

mLAC Journal for Arts, Commerce and Sciences (m-JACS)

Volume 2, No.3, September 2024, P 30-35

ISSN: 2584-1394 (Online)

A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOUR OF CUSTOMERSMs. S. Deepalakshmi ^{*1}, Dr. K. Antony Baskaran ²¹Assistant Professor, Islamiah Women's Arts and Science College, Vaniyambadi²Associate Professor and Research Supervisor, Sacred Heart College (Autonomous), Tirupattur

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DOI: <https://doi.org/10.59415/mjacs.v2i3.206>**Abstract**

In today's marketing landscape, celebrities play a crucial role in advertising, leveraging their credibility and allure to enhance the effectiveness of campaigns. Marketers strategically utilize celebrities from various fields to capture consumer attention and influence purchasing decisions, particularly in regions like India where celebrity adoration is profound. This study delves into the transformative impact of celebrity endorsements on consumer purchasing patterns and brand perception, examining the intricate interplay between celebrity influence and consumer decision-making processes. Concurrently, the consumer buying decision process is explored, highlighting the stages individuals undergo when considering a purchase from identifying a need to post-purchase evaluation. Understanding these processes sheds light on how celebrities and consumer behaviours intersect, shaping marketing strategies and brand outcomes.

Keywords: Celebrity endorsement, advertising, consumer behaviour, brand perception, marketing strategies, purchasing decisions, credibility, consumer buying decision process

1. Introduction

In the contemporary marketing landscape, celebrities wield considerable influence, serving as linchpins in advertising efforts by capitalizing on their credibility and allure to augment the efficacy and trustworthiness of advertisements. Drawing from various spheres such as film, television, sports, politics, business, and even fictional characters, celebrities are strategically employed by marketers to seize consumer attention and shape purchasing choices. With the celebrity endorsement industry rapidly evolving into a billion-dollar juggernaut worldwide, especially in regions like India where celebrity adoration runs deep, advertisers increasingly bank on these iconic figures to bolster brand perception, stimulate sales, and seize market dominance. This study probes deeply into the transformative impact of celebrity endorsements on consumer purchasing patterns and brand outlook, illuminating the intricate interplay between celebrity sway and the intricate mechanisms driving consumer decision-making.

The consumer buying decision process encompasses a series of stages that individuals traverse when considering a purchase. It begins with the identification of a need or desire for a particular product or service. Subsequently, consumers engage in an information search, diligently researching and evaluating various alternatives available in the market. This stage involves comparing factors such as price, quality, features, and brand reputation. Following thorough deliberation, consumers make a purchase decision, selecting the option they perceive as most suitable. Upon acquiring the product, consumers proceed to use it, experiencing its functionalities and benefits first-hand. Over time, products may reach the end of their lifecycle, leading to their disposal or discontinuation of use. Throughout this process, consumers engage in post-purchase evaluation, reflecting on their satisfaction with the product and considering whether to repurchase it or opt for an alternative in the future. These stages collectively shape consumer behaviour and influence purchasing patterns.

2. Celebrity advertising – concept

Celebrity advertising is a widely adopted and successful marketing strategy employed by companies to enhance brand visibility and appeal. In India, a significant majority of businesses leverage film stars, sports personalities, anchors, and musicians to endorse their products or brands. By utilizing celebrities, advertisements aim to deliver both informational and emotional impact to viewers. Informational impact aids in raising awareness about the product or brand, while emotional impact fosters a strong connection between viewers and the celebrity endorser. The messages conveyed by these spokespersons generate positive appeal, attention, brand recall, recognition, ultimately capturing

the attention of consumers effectively.

3. Importance of the study

1. Explore the prevalence of celebrity endorsements across multiple advertisements and brands.
2. Investigate the potential confusion among customers caused by extensive celebrity endorsements.
3. Determine if celebrity endorsements have a discernible impact on consumer buying behaviour.
4. Assess consumer perceptions of celebrity endorsements.
5. Analyze consumer behavioural patterns influenced by celebrity endorsements.
6. Evaluate the effect of celebrity endorsements on consumer attitudes toward different products.

