

# **The Impact of Religiosity as a Moderator on Attitude Towards Celebrity Endorsement–Purchase Intentions Relationship**

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*The current study has three main purposes; to investigate the impact of attitude towards celebrity endorsement on purchase intentions, to test the direct effect of religiosity on purchase intentions and finally, examine the religiosity as a moderator on attitude towards celebrity endorsement - purchase intentions relationship. Data were collected through online survey. Both Stepwise and Moderated Regression tests were conducted through Statistical Package for Social Sciences (SPSS). The positive impact of attitude towards celebrity endorsement on purchase intentions was confirmed. However, no evidence was found regarding the moderating effect of religiosity on attitude towards celebrity endorsement – purchase intentions relation. Managers could use celebrities to endorse their products, however, product quality is still the most crucial deterrents to purchase the product.*

## **INTRODUCTION**

On average, a person is exposed to 700–1300 advertisements every day (Kotler & Keller 2011). As a result, people start ignoring all commercials and advertisements when flipping through newspapers, magazines, and watching TV (Zafar and Rafique, 2012). Because of this, one tool that is mostly used by marketers to attract people’s attention is celebrity endorsement. Using this tool, marketers pay millions of dollars with hopes of attracting consumers to their offerings (Akturan, 2011; Kushwaha and Garima, 2012; Gupta, 2007; Sharma and Kumar, 2013). Celebrity endorsement can not only bestow special attributes upon a product (Kushwaha and Garima, 2012), but also allure customers to the offerings (Tantisenepong et al., 2012).

Most of the celebrity studies have been conducted in developed countries (Culbreath, 2012). Yet, recently, few studies in this regard have emerged from developing countries such as India (Dash and Sabat, 2012; Kushwaha and Garima, 2012; Zafar and Rafique, 2012; Katyayal, 2008; Roy et al. , 2013; Tantisenepong et al. , 2012; Akturan, 2011), Pakistan (Ahmed et al., 2012), and China (Chan et al., 2013; Tong and Hawley, 2009). More recently, in Egypt, according to Azab (2011) celebrity endorsement has started with a famous local advertising agency, Tarek Nour, who used one of the most loveable local actors, Hassan Abdeen, to endorse a fizzy drink (Schweppes) in a humorous style. Since then, many celebrity-endorsed advertisements have been introduced; for example, actress Abla Kamel endorsing Persil; Ragaa Elgedawi promoting Fairy (a detergent product); celebrity couple Ahmed Helmi and Mona Zaki endorsing Optra Car; and finally celebrities such as Yousra, Mohamed Mounir, Donia Samir Ghanem, and Hend Sabri endorsing the communication company Etisalat. While such endorsements cost the companies significant amounts of money, the results, in terms of profits, justify such costs (Ibid). Still, the results are inconclusive and more research is needed to tackle this issue in developing countries. The current study is an answer to fill in this gap.

At the same time, focus started being placed on religion as a factor that would affect many consumers' behavior. In general, religion is defined as "the belief in the existence of a supernatural power and in life after death" (Koku, 2011: 177). On the other hand, the discussion on religiosity started to emerge where it is related to the degree to which a person attached to a certain religion is practicing the fundamentals of this religion (Mookherjee 1993; Al-Goaib 2003; Barhem et al 2009). According to Lindridge (2005), the impact of religion and therefore religiosity on consumer behavior is still under research. This paper contributes to this area by exploring religiosity's effect as a moderator factor on attitude towards celebrity endorsement – purchase intentions relationship and also tested the direct effect of religiosity on purchase intentions.

In general, it is expected that Eastern cultures would be more affected by religiosity than Western cultures (Lindridge, 2005). Yet, the role of religion and religiosity on consumer choice could be unclear (Delener, 1994, cited in Koku, 2011), which calls for more research and explanation. This study is expected to add to the existing knowledge by developing a deeper understanding of how culture, specifically religiosity, would affect the appeal and purchase intentions of celebrity-endorsed advertising.

The present research may form a general basis for marketing to Middle Eastern consumers, as hardly any previous study has investigated the effects of religiosity on the attitude towards celebrity endorsement–purchase intentions relationship. So far, little research work has been done in Egypt on celebrity endorsement and its impact. In particular, hardly any study after the two revolutions that the country has experienced. This research has two main objectives; to test the impact of the attitude towards celebrity endorsement on purchase intentions of customers, and to highlight the effect of religiosity on the attitude towards celebrity endorsement–purchase intentions relationship, of which the moderation effect, to the knowledge of the author, has not – at least in Egypt – been previously tested in other studies. Finally, related to the second objective, to test directly the effect of religiosity on purchase intentions.

