A

COMPREHENSIVE PROJECT REPORT

ON

"Impact of celebrity endorsement on consumer buying behaviour with Reference to Clothing Brands."

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Students' Declaration

We, Abhishek Dhoriyani and Gaurang Agrawal, hereby declare that the report for Comprehensive Project entitled **"Impact of celebrity endorsement on consumer buying behaviour with Reference to Clothing Brands."** is a result of our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged.

Place : ……..

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Date :   Abhishek Dhoriyani

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Gaurang Agrawal
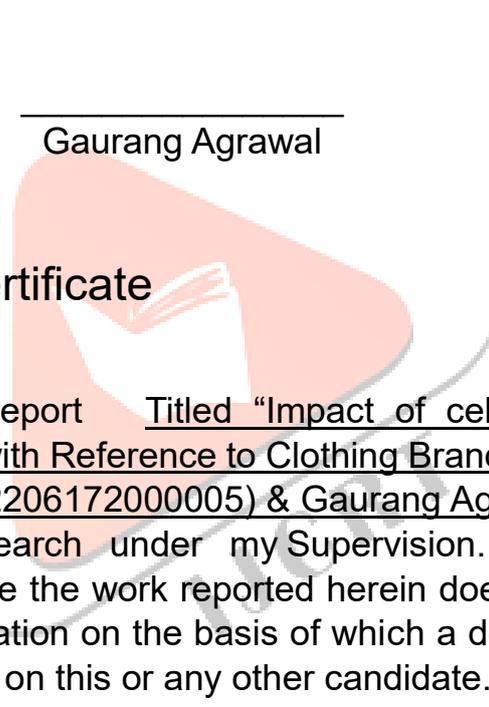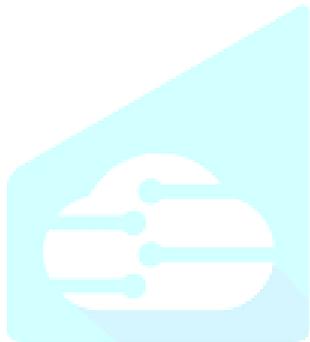
Institute's Certificate

Certified that this Comprehensive Project Report   Titled "Impact of celebrity endorsement on consumer buying behaviour with Reference to Clothing Brands." is the bonafide work of Mr. Abhishek Dhoriyani (2206172000005) & Gaurang Agrawal (2206172000010) , who carried out the research under my Supervision. I also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Signature of the Faculty Guide
(Name and Designation of Guide)

(Certificate is to be countersigned by the Director/HOD)

PREFACE

In the dynamic world of marketing and consumer behaviour, the influence of celebrity endorsements has been a subject of considerable interest. This research paper delves into the intriguing realm of how celebrity endorsements impact consumer purchasing decisions. Our study was designed to explore the extent to which celebrities shape consumer choices and, consequently, their purchase behaviour. This paper represents an endeavour to shed light on a topic that has garnered both interest and debate. Through a carefully planned research methodology, including surveys and data analysis, we aimed to uncover the correlations, if any, between celebrity endorsements and consumer purchases. Our research endeavour was driven by the desire to contribute to the ever-evolving landscape of marketing and consumer preferences.

As we unveil the findings and insights gathered from our study, we express our gratitude to all participants, without whom this research would not have been possible. We hope that this paper serves as a valuable resource for marketers, researchers, and anyone interested in understanding the impact of celebrity endorsements on consumer choices.

ACKNOWLEDGEMENT

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CHAPTER:1 INTRODUCTION

Marketing is a critical tool for efficiently covering the market and settling in. Furthermore, advertisement is the primary tool used by these marketers to raise awareness and promote their individual products/brands. Their ultimate goal is to persuade consumers to buy their products/brands. In the lengthy run, they will encounter various competitors at the same time, and they will need to elevate themselves in order to compete. Advertisers see this as an opportunity to capture these clients' attention and work on expanding their operations and promoting their product/brand.

Essentially, celebrity endorsement is a marketing approach that uses one or more celebrities to promote their own brands/services. Endorsing prominent celebrities for various products is now one of the most influential advertising methods. Celebrity endorsements now have a greater influence on college-age and working-age adolescents. Advertisements become more memorable when celebrities endorse them. Celebrities have an exceptional ability to get public attention quickly, which produces an ideal technique for convincing consumers to purchase their endorsed product/brands.

