

From Stardom to Shopping Carts: Unmasking the Power of Korean Celebrity Endorsers through Credibility, Brand Congruence, and Parasocial Relationships

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ABSTRACT

Celebrity endorsement, especially from Korean celebrities, has become an influential factor in impulse buying behavior all around the world. This study delves into the variables that affect the impulse buying behavior of consumers, focusing on the credibility, brand congruence, and parasocial relationship related with Korean celebrity endorsers. Using a quantitative approach, this study involves 150 respondents from the City of Manila, aged 18 to 25, who have purchased at least one product endorsed by a Korean celebrity. Drawing upon previous studies, this study includes an examination of the associations between these variables and celebrity endorsers. The results of this study highlight the significance of credibility, brand congruence, and parasocial relationships with Korean celebrity endorsers individually, as well as their combined influence on consumers' impulse buying behavior. Moreover, the study offers valuable insights for individuals, businesses, and organizations seeking to take advantage of celebrity endorsements effectively as it contributes to the broader understanding of consumer behavior and offers practical implications to navigating the complexities of celebrity endorsement strategies.

Keywords: Credibility, Brand congruence, Parasocial relationships, Impulse buying behavior.

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1. INTRODUCTION

1.1 Background of the Study

With the Korean Wave being the current trend, firms all over the world have taken advantage of the social and economic benefits this phenomenon brought. Through this, firms have incorporated the Korean Wave, also known as “Hallyu,” into their competitive strategies. One of the strategies that firms have incorporated is hiring Korean celebrities and groups to be the company’s celebrity endorsers. In the local setting, the Philippines has experienced a significant influence of the Korean Wave, with a considerable number of Filipinos engaging in the consumption of various Korean products, including dramas, cosmetics, food, pop music, and others. The Philippines was named as BTS’s second-largest Spotify audience and fourth most active K-content tweeter in 2022. In 2022, the concerts held in the country predominantly featured Korean performances, with a significant portion ranging from 60% to 70% (Galang, 2022). Celebrity endorsements involve featuring a celebrity prominently in an advertisement to support a product (Sari & Yulianti, 2019). Its purpose was to increase brand awareness, sales, and consumer purchasing intention by eliciting positive consumer reactions due to the involvement of a celebrity (Wang et al., 2012). This includes brands such as Bench, Penshoppe, SMDC, Dunkin’ Donuts, and others that have employed Korean celebrities and groups as endorsers for their products (Tamondong, 2023). Furthermore, the impacts of Korean brand endorsers on both local and global consumers were not minimal, as there had been a consistent rise in the consumption of Korean cultural products over the past few decades. This upward trend in consumption might be attributed to the effectiveness of endorsers and their appeal to their consumers.

Given this, the rationale behind the current study focuses on investigating the effects of Korean celebrity endorsers on Filipino consumers’ impulse buying behavior. This is supported by the main problem addressed in the study which poses the question of how credibility, brand congruence, and parasocial relationships of Korean celebrity endorsers affect the impulse buying behavior of consumers. To answer this, the study is guided by the objective of establishing the particular effect of the three variables on the impulse buying behavior of consumers.

The importance of this study comes from the adoption of Korean celebrity endorsers into the business strategies of numerous establishments. As the research delved into understanding how their credibility, brand congruence, and parasocial relationships influence consumer impulse buying behavior, it aims to benefit various stakeholders. Business owners could strategically select Korean celebrity endorsers and implement effective strategies to boost sales and loyalty in the Filipino market. Marketers could generate more effective marketing strategies by better understanding the trends and motivators influencing consumers’ impulse buying behavior. Korean celebrities could make well-informed brand associations to strengthen their brand image and engage in fruitful collaborations. Consumers could become more aware of the impact of Korean celebrity endorsements, encouraging responsible consumerism. The entertainment industry could capitalize on the influence of the Korean Wave by formulating different business plans, joint ventures, and content creation ideas to increase its viewership and revenue. Lastly, the academe would benefit from opportunities for further research in consumer behavior and cross-cultural studies.