The structure of the paper goes as follows; firstly, a deep discussion on the conceptual framework of the research in terms of attitude towards celebrity, religiosity and their effect on purchase intentions. Followed by methods, then analysis, discussions, conclusions and finally implications, limitations and direction for future research.

## **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **Celebrity Endorsement**

Celebrity endorsement is a widely used strategy in marketing (Temperley and Tangen, 2006), and has been at the heart of the literature for a long time (for example; Kamins et al., 1989; McCracken, 1989; Ohanian, 1991; Erdogan, 1999; Cho, 2010; Ibrahim, 2010; Culbreath, 2012; Lazarevic, 2012). In fact, it could be dated back to as early as the 1950s (Culbreath, 2012; Hovland and Weiss, 1951). According to Erdogan (1999), celebrity endorsement could go back specifically to the nineteenth century, when Queen Victoria was associated with Cadbury's Cocoa (Akturan, 2011: 1281); however, this is a debatable research topic (Modi, 2007; Surana, 2008; Sharma and Kumar, 2013). A celebrity endorser is a famous person who is well-liked and uses this fame and likability by others to promote an offering (Culbreath, 2012; Friedman and Friedman, 1979; McCracken, 1989).

According to Dash and Sabat (2012), there are three theories that not only provide the basis for understanding how celebrity endorsement works, but also for how they explain the process through which celebrity endorsement influences consumers' minds. The first theory is "Source Credibility Theory", which confirms that acceptance of the advertisement message depends on both expertness (the perceived ability of the source to make valid assertions) and trustworthiness (the perceived willingness of the source to make valid assertion of the source). The second theory, "Source Attractiveness Theory", explains the message acceptance in two ways: identification and conditioning. Finally, "Meaning Transfer Theory" confirms that celebrities encode a unique set of meanings which, if well-used, can be transferred to the endorsed product.

A growing body of literature has evaluated the advantages and disadvantages of celebrity endorsement (Swerdlow and Swerdlow, 2003; Tong and Hawley, 2009; Khorkova, 2012). For instance,

some of the advantages could be increased attention, image polishing, brand introduction, brand repositioning, built awareness, emotional connection, and means of brand differentiation (Swerdlow and Swerdlow, 2003). Furthermore, celebrities possess the power to cut through advertising clutter (Kamen et al., 1975; Culbreath, 2010), and are therefore able to potentially attract attention towards the offerings they advertise (Pughazhendi et al., 2011; Kushwaha and Garima, 2012: 136; Chan et al., 2013). Thus, they facilitate brand recall, increase brand awareness (Solomon 2002) and, most of the time, improve brand image, attract celebrity fans (Lazarevic, 2012), encourage trial, credibility and trust, place the brand in a competitive position (Tong and Hawley, 2009), and most importantly, may lead to purchase decision (Ibid.). There are several benefits for such strategy (Akturan, 2011); firstly, it is a lucrative practice for celebrities themselves (Culbreath, 2012); secondly, it is also lucrative for the marketers, due to the increase in sales revenue; and thirdly, such strategy brings attention to celebrities (White et al., 2009) and brands (Dash and Sabat, 2012) alike. Finally, celebrity endorsements help in creating the personality of a brand (Ibid.; Ahmed et al., 2012). In essence, celebrity endorsements would positively affect brand equity (Tong and Hawley, 2009). Such strategy has been used extensively by the marketers to the extent that it has been claimed that it is a *panacea for all marketing woes* (Sharma and Kumar, 2013:73). Thus, celebrities could be effective endorsers due to their *symbolic aspirational reference group associations* (Byrne et al., 2003:291). Moreover, to use these advantages, celebrity endorsement has been used in different industries as the cornerstone to rebuild market share (Byrne et al., 2003); for instance, in retailing (White et al., 2009), one example being when Jamie Oliver endorsed Sainsbury's, one of Britain's leading grocery chains (Kushwaha and Garima, 2012; Byrne et al., 2003). Likewise, David Beckham has endorsed Adidas, and Carol Vorderman, the British presenter of the television show Countdown has endorsed Benecol (Byrne et al., 2003:291). Interestingly, celebrity endorsement has also been utilized politically to motivate civic engagement (Veer et al., 2010; Combs, 2008). However, on the other hand, the disadvantages could be public controversy, image change and overexposure, overshadowing the brand (Khorkova, 2012), celebrity creditability creating a question mark for the competent customer, multiple endorsements, influence of celebrity scandals and moral violation of brand, image change, and loss of public recognition (Surana, 2008; Sharma and Kumar, 2013), in addition to high costs to secure a celebrity endorser (Swerdlow and Swerdlow, 2003).

