




# Impact of Celebrity Endorsements and Online Reviews on Health Product Purchases in Pakistan

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## ABSTRACT

**Background of the study:** The increasing role of celebrity endorsements and online customer reviews in shaping consumer behaviour in Pakistan's health and wellness sector is notable. This research focuses on understanding the impact of celebrity influencers' credibility and attractiveness on consumer attitudes and purchase intentions toward health products.

**Methodology:** The study employed a five-point Likert scale to gather data, which was analyzed using Structural Equation Modeling (SEM) through Smart PLS software. The research incorporated consumer attitudes as a moderating factor to evaluate the combined effectiveness of celebrity endorsements and social media strategies.

**Results:** The findings reveal that celebrity endorsements significantly enhance consumer attitudes and purchase intentions, particularly when the celebrities are perceived as credible and appealing. Furthermore, online reviews are crucial in influencing purchasing decisions, underscoring the importance of customer feedback on digital platforms.

**Conclusions:** This study provides valuable insights into consumer behaviour in Pakistan's health and wellness sector, emphasizing the strategic integration of celebrity endorsements with social media marketing. By aligning these strategies, marketers can influence consumer behaviour and boost product sales.

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Celebrity endorsement, online reviews, health products, consumer behaviour, well-being, traditional marketing.

## Introduction

In the past decades, the technology integration process has accelerated and changed how consumers interact with brands, especially in the health and wellness sector. In today's interconnected world, people highly esteem personal health, fitness, diet, and well-being (Stollfuß, 2020). This change has prompted the health and wellness industry to focus on research addressing the evolving needs and purchasing power of diverse target markets, including the Indigenous men and women of Pakistan. With the increase in globalization and internet use, traditional marketing techniques have proven ineffective, forcing organizations to plug into a complex market system (Akhlaq & Ahmed, 2016).

Two primary trends are being observed in marketing to millennials: the first is the use of celebrity influencers. To capture and sustain consumer attention in the current society, brands are coming up with distinctive approaches, such as using celebrity influencers who are always online selling health and wellness products (Dar & Tariq, 2021).

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Besides increasing brand recognition, these influencers build long-term consumer relations: people trust them for health and fitness advice (Vukmirović et al., 2020). In the health and fitness sector, where the need for a healthier lifestyle and the credibility of the endorser is critical, emotional appeal is important. Thus, the study points out the object for companies wishing to strengthen their positions in the Pakistani market, as well as the consideration of Pakistani customers' attitudes and their willingness to purchase when considering credible and attractive influencers, given the increasing level of health consciousness in Pakistan (Bukhari et al., 2020). Fitness, Nutrition, and Mental Health, including the preventive health sector, are among the most rapidly expanding industries globally (Ullah et al., 2021). This, propelled by diseases of affluence, population ageing, and shifts in consumer consciousness due to the COVID-19 pandemic, is a magnet for both enterprises and end-users.

The global health and wellness market was approximately \$4.2 trillion in 2017 and is expected to grow and reach \$7 trillion by 2025 (Health and Wellness Market Size, 2023). They have also changed their tastes and preferences, purchasing workout equipment and bodybuilding supplements, mental health applications, and naturally grown personal care products. Today, social media platforms are essential to build consumer-brand connections, making celebrity endorsement a more effective and inexpensive advertising strategy (Dar & Tariq, 2021). In contrast to conventional mass media advertising, which is relatively costly and comparatively less persuasive, celebrity endorsement enhances the worth of brand image and consumer credibility (Ford, 2018). This is more so in the health and wellness industry, where the endorser's perceived credibility directly impacts the consumers. The psychological attributes of celebrity influencers, including credibility and attractiveness, significantly affect the consumers' attitudes and behavioural intentions (Calvo-Porrall et al., 2021). Unfortunately, few studies have examined how such endorsements influence consumers' responses in different cultural environments like Pakistan (Attia & Attia, 2017).

