FROM FAME TO FASHION: HOW CELEBRITY IMAGE DRIVES BRAND ATTITUDES AND PURCHASE INTENTIONS IN VIETNAM

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ABSTRACT

Celebrity endorsements are a key part of modern marketing, helping brands connect with audiences by using the popularity and influence of well-known individuals. This study investigates the impact of celebrity endorsements on the purchase intentions of Generation Z consumers in Vietnam, with a focus on Jennie from BLACKPINK and her collaboration with Calvin Klein. Using the Source Credibility and Attractiveness Theories and the Match-Up Hypothesis, it explores how physical attractiveness, likeability, credibility, and expertise shape brand perception and purchase decisions. Employing a quantitative design, data were collected through a structured questionnaire administered to 362 Vietnamese respondents. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS4 software. The findings show that physical attractiveness and likeability have the strongest impact on positive brand attitudes and purchase intentions. Credibility and expertise also contribute to these outcomes but are less influential. These results highlight the importance of choosing a celebrity whose image aligns with the brand's values to ensure a successful endorsement, especially in a diverse and culturally rich market like Vietnam. Additionally, it offers practical guidance for marketers in aligning endorsement strategies with the evolving preferences of Generation Z.

Keywords: Celebrity Endorsements, Purchase Intentions, Brand Attitudes, Vietnamese Consumers.

1.0 INTRODUCTION

When it comes to advertising, celebrity endorsements have an overly long history of great leverage for building brand awareness and driving purchases. Research has highlighted that attractive celebrities are effective tools to transfer their perceived personality traits related to credibility, attractiveness, or trustworthiness to the sponsored brand (McCracken, 1989; Erdogan et al., 2001). However, these insights are mostly derived from the Western markets and settings, leading to an unexploited research valley in the relevance and application of these guidelines in varied cultural and socio-economic environments like Vietnam.

Vietnam's largest and most vibrant city is a youthful energy hub and a burgeoning consumer market, driven by a stable growth in birth rates and an average population age of 30.9 years (Tung, 2019). The city is ripe for marketing, where its fast-urbanising population, particularly Gen Z and Millennials, acts as a living testbed for innovations. While some emerging studies have begun to stress the need for celebrity endorsements to match cultural and contextual relevance (Till & Shimp, 1998), we have limited understanding of how they resonate with

young Vietnamese consumers, who may have varying cultural values, social norms, and economic aspirations that influence their responsiveness. In particular, Gen Z is more selective about what content they consume, and skepticism towards the authenticity of celebrity endorsements is prevalent (Viet Toan, 2013). This study seeks to fill this gap by investigating how celebrity endorsement impacts young consumers' attitudes toward a brand and their purchase intention. The study draws on the partnership between Jennie, a member of the internationally renowned K-pop girl group called BLACKPINK, and global fashion brand Calvin Klein, serving as the central case study. Since 2018, Jennie has been the face of Calvin Klein, lending her unique image and large following to the brand's campaigns. Jennie's strong, youthful image and style went well with Calvin Klein's target demographic of young and fashion-forward consumers (Duong, 2024). This partnership has greatly boosted the brand's presence, especially online, and reinforces the power of celebrity endorsements in the fashion industry as they help brands connect with younger generations who seek authenticity and aspirational values in their clothing choices (Chong, 2021). By examining this relationship, this study seeks to provide valuable insights into how brands can effectively leverage celebrity endorsements to engage Vietnamese Generation Z consumers, ultimately providing a deeper understanding of the factors that drive purchase intentions in an emerging, culturally rich market like Vietnam. This study aims to expand the existing literature on celebrity endorsements by considering the cultural context of Vietnam, providing practical recommendations for marketers seeking to optimize their endorsement strategies in similar socio-cultural environments.

2.0 LITERATURE REVIEW

2.1 Parent theory

This research is based on two main theoretical frameworks to examine how celebrity endorsements affect consumer behavior: the Source Credibility and Attractiveness Theories (Hovland & Weiss, 1951; Ohanian, 1991) and the Match-Up Hypothesis (Till & Busler, 2000). The Source Credibility Theory indicates that a credible celebrity used in celebrity endorsements can instill trust into the message, which affects how consumers see the brand and their intention to purchase (Goldsmith et al., 2000). Ohanian (1991) expanded this by adding physical attractiveness to the concept, which led to the Source Attractiveness Model. This model shows that a celebrity's looks can greatly affect how effective they are as a brand ambassador. An attractive celebrity can increase customer interest and create emotional connections. Ohanian's model includes three factors: trustworthiness, expertise, and attractiveness. These combined factors contribute to the success of celebrity endorsement.