Marketers' primary goal is to reach a large number of people and build a fan base. Based on their success, a large number of marketers spend a significant amount of money on celebrity endorsements each year. When it comes to these types of endorsements, it's always about a human factor that no one knows about. There's always a great risk, but also a high payoff. In this day and age, there is a steady increase in celebrity endorsements in many industries, particularly for apparel manufacturers, and these marketers are heavily impacted by it in order to gain fame, revenues, and productivity.

A *celebrity* is an individual who is widely recognized and celebrated for their achievements, talents, or contributions in various fields, such as entertainment, sports, politics, business, or social activism. Celebrities often enjoy a high level of public visibility and may have a significant following or fan base. They can attain their celebrity status through acting, singing, sports accomplishments, artistic creations, or other notable accomplishments that capture the public's attention and admiration.

Celebrity endorsement is a marketing strategy that involves the use of a well-known and respected celebrity to promote a product, service, or brand. Companies and advertisers leverage the popularity and influence of celebrities to enhance their products or services' appeal and credibility. This endorsement typically involves the celebrity appearing in advertising campaigns, such as television commercials, print advertisements, or social media promotions, and endorsing or recommending the product or service.

The concept of celebrity endorsement relies on the idea that consumers may be more inclined to trust and purchase products or services associated with a familiar and admired figure. Celebrities can bring their existing fan base and reputation to a brand, potentially increasing its visibility and

market reach. However, the effectiveness of celebrity endorsements can vary, and it is not always a guaranteed success, as it depends on various factors, including the choice of the celebrity, the alignment of the celebrity's image with the brand, and the authenticity of the endorsement.

1.1 Introduction of the Industry

The clothing industry is an industry that designs and sells garments, footwear, and various accessories. It compensates for a significant portion of apparel brand television commercials. Most well-known clothing labels are supported by one or more celebrities. The fashion industry is divided into four levels: raw material production (mostly fibres and textiles, but also leather and wool); fashion items manufacturing (by designers, manufacturers, fabricators, and others); retail sales; and various forms of advertising and marketing. These levels are mostly made up of numerous distinct but interconnected sectors, all of which are dedicated to meeting customer demand for garments while allowing industry participants to operate profitably. The majority of clothing is comprised of textiles. Textile manufacturers, in collaboration with fashion forecasters, work efficiently ahead of the clothes manufacturing cycle to design fabrics with colours, textures, and other attributes that anticipate consumer demand.

1.2 Clothing & Apparel Industry at Global

The worldwide apparel market had generated 1.53 trillion US dollars in 2022, a little decline from the previous year. However, income is expected to rise to more than 1.7 trillion dollars by 2023.

The United States and China account for the majority of this apparel demand, with both generating far bigger sales than any other country. It is probably unsurprising that the same two countries are important players in international trade. China led the rankings for the highest value of garment exports in 2021. In terms of the value of apparel imports, the United States ranked second only to the European Union.