Based on the above, many studies have investigated the effect of celebrity endorsement on several marketing aspects; for instance, one study found that consumers could either superficially or carefully, with detailed consideration, evaluate the meaning transfer involved in a celebrity endorsement (Luna and Gupta, 2001; Swerdlow and Swerdlow, 2003; Hung et al., 2011; McCutcheon et al., 2003). Moreover, it found that female consumers, who preferred female celebrity endorsers to male ones, would respond more favorably to celebrity endorsements than males (Klaus and Bailey, 2008).

In terms of the effect of attitude towards celebrity endorsement on purchase intentions, in general, research evidence revealed that celebrity-endorsed advertisement would have a positive impact on product purchasing behavior (Ohanian, 1991; Remmerswaal, 2010; Azab, 2011; Pughazhendi et al., 2011). For example, Jija (2013) has found that around 51 percent of Indians are influenced by celebrity endorsements while making a purchase decision. In the same vein, Zafar and Rafique (2012) have found a significant impact on customers' perception and purchase intentions through celebrity endorsement. Furthermore, Culbreath (2012) found that there is a positive significant relationship between attitude towards celebrity endorsement and purchase intentions for running shoes when compared to toothpaste advertisements. Similarly, in China, Chang (2011) found a strong positive relationship between teenagers' attitudes towards celebrity-endorsed brands and purchase intentions. In other words, Chang found that celebrities who are credible, knowledgeable, and skillful would persuade consumers to believe claims about a brand, and therefore would convince them to purchase the advertised brand (Chan et al., 2013; Fleck et al., 2012). Indeed, employing a celebrity as an endorser would result in credibility that would increase consumers' purchase confidence (Chan et al., 2013). Remmerswaal (2010) found a positive relationship between celebrity endorsement and purchase intentions in the Netherlands, while more recently, Khorkova (2012) found that celebrity-endorsed advertisement would be more effective in an Eastern culture compared to the Western culture. Furthermore, Hakimi et al. (2011) confirmed the

positive relation between celebrity endorsement, especially from physically attractive celebrities, improving a brand's image and purchase decisions.

However, results are not conclusive, as other studies found different results. For example, Ahmed et al. (2012) found a positive relation between attitude towards celebrity endorsement and purchase intentions, yet, this relation was a weak significant. In the same vein, Chang (2011) found a significant relationship between attitude of the teenagers in Changsha towards celebrity endorsed apparels and their purchase intentions; yet, there was no difference in purchase intentions based on age levels, gender and reduction levels. Similarly, in India, Kushwaha and Garim (2012) found no significant relationship between celebrity endorsement and the youth's buying behavior. Furthermore, Temperley and Tange (2006) confirmed that consumers perceive the celebrity spokesperson as the character "Pinocchio", whose nose grows when he is not telling the truth. In the Arab world, specifically in Egypt, confusing results were found; for instance, Azab (2011) found that 19 percent of the respondents admitted that celebrity-endorsed advertisements would encourage them to purchase the product, while 44 percent were neutral on the matter; however, if the celebrity had a high credibility, this would encourage the consumers to purchase the product. On the other hand, Abdulla and Keenan (2009) revealed that celebrity-endorsed advertisements would not encourage consumers to purchase a product.

These contradicting results would call for more research, specifically in the Egyptian culture (Azab, 2011) and the present study is an answer to this call. Additionally, most previously-mentioned studies tested celebrity endorsement construct as items rather than as a factor (Ahmed et al., 2012; Azab, 2011; Pughazhendi et al., 2011), but in order to get a closer and deeper understanding of this relationship, it is believed that testing these relations should be through those constructs as both items and factors. In this regard, this is another contribution of the present study.

