AFRICAN JOURNAL OF HOSPITALITY, TOURISM AND LEISURE
2026, Vol. 15, No. 3, pp. 691-703
https://doi.org/10.46222/ajhtl.19770720.774

AJHTL
OPEN ACCESS

Research article

How brand–celebrity personality alignment drives hotel brand attachment

Nguyen V.H. Thao [1], Duong B. Trung* [2] and Tran T.M. Hieu [1]

[1] Faculty of Tourism and Hospitality Management, Ho Chi Minh City University of Economics and Finance, Vietnam
[2] Faculty of Business Administration, Ho Chi Minh City Open University, Vietnam

ABSTRACT

The restaurant industry is people-centric, aiming to foster engagement between Celebrity endorsement is widely adopted in hospitality marketing, yet little is known about how celebrity–hotel brand congruence shapes consumers' attachment to luxury hotel brands. Drawing on attachment theory and brand personality theory, this study examines the effect of hotel brand–celebrity congruence on brand attachment through the mediating role of celebrity source credibility. Using visual stimuli featuring four celebrities and luxury hotel brands, data were collected from 302 respondents and analyzed using PLS-SEM. The findings reveal that brand–celebrity congruence significantly enhances brand attachment, while celebrity source credibility partially mediates this relationship. The results underscore the importance of selecting celebrities whose personalities align with luxury hotel brand identities. This study extends hospitality marketing literature by demonstrating how celebrity source credibility strengthens the influence of brand–celebrity congruence on consumers' emotional attachment.

KEYWORDS

Hotel-celebrity congruence;
source credibility;
hotel brand attachment;
celebrity endorsement;
personality brand

Introduction

In the dynamic and competitive environment of the hospitality sector, hotels continuously pursue effective methodologies to foster customer loyalty and consolidate a robust brand presence. Brand attachment assumes a pivotal role in this context due to its capacity to influence consumer behavior positively, thereby enhancing brand profitability (Park, 2013). For hotel managers and marketers, comprehending the determinants of hotel attachment holds significant importance. Such insights empower them to devise adept branding initiatives and nurture enduring customer affiliations, crucial for sustained business success. Understanding the perceptions of consumers of brands reaches high importance in the hotel industry (Li et al., 2019). In the contemporary digital landscape of the hospitality industry, online reviews and social media influencers wield substantial influence over consumer perceptions and decision-making processes (Litvin et al., 2008). The incremental popularity of social media has significantly modified the way consumers create relationships with a hotel brand (Masiello et al., 2020). Another issue is that travelling consumers are more sensitive to the latest reviews while they check them on local search platforms than on other platforms to review on the internet (Shin & Xiang, 2023). Almost all international hotel corporations, such as Hilton, Hyatt, and Marriott have perceived that lifestyle among Gen Y plays an important part in hotel brands' designing (Jones et al., 2013). Lifestyle hotels are small to comprehensively grasp how consumers evaluate the reliability of internet reviews and influencers, the framework of source credibility theory proves invaluable. In today's increasingly globalized environment, hospitality businesses frequently cater to visitors from diverse cultural backgrounds (Akhtar & Siddiqi, 2023). Research has indicated that the alignment between celebrities and brand personality significantly influences brand recall, association, and congruence. However, contemporary consumers are increasingly discerning about the credibility of the sources they consult, as well as the credibility of the products and brands they consider, before making informed decisions. The credibility of a brand serves as a crucial mediator in the linkage between hotel attributes and both customer loyalty and brand attachment.

CORRESPONDING AUTHOR'S CONTACT: Duong Bao Trung Trung.db@ou.edu.vn
HOW TO CITE: Thao, N.V.H., Trung, D.B. & Hieu, T.T.M. (2026). How brand–celebrity personality alignment drives hotel brand attachment. African Journal of Hospitality, Tourism and Leisure, 15(3), 691-703 https://doi.org/10.46222/ajhtl.19770720.774

ISSN: 2223-814X (Online) | © 2026 AJHTL

This work is published by African Journal of Hospitality, Tourism and Leisure and is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

Open Rubric

Hotels and restaurants strategically leverage partnerships with renowned professionals or celebrities in their marketing endeavors to bolster their reputation and attract clientele (Chen et al., 2017). Featuring a well-known chef in advertising campaigns can enhance a restaurant's perceived expertise and credibility, thereby increasing the likelihood of customer reservations. Tourism destinations can capitalize on the principles of source credibility theory in their marketing strategies (Stepchenkova & Morrison, 2008). Collaborations with respected travel agencies, bloggers, or authors can lend credibility to destination promotions. When destinations are endorsed by individuals perceived as trustworthy and knowledgeable in the travel industry, potential visitors are more inclined to choose these destinations for their travels. Not many empirical studies on the congruence of brand image and a consumer's self-image were conducted in the hospitality marketing field (Yoon & Kim, 2015). Previous research has shown that several gaps warrant further exploration among the brand, celebrity, and consumers. Almost all studies concentrate on female respondents and female celebrities, which restricts the comprehensiveness and influence of celebrity-brand congruencies (Knoll & Matthes, 2017). Theoretical prior celebrity endorsements have been weakened by the observed effects, as multiple endorsements typically lessen impact (Fleck et al., 2012). Moreover, the single celebrity-brand promotions have no reflection on real-world marketing (Muposhi et al, 2023), where attitudes develop over repeated interactions. Research on congruence examination has had limited effects in exploring moderate incongruence (Errajaa et al., 2021). The role of source credibility in the measurement of proximity in celebrity endorsements could be considered in the concept of attachment (Thomson, 2006).

The study on celebrity endorsements for hotel brands also leaves several research gaps for further exploration. In detail, while celebrity endorsements are common in product-based industries, their specific impact in the hospitality sector, particularly for hotel brands, remains underexplored, particularly in the context of social media influencers (Trung et al., 2024). Endorsement effectiveness in positively impacting brand reputation, guest loyalty, and emotional attachment to the hotel brand needs further investigation. Previous studies also lack comprehensiveness in examining the congruence between a celebrity's personality and a hotel brand's values, as well as how this influences consumer credibility and visit intention. Long-term endorsements in creating a stronger hotel brand also need more concentration. According to the research gaps and purposes, this study poses three research questions below: How does the hotel brand personality endorse the celebrity image on social media platforms? How does the congruence between a celebrity's personality and a hotel's brand personality influence customer perceptions of brand attachment in the hospitality industry? What role does celebrity endorsement play in shaping guests' emotional attachment to a hotel brand, and how does source credibility mediate this relationship? Additionally, the research underscores a notable association between brand credibility and brand attachment, which subsequently influences outcomes following consumption. Building upon these insights, this study expands on the notion by elucidating the synergy between a hotel's image and celebrity endorsement. When a celebrity aligns with a brand, it imbues the brand with a humanized persona, thereby enhancing its image and fostering a more personalized connection with consumers. This research investigates the impact of hotel brand-celebrity alignment on hotel attachment, with particular attention to the mediating role of source credibility. By examining the dynamics among these factors, this study aims to enrich the understanding of consumer behavior within the realm of celebrity endorsements and brand cultivation in the hotel sector. The study's outcomes can provide valuable insights for hotel managers, emphasizing the significance of brand credibility in fostering enduring relationships between hotel brands and consumers.