Research has shown that credible and engaging personalities influence parents' purchasing decisions on social networking platforms. For instance, the influence of the influencer and physical attractiveness have a significant and positive influence on consumer attitudes that, in turn, moderate the relationship between the characteristics of the influencer and purchase intentions (Chin, 2019). Likewise, during the COVID-19 pandemic, convincing information from online reviews and celebrity endorsements particularly motivated the purchasing behaviour of the people of Pakistan (Uddin et al., 2023). Implications of these studies lie in evaluating the moderating effect of consumer attitudes regarding the impact of celebrity endorsements, online reviews and purchase intentions on each other. For instance, when a popular Pakistani actress recommends a new range of organic skincare products, her fans notice it and trust her words. These lead to favourable consumer attitudes, which strongly correlate with buying behaviour, as Ishaq et al. (2021) stated. Finally, the opinions of other customers also support the effect of celebrity endorsement and word-of-mouth advertising.

However, it is important to consider Pakistan's culture when evaluating the effectiveness of the above marketing strategies. Endorsements by celebrities can readily be understood as popular

personalities in Pakistan, as consumers regard celebrities as role models (Al-Awadhi & Örs, 2020). For this reason, consumers tend to emulate their favourite celebrities, making celebrity endorsements one of Pakistan's best forms of advertising. Business owners must find people their target audience listens to and shares the same values as the company. Besides, the role of new technologies and an intensely strong focus on the healthcare care concept also influenced the consumers' attitudes toward HW products and services. Thus, celebrity endorsements and word-of-mouth communication have become significant influence modes (Elumalai et al., 2020).

Influencers allow companies to target specific customers who are conscious about their health and improve the market status of these companies in Pakistan. An evident appreciation of these attitudes and culture's effects on consumers is critical for the success of these marketing strategies. Celebrity endorsement and online reviews were deemed relevant for this research because they are some of the most powerful drivers of consumer behaviour in the current market (Calvo-Porràl et al., 2021). Celebrity endorsements, by nature, employ testimonial appeals that foster psychological ties with the consumer. Recommendations from friends, feedback, and online reviews are just as important in such markets as health and wellness, where people are more likely to trust friends than adverts. In this regard, this research provides a literature gap by exploring the impact of celebrity endorsement and online reviews on the health market in Pakistan.

The literature review of this study reveals that prior research focused on healthcare and wellness product consumption in Pakistan has not fully considered cultural and social factors surrounding Pakistani consumers (Ittefaq et al., 2022). In conclusion, this study offers an opportunity to glimpse how promotional strategies can be adapted to suit Pakistani consumers.

## **Objectives**

In order to test the influence of celebrity influencer credibility on consumer attitudes and purchase intention towards health and wellness products in Pakistan.

1. To examine the moderating effect of celebrity influencer attractiveness on consumer attitudes and purchase intention towards health and wellness products.
2. In order to investigate the impact of online customer reviews on consumer attitude and purchase intention.
3. To examine consumer attitudes as the moderating variable in the link between celebrity influencer credibility, celebrity influencer attractiveness, online customer reviews and purchase intention.

## **Research Questions**

1. To what extent does the credibility of celebrity influencers influence the consumer attitude and purchase intention of health and wellness products in Pakistan?
2. To what extent does the attractiveness of Celebrity influencers affect consumer perceptions and buying behaviours towards health and wellness products?

3. How do online-generated opinions influence consumers' intentions to purchase health and wellness products?
4. To what extent do attitudes moderate the relationships between celebrity influencer credibility, celebrity influencer attractiveness, online customer reviews and purchase intentions for health and wellness products?

## Literature Review

### Theoretical Background

The Elaboration Likelihood Model (ELM), proposed by Petty and Cacioppo, identifies two pathways of persuasion: the central route, where consumers process information deeply, and the peripheral route, influenced by superficial cues (Kitchen et al., 2014). This model is relevant to our study, which explores the impact of celebrity influencer credibility and attractiveness on attitudes and purchase intentions for health and wellness products. Previous research highlights the significance of celebrity endorsements and transparency in influencing consumer behaviour. Wibisono et al. (2024) suggest that information transparency enhances consumer engagement and purchase intentions, while celebrity influencers typically influence through the peripheral route.

