



Influence of Celebrity Endorsements on Consumer Purchase Behaviour: An Exploratory Analysis

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ABSTRACT :

Now celebrity endorsement becomes the wealthy organisations of the world. Advertisers sponsor popular individuals with their brands and products in the advertisement to create their sales and transform the impression of the viewer's about their image, which strongly influences on their buying behaviour. This study is about celebrity endorsement and its impact on the customers buying behaviour and their attitude towards the product or brand of the organisation. A quantitative approach is used in this study in order to investigate the impact of celebrity endorsement on buying behaviour. The questionnaire was filled by 201 respondents and results were interpreted using the SPSS. The survey was sent to students of various universities to understand their perception about the celebrity and its characteristics and the impact of celebrity endorsement on their buying behaviour. It is argued that celebrity endorsed commercials are more attractive than the non-endorsed commercials. Also the tested celebrity attributes have positive correlation with the consumers' buying behaviour and brand awareness as well. It also showed that there is a considerable boost in the sales of the organisations which endorse celebrities in the advert. Lastly, the consequences of the study further proved that there is a considerable influence of celebrity endorsement on the purchasing behaviour of the consumer.

Keywords: Celebrity endorsement, Celebrity credibility, Celebrity attractiveness, Celebrity meaning transfer, Brand image, Purchasing behaviour.

INTRODUCTION

impressed by any type of influence upon people mind when it comes to buying. Either way, largely it has a wonderful impact from the perspective of selecting any product. We're always thinking as if our favourite celebrity is using them. At that point, we should make use of it to look similar to them. From recent 150 years advertising is evolving in different phases from the traditional to There have been several studies on how effective advertising is. There are different tools to enhance the efficiency of advertising; celebrity endorsement is one of those tools. From its inception, i.e., nineteenth century to date, during the long duration this process has become the best tool of advertising or marketing an item or brand to attract the attention of target market and to achieve the desired result from them in terms of their buying decision regarding the product or brand to be promoted by the method titled celebrity endorsement. But this process would become a successful one just when the selection of celebrities is based on some variables. Various earlier analysts have brought up a multitude of variables for that, after reading those articles I realized there was a void regarding the best mix of factors advertisers must pay heed to while selecting the celebrity endorse a brand. Apart from this, research is aimed at determining the influence of celebrity endorsement on the buying behaviour of consumers. It is further prompted to find out which of the celebrity endorsers' measurements turn out to be the success ones as long as achieving desired outcomes and to find out whether the optimal combination of factors in celebrity endorsement remains the same as well as whether such optimal combination of factors in celebrity endorsement remains as crucial to get convinced for all the individuals residing anywhere in the world or there are a few variations in such a way would occur on having the same dependent and independent variables research in various geographical regions.

Background to the Research:

Nowadays the celebrities are being taken as a positive example. People are modifying their way of living in connection with their favourite celebrities. This aspect makes a tremendous impact on the shopping behaviour of the people. This attracts the customers and finally increases the efficiency of the organisation. Celebrities are not always day. Currently multi day it's the most procedure used by advertisers to influence clients by showing up with their products, it includes various interests lie, energising, sexual and so on. In this day the celebrity personalities are being treated as a good example. Individuals are altering their way of life associated with their most loved celebrity. This phenomenon has a mind boggling effect on the acquiring behaviour of the masses. This attracts the customers and ultimately creates the association efficiency. Celebrities are not always having any kind of impact on individuals mind as regards to acquiring. Be that as it may, it provides a remarkable effect on impression of selecting an item. We are always getting the feeling that if our favourite celebrity is utilizing them, then we should utilize that too to follow them. From latest 150 years advertising is evolving in various phases from the traditional to modern times. It is the most effective method used by sponsors to influence customers by welcoming celebrities for their product, it involves various interest lie, stimulating, sexual, etc. Key aim of making such strategy is to achieve extensive brand revelation, interest,

attention and curiosity. For doing accordingly, sponsors invite eminent characters' with their products. These popular character's had unprecedented impact on the purchasers acquiring conduct that is the reason it changes into the most attractive tool of progressing now a days. The massive plan to do progressing and acquire this move is to impact customers towards the things.

Advertisement:

Major impact of every notice is to make care and eliminate eagerness in customer's mind. Nowadays every organization from various businesses employs commercial as their core characteristic to engage their brands and products. As shown by the consumer's buying trend, it becomes essential for the organizations to employ all the tracts and devices to attract clients towards their offering using various aspects of development.