The Match-Up Hypothesis explains why it is important for a celebrity to match well with the brand they endorse (Till and Busler, 2000). When there is a good combination, the message will be more genuine, and consumers are more likely to trust the brand (Kamins, 1990). If the celebrity's qualities align with the brand's identity, the endorsement becomes more believable and encourages people to buy the product (Till and Busler, 2000). This connection helps the celebrity highlight the product's strengths, reinforce the brand's message, and make consumers feel more confident about their choice.

2.2 Development of the research framework

2.2.1 Celebrity Endorsement

Celebrity endorsement is the use of a prominent individual, known for achievements in fields such as entertainment, sports, or other areas of public recognition, to lend their fame and influence to a product (McCracken, 1989). It boosts visibility and trust, particularly when the image of a celebrity fits well with the message of the brand and target audience (Kamins, 1990; Erdogan, 1999). Amos et al. (2008) found that celebrities who are credible and relatable have a strong influence on consumer decisions. Similarly, Friedman (1979) highlighted that a celebrity's expertise, trustworthiness, and attractiveness are key to making their endorsements effective. However, Till & Shimp (1998) caution that scandals or disagreements involving a celebrity can negatively impact the brand's reputation, creating unfavorable associations.

2.2.2 Celebrity Physical Attractiveness

The physical attractiveness is one major aspect of celebrity endorsements. Ohanian's (1991) studies show that attractive celebrities highlight products, therefore making it easier for people to notice and remember. When the product is described as attractive or is shown being used by a beautiful celebrity, people have a more positive perception of the brand because the product seems more attractive. This will attract viewer's attention for a longer time towards the ad, making the brand's message and image clearer as well as memorable (Pelau et al., 2022).

Baker & Gilbert (1977) show that consumers associate beauty with positive characteristics such as success, happiness, and trustworthiness. Thus, when a celebrity is attractive, this means that whatever this person advertises would share whatever qualities the user finds in this person. Being visible plays a big part in industries like fashion and luxury goods, where good looking celebs can make a brand seem more enticing. If the image of the celebrity is also in line with the brand style, it creates a stronger bond with the audience, generating higher trust and better sales (Amos et al., 2008). Based on this, the study presents the following hypotheses:

H1: Physical attractiveness positively affects purchase intention.

H2: Physical attractiveness positively affects customers' attitudes toward the brand.

2.2.3 Celebrity Likeability

Likeability is a key factor in celebrity endorsements. It refers to the emotional connection consumers feel toward a celebrity. Kamins (1990) defines likeability as the extent to which a celebrity is seen as pleasant, relatable, and likable, which enhances their effectiveness in influencing consumer attitudes and behaviors, ultimately leading to stronger brand engagement and loyalty (Silvera & Austad, 2004). This is especially important in Vietnam, where young people are very influenced by celebrity culture. They often see celebrities as role models and people they can relate to. Maclnnis & Jaworski (1989) found that this emotional connection helps consumers remember the brand, see it as more valuable, and feel closer to it. When people feel a bond with a likable celebrity, they are more inclined to connect with the brand and its values. This identification helps create a lasting the consumer and the brand's connection. Based on this, the study hypothesizes:

H3: Likeability positively affects customers' attitudes toward the brand.

2.2.4 Celebrity Credibility

Credibility is crucial in celebrity endorsements, influencing consumer trust and brand perception. Credibility, according to Erdogan et al. (2001), is the extent to which a celebrity is regarded as trustworthy, honest, and reliable. Ohanian (1991) identifies that there are three key elements of celebrity credibility which are trustworthiness, expertise, and attractiveness. Trustworthiness reflects the degree to which the celebrity is regarded as honest and dependable. Expertise pertains to the celebrity's perceived knowledge, skills, and competence in a specific area. Attractiveness, while often discussed separately, also contributes to credibility by enhancing the endorser's overall appeal.