However, Fu, Bang, and Kim (2021) argue that when perceived risk is high, consumers may use central processing to reduce uncertainty, making celebrity endorsements less effective in such contexts. This underscores the need for credibility and transparency in high-risk situations. Kitchen et al. (2014) critique ELM, acknowledging that digital influence complicates consumer behaviour today, especially with social media's pervasive role. While ELM provides a helpful framework, it requires adaptation to the current digital landscape.

The theory of Social Identity (Tajfel & Turner) complements this study by explaining how consumers categorize themselves and others, influencing attitudes toward celebrity endorsements (Huddy, 2001). Park and Yim (2020) argue that celebrity endorsements strengthen brand identity and purchase intentions, especially when the celebrity is considered part of the consumer's reference group. However, Tanrikulu (2021) notes that consumers value personal identification more than social identity, suggesting that cultural and individual values play a role in the effectiveness of endorsements.

Celebrity influencers' credibility significantly impacts consumer attitudes and behaviours. Tian and Li (2022) found that congruence between the celebrity and brand enhances consumer perceptions. Conversely, Dhun and Dangi (2023) highlighted consumers' trust in social media influencers, suggesting that credibility may vary between traditional celebrities and new media personalities. This view is supported by Ata et al. (2022), who noted that influencer credibility influences purchase intentions via consumer attitudes. Nafees et al. (2021) further suggest that context and relevance are crucial for effective influencer marketing.

***H1: As expected, Celebrity Influencer Credibility positively influences Consumer Attitude.***

Another emerging topic within the marketing research domain is where the call on the popularity of influencers is believed to influence the behaviour and perception of consumers. Immanuel and HS's (2021) study shows that attractiveness influences buying behaviours, and the positive attitudes towards the influencer and brand are in the middle. This research means that when consumers consider influencers attractive, they will develop favourable attitudes that improve their purchase intentions. However, it is crucial to mention that attractiveness is not the only factor which impacts consumers' attitudes. Consumers might follow a celebrity due to her looks, but competence and credibility are equally important in determining attitudes.

Using data from 406 responses, Chekima et al. (2020) note that attractiveness, expertise, and trustworthiness were all significant antecedents of consumers' attitudes toward advertising. Attractiveness might act as an attention and interest driver but could only support positive consumer attitudes when supported by perceived professional competence and credibility. As a result, while celebrity endorsement gives a celebrity status and people are likely to be attracted to such products just because a celebrity endorses them, the endorsement that lacks credibility will likely struggle to engage the consumer on a deeper level.

In contrast, Mohamad et al. (2022) posit that the credibility and attractiveness of social media influencers are central to developing a favourable brand perception and customer attitude. They found that attractiveness plays a part in the context of the perception of the influencer by the consumer, but credibility cements a positive brand attitude. This argument implies that while consumers are often drawn towards the looks of an attractive influencer, such an influencer's perceived credibility explains consumer attitudes.

Moreover, Redjeki et al. (2024) continue the analysis of the persuasiveness of influencer videos, stating that attractiveness may positively influence viewers' engagement, but relevance and sincerity of the influencer's message influence viewers' behaviour. This discovery supports the notion of 'an initial attraction at first sight but a lasting relationship with the audience as the determinant of the influencer's effect on consumer attitude'.

