (p <.01).

It is indicated that when consumers subjectively believe that the spokesperson is highly consistent with the brand, the positive impact of celebrity recognition on the advertising effect is stronger, and the moderating effect is significant, verifying the H4 hypothesis.

### 4.5 Summary

This chapter verifies the influence mechanism of star recognition on advertising effectiveness from multiple perspectives through descriptive statistics, independent sample t-tests, mediating effect and moderating effect analyses. Although highly recognized endorsers did not show statistically significant advantages in terms of advertising credibility and brand attitude, under the mediating mechanism of "endorser identity" and the moderating effect of "brand matching degree", the overall cognition of advertising effect and behavioral intention presented a dynamic change relationship, indicating that the advertising endorser strategy should comprehensively consider the audience's psychological identification path and the fit of brand culture.

## 5. Conclusion and Implications

This study takes "The influence of the recognition of celebrity endorsement advertisements on the purchasing behavior of adult female consumers" as the core topic and systematically explores the mediating mechanism of the recognition of endorsers in advertising communication and the moderating effect of brand matching degree based on the experimental questionnaire method.

The research results show that the public recognition of celebrities is not the only variable determining the effectiveness of advertisements. In contrast, the psychological identification of consumers with the spokesperson is the key path driving the purchase intention. Even in a situation where the spokesperson's popularity is relatively low, if their image is natural and trustworthy and their style is in line with the brand's tone, it can still stimulate a higher purchase motivation. Furthermore, the moderating analysis of "brand and spokesperson matching degree" further reveals that when consumers subjectively believe that the two are a match, the endorsement effect will be significantly magnified.

In conclusion, the strategy of celebrity endorsements should not merely focus on traffic or popularity, but rather on the value synergy between the endorser and the brand as well as the emotional projection of the target audience. When choosing brand ambassadors, brand managers should start from the dimensions of identity and cultural alignment, optimize the communication trust mechanism, and build an advertising experience that is more resonant and persuasive.

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