Literature review

Brand personality theory

Brand personality traits and brand experience directly affect the hotel brand's prestige, hence improving the quality of brand relationship and attitudinal faithfulness (Choi et al., 2017). Brand personality refers to the human-like characteristics and attributes that a brand exhibits (Aaker, 1997). These traits significantly influence consumer perceptions, shaping their decisions and behaviors (Aaker, 1999). Apart from various other personality dimensions, brands can be categorized into personalities such as sincere, exciting, competent, rugged, or sophisticated (Aaker, 1997). A proposed framework outlines five primary dimensions of brand personality (Figure 1). *Sincerity,* for instance, characterizes brands perceived as honest, genuine, and down-to-earth. *Excitement,* Brands with an excitement-oriented personality are characterized as daring, innovative, and adventurous. *Competence,* Brands that embody competence are perceived as reliable, capable, and expert in their domain. *Sophistication,* Sophisticated brands are associated with elegance, charm, and refinement. *Ruggedness,* Rugged brands convey a tough, robust, and outdoorsy image. These dimensions of brand personality help shape how consumers perceive and connect with brands, influencing their preferences and purchase decisions based on the brand's perceived characteristics and values (Aaker, 1999).

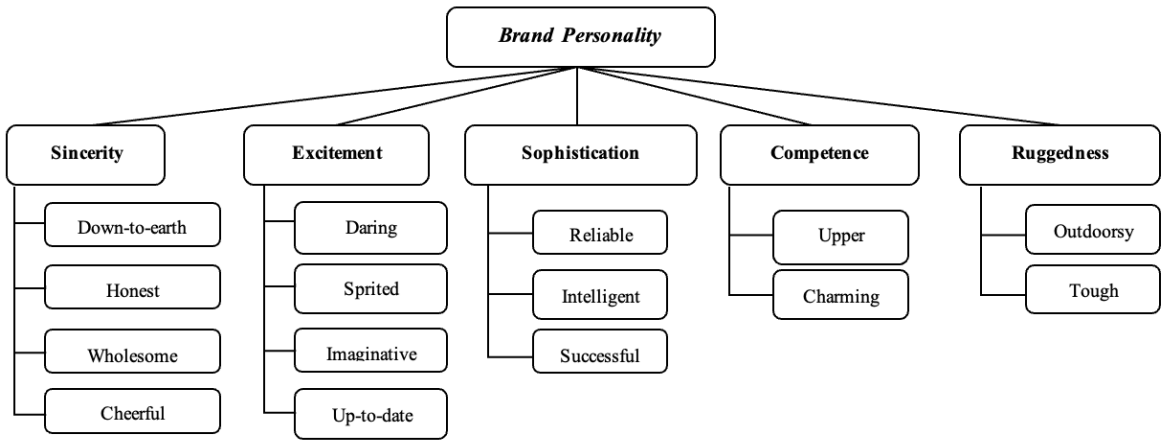

Figure 1. A brand personal framework
(Source: Aaker, 1997)

Brand personality is a personal meaning of a consumer's self-concept that includes a comprehensiveness of beliefs and attitudes a person assembles about the self (Su & Reynolds, 2019). Establishing a distinct brand personality is crucial for differentiation within the hospitality sector, encompassing hotels, eateries, and similar establishments (Sop & Kozak, 2019). By aligning their brand personality with the preferences of their target audience, businesses can effectively position themselves in the market. For example, a luxury resort can cultivate a sophisticated brand personality to attract high-end clientele seeking refined experiences (Elnagar et al., 2025). Hotel firms should collect information unreservedly from existing guests to personalise ads or advertising that could be produced for upcoming stays (Dogan & Erdogan, 2020). Due to hotel brand promotion as exciting, sincerity, competency, and androgynous, hotel marketers can benefit from brand personality, which leads travellers to engage closely with the hotel brand (Sop & Kozak, 2019). Through advertising, website design, and social media content, potential visitors can perceive and connect with the unique traits of a brand (Suleman et al., 2026). Excitement-oriented brands, for instance, may use dynamic language and imagery that resonate with thrill-seeking tourists to attract their target audience (Valenzuela-Ortiz et al., 2023). An establishment emphasizing excitement is likely to prioritize delivering distinctive and memorable experiences, contrasting with those emphasizing competence or sophistication. Thus, brand personality not only shapes perceptions but also guides how hospitality businesses craft and deliver their offerings to meet diverse consumer expectations.

Celebrity and hotel brand congruence

Stimulus processing is related to the theoretical concept of congruence (Veloso et al., 2023). Brand-celebrity congruence, as defined by Djafarova and Rushworth (2017), reflects the alignment between a hotel brand's traits, values, and image with those of the endorsing celebrity. When consumers perceive a strong congruence between these elements, their attitudes and intentions can be influenced in various ways. Research indicates that the effectiveness of celebrity endorsements is enhanced when there is consistency between the celebrity's image and the brand's personality (Spry et al., 2011). This alignment increases the credibility and persuasiveness of the endorsement within the hotel industry. Moreover, brand-celebrity congruence serves as a mediating factor that intensifies the connection between the endorsement and consumer perceptions of the hotel brand. It reinforces the authenticity of the endorsement, making it more impactful in shaping consumer attitudes and behaviors toward the endorsed hotel brand. However, a business requires a significant initial investment to run a marketing strategy with the implementation of a celebrity such as employing applicable chefs and constructing a unique theme in a restaurant (Chen et al., 2017). Congruence between a celebrity endorser and a hotel brand also contributes to the development of parasocial connections, as discussed by Djafarova & Rushworth (2017). When consumers perceive a strong congruence between the celebrity and the hotel brand, it enhances their sense of connection and identification with the celebrity (Hosany & Martin, 2012). This heightened parasocial connection can subsequently strengthen consumer attachment and loyalty to the endorsed hotel brand. According to Liu et al. (2017), to keep the loyalty of consumers, hotels should hold dates with celebrities, host cosplay parties, or welcome famous artists to lead talk shows. When there is a high level of congruence between the celebrity's image and the brand's personality, the endorsement message becomes more relatable and credible to consumers (Chen et al., 2017). Thus, brand-celebrity congruence not only influences parasocial connections but also enhances the effectiveness of endorsement messages in driving consumer behavior in the hospitality industry. To establish congruence between a celebrity and a brand, research suggests aligning their respective images.

According to cognitive consistency theory, consumers tend to respond more positively to endorsements that are congruent with their existing cognitive states. Therefore, when consumers perceive a clear alignment between a celebrity's commitment to a brand, they are likely to develop favorable attitudes toward the endorsed brand. McCracken (1989) introduced the transfer model, which posits that a celebrity's image, status, and attractiveness can be transferred to a brand through endorsement. Specifically, celebrity-brand congruence facilitates the formation of an associative connection that facilitates the transfer of attributes from the celebrity to the brand. This process ensures that the brand benefits from the typical attributes associated with the celebrity, thereby enhancing consumer perceptions and attitudes. Effectively managing celebrity-brand congruence requires ensuring that the attributes and characteristics of the celebrity align closely with the endorsed .This alignment reinforces the authenticity and relevance of the endorsement, contributing to its effectiveness in influencing consumer behavior and perceptions within the hospitality industry and beyond.