***H2: This study establishes that Celebrity Influencer Attractiveness has a positive relationship with Consumer Attitude.***

Similarly, consumer perception is highly dictated by online customer reviews, mainly because of the emerging trend of customers who rely on the opinion of other customers buying the same product in the digital world. Chen et al. (2022) have provided evidence that online reviews shape consumers' perceptions and buying behaviour, evidencing how they help users shape their attitudes towards the relevant products and services. Likewise, Macheke et al. (2024) have also pointed out that online customer feedback is good for consumer confidence and branding that impacts purchase behaviour. Further, Sundararaj and Rejeesh (2021) opine that reviews are instrumentalized through social networking sites mainly because consumers are more inclined to heed comments from like-minded

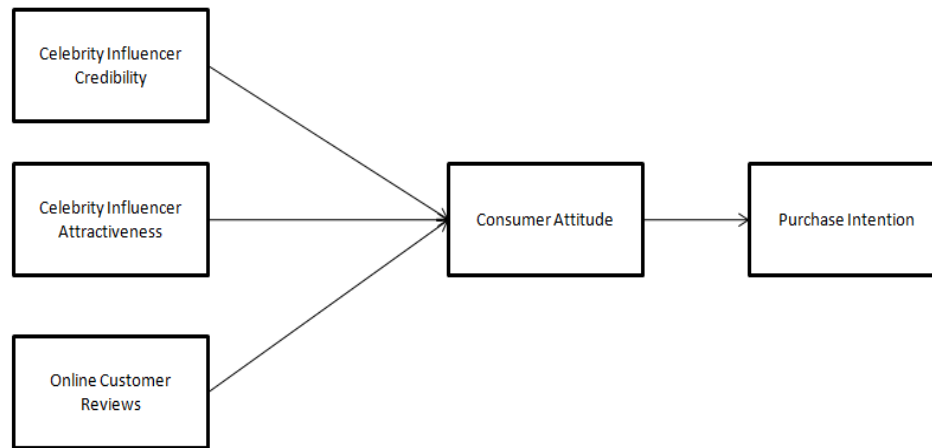
consumers than being marketed directly. Anshu et al. (2022) also point out that positive online customer reviews make customer's attitudes more positive, which, in turn, strengthens the chances of repeated patronage. Therefore, the role of online customer reviews in influencing consumer attitude has been considered to influence purchase decisions significantly, therefore endorsing the hypothesis that online customer reviews positively impact consumer attitude.

***H3: The impact of Online customer reviews on Consumer attitude is positive.***

Consumer attitude and purchase intention are significant factors in consumer behaviour, especially online shopping. The literature review has revealed certain propositions that have received cross-sectional support, one being that positive consumer attitudes positively affect purchase intentions in diverse industries. For example, Chen et al. (2020) examine the factors associated with food delivery platform services and show that perceptions play the most significant role in consumers' willingness to purchase. They have found that people's perception of these services will cause them to have a higher intention to use food delivery services. Furthermore, Zaremohzzabieh et al. (2021) performed a meta-analytic path analysis to explain how consumer attitudes influence green purchase intentions.

According to their studies, a positive attitude toward sustainability directly impacts the propensity to buy green products. This supports the notion that consumer perceptions about the general approach towards the products differ with unique aspects of products, including their impact on the environment. Also, Tran and Nguyen (2022) examine security and reputation in addition to consumer attitudes toward online shopping purchase intentions in Vietnam. They argue that a positive consumer attitude is a significant moderator that improves purchase intentions despite perceived risks. From this relationship, it is thus advisable for businesses to encourage the right attitude towards products among consumers to influence their purchase intentions. Lastly, Vergara et al. (2020) evaluate the perception of organic personal care products, once again revealing that favourable consumer attitudes enhance perceived behavioural intentions. Their study postulates Consumer attitudes as an internal stimulus, and the SOR (Stimulus-Organism-Response) model is adopted to explain the findings.

***H4: Consumer Attitude is significantly positive to Purchase Intention.***



*Figure 01: Theoretical framework*

## Methodology

This research adopted a constructivist epistemology, emphasizing that knowledge is constructed through social relations and individual practices (Muhammad, 2021). This approach aligns with qualitative methodologies, focusing on how Pakistani consumers develop attitudes toward health and wellness products influenced by celebrity endorsements and reviews. Standpoint epistemology was also applied, acknowledging that social standing shapes individuals' views (Toole, 2021). This was crucial in understanding how Pakistan's cultural factors, past experiences, and norms impact consumer responses. As Carr (2021) suggests, consumer attitudes are relative, not absolute.