High levels of celebrity credibility reduce consumer skepticism and make the brand message more persuasive (Goldsmith et al., 2000; Till and Busler, 2000; Silvera and Austad, 2004). Erdogan (1999) further highlights that credible endorsers act as effective sources of information, reducing doubts about the product's quality and reliability. Consumers are more likely to trust a celebrity with a well-established reputation in the field, perceiving them as knowledgeable and competent in endorsing the product (Erdogan et al., 2001). Based on this, the hypothesis is proposed:

H4: Credibility positively affects customer's attitude toward brand.

2.2.5 Celebrity Expertise

Celebrity expertise refers to the ability of an endorser to be perceived as a credible source of information, which can increase credibility and reduce skepticism (Hovland and Weiss, 1951; Erdogan, 1999). Expertise strengthens endorsements by aligning the celebrity's skills with the product, making them more authentic and persuasive (Ohanian, 1991; Braunsberger, 1996). Silvera and Austad (2004) also emphasize that expertise not only builds trust but enhances the overall message of the endorsement. This effect is very significant in some industries like health or fashion, where expert opinions are highly valued. In such cases, having an expert endorser increases the product's perceived worth and boosts consumer confidence in making a buying decision. Based on these insights, expertise is seen as a significant role in influencing consumer attitudes, leading to the hypothesis:

H5: Expertise positively affects customers' attitudes toward the brand.

2.2.6 Customer Attitudes Toward the Brand

Customer attitudes toward a brand play a key role in understanding consumer behavior and often determine whether someone will buy from a brand (Mitchell & Olson, 1981). When a celebrity's image closely matches the brand's identity, the endorsement would be more genuine and attractive. This connection helps build more positive attitudes toward the brand (Kamins, 1990). It also reduces doubts and increases trust in the product being promoted (McCracken, 1989). Moreover, positive attitudes come not only from the celebrity but also from the brand's ability to reflect what is important to its audience (Keller, 1993). Based on these findings, the following hypothesis is proposed:

H6: Customer's attitude toward brand positively affects purchase intention.

2.2.7 Purchase Intention

Purchase intention reflects how people prepared and willing to make a purchase (Schiffman & Kanuk, 2000). Purchase intention is affected by a variety of factors. These include personal beliefs, emotions, past experiences with the brand, and external factors such as advertisements, social trends, and celebrity endorsements (Clara, 2023). People are more likely to buy a product when it fits their needs or desires (Schiffman & Kanuk, 2000). Regarding celebrity endorsements, consumers tend to buy a product when they see the celebrity as a role model or someone they relate to (Amos et al., 2008). When a celebrity's image matches the brand's message, it makes consumers more likely to purchase the product.
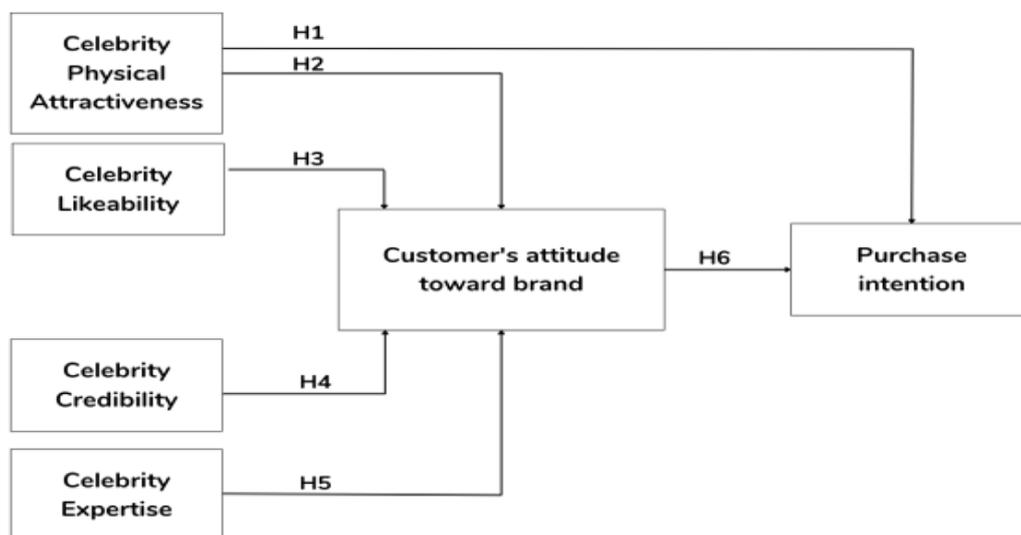

