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A Study on the Impact of Celebrity Endorsement on the Buying Behaviour of Customers

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ABSTRACT: Celebrity endorsement has become a pivotal strategy in modern marketing, significantly influencing consumer behaviour and brand perception. This research paper explores the impact of celebrity endorsement on the buying behaviour of customers with focus on social media platforms. A descriptive research design was used along with structured questionnaire to collect the data from the target population residing in Ernakulam city, Kerala. The questionnaire included LICKERT scale questions to measure the influence of celebrity endorsements among consumers. Demographic analysis was done which was followed by exploratory factor analysis using IBM SPSS to generate factors influencing consumer buying behaviour through celebrity endorsements. Chi-square test was done to test the association between gender and celebrity endorsement leading to purchase by consumer. The findings contribute to a deeper understanding of the mechanisms through which celebrity endorsements influence consumer decision-making processes, offering strategic insights for marketers aiming to optimize their endorsement strategies in today's competitive market environment.

KEYWORDS: Celebrity endorsement, Consumer buying behaviour, Social media platforms, Celebrity attractiveness, Celebrity endorser credibility, Chi-square test, Exploratory factor analysis.

I. INTRODUCTION

In contemporary society, celebrities are ubiquitous figures admired for their achievements, charm, or a blend of both. Advertisers have long capitalized on this phenomenon, incorporating celebrities into their commercials to enhance the appeal and perceived trustworthiness of their advertisements. Celebrities originate from diverse backgrounds, including actors, athletes, politicians, and artists. Notably, in today's marketing landscape, even animated characters can attain celebrity status. A celebrity endorser is typically someone renowned in a field unrelated to the product they are promoting, using their public image to create a connection with consumers. The utilization of celebrity endorsements is experiencing rapid growth, solidifying its position as a central marketing tool. This rise underscores the need for a thorough examination of the impact of celebrity endorsement on consumer buying behaviour. Celebrity endorsements have evolved into one of the most potent advertising tools within modern marketing strategies. The expanding influence of social media and entertainment has amplified the role of celebrities, making them pivotal in shaping consumer behaviour. The primary objective of this study is to investigate the effect of celebrity endorsements on consumer purchasing decisions and brand perception.

Consumers are naturally drawn to advertisements featuring celebrities they admire or find attractive. Marketers exploit this tendency to sway buying decisions, aiming to boost sales and enhance brand recognition. Celebrities, by virtue of their fame, likeability, and often perceived trustworthiness, can significantly impact consumer attitudes. The endorsement industry has burgeoned into a multi-billion dollar global business. In countries like India, celebrities hold a particularly esteemed position, often revered by fans. This deep-seated connection between celebrities and their admirers can be strategically harnessed by marketers to shape consumer perceptions and influence purchasing behaviour. In India, the phenomenon of celebrity worship is particularly pronounced. Celebrities are often idolized, and their endorsements can significantly influence consumer behaviour. This cultural context amplifies the impact of celebrity endorsements, making it a powerful tool for marketers. The strong emotional connection that fans have with celebrities can be leveraged to create a favourable brand image and drive sales. This study will explore the specific dynamics of celebrity endorsements in the Indian market, providing insights into how cultural factors mediate the impact of endorsements on consumer behaviour. This research will delve into the nuances of how celebrity endorsements affect customer buying behaviour and brand perception.

1.1 Objectives of the Study

To the factors that influence consumer buying behaviour through celebrity endorsements.



1.2 Scope Of The Study

The scope of this research encompasses an investigation into how marketers employ celebrities to influence consumers' purchasing behaviours and construct a positive brand image by choosing well-known and highly appealing figures. This study will also identify the critical elements through which celebrity endorsements may impact consumers' purchasing decisions.