It was also based on a positivist ontology, which ensures that factual data makes knowledge measurable (Prasad & Li, 2024). The choice of design is quantitative in the sense that hypotheses about the influence of celebrity influencer credibility, attractiveness, and online reviews on consumer attitudes and purchase intentions would be tested. Based on Huntington-Klein (2021), this deductive and explanatory approach focused on testing variables such as persuasiveness and consumer behavior. The exploratory design studied the relationship between celebrity credibility, online reviews, and purchase intentions without establishing cause and effect (Salter, 2023).

The target population included older than 20 and above health-conscious and gym-active individuals of Pakistan. Convenience and purposive sampling ensured that participants were relevant to the study, which allows for efficient data collection (Golzar et al., 2022). Only health-conscious individuals were included and excluded if they were under 20 or not interested in fitness (Campbell et al., 2020). A five-point Likert scale, that measured the perception of celebrity influencers and the intent to buy was used for data collection in an online survey by Macheke et al., 2024.

The study comprised 200 cases that were deemed to be enough to yield valid results. SEM was used in order to analyze relationships between celebrity endorsement, online reviews, and consumer behavior (Macheka et al., 2024). Voluntary participation was ensured through informed consent and anonymity to provide a trusting environment for the response.

### Data Analysis and Discussion

Categories	Frequency	Per cent
<b>Gender</b>		
Male	110	55.0
Female	90	45.0
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Age Bracket</b>		
20-25 Years	30	15.0
26-30 Years	40	20.0
31-35 Years	100	50.0
36+ Years	30	15.0
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Monthly Income Bracket (Rs.)</b>		
95000 - 105000	30	15.0
105000 - 115000	40	20.0
115000 - 125000	60	30.0
125000+	70	35.0
<b>Total</b>	<b>200</b>	<b>100</b>
<b>City</b>		
Karachi	90	45.0
Lahore	70	35.0
Islamabad	40	20.0
<b>Total</b>	<b>200</b>	<b>100</b>

*Table 01: Demographic Analysis*

According to the demographic data in the table, some information can be derived from the sample of 200 respondents. Most participants were male, at 55.0%, which is typical in using fitness and health products. The age bracket revealed that most respondents (50.0%) fell within 31-35 years, which suggests that this group may be very conscious of their health and fitness. The evaluation of the monthly income showed that (35.0%) earned more than 125000 Rs., implying a financially secure group able to invest in health and wellness products. Geographically, Karachi had the highest proportion (45.0%), which is valuable for market targeting plans based on urban location.



	<b>Attitude</b>	<b>Celebrity Attractiveness</b>	<b>Celebrity Credibility</b>	<b>Online User Reviews</b>	<b>Purchase Intention</b>
CA1	0.850				
CA2	0.822				
CA3	0.829				
CIA2		0.889			
CIA3		0.864			
CIC1			0.858		
CIC2			0.888		
CIC3			0.885		
OCR1				0.865	
OCR2				0.890	
OCR3				0.897	
PI2					0.875
PI3					0.913
PI4					0.916

**Table 02: Reliability and Validity**

The outer loadings from Table 2 also show high relationship values between the constructs. All values are above the threshold of 0.70. Therefore, attitude, celebrity attractiveness, celebrity credibility, online user reviews and purchase intention measures are considered reliable. High loadings mean that these factors affect consumer behaviour to a large extent (Hair Jr et al., 2021). CIA 1 and PI1 were the only two items excluded from the Construct further to improve the reliability and validity of the model.