Source credibility

The theory of source credibility by Hovland & Weiss (1951) suggests that the effectiveness of a message in being accepted and persuasive depends significantly on how credible the source is perceived to be (Chaiken & Maheswaran, 1994). Most studies have indicated that source credibility is typically assessed based on trustworthiness, attractiveness, and expertise (Lafferty et al., 2002; Ohanian, 1990). However, Clow et al. (2014) introduced a fourth dimension, likeability, which is often considered in evaluations of source credibility. Likeability is particularly crucial when using relatable individuals or idealized role models in promotional. According to Ohanian (1990), expertise refers to the recognized knowledge, competence, and credentials of the information source. Research has shown that negative reviews, reviews by experts, and reviews with a consistent rating on social media could get higher perceived credibility scores (Lo & Yao, 2019). The perceived expertise of a celebrity can influence customer behavior (Clarke et al., 2016; Kim et al., 2013). Moreover, the endorsement's credibility significantly impacts how customers perceive the quality of the endorsed product (Amos et al., 2008). Similarly, the positive effects of celebrity expertise on consumer behavior are well-documented (Suki, 2014). Previous research has also shown that knowledgeable celebrities are more effective in persuading consumers to purchase products and positively impact brand perception (Chan et al., 2013). In the hospitality and tourism industry, celebrity expertise appears to be more critical than trustworthiness and attractiveness in capturing customers' attention and enhancing the image of hotels (Kim et al., 2013). The perceived trustworthiness of a source is crucial, encompassing qualities such as sincerity, dependability, and integrity (Rajaguru, 2024). Research indicates that a celebrity perceived as honest can enhance perceived quality and reduce perceived risks, thereby increasing purchase intentions (Erdem and Swait, 2004). The trustworthiness of a celebrity endorser can be assessed based on attributes like goodness, reliability, affinity, and dignity (Bergqvist & Zhou, 2016; Lee et al., 2015). Amos et al. (2008) have shown how celebrity endorsements impact the efficiency of marketing strategies. Trustworthiness has been found to have a greater impact on customer relationship outcomes compared to source attractiveness and expertise (Kim et al., 2013; Paul & Bhakar, 2017).

Furthermore, celebrity attractiveness significantly influences attitudes towards endorsed brands and brand loyalty (Suki, 2014). Research highlights the substantial impact of celebrity attractiveness on consumer behavior, particularly in influencer marketing studies, where consumers are more engaged with products endorsed by physically attractive celebrities (Kahle & Homer, 1985). In the hospitality and tourism industries, source attractiveness plays a significant role in shaping attitudes towards marketing strategies (Yoon & Kim, 2015), as travelers associate celebrity endorsements with their self-concepts (Escalas & Bettman, 2015). Likeability is frequently identified as a fourth dimension of source credibility (Clow et al., 2014). Specifically, likeability is effective when employing everyday individuals or spokespersons who resonate with the audience. To enhance trust in advertisements, celebrities involved in these campaigns must demonstrate a certain level of credibility.

Hotel brand attachment

Thomson (2006) found that consumers, similar to product brands, have relationships with human brands or celebrities. The emotional attachment to celebrities was demonstrated in many studies in psychology, psychiatry, media, and marketing identifying consumers (Thomson, 2006; Ilicic & Webster, 2011; Reeves et al, 2012). By using attachment theory, Thomson (2006) explored the connection between consumer and celebrity and perceived that the basic human need is to construct robust emotional attachments to specific celebrities. Due to the popularity of celebrity attachment in social repetition, it is necessary to research how it impacts consumer behaviors (Lee et al., 2008). Brand attachment plays an important role in building and enhancing trust in hotel brands (Kang et al, 2016). Marketing practitioners must help guests maintain their emotional attachment to hotel brands. According to Belaid & Behi (2011), a brand is affected by a

component of brand attachment, which represents the level of emotional status, including love, passion, and warm feelings. Consequently, consumers would tend to personalise a favoured brand and nurture a strong association with it (Halloran, 2014). Agreeing with that, Park et al. (2010) also state that brand attachment reflects the affiliation between consumers and a brand. Creating resilient brand attachment is a vital key to opening the opportunity of repeated purchasing, especially in the hospitality industry where hotel brands need love and loyalty (Park, 2013; Japutra et al., 2019). Brand attachment enhances the power and positive feelings toward a brand, which imitates the consumer's desire to foster long-standing customer relationships and brands (Liu et al., 2020). These emotions illustrate the influence of the association between self-congruity and the brand. Since hotel brand attachment is significant for a hotel firm, it is imperative to figure out the factors that impact brand attachment and how consumer attachment involves a hotel brand (Liu et al., 2020).

Hypothesis development

Hotel-celebrity congruence and hotel brand attachment

Hotel brand-celebrity congruence refers to the alignment between the values, characteristics, and reputation of a hotel brand and those of the celebrity endorsing it (Djafarova & Rushworth, 2017). When customers perceive a strong alignment between these two entities, it significantly influences their attitudes and intentions. Research consistently shows that congruence enhances the effectiveness of celebrity endorsements (Spry et al., 2011), making such endorsements more compelling and believable in the hotel industry when the celebrity's image aligns with the brand's personality. Congruence acts as an independent variable influencing consumer attitudes and commitment to the hotel brand. It fosters emotional connections between customers and hotel brands, fostering perceptions of genuineness and reliability (Hosany & Martin, 2012). These perceptions can profoundly impact brand attachment, leading to increased loyalty and positive actions towards the brand. Moreover, congruence plays a crucial role in fostering parasocial relationships between fans of celebrities and the public (Djafarova & Rushworth, 2017). These one-sided, media-driven connections influence how both the celebrity and the endorsed hotel brand are perceived. Strong congruence tends to strengthen consumer loyalty both towards the celebrity and the endorsed hotel brand. Hypothesis H1 is proposed:

H1. Hotel-celebrity congruence positively effects hotel brand attachment.

Hotel - celebrity congruence and source credibility

Previous research has extensively utilized source credibility, focusing on four dimensions as significant factors influencing the effectiveness of endorsements. Yoon & Kim (2015) also recognized that a significant predictor of source credibility would be self-congruity and their dimensions of source credibility could enhance the persuasion of consumers' awareness and purchase intentions. In the hospitality and tourism industry, the expertise, trustworthiness, and attractiveness of celebrities are crucial for capturing customer attention and enhancing the image of hotels (Kim et al., 2014). Consequently, the alignment between brand and celebrity personality traits may influence the perceived credibility of the source and, consequently, affect endorsement effectiveness. According to Kahle & Homer (1985), the effectiveness of endorsements is linked to the match between brand and celebrity personalities, enhancing the credibility of advertisements. Hotels leveraging celebrities whose image aligns closely with the brand tend to achieve more effective promotional outcomes. The trustworthiness of the endorser is pivotal, as a well-matched celebrity can embody positive perceptions of the hotel brand, serving as a credible source of endorsements independent of managerial influence. Given these implications, the following hypothesis is proposed:

H2. Hotel brand-celebrity congruence has a positive impact on Source credibility.

Source credibility and hotel brand attachment

Source credibility, which significantly influences how customers perceive and act (Chaiken & Maheswaran, 1994), is pivotal in shaping brand attachment. According to Hovland & Weiss (1951), the trustworthiness of a source plays a crucial role in determining customer attitudes and preferences. In the hospitality industry, consumers often rely on sources they trust when making decisions about which hotels to patronize (Litvin et al., 2008). The reliability and expertise of these sources strongly impact consumers' perceptions of hotel brands. Celebrities' reputations are instrumental in shaping public perception of both the celebrity endorser and the endorsed hotel (Erdogan, 1999). A credible celebrity endorser enhances the perceived legitimacy of the hotel brand, thereby fostering brand attachment. This transfer of reputation is particularly significant in the context of celebrity endorsements within hospitality marketing. Yoon & Kim (2015) found a significant mediating role between source credibility in the relationship of self-congruity and consumers' attitude.