Lastly, the study was exclusively bounded by quantitative methods, utilizing a survey to gather data. Respondents were limited to individuals aged 18 to 25 residing in the City of Manila who had purchased at least one product endorsed by a Korean celebrity in their lifetime. Moreover, the study drew literature on credibility, brand congruence, parasocial relationships, and impulsive buying. The study also utilized statistical

techniques such as descriptive analysis, correlation analysis, and regression analysis to uncover insights relevant to the proposed hypotheses.

2. Review of Related Literature

2.1 Introduction

Celebrity endorsement is a common marketing technique used by marketers to promote their businesses, as well as increase brand attitude (Schouten et al., 2019; Febrian & Fadly, 2021; Kushwaha et al., 2020, as cited in Singh et al., 2021). Celebrity endorsements are used to improve the perception of a brand in the minds of consumers (Kotler & Keller, 2009; as cited in Sari & Yulianti, 2019; Chekima et al., 2018, as cited in Farhan et al., 2020). It is the use of celebrities in different forms of media, such as print, social, and television (Shimp, 2003, as cited in Sari and Yulianti, 2019). Celebrity endorsements entail the use of a celebrity as a main attraction in an advertisement that supports a product (Sari & Yulianti, 2019). According to Lee and Jeong (2023), celebrity endorsements have a big impact on individuals' travel destination choices, increasing people's awareness and perception of the places that the celebrity is endorsing.

Shimp and Andrews (2018, as cited in Lestari et al., 2023) mention that there are 2 types of endorsers: one who is a celebrity and one who is not. Celebrities are individuals who are well known and appeal to the public, these are actors, supermodels, and sports athletes (Shimp & Andrews, 2018, as cited in Lestari et al., 2023; Schouten et al., 2019). In addition to this, celebrity endorsers are also mentioned to be individuals who use their fame to promote consumer goods through commercials (Byrne et al., 2003, as cited in Farhan et al., 2020). Celebrities who have high influence over consumers charge high fees for endorsing a product or brand (Singh et al., 2021). The purpose of celebrity endorsers is to increase brand awareness, sales, and consumer intention to purchase a product by eliciting positive consumer reactions to a celebrity (Wang et al., 2012). By matching the celebrity's image with the product's characteristics, celebrity endorsement's effectiveness in marketing can be increased (Parmar., 2020).

2.2 Korean Wave

The interaction among individuals from diverse cultural backgrounds is inevitable, leading to changes in how consumers live their lives. Today, people are more inclined to embrace change due to the advancements in technology and the influence of globalization (Sima et al., 2020). The Korean Wave, also known as Hallyu, describes the remarkable growth of South Korean culture, including music, movies, dramas, gaming, and cuisine (Ju, 2018, as cited in Umar et al., 2022). As the Korean Wave continues to spread rapidly, the popular culture of Korea and its products are also experiencing a surge in popularity in international markets (Kotra & Kofice, 2015, as cited in Kim & Park, 2020). Moreover, started in Japan, China, and Mongolia with Hallyu 1.0 “K-drama” in the late 1990s and eventually diversified into the stage of Hallyu 4.0 “K-style” through Hallyu 2.0 “K-pop music” and Hallyu 3.0 “K-culture” (Bok-Rae, 2015) wherein Nofer et al. (2019) stated that globalization allows K-pop and K-drama to keep expanding. Moreover, it was acknowledged that the Korean Wave is a sustainable business venture with a strong competitive edge rather than a fleeting phenomenon (Parc & Moon, 2013, as cited in Kim & Park, 2020). With that, the Korean Wave has expanded its influence across the globe as the popularity of South Korean culture surged in the late 2000s and continues to grow today, especially with the introduction of K-drama and K-pop.

2.3 Credibility

Celebrity credibility is mentioned to be the favorable attribute that influences the receiver's appraisal of the message (Hovland and Weiss, 1951, Ohanian, 1991, as cited in, Malik & Qureshi, 2016). In line with this, credibility is also the extent to which someone is thought to possess the necessary knowledge and experience to provide a fair assessment of a perspective (Calvo-Porrall et al., 2023). Alongside with attractiveness, and image congruence, credibility serves as a clear indicator of how well a brand is being promoted and how consumers respond to it (Pornpitakpan, 2004, as cited in, Jaffari & Hunjra, 2017). Additionally, credibility is one of the four main pillars which make up celebrity endorsement (Adam & Hussain, 2017; Jaffari & Hunjra, 2017).