Figure 1. Proposed Research Model

3.0 METHODOLOGY

3.1 Target Population and Sample Size

The target population for this study consisted of young Vietnamese consumers aged 18 to 26, specifically focusing on Generation Z. This group is known for being confident, energetic, and highly skilled in using technology (Nguyen & Nguyen, 2020). Generation Z in Vietnam represents a significant portion of the consumer market, which is influenced by both local and international brand trends and endorsements. The study aims to explore how celebrity endorsements, particularly in the context of fashion brands like Calvin Klein, impact their attitudes and purchase intentions.

The sample size was determined based on the guidelines provided by Hair et al. (2017), which recommend a sample size that is at least five times the number of measurement items for reliable results in Exploratory Factor Analysis (EFA). With 22 measurement items, this means at least 110 participants are required (22 items × 5). To improve the accuracy of the findings and minimize bias, the study aims to collect between 300 and 350 valid responses.

3.2 Sample Collection Method

The study uses purposive sampling, also known as one of the non-probability sampling methods (Etikan, 2016). This approach is applied to select participants who meet specific criteria, ensuring the relevance of the collected data. The sampling process involved selecting participants who were digitally engaged and familiar with international fashion brands, ensuring that the collected data aligns with the study's objectives.

In this study, survey questionnaires were created and shared through Google Forms. To reach young Vietnamese consumers familiar with Calvin Klein and Jennie's endorsement campaigns, the surveys were given out on many most-used social media platforms such as TikTok, Facebook, Instagram, and were open for two weeks.

3.3 Measurement Scale

Data collection was conducted using a structured questionnaire developed based on established scales from previous studies. The questionnaire contained 22 items, each rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire also included demographic questions to gather background information on the participants. To ensure the validity of the measurement scale, the items were adapted from established literature. The measurement for Celebrity Physical Attractiveness was drawn from Ohanian (1991) and Kamins (1990), while Celebrity Likeability was adapted from Kamins (1990), Silvera and Austad (2004), and Erdogan (1999). The Celebrity Credibility construct was based on Ohanian (1991), Goldsmith et al. (2000), and Silvera and Austad (2004), and Celebrity Expertise was adapted from Hovland and Weiss (1951), Erdogan (1999), and Braunsberger (1996). For Customer's Attitude Toward the Brand, the items were derived from Mitchell and Olson (1981), Batra & Ray (1986), Gresham & Shimp (1985), and Kamins (1990). Finally, the Purchase Intention scale was adapted from Schiffman and Kanuk (2000), Chi et al. (2011), and Amos et al. (2008).

3.4 Data analysis

After the data collection process, incomplete or invalid responses were removed to ensure the integrity of the dataset. The remaining valid responses were then analyzed using SmartPLS4 software, a tool specifically designed for Structural Equation Modeling (SEM). SEM was chosen as it allows for the simultaneous testing of complex relationships between multiple variables, providing a comprehensive understanding of the research model.

4.0 RESULT

4.1 Description of survey sample information

A total of 380 survey samples were collected. Subsequently, the research team proceeded to filter the results, removing 18 invalid responses due to filtering or incomplete information. The remaining 362 valid samples were used for the study. The demographic information focuses on Vietnam's young consumer segment. The 18–22 age group makes up 59.94% of the sample, followed by 23–28 at 30.2%, and under 18 at 9.94%. No respondents are over 28. Female respondents dominate (73.2%), with males at 15.47% and others at 11.33%, aligning with the study's focus on the fashion industry, where women are key consumers. Students account for

69.89% of respondents, followed by office workers at 19.89%, reflecting the targeting of digitally savvy and upwardly mobile groups. Income distribution shows most respondents earn between 10–15 million VND (35.08%), followed by 5–10 million VND (30.11%). These middle-income consumers balance aspirational purchasing with financial considerations, aligning with Calvin Klein's accessible luxury positioning. Social media data shows Facebook as the leading platform (59.39%), with TikTok (52.76%) and Instagram (27.9%) gaining influence. These platforms play a significant role in shaping consumer views and amplifying celebrity endorsements, especially among younger, hybrid media users.