	<b>Cronbach's alpha</b>	<b>Composite reliability</b>	<b>Average variance extracted (AVE)</b>
Attitude	0.782	0.793	0.695
Celebrity Attractiveness	0.700	0.704	0.769
Celebrity Credibility	0.851	0.858	0.769
Online User Reviews	0.860	0.863	0.782
Purchase Intention	0.886	0.906	0.813

**Table 03: Convergent Reliability**

The convergent reliability of the constructs is also presented in Table 3, where all the measures have positive coefficients. On the internal consistency test, all Cronbach's alpha values are above 0.70; purchase intention is at 0.886, while online user reviews are at 0.860. Likewise, the reliability numbers of the composite reliability support this reliability to indicate that the constructs are reliable. All the AVE values are more significant than 0.50, which indicates that the items adequately reflect the structures of interest. In total, these values evidence the reliability of the measurement model employed in this study, which is reassuring about the conclusions drawn (Hair Jr et al., 2021).

	Attitude	Celebrity Attractiveness	Celebrity Credibility	Online User Reviews
Attitude				
Celebrity Attractiveness	0.970			
Celebrity Credibility	0.801	0.942		
Online User Reviews	0.871	0.982	0.766	
Purchase Intention	0.484	0.487	0.441	0.433

Table 04: Discriminant Validity – HTMT

Table 4 presents the results for the discriminant validity using the HTMT criterion to explain the degree of difference between the constructs. Fixed values demonstrate a significant correlation between the parameters of attractiveness and the attitude of a celebrity (0.970). However, they remain just below the critical value of 1, confirming that these are different significant factors. From the present results shown in Table 2, HTMT values for purchase intention are relatively lower, indicating that it is pretty autonomous of other factors.

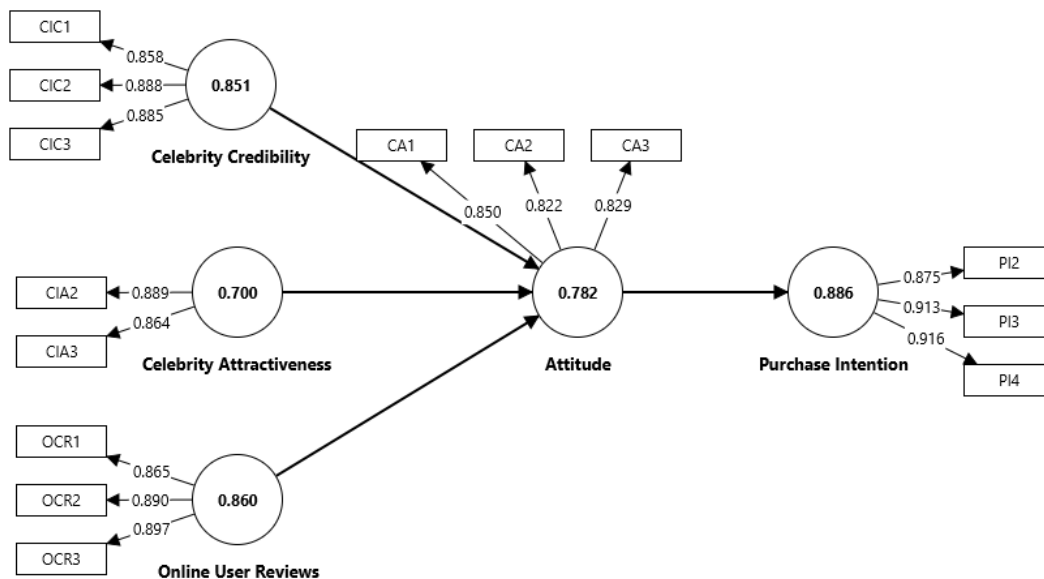


Figure 02: Measurement Modelling

### Hypothesis Testing

Hypotheses	Original sample (O)	T statistics ( O/STDEV )	P values	Remarks
Celebrity Credibility -> Attitude (H1)	0.196	3.200	0.001	Accepted
Celebrity Attractiveness -> Attitude (H2)	0.306	3.884	0.000	Accepted
Online User Reviews -> Attitude (H3)	0.365	4.629	0.000	Accepted
Attitude -> Purchase Intention (H4)	0.414	5.373	0.000	Accepted

