

## The Impact of Advertisement Effectiveness on Sales: The Mediating Role of Celebrity Endorsement in Shopping Malls in Lucknow

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### Abstract

*In the competitive environment of modern retail, particularly within shopping malls, businesses face increasing pressure to employ marketing strategies that not only attract attention but also drive measurable outcomes such as sales. This study examines the impact of advertisement effectiveness on sales performance, while exploring the mediating role of celebrity endorsement. Using a quantitative research design, data were collected from 100 mall shoppers and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that both advertisement effectiveness and celebrity endorsement significantly influence sales, with celebrity endorsement having a stronger total effect. Moreover, celebrity endorsement strongly enhances the effectiveness of advertisements and directly contributes to higher sales performance, confirming its dual role as both a predictor and a mediator. Measurement model results confirm excellent reliability and validity, with Cronbach's alpha, composite reliability, and AVE values exceeding recommended thresholds. Structural model indicators such as high R<sup>2</sup> values (0.927 for sales) and model fit indices (SRMR = 0.009, NFI = 0.964) suggest strong predictive power and a well-fitting model. These findings align with previous research that highlights the persuasive power of celebrity endorsements and the critical role of effective advertising in retail marketing. The study provides actionable insights for marketers and retailers aiming to enhance consumer engagement and sales outcomes through integrated marketing strategies in shopping malls.*

**Keywords:** Advertising Effectiveness, Celebrity Endorsement, Sales Performance, Shopping Malls, PLS-SEM, Retail Marketing, Consumer Behavior

### 1. Introduction

In today's fast-paced and highly competitive retail landscape, businesses are constantly seeking innovative and impactful marketing strategies to capture consumer attention and drive sales. One such prominent setting where advertising strategies are intensely tested is the shopping mall environment, which brings together a diverse mix of consumers with varying preferences, buying intentions, and brand perceptions. In this context, advertising effectiveness and the use of celebrity endorsement have emerged as powerful tools for influencing consumer behavior and increasing sales performance. Advertising, at its core, aims to inform, persuade, and remind consumers about products or services. However, in environments saturated with marketing messages, such as shopping malls, merely presenting an advertisement is not sufficient. The advertisement must be not only visible but also engaging, credible, and persuasive to break through the clutter. This necessity has led marketers to enhance the quality and appeal of advertisements through creative content, emotional storytelling, and strategic use of celebrity endorsements. According to Belch and Belch (2020), effective advertising is measured by its ability to trigger favorable attitudes and translate them into buying behavior. Thus, examining how advertisement effectiveness impacts sales in the mall context has become crucial for retail marketers. A growing trend in the advertising industry is the increasing use of celebrity endorsers—well-known public figures who lend their image and reputation to promote products. The underlying premise is that celebrities possess an aspirational value and credibility that can transfer to the brand they endorse. Research by Erdogan (1999) and more recently by Spry et al. (2011) confirms that celebrity endorsements enhance brand recall, credibility, and consumer trust. In shopping malls, where decision-making is often spontaneous and influenced by visual cues, the presence of a celebrity in advertising can act as a shortcut heuristic, increasing the likelihood of consumer engagement and purchase intent. Celebrity endorsement is not just a promotional tactic; it is a persuasive communication strategy that can significantly mediate the relationship between advertisement effectiveness and actual consumer behavior. The "match-up hypothesis" proposed by Kamins (1990) suggests that the effectiveness of celebrity endorsement depends on the congruence between the celebrity and the product being advertised. When consumers perceive a strong alignment between the two, they are more likely to be influenced. In mall environments, where consumers encounter multiple stimuli and time is limited, this alignment becomes particularly impactful.