Moreover, the credibility of the source can influence consumers' emotional connections to hotel brands by fostering feelings of trust and connection, thereby enhancing perceptions of authenticity and reliability (Hosany & Martin, 2012). Strong emotional connections can lead to increased advocacy, brand attachment, and loyalty among consumers. Consequently, the study proposes the following two hypotheses:

H3. Source credibility has a positive impact on hotel brand attachment.
H4. Source credibility mediates the relationship between Hotel brand - celebrity concruence and Hotel brand attachment

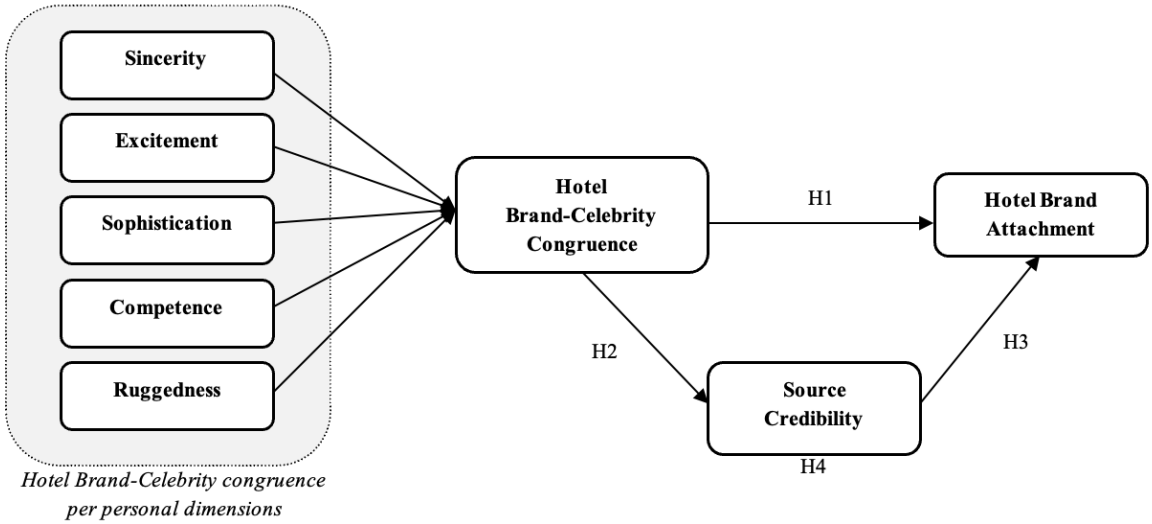

Figure 2. Proposed research framework
Source: Authors

The literature review was conducted to propose several constructs aimed at exploring the impact of hotel-celebrity congruence on hotel brand attachment, mediated by source credibility in the context of social media development. As a result, three key concepts have been identified for this research, namely hotel-celebrity congruence, hotel brand attachment, and source credibility. Based on the literature review, a conceptual framework was proposed (Figure 2). These constructs will form the basis for investigating the relationships and dynamics between celebrity endorsements, consumer attachment to hotel brands, and the perceived credibility of information sources in the hospitality industry context.

Methodology

Sampling and data collection

To ensure adequate sampling, this study tends to collect primary data using the method of convenience sampling. Sai Gon City was preferred as the location to conduct the investigation. Sai Gon is the biggest city in the south of Vietnam, which is leading as a center of economics, culture, and tourism (Nguyen et al., 2025). Furthermore, Sai Gon is an urban area with a large population and a high density of hospitality businesses, making it an ideal destination to investigate for this research with a large sample size. Consumers who were staying in some top hotel brands were approached to complete a questionnaire. To increase the global impact, the study focuses on four international hotel properties, namely Pullman Saigon of Accor, Sheraton Saigon Grand Opera of Marriott, Intercontinental Saigon of IHG, and Lotte Hotel Saigon of Lotte. Based on permission from the operational manager, researchers approached consumers in the hotel lobby and provided the questionnaire via online platforms. Because of the importance of this research, potential respondents spend superior determination in the decision-making procedure and dynamically seek information. Finally, 302 adequate survey forms were collected and cleaned before turning to statistical analysis. The questionnaire is divided into two parts: (1) measurement for personal brand; (2) Measurement for hotel brand attachment and source credibility. This study did not collect demographic information of respondents because of confidentiality and the availability to complete the survey. To measure personal brand, respondents were shown a series of images to assess their perceptions. First, four pictures of famous celebrities in Vietnam were shown to form a relationship with well-known figures. Next, four pictures of the top hotel properties in Vietnam were shown to recognize the figures of luxury hotel brands. Finally, audiences were presented with four pictures of the social media posts that these celebrities shared from their stays in those hotel properties. The study likely aimed to explore how celebrity endorsements and social

media posts impact consumer attitudes towards luxury hotel brands, leveraging the power of influential figures to boost brand image and appeal (Elnagar et al, 2025). Respondents were asked to carefully observe. After picture observation, respondents were asked to evaluate the congruence between celebrity and hotel brand across 15 facets. The measurement scale uses the 5-point Likert scale for each facet (1 = not at all descriptive, 5 = extremely descriptive). To measure hotel brand attachment and source credibility variables, all items are measured using questionnaire scales that have been pre-validated in previous studies. The measurement scale applies the 5-point Likert scale for each item, with 1 for "strongly disagree" and 5 for "strongly agree".

Measurement scales

This study used SmartPLS version 3.0 software and partial least squares structural equation modeling (PLS-SEM) in the steps to evaluate the measurement and construct of the proposed conceptual model. The data collected from respondents were cleaned in EXCEL and input into Smart PLS for the next stages. To assess brand personality congruence, previous studies have employed Aaker's (1997) three-level modeling approach, utilizing principal component analysis (PCA). This method involves creating first-order, second-order, and third-order latent variables (see Figure 3). Initially, personality dimensions are individually measured at the first level. At the second level, pairs of personality dimensions are assessed for congruence. Finally, at the third level, a global estimation of personality-based congruence is derived (Albert et al., 2017). Subsequently, another PCA is conducted for each personality dimension to gauge congruence between pairs of hotel brands and celebrities, utilizing normalized factors obtained from each dyad. These congruence factors for each personality dimension are then computed. Ultimately, a global personality-based congruence factor is calculated for each pair, integrating all five personality dimensions. This structured approach facilitates a comprehensive evaluation of brand personality congruence between hotels and celebrities, providing insights into how closely aligned their respective traits and attributes are perceived to be (Sincerity, Excitement, Sophistication, Competence, Ruggedness).

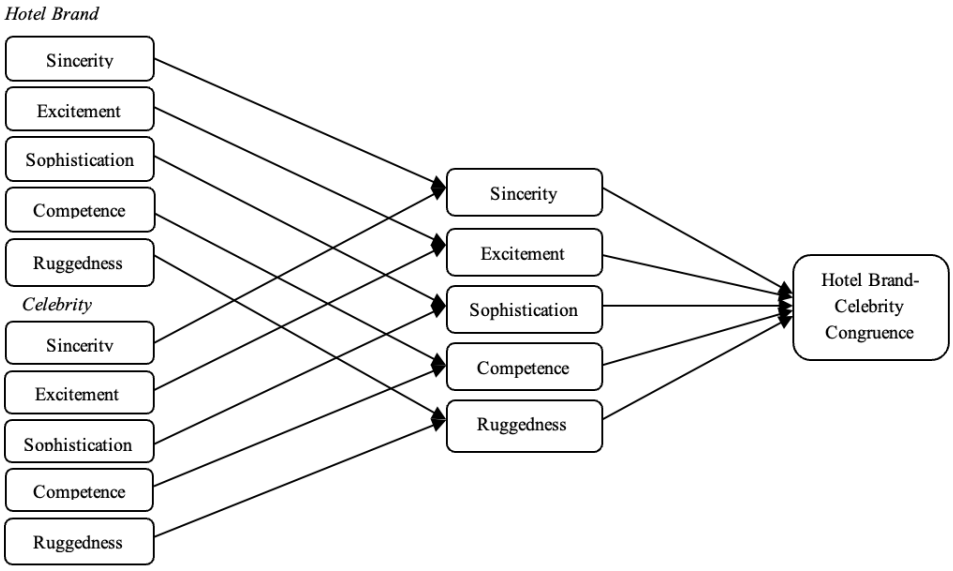

Figure 3. Hotel brand - Celebrity congruence factor model
Source: Albert et al. (2017)