Table 05: Path analysis

As part of the non-parametric approach, Bootstrap analysis tests the significance of some of the relationships between the constructs used in this research, presented in Table 5. This will be a good opportunity to look at what each hypothesis uncovers. Now, let us discuss the result from the first

hypothesized relationship between celebrity credibility and attitude; the original sample value is 0.196, the T-statistic value is 3.200, and the P-value is 0.001. Such strong figures are evidence that celebrity endorsement credibility plays a crucial role in the consumer's attitude, and thus, it is possible to accept the hypothesis on this basis. Second, the relationship between celebrity attractiveness and attitude is discussed as the second hypothesis. Here, I find that the value for the original sample coefficient is 0.306; for the T-statistic, it is 3.884, and the P-value is 0.000. This clearly shows a good relationship, which supports the proposal that appealing celebrities influence the perception of health and wellness products. For the third hypothesis testing that relates to the impact of online user reviews on the attitude of consumers, a sample value of 0.365 was derived, with T Statistics of 4.629, whereas the P-value calculated was 0.000. These results further provide empirical evidence of the importance of positive online reviews for changing perceptions, as posited in the literature. Lastly, the fourth hypothesis examines the relationship between attitude and buying behaviour. This research's results depict an original sample value of 0.414, a T-statistic of 5.373, and a P value of 0.000. It also shows that consumer attitude significantly influences their buying behaviour intentions.

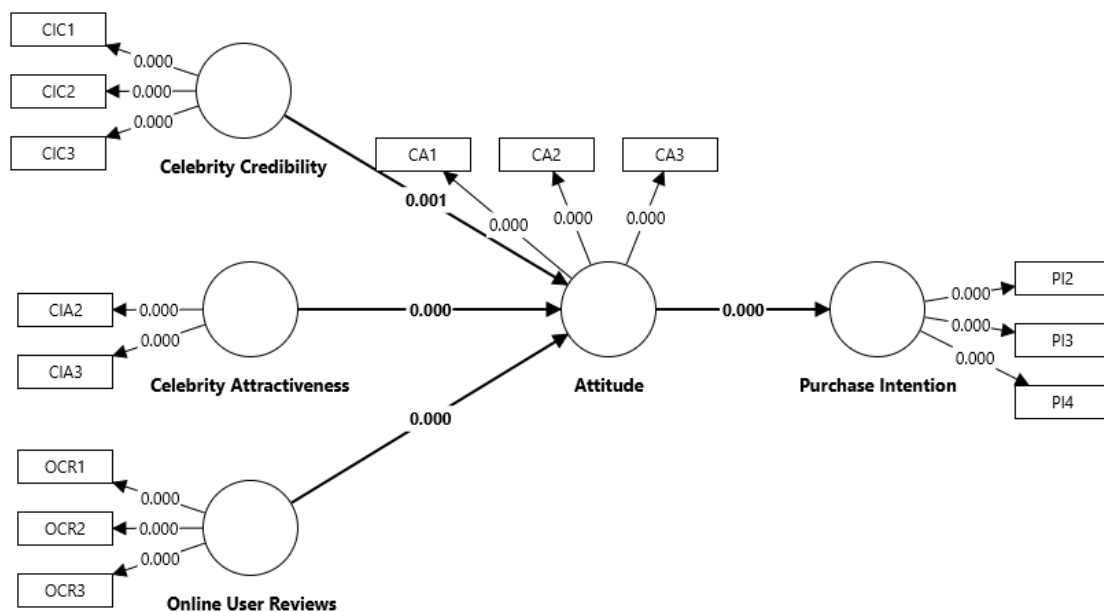


Figure 03: Structure Modelling

This research highlights the impact of celebrity influencer credibility, attractiveness, online reviews, consumer attitudes, and purchase intentions in the health and wellness industry. The Elaboration Likelihood Model (ELM) by Petty and Cacioppo distinguishes between central and peripheral routes of persuasion, suggesting that in low-risk contexts, peripheral cues like celebrity image can influence decisions. Our findings support this, indicating that celebrity attributes can manipulate consumer perceptions, particularly in low-risk contexts, aligning with Wibisono et al. (2024). However, in high-risk areas like health products, consumers tend to rely on central processing, focusing on reliability and content over celebrity image, confirming the complexity of celebrity endorsement effectiveness.