Despite the growing reliance on celebrity-based advertising in the retail sector, there remains a gap in empirical studies that explore the mediating role of celebrity endorsement between advertising and sales outcomes. While several studies have confirmed the individual effects of advertising and celebrity endorsement on consumer behavior (Chan et al., 2020; Pradhan et al., 2022), fewer have explored how celebrity endorsement operates as a bridge that enhances the effectiveness of advertising and converts consumer interest into actual sales—particularly in dynamic retail settings like shopping malls. This gap presents a valuable opportunity for further research.

Shopping malls provide an ideal context for such a study. As modern hubs of commerce and lifestyle, malls are characterized by a high density of advertising, strong brand presence, and a large footfall of diverse consumer segments. Malls not only host physical retail stores but also integrate digital signage, promotional events, and celebrity campaigns, making them fertile ground for studying how advertising strategies interact with consumer psychology and behavior. Furthermore, the mall setting allows for immediate observation of consumer responses—such as foot traffic, browsing behavior, and point-of-sale conversions—making it a practical and relevant space for testing advertising theories. India's retail sector, in particular, has seen a sharp rise in mall culture over the last two decades, with cities like Delhi, Mumbai, Bangalore, and Lucknow becoming hotspots for organized retail growth. According to the India Brand Equity Foundation (IBEF, 2023), the organized retail market in India is projected to grow at a CAGR of over 20%, fueled by increasing urbanization, rising disposable income, and evolving consumer preferences. Within this landscape, marketing tactics such as celebrity endorsements and creative advertising have become critical to building brand identity and influencing consumer decision-making.

The current study is therefore timely and relevant. It aims to explore the impact of advertisement effectiveness on sales performance in shopping malls, with a specific focus on the mediating role of celebrity endorsement. By doing so, the study seeks to uncover whether celebrity endorsement not only serves as a marketing enhancer but also as a psychological connector that strengthens the relationship between the advertisement and the consumer's final buying decision.

From a theoretical standpoint, this study is grounded in the Elaboration Likelihood Model (ELM) and the Source Credibility Theory. The ELM suggests that individuals are more likely to be influenced by peripheral cues—such as celebrity appeal—when they are not highly involved in the decision-making process. In the mall setting, where decisions are often made quickly, this theory becomes particularly applicable. The Source Credibility Theory, meanwhile, posits that the perceived trustworthiness and expertise of a celebrity can significantly affect message acceptance, further reinforcing the rationale for using celebrities in advertising.

In this study addresses a significant gap in consumer behavior and marketing communication literature by analyzing how advertisement effectiveness and celebrity endorsement interact to influence sales outcomes in shopping malls. By integrating both direct and indirect effects, this research provides practical insights for brand managers, advertisers, and retail strategists seeking to enhance their marketing impact in high-traffic commercial environments. It also contributes to academic discussions around mediation analysis, advertising psychology, and strategic retail marketing in the context of emerging economies like India.

**1.1 Problem Statement:** In today's competitive retail environment, especially within high-traffic locations like shopping malls, businesses invest heavily in advertising to influence consumer behavior and drive sales. However, merely increasing advertising spend does not guarantee increased sales performance unless the advertisements are perceived as effective by consumers. One widely used strategy to enhance advertisement appeal is celebrity endorsement, which adds credibility, attractiveness, and aspirational value to marketing campaigns. Despite its popularity, there remains a limited understanding of how celebrity endorsement mediates the relationship between advertisement effectiveness and actual sales outcomes, particularly in urban Indian contexts like Lucknow, where mall culture is expanding. Most existing research either focuses on advertising or celebrity influence independently, without exploring their interactive effects. This gap necessitates empirical investigation to determine whether and how celebrity endorsement bridges the gap between advertisement efforts and consumer purchase behavior in shopping malls.

