



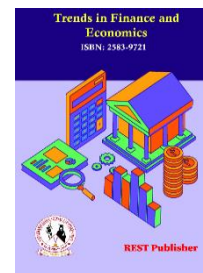
Trends in Finance and Economics

Vol: 2(3), September 2024

REST Publisher; ISSN: 2583 9721

Website: <https://restpublisher.com/journals/tfe/>

DOI: <https://doi.org/10.46632/tfe/2/3/7>



Impact of Celebrity Endorsement on Consumer Buying Behaviour

Shiney C N

MES Ponnani College, Ponnani, Kerala, India.

Corresponding Author Email: shinyshomi@gmail.com

Abstract: Celebrity endorsement has emerged as a powerful marketing strategy widely used by companies to influence consumer attitudes and purchasing decisions. This study examines the impact of celebrity endorsement on consumer buying behavior among college students of Trissur district, Kerala. The research is based on primary data collected through a structured questionnaire from 250 respondents selected using convenient sampling. The study reveals that celebrity endorsement plays a significant role in enhancing brand recognition and recall, though it does not always directly influence purchase decisions. While consumers recognize brands through celebrities and acknowledge their effect on brand image, many respondents do not buy products solely because of celebrity association. The study highlights both the strengths and limitations of celebrity endorsement as a marketing tool.

Key Words: Celebrity endorsement, consumer behavior, advertising, brand image, purchase intention.

1. INTRODUCTION

In the modern competitive marketplace, celebrity endorsement has become one of the most widely used advertising strategies. Organizations use famous personalities from cinema, sports, and other fields to promote products and build brand awareness. Celebrities often act as brand ambassadors, transferring their popularity, credibility, and public image to the products they endorse. Consumer buying behavior refers to the actions and decisions individuals make while purchasing goods and services. Marketers believe that celebrity endorsements can create strong brand recall, improve brand image, and influence consumer attitudes. However, the actual impact of such endorsements on purchase decisions varies across consumers. This study focuses on understanding the influence and effectiveness of celebrity endorsement on the buying behavior of students.

2. REVIEW OF LITERATURE

Recent studies have highlighted the growing importance of celebrity endorsement as a powerful marketing strategy influencing consumer perception, brand attitude, and purchase intention. Herjanto et al. (2020) examined the impact of celebrity endorsement on Instagram fashion purchases and found that endorsements significantly influence consumer buying behavior, especially among younger social media users. The study emphasized that credibility, attractiveness, and familiarity of celebrity's play a crucial role in shaping purchase intention and brand engagement. Further, research trends in digital marketing indicate that celebrity endorsement has evolved from traditional advertising to social media-based influencer promotion. Studies conducted between 2021 and 2023 show that consumers increasingly rely on celebrities and influencers for product recommendations, particularly in fashion, cosmetics, and lifestyle products. The emotional connection, trust, and perceived expertise of celebrities contribute to higher brand recall and consumer loyalty. A recent study by Uddin (2023) analyzed the impact of celebrity attributes such as trustworthiness, attractiveness, familiarity, and congruence on consumer purchase intention. The findings revealed that trustworthiness and product-celebrity fit significantly enhance consumer confidence and positively influence buying decisions. The research confirmed that celebrity endorsement continues to be an effective promotional strategy in modern marketing environments. Recent marketing discussions and consumer trend reports also indicate a shift toward authenticity and reliability in endorsements. Consumers increasingly prefer endorsements that appear genuine and aligned with the celebrity's personality and expertise. Micro-influencers and socially relatable figures often generate

higher engagement and stronger emotional bonds with audiences compared to traditional celebrity endorsements. Overall, the literature from 2020 to 2023 shows that celebrity endorsement remains a strong determinant of consumer behaviour. However, the effectiveness depends largely on credibility, authenticity, product relevance, and digital engagement. These studies collectively suggest that celebrity endorsement continues to shape consumer perceptions, build brand trust, and influence purchase intentions in both traditional and digital marketing contexts.

Statement of the problem

Celebrity endorsement has become one of the most widely used promotional strategies in modern marketing, as companies invest heavily in popular personalities to create brand awareness and attract consumers. Marketers believe that celebrities can influence consumer attitudes, improve brand recognition, and enhance the overall image of products. However, it is not always certain whether celebrity endorsement actually leads to a strong impact on consumer buying behavior or merely increases attention and recall. In the present market, consumers are exposed to a large number of advertisements featuring celebrities. While such advertisements may hold viewers' attention and help them remember brands, consumers may not necessarily make purchase decisions based on celebrity influence. Many people may recognize the brand or identify the product through the celebrity, but factors such as trust, product quality, price, and personal preference may play a more important role in actual buying decisions. Moreover, there are concerns that celebrities may overshadow the product, become overexposed, or lose credibility, which can negatively affect consumer perception. Some consumers may also doubt whether celebrities genuinely use the products they endorse, leading to trust issues. These mixed responses make it important to study the real effectiveness of celebrity endorsement in shaping consumer behavior. Therefore, the problem addressed in this study is to examine the extent to which celebrity endorsement influences consumer buying behaviour among college students, and to understand whether it significantly affects brand recall, product recognition, trust, and purchase decisions. The study seeks to identify whether celebrity endorsement truly motivates consumers to buy products or primarily contributes to brand awareness and image creation.