The study also reinforces the importance of celebrity credibility in shaping consumer attitudes, supporting Tian and Li (2022), who emphasize that congruence between celebrity image and brand personality enhances consumer perceptions. However, Dhun and Dangi (2023) highlight a shift in the digital age, where social media influencers may be more influential than traditional celebrities, especially in health and beauty categories, suggesting a change in how credibility is perceived. Additionally, Ata et al. (2022) argue that credibility, while crucial, must align with consumer beliefs and context to be truly effective.

Furthermore, the study found that celebrity attractiveness positively influences consumer attitudes, consistent with Immanuel and HS (2021). However, according to Chekima et al. (2020), attractiveness needs to be combined with perceived competence and credibility to be most influential. Mohamad et al. (2022) further argue that credibility supports positive brand attitudes. According to Redjeki et al. (2024), attraction can get attention, but the quality and relevance of the influencer's message must be kept intact to sustain the interest of consumers. Finally, the study confirms the relevance of online reviews in influencing consumer attitudes, in line with Chen et al. (2022) and Macheka et al. (2024). Reviews help build trust and inform consumers' choices since people are likely to believe other consumers more than print ads (Sundararaj & Rejeesh, 2021), further underscoring the need for transparency and authentic consumer feedback to spur purchase behavior.

## **Conclusion and Future Directions**

Results of the current research indicate that celebrity influencer credibility, attractiveness, and online user review positively affect health and wellness consumer perceptions and buying behavior. It thus indicates the likelihood of attitude towards products following the efforts in being more credible and proximal on the part of the endorser. In fact, the attractive celebrities also indicate a positive relation with consumer attitudes, and that appeal is also a very influential factor for the buying behavior of consumers. Another important new factor introduced was the online user review, which confirms that consumers actually seek the opinion of other real-life customers who have purchased a product.

This research provides theoretical implications by developing the insight of the Elaboration Likelihood Model and Social Identity Theory regarding influencer marketing. However, to the degree it analyzes the influence of celebrity credibility, attractiveness and web-based reviews on consumer perceptions and behavioural intentions regarding products, it also extends understanding of psychological processes involved in persuasion. Moreover, the profiles identified in the findings raise awareness of the modern digital presence, pointing at the role of celebrity and social media influencers in consumer engagement.

The regional implications study reaffirms that mart hatters should hire credible and believable endorsers to increase consumer trust. In addition, companies should focus on collecting and sharing genuine reviews, especially from the web. Therefore, the most successful tactics for the future will be those designed to support consumers' growing reliance on the opinions of their peers. In totality, these

findings assist marketers in developing appropriate influencer techniques to fit the changing consumer trends in the health and wellness sector. Some of these limitations need to be mentioned as follows: One of the limitations is the geographical focus, which means that this study does not generalize findings to other regions likely to exhibit different cultural terrain and consumer behaviour. Also, the research mainly focused on the health and wellness industry; there might be a possibility that differences in the consumers' reactions in the other industries affected by celebrity endorsement were not considered.

In future investigations, looking at the effect of various celebrity endorsements and traditional celebrities against micro-influencers would be valuable. Further research into the impact of endorsements could focus on the emotional bonds consumers feel towards certain stars. However, following and assessing a rapidly changing social media environment and how it captures consumer attitudes and behaviours in the present would offer a broader understanding of modern-day marketing realities, which would, in turn, provide brands with better direction on how to market themselves more effectively.

### Author's Contribution

**Conception or Design:** Fahad Ahmed Khan, Aleem Shah

**Data Collection and processing, Analysis or Interpretation of Data:** Bakht and Bushra, Syed Muhammad Fauzan Ali and Fahad Ahmed

**Manuscript Writing & Approval:** Syed Muhammad Fauzan Ali, Aleem

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