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A STUDY ON IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOR OF CONSUMERS TOWARDS COSMETIC PRODUCTS

Rugma Suresh

Assistant Professor, Department of Commerce, Faculty of Union Christian College (Autonomous), Mahatma Gandhi University
rugmasuresh@uccollege.edu.in

ABSTRACT :

Celebrity endorsement is a widely used marketing strategy that leverages the popularity, credibility and appeal of public figures to promote products and influence consumer behavior. This research is conducted on “impact of celebrity endorsement on buying behavior of consumers towards cosmetic products. The main objective of the study is to find out whether the buying behavior of the consumers affects celebrity endorsement. The data is collected from 100 respondents residing in Ernakulam district. Celebrities transfer meanings to the cosmetic products that positively influence consumers’ intention to purchase the products. It is inferred that celebrity endorsed products are perceived to be more attractive than other products.

KEY WORDS: Consumer buying behavior, celebrity endorsement, buying behavior and cosmetic products

INTRODUCTION

Celebrity branding or endorsement is a marketing strategy where well-known individuals promote products, services, or causes by leveraging their fame to build brand equity, raise awareness, and influence consumer behavior. This approach is widely used in fashion, beauty, and even non-profits due to celebrities' ability to capture public attention and reach wider audiences. When effectively executed, celebrity endorsements can create instant product awareness, shape consumer perceptions, and boost brand loyalty. However, selecting the right celebrity, advertisement, and product alignment is crucial, as poor choices can damage a brand's image. Advances in media and technology have further increased the impact and feasibility of this strategy in the modern era.

STATEMENT OF THE PROBLEM

In an increasingly competitive cosmetic industry, brands are heavily investing in celebrity endorsements to differentiate themselves and capture consumer attention. Celebrities are believed to influence consumers' attitudes, perceptions, and ultimately their buying behavior through their popularity, credibility, and aspirational appeal. This study seeks to examine the effectiveness of celebrity endorsements in shaping consumer behavior towards cosmetic products with special reference to Ernakulam district.

SIGNIFICANCE AND SCOPE OF THE STUDY

Celebrity endorsements have become a dominant marketing strategy, especially in the cosmetic industry, where brand image and aspirational appeal significantly influence consumer choices. This study is significant as it seeks to evaluate the actual impact of celebrity endorsements on consumer buying behavior within Ernakulam district, Kerala.

OBJECTIVES OF THE STUDY

1. To find out the impact of celebrity endorsement on consumers buying behavior towards cosmetic products.
2. To analyze the factors affecting buying decision of customers to buy a celebrity endorsed product.
3. To find out the preferences of consumers between celebrity endorsed products and other products.

RESEARCH METHODOLOGY

The present study aims to investigate impact of celebrity endorsement on buying behavior of customers towards cosmetic products. A descriptive research design was adopted to collect the primary data using structured questionnaire through convenient sampling method. The questions were systematically scaled at a five-point Likert scale. The sample size for this study is 100 respondents. The collected data were analyzed using Weighted average method and percentage analysis.

LITERATURE REVIEW

Johannes Knoll and Jorg Matthes (2017) has reviewed that celebrities frequently endorse products, brands, political candidates or health campaigns. They analysed celebrities in the context of for-profit marketing.

Abhishek Dwivedi, Lester. W. Johnson, Robert. T. Macdonald (2015) has researched on the topic impact of celebrity endorsement on consumer behaviour and summarized that a conceptual model is developed; positioning consumes self-brand connection as a partial mediator of the effect of endorser credibility on endorsed brand quality.

Garima Malik and Abhinav Guptha (2014) have reviewed that celebrity and brand mascot endorsements are very popular and often-used technologies by marketers. Marketers also claim that a celebrity affects the credibility of claims about a product and increases the memorabilia factor of the message, which may provide a positive effect that could be generalized to the brand.

Anmol Randhawa and Javeed Ahmed Khan (2014) has reviewed that everyday consumer are exposed to thousands of accents, tones and images in magazines, newspapers, billboards, websites, radio and televisions. The marketers ensure all potential efforts to uphold their brands and to grab the consumer purchase attention.

K.P. Mishra and Mali (2017)¹ have found that some consumers admit that trust in the celebrity and relevance of the celebrity does sometimes influence their purchase decision. No significant association was found between exposure to celebrity-based advertisements and patronage of the corresponding paint brand.