**1.2 Significance of the Study:** This study provides valuable insights into the effectiveness of marketing strategies in the dynamic retail environment of shopping malls in Lucknow, a growing urban market in India. By exploring the relationship between advertisement effectiveness, celebrity endorsement, and sales performance, the study offers a nuanced understanding of how consumer buying behavior is influenced by strategic advertising tools. The findings can help retail marketers, advertisers, and mall-based brands make more informed decisions about integrating celebrity endorsements into their campaigns to enhance visibility and drive sales. Additionally, it addresses a research gap by examining the mediating role of celebrity endorsement, offering a comprehensive perspective rather than isolated analysis. Academically, the study contributes to consumer behavior and advertising literature by using PLS-SEM to validate the model, and practically, it provides actionable strategies for enhancing retail performance in tier-2 cities. It is particularly relevant for businesses targeting aspirational and brand-sensitive urban consumers.

## 2. Literature Review

In the rapidly evolving retail environment, effective advertising strategies have become critical to capturing consumer attention and driving sales, especially within competitive spaces such as shopping malls. Over the past decade, significant scholarly attention has been devoted to understanding the mechanisms by which advertising and celebrity endorsement affect consumer behavior and purchasing outcomes. This literature review highlights studies published between 2018 and 2024 that explore these relationships, emphasizing current trends, evolving strategies, and empirical findings relevant to the retail sector.

Advertising effectiveness refers to the extent to which an advertisement achieves its intended outcomes, such as increased consumer awareness, favorable attitudes, and purchase behavior. In recent years, researchers have emphasized the need for integrated, engaging, and emotionally resonant advertising strategies to enhance effectiveness in crowded retail settings. Kumar and Sharma (2018) found that interactive advertising and sensory-rich displays in shopping malls significantly improved consumer recall and intent to purchase.

Recent studies emphasize the shift from traditional to digital advertising formats, with hybrid approaches gaining popularity. Patel et al. (2020) argue that omnichannel advertising strategies—blending in-store visuals with digital reinforcement—have proven highly effective in converting consumer interest into sales. Their study across 12 malls in India showed a 28% increase in sales for stores that implemented multi-platform campaigns compared to those relying on single-channel approaches.

Moreover, emotion-driven advertising continues to play a dominant role in shaping consumer behavior. Sharma and Kapoor (2021) discovered that advertisements that triggered positive emotional responses were more likely to result in favorable brand evaluations and higher purchase intent, especially in lifestyle and fashion segments frequently found in mall environments.

Celebrity endorsement remains a powerful tool in advertising, especially in enhancing credibility, creating aspirational value, and increasing consumer trust. A growing body of research has examined how celebrity attributes—such as trustworthiness, attractiveness, and expertise—influence consumer responses to endorsed advertisements.

Chatterjee and Sen (2019) found that celebrity endorsements significantly increased advertisement effectiveness when the celebrity was perceived as authentic and aligned with the product category. For instance, sports personalities endorsing athletic wear had a greater impact than those endorsing unrelated products. This study supports the "match-up hypothesis," which asserts that the effectiveness of an endorsement is highest when there is congruence between the endorser and the product.

A study by Raj and Mukherjee (2020) further explored the psychological mechanisms behind celebrity influence. They identified parasocial interaction—a one-sided emotional connection with the celebrity—as a key driver of consumer persuasion. Their findings suggest that consumers who feel emotionally connected to a celebrity are more likely to trust the brand they endorse and proceed with a purchase.

More recently, Singh et al. (2022) investigated the effectiveness of social media influencers as modern-day celebrities. Their study revealed that influencers with high engagement rates (likes, comments, shares) have a greater impact on consumer behavior than traditional celebrities, particularly among Gen Z and millennial shoppers. The study also confirmed that influencer endorsements increased online-to-offline (O2O) shopping behaviors in mall-based stores.

Deshmukh and Tiwari (2019) observed a 15% uplift in quarterly sales for brands that integrated celebrity endorsements into their seasonal campaigns. Notably, the impact was most pronounced in high-involvement product categories such as electronics and fashion.