Celebrity Endorsement:

Many scientists assume that the famous ones are such individuals who excel among the vast number of individuals. They possess some uniqueness and characteristics such as fascination, captivating way of living or rare skills that are not universally experiential in similar kind of individuals. It can be said that in the open world they are not equal to the ordinary natives. Among the model types of famous personalities, actors, models, Sports-men are notable. Celebrity endorsement is the advertisement process to attract the consumers. By segmenting the current market, currently it has evolved into the necessity of the sponsors to utilize the renowned identities to connect with their brands in order to create unusual character of the brand and to create the interesting image of the association, which leads high consumption for the association to implement that tactic, anyway these days it is utilized to be an incredible imperative tool to gain most unusual benefit. It also illustrates this will communicate chance, given the manner in which there is no guarantee that the celebrity can increase the offers of the firm. Regardless, it has the ability to construct the consumer's need for the product because of the celebrity passing on the association guarantee. There are some situations when the non-famous personality will perform better than the famous individuals but that occurs only occasionally.

Brand:

Brand is a personal name, image, photo, sign or combination of them which make one product or brand different from others.

Brand is associated with creating a few connection with the customers, when it displays any characteristics of the brand he essentially feels the brand. It's associated with making individuals believe you to be that one outstanding brand that fulfill their demands in most ideal way. The brand that is remarkable includes, cleans message transmission, guarantees your unwavering quality, join with your objective market inwardly, convince the buyer and make reliability. To accomplish your image picture engaging first you should know your clients' needs and then provide any product based on the client's request. Your image should be in the clients' minds. When clients accept the brand, it receives more commitment from the clients and exists long in the market. Brand is a lot of pieces of knowledge and descriptions that signify an organisation's products, but different individuals consider brand just as a name or image but actually in all it is beyond that and has more definition and scope. It's the overall picture of the product; it is the machine, which connect the buyer's mind and heart. Focus, awareness, mindset: The celebrity endorsement is being utilized to acquire the thought of the customers, by featuring the top models in their commercials and make people get thought towards the product as this will always increase the potential buyers of that connection.

In this method the message of the rule rationale of the item and brand is transmitted by the familiar personalities.

Thus they are for the most part perfect by the organisations for developing awareness regarding the item and brand among the customers. Purchasing behaviour. Buying behaviour is a process whereby a people search for the required item and brand and make decisions to purchase the necessary and right item from available choices in the market. When making advertising decisions, buying process demonstrate plays an important role for all of the people.

It makes publicists to take into consideration every step of this methodology necessary as long as advertiser will only take into consideration the most recent purchase decision then it may be too late for the association to influence the decisions and inclinations of the clients.

As shown by this model the customers go through all stages for acquiring every one of the merchandise and ventures. In any case in some of the cases of ordinary purchases, customs tend to acquire some of the phases.

Factors affecting purchasing behaviour :

There are some influencing factors that affect buying behaviour and change with one person and then another, eternally and from one place to another. Every total population pursues its own unique measures, culture and traits. At various stages of life our tendencies vary due to our age, needs, lifestyle and psychological factors. These components can be Internal (perspective and memory) or External (informal, media, exposure and input). There are a few variables, which affects the buying behaviour:

- Cultural effects: it has the widest and the greatest impact on gaining conduct. Culture is a trim process, as for a culture to be present, individual of a gathering or society possessing distinct features, models, qualities and standards, which differ time to time.
- Social impacts: social impacts are those impressions that clearly creates the purchasing conduct, it has an effect via reference groups, family and class. Social characteristics can change and ought to be viewed by backers. Ignoring this most pivotal and greatest influence can be on all fronts costly for association from the perspective of reputation and profit
- Family influences: family life cycle and family basic leadership has the actual influence on one's gaining conduct.

• Psychological effects: these effects are related with our discernment, learning, memory and motivation. It alters acquiring conduct by making the apparent image of the product in customer's mind. Customer's purchasing conduct can be determined by various elements such as: discernment, convictions, society, identity, availability of information, taste and preferences and correspondence.

Effect of endorsement on buying behaviour:

Advertisement is the activity that affects people of a specific market to purchase products or brands. Through various means the advertisement message can be disseminated such as TV commercials, radio presentation, print progression, internet publicising, in-store promote, verbal publicising and underwriting. Over time the question that arises is what mode of advancement is the best? The finest concept of progress is contingent on the type of firm or industry and its requirements and demands. Endorsement by a celebrity is an effective tool for providing importance to brands. The general assumption of the endorsers is that there exists a fundamental and gigantic effect of such commercials, which are understood by famous people compared to the alerts that are not accepted by renowned celebrities.

Research Objectives

- To examine the attitude of customers towards celebrity endorsement.
- To research the effect of celebrity endorsement towards consumers' purchasing behaviour.
- To research the effect of celebrity endorsement towards the company's brand image

REVIEW OF LITERATURE

Celebrity endorsement:

Advertisers think that celebrities appearance in the commercials has a significant role to persuade the audience (CHOI and Ripon, 2007). Celebrities are individuals who received appreciation by the general public and have some unique and attractive traits such as credibility or attractiveness (McCracken, 1889; Silvera; Austad, 2004). The name 'Celebrity Endorsement' refers to someone who is famous by everyone very well, for instance, showbiz celebrities, sports personalities, politicians, social workers, etc. (Friedman and Friedman, 1979).