Data analysis and results

Reliability and validity testing

Initially, we tend to measure the reliability and validity of the personality of a hotel brand and a celebrity. Table 1 shows that the loading of all antecedents is higher than 0.7. Then, all antecedents are significant with P-values lower than 0.05, and the confidence interval bias-corrected doesn't include zero. The data analysis of the lower-construct variable is supported by reliability and validity tests (Hair et al., 2019). Consequently, the congruence between hotel brand personality and celebrity personality was calculated. This stage presents a congruence factor for hotel brand-celebrity (Table 2).

Table 1. Reliability and validity analyses of personality

Hotel Brand – Personality							
						CIBC	
	Loading	***Outer Weight***	***Sd***	***T***	***P Values***	***2.5%***	***97.5%***
Competence	0.965	0.587	0.079	7.419	0.000	0.418	0.734
Excitement	0.972	0.669	0.079	8.428	0.000	0.521	0.826
Ruggedness	0.934	0.507	0.097	5.242	0.000	0.326	0.684
Sincerity	0.962	0.618	0.079	7.802	0.000	0.460	0.772
Sophistication	0.969	0.619	0.066	9.365	0.000	0.478	0.742
Celebrity - Personality							
						CIBC	
	Loading	***Outer Weight***	***Sd***	***T***	***P Values***	***2.5%***	***97.5%***
Competence	0.942	0.461	0.080	5.780	0.000	0.303	0.617
Excitement	0.912	0.384	0.084	4.583	0.000	0.204	0.535
Ruggedness	0.945	0.557	0.097	5.715	0.000	0.370	0.726
Sincerity	0.923	0.440	0.085	5.184	0.000	0.258	0.596
Sophistication	0.935	0.428	0.067	6.342	0.000	0.290	0.561

Abbreviations: Sd - Standard Deviation (STDEV); T - T Statistics (|O/STDEV|); CIBC – Confident Intervals Bias Corrected

Source: Authors

Regarding the reliability and validity test, Table 2 displays the supported data, with loadings of all antecedents exceeding the threshold of 0.7, with a range from 0.887 to 0.971. Moreover, outer weights are higher than zero; thus, all antecedents have a positive contribution to the congruence factor. All the P-values are also equal to 0.000 (<0.05), and the confidence interval bias-corrected doesn't include zero with [0.826; 0.989].

Table 2. Reliability and validity analysis of dimensions of hotel brand - celebrity congruence

Hotel Brand - Celebrity Congruence							
						CIBC	
	Loading	***Outer Weight***	***Sd***	***T***	***P Values***	***2.5%***	***97.5%***
Competence	0.922	0.359	0.080	4.479	0.000	0.881	0.958
Excitement	0.943	0.183	0.113	1.620	0.000	0.912	0.973
Ruggedness	0.887	0.019	0.090	0.210	0.000	0.826	0.934
Sincerity	0.920	0.176	0.100	1.757	0.000	0.878	0.949
Sophistication	0.971	0.327	0.134	2.449	0.000	0.947	0.989

Abbreviations: Sd - Standard Deviation (STDEV); T - T Statistics (|O/STDEV|); CIBC – Confident Intervals Bias Corrected

Source: Authors

Subsequently, personality-based congruence evaluation for each hotel brand and celebrity personality is measured using five characteristic components developed by Aaker (1997). Following the satisfactory convergent validity and reliability of hotel brand-celebrity congruence indicated (Table 2), we tend to analyze the measurement model with dependent variables. Table 3 illustrates that all items of each construct are higher than 0.7, with the interval between 0.860 and 0.939. Thus, the reliability is highly supported with the Cronbach's alpha values exceeding 0.9. The CR and AVE values support convergent validity, with the CR results exceeding the benchmark of 0.7 and AVE results also being higher than 0.5 (Hair et al., 2013). Discriminant validity is also supported by the results from the Fornell-Larcker criterion and HTMT. Following that, the square root of the AVE values of HBT is greater than the values of the correlation coefficients between HBT and SC (Fornell & Larcker, 1981), and HTMT values are lower than 0.9 (Sarstedt et al., 2022).

Table 3. Reliability and validity analyses: dependent variables

Dependent variables	***Construct reliability & Validity***					***Fornell-Larcker Criterion***		***HTMT***
	items	Loading	Alpha	CR	AVE	HBT	SC	HBT
Hotel Brand Attachment (HBT)	HBT1	0.860	0.909	0.936	0.786	0.886		
	HBT2	0.898						
	HBT3	0.917						
	HBT4	0.871						
Source Credibility (SC)	SC1	0.886	0.938	0.955	0.843	0.690	0.918	0.745
	SC2	0.918						
	SC3	0.928						
	SC4	0.939						

Source: Authors

Hypothesis testing

To test the hypotheses, we apply bootstrapping calculations to examine the effect size and its explanatory influence (Ho et al., 2017; Moedeen et al., 2023). Table 4 describes the significance of H_1, with the effect size of Hotel Brand-Celebrity Congruence on Hotel Brand Attachment being 0.562 and P-values lower than 0.05. Similarly, H_2 and H_3 are supported with satisfactory effect sizes and P-values of ($\beta = 0.850$, $p = 0.000$) and ($\beta = 0.212$, $p = 0.029$), respectively. Furthermore, the hypotheses are also supported due to the results of T-values and CIBC. All the T-values are also higher than the threshold of 1.960 (Hair et al., 2019), and CIBC values do not include zero. Finally, H_1, H_2, and H_3 are also significant to test the explanatory power of the structural model by the predictive relevance results (Table 5). The VIF values of each pair of variables are also lower than 5.0, so it is unlikely that multicollinearity exists among latent constructs.

Table 4. Structural model evaluation

Path	Effect	Sd	T	P Values	CIBC 2.5%	CIBC 97.5%	Remark
H_1: Hotel Brand-Celebrity Congruence Hotel Brand Attachment	0.562	0.088	6.395	0.000	0.672	0.794	Significant
H_2: Hotel Brand-Celebrity Congruence → Source Credibility	0.850	0.024	35.052	0.000	0.798	0.890	Significant
H_3: Source Credibility → Hotel Brand Attachment	0.212	0.097	2.185	0.029	0.032	0.396	Significant

Abbreviations: Sd - Standard Deviation (STDEV); T - T Statistics (|O/STDEV|); CIBC – Confident Intervals Bias Corrected

Source: Authors

Table 5 shows R^2 values of HBT and SC with good indicators of 0.561 and 0.722, respectively (Sarstedt et al., 2022). Results also apply blindfolding analysis to illustrate the calculation of the model's predictive power. To be precise, the out-of-sample predictive power (Q^2) of HBT is 0.433 (range 0.25-0.5), thus this model has average predictive relevance. Meanwhile, the Q^2 value of SC is 0.604 (range 0.5-1.0), so this model has high prediction accuracy (Stone, 1974).