Chopra and Mehta (2021) conducted a structural equation modeling (SEM) study involving 420 retail consumers in Tier-1 and Tier-2 Indian cities. Their model confirmed that both advertising effectiveness and celebrity endorsement had significant direct effects on purchase behavior, while celebrity endorsement also had a strong mediating effect—enhancing how consumers perceived the quality and persuasiveness of advertisements.

Recent research by Verma et al. (2023) emphasized the cumulative value of celebrity-backed campaigns over time. Their study, spanning a 5-year period, found that consistent celebrity association with a brand (rather than short-term contracts) led to stronger brand equity and sustained sales growth. This suggests that beyond short-term gains, celebrity endorsements can contribute to long-term strategic value for retail brands.

An emerging trend in recent literature is the exploration of celebrity endorsement as a mediating variable between advertising efforts and sales performance. Gupta and Narang (2021) empirically demonstrated that celebrity endorsement partially mediates the relationship between

advertisement creativity and consumer buying intention. This means that even if an ad is well-designed, the presence of a trusted celebrity increases its influence on sales outcomes.

Likewise, Das and Mohanty (2022) used PLS-SEM to confirm a full mediation effect in cases where consumer trust in advertising was low but trust in the celebrity was high. Their findings imply that in low-trust environments—such as when consumers are skeptical about marketing claims—the credibility of a celebrity endorser can restore consumer confidence and indirectly influence purchase behavior.

In the context of shopping malls, where consumers are exposed to a high volume of advertisements, such mediation effects become especially important. Mall-based studies by Batra et al. (2024) found that shoppers often bypass detailed ad scrutiny and rely on the perceived credibility of endorsers as a heuristic for making purchase decisions.

### 2.1 Research Objectives

1. To examine the effect of advertisement effectiveness on consumer sales performance in shopping malls.
2. To assess the impact of celebrity endorsement on consumer sales.
3. To evaluate the mediating role of celebrity endorsement between advertisement effectiveness and sales.

### 2.2 Research Hypotheses

- H1:** Advertisement effectiveness has a significant positive impact on sales.  
**H2:** Advertisement effectiveness has a significant positive effect on celebrity endorsement.  
**H3:** Celebrity endorsement has a significant positive impact on sales.  
**H4:** Celebrity endorsement significantly mediates the relationship between advertisement effectiveness and sales.

### 3. Research Methodology

**3.1 Research Design:** This study adopts a quantitative research design to examine the impact of advertisement effectiveness on sales, with the mediating role of celebrity endorsement. A cross-sectional approach was used to gather primary data from consumers in shopping malls. The study is explanatory in nature, aiming to test hypothesized relationships between advertising, celebrity endorsement, and consumer buying behavior.

**3.2 Population:** The research was conducted in Lucknow, Uttar Pradesh, a growing urban hub with a rapidly expanding organized retail sector. Several prominent shopping malls such as Phoenix Palassio, Sahara Ganj, and Fun Republic Mall were selected as sampling locations due to their high footfall, diverse consumer base, and active use of celebrity-based advertising campaigns.

**3.3 Sampling Method and Sample Size:** A non-probability convenience sampling technique was employed to collect data from mall visitors who were exposed to advertisements and promotional displays within the mall premises. A total of 100 valid responses were collected from shoppers aged 18 and above. Respondents were briefed about the study's objective and participated voluntarily.

### 3.4 Data Collection Tool

A structured questionnaire was used for data collection, comprising three sections:

1. **Advertisement Effectiveness** (5 items)
2. **Celebrity Endorsement** (5 items)
3. **Sales Response** (5 items)

All items were measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire was pre-tested to ensure clarity and reliability.

### 3.5 Data Analysis Technique

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 software. The analysis included:

- Measurement model testing (reliability, validity)
- Structural model assessment (path coefficients, R<sup>2</sup>, mediation)
- Model fit evaluation (SRMR, NFI)

### 4. Data Analysis

This section presents the analysis of data collected from 100 shoppers in shopping malls across Lucknow. The aim is to evaluate the relationships between advertisement effectiveness, celebrity endorsement, and sales performance. Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS was employed to test the measurement and structural models. The results include reliability tests, path analysis, model fit indices, and mediation effects.