4.2 Measurement model analysis

To evaluate the efficacy of the measurement model, the research model was evaluated using the SmartPLS 4.0 program for structural equation modeling (SEM), performed assessments of quality metrics for observed variables, including Outer Loading, reliability, convergent validity, and discriminant validity of the scale. Indicator reliability was confirmed by outer loadings, with all items meeting the 0.7 threshold (Hair et al., 2017) except for CATB4, CC4, and CL4, which were excluded. Retained indicators, such as customer attitudes (CATB1 = 0.841, CATB2 = 0.838, CATB3 = 0.780), credibility (CC1 = 0.861, CC2 = 0.832, CC3 = 0.765), and likeability (CL1 = 0.865, CL2 = 0.796, CL3 = 0.764), demonstrated strong reliability. Physical attractiveness indicators (PA1 = 0.849, PA2 = 0.889, PA3 = 0.881) and purchase intention indicators (PI1 = 0.844, PI2 = 0.784) also exhibited high loadings, confirming the robustness of these constructs. Internal consistency was supported by Cronbach's Alpha values above 0.7 for all constructs (Devellis & R., 2012), ranging from 0.741 (for likeability, CL) to 0.844 (for physical attractiveness, PA). Composite Reliability (CR) values exceeded 0.7 (Bagozzi & Yi, 1988), with scores ranging from 0.850 (for likeability, CL) to 0.906 (for physical attractiveness, PA). Convergent validity was assessed using Average Variance Extracted (AVE), with all constructs exceeding the 0.5 threshold (Höck & Ringle, 2010). AVE values ranged from 0.629 (purchase intention) to 0.763 (physical attractiveness), confirming that the constructs adequately captured the variance in their respective indicators.

Table 1: Constructs and their responding measures

Variable	Code	Content	Loading	α	CR	AVE
Customer's attitude toward brand (CATB)	CATB1	You believe Calvin Klein is highly compelling	0.841	0.758	0.861	0.673
	CATB2	Personally, I find the brand's marketing strategy effective, and I like this brand more after seeing Jennie's endorsement.	0.838			
	CATB3	After seeing Jennie's endorsement, I have a more positive perception of this product/brand.	0.780			
Celebrity Credibility (CC)	CC1	You think that Jennie has a reliable image	0.861	0.758	0.860	0.673
	CC2	You think that Jennie's endorsement of Calvin Klein appears trustworthy	0.832			
	CC3	You think that Jennie's endorsement of Calvin Klein adds credibility to the brand	0.765			

	CC4	You believe that Jennie is using Calvin Klein products	(d)				
Celebrity Expertise (CE)	CE1	You think that the Jennie has got high professional qualification in endorsing	0.863	0.828	0.897	0.744	
	CE2	You think that Jennie is knowledgeable about Calvin Klein	0.880				
	CE3	You think that Jennie has experience in using Calvin Klein product	0.845				
Celebrity Likeability (CL)	CL1	You like Jennie's appearance	0.865	0.741	0.850	0.655	
	CL2	You like Jennie's fashion style	0.796				
	CL3	You like Jennie's behaviors	0.764				
	CL4	You like Jennie's profesial manner	(d)				
Celebrity Physical Attractiveness (PA)	PA1	You think that Jennie has an attractive appearance	0.849	0.844	0.906	0.763	
	PA2	You think that Jennie has got a strong attractiveness	0.889				
	PA3	You think that Jennie has a very popular fashion style	0.881				
Purchase Intention (PI)	PI1	You will want more information about Calvin Klein's product endorsed by Jennie.	0.844	0.803	0.871	0.629	
	PI2	You will actively seek for Calvin Klein's product endorsed by Jennie.	0.784				
	PI3	You want to try Calvin Klein's product endorsed by Jennie	0.778				
	PI4	You have intent to purchase and use Calvin Klein's product endorsed by Jennie.	0.764				

Notes: α: Cronbach's Alpha; CR: composite reliability; AVE: average variance extracted, (d) indicates that measures fail the validity and reliability tests

The constructs' discriminant validity was examined using the Heterotrait-Monotrait (HTMT) ratio, with all values below the threshold of 0.85, as recommended by Kline (2015). The HTMT values range from 0.584 (CE and CC) to 0.839 (CL and PA), demonstrating that the constructs are sufficiently distinct from one another. These results confirm that the observed variables are not overly correlated with other constructs and measure their intended latent constructs effectively. This validation ensures the appropriateness of the model for further structural analysis and hypothesis testing.