Manoj Jinadasa (2017)² has stated that consumers can recall advertisements because of the attractiveness of celebrities. If the marketers want to keep the advertisement in the consumer's mind the attractive celebrity is more effective. The influence of consumer buying intention behavior can be changed according to the type of celebrity as well as the product category. An attractive celebrity is more effective for impulsive goods.

ANALYSIS AND INTERPRETATION

Table 1 Showing demographic profile of respondents

S.No	Demographic profile		No. of Respondents	Percentage (%)
1	Gender	Male	35	35
		Female	65	65
2	Age	Below 25 years	43	43
		25- 35 years	57	57
3	Educational Qualification	Graduate	52	52
		Post graduate	48	48
4	Occupation	Business	14	14
		Salaried	56	56
		Profession	25	25
		Others	5	5
5	Annual Income	Less than RS.300000	23	23
		300000 to 500000	42	42
		Above Rs500000	35	35

(Source: Primary data)

Interpretation

The above table reveals that majority 65% respondents are female, 57% respondents coming under the age group of 25-35 years, 52% respondents are graduates, 56% respondents are salaried class people and 42% respondents have income between Rs 300000 to 500000.

Table 2 Showing general attitude towards celebrity endorsement

S.No	Particulars	Frequency	Percentage (%)
1	Attention to celebrity endorsement advertisement	Always	21
		Often	40
		Sometimes	28
		Rarely	11
		Never	0
2	Celebrity endorsements influence purchase decision	Strongly agree	19
		Agree	38
		Neutral	35
		Disagree	6
		Strongly disagree	2
3	Type of celebrities influence in purchase decision	Film actors	40
		Athletes	28
		Social media influencers	18
		Musicians	8
		Others	6
4	Credibility of celebrity endorsed advertisement of cosmetics	Very credible	15
		Somewhat credible	22
		Neutral	37
		Not very credible	19
		Not at all credible	7
5	Celebrity endorsed cosmetic advertisements are more attractive than normal ad	Strongly agree	17
		Agree	38
		Neutral	28
		Disagree	15
		Strongly disagree	2

(Source: Primary data)

Interpretation

The table shows that 40% of respondents often pay attention to celebrity endorsed advertisements. 38% respondents reveals that celebrity endorsements influence their purchasing decision. 40% respondents stated that film actors attract them more. Majority of 37% respondents are neutral about credibility of celebrity endorsed advertisement. 38% of the respondents are agree that celebrity endorsed advertisements of cosmetics are more attractive.

Table 3 Factors affecting purchasing decision

Factor	Score					Weighted sum	Weighted average
	1	2	3	4	5		
Celebrity's popularity	5	20	60	120	175	380	3.8

Trust in celebrity	3	14	45	160	175	397	3.97
Relevance to the cosmetic product	2	10	54	160	175	401	4.01
Attractiveness of celebrity	10	30	90	100	100	330	3.3
Frequency of seeing ad	8	24	75	120	125	352	3.52

(Source: Primary data)

Interpretation

The weighted average analysis reveals that "Relevance to the product" (4.01) and "Trust in the celebrity" (3.97) are the most significant factors affecting consumer decisions regarding celebrity-endorsed cosmetics. In contrast, "Attractiveness of the celebrity" (3.30) had the least influence, suggesting that consumers value authenticity and product-celebrity alignment over mere visual appeal.

CONCLUSION

Celebrity endorsement is the act of using a famous person's name, face or fame to promote a product, with the intention of influencing consumer attitudes and behaviors. The study on the impact of celebrity endorsement on the buying decisions of consumers towards cosmetic products—with special reference to Ernakulam district—reveals that celebrity endorsements significantly influence consumer behavior, particularly in terms of brand awareness, trust, and perceived product value. Factors such as the celebrity's credibility, relevance to the product, and popularity emerged as major drivers of consumer attention and purchase intent. One of the significant objectives of the study was to find out the preferences among consumers. It was inferred that celebrity endorsed products are perceived to be more attractive than other products. Moreover, the study finds that endorsements are more effective when there is a strong alignment between the celebrity's image and the product being promoted. In conclusion, celebrity endorsement is a powerful promotional tool in the cosmetic industry, but to be truly effective, it must be authentic, targeted, and supported by a quality product offering.

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