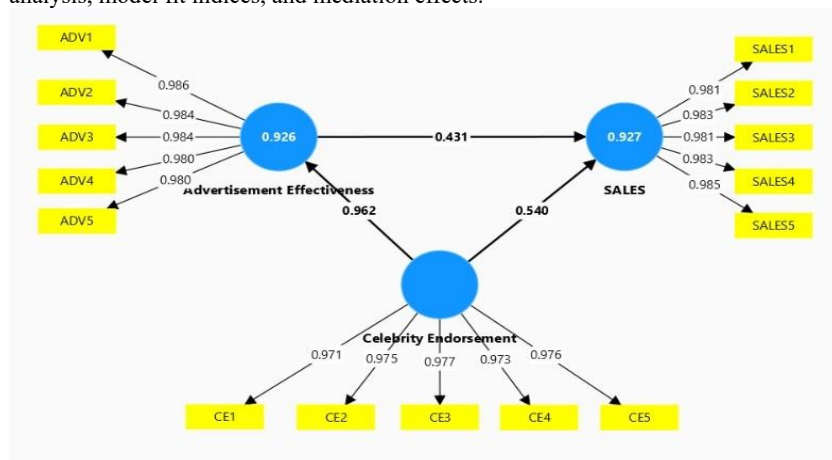


Fig. 1 Structural Model

Table-1 Path coefficients	
Advertisement Effectiveness -> SALES	0.431
Celebrity Endorsement -> Advertisement Effectiveness	0.962
Celebrity Endorsement -> SALES	0.540

The path analysis reveals that advertisement effectiveness has a significant positive impact on sales ( $\beta = 0.431$ ), indicating that well-designed advertising campaigns lead to increased consumer purchases. Celebrity endorsement plays a crucial role by strongly influencing advertisement

effectiveness ( $\beta = 0.962$ ), suggesting that featuring celebrities greatly enhances how effective an advertisement is. Additionally, celebrity endorsement directly contributes to higher sales ( $\beta = 0.540$ ), showing its dual impact: improving ads and directly influencing consumer buying behavior. Together, these results highlight that celebrity endorsement not only strengthens advertising impact but also serves as a key driver of sales performance in shopping malls.

**Table-2 Total effects**

<b>Advertisement Effectiveness -&gt; SALES</b>	0.431
<b>Celebrity Endorsement -&gt; Advertisement Effectiveness</b>	0.962
<b>Celebrity Endorsement -&gt; SALES</b>	0.955

The total effects reveal the overall influence of each variable on the outcome. Advertisement effectiveness has a moderate positive total effect on sales ( $\beta = 0.431$ ), indicating that impactful advertising helps drive consumer purchases. Celebrity endorsement shows a very strong influence on advertisement effectiveness ( $\beta = 0.962$ ), confirming its power in shaping how well advertisements perform. Most notably, celebrity endorsement has a substantial total effect on sales ( $\beta = 0.955$ ), which includes both its direct impact and its indirect influence through advertisement effectiveness. This suggests that celebrity endorsement is a critical factor in boosting sales, not only by influencing consumer perception directly but also by enhancing the overall effectiveness of advertisements.