Journal of marketing & communication – A research on the effect of celebrity endorsement by reported that celebrity endorsement is now becoming a winning formula for businesses to enhance their brand reputation and company sales. To establish an influence on potential consumers companies have begun using celebrities so that their companies become highly notable, noticeable and help persuade audience members as human beings get drawn towards stars more and they easily memorise their message (Jayant Sonwalker, Manohar Kapse & Anuradha).

'Celebrity endorsement in India-Emerging trends and challenges' said that Celebrity Endorsement is a dynamic vehicle that employs popular faces and relate their public image with the companies to which contributes in establishing or constructing the image of the companies. It has become a lucrative vehicle for firms which generates an exclusive brand image in the minds of desired consumers above competition brands available in the market (Datta SP April, 2010).

Celebrity is an individual with a spark to draw and get the viewers' attention, intrigue them and achieve desired behaviour from general populace towards objects (Gupta, 2009). The celebrity's advocacy term therefore implies the tactic of marketing by employing well-known personalities to promote brands. Celebrity endorsements were an imperative instrument in their promotion in case of brand-related deals, in inducing wished feelings towards brands and developing recognition of proprietary product and brand alike. Well known faces talking regarding any brand generates a high level of attraction and confidence in the minds of customers and this speech would have much greater influence than from those speeches given by any unknown model(s) (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002). Superstar supports have been employed as a basis of demonstrating methodologies for the developments of the branded products (Klaus & Bailey, 2008) and are an embracing element realized by total proprietary names (O'Mahony & Meenaghan, 1998)"

For the success of effective impact, an appropriate connection of the celebrities and the supported items or the identities of the famous people with respect to some sections of the items is essential (Ohanian, 1991) Celebrity endorsers play a significant role for brands that has a deep influence on consumers' mind. For instance, form clothing and jewelers shops when they adopt celebrity endorsers, it can develop a greater wonderful unyielding factor and also comforting brand judgment by consumers (Friedman & Friedman, 1979; Kamins, Brand, Hoeke & Moe, 1989; Dean & Biswas, 2001)."

Types of celebrity endorsement

Today celebrity endorsement is being practiced in different ways such as, print advertisement in newspaper or magazine, celebrities' appearance on TVs, celebrities endorsing brands in certain shows, through music, through mobile vans, etc. such celebrities may be established ones or fresh ones as well (Eshaghpour, 2010). Organisations can choose the popular celebrities by keeping in view the message they wish to deliver to the consumers, brand personality and marketing budget of organisations only then it can be a winning tool for any brand in terms of attaining their desired goal through celebrity endorsement."

Advantages of celebrity endorsement:

Even though it's an expensive marketing method, it has plenty of benefits too. With the use of famous people's recognition, the organizations were able to gain many advantages from it(Mcaleer, 2010). First of all, marketer should begin thinking in a way that if a celebrity or a renowned personality is endorsing a brand then this brand has to be of that capability and stature. Another key benefit is that audience's attention can simply be attracted towards the brand by endorsement of celebrities or superstars. Thirdly, brands can easily get a great amount of publicity in public, television, newspaper, magazine, news, programs, etc., when famous celebrities use or wear the brand. Fourthly, celebrity-endorsed brands tend to be expensive so profitability and return on investment would likely be greater in such a case (Farrell, Karels, Monfort & McClatchey, 2000; Erdogan et al., 2001). This method has been found

to be an effective one in assisting customers in identifying the brands, their points of differentiation with the rival brands and also in retaining and recalling such brand names (Burroughs & Feinberg, 1987)."

Celebrity endorsement reference groups:

Social interactions have a major impact on individuals mind in relation to their lifestyle (Bearden & Etzel, 1982). Practitioners attempt to appear like famous individuals. Celebrities are such reference groups which are not well known to people by themselves but individuals aspire to be their ideal celebrities (Solomon, 2006)."

Celebrity & Non-Celebrity Endorsement

Studies demonstrated that celebrity speeches that endorse brands lead to more effective and productive influence compared to those speeches executed by non-celebrities (Seno & Lukas, 2007). The final goal of obtaining celebrities endorsement is to create a wanted and strong brand image and wanted behaviour of consumer towards the brand. Contrary to this, celebrity endorsers have been able to develop a character and a strong image of themselves over time (Tom et al., 1992). Previous researches on celebrity advocacy establishes when compared to non-celebrity advocator, celebrity proponent has established higher verifiable practices towards advertising and wider purchasing target (Atkin & Block, 1983; Petty et al., 1983; Ohanian, 1991).

