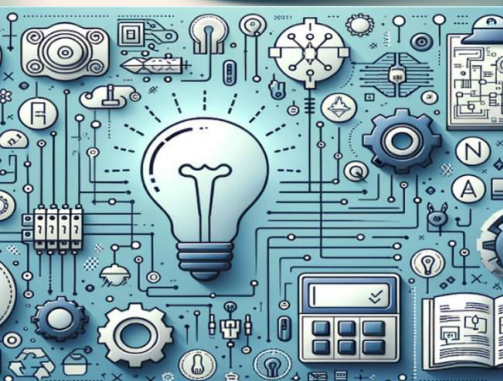


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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Impact of Celebrity Endorsements Versus Micro-Influencers on Purchase Intent

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**ABSTRACT:** In the digital marketing landscape, brands utilize both celebrity endorsements and micro-influencers to influence consumer purchase intent. While celebrities offer mass appeal, brand recognition, and aspirational value, micro-influencers are perceived as more authentic and relatable, fostering stronger audience trust and engagement. This study explores the comparative impact of these strategies by analyzing key factors such as credibility, interaction levels, and consumer perception. Through surveys and case studies, the research examines how different demographics respond to endorsements and how these marketing tactics influence buying behavior.

Findings suggest that while celebrity endorsements enhance brand prestige and reach, micro-influencers drive higher engagement and conversion rates due to their niche appeal and direct audience interaction. The study also highlights how product category, target audience, and marketing objectives influence the effectiveness of each approach. These insights provide valuable guidance for brands in optimizing their influencer marketing strategies, balancing reach and authenticity to maximize consumer impact.

## I. INTRODUCTION

### 1.1 Background

In the rapidly evolving digital marketing landscape, brands increasingly rely on influencer partnerships to shape consumer behavior and drive purchase intent. Traditionally, celebrity endorsements have been a dominant marketing tool, leveraging the fame and aspirational value of well-known personalities to enhance brand recognition and credibility. However, the rise of social media has given micro-influencers—individuals with smaller yet highly engaged followings—a significant role in influencing consumer decisions. Unlike celebrities, micro-influencers are perceived as more relatable and trustworthy, allowing them to build deeper connections with their audience. This shift has led to a growing debate on which endorsement strategy is more effective in driving consumer purchases.

### 1.2 Research Problem

Although both celebrity endorsements and micro-influencer collaborations are widely used in marketing, their impact on consumer purchase intent varies. Factors such as authenticity, audience trust, and engagement levels influence how consumers respond to these endorsements. While celebrities provide mass reach and brand prestige, micro-influencers often create stronger personal connections with their followers. This study seeks to analyze and compare the effectiveness of these two approaches in influencing consumer buying behavior.

### 1.3 Research Objectives

The main objectives of this research are:

- To assess the influence of celebrity endorsements on consumer purchase intent.
- To evaluate the role of micro-influencers in shaping consumer buying decisions.
- To compare the credibility, engagement, and perceived authenticity of both marketing strategies.
- To provide insights for brands on selecting the most effective endorsement strategy based on their target audience.

## II. LITERATURE REVIEW

Celebrity endorsements have been widely used in marketing to enhance brand visibility and credibility. McCracken (1989) suggests that celebrities transfer their image and values to the brands they endorse, making them more desirable





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to consumers. However, Ohanian (1990) emphasizes that a celebrity's effectiveness depends on their perceived trustworthiness, expertise, and attractiveness. While celebrity endorsements create strong brand recall, they may sometimes appear less authentic, reducing consumer trust (Tripp et al., 1994).

On the other hand, micro-influencers have gained popularity due to their strong engagement with niche audiences. Research by De Veirman et al. (2017) highlights that micro-influencers, due to their relatability and interactive content, generate higher trust and engagement compared to celebrities. Brown and Hayes (2008) argue that consumers are more likely to act on micro-influencer recommendations as they view them as genuine and experience-based. However, micro-influencers have a smaller reach, requiring brands to collaborate with multiple influencers to achieve mass exposure (Campbell & Farrell, 2020).

Comparative studies indicate that while celebrities help brands gain mass recognition, micro-influencers build deeper relationships with consumers, leading to stronger purchase intent (Lou & Yuan, 2019). Additionally, Schouten et al. (2020) highlight the challenge of influencer fatigue, where excessive promotional content—whether from celebrities or influencers—can reduce audience trust and engagement. This suggests that brands must carefully balance their marketing strategies to maintain authenticity and effectiveness.

Overall, the literature indicates that both celebrity endorsements and micro-influencers play crucial roles in influencing consumer behavior. The choice between them depends on factors such as brand objectives, target audience, and the level of engagement required. Future research should explore hybrid models that integrate both strategies to maximize marketing impact.