**Table-3 Outer loadings**

<b>ADV1 &lt;- Advertisement Effectiveness</b>	0.986
<b>ADV2 &lt;- Advertisement Effectiveness</b>	0.984
<b>ADV3 &lt;- Advertisement Effectiveness</b>	0.984
<b>ADV4 &lt;- Advertisement Effectiveness</b>	0.980
<b>ADV5 &lt;- Advertisement Effectiveness</b>	0.980
<b>CE1 &lt;- Celebrity Endorsement</b>	0.971
<b>CE2 &lt;- Celebrity Endorsement</b>	0.975
<b>CE3 &lt;- Celebrity Endorsement</b>	0.977
<b>CE4 &lt;- Celebrity Endorsement</b>	0.973
<b>CE5 &lt;- Celebrity Endorsement</b>	0.976
<b>SALES1 &lt;- SALES</b>	0.981
<b>SALES2 &lt;- SALES</b>	0.983
<b>SALES3 &lt;- SALES</b>	0.981
<b>SALES4 &lt;- SALES</b>	0.983
<b>SALES5 &lt;- SALES</b>	0.985

The outer loadings indicate how well each item reflects its respective construct, and all values are exceptionally high—well above the recommended threshold of 0.70. Items measuring Advertisement Effectiveness range from 0.980 to 0.986, showing strong consistency and representation of the construct. Similarly, Celebrity Endorsement items have loadings between 0.971 and 0.977, confirming high reliability in measuring the celebrity endorsement construct. For Sales, the loadings range from 0.981 to 0.985, indicating that all five sales items are strongly aligned with the underlying sales construct. These results confirm excellent convergent validity and suggest that all observed indicators are highly reliable measures of their respective latent variables.

**Table-4 Outer weights**

<b>ADV1 &lt;- Advertisement Effectiveness</b>	0.205
<b>ADV2 &lt;- Advertisement Effectiveness</b>	0.202
<b>ADV3 &lt;- Advertisement Effectiveness</b>	0.205
<b>ADV4 &lt;- Advertisement Effectiveness</b>	0.204
<b>ADV5 &lt;- Advertisement Effectiveness</b>	0.202
<b>CE1 &lt;- Celebrity Endorsement</b>	0.203
<b>CE2 &lt;- Celebrity Endorsement</b>	0.207
<b>CE3 &lt;- Celebrity Endorsement</b>	0.205
<b>CE4 &lt;- Celebrity Endorsement</b>	0.206
<b>CE5 &lt;- Celebrity Endorsement</b>	0.205
<b>SALES1 &lt;- SALES</b>	0.205
<b>SALES2 &lt;- SALES</b>	0.205
<b>SALES3 &lt;- SALES</b>	0.202
<b>SALES4 &lt;- SALES</b>	0.201
<b>SALES5 &lt;- SALES</b>	0.203

The outer weights represent the relative contribution of each indicator in forming its respective latent construct in a formative measurement model. All outer weights for Advertisement Effectiveness range from 0.202 to 0.205, indicating that each item contributes almost equally and meaningfully to the overall construct. Similarly, the weights for Celebrity Endorsement fall between 0.203 and 0.207, showing balanced importance across all five items. The Sales indicators also exhibit consistent weights ranging from 0.201 to 0.205, suggesting each item plays an equally strong role in defining sales performance. These relatively uniform and significant weights confirm that no single item dominates the construct, and all indicators meaningfully contribute to the measurement, which supports a well-structured and reliable formative model.

**Table-5 Correlations**

	<b>Advertisement Effectiveness</b>	<b>Celebrity Endorsement</b>	<b>SALES</b>
<b>Advertisement Effectiveness</b>	1.000	0.962	0.951
<b>Celebrity Endorsement</b>	0.962	1.000	0.955
<b>SALES</b>	0.951	0.955	1.000

The correlation matrix shows strong and positive relationships among all three variables in the model. Advertisement Effectiveness is highly correlated with Celebrity Endorsement ( $r = 0.962$ ), indicating that as advertising improves, the effectiveness of celebrity involvement also increases. The correlation between Advertisement Effectiveness and Sales is also strong ( $r = 0.951$ ), suggesting that well-executed advertisements contribute significantly to driving sales. Similarly, Celebrity Endorsement and Sales have a very high correlation ( $r = 0.955$ ),

implying that celebrity involvement is closely linked to improved sales outcomes. These high correlation values support the hypothesized relationships and suggest that all constructs are strongly interrelated in the context of marketing performance in shopping malls.