There are various factors and variables of celebrities affecting the buying behaviour of the consumers when such celebrities support any brand. Various factors need to be taken care of while choosing celebrity to promote brand to achieve the desired effect to utilize this tool of celebrity endorsement in terms of brand image, buying behaviour of consumers and achieving desired market share. Prior scholars have also discussed various mix of factors regarding celebrity endorsement that shape the consumer purchase behaviour, current study is worried about quite a different and more precise combination of variables which an advertiser needs to take into consideration while selecting the celebrities who promote any brand so as to bring the required influence on the purchase behaviour of customers. Such variables are:

•Credibility:

Credibility is the extent to which a recipient is credible toward a message provided by the source and the source's or deliverer's expertise (Ohanian, 1990). Source credibility was previously only regarded as an endorser credibility in an advertisement (Aronson, Turner, & Carlsmith, 1963). It has been found to be a strong influence on customer purchasing decisions and their attitude toward marketing communications (Lutz, MacKenzie, & Belch, 1983). Earlier works have elaborated three aspects of it which include trustworthiness, expertise & attractiveness (Baker & Churchill, 1977; Giffin, 1967; Hovland, Janis, & Kelley, 1953; Joseph, 1982; Kahle, & Homer, 1985; Maddux & Rogers, 1980; Mills & Harvey, 1972).

•Source credibility model:

Celebrity's credibility is based on their physical good looks, trustworthiness and expertise that's why researchers who want to study the celebrity endorsement effectiveness have to take into consideration this model (Ohanian, 1990).

• Physical Attractiveness:

Beauty possesses the ability that can effortlessly convince and capture the eyes of the viewers but it does not only merely deal with the body but the whole physical features falls under the criteria of beauty which comprises, hair, facial structure, height, weight, complexion, etc and usually celebrities need to be beautiful in order to leave a mark and influence the audience and viewers (Temple, 2009).

• Source Attractiveness Model:

Attractive celebrities are used most frequently by organisations for promoting their brands since the beginning of this marketing strategy (Erdogan, 1999), after the customers gets attracted and inspired with the attractive celebrity personality then they become more engaged with the message provided by celebrities and then the probabilities of customers conviction towards the message of celebrities get more fruitful (Baker & Churchill, 1977; Chaiken, 1979; Debevec & Keman, 1984) such fruitful results possibility is usually low with less attractive celebrities.

•Trustworthiness:

Trustworthiness is the level of credibility or trust the listeners have in the speaker (Hovland, 1953). In celebrity endorsement it means the trust of the buyer on celebrity message for the brand (Ohanian, 1991). That is, if customers have a belief in celebrity who is endorsing then the message of such celebrity will be more effective & powerful and will contribute significantly in altering the mindset of customers towards the intended action what organizations wish to induce for their brand (Miller and Baseheart, 1969)."

•Expertise:

Expertise is the gauge of communicator's ability and inclination which shapes consumers choice towards buying a brand. Researchers have the opinion that celebrities with relative and superior talent and expertise are more effective in convincing the minds of consumers as compared to those who possess only physical beauty and not the combination of beauty and expertise (Till and Busler 1998)."

•Emotional involvement:

Emotional Involvement refers to customer buying behaviour that is in proportion to its utilization and likability by celebrity (endorser) on behalf of the celebrity endorsing brand (Cronley et al., 1999; Silvera and Austad, 2004). With this, audience emotional attachment to the celebrity he/she likes makes way more fertile with respect to his/her credibility for the message from that celebrity."

•Talent meaning transfer:

The Meaning Transfer Model by McCracken (1989) clarifies the adequacy of celebrity spokespersons in terms of what purchasers reconcile with the endorser and in the end exchanging the brand. McCracken described this model in three stages. First stage encompasses the message which is being conveyed by celebrity to the brand, in second stage message from brand gets conveyed to the consumer and in third stage that message departs leaving the impression on consumer's minds and finally on customers' purchase decision of that brand.

Consumer buying behaviour:

Buying behaviour is defined as the likelihood that a consumer would purchase the brand (Phelps and Hoy, 1996). Perner (2009) explained purchasing behaviour as customer identifying his needs and then begin searching for alternatives and afterwards choosing the right one and then purchase that product, utilize the product and then dispose of that and then on the basis of past experience decision about repurchasing the same or switching to other one will occur."

Stages in consumer decision making taking steps:

Process begins by recognizing a dis-functioning or issue referred to as the problem recognition stage. Then an individual began looking for the information for solving a problem this is referred to as information search stage. Then due to the information gathered people becomes capable of analysing the solutions and alternatives they have to solve their problem. Then the moment arrives to make a purchase decision for the most suitable alternative they have opted to test among the all they have in their choice. Then after utilizing the chosen alternative, buyer become capable to judge the performance of the brand that whether it met the desired expectations of the consumer or not and whether to purchase that product again or not.