Table 5. Predictive relevance

Endogenous construct	SSO	SSE	Q^2 (=1-SSE/SSO)	Predictive relevance	R2	VIF HBT	VIF SC
Hotel Brand - Celebrity Congruence	**1.510.000**	**1.510.000**				**3.614**	**1.000**
Hotel Brand Attachment (HBT)	**1.208.000**	**685.235**	**0.433**	**Q^2>0**	**0.561**		
Source Credibility (SC)	**1.208.000**	**478.691**	**0.604**	**Q^2>0**	**0.722**	**3.614**	

Source: Authors

Mediation testing

To test hypothesis H4, we use bootstrapping calculation to measure the mediating effect of Source credibility. Table 6 shows the direct effect from hotel brand-celebrity congruence to hotel brand attachment is significant with the P-value lower than 0.001 (0.000) and the confidential interval bias corrected excluding zero with the range of [0.672; 0.794]. Source credibility shows the positive mediating impact due to the effect sizes of direct effect and indirect effect also are higher than zero. As the result, Source credibility acts a complementary mediator in the path of hotel brand-celebrity congruence to hotel brand attachment.

Table 6. Bootstrap test of mediation effects

Hotel Brand-Celebrity Congruence -> Source Credibility -> Hotel Brand Attachment						
					CIBC	
Direct effect	**Effect**	**Sd**	**T**	**p**	**2.5%**	**97.5%**
Hotel Brand-Celebrity Congruence -> Hotel Brand Attachment	**0.562**	**0.088**	**6.395**	**0.000**	**0.672**	**0.794**
Indirect effects			**Effect**	**Sd**	**2.5%**	**97.5%**
Total indirect effect			**0.180**	**0.083**	**0.032**	**0.340**
Hotel Brand-Celebrity Congruence -> Hotel Brand Attachment			**0.180**	**0.083**	**0.032**	**0.340**

Abbreviations: Sd - Standard Deviation (STDEV); T - T Statistics (|O/STDEV|); CIBC – Confident Intervals Bias Corrected

Source: Authors

Discussion and conclusion

This study examined how hotel brand–celebrity personality congruence influences hotel brand attachment, with particular attention to the mediating role of source credibility. The findings provide strong evidence that perceived congruence is a central mechanism underlying the effectiveness of celebrity endorsement in luxury hospitality. The measurement results support the multidimensional nature of hotel brand–celebrity congruence across Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Among these dimensions, Sophistication and Competence made the strongest contributions to overall congruence, suggesting that consumers place particular emphasis on prestige, elegance, expertise, and professionalism when evaluating the compatibility between a luxury hotel and its celebrity endorser. This finding extends the application of Aaker's (1997) brand personality framework by demonstrating that personality dimensions may contribute unequally to perceived congruence in the luxury hospitality context. The structural model further confirms that congruence significantly enhances both hotel brand attachment ($\beta = 0.562$, p-value < 0.001) and source credibility ($\beta = 0.850$, p-value < 0.001). These findings indicate that a well-matched celebrity does more than create symbolic consistency; it also strengthens consumers' perceptions that the endorsement is credible and appropriate. Source credibility subsequently exerts a positive effect on hotel brand attachment ($\beta = 0.212$, p-value = 0.029), although its effect is weaker than that of congruence. This suggests that credibility provides an important cognitive pathway, whereas personality congruence may exert a more direct symbolic and affective influence on consumers' relationships with the hotel brand. The mediation analysis further reveals a significant indirect effect of congruence on brand attachment through source credibility ($\beta = 0.180$, 95% CI of [0.032, 0.340]), while the direct effect remains significant. Thus, source credibility functions as a complementary mediator rather than fully explaining the relationship. Overall, the findings suggest that celebrity endorsement effectiveness in luxury hospitality depends not simply on celebrity prominence, but on the strategic alignment between celebrity personality and hotel brand identity. In conclusion, the study on the influencing of hotel-celebrity congruence on hotel brand attachment,

with the mediating effect of brand credibility, sheds light on the complex relationship between hotels, celebrities, brand attachment, and the role of brand credibility. When a brand is reputable, customers experience a sense of peace of mind and place their trust in the quality and dependability of the products or services they are utilizing. As a result, customers have a tendency to recall the brand they have confidence in when faced with a decision or selection. The study revealed a significant impact of hotel-celebrity congruence on hotel brand attachment. When hotels strategically align themselves with celebrities who share similar values, characteristics, or image, it positively influences consumers' attachment to the hotel brand. This can be attributed to the transfer of positive associations and perceptions from the celebrity to the brand, resulting in enhanced brand attachment.

Implications and limitation

This study has a valuable contribution to the understanding of attachment theory and brand personality theory from varied aspects. In detail, the research delves into three critical variables, namely celebrity-brand congruence, source credibility, and hotel brand attachment, through the view of attachment theory. The attachment was measured not only between people and people (Thomson, 2006; Ilicic & Webster, 2011; Reeves et al, 2012), brands and people, but this study also explores the brands and brands attachment. This innovated exploration implies effectively to both broaden and deepen the comprehension of attachment theory. Additionally, three variables were established with a focus on the appearances of social media celebrity endorsements in the dominion of online social platforms. It is helpful to enlarging the applicability and transferability of attachment theory in the context of digital marketing and social media influencers (Hasibuan et al., 2025), hence providing more significant and perceptive. Second, this study extends the applied scale for the brand personality theory through investigating in service sector, particularly in the hospitality field. The congruence of hotel brands and celebrities was developed with a two-way concentration on the personalities of luxury hotel brands and social media celebrity endorsements. This study conducts the empirical research to evaluate the endorsement of luxury hotel brands for celebrity. Therefore, brand personality theory was extensive to endorse the impact of luxury hotel brands on celebrity. This examination proves valuable in terms of applying brand endorsement in social media platforms, which enlarge the comprehensive scale in shaping the brand personality theory. Third, this study reaffirms the role of source credibility in terms of enhancing the attachment theory. Brand credibility was identified as a crucial mediating factor in this relationship. The study found that brand credibility acts as a bridge between hotel-celebrity congruence and brand attachment. Also, source credibility was recognized as the credible factors of content that celebrities share in the social media transportations. This study proves that source credibility improve the brand attachment through the congruence. Thus, attachment theory could be more sufficient while using source credibility in the role of a mediating variable.

Findings' study has practical implications for hotel managers and marketers. This study emphasizes the importance of carefully selecting celebrities who align with the hotel's values and image. The congruence between the hotel and the celebrity plays a pivotal role in shaping consumers' attachment to the brand. Hotels should consider partnering with celebrities who possess the desired characteristics and attributes that resonate with their target audience. This strategic alignment can help create a positive brand image and foster brand attachment. Furthermore, the study highlights the critical role of brand credibility in driving brand attachment. Hotel managers should prioritize building and maintaining a strong brand reputation based on trustworthiness, reliability, and consistently delivering on promises. By actively managing customer feedback, providing exceptional service quality, and transparent communication, hotels can enhance brand credibility and reinforce the positive impact of celebrity associations on brand attachment. Finally, hotel brand endorsements can offer significant benefits to a celebrity's image. With partnering with the top hotel brands, celebrity's recognition could be elevated by associating them with luxury, quality, and exclusivity. This attachment can nurture personal brand and provide them ability to appear more sophisticated and aspirational. Moreover, celebrity can take the luxury hotel brand's visual to shape their public perception, showcasing the values of comfort, style, and high standards in the social media community.