Table 2: Heterotrait-Monotrait Ratio (HTMT)

	CATB	CC	CE	CL	PA	PI
CATB						
CC	0.678					
CE	0.610	0.584				
CL	0.773	0.712	0.737			
PA	0.771	0.647	0.609	0.839		
PI	0.744	0.720	0.762	0.756	0.687	

4.3 Structural model analysis

The reliability of the structural model was further validated using the bootstrapping technique with 5000 iterations, based on an initial sample size of 362 observations. The analysis confirmed that all path coefficients were statistically significant, with their respective confidence intervals consistently falling within the 95% range.

The evaluation of impact relationships confirms that all path coefficients are statistically significant, as indicated by T-statistics greater than 1.96 and p-values below 0.05. The strongest direct effect was observed between PA (physical attractiveness) and PI (purchase intention) with a coefficient of 0.332 (T = 4.914, p < 0.001), highlighting the critical role of physical attractiveness in driving purchase intentions. Similarly, CATB (customer attitude toward the brand) had a substantial direct effect on PI with a coefficient of 0.382 (T = 5.608, p < 0.001), demonstrating the importance of favorable brand attitudes in influencing consumer behavior.

PA also significantly influenced CATB (O = 0.320, T = 4.450, p < 0.001), underscoring its role in shaping positive brand perceptions. Other constructs, including CL (Likeability), CC (credibility), and CE (expertise), also had significant effects on CATB, with coefficients of 0.208 (T = 3.201, p = 0.001), 0.195 (T = 3.614, p < 0.001), and 0.114 (T = 2.119, p = 0.034), respectively. These findings emphasize the multidimensional nature of celebrity endorsements, where physical attractiveness and Likeability emerge as the most influential factors, followed by credibility and expertise.

Table 3: Structural model estimation

	Hypothesised paths	Original sample	Standard Deviation	T Statistics	ρ	*Results*
H1	PA -> PI	0.332	0.068	4.914	0.000	Supported
H2	PA -> CATB	0.320	0.072	4.450	0.000	Supported
H3	CL -> CATB	0.208	0.065	3.201	0.001	Supported
H4	CC -> CATB	0.195	0.054	3.614	0.000	Supported
H5	CE -> CATB	0.114	0.054	2.119	0.034	Supported
H6	CATB -> PI	0.382	0.068	5.608	0.000	Supported

5.0 DISCUSSION

This study provides insights into how celebrity endorsements influence young Vietnamese consumers. While Wang et al. (2025) demonstrate that all four key celebrity-endorser traits—attractiveness, expertise, similarity, and trustworthiness exert a statistically significant influence on consumers' perceptions of the product's image, the results of this study show that physical attractiveness is the most influential factor in shaping customer attitudes and purchase intentions. This aligns with Ohanian's (1991) framework and earlier studies by Joseph (1982) and Baker & Gilbert (1977), which emphasises the power of visual appeal in attracting attention and building positive brand associations. Jennie's image fits well with Calvin Klein's modern and stylish branding, making her an effective endorser. This supports Till and Busler's (2000) idea that endorsements work best when the celebrity's image matches the brand's identity. Likeability also plays a key role. Jennie connects emotionally with Vietnamese youth,

reflecting Kamins's (1990) findings that likable celebrities build trust and loyalty. Silvera and Austad (2004) also highlight how likable endorsers help create strong bonds between brands and their audiences. In Vietnam, where celebrities are often seen as role models, Jennie's approachable yet aspirational personality resonates well with her audience Erdogan (1999).

Despite being less dominant, credibility and expertise also influence consumer attitudes, corresponding with the findings of the Hyeonmi et al. (2025) study, which shows that customers place a higher value on elements like emotional fulfillment and trust. Jennie's credibility as a global fashion icon helps reduce skepticism (Erdogan et al., 2001). However, her expertise in fashion appears to play a smaller role, likely because she is more associated with entertainment than technical fashion knowledge. This aligns with Braunsberger (1996) finding that expertise is more important in fields where technical skills matter most. The study highlights the important role of customer attitudes in connecting endorsements with purchase intentions. When customers have a positive view of Calvin Klein, shaped by Jennie's qualities, they are more likely to buy its products. This supports the idea from Mitchell & Olson (1981) that positive feelings about a brand lead to action, and Schiffman and Kanuk (2000) point out that a brand needs to meet customer expectations to be successful.

