

The Influence of Celebrity Ethicality on Brand Ethicality: The Mediating Role of Brand Authenticity with the Moderating Role of Brand Image

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Abstract

Although many brands use celebrities to promote their products or services, limited research examines which specific factors marketers should consider when selecting or using celebrities. Celebrity endorsements are common, yet researchers have not deeply explored what makes them more effective. This study investigates how a celebrity endorser's ethicality shapes consumers' perceptions of brand ethicality and their feelings toward the brand. Data were collected from 294 participants through an online Qualtrics survey, and the proposed structural model was tested using SmartPLS-SEM 3. The results show that celebrity ethicality positively influences brand authenticity, which subsequently enhances brand ethicality, while brand image moderates the link between celebrity ethicality and brand ethicality negatively. Theoretical and practical implications are discussed.

Track: Advertising & Marketing Communications