Factors affecting purchase decision:

There are three factors that determine purchasing behaviour. These factors play an important role on consumer buying behaviour (Satish. K. Batra, 2008). Social factors are the social gathering or environment, culture and subculture, friends, relatives, family, colleagues. These individuals have a significant impact on the consumers' buying behaviour. Mental factors refer to the internal state of mind or manner of thinking of customer. It comprises inspiration, acknowledgement, acquiring and mood of customer or buyer. Personal or individual dimensions involve individual's numerical aspects, lifestyle, and situational characteristics."

Celebrity endorsement as a marketing tool:

When we discuss the perspective of presenting interchanges, it becomes humongously important to create such methods that provide aggressive differential advantage to its products and brand that lead to creating positive image on the customers mind.(Erdogan and Baker 1999) mentions that celebrity endorsement is the widely used promotional tool.

Organisations spend alot of money for hiring celebrities to support their products, these kinds of celebrities are viewed by other people as dynamic, friendly and desirable. Advertisers try to retool these factors of celebrities on to their products. According to (Cooper 1984), endorsements which promote celebrities gain increased higher offer level, consideration and review rate compared to these notices that lack don't support celebrities. (Farrell 2000) informs that celebrity endorsement achieves positive recognition as well as financial gains for the organisation. Various studies have been conducted for the endorsements performed by superstars, most of which indicate that the process has achieved profitable results for the organisation, but in some examples scientists indicates that celebrity endorsement doesn't operate always and don't provide the advertisers with opportunities to achieve their desired results. Be that as it may, occasionally the advertisements using high names fail to come together the advertiser's wants.

At first, it was found that big name underwriting is a winning technique without any risk involved, but this was denied and some possible dangers were observed in this system.

Celebrity endorsement is a double edged sword that can be the moment of truth for a brand if not handled with care the way it should have been done.

Positive effects of celebrity endorsement :

(R. Croft) quoted that since competition is growing among the companies to entice more numbers of consumers towards their brands, celebrities are being increasingly employed by the advertisers to represent their brands. (kulkarni, 2005) (Kulkarni and Gaulkar 2005) states that the use of popular personality facilitates the advertisers in removing the difficulty of over communication.

"Celebrities due to their celebrity credibility can help advertisements to become popular and outshine the crowd and enhance communicative capability. Celebrity endorsement aids in enhancing the image of the brand and also aids consumers in identifying that brand. Celebrity endorsement can also be a strong tactic in foreign market entry as well, it aids the companies in overcoming many problems.". For instance, Ashwariya Rai and Sonam Kapoor are being used by L'Oreal in their White Perfect line, Kareena Kapoor for Lakme Eye conic kajal and Kajol for Olay aging cream are all popular ones in India.

"It is also observed that the products which are endorsed by celebrities stand out amongst other competing brands also due to their strong level of awareness and celebrities also leave a mark in the minds of the consumers by making the ad recallable so it can be easily remembered at the time of purchase.

Negative impacts of celebrity endorsement:

Celebrity endorsement also has boundless benefits but there are also certain risks which are associated with the celebrities sponsorship as a promotion tool. Adverse publicity regarding the celebrity icons is a significant risk with a celebrity endorsement and there are a few other parameters also that may lead to realistic outcomes such as:

- Popularity starts declining
- Moral problems
- over posting can lead to losing credibility.
- Obscuring the endorsed products.

Negative publicity regarding a celebrity endorsing a brand can alter the perception of the targeted market regarding that celebrity and it may also damage the fame of brand resulting promoters to incur a heavy price for the superstar's scandals and endure some real mortification and shame for that. (Kumar 2010) reports that there are instances when customers actually sees the superstar appearing just rather than the product, therefore this plan to promote that brand fails miserably. (Cooper 1984) states that "the product not the star has to be the genius." This overshadowing is also referred to as "vampire impact" in the context of the fact that there is lack of clarity in the minds of buyers because they are found to be more interested and inclination towards the celerity rather than the product. Another problem that arises is that of overexposure since promoters use universally recognized celebrities to promote their brands and it ultimately confused the buyers and they are not capable of properly perceiving that brand which celebrities embody.

RESEARCH METHODS AND PROCEDURES

OBJECTIVES

- To analyze the perception of customers regarding celebrity endorsement.
- To study the impact of celebrity endorsement on consumers buying behaviour.
- To study the impact of celebrity endorsement on the brand image of the company.