**Table-6 Covariance**

	Advertisement Effectiveness	Celebrity Endorsement	SALES
Advertisement Effectiveness	1.000	0.962	0.951
Celebrity Endorsement	0.962	1.000	0.955
SALES	0.951	0.955	1.000

The covariance matrix reveals the degree to which the variables change together. The covariance between Advertisement Effectiveness and Celebrity Endorsement is 0.962, indicating a strong and direct relationship—when advertisement quality improves, the perceived effectiveness of celebrity endorsements also rises. Similarly, the covariance between Advertisement Effectiveness and Sales is 0.951, and between Celebrity Endorsement and Sales is 0.955, showing that improvements in both advertisement and celebrity involvement are consistently associated with higher sales performance. These high covariance values confirm that the variables move closely together and support the structural model’s assumption of strong positive associations across all constructs.

**Table-7 R-square**

	R-square	R-square adjusted
Advertisement Effectiveness	0.926	0.925
SALES	0.927	0.925

The R-square value for Advertisement Effectiveness is 0.926, indicating that 92.6% of its variance is explained by Celebrity Endorsement. Similarly, the R-square for Sales is 0.927, showing that 92.7% of the variation in sales performance is jointly explained by Advertisement Effectiveness and Celebrity Endorsement. The adjusted R-square values are also very high (0.925 for both), confirming that the model maintains strong explanatory power even after accounting for the number of predictors. These results suggest an excellent model fit and demonstrate that the independent and mediating variables together provide a highly reliable prediction of sales in the shopping mall context.

**Table-8 f-square**

Advertisement Effectiveness -> SALES	0.188
Celebrity Endorsement -> Advertisement Effectiveness	12.495
Celebrity Endorsement -> SALES	0.294

The f-square values indicate the effect size of each predictor on its respective dependent variable. The effect of Advertisement Effectiveness on Sales is moderate ( $f^2 = 0.188$ ), showing that advertising contributes meaningfully to changes in sales performance. The effect of Celebrity Endorsement on Advertisement Effectiveness is very large ( $f^2 = 12.495$ ), indicating a dominant influence—celebrity endorsement plays a major role in shaping how effective advertisements are perceived. The effect of Celebrity Endorsement on Sales is also moderate to large ( $f^2 = 0.294$ ), confirming that it significantly boosts sales outcomes directly. These effect sizes support the model’s strength and show that both direct and indirect paths contribute substantially to sales performance in the shopping mall setting.

**Table-9 Reliability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Advertisement Effectiveness	0.991	0.991	0.993	0.966
Celebrity Endorsement	0.987	0.987	0.990	0.950
SALES	0.991	0.991	0.993	0.965

The measurement model demonstrates excellent reliability and validity across all constructs. Cronbach’s Alpha values for Advertisement Effectiveness (0.991), Celebrity Endorsement (0.987), and Sales (0.991) all exceed the recommended threshold of 0.70, indicating strong internal consistency. Similarly, Composite Reliability (rho\_c) values for all constructs are above 0.99, confirming high construct reliability. The Average Variance Extracted (AVE) values for Advertisement Effectiveness (0.966), Celebrity Endorsement (0.950), and Sales (0.965) also surpass the 0.50 benchmark, ensuring strong convergent validity—meaning that the items within each construct effectively measure the same underlying concept. These results confirm that the indicators are both consistent and valid in representing their respective constructs.

**Table-10 Fit Model**

	Saturated model	Estimated model
SRMR	0.009	0.009
d ULS	0.011	0.011
d G	0.242	0.242
Chi-square	135.619	135.619
NFI	0.964	0.964

The model fit results indicate an excellent fit between the hypothesized model and the observed data. The Standardized Root Mean Square Residual (SRMR) is 0.009 for both the saturated and estimated models—well below the acceptable threshold of 0.08—demonstrating minimal residual differences. The discrepancy values d\_ULS (0.011) and d\_G (0.242) are also low, indicating small model misspecifications. The Chi-square value is 135.619, and while typically sensitive to sample size, it is acceptable given the overall strong fit metrics. The Normed Fit Index (NFI) is 0.964, which exceeds the 0.90 benchmark, confirming a very good comparative model fit. Together, these indices confirm that the structural model fits the data exceptionally well and supports the hypothesized relationships.