II. LITERATURE REVIEW

The impact of celebrity endorsement on consumer purchasing behaviour has been widely studied across various contexts. A study conducted by Pui focused on the "Effects of Celebrity Endorsement on Consumer Purchasing Intention of Apparel Products." The research primarily examined gender differences in purchasing intentions and found minimal variation between genders. This suggests that other factors, such as age, profession, or financial status, play a more significant role in influencing consumer buying intentions. The study recommended that businesses employ focus groups, in-depth interviews, and exploratory research methods to better understand the impact of specific celebrities on different product categories (Pui, 2012). Piyush Rawtani's research on "Celebrity Endorsement and Brand Building" emphasized that celebrities, due to their broad appeal and dedicated following, are effective for introducing new consumer products. However, the study noted that the impact of celebrity endorsements on brand loyalty and long-term effects is still debatable. It highlighted the necessity for products to provide value to customers, regardless of the celebrity endorsers, to ensure customer satisfaction and loyalty (Rawtani, 2012). Another study titled "Analysis of Celebrity Endorsement as an Effective Destination Marketing Tool," conducted by van der Veen found that commercial businesses use celebrities to enhance the appeal of their offerings to target customer segments. This study highlighted that celebrity endorsements have become a pervasive element in advertising and communication management. Organizations invest significantly in employing celebrities as spokespeople, hoping to offset this investment with increased future sales and profits (van der Veen, R. , 2008). In the Shekhawati Region of Rajasthan, Dr. Sushil Kumar Rai and Ashish Kumar Sharma studied "Celebrity Attributes and Influence on Consumer Behaviour." Their findings indicated that factors such as celebrity controversy, gender, and profession did not significantly impact customer behaviour. In contrast, celebrity attractiveness, credibility, performance, popularity, and territory did influence consumer behaviour. Regression analysis revealed that celebrity credibility had the most substantial impact, suggesting that marketing companies should select celebrities with high consumer trust (Rai & Sharma, 2013). Muhammad Amir Adam and Nazish Hussain's study, titled "Impact of Celebrity Endorsement on Consumer's Buying Behaviour," focused on how consumers' actions influence their intentions to buy cosmetics, specifically analyzing women's purchasing intentions. The study found that a celebrity's credibility, including their knowledge and reliability, positively impacted consumers' intentions to purchase cosmetics. Additionally, celebrities imbue products with meaning, encouraging consumers to buy cosmetics endorsed by them. This meaning transfer suggests that consumers perceive wearing celebrity-endorsed cosmetics as sophisticated and elegant, viewing these products as status symbols (Adam & Hussain, 2017). Celebrities with attributes such as attractiveness, credibility, and likability positively influence consumer purchase intentions and brand perception (Osei-Frimpong et al., 2019; Hussain, 2020). Celebrity endorsement significantly influences consumer behaviour, impacting ad recall, purchase intention, and purchasing behaviour. Research indicates that the credibility and trustworthiness of the endorser play a crucial role in enhancing ad recall and purchase decisions (Wuisan, 2023; Sudjawoto et al., 2023). Moreover, celebrity endorsement not only increases brand awareness but also affects impulsive buying behaviour and consumer loyalty, ultimately influencing purchasing decisions (Li et al., 2023). The attractiveness and popularity of celebrities further contribute to the effectiveness of endorsements, making celebrity-endorsed ads more appealing and impactful on consumer behaviour (Khan & Maheshwari, 2023; Li et al., 2023).

III. RESEARCH METHODOLOGY

Research Design: a descriptive research design was used to investigate the impact of celebrity endorsement on consumer buying behaviour. A structured questionnaire was used in data collection in which the respondents were selected using judgmental sampling.

Population of the Study: The target group is from different regions across Kerala. The city of Ernakulam is one of the booming IT hubs in the country. 150 respondents gave their feedback from the 400 questionnaires circulated.

Data Collection: The information was sourced from primary and secondary references. The questionnaire was self-administered which included a collection of demographic characteristics of the population. The latter portion of the



questionnaire focused on the major contributing factors towards celebrity endorsement and its influence on consumers in the region.

Statistical Tools and Techniques Used for Analysis: The statistical techniques and tools employed in this study's analysis consist of Google Forms. The software used was SPSS (Statistical Package for The Social Sciences). Proportionate analysis using Microsoft Excel. Chi-square test and EFA with principal component analysis and varimax rotation was executed using IBM SPSS v23.