RESEARCH QUESTIONS

1. What is the perception of customers regarding celebrity endorsement in advertisements?
2. How does celebrity endorsement influence the purchasing behaviour of consumers?
3. What is the impact of celebrity endorsement on the brand image of a company?
4. Which traits of a celebrity (credibility, emotional involvement, meaning transfer) have the most influence on consumer purchasing behaviour?

HYPOTHESES

On the basis of literature review and research objectives, the following hypotheses have been developed:

- H1: Celebrity credibility positively influences consumer purchase behaviour.
- H2: Emotional connection with a celebrity positively affects consumer purchase behaviour.
- H3: Celebrity-to-brand meaning transfer has a positive impact on consumer purchasing behaviour.
- H4: Celebrity endorsement improves the company's brand image

METHODOLOGY
There shall be an admixture of descriptive and exploratory study. The people from varying age group shall be surveyed and analysis on data collected would be carried out. The perception among people about the advertisements shall be asked and its impact on celebrity endorsement's role in influencing purchasing decision at a consumer's end would be analysed

Began reading research articles & acquired the fundamental understanding of the celebrity endorsement and consumer purchasing behaviour. Having read the celebrity endorsement, began designing the questionnaire upon it to understand the factors that influence the buying decisions of the customers. Formulated a questionnaire:

A questionnaire is a research tool complying of a series of questions for the aim of collecting information from respondents. Therefore a questionnaire with various aspects of customer's purchasing behaviour towards celebrity endorsement is formulated. The questionnaire included five fundamental questions like name, age, income, gender and occupation. Then various questions were posed on the basis of various factors like credibility, emotional attachment, meaning transfer were inquired from the customers. This survey was designed in order to find out in detail about the feeling of consumers for celebrity endorsement.

DATA COLLECTION

The process of data collection of this thesis started in February 2025 after gaining an insight regarding the topic and creating the questionnaire. The questionnaire was created so that the perception of customers can be understood. The questionnaire was distributed among the individuals of various age group, gender and geographical locations and response of 210 individuals was received for further study.

Primary data:

Majorly data has been gathered by Questionnaire but interviews have also been carried out in order to achieve the better understanding about views or beliefs of respondents towards subject matter of this paper.

Secondary data:

Secondary sources utilized in this study for the collection of data includes, Past literature, e-Books, e-Journals, e-Articles, etc.

RESEARCH INSTRUMENTS

A structured questionnaire mostly with likert scale has been modified for the study. All the items of the questionnaire were measured on a five-point likert scale ranging from (1) strongly disagree to (5) strongly agree.

RESEARCH TECHNIQUES:

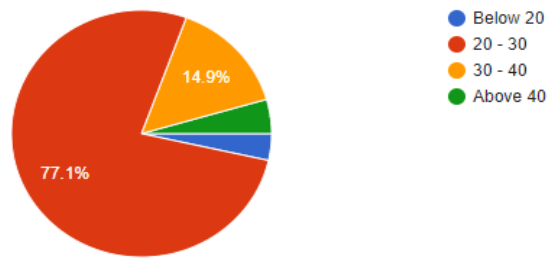
To determine answers to the research questions, data were analyzed by employing the following techniques: Correlation, Mean. SPSS software was employed for the purpose of analysis.

DATA ANALYSIS

DEMOGRAPHIC ANALYSIS:

2) Age

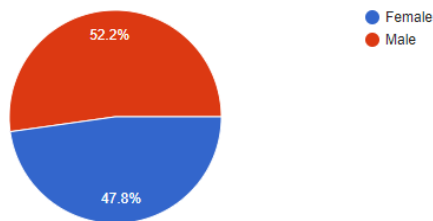
201 responses



This pie chart is about the age distribution. As we can see from the chart, most of the respondents of this survey were between 20 to 30 years age group. The second largest group consisted of 30 to 40 years old while the smallest groups were people below 20 years. Nearly 77.1 per cent respondents of this survey were aged between 20-30. And only 3.5 percentage respondents were below 20 age.

3) Gender

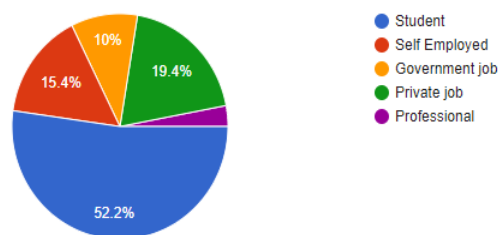
201 responses



This question was to determinate the gender division who filled the questionnaire. Out of 201 respondents, 52.2% were female & 47.8% were male. This means that this questionnaire was answered by 105 female respondents and 96 male respondents.