### **Religiosity as a Moderator**

As discussed earlier, many studies have focused on the explanation of the relationship between celebrity endorsement and purchase decision, although the results have been inconclusive (McCracken, 1989; Kamins, 1989; Culbreath, 2012). Based on this, there was a call to look at this issue from different perspectives; that is, including different factors of culture as moderators in regards to the impact of celebrity endorsement and purchase decision when testing this relationship. For example, Ahmed et al. (2012) found that the celebrity endorsement–purchase intentions relationship is moderated by attractiveness, credibility, and product match-up. Similarly, Roy et al. (2013) found that source credibility could moderate the relationship between celebrity endorsement and consumer attitude.

In this regard, studies have recently started to test the impact of religiosity on consumer behavior (Cleveland et al., 2013). Religion is a "*pivotal institution of culture; consciously or unconsciously, religious beliefs and practices affect individual attitudes to important facets of life*" (Sharabi, 2012: 825). Indeed, it is a general belief that religion could influence people's life as a whole (Kaynak and Eksi, 2011), and even more deeply, it could be a strong predictor of human behavior, especially in important life domains (Tarakeshwar et al., 2003). Specifically, it could also affect customer buying behavior and market-related decisions (Essoo and Dibb, 2004; Cohen and Hill, 2007; Kaynak and Eksi, 2011). It is worth noting that religion is distinct from religiosity; the first is highly personal in nature, and according to Kaynak and Eksi (2011), its effects on consumer behavior depend on the level of religiosity of the individual. In other words, religiosity is about "*Religious commitment or religiosity is said to represent an individual's adherence to his or her religion's beliefs and practices*" (Kim et al., 2013: 130).

With this in mind, Delener (1994) confirmed that religiosity could affect automobile purchase decisions, as the portrayal of traditional gender roles and consumers' religious involvement could matter in the purchase of durables. However, he conducted his study in North-East region of the USA. More recently, in Ghana, Koku (2011) found that religion affects dwellers' decisions when they select where to live. Further, more recently, Sharabi (2012), tested the effect of religiosity on Meaning Of Work (MOW) among Jewish and Muslim employees in Israel, finding that among Jews, religiosity degree affected all four dimensions of MOW; work centrality, intrinsic orientation, economic orientation and interpersonal relations, while among Muslims, "economic orientation" is the only affected dimension

Additionally, Lindridge (2005) found that Indians living in Britain and British Whites were more consumption oriented than Asian Indians, and interestingly, attendance at a religious institutions is not *akin to viewing religion as an important aspect of daily life* (Ibid: 146). On the other hand, Kim et al. (2013) found that religiosity affects Indonesian consumers' attitudes toward the use of a male decorative model.

Based on the above-mentioned studies, the effect of religiosity on consumer behavior is still under investigation and is yet to be discovered. The current study would contribute to this literature by including religiosity, more specifically Egyptian Muslims, as a moderator on the celebrity endorsement–purchase intentions relationship. Furthermore, most of these studies tested religiosity as items (Galbraith and Galbraith, 2007) rather than as a factor. The present study will test religiosity as both an item and a factor, in order to get a full picture of this relationship.

Based on the above, it is hypothesized that:

*H1: Attitude towards celebrity endorsement positively affects purchase intentions.*

*H2: Religiosity positively affects purchase intentions.*

*H3: Religiosity moderates the celebrity endorsement–purchase intentions relationship.*

## **METHODS**

Following Kaynak and Eksi (2011), data was collected through an electronic survey method. This method has also been used extensively in the literature (see, for example, Remmerswaal, 2010). All questions were measured with a five-point Likert scale ranging from 1, “strongly disagree”, to 5, “strongly agree”, with precisely designed questions listed in the questionnaire. The use of a five point scale is a common practice, as it is believed to produce reliable results (Zikmund, 2003).

“Purchase intentions” and “Attitude towards celebrity endorsement” questions were adapted from Folan (2010). Finally, Religiosity scale was adapted from Rehman and Shabbir (2010).

The online survey received 171 respondents. However, only 145 of them were Muslims live in Egypt, and because the scope of this study is on Egyptian Muslim consumers, it was decided to use these 145 responses, with a response rate of 84.79 percent. This sample size is considered acceptable compared to previous celebrity endorsement studies, which collected an average sample size of 150 participants (Culbreath, 2012; Tormala and Petty, 2004); additionally, Zafar and Rafique (2012) collected data from 103 respondents.

## **ANALYSIS**

In terms of the descriptive analysis, specifically age, for the sample at hand the majority (79.9 percent) were between 16 and 22 years old, followed by ages 23–30 (10.7 percent), and 31–40 (2.4 percent); finally, “over 40” and “under 16” represented only 1.2 percent each.