Leading companies
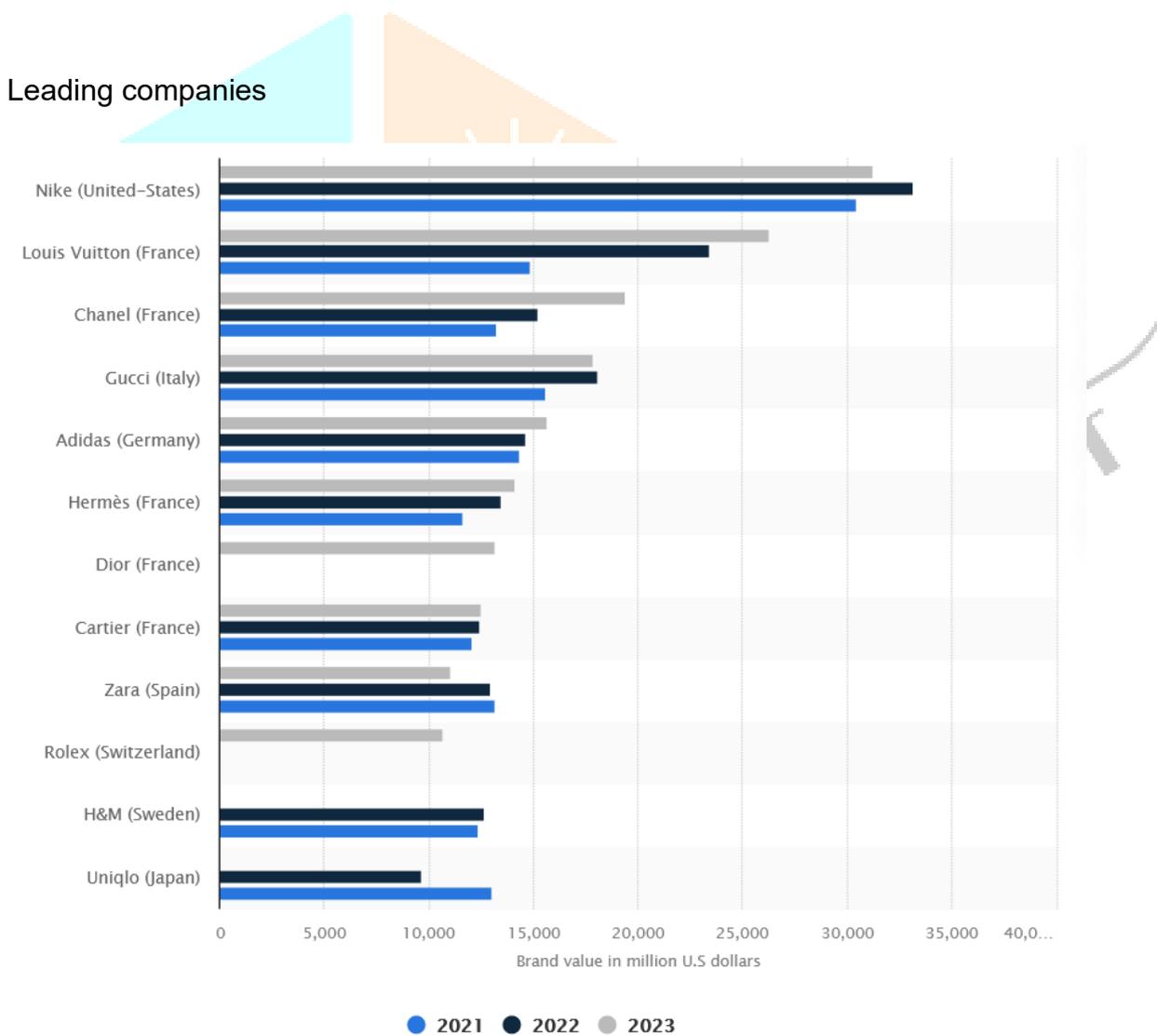
Source: https://www.statista.com/statistics/1207840/top-apparel-clothes-brands-worldwide/

The largest firms dominate the garment sector. Nike is a strong performer, consistently ranking near the top of several financial criteria. Nike, for example, had the largest brand value of any mass apparel brand in 2022, valued at over 110 billion dollars. Another firm that consistently ranks high is Mot Hennessy Louis Vuitton. In September 2022, LVMH had a market capitalization of $317 billion.

1.3 Clothing Industry in India

India is one of the world's major clothing manufacturing countries. Indian textiles and apparel goods have a long tradition of great craftsmanship along the whole value chain, from fibre, yarn, and fabric to high-quality clothes with worldwide appeal. Cotton, silk, and denim from India are popular in other nations, and Indian apparel has found success in fashion centres around the world The Indian textile and apparel industry is incredibly varied, encompassing everything from the country's organised textile industry to traditional handloom, handicraft, wool, and silk products.

The textile and apparel market in India is estimated to develop at a 10% CAGR from 2019 to 2025, reaching US$ 190 billion by 2025-26. With a 5% contribution to GDP, the industry is one of the most important contributors to the economy.