4) Profession

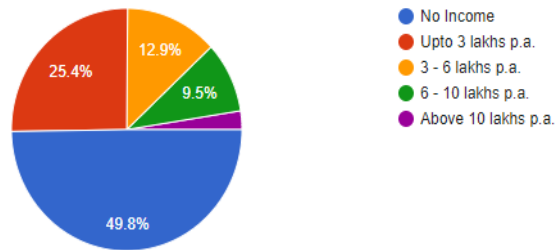
201 responses



This pie chart shows that most of the respondents are students i.e. 52.2% and after that 19.4% respondents are doing private jobs and 15.4 % respondents are self employed and 10% are in government jobs

5) Income

201 responses



The next question is about the income of the respondents. ,most of the respondents are students so they have no personal source of income i.e. 49.8% and rest 25.4% people have income upto 3 lakhs p.a. , 12.9% respondents have 3-6 lakhs of income p.a. and so on.

SPSS ANALYSIS:

SPSS from IBM is used for analysis for the undertaken research. First the reliability test will be applied to check the validity of the collected data.

RELIABILITY TEST:**Reliability Statistics**

Cronbach's Alpha	N of Items
.884	15

The Cronbach's Alpha score is 0.884 which shows that the questionnaire is reliable.

CORRELATION:

The main result of a correlation is called the *correlation coefficient* (or "r"). It ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related.

If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger the other gets larger. If r is negative it means that as one gets larger, the other gets smaller

Correlations

		Credibility	Meaning Transfer	Emotional Involvement	Consumer Purchasing Decision
Credibility	Pearson Correlation	1	.829**	.550**	.600**
	Sig. (2-tailed)		.000	.000	.000
	N	201	201	201	201
Meaning Transfer	Pearson Correlation	.829**	1	.521**	.512**
	Sig. (2-tailed)	.000		.000	.000
	N	201	201	201	201
Emotional Involvement	Pearson Correlation	.550**	.521**	1	.330**
	Sig. (2-tailed)	.000	.000		.000
	N	201	201	201	201
Consumer Purchasing Decision	Pearson Correlation	.600**	.512**	.330**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	201	201	201	201

** . Correlation is significant at the 0.01 level (2-tailed).

This table shows that there is a positive relationship between independent variable and dependent variable. All the values are positive which shows that the credibility, meaning transfer and emotional involvement of viewer with the celebrity brings a significant effect on purchasing behaviour of customers. Furthermore, in terms of explaining this relationship with figures mentioned in above table. Credibility has the highest relationship with Meaning transfer that is 0.829 as compared to that it has with emotional involvement and consumer purchasing behaviour. Meaning Transfer has the highest correlation with Credibility that is 0.829 as compared to that with emotional involvement and consumer purchasing decision. Emotional Involvement has the highest degree of relationship with Credibility that is 0.550 than it has with meaning transfer and consumer buying decision. Consumer purchasing decision which is the dependent variable it has the highest correlation with the credibility that is 0.600 as compared to that it has with meaning transfer and emotional involvement. This explanation shows all the factors that marketer should consider for celebrity endorsers, all those factors will work only when celebrities focuses on having those factors with the most important factor that is credibility because if consumer has some emotional attachment with that celebrity and celebrity has transferred the message of the brand they endorse but if they fails to build that trustworthiness and attraction with the consumers then they will not be able to bring the desired results in terms of buying behaviour.

MEAN AND STANDARD DEVIATION:

CREDIBILITY:

S.No.	QUESTIONS	MEAN	S.D.
1	Celebrity in an advertisement encourages you to buy the product.	2.95	1.210
2	People purchase celebrity endorsed brands to improve their social status.	3.53	1.065
3	Celebrity holds the viewer's attention in the advertisement.	3.65	1.088
4	Celebrities has the power to change your perceptions for a product.	3.34	1.132
5	I believe that celebrities also use those products which they themselves endorse.	2.86	1.356
6	I always compare the products I own with the products that the celebrities are endorsing	3.20	1.310
7	I think investing large amount of money for using celebrities in advertisement helps companies to increase their total revenue.	3.80	1.088
8	I will stop buying a product if my favourite celebrity endorsing it gets involved in a scandal	3.07	1.264
9	Are you able to remember a product because of the celebrity associated with it.	3.56	1.202
10	Does celebrity give a positive image to the endorsed product	3.64	1.202

INTERPRETATION:

The mean value for the credibility variable in this study falls between 3 and 4 on the Likert scale, which corresponds to a response range from Neutral to Agree. This suggests a positive shift in consumer perception, indicating that respondents are leaning more towards agreeing that credibility in celebrity endorsements influences their purchasing decisions. This upward trend reflects growing consumer trust in celebrities who are perceived as credible, trustworthy, and knowledgeable. As a result, the credibility dimension of celebrity endorsements emerges as a significant factor impacting consumer buying behaviour. The data implies that when consumers perceive a celebrity as credible, they are more likely to be persuaded by their endorsements, thereby influencing their purchase intentions and actual buying decisions.