Ohanian (1990, as cited in, Malik & Qureshi, 2016; Chekima et al. 2018) mentions that source credibility is a receiver's decision to trust the information provided by the source and is based on their level of trust in the source's level of expertise or knowledge in the subject at hand. On the other hand, Chekima et al. (2018) mentions that credibility of the source largely determines how persuasive a message is; and that credibility and its components are critical to the idea of trust, and both are effective in motivating customers. Moreover, Phan and Nguyen (2024) stated that as the credibility of influencers increases they are more likely to be viewed as trustworthy and dependable thereby stimulating purchases. This is further supported by Nguyen et al's (2024) study on celebrity endorsements on customer purchase intention as the study found that the specific components of credibility namely attractiveness and trustworthiness were positive determinants of customer purchase intention.

2.4 Brand Congruence

Congruence refers to the alignment or compatibility existing between the endorser, the brand, and the product. This congruence is through the context of celebrity endorsements and their influence on customer behavior. It denotes how closely a celebrity's image, personality, and traits align with the goals, traits, and target market of the brand (Graeff, 1966 as cited in Jaffari & Hunjra, 2017). Congruence, which is essential for influencing consumers' thoughts and attitudes toward the brand or product being pushed, essentially evaluates the suitability and harmony between the endorser and the endorsed entity (Fleck & Quester, 2007 as cited in Arora, et al., 2019).

2.5 Parasocial Relationship

Parasocial relationships are often considered as one-sided and long-term personal connections established between fans and celebrities through frequent interactions in mediated reality (Lim et al., 2020, as cited in Gong et al., 2023). These relationships are identical to face-to-face interactions where viewers consider performers as intimate interlocutors (Horton & Wohl, 1956, as cited in Pereira et al., 2023). According to Tian & Hoffner (2010, as cited in Lim & Lee, 2023), parasocial relationships are powerful instruments that affect people's actions, attitudes, and way of life. Gleich (1997, as cited in Siegenthaler et al., 2023) also stated that its characteristics are comparable to genuine relationships, such as intimacy, sociability, and sympathy. Furthermore, individuals associated with this relationship may establish a fictitious relationship over time with those they developed a fondness with (Hartmann, 2008, as cited in Dhiman et al., 2023).

2.6 Impulse Buying Behavior

Impulse buying is the unplanned or spontaneity purchase of products without prior intended shopping (Chen et al., 2021; Verhagen & van Dolen, 2011, as cited in Zhu et al., 2020;

Leemans, 1997, as cited in Parmar et al., 2020). As stated by Arnold & Reynolds (2003, as cited in Apriliani et al., 2020), it is an occurrence where a consumer suddenly wants to buy the product after seeing it. Verplanken and Herabadi (2001, as cited in Umar et al., 2022) also acknowledged that it is an impulsive purchase made out of emotion to gratify a need, such as customers who purchase idol-related products. Moreover, numerous markers may be used to gauge impulse buying behavior. These include spontaneity or the desire to do something impulsively; out of control or the failure to control oneself; psychological conflict or the mental struggle of weighing short-term desires and long-term obligations; non-cognitive evaluation or the neglect of products; and disregard consequences or the attitude of putting short-term desires ahead of long-term ones (Rook, 1985, as cited in Lestari et al., 2023). Individual characteristics, including time, money, and self-control also influence impulsive buying (Stern, 1962, as cited in Chen et al., 2021).

3. Framework of the Study

3.1 Conceptual Framework

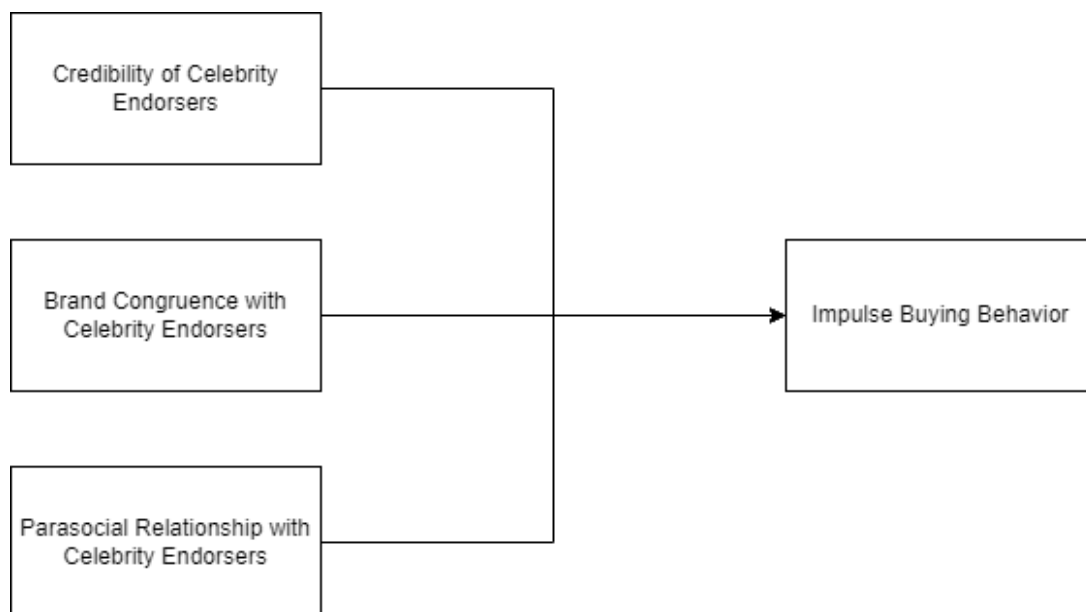


Figure 1. Conceptual Framework

To examine the influence of Korean celebrity endorsers on impulse buying, a well-structured conceptual framework was developed through an exhaustive and thorough review of related literature conducted by the researchers. Within the framework of this study, three independent variables were identified and employed, which include credibility, brand congruence, and parasocial relationship. Additionally, the dependent variable in this study is consumers' impulsive buying behavior. Through this analyzed framework, the researchers addressed the research questions and objectives, and ultimately determined the extent to which these independent variables influence the dependent variable.

3.2 Operational Framework

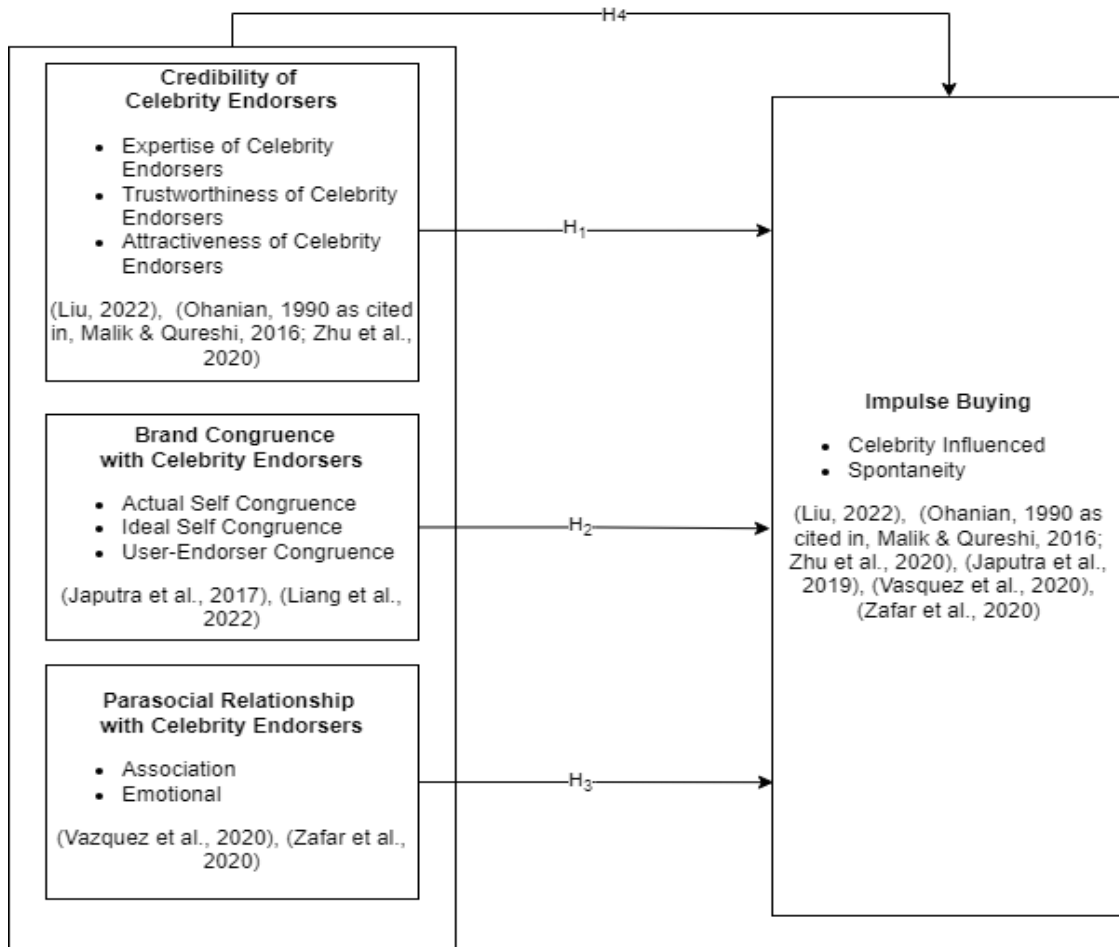


Figure 2. Operational Framework

The operational framework of the study is generated from the combination of multiple theoretical frameworks. The credibility aspect of the study was adapted from the paper of Liu (2022) with some constructs also derived from the Source Credibility Model by Ohanian (1990 as cited in, Malik & Qureshi, 2016; Zhu et al., 2020). The brand congruence variable was derived from the studies of Japutra et al. (2017) and Liang et al. (2022), the two types of self-congruence, and user-endorser congruence were discussed as well as their relationship to impulse buying. Lastly, for parasocial relationships, conceptual frameworks from Zafar et al., (2020), and Vazquez et al., (2020) were utilized to develop the interaction of parasocial relationships and impulse buying.

3.3 Hypothesis Testing / Proposition

Ho1: The credibility of Korean celebrity endorsers has no significant impact on consumers' impulse buying behavior

Ha1: The credibility of Korean celebrity endorsers significantly impacts consumers' impulse buying behavior

Ho2: The brand congruence with Korean celebrity endorsers has no significant impact on consumers' impulse buying behavior

Ha2: The brand congruence with Korean celebrity endorsers significantly impacts consumers' impulse buying behavior

Ho3: The parasocial relationship with Korean celebrity endorsers has no significant impact on consumers' impulse buying behavior

Ha3: The parasocial relationship with Korean celebrity endorsers significantly impacts consumers' impulse buying behavior

Ho4: The credibility, brand congruence, and parasocial relationship of/with Korean celebrity endorsers have no significant impact on consumers' impulse buying behavior

Ha4: The credibility, brand congruence, and parasocial relationship of/with Korean celebrity endorsers significantly impact consumers' impulse buying behavior

3.4 Operational Definition of Terms

- Brand Congruence
 - Compatibility between the celebrity endorser, the brand, and the product (Graeff, 1966 as cited in Jaffari & Hunjra, 2017).
- Credibility
 - Positive traits of an endorser that can impact how the receiver perceives the message (Hovland & Weiss, 1951; Ohanian, 1991, as cited in Malik & Qureshi, 2016).
- Impulse Buying
 - Purchases made without any prior planning (Stern, 1962, as cited in, Zafar et al., 2020); (Zhu et al., 2020).
- Parasocial Relationship
 - One-sided and long-term personal connections established between fans and celebrities through frequent interactions (Lim et al., 2020, as cited in Gong et al., 2023).

4. RESEARCH METHODOLOGY

4.1 Research Design

A quantitative research method was utilized by the researchers, focusing on numerical data collected using surveys through social media platforms such as Facebook, Messenger, and Telegram to test hypotheses and establish statistical relationships between variables. The research design of the study encompasses descriptive, causal/explanatory, and correlational aspects. A descriptive research design was utilized to identify existing instances within collected data from the perspective of the respondents. While causal/explanatory research design aimed to determine if credibility, brand congruence, and parasocial relationship would influence impulse buying behavior. A correlational research design was also conducted to investigate the direction and strength of the relationship (Padamkar, 2023).

Table 1.

Descriptive Variables	Frequency	Percentage %
Gender		
- Female	64	42.7
- Male	83	55.3

- Prefer not to say	3	2
Occupation		
- Student	91	60.7
- Employed	37	24.7
- Unemployed	11	7.3
- Business Owner	11	7.3
Monthly Income		
- Less than Php 5,000	32	21.3
- Php 5,001 - Php 10,000	45	30
- Php 10,001 - Php 15,000	21	40
- Php 15,001 - Php20,000	12	8
- Php 20,001 - Php 25,000	10	6.7
- Php 25,001 and above	30	20
Educational Background		
- Primary School	1	0.7
- Secondary School	11	7.3
- Higher Education	125	83.3
- Postgraduate Education	13	8.7
Korean Endorsed Products Bought		
- More than once a month	22	14.7
- Once a month	51	34
- Once every 3 months	45	30
- Once every 6 months	32	21.3

4.2 Sampling Plan

The current study adhered to a specific sampling plan designed to ensure the validity of the data collected from respondents in which the researchers determined points of consideration. The target population is based on the population's viability to participate which is outlined in detail in the "Respondents" section. The researchers opted for a non-probability sampling approach, specifically purposive sampling, to filter and set requirements for participation. While there's no universally accepted method for determining sample size in purposive sampling, the study justified its choice of 100 respondents as enough to gather reliable data based on the population's minimal diversity and specificity of the variables (Probability How To, 2023; Canadian Audit and Accountability Foundation, n.d.).

The first requirement for the participants was that they must be living in the City of Manila. This is because the country is known to be one of the most prolific consumers of Korean products. The second requirement for respondents who participated in the study was that they must be between the aged of 18 and 25. This age group had been determined based on Nadila & Windasari's (2022) study regarding Korean brand ambassadors in Indonesia and their effect on customer loyalty. In addition to this, the study focused on both male and female respondents to ensure that no biases would be present in interpreting the data in terms of sex. The third requirement was that the respondent needed to have purchased at least one Korean-endorsed in their lifetime. This ensured that the respondent is in fact a consumer of the said type of product, making it possible for them to participate

given the nature of the study. This approach was consistent with the methodologies of Liu (2022) and Malik and Qureshi (2016), in which the purchase timeframe does not matter as long as the respondent has a history of purchasing Korean-endorsed products. The fourth requirement was that the respondent must agree to the data privacy conditions as set by the researchers which state that the information gathered from them would only be used for the purpose of this study. Respondents were also informed that no compensation will be provided for participating in this study, in turn, they must agree to this condition and participate only being motivated to contribute to the literature.

4.3 Method of Data Analysis

The survey questionnaire was divided into three sections, inclusive of the screening questionnaire, demographics, and study questionnaire. Data collection was facilitated using Google Forms via popular social media sites such as Facebook, Messenger, and Telegram. The survey respondents included individuals aged between 18 and 25 residing in the City of Manila, who have purchased at least one (1) Korean product endorsed by a Korean celebrity in their lifetime. The questionnaire featured closed-ended questions measured using a five-point Likert scale wherein the respondents were given an option of five responses, ranging from “strongly disagree” to “strongly agree”. Furthermore, a Cronbach Alpha reliability analysis was conducted using the interpretation of George and Mallery (2003, as cited in Saidi and Siew, 2019) to assess the internal consistency and reliability of the questionnaire which showed that the questionnaire is reliable and consistent, making it suitable to use for the study.

Using the collected survey responses, the study conducted its statistical treatment of data using Jamovi which included descriptive analysis, correlation analysis, and linear regression analysis using a 5% or 0.05 level of significance. Correlation analysis was conducted using Pearson's correlation coefficient to assess the strength of the linear relationship between two variables. Linear regression analysis, on the other hand, was conducted through simple linear regression and multiple linear regression to analyze the relationships between the independent and dependent variables in order to establish a linear prediction model or a graphical line.

The study's hypotheses is expressed using regression models as shown below:

$$\text{Equation 1: } IBB = \beta_0 + \beta_1 \text{ CRED} + \epsilon$$

Equation 1 illustrates the first hypothesis with only one independent (CRED) and one dependent variable (IBB) where IBB stands for impulse buying behavior and CRED stands for credibility. To determine whether the credibility of Korean celebrity endorsers influences consumers' impulse buying behavior, a simple linear regression analysis was conducted for this equation.

$$\text{Equation 2: } IBB = \beta_0 + \beta_1 \text{ BC} + \epsilon$$

Equation 2 illustrates the second hypothesis where IBB represents impulse buying behavior and BC for brand congruence. With only one independent and dependent variable, this equation used the same analysis as the first equation, which is a simple linear regression analysis. This was used to assess how consumers' impulse buying behavior is influenced by the brand congruence of Korean celebrity endorsers.

$$\text{Equation 3: } IBB = \beta_0 + \beta_1 \text{ PSR} + \epsilon$$

Equation 3 illustrates the third hypothesis where IBB stands for impulse buying behavior and PSR stands for parasocial relationship. This equation likewise utilized a simple linear regression analysis as the first two equations with only one independent and dependent variable. This aided in investigating the parasocial relationship with Korean celebrity endorsers and its impact on consumers' impulse buying behavior.

$$\text{Equation 4: } IBB = \beta_0 + \beta_1 \text{ CRED} + \beta_2 \text{ BC} + \beta_3 \text{ PSR} + \epsilon$$

Equation 4 illustrates the fourth hypothesis where IBB stands for impulse buying behavior, CRED stands for credibility, BC stands for brand congruence, and PSR stands for parasocial relationship. With multiple independent variables such as credibility, brand congruence, and parasocial relationship and only one dependent variable of impulse buying behavior, this equation utilized multiple linear regression analysis to test its hypothesis. This aided in determining the credibility, brand congruence, and parasocial relationship of/with Korean celebrity endorsers and its influence on consumers' impulse buying behavior.

5. RESEARCH FINDINGS

5.1 Correlation Analysis

Pearson's Correlation Coefficient was used to determine the nature and strength of the linear relationship of the variables. The results of the linear relationships can be seen below:

Table 2.

Relationship	r value	p-value	Conclusion
Credibility and Brand Congruence	r = 0.679	p < .001	Positively moderate correlation, Statistically significant
Credibility and Parasocial Relationships	r = 0.666	p < .001	Positively moderate correlation, Statistically significant
Credibility and Impulse Buying Behavior	r = 0.606	p < .001	Positively moderate correlation, Statistically significant
Brand Congruence and Parasocial Relationships	r = 0.744	p < .001	Positively moderate correlation, Statistically significant
Brand Congruence and Impulse Buying Behavior	r = 0.760	p < .001	Positively strong correlation, Statistically significant
Parasocial Relationships and Impulse Buying Behavior	r = 0.705	p < .001	Positively moderate correlation, Statistically significant

5.2 Single Linear Regression

Ho1: The credibility of Korean celebrity endorsers has no significant impact on consumers' impulse buying behavior

Ha1: The credibility of Korean celebrity endorsers significantly impacts consumers' impulse buying behavior

The first hypothesis showed a p-value of less than 0.001. This provides strong evidence that the null hypothesis should be rejected. Therefore, it can be concluded that the Credibility of Korean celebrity endorsers significantly impacts consumers' Impulse Buying Behavior.

Ho2: The brand congruence with Korean celebrity endorsers has no significant impact on consumers' impulse buying behavior

Ha2: The brand congruence with Korean celebrity endorsers significantly impacts consumers' impulse buying behavior

The second hypothesis observed a p-value of less than 0.001, providing sufficient evidence to reject the null hypothesis. Therefore, it can be concluded that brand congruence with Korean celebrity endorsers significantly impacts consumers' impulse buying behavior.

Ho3: The parasocial relationship with Korean celebrity endorsers has no significant impact on consumers' impulse buying behavior

Ha3: The parasocial relationship with Korean celebrity endorsers significantly impacts consumers' impulse buying behavior

The third hypothesis obtained a p-value of less than 0.001, concluding that the null hypothesis should be rejected as it is lower than the significance level. Therefore, it can be concluded that the parasocial relationship with Korean celebrity endorsers significantly impacts consumers' impulse buying behavior.

5.3 Multiple Linear Regression

Ho4: The credibility, brand congruence, and parasocial relationship of/with Korean celebrity endorsers have no significant impact on consumers' impulse buying behavior

Ha4: The credibility, brand congruence, and parasocial relationship of/with Korean celebrity endorsers significantly impact consumers' impulse buying behavior

The fourth hypothesis obtained a p-value of less than 0.001, providing sufficient evidence to reject the null hypothesis. Thus, it can be concluded that the credibility, brand congruence, and parasocial relationship of/with Korean celebrity endorsers significantly impact consumers' impulse buying behavior.

5.4 Further Analysis on Other Independent Variables

HoX: Gender has no significant impact on consumers' impulse buying behavior

HaX: Gender has a significant impact on consumers' impulse buying behavior

The X hypothesis obtained a p-value of 0.423, proving that we fail to reject the null hypothesis. Therefore, it can be concluded that gender has no significant impact on

consumers' impulse buying behavior. However, as the study did not fully delve into the independent variable of gender, further research can be done which can lead to varying results.

HoY: Monthly income/allowance has no significant impact on consumers' impulse buying behavior

HaY: Monthly income/allowance has a significant impact on consumers' impulse buying behavior

The Y hypothesis obtained a p-value of 0.053, concluding that we fail to reject the null hypothesis. Therefore, it can be concluded that monthly income/allowance has no significant impact on consumers' impulse buying behavior. The data showed that even though respondents may have higher or lower monthly income, their impulse buying behavior is not affected.

6. CONCLUSION

The present study has provided perspectives on Credibility, Brand Congruence, and Parasocial Relationships and their effect/s on Impulse Buying. The uncovered information may be used as a guideline for how to best use endorser marketing by maximizing the effects of credibility, brand congruence, and parasocial relationships. Moreover, the current study has also provided a solid background for research in the Philippine setting, specifically in the capital city of Manila, as no existing study has been done in relation to the variables and the demographic profile of the study. Through the conducted statistical analyses, it has been found that all null hypotheses are rejected, aligning with the assumptions based on previous investigations. Therefore, all three dependent variables (Credibility, Brand Congruence, and Parasocial Relationships), individually and collectively, have a significant and positive relationship with impulse buying.

Based on the findings, the research concluded that the Credibility, Brand Congruence, and Parasocial Relationship of Korean celebrity endorsers significantly impact consumers' Impulse Buying Behavior both collectively and individually. It is recommended that business owners select credible endorsers with high brand congruence and strong parasocial relationships. Marketers should collaborate with trusted and respected celebrities who align with the endorsed brand's values and target audience preferences. Korean celebrities should choose endorsements that match their expertise and image and focus on developing deeper connections and trust with their fans. Consumers should strive to be more knowledgeable about the products they purchase and be conscious of their impulse buying behavior. The entertainment industry should manage celebrities to collaborate long-term with brands or products and nurture them to have deeper connections and more engagement with fans. The academe could use this study as a starting point or as supportive literature for further research relating to celebrity endorsement. Lastly, local celebrities should also consider the strategies used by Korean celebrities to develop more successful collaborations and strengthen their fanbase.

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