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A Study on the Impact of Celebrity Endorsement on Consumer Behaviour

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ABSTRACT: This study examines the influence of celebrity endorsement on consumer purchasing decisions, focusing on how factors such as celebrity credibility, attractiveness, and congruence with the endorsed product affect consumer behavior. In today's highly competitive market, companies frequently utilize celebrities to enhance brand visibility and build consumer trust. The research analyzes consumer perception and purchase intention through surveys and case studies of well-known endorsement campaigns. Findings indicate that celebrity endorsements can significantly impact brand recall, loyalty, and purchase likelihood, especially when there is a strong match between the celebrity's image and the product. However, the effectiveness also depends on the target audience's preferences and the authenticity of the endorsement. The study concludes that while celebrity endorsement is a powerful marketing tool, its success hinges on strategic alignment with brand values and consumer expectations.

I. INTRODUCTION

Celebrity endorsement means using a famous person to promote a product, brand, or cause. When a well-known celebrity supports something, people are more likely to trust it and feel confident about buying it. These endorsements appear in ads on TV, social media, newspapers, billboards, and magazines. They help influence people's choices and are especially useful when launching a new product. If a celebrity approves a product, it can attract new customers and make the product stand out. This gives the brand an edge over its competitors. Even non-profit organizations use celebrities to spread their message to more people. In India, many products are endorsed by celebrities, which shows how powerful this marketing strategy is.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To assess the influence of celebrity endorsements on consumer purchasing decisions.
- To analyse how celebrities create brand awareness on large scale and provide positive aura for the product.
- To examine the potential risks and drawbacks associated with celebrity endorsements on consumer decision making.
- To compare the effectiveness of celebrity and non-celebrity endorsed advertisements.
- To analyse the reason for the usage for celebrity endorsement strategy by marketers.

SCOPE OF THE STUDY

The study examined the impact of celebrity endorsement on consumer buying behaviour. In this study we have researched about the psychology decisions of the consumers when the product is endorsed by a celebrity endorsement nowadays. Celebrity endorsement helps increase sales in the short term and brand awareness in the long term. The future of celebrity endorsement is likely to evolve with changing consumer trends and technological advancements. Virtual influencers and AI-generated celebrities might become more prominent, offering new and innovative ways for brands to connect with audiences.

II. RESEARCH METHODOLOGY

The methodology planned in this study.

Area of study

The data must be collected from the respondents in Coimbatore district.

Source of data

The primary and secondary data were used in the study. The primary data was collected through questionnaire from the people of Coimbatore district. Secondary data was collected from various sources like articles, journals, newspapers, and various websites.

Sample design

The data is to be collected from 110 respondents. Using convenient sampling method, the sample size is to be collected from different types of consumers.

Tools for analysis:

For the purpose of the study: Percentage analysis.

LIMITATIONS

- The consumer opinion may vary at different time because of their psychological instincts.
- Due to limited time the coverage of the study has been limited.
- Consumers may focus on the celebrity, not the product.

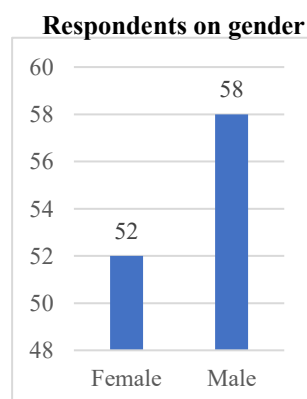
REVIEW OF LITERATURE

- Dr.Fatima Qasim Hasan (2022), 'The consumer buying behaviour towards FMCG influenced by celebrity endorsements', International Journal Of Scientific Research In Engineering And Management, ISSN: 7967 - 8891, Vol 5 No (6), 7264-7325.
- P. Vimal Kumar et.al (2021). "A Study On Impact Of Celebrity Endorsement Among Consumers Buying Multi-Brand Products In Coimbatore District". International Journal Of Research In Commerce & Management, Vol. 12, Issue 03 March, Pp. 6-26.