EMOTIONAL INVOLVEMENT:

S.NO.	QUESTIONS	MEAN	S.D.
1	I may purchase a product because it is endorsed by my favourite celebrity	3.13	1.384

INTERPRETATION:

The mean of emotional involvement is 3.14 which shows that people are moving towards the agreeing stage which depicts that people agree with that the emotional involvement with the celebrities have a significant impact on consumer buying behaviour.

MEANING TRANSFER:

S.NO.	QUESTIONS	MEAN	S.D.
1	Celebrities convey all the true features of a product.	3.01	1.380
2	I believe products endorsed by celebrities are of good quality	3.13	1.166
3	I think celebrity endorsement helps in strong brand promotion	3.79	1.149

INTERPRETATION:

The highest mean of Meaning Transfer is close to 4 which shows that most of the people agrees to that meaning transferred by the celebrity for the product has a huge impact on the consumer purchasing decision.

CONSUMER PURCHASING BEHAVIOUR:

S.NO.	QUESTIONS	MEAN	S.D.
1	Scandals attached with celebrities destroys the brand image of the company	3.47	1.182

INTERPRETATION:

The main and the independent variable of the study ie consumer purchasing behaviour has a mean of 3.47 which show that they are on the agreeing side of this that the celebrity endorsement has an impact on consumer purchasing decision.

REGRESSION:

Linear regression is the next step up after correlation. It is used when we want to predict the value of a variable based on the value of another variable. The variable we want to predict is called the dependent variable (or sometimes, the outcome variable). The variable we are using to predict the other variable's value is called the independent

Variable (or sometimes, the predictor variable). For example, you could use linear regression to understand whether exam performance can be predicted based on revision time. If you have two or more independent variables, rather than just one, you need to use multiple regressions.

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	EI, meaningtransfer, credibility ^b	.	Enter

a. Dependent Variable: CPD

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.361	.351	.94984

a. Predictors: (Constant), EI, meaningtransfer, credibility

INTERPRETATION:

- In the above model it shows that the overall correlation between the independent variable and dependent variable is R (.601) i.e. 60.1%.
- R square tells us the variance in the dependent variable explained by the independent variable i.e. 36.1%.
- In the above model the adjusted R square represents that the sample is adequate or
- not which shows that the sample is 35.1% adequate.
- This will be used in further research to measure the impact of celebrity endorsement on buying behaviour.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.309	3	33.436	37.061	.000 ^b
	Residual	177.731	197	.902		
	Total	278.040	200			

a. Dependent Variable: CPD

b. Predictors: (Constant), EI, meaningtransfer, credibility

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.193	.320		.602	.548
	credibility	.917	.171	.563	5.352	.000
	meaningtransfer	.063	.134	.048	.468	.640
	EI	-.004	.059	-.005	-.068	.946

a. Dependent Variable: CPD

INTERPRETATION:

From the above coefficient table it is shown that the customer credibility increases by 91.7% for celebrity endorsement and we accept this value as the significance value is 0.000 which is less than 0.05.

Majority of the questions are based on the credibility variable which shows that there is a strong impact of celebrity endorsement on consumer purchasing decision.

Also the result of coefficient in the model, where beta is .563 of the credibility and t value is 5.352 & $p < 0.05$, which propose that credibility has a significant impact on purchasing behaviour. Moreover meaning transfer has $t = 0.468$ & $p < 0.05$, therefore, it is further conducted that both credibility and meaning transfer has a significant impact on the consumer purchasing decision.

Since the emotional involvement has the negative result, it shows that the increase in emotional involvement decreases the impact of celebrity endorsement. Finally it could be concluded that celebrity endorsement has a huge influence and impact on consumer purchasing behaviour.

FINDINGS

- Though everyone views the celebrities in the commercials daily but only 30% gets influenced to purchase the product due to celebrity endorsement.
- Most people purchase celebrity endorsed products in order to enhance their social status.
- The greater majority of people consent to that the celebrity maintains the attention of the viewer within the commercial and possesses the power to modify perception towards a product.
- With all of the information provided and the consequences of the review conducted we can conclude that despite the fact that having celebrities in advertisements increases the chances of maintenance to some extent, but it also increases the cost of the product for marketers. We can further see that people don't actually buy things because of the celebrity endorsement it but also other aspects such as value, necessity and brand and so on. • With

regards to the fact that it celebrity endorsement could be one of the factors in the consumer buying the product, it can safely be said that it is not the primary or the greatest influencing factor on them.

- Celebrity endorsement has a very strong influence i.e. majority of the people agrees to the fact that they will discontinue purchasing a product if the celebrity endorsing the product becomes involved in a scandal and celebrity involvement in scandals also impacts the brand image of the company
- Individuals can connect the celebrity with the ads and can recall a product due to the celebrity attached to it.

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