Research questions

- Does celebrity endorsement significantly influence consumer buying behavior among students?
- To what extent does celebrity endorsement contribute to brand awareness and brand recall?
- Does the presence of a celebrity in advertisements improve product recognition among consumers?
- How does celebrity endorsement influence consumer perception of brand image?
- Are there differences in the level of influence of celebrity endorsement based on demographic factors such as gender and age?

Objectives of the Study

- To examine the influence of celebrity endorsement on consumer buying behavior among students.
- To analyse the role of celebrity endorsement in creating brand awareness and brand recall.
- To study whether the presence of celebrities in advertisements improves product recognition.
- To determine the extent to which celebrity endorsement affects consumers' purchase decisions.
- To evaluate the impact of celebrity endorsement on the brand image of products.
- To analyse whether demographic factors such as gender and age influence the effectiveness of celebrity endorsement.

Significance of the Study

This study is significant as it helps to understand the role and effectiveness of celebrity endorsement in influencing consumer buying behavior, particularly among students. In today's competitive marketing environment, companies spend large amounts on celebrity promotions to attract attention and build brand image. Therefore, it is important to examine whether such endorsements truly affect consumer decisions or mainly create awareness. The study is useful for marketers and advertisers as it provides insights into how consumers respond to celebrity-endorsed advertisements. It helps them understand whether celebrity influence leads to brand recognition, trust, and actual purchase behavior. The findings can guide companies in selecting suitable celebrities and developing effective promotional strategies that match consumer expectations. This research is also beneficial to businesses in evaluating whether investment in celebrity endorsement is worthwhile. It highlights the importance of factors such as credibility, product quality, and consumer trust in determining the success of advertisements. For academicians and researchers, the study adds to the existing knowledge on consumer behavior and advertising effectiveness. It can serve as a reference for future research in marketing, branding, and promotional strategies. Further, the study helps consumers become more aware of how advertisements influence their perceptions and decisions. It encourages them to think critically about the relationship between celebrity promotions and actual product value.

3. RESEARCH METHODOLOGY

The present study aims to examine the impact of celebrity endorsement on consumer buying behavior among students. A descriptive research design was adopted to understand consumer perceptions, attitudes, and responses towards celebrity-endorsed advertisements. Both primary and secondary data were used for the study. Primary data was collected through a structured questionnaire designed to gather information regarding respondents' opinions on celebrity influence, brand recognition, purchase decisions, and trust in endorsed products. The questionnaire consisted of close-ended questions based on a five-point Likert scale ranging from strongly disagree to strongly agree. The study was conducted among students of Trissur district. A sample of 250 respondents was selected using a convenient sampling method to ensure equal opportunity for participation. The sample included students from different age groups, gender, and educational levels such as undergraduate, postgraduate, and research scholars. Secondary data was collected from journals, books, research articles, and relevant internet sources to support the theoretical framework and review of literature related to celebrity endorsement and consumer behavior. Inferential analysis is used to draw conclusions about the population based on the sample data collected from the respondents. In this study, inferential analysis helps to understand whether celebrity endorsement has a statistically meaningful influence on consumer buying behavior, brand recognition, and purchase intention among students.

4. RESULTS AND DISCUSSIONS

Chi-Square Test: Gender and Purchase due to Celebrity Endorsement

A Chi-square test of independence was applied to examine whether gender has a significant relationship with the tendency to purchase products endorsed by favourite celebrities.

Hypotheses:

- H₀: There is no significant association between gender and purchase of celebrity-endorsed products.
- H₁: There is a significant association between gender and purchase of celebrity-endorsed products.

From the project data, the calculated Chi-square value is:

- $\chi^2 = 3.53$
- Degrees of freedom = 4
- p-value = 0.47
- Critical value at 5% level = 9.49

Result:

Since the calculated value (3.53) is less than the critical value (9.49), the null hypothesis is accepted. This indicates that there is no statistically significant relationship between gender and the decision to buy products because of celebrity endorsement.

Influence of Celebrity Attention on Brand Recall

The percentage data shows that:

- 50% of respondents agreed that celebrities hold viewers' attention.
- 66% agreed that celebrities help them remember brands.
- 62% agreed that celebrity presence helps identify products.