The results showed that Jennie is a good fit for the brand by her physical beauty and likeability. Her confident and modern image also matches Calvin Klein's style and helps the brand connect with young, fashion-conscious customers. There are some ways to strengthen the partnership between Calvin Klein and Jennie. First, the brand can show how Jennie takes part in the creative process. For example, they could share how she helps with campaign ideas or works on product designs. This would help people see her as an active part of the brand, not just its face. Showing her involvement could build trust and create a closer connection with customers. According to Amos et al. (2008), when celebrities take on roles like this, their endorsements become more meaningful and effective.

Moreover, Jennie is very active on TikTok and Instagram, which helps Calvin Klein connect with young Vietnamese consumers. The brand can create content that fits what this audience likes and finds interesting. This would help Calvin Klein build stronger relationships with them and stay popular. It would also make Jennie's endorsement more effective. Another way to strengthen the partnership with Jennie is to create events or collaborations that connect her with fans. The brand can organize online meeting events where Jennie shares her experiences with Calvin Klein and interacts with her fans or launch a special product line designed with Jennie. Therefore, this would help create a closer relationship between Jennie, the brand, and her fans.

Despite providing helpful insights, the study still has some limitations that need to be considered. The sample mainly includes Generation Z consumers in Vietnam, which makes it hard to apply the results to other age groups or regions. Including people from different age ranges and locations in future studies could give a better understanding of consumer behavior and make the findings more useful outside of Vietnam (Schiffman & Kanuk, 2000).

The study uses a cross-sectional design, which looks at consumer attitudes and behaviors at one specific time. While this method is good for an initial exploration, it does not show how opinions or the effects of celebrity endorsements change over time. A longitudinal study, where participants are observed over a longer period, could provide more detailed insights into how

celebrity endorsements influence brand loyalty and purchasing decisions in changing markets (Erdogan, 1999; Amos et al., 2008).

Another limitation is the focus on the fashion industry, specifically Calvin Klein's campaigns. This makes it difficult to apply the findings to other industries like technology or healthcare, where qualities like expertise or technical credibility might matter more than physical attractiveness or likeability. Comparing how celebrity endorsements work in different sectors could help determine whether these patterns are unique to fashion or apply more broadly (Hovland &Weiss, 1951; Till & Busler, 2000).

Finally, the rise of new technologies like augmented reality, virtual influencers, and gamified content is changing how brands interact with consumers (Joy et al., 2024). Future studies could explore how these technologies influence consumer behavior and improve campaign results. This would give brands new ideas to stay ahead in the fast-changing world of digital marketing.

6.0 CONCLUSIONS

This study highlights the significant impact of celebrity endorsements on the purchase intentions of young Vietnamese consumers, particularly focusing on Jennie from BLACKPINK and her partnership with Calvin Klein. The findings reveal that physical attractiveness and likeability are the most influential celebrity traits affecting consumer attitudes and purchase intentions, with credibility and expertise also playing significant roles, albeit to a lesser extent. These results confirm the theoretical frameworks, including the Source Credibility and Attractiveness Theories and the Match-Up Hypothesis, which suggest that celebrity characteristics align with brand perceptions and influence consumer behavior.

The study contributes to the existing literature by expanding the understanding of how celebrity endorsements affect consumer behavior in an emerging market like Vietnam, where cultural and digital factors are rapidly evolving. The results indicate that, similar to other developing markets, Generation Z in Vietnam is highly influenced by global media and celebrity-driven campaigns. This underscores the importance of selecting celebrities who resonate with the target demographic's values and aesthetic preferences, especially in markets where youth culture and digital engagement are central to consumption patterns.

Furthermore, the research provides valuable insights for marketers, particularly in the fashion industry, suggesting that brands like Calvin Klein can enhance consumer engagement by aligning their brand values with celebrity images. The findings emphasize the role of physical attractiveness and Likeability in shaping positive consumer attitudes and driving purchase intentions, particularly in a digital environment where social media and influencer marketing play a central role.

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