Limitation

It is important to acknowledge the limitations of this study. First, this study has just stopped in conducting the research in a city. Further research should conduct empirical research in big cities, utilizing a convenience sampling approach with an adequate sample size for general model analysis. In order to enhance the generalizability of the research findings, it would be beneficial to replicate the study in additional cities across Vietnam. Second, the study did not examine a wide range of target subjects. This customer segment is quite diverse due to the research focus on the congruence between celebrities and international hotel brands. These hotel brands typically cater to specific target guests with suitable financial resources and age

demographics that align with the hotel's reputation. Therefore, future studies should consider narrowing down the scope of the study's subjects to gain a more specific understanding of the relationship between celebrity-hotel similarity, brand credibility, and brand attachment. Third, the study mainly focused on the mediating role of brand credibility. While brand credibility is undoubtedly an important factor, there may be other mediators or moderators that play a role in the relationship between hotel-celebrity congruence and brand attachment. Future research could explore additional variables to provide a more comprehensive understanding of the underlying mechanisms. In conclusion, the study contributes valuable insights into the influence of hotel-celebrity congruence on hotel brand attachment, with the mediating effect of brand credibility. Hotel managers can leverage these findings to strategically align with celebrities, build brand credibility, and cultivate stronger brand attachments among consumers. However, considering the limitations of the study, future research should further explore the topic to enhance our understanding of the complex dynamics involved.

References

Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research, 34*(3), 347–356. https://doi.org/10.1177/002224379703400304

Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research, 36*(1), 45–57. https://doi.org/10.1177/002224379903600104

Akhtar, N., & Siddiqi, U. I. (2023). Effects of service providers' self-disclosure on booking platforms on consumers' trust, hesitation, and booking intentions: Moderating role of social media influencers. *Journal of Hospitality Marketing & Management*, 1–29. https://doi.org/10.1080/19368623.2023.2281445

Albert, N., Ambroise, L., & Valette-Florence, P. (2017). Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements? *Journal of Business Research, 81*, 96–106. https://doi.org/10.1016/j.jbusres.2017.08.002

Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising, 27*(2), 209–234. https://doi.org/10.1080/02650487.2008.11073052

Belaid, S., & Temessek Behi, A. (2011). The role of attachment in building consumer-brand relationships: An empirical investigation in the utilitarian consumption context. *Journal of Product & Brand Management, 20*(1), 37–47. https://doi.org/10.1108/10610421111108003

Chaiken, S., & Maheswaran, D. (1994). Heuristic processing can bias systematic processing: Effects of source credibility, argument ambiguity, and task importance on attitude judgment. *Journal of Personality and Social Psychology, 66*(3), 460–473. https://doi.org/10.1037/0022-3514.66.3.460

Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers, 14*(2), 167–179. https://doi.org/10.1108/17473611311325564

Chen, Y.-S., Raab, C., & Chen, C.-C. (2017). The influence of celebrity chefs on restaurant customers' behavior. *Journal of Hospitality Marketing & Management, 26*(5), 489–510. https://doi.org/10.1080/19368623.2017.1269305

Choi, Y. G., Ok, C. M., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty. *International Journal of Contemporary Hospitality Management, 29*(4), 1185–1202. https://doi.org/10.1108/IJCHM-11-2014-0601

Clarke, T. B., Murphy, J., & Adler, J. (2016). Celebrity chef adoption and implementation of social media, particularly Pinterest: A diffusion of innovations approach. *International Journal of Hospitality Management, 57*, 84–92. https://doi.org/10.1016/j.ijhm.2016.06.004

Clow, K. E., James, K. E., Kranenburg, K. E., & Berry, C. T. (2006). The relationship of the visual element of an advertisement to service quality expectations and source credibility. *Journal of Services Marketing, 20*(6), 404–411. https://doi.org/10.1108/08876040610691293

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior, 68*, 1–7. https://doi.org/10.1016/j.chb.2016.11.009

Dogan, M., & Erdogan, B. Z. (2020). Effects of congruence between individuals' and hotel commercials' construal levels on purchase intentions. *Journal of Hospitality Marketing & Management*, 1–21. https://doi.org/10.1080/19368623.2020.1759172

Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management, 15*(4), 291–314. https://doi.org/10.1362/026725799784870379

Errajaa, K., Legohérel, P., Daucé, B., & Bilgihan, A. (2021). Scent marketing: Linking the scent congruence with brand image. *International Journal of Contemporary Hospitality Management, 33*(2), 402–427. https://doi.org/10.1108/IJCHM-06-2020-0637

Escalas, J. E., & Bettman, J. R. (2015). Managing brand meaning through celebrity endorsement. In M. T. Solomon & A. M. Rabolt (Eds.), *Brand meaning management* (Vol. 12, pp. 29–52). Emerald Publishing. https://doi.org/10.1108/S1548-643520150000012002

Elnagar, A. K., Khalifa, G. S. A., Herzallah, A. M., Derbali, A. M. S., Elgabrony, S. A. A., & Iriqat, R. A. M. (2025). Exploring the link between self-leadership and innovative work behaviours in luxury hotels: Validating a moderated mediation model. *African Journal of Hospitality, Tourism and Leisure, 14*(1), 63–73. https://doi.org/10.46222/ajhtl.19770720.586

Fleck, N., Korchia, M., & Le Roy, I. (2012). Celebrities in advertising: Looking for congruence or likability? *Psychology & Marketing, 29*(9), 651–662. https://doi.org/10.1002/mar.20551

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long Range Planning, 46*(1–2), 1–12. https://doi.org/10.1016/j.lrp.2013.01.001

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Halloran, T. (2014). *Romancing the brand: How brands create strong, intimate relationships with consumers*. Jossey-Bass.

Hasibuan, R. R., Suliyanto, S., & Novandari, W. (2025). Bridging digital marketing and tourism development: The role of social media marketing in enhancing business performance. *African Journal of Hospitality, Tourism and Leisure, 14*(2), 351–360. https://doi.org/10.46222/ajhtl.19770720.616

Ho, J. S. Y., Gaur, S. S., Chew, K. W., & Khan, N. (2017). Gender roles and customer organisational citizenship behaviour in emerging markets. *Gender in Management: An International Journal, 32*(8), 503–517. https://doi.org/10.1108/GM-01-2017-0009

Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research, 65*(5), 685–691. https://doi.org/10.1016/j.jbusres.2011.03.015

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly, 15*(4), 635–650. https://doi.org/10.1086/266350

Ilicic, J., & Webster, C. M. (2011). Effects of multiple endorsements and consumer–celebrity attachment on attitude and purchase intention. *Australasian Marketing Journal, 19*(4), 230–237. https://doi.org/10.1016/j.ausmj.2011.07.005

Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research, 99*, 456–463. https://doi.org/10.1016/j.jbusres.2017.08.024

Jones, D. L., Day, J., & Quadri-Felitti, D. (2013). Emerging definitions of boutique and lifestyle hotels: A Delphi study. *Journal of Travel & Tourism Marketing, 30*(7), 715–731. https://doi.org/10.1080/10548408.2013.827549

Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research, 11*(4), 954–961. https://doi.org/10.1086/209029

Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. R. (2016). An investigation of brand experience on brand attachment, knowledge, and trust in the lodging industry. *Journal of Hospitality Marketing & Management, 26*(1), 1–22. https://doi.org/10.1080/19368623.2016.1172534

Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management, 37*, 131–145. https://doi.org/10.1016/j.ijhm.2013.11.003

Kim, S. S., Wang, K.-C., & Ahn, T. H. (2013). Which endorser and content are most influential in Korean restaurant promotions? *International Journal of Hospitality Management, 33*, 208–218. https://doi.org/10.1016/j.ijhm.2012.08.005