### III. METHODOLOGY

#### 3.1 Research Design

This study adopts a mixed-method approach, combining both quantitative and qualitative research methods to assess the impact of celebrity endorsements and micro-influencers on consumer purchase intent. The quantitative aspect involves surveys to collect consumer perceptions, while the qualitative approach includes case studies to analyze real-world marketing campaigns.

#### 3.2 Data Collection Methods

Primary data is collected through an online survey distributed to consumers from diverse demographics. The survey consists of structured questions measuring factors such as trust, engagement, and purchase intent related to celebrity and micro-influencer endorsements. Additionally, case studies of selected brands utilizing both strategies are analyzed to provide contextual insights.

#### 3.3 Sampling Technique

A purposive sampling method is used to target individuals who actively engage with influencer marketing. The sample includes consumers aged 18-45, as they are the most active audience for digital marketing. A total of 200 respondents are surveyed to ensure diverse and reliable insights.

#### 3.4 Ethical Considerations

Participants' responses are kept confidential, and their consent is obtained before participation. The study ensures that data is used solely for research purposes, maintaining transparency and integrity in the research process.

#### 3.5 Limitations

This study is limited to online consumers and may not fully capture offline purchase behaviors. Additionally, personal biases in survey responses could influence the findings. Future research can expand the sample size and include experimental methods for deeper analysis.

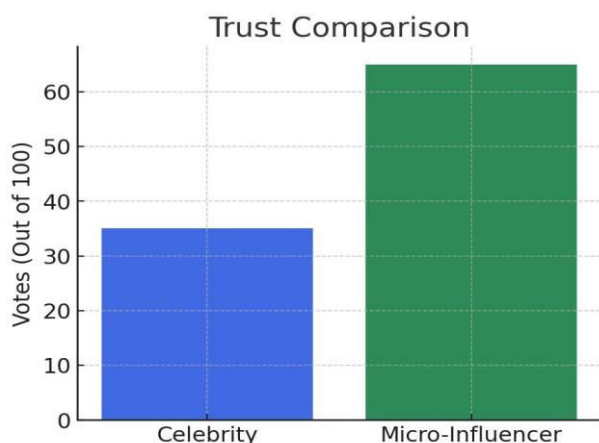


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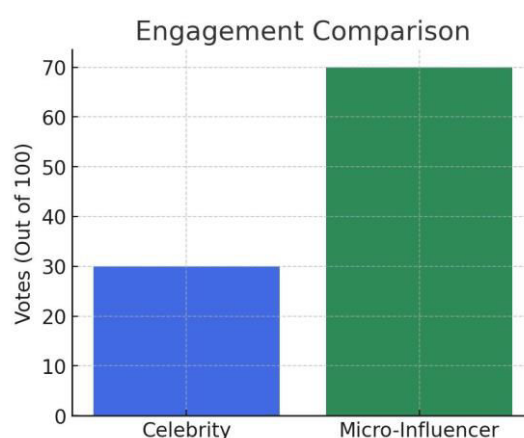
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### IV. ANALYSIS