Result:

Celebrity endorsement significantly improves brand recall and awareness among respondents. Thus, it is effective in the early stages of consumer decision-making.

Impact on Purchase Decision

The percentage data show that

- 42% of respondents stated they do not buy products just because celebrities use them.
- 46% said their purchase decision is not based on celebrity advertisements.
- Many respondents remained neutral.

Result:

The inferential interpretation suggests that celebrity endorsement has a limited direct impact on purchase decisions, though it influences awareness and interest.

Trust and Credibility Analysis

From the responses:

- A considerable number of respondents doubted whether celebrities actually use the products they endorse.
- Many respondents were unsure about the quality of celebrity-endorsed products.

Result:

Celebrity credibility has only a moderate influence on consumer trust and buying intention.

Findings of the Study

- Celebrity endorsements were found to attract viewers' attention and help in remembering brands and products.
- A large number of respondents agreed that the presence of celebrities in advertisements improves brand recognition and recall.
- Many respondents were able to identify products based on the celebrities associated with them.
- Celebrity endorsement was found to play an important role in creating a positive brand image and increasing product awareness.
- However, a considerable number of respondents stated that they do not buy products just because celebrities endorse them.
- Purchase decisions were found to be influenced more by product quality, price, and personal preference than by celebrity presence.
- Many respondents expressed doubt about whether celebrities actually use the products they promote.
- Trust and credibility of celebrities were found to have only a moderate impact on consumer buying decisions.
- Female respondents showed slightly higher interest and awareness towards celebrity-endorsed products compared to male respondents, though the statistical relationship was not strong.
- Overall, celebrity endorsement was more effective in creating awareness and recall than in directly influencing purchase behavior.

Suggestions

- Companies should select celebrities who match the image and nature of the product to improve credibility and effectiveness.
- Advertisements should focus not only on celebrities but also on product quality, features, and benefits.
- Marketers should ensure authenticity in endorsements to increase consumer trust and confidence.
- Overuse of the same celebrity for multiple brands should be avoided, as it may reduce credibility.
- Brands can combine celebrity endorsement with other promotional strategies such as customer reviews and demonstrations to improve influence on buying decisions.
- Companies should conduct regular market research to understand consumer expectations and perceptions about celebrity endorsements.
- More importance should be given to building trust, as credibility plays a key role in converting awareness into actual purchases.

5. CONCLUSION

Celebrity endorsement has become an important marketing strategy used by companies to promote products and create brand awareness. The study reveals that celebrities are effective in attracting attention, increasing brand recognition, and improving recall among consumers. They help in building a strong brand image and influence consumer perceptions to some extent. However, the findings indicate that celebrity endorsement alone does not strongly influence consumers to purchase products. Most respondents make buying decisions based on factors such as product quality, price, usefulness, and personal preference rather than celebrity association. Trust and credibility also play a significant role in determining the effectiveness of endorsements. Thus, celebrity endorsement is more useful as a tool for creating awareness and strengthening brand image rather than directly driving purchase behavior. For better results, companies should use celebrity endorsement along with strong product quality, honest promotion, and effective marketing strategies.

REFERENCES

- [1]. Chopra, A., & Avhad, V. (2022). Social media influencer's vs traditional celebrities: Impact on consumer decision making. *International Journal of Advertising*, 41(5), 789–808.
- [2]. Dwivedi, A., Johnson, L. W., & McDonald, R. (2021). Celebrity endorsement, brand credibility, and brand equity: A study of consumer response. *Journal of Retailing and Consumer Services*, 58, 102–115.
- [3]. Herjanto, H., Amin, M., & Purington, E. F. (2020). The effect of celebrity endorsement on purchase intention: Instagram as a marketing communication tool. *Organizations and Markets in Emerging Economies*, 11(2), 203–221.
- [4]. Jain, V. (2021). Celebrity endorsement and its impact on consumer buying behaviour in the digital era. *Journal of Marketing Communications*, 27(6), 563–578.
- [5]. Kumar, A., & Sharma, R. (2023). Effectiveness of celebrity endorsement on consumer purchase intention: A study in the social media environment. *Journal of Promotion Management*, 29(4), 489–505.
- [6]. Patel, K., & Patel, R. (2020). Role of celebrity endorsement in shaping consumer perception and brand image. *Global Business Review*, 21(4), 1034–1048.
- [7]. Singh, R., & Banerjee, N. (2022). Influencer marketing and celebrity endorsement: Impact on consumer trust and brand loyalty. *International Journal of Consumer Studies*, 46(3), 1021–1034.
- [8]. Uddin, S. (2023). Impact of celebrity attributes on consumers' purchase intention: The role of trustworthiness, attractiveness, and product congruence. *International Journal of Science and Business*, 30(1), 45–58.