In terms of gender, the majority were female (55 percent) while 40.2 percent were males. Most of the respondents were undergraduates (71 percent), while only 1.4 percent were graduates; finally, the postgraduates represented 8.9 percent of the sample size.

Two Factor analyses were conducted to measure construct validity for both scales: “purchase intentions” and “attitude towards celebrity endorsement” (Bryman and Cramer, 2009). For each scale, for the extraction, Maximum Likelihood method was used and factors were rotated using an orthogonal rotation procedure; Varimax rotation was performed as it tends to give a clear separation of factors and easy to interpret. For each scale; “purchase intentions” and “attitude towards celebrity endorsement” only one component was extracted. Cronbach's alphas were 0.64 and 0.70. Cronbach's alpha value measures internal consistency, and based on the results obtained, this goes with the rules of thumb from Bryman

and Cramer (2009), and George and Mallery (2003), especially that the current study is an exploratory; thus, the resulting Cronbach's alpha is acceptable.

Then, a third factor analysis was conducted on the religiosity scale, and despite the fact that Rehman and Shabbir (2010) used this scale, resulting in four factors, in the present study, similarly to Kaynak and Eksi (2011), it resulted in only one factor. However, these four -factors are believed to be different perspectives on the same thing (religiosity), especially considering that Cronback's alpha for this particular factor was high (0.98).

### Testing the Hypotheses

*H1: Attitude towards celebrity endorsement positively affects purchase intentions.*

In order to test the first hypothesis, following Zafar and Rafique (2012), Linear regression analysis was utilized. In more detail, a stepwise regression was conducted in which "attitude towards celebrity endorsement", as a factor, was the independent variable and "purchase intentions", as a factor, was the dependent variable. Interestingly, this relationship was significant as indicated in the table below between attitudes towards celebrity endorsement and purchase intentions.

**TABLE 1**  
**REGRESSION ANALYSIS ON "ATTITUDE TOWARDS CELEBRITY ENDORSEMENT" – "PURCHASE INTENTIONS" AS FACTORS.**

<i>Multiple R</i> = .37 $\Delta R^2 = 0.14$ <b>F=26.03</b>	<i>R</i> <sup>2</sup> = .14 <i>Constant (intercept)</i> = 0.00 <b>p = .00</b>	<i>Adj. R</i> <sup>2</sup> = .13
<i>Factor</i>	<i>B</i>	<i>Beta</i> <i>t-value</i>
<b>Attitude towards celebrity endorsement</b>	0.37	0.37      5.10
<i>Dependent variable: Purchase Intention factor</i>		

Table 1 presents the F-test (26.03; p=0.00) which shows that the overall model is statistically significant. In other words, it supports the first hypothesis; "Attitude towards celebrity endorsement positively affects purchase intentions". As the multiple R indicates that the model explains 37 percent of the variance in purchase intentions. However, because multiple R could be an overestimation of the true value in the population, the Adjusted R<sup>2</sup> could provide a better estimate of the true population value. Therefore, according to the Adjusted R<sup>2</sup>, only 13 percent of the variance is explained. In other words, similar to Koku (2011), it was found that attitudes towards celebrity endorsement positively affects purchase intentions.

Then, in order to get a closer look at this relation, another stepwise regression was conducted in which, again, "attitude towards celebrity endorsement" was the independent, but this time entered as items, rather than as one single factor. Meanwhile, purchase intentions were the dependent variable and was entered as a factor. Table 2 illustrates the results. As shown in table 2, results obtained confirm the previous analysis, as mainly two items were significant; "celebrity endorsers add value to the brand" and "Using a celebrity to endorse a brand is an effective method of advertising".

**TABLE 2**

**REGRESSION ANALYSIS ON “ATTITUDE TOWARDS CELEBRITY ENDORSEMENT”  
AS ITEMS AND “PURCHASE INTENTIONS” AS FACTOR.**

<b>Multiple R=.36</b>	<b>R<sup>2</sup>= .13</b>	<b>Adj. R<sup>2</sup>= .12</b>		
<b>Δ R<sup>2</sup> = 0.02</b>	<b>Constant (intercept) = 0.00</b>			
<b>F=11.84</b>	<b>p = .00</b>			
<b>*Items</b>	<b>B</b>	<b>Beta</b>	<b>t-value</b>	
<b>Celebrity endorsers add value to the brand</b>	0.24	0.25	3.16	
<b>Using a celebrity to endorse a brand is an effective method of advertising</b>	0.19	0.18	2.23	
<b>Dependent variable: Purchase Intention factor</b>				

*H2: Religiosity positively affects purchase intentions.*

Furthermore, two stepwise regressions were run to test the effect of religiosity on purchase intentions. In both analyses the dependent was the purchase intentions, but in one regression the independent was religiosity as items, while in another regression the independent variable was also religiosity but as one factor. In both cases, the results were insignificant. Thus, the second hypothesis H2: religiosity positively affects purchase intentions, is not accepted.