IV. RESULTS AND DISCUSSION

4.1 Demographic characteristics and general survey on celebrity endorsements

Table 1: Demographic characteristic

Age Group	n	%
18-30	82	54.4
31-40	47	31.6
41-50	16	10.5
51 and above	5	3.5
Gender		
Male	66	43.9
Female	84	56.1
Marital Status		
Unmarried	123	82
Married	24	16
Divorced	3	2
Education		
High School	11	7
Undergraduate	53	35.1
Postgraduate	79	52.6
Ph.D or other	8	5.3
Occupation		
Student	58	38.6
Business	37	24.6
Salaried	42	28.1
Homemaker	11	7
Retired	3	1.7
Income		
Below Rs.20000	32	21.1
Rs.20001 – Rs.35000	45	29.8
Rs.35001 – Rs.50000	26	17.5
Rs.50001 and above	47	31.6

Note: Sample size N=150

A demographic analysis of a sample (N = 150) revealed a youthful (54.4% in the 18-30 age group) and well-educated (52.6% with postgraduate degrees) population, with a majority being unmarried (82%). The sample skewed slightly towards females (56.1%). Students (38.6%) and working professionals (business: 24.6%, salaried: 28.1%) comprised the largest occupational groups. Income distribution was relatively even, with the largest group earning above Rs. 50,000 (31.6%). The adoption of online shopping by today's youth is significantly influenced by their active presence on social media platforms. Engaging advertisements and appealing offers often capture their attention, steering them



away from social interactions and towards online shopping. This shift has moved many young consumers from traditional shopping methods to online platforms such as Amazon, Myntra, and Flipkart (Gupta & Bansal, 2016).

Table 2: Time spent on Social Media Platforms

Amount of Time spent	n	%
Less than 30 min	42	28.10
31 min-1 hr	53	35.10
More than 1 hr	55	36.80

Note: Sample size , n= 150

An analysis of time spent on social media platforms among 150 participants revealed that the majority (n = 55, 36.8%) spend more than 1 hour daily. A considerable portion (n = 53, 35.1%) spend between 31 minutes and 1 hour, while nearly a third (n = 42, 28.1%) spend less than 30 minutes on these platforms. The amount of screen time spent on social media affects consumer buying behavior in certain countries (Thoumrungroje, 2018). Excessive screen time, whether passive (e.g., watching TV) or active (e.g., playing electronic games, using computers), is linked to negative outcomes such as lowered self-esteem, increased mental health issues, and addiction risks. These issues can, in turn, influence decision-making processes during purchases (Acheson, 2022).

Table 3: How often respondents watch advertisements

Frequency of watching Ads	n	%
Often	55	36.80
Occasionally	87	57.90
Never	8	5.30

Note: Sample size , n= 150

An analysis of advertisement viewing frequency among 150 participants revealed that a majority (87, 57.9%) reported watching advertisements occasionally. A significant portion (55, 36.8%) said they watch them often, while a smaller group (8, 5.3%) indicated never watching advertisements.

Table 4: Type of advertisements attracting customers

Type	N	%
Celebrity endorsed advertisement	63	42.10
Non celebrity endorsed advertisement	87	57.90

Note: Sample size , n= 150

An analysis of advertisement preferences among 150 participants revealed that non-celebrity endorsed advertisements (n = 87, 57.9%) were slightly more popular than celebrity endorsed advertisements (n = 63, 42.1%). Social media advertisements that feature entertainment, aesthetic appeal, interactivity, and trendiness significantly boost consumer engagement and intention to purchase (Hussain et al., 2022).

Table 5: Preference on Celebrity endorsing brand

Preference	n	%
Yes	105	70.20
No	45	29.80

Note: Sample size , n= 150



In a survey of 150 participants, a clear preference for celebrity endorsement in branding emerged (n = 105, 70.2%). Only a minority (n = 45, 29.8%) indicated no preference for celebrity endorsement. Celebrity endorsements on social media have a positive impact on consumer evaluations, engagement, and purchase intentions. These effects vary between individuals who follow the brand and those who do not (Song & Kim, 2020).

