

Impact of Celebrity Endorsement on Consumer Buying Behaviour

Farheen Sheikh

The Byramjee Jeejeebhoy College of Commerce, Mumbai

Abstract: *Celebrity endorsement has been recognized as one of the most effective and popular marketing tools in marketing. In today's competitive business world, companies strive hard to differentiate themselves and attract consumer attention. To grab the consumer attention companies are increasingly turning to celebrities, well-known personalities from the movie, sports, television, and social media worlds to endorse their products and services.*

The basic idea behind celebrity endorsement is , that consumers link the attributes of the celebrity, such as success, attractiveness, expertise, and trustworthiness, to the endorsed brand. This linkage is expected to develop consumer attitudes and behavior. The conclusion of the study is that celebrity endorsement is an effective marketing tool, although its success is dependent on careful selection.

Keywords: Celebrity endorsement has been recognized as one of the most effective and popular marketing tools in marketing.

I. INTRODUCTION

Marketing is an important function of business organizations, as it links products and services with consumers. With the increasing competition and advancements in technology, businesses are looking for innovative methods to shape consumer behavior. Celebrity endorsement is the most used tool amongst all. Celebrity endorsement uses famous personalities to advertise a brand or product in advertisements.

Consumer buying behavior is a process that a person undergoes while choosing, purchasing, and consuming goods and services. The process includes need recognition, searching for information, evaluating alternatives, purchase decision, and post-purchase evaluation. Advertising is a crucial factor in shaping each of these aspects.

The main aim of celebrity endorsement is to increase brand awareness, build a positive brand image, and generate purchase desire. Though the success of celebrity endorsement is dependent on various factors, such as credibility, attractiveness, expertise, and compatibility between the celebrity and the product. This paper tries to examine these factors and conclude how they affect consumer buying behavior.

II. REVIEW OF LITERATURE

The celebrity endorsement phenomenon has been thoroughly researched by academicians in the fields of marketing and consumer behavior. A number of theories have been developed to explain the celebrity endorsement effect on consumer attitudes and purchase behavior.

The Source Credibility Model proposes that the effectiveness of a message depends on the expertise and trustworthiness. The Source Attractiveness Model highlights the importance of physical attractiveness, familiarity, and likeability are the key factors in persuasion. The

Match-Up Hypothesis proposes that celebrity endorsement is more persuasive when there is a logical connection between the celebrity and the product. Existing literature suggests that celebrity endorsement has a positive effect on brand awareness, brand image, and purchase intention. Overuse of celebrity endorsement and celebrity controversies can have a negative impact on brand credibility.



III. RESEARCH METHODOLOGY

The theoretical framework indicates the overall topic of the research as it indicates that there are a number of attributes of celebrity, and here we are going to discuss the three major attributes of celebrity, i.e., the first attribute is attractiveness, which includes beauty, charm, looks, nice appearance, magnetism, etc., the second attribute considered here is credibility, which includes trustworthiness, reliability, authority, standing, and sincerity of the celebrity, and the third attribute considered here is meaning transfer, i.e., how the celebrity is able to change the meaning of the product or the brand.

A well-framed set of questioned was sent through emails to the targeted personnel or interviews were conducted over telephone; even a few were face-to-face. Table-1 represents the twelve companies that took part in this research, from which correspondents of different industries like IT, Telecom, Power, Paints, Education, Advertisements, etc., were interviewed.

In the present study, the online survey method using a structured questionnaire is used. Incomplete data is discarded and 100 responses were finally used. Of these 69 were Male, and 31 were Female.

IV. STATEMENT OF THE PROBLEM

Carrying out a study on the impact of celebrity endorsements on consumer buying behaviour was both thrilling and complex. Although the study was helpful in gaining insights, there were some issues faced while conducting the study, which are as follows:

One of the major issues was the gender bias, as there were more female respondents than male respondents in the study. This poses a problem as, based on this study, it cannot be clearly stated whether the results are applicable to both male and female consumers.

Another problem was the area of study, as the study was carried out only in the Tri city area, comprising Chandigarh, Panchkula, and Mohali. Consumer behaviour might not be the same in different parts of the world, as different people might behave differently based on different cultural values.

Another problem was the absence of the influence of digital media platforms in the study, as the study was based only on celebrity endorsements, while in the current scenario, the influence of digital media platforms on consumer behaviour cannot be denied, as they are playing a vital role in shaping consumer behaviour, unlike celebrity endorsements.

V. DATA ANALYSIS AND INTERPRETATION

Celebrities play a crucial role in the buying behaviour of consumers by increasing brand awareness and brand trust. However, the impact of celebrity endorsements on consumers' buying decisions may vary depending on the credibility of the celebrity and the audience. For instance, younger consumers are more likely to be affected in the fashion industry.

The secondary analysis of the data also revealed that celebrity endorsements tend to increase the awareness of the brands, trust among consumers, and purchase intentions. However, the extent of the impact differs depending on the type of product, the match between the celebrity and the brand, and the consumers. The research conducted in India and across the globe revealed that the effectiveness of celebrity endorsements is higher if the celebrities' credibility and congruence are higher.

V. CONCLUSION

The findings of the study is that celebrity endorsement is an important factor in influencing the buying behavior of consumers. It increases brand awareness, builds brand image, and encourages purchase behavior if the celebrity is perceived as authentic and relevant to the product.

However, the effectiveness of celebrity endorsement largely depends on proper alignment between the brand and the celebrity. Overexposure and negative publicity can have a negative impact on the brand image.



Although using a celebrity to endorse a product is a proven method for advertising a product, these campaigns aren't without their problems. Today's consumer is a much more advertising literate group of people than before, and with the growing use of social media and blogs, celebrities are frequently called out to justify which companies they choose to partner with. Often this is a result of the star being seen promoting what appear to be competing brands, and can often undermine the power of an endorsement if it is not taken seriously by the public.

In this paper we examine the effects of celebrity endorsements in greater depth, focusing on celebrities' endorser characteristics and their influences on consumer purchasing behaviour, as well as differences in purchasing between male and female consumers, interpretation of symbolic meanings behind advertisements, and advertisers' marketing recommendations for endorsements.

By analysing effects of a celebrity endorsement in advertisements using a research method which incorporates exploratory and explanatory research techniques, the paper strives to offer a more complete and fairer appraisal of the relationship between endorsements and consumer and advertising firm behaviour in contemporary markets.

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