4. Scope of the study

1. Investigate the strategic utilization of celebrities by marketers to influence consumer purchasing patterns.
2. Examine how marketers leverage strong, publicly desirable celebrities to enhance brand image.
3. Identify the primary factors influencing consumer buying behavior through celebrity endorsement.

5. Objectives of the study

1. To investigate customer perceptions regarding celebrity endorsement.
2. To find the factors of celebrities that draws public interest

6. Research methodology

The study adopts an exploratory approach, employing sampling methods to gather data. Both primary and secondary data sources are utilized:

Primary Data: Structured questionnaires are administered to 100 respondents using convenience sampling, where participants are conveniently selected based on accessibility.

Secondary Data: Various sources of literature such as journals, magazines, textbooks, and the internet are consulted to gather secondary data.

Sample Size: The survey involves 100 respondents, with convenience sampling employed as the sampling technique. Convenience sampling is a form of non-probability sampling that selects participants readily available within proximity.

7. Limitations of the study

1. Respondent opinions may be susceptible to personal bias, potentially affecting the study's outcomes.
2. Some respondents displayed significant skepticism towards the social system, leading to bias against celebrity endorsements in advertisements.
3. The study's sample size was restricted, which could impact the generalizability of findings.
4. Responses predominantly came from young individuals, potentially limiting the representation of diverse age groups and viewpoints.

8. Review of literature

(Choraria, 2015) in their study on “Effectiveness of Celebrity Endorsement Advertisements: The Role of Customer Imitation Behaviour” have found that expression of power directly influences attitudes towards celebrity advertisements, indicating that individuals with a need for power tend to hold favourable opinions of such endorsements without necessarily imitating celebrity behaviour. Peer influence, examined in the study to assess the social environment's role, and does not affect the effectiveness of celebrity advertisements, either directly or through imitation. For practitioners, the study underscores three significant findings: first, the importance of selecting suitable celebrities for different customer segments, particularly emphasizing the potential success of advertisements when celebrities are imitated; second, the need to craft celebrity advertisements that encourage imitation behaviour, aligning the celebrity's actions with the value proposition and market offering; and third, the reinforced significance of fostering positive attitudes towards celebrity advertisements, which can ultimately enhance customer purchase intentions.

(L.Wang, 2015) in his study on "Exploring the Moderating Role of Product Type in Celebrity Endorsement Effectiveness" have found that the effectiveness of celebrity endorsements varies across product categories, with greater impact observed for hedonic and image-related products compared to utilitarian ones.

(E.Martinez, 2019) in the study on "The Impact of Celebrity Endorsement on Brand Social Responsibility Perceptions" have observed that celebrity endorsements can enhance perceptions of brand social responsibility, particularly when celebrities are associated with charitable causes or sustainability initiatives.

(Prof.Saumendra Das, August 2012) In the study which focused on brand perception through celebrity endorsements, the results indicated that the influence of celebrities is more pronounced in various advertisements compared to other advertising techniques.

(Ibok, 2013) This study employs empirical methods to investigate the factors crucial to the effectiveness of celebrities in the Nigerian telecommunication industry. The results underscore the significance of perceived expertise and credibility as the primary determinants of celebrities' effectiveness in this context. The study emphasizes the importance of carefully considering a celebrity's public image when incorporating them into product advertisements.

(A.Pughazhendi, 2012) The research, titled "Influence of Celebrity Athlete Endorsements on Young Student Consumers in Chennai City," demonstrates that celebrity athlete endorsers positively affect various aspects of young adults' consumer behavior. The study indicates that these athletes play a role in product switching behavior, complaint behavior, positive word-of-mouth, and brand loyalty among young consumers. Interestingly, the findings suggest that females are more inclined than males to share positive word-of-mouth regarding a product or brand endorsed by their favorite athlete. Furthermore, females assign higher ratings to the influence of their preferred athlete on positive word-of-mouth behavior and brand similarity compared to young male students.