Indian Apparel Market: Size and Growth

India's domestic apparel market is expected to grow at a CAGR of 10%. The growth will be driven by increases in both the per capita consumption and the average spend on apparel
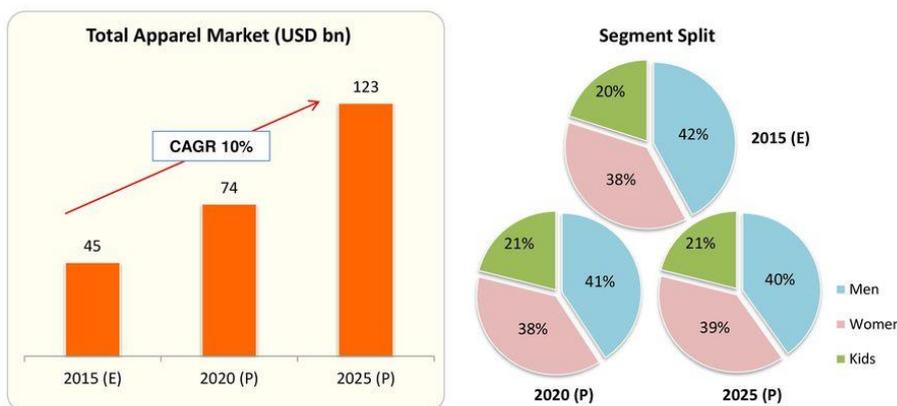
Source : Technopak Analysis, All Numbers are rounded off

Increased purchasing power, which boosts primary discretionary spending, improved product accessibility and availability, heightened brand consciousness, rising urbanisation, and rising digitization are all predicted to contribute to this rise.

Indian Fashion Market (USD Bn)

~10%

| FY 2015 | FY 2018 | FY 2020E | FY 2025P |
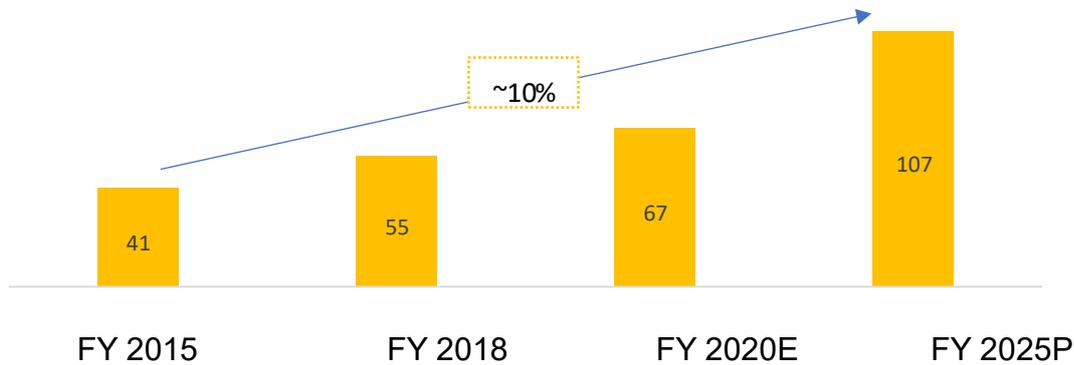
Source: Wazir Analysis

The branded apparel sector will witness a growth of 13.4 percent CAGR over the next five years as against the 10 percent CAGR projected for total apparel sector.

Penetration of Branded Apparel and Organized Apparel Retail as a % of Apparel Market

25% 20% 38% 25% 48% 33% 56% 40%

FY 2012   FY 2018   FY 2020E   FY 2025P

■ Branded Apparel   ■ Organised Apparel
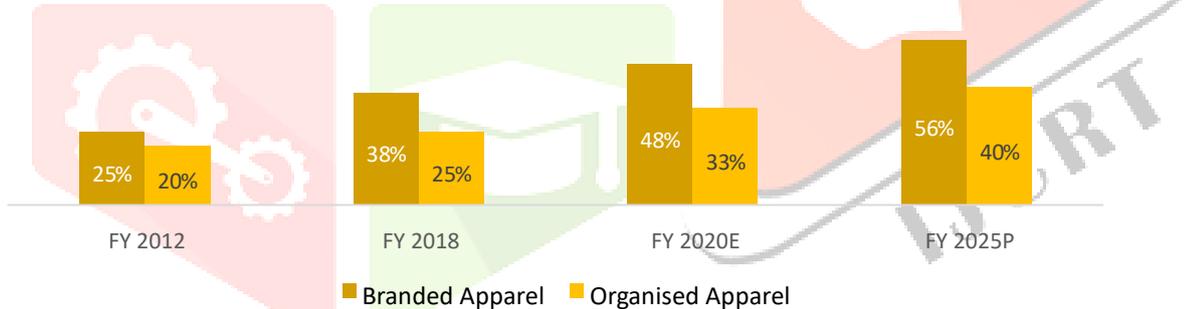
Source: Wazir Analysis

Branded Clothing:

Branded clothing refers to garments produced and marketed by established