III. ANALYSIS AND INTERPRETATION

Gender of the respondents

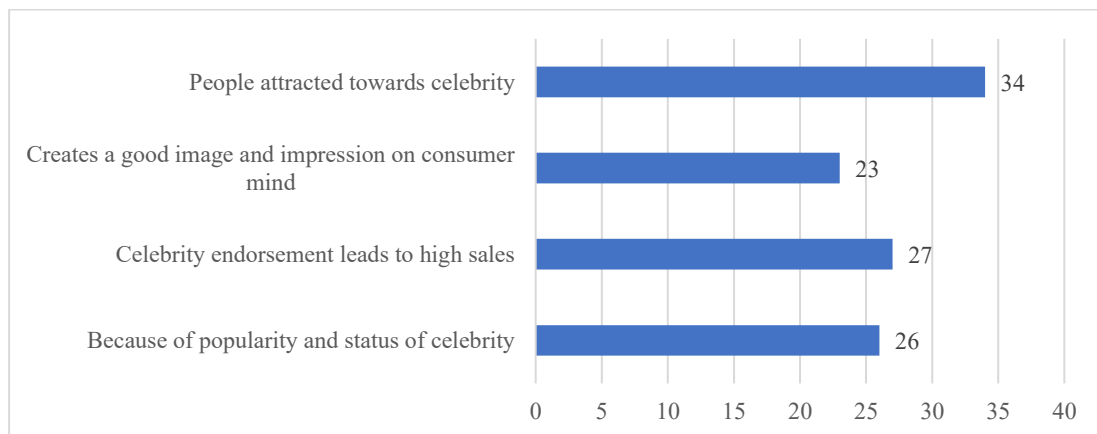
S. No	Gender	No. of respondents	Percentage %
1.	Female	52	47
2.	Male	58	63
TOTAL		110	100



Reasons of the respondents for increasing use of celebrity in advertisements

S. No	Reasons for increasing use of celebrity in advertisements	No. of respondents	Percentage %
1.	People attracted towards celebrity	34	30.909
2.	Popularity and status of celebrity	26	23.636
3.	Creates a good images and impression on consumers	23	20.909
4.	Celebrity endorsement leads to high sale of products or services	27	24.545
TOTAL		110	100

Respondents on increasing use of celebrity in advertisement



The analysis reveals that males slightly outnumber females in terms of responsiveness to celebrity endorsements, with adults aged 40–60 being particularly influenced, likely due to their established brand preferences and financial stability. Middle to upper-middle-income groups show the highest receptiveness, suggesting spending capacity plays a critical role. Interestingly, students, despite limited income, remain highly impressionable and are a key target for brand visibility. Education level doesn't significantly buffer against celebrity influence, as even those with professional degrees are affected. Family structure—whether nuclear or joint—doesn't notably alter endorsement impact, though larger families might amplify product visibility through group dynamics. While economic motivations drive most purchase decisions, emotional and social appeal derived from celebrities adds persuasive power. Awareness levels are moderate, indicating that communication strategies need enhancement. Consumers generally find celebrity-endorsed ads more attractive, though this doesn't always lead to actual purchases. Relatable, credible, and informative celebrities are preferred over those who rely solely on glamour. Lastly, there's a growing consumer expectation for authenticity and ethical endorsements, with irrelevant or misleading promotions risking negative brand perception.

IV. FINDINGS, SUGGESTION AND CONCLUSION

- Majority of users of celebrity-endorsed products are females above 18, mainly students and undergraduates.
- Most belong to middle-income families (₹50,001–₹1,00,000), living in nuclear or joint families with 4 members.
- Economic factors significantly influence purchasing decisions of these respondents.

- Awareness and attraction toward celebrity-endorsed ads are high, influencing over half the respondents.
- Consumers prefer endorsements by admired or famous personalities, valuing attractiveness and lasting impact.
- Generational influence differences are noted, while views on celebrity accountability and local/global endorsements are neutral or mixed.

V. CONCLUSION

This study concludes that celebrity-endorsed advertisements are more attractive and impactful than non-celebrity ones. Celebrity endorsement is an effective marketing strategy that significantly influences consumer behavior and brand perception. Its success depends on factors like the celebrity's alignment with the brand, relevance to the target audience, and authenticity. The findings reveal a strong relationship between various celebrity attributes—such as physical attractiveness and credibility—and consumer attitudes and purchase intentions. Ultimately, the study confirms that celebrity endorsements positively affect buying behavior, as many respondents admitted to purchasing products endorsed by celebrities.

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