*H3: Religiosity moderates the celebrity endorsement–purchase intentions relationship.*

In order to test the third hypothesis, a “moderated regression” was conducted, where both of these constructs; “attitudes towards celebrity”, “purchase intentions” and religiosity were entered as a factor. Then, in another moderating regression, “attitudes towards celebrity” and religiosity were entered as items, while “purchase intentions” was entered as factor. In all these tests, and consistent with what Chang (2011) has found, religiosity had no moderating effect on the celebrity endorsement–purchase decision relationship. Therefore, the third hypothesis is not accepted.

**DISCUSSION**

The current study explored two overarching themes in marketing: attitude towards celebrity endorsement and culture in terms of religiosity. Interestingly, the attitude towards celebrity endorsement–purchase intentions was significant, one possible justification being the design of the advertising message (Azab, 2011). In order for consumers to believe and be affected by celebrity-endorsed advertisement, an congruence between the celebrity and the endorsed product should exist. Furthermore, the research results are in line with some former findings and statements in the field of celebrity endorsement, confirming that celebrity endorsement could be effective in relation to purchase intentions. However, having a celebrity endorsing a product could create a “buzz”, brand awareness, or even assist in brand recall.

The second main premise of this paper was to investigate to which extent religiosity affects the purchase intentions. In other words, the most important contribution of the present study was to challenge the traditional way of conceptualizing religiosity. According to Sharabi (2012), religiosity could affect how employees react to stress or how they behave at work, but it seems the story is different for consumers as the moderating regression analysis in this study surprisingly revealed that religiosity does not have any effect on purchase intentions, nor on the attitude towards the celebrity endorsement–purchase intentions relationship as a moderator. Remarkably, this result can confirm what Lindridge (2005) has highlighted: that religiosity should be considered within broader context/cultural contexts.

The present study implies that the consumers' purchase decision is complicated, and is affected by celebrity endorsement but not by religiosity. Although this study has limitations, in practice the research findings have management implications and suggest important guidelines for decision-makers when implementing a celebrity endorsement strategy: First, managers should pay a tremendous amount of attention to the product quality, as having a celebrity endorsing the product could be sufficient to "add value", yet, in a time when customers are savvy and care about how they spend limited financial resources, they might search for other "guarantees" such as quality. Second, religiosity cannot be used in regards to purchase intentions, as the customers could be affected by celebrity endorsement, but other factors could affect his decision such as quality, price, etc. The advertising arena now is cluttered, and using celebrities to attract the consumers' attention could be effective. However, as discussed earlier in this research, such strategy has many pros and cons of which marketing managers should be aware, so as to maximize the advantages.

Another point is that, as long as attitude towards celebrity could be positive and might affect the purchase intentions, it is equally important to understanding the congruence (Azab 2011) that should exist between the product and the celebrity, as this could facilitate the "persuasion" that the advertisement is trying to achieve. This could facilitate brand recall when the customer is already at the store.

## CONCLUSION

The main aims of the present study are to test the impact of a) attitude towards celebrity endorsement in advertising among Muslim Egyptian consumers on purchase intentions, and b) religiosity as a moderator on the celebrity endorsement–purchase intentions relationship. Religiosity does not play a role in attitude towards the celebrity–purchase intentions relationship. Furthermore, it does not play any role on purchase intentions itself.

## IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

One possible concern with the current study is the generalizability of the findings, especially that the majority of the respondents are Egyptian Muslims and from young age. Also, the relatively small size of the sample, even if it is similar to a number of other studies; obtaining a larger sample size would help in generalizing the findings. Therefore, future research should be directed to investigate the attitude towards celebrity endorsement–purchase intentions relationship qualitatively, where more insight would be gained. Also, such relation could be testing through specific products to get a more in-depth insight on this relationship. Finally, future research can be conducted on people from other age groups; that is, "under 16" and "above 22".

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