9. Analysis and results

9.1 Demographic details of the respondents

Table 1 – Demographic Details

Demographic Details		Frequency
Age (years)	Below 20	46
	21-23	50
	26-30	04
	Above 30	-
	Total	100
Gender	Male	62
	Female	38
	Total	100
Area	Rural	34
	Urban	66
	Total	100

Education level	UG	26
	PG	24
	Professional	30
	Others	20
	Total	100
Occupation	Student	82
	Business	10
	Employee	08
	Total	100
Family income	Below Rs. 10000	30
	Rs. 10000 – Rs. 20000	10
	Rs. 20000 – Rs. 30000	24
	Above Rs. 30000	36
	Total	100

The above table shows the demographic details of respondents. Respondents have been classified based on age, gender, area, educational qualification, occupation, and family income.

9.2 Celebrity Endorsement on the buying behaviors of customers

9.2.1 Celebrity Endorsement on the buying behaviors of customers

Table 2: Frequency of time to watch advertisements

Factors	No. of Respondent	Frequency in Percentage
Often	22	22
Occasionally	72	72
Never	06	06
Total	100	100

The above table shows frequency of watching advertisements. Majority of 72 percentages of the respondents occasionally watch advertisements, 22 percentages often watch advertisements and 06 percentages never watch advertisements on media.

9.3 Type of advertisements attracting customers

Table 3: Type of advertisements attracting customers

Factors	No. of Respondent	Frequency in Percentage
Celebrity endorsed advertisement	76	76
Non celebrity endorsed advertisement	24	24
Total	100	100

From the above table shows type of advertisements attracting the respondents. The study shows 76 percentages of the respondents prefer celebrity endorsed advertisements whereas 24 percentages prefer non celebrity advertisements.

9.4 Preference on Celebrity endorsing brand

Table 4: Preference of celebrity endorsing brand

Factors	No. of Respondent	Frequency in Percentage
Yes	84	84
No	16	16
Total	100	100

From the table above shows majority of 84 percentages prefer to see celebrity endorsing the brand on media whereas 16 percentages do not prefer to see celebrity endorsing the brand on media.

9.5 Celebrity influence in connection with a product

Table 5: Celebrity influence in connection with a product

Factors	No. of Respondent	Frequency in Percentage
Very influential	10	10
Influential	64	64
Not at all influential	26	26
Total	100	100

From the table it shows that 64 percentages of the respondents felt influenced, 26 percentages of the respondents felt not at all influenced and the least 10 percentage felt very influential.

9.6 Whether celebrity gives a true picture about the product in advertisements?

Table 6: celebrity gives a true picture about the product in advertisements

Factors	No. of Respondent	Frequency in Percentage
Yes	06	06
No	42	42
Maybe	52	52
Total	100	100

The study shows 52 percentages thinks maybe, 42 percentages thinks no and 06 percentages of the respondents think that the celebrity gives a true picture about the product.

9.7 Products sales are higher due to celebrity advertisement

Table 7: Products sales are higher due to celebrity advertisement

Factors	No. of Respondent	Frequency in Percentage
Yes	30	30
No	12	12
Maybe	58	58
Total	100	100

The study shows 58 percentage thinks maybe celebrities are reasons for increasing the sales of the products, 30 percentage thinks higher sales is possible through celebrity advertisement and 12

percentage of the respondents thinks no one is reason for the higher sales

9.8 Celebrities help to recognize the product

Table 8: Celebrities help to recognize the product

Factors	No. of Respondent	Frequency in Percentage
Yes	88	88
No	12	12
Total	100	100

From the above table it shows the opinion of the respondents about whether the celebrities help them to recognize the product or not. The study shows that 88 percentages agree that celebrities do help them recognize a product and 12 percentages of the respondents disagree with the statement.

10. Conclusion

Based on this study, it is evident that celebrity endorsement significantly impacts customer buying behaviour, with respondents expressing a preference for celebrity-endorsed advertisements. The research underscores the transformative role of celebrity endorsements in modern advertising, highlighting its importance as a key marketing tool. Notably, the study indicates that the influence of celebrity endorsements is particularly pronounced among younger demographics, with both male and female respondents showing support for this marketing approach. Celebrities effectively inspire trust and encourage consumers to engage with endorsed brands, emphasizing the persuasive power of celebrity endorsements in shaping consumer perceptions and preferences.

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