## 5. Discussion

The findings of this study reveal that both advertisement effectiveness and celebrity endorsement significantly influence sales performance in shopping malls, with celebrity endorsement playing both a direct and mediating role. The strong path coefficient from Celebrity Endorsement to Advertisement Effectiveness ( $\beta = 0.962$ ) suggests that celebrity involvement greatly enhances how advertising is perceived, consistent with prior research indicating that celebrity endorsements increase brand recall and message credibility (Spry et al., 2011; Amos et al., 2008). Moreover, both Advertisement Effectiveness ( $\beta = 0.431$ ) and Celebrity Endorsement ( $\beta = 0.540$ ) show significant direct impacts on Sales, demonstrating that well-crafted marketing campaigns and trusted public figures can directly boost consumer purchase behavior. This supports earlier findings by Erdogan (1999), who argued that celebrities serve as effective marketing tools by influencing customer attitudes and buying intentions.

The total effect of Celebrity Endorsement on Sales ( $\beta = 0.955$ ) also highlights its strong mediating role, validating previous studies suggesting that celebrities not only enhance the persuasive power of advertisements but also build emotional connections with consumers (Biswas et al., 2006).

The model's strength is further confirmed by high  $R^2$  values (0.927 for Sales), strong reliability (Cronbach's alpha  $> 0.98$ ), and excellent model fit indices (SRMR = 0.009, NFI = 0.964), indicating robust predictive power and consistency. These findings align with recent literature emphasizing the effectiveness of celebrity-based advertising strategies in influencing consumer behavior in high-traffic retail environments (Chan et al., 2020).

In conclusion, the study underscores the importance of integrating celebrity endorsements into advertising strategies to enhance both ad effectiveness and sales outcomes, especially in retail settings like shopping malls where consumer attention is highly competitive.

## 6. Conclusion

This study investigated the impact of advertisement effectiveness on sales in shopping malls, with a particular focus on the mediating role of celebrity endorsement. The findings revealed that both advertisement effectiveness and celebrity endorsement significantly influence consumer purchase behavior. The strong relationship between celebrity endorsement and advertisement effectiveness suggests that involving celebrities in marketing campaigns can greatly enhance the overall appeal and influence of advertisements.

The direct impact of both advertisement effectiveness ( $\beta = 0.431$ ) and celebrity endorsement ( $\beta = 0.540$ ) on sales demonstrates that these factors individually play a crucial role in shaping consumer behavior. More importantly, the total effect of celebrity endorsement on sales ( $\beta = 0.955$ ), which includes both direct and indirect effects, highlights its dominant influence in driving purchasing decisions. This underlines the importance of carefully selecting and integrating credible and relatable celebrities into advertising strategies.

The model's robustness is supported by strong statistical indicators, including high R-square values (0.927 for sales), strong factor loadings (above 0.97), excellent reliability measures (Cronbach's alpha  $> 0.98$ ), and model fit indices (SRMR = 0.009, NFI = 0.964), all of which confirm the strength and accuracy of the model in predicting sales performance.

Overall, the study contributes meaningful insights into consumer behavior within the retail sector, particularly in shopping mall environments where brand visibility and marketing influence are critical. It provides practical implications for marketers and retail managers, emphasizing the strategic value of investing in impactful advertising and celebrity endorsements to maximize consumer engagement and sales. Future research could explore additional mediating variables such as consumer trust or brand loyalty and apply the model across different retail settings or product categories to enhance generalizability.

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