Table 6: Celebrity influence in connection with a product

Level of Influence	n	%
Very influential	47	31.6
Influential	63	42.10
Not at all influential	39	26.30

Note: Sample size , n= 150

An analysis of celebrity influence on product perception among 150 participants yielded interesting results. Over two-thirds (n = 110, 73.7%) perceived celebrities as at least somewhat influential, with 47 (31.6%) rating them as very influential and 63 (42.1%) considering them influential. However, a notable minority (n = 39, 26.3%) reported that celebrities hold no influence on their perception of products. While celebrities and social media influencers effectively boost product awareness, consumers still place greater trust in endorsements from people they know personally when making purchasing decisions (Cooley & Parks-Yancy, 2019).

Table 7: Factors influencing purchase decisions through Celebrity endorsement

Factors	n	%
Expertise	26	17.5
Attractiveness	42	28.1
Trustworthiness	61	40.4
Likability	18	12.3
Over shadowing effect	3	1.8

Note: Sample size , n= 150

An analysis of factors influencing purchase decisions through celebrity endorsement among 150 participants revealed that trustworthiness (n = 61, 40.4%) was the most prominent factor. A considerable portion of participants were also influenced by celebrity attractiveness (n = 42, 28.1%) and to a lesser extent by expertise (n = 26, 17.5%) and likability (n = 18, 12.3%). Only a small number of participants (n = 3, 1.8%) reported being influenced by the 'overshadowing effect,' where the celebrity overshadows the product itself. The trustworthiness and attractiveness of celebrity social media endorsements play a significant role in influencing purchase decisions, whereas expertise has minimal impact (Arrahmah & Ghazali, 2023). Conversely, attractiveness and expertise of celebrity endorsers contribute positively to parasocial interactions and consumer purchasing decisions, whereas trustworthiness does not show a significant effect (Maharani et al., 2023).

4.2 CHI-SQUARE TEST: GENDER VS Is celebrity endorsement effective for purchasing the product?

H0: There is no significant relationship between the gender of a customer and the effectiveness of celebrity endorsement for purchasing the product.

H1: There is a significant relationship between the gender of a customer and the effectiveness of celebrity endorsement for purchasing the product.

Table 8: Chi-Square Tests

Test	χ^2	df	p
Pearson Chi-Square	0.047	1	0.829
Likelihood Ratio	0	1	1



Linear-by-linear Association	0.047	1	0.829
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Note : Sample Size =150. p <.05. df stands for degree of freedom.

From the research conducted it is understood that the gender of a person has no influence on the effectiveness of celebrity endorsement for purchasing the product. The significance value is greater than 0.05, which is 0.521. Hence, there is no significant relationship between the two variables. So, we accept the Null hypothesis and reject the alternate hypothesis. Women believe more in celebrity endorsements and their impact on products than men, who are more pragmatic and reticent about this trend (Lazăr, 2020). Celebrity endorsements have a significant influence on consumers, with a positive relationship between the celebrity's gender and consumers' purchasing intentions (Khan et al., 2021).

4.3 Exploratory Factor Analysis: Factors that influence Celebrity endorsements

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.936
Bartlett's Test of Sphericity	Approx. Chi-Square	1198.376
	df	120
	Sig	<.05

Table 9: KMO and Bartlett’s Test

Table 10: Rotated Component Matrix , Eigen Values and Total Variance Percentage for Components obtained by Principal Component Analysis with Varimax Rotation Method

Variables	Component	
	1	2
The appeared celebrity in the product category advertisement is a honest person to represent product category	0.883	
The appeared celebrity in the advertisement is an expert to represent the product category	0.827	
The appeared celebrity in the advertisement is a dependable person in the product category	0.819	
The appeared celebrity in the advertisement is skilled to represent the product category	0.782	0.517
The appeared celebrity in the advertisement is knowledgeable to represent the product category	0.771	0.493
The appeared celebrity in the advertisement is qualified to represent the product category	0.76	0.461
The appeared celebrity in the advertisement is an experience person to represent in the product category	0.731	0.52
The appeared celebrity in the product category advertisement is a sincere person to represent product category	0.707	0.548
The appeared celebrity in the product category advertisement is sexy	0.646	0.621



The appeared celebrity in the product category advertisement is a trustworthy person to represent product category	0.642	0.629
The appeared celebrity in the product category advertisement is attractive		0.878
The appeared celebrity in the product category advertisement is beautiful		0.833
The appeared celebrity in the product category advertisement is classy(fashionable)	0.454	0.795
I'm happy with purchasing products or services advertised by celebrities		0.698
The appeared celebrity in the product category advertisement is a reliable person to represent product category	0.595	0.655
The appeared celebrity in the product category advertisement is elegant	0.594	0.645
Eigen Values	12.2	1.02
Percentage of total variance	44.61	37.17

Note: Factor loadings <.044 have been omitted from the table.

The first factor, named 'Celebrity Endorser Credibility' (eigenvalue =12.7, included items related to honesty, expertise, and trustworthiness (loadings > .80). This factor focuses on the believability and trustworthiness of the celebrity endorsing the product. It included: [The appeared celebrity in the product category advertisement is a honest person to represent product category] ,[The appeared celebrity in the advertisement is an expert to represent the product category] ,[The appeared celebrity in the advertisement is a dependable person in the product category] , [The appeared celebrity in the advertisement is skilled to represent the product category] , [The appeared celebrity in the advertisement is knowledgeable to represent the product category] ,[The appeared celebrity in the advertisement is qualified to represent the product category] ,[The appeared celebrity in the advertisement is an experience person to represent in the product category] , [The appeared celebrity in the product category advertisement is a sincere person to represent product category] ,[The appeared celebrity in the product category advertisement is sexy] and [The appeared celebrity in the product category advertisement is a trustworthy person to represent product category]. Consumers evaluate the credibility of endorsers based on their perceived expertise and trustworthiness. A high level of credibility leads consumers to perceive that the celebrity genuinely uses and favors the product, thereby enhancing trust in the brand and increasing their inclination to make a purchase. This credibility significantly impacts consumers' attitudes toward the brand, their perception of advertisements, and their intention to purchase two-wheeler brands in India (Singh & Banerjee, 2018). Moreover, celebrity trustworthiness and expertise are crucial dimensions that influence risk perceptions and purchase intentions among consumers of fast-moving consumer goods (FMCG) in India (Deshbhag & Mohan, 2020).

The second factor, named 'Celebrity Endorser Attractiveness' (eigenvalue = .81), included items related to sexiness and attractiveness (loadings > .70). This factor goes beyond just physical appearance. It encompasses the overall charisma and likeability of the celebrity. The factor included: [The appeared celebrity in the product category advertisement is attractive] , [The appeared celebrity in the product category advertisement is beautiful] , [The appeared celebrity in the product category advertisement is classy(fashionable)] , [I'm happy with purchasing products or services advertised by celebrities] ,[The appeared celebrity in the product category advertisement is a reliable person to represent product category] and [The appeared celebrity in the product category advertisement is elegant]. A visually appealing endorser has the ability to evoke a positive emotional connection with the product, thereby enhancing its perceived desirability and attractiveness to consumers. Research indicates that Celebrity Endorser Attractiveness plays a significant role in influencing consumer purchasing decisions, among other factors identified in previous studies (Chekima & Chekima, 2019; Arora et al., 2022).



V. CONCLUSION

This research investigated the influence of celebrity endorsement on customer buying behaviour within the Indian context. Despite a slight preference for non-celebrity advertisements, a noteworthy portion of participants displayed a proclivity for celebrity-oriented branding. Trustworthiness emerged as the most significant factor impacting consumers, followed by attractiveness. Expertise and likability also exerted influence, while the overshadowing effect proved negligible. These findings suggest that consumers prioritize establishing genuine connections with celebrities perceived as trustworthy and relatable. Notably, gender did not significantly moderate the effectiveness of celebrity endorsement. The factor analysis yielded two crucial dimensions: "Celebrity Endorser Credibility" and "Celebrity Endorser Attractiveness". Both factors demonstrably influence customer perception. In conclusion, this study underscores the intricate relationship between celebrity endorsement and customer buying behaviour. The selection of a suitable celebrity who embodies the brand's values and resonates with the target audience is paramount for maximizing the effectiveness of endorsements and influencing customer purchasing decisions.

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