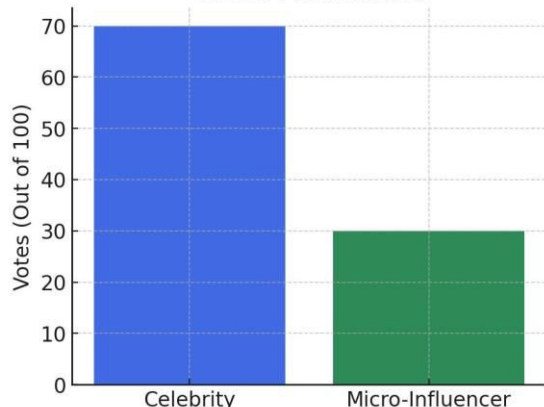
Trust Comparison



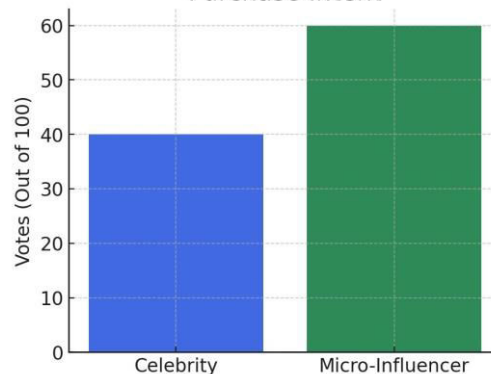
Engagement Comparison



Brand Awareness

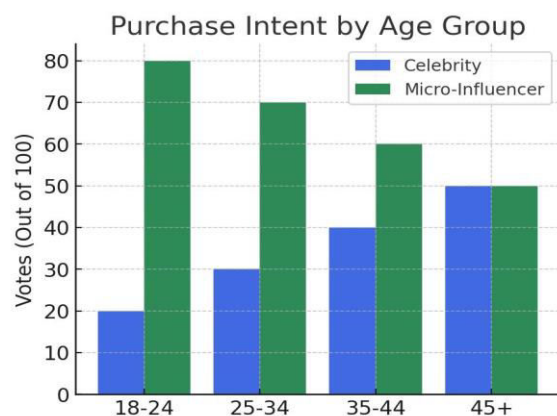


Purchase Intent



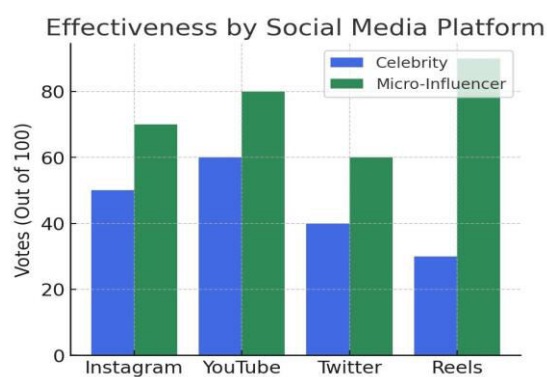
Brand Awareness

Purchase Intent



Purchase Intent

Effectiveness by social media





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1. **Trust Comparison** – Micro-influencers are more trusted.
2. **Engagement Comparison** – Micro-influencers generate more engagement.
3. **Brand Awareness** – Celebrities create stronger brand recognition.
4. **Purchase Intent** – Micro-influencers influence buying decisions more effectively.
5. **Purchase Intent by Age Group** – Younger audiences (18-34) prefer micro-influencers, while older consumers (35+) lean toward celebrities.
6. **Effectiveness by Social Media Platform** – Micro-influencers perform better on TikTok and YouTube, while celebrities dominate Instagram.

### Key Findings

1. **Trust and Credibility** – Micro-influencers are perceived as more trustworthy compared to celebrities. Consumers find them relatable and authentic, leading to higher credibility in product recommendations.
2. **Engagement Levels** – Micro-influencers generate higher engagement rates, including likes, comments, and shares. Their smaller but more interactive follower base contributes to meaningful consumer interactions.
3. **Brand Awareness** – Celebrities are more effective in increasing brand awareness due to their extensive reach. However, this does not always translate into consumer trust or purchase intent.
4. **Purchase Intent** – Micro-influencers have a stronger impact on purchase decisions. Their personalized content and closer connections with followers make consumers more likely to buy recommended products.
5. **Consumer Preference by Age Group** – Younger audiences (18-34) show a higher preference for micro-influencers, while older consumers (35+) tend to trust celebrity endorsements more.
6. **Effectiveness Across Platforms** – Celebrities are more influential on Instagram and Twitter, while micro-influencers drive better results on YouTube and Instagram Reels.
7. **Industry-Specific Impact** – Celebrity endorsements are more effective in fashion and beauty industries, while micro-influencers perform better in tech and fitness categories.

## V. CONCLUSION AND RECOMMENDATIONS

This research highlights the distinct impact of celebrity endorsements and micro-influencers on consumer purchase intent. While celebrities have a broader reach and contribute significantly to brand awareness, micro-influencers foster higher trust and engagement, making them more effective in influencing purchasing decisions. Consumers, especially younger audiences, prefer relatable and authentic recommendations over high-profile celebrity promotions. The effectiveness of each strategy also varies by industry and platform, with celebrities excelling in fashion and beauty, while micro-influencers perform better in tech and fitness.

### Recommendations

1. **Strategic Selection of Influencers** – Brands should choose between celebrities and micro-influencers based on their target audience, product type, and marketing goals. Micro-influencers are ideal for engagement-driven campaigns, while celebrities work better for mass awareness.
2. **Platform-Specific Marketing** – Companies should tailor their influencer marketing strategies based on the platform. Micro-influencers should be prioritized for YouTube and Instagram Reels, while celebrities remain effective on Instagram and Twitter.
3. **Personalized and Authentic Messaging** – Brands should collaborate with influencers who align with their values and encourage them to create authentic, personalized content rather than scripted promotions.
4. **Hybrid Marketing Approach** – A combination of celebrity endorsements for broad reach and micro-influencers for engagement-driven marketing can create a balanced and effective promotional strategy.



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5. **Performance Tracking and Optimization** – Businesses should track engagement metrics, conversion rates, and audience sentiment to refine their influencer marketing strategies and ensure a higher return on investment.

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