Knoll, J., & Matthes, J. (2016). The effectiveness of celebrity endorsements: A meta-analysis. *Journal of the Academy of Marketing Science, 45*(1), 55–75. https://doi.org/10.1007/s11747-016-0503-8

Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice, 10*(3), 1–11. https://doi.org/10.1080/10696679.2002.11501916

Lee, B., Ham, S., & Kim, D. (2015). The effects of likability of Korean celebrities, dramas, and music on preferences for Korean restaurants: A mediating effect of a country image of Korea. *International Journal of Hospitality Management, 46*, 200–212. https://doi.org/10.1016/j.ijhm.2014.05.012

Lee, S., Scott, D., & Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research, 35*(3), 809–832. https://doi.org/10.1016/j.annals.2008.06.003

Li, X., Yen, C.-L. A., & Liu, T. (2019). Hotel brand personality and brand loyalty: An affective, conative and behavioral perspective. *Journal of Hospitality Marketing & Management, 29*(5), 1–21. https://doi.org/10.1080/19368623.2019.1654961

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458–468. https://doi.org/10.1016/j.tourman.2007.05.011

Liu, C.-R., Wang, Y.-C., Chiu, T.-H., & Chen, S.-P. (2017). Antecedents and outcomes of lifestyle hotel brand attachment and love: The case of Gen Y. *Journal of Hospitality Marketing & Management, 27*(3), 281–298. https://doi.org/10.1080/19368623.2017.1364197

Liu, Y., Kou, Y., Guan, Z., Hu, J., & Pu, B. (2020). Exploring hotel brand attachment: The mediating role of sentimental value. *Journal of Retailing and Consumer Services, 55*, Article 102143. https://doi.org/10.1016/j.jretconser.2020.102143

Lo, A. S., & Yao, S. S. (2019). What makes hotel online reviews credible? *International Journal of Contemporary Hospitality Management, 31*(1), 41–60. https://doi.org/10.1108/IJCHM-10-2017-0671

Masiello, B., Bonetti, E., & Izzo, F. (2020). Multiple identities of a festival. *International Journal of Contemporary Hospitality Management, 32*(2), 749–768. https://doi.org/10.1108/IJCHM-11-2018-0937

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research, 16*(3), 310–321. https://doi.org/10.1086/209217

Moedeen, S., Aw, E. C.-X., Alryalat, M., Tan, G. W.-H., Cham, T. H., Ooi, K.-B., & Dwivedi, Y. K. (2023). Social media marketing in the digital age: Empower consumers to win big? *Asia Pacific Journal of Marketing and Logistics, 36*(1), 66–84. https://doi.org/10.1108/APJML-09-2022-0784

Muposhi, A., & Musavengane, R. (2023). Influencing hotel guests' food waste reduction intentions through social marketing and corporate social responsibility stimuli. *African Journal of Hospitality, Tourism and Leisure, 12*(2), 783–797. https://doi.org/10.46222/ajhtl.19770720.399

Nguyen, V. H. T., Nguyen, Q. T., & Duong, B. T. (2025). The impact of destination image on revisit intention of spiritual tourists. *African Journal of Hospitality, Tourism and Leisure, 14*(4), 773–783. https://doi.org/10.46222/ajhtl.19770720.661

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising, 19*(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

Park, C. W., Eisingerich, A. B., & Park, J. W. (2013). Attachment–aversion (AA) model of customer–brand relationships. *Journal of Consumer Psychology, 23*(2), 229–248. https://doi.org/10.1016/j.jcps.2013.01.002

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing, 74*(6), 1–17. https://doi.org/10.1509/jmkg.74.6.1

Paul, J., & Bhakar, S. (2017). Does celebrity image congruence influence brand attitude and purchase intention? *Journal of Promotion Management, 24*(2), 153–177. https://doi.org/10.1080/10496491.2017.1360826

Rajaguru, R. (2023). Effects of contemporary technologies, such as blockchain and artificial intelligence (AI), in enhancing consumers' trustworthiness of online reviews. *Journal of Hospitality Marketing & Management*, 1–9. https://doi.org/10.1080/19368623.2023.2258522

Reeves, R. A., Baker, G. A., & Truluck, C. S. (2012). Celebrity worship, materialism, compulsive buying, and the empty self. *Psychology & Marketing, 29*(9), 674–679. https://doi.org/10.1002/mar.20553

Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing, 39*(5), 1035–1064. https://doi.org/10.1002/mar.21640

Shin, S., & Xiang, Z. (2023). Effect of online review comment recency on information processing: Interaction between overall and recently posted individual ratings. *Journal of Hospitality Marketing & Management*, 1–24. https://doi.org/10.1080/19368623.2023.2279166

Sop, S. A., & Kozak, N. (2019). Effects of brand personality, self-congruity and functional congruity on hotel brand loyalty. *Journal of Hospitality Marketing & Management, 28*(8), 926–956. https://doi.org/10.1080/19368623.2019.1577202

Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing, 45*(6), 882–909. https://doi.org/10.1108/03090561111119958

Stepchenkova, S., & Morrison, A. M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner and Ritchie. *Tourism Management, 29*(3), 548–560. https://doi.org/10.1016/j.tourman.2007.06.003

Stone, M. (1974). Cross-validation and multinomial prediction. *Biometrika, 61*(3), 509–515. https://doi.org/10.1093/biomet/61.3.509

Su, N., & Reynolds, D. (2019). Categorical differences of hotel brand personality. *International Journal of Contemporary Hospitality Management, 31*(4), 1551–1571. https://doi.org/10.1108/IJCHM-05-2018-0354

Suki, N. (2014). Does celebrity credibility influence Muslim and non-Muslim consumers' attitudes toward brands and purchase intention? *Journal of Islamic Marketing, 5*(2), 227–240. https://doi.org/10.1108/JIMA-04-2013-0024

Suleman, D., Herawaty, M. T., Panigoro, E., Zahra, Z., & Mahadewi, E. P. (2026). Digital engagement, online brand experience, and social media credibility shaping visit intention via destination trust. *African Journal of Hospitality, Tourism and Leisure, 15*(2), 428–443. https://doi.org/10.46222/ajhtl.19770720.751

Thomson, M. (2006). Human brands: Investigating antecedents to consumers' strong attachments to celebrities. *Journal of Marketing, 70*(3), 104–119. https://doi.org/10.1509/jmkg.70.3.104

Trung, D. B., Tra, N. T. T., Tri, L. D. M., & Anh, N. V. (2024). Enhancing brand loyalty through consumer celebrity congruence in the hospitality sector. *African Journal of Hospitality, Tourism and Leisure, 13*(2), 383–392. https://doi.org/10.46222/ajhtl.19770720.520

Valenzuela-Ortiz, A., Castañeda, J. A., & Chica-Olmo, J. (2023). Good or excellent? Factors determining online hotel ratings: A spatial approach. *Journal of Hospitality Marketing & Management*, 1–25. https://doi.org/10.1080/19368623.2023.2246457

Veloso, M., Ieva, M., & Suárez, M. G. (2023). Social media content strategy in hospitality: The impact of experiential posts and response congruence on engagement, hotel image, and booking intention. *Journal of Hospitality Marketing & Management*, 1–21. https://doi.org/10.1080/19368623.2023.2241041

Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management, 58*, 51–65. https://doi.org/10.1016/j.tourman.2016.10.001

Yoon, D., & Kim, Y.-K. (2015). Effects of self-congruity and source credibility on consumer responses to coffeehouse advertising. *Journal of Hospitality Marketing & Management, 25*(2), 167–196. https://doi.org/10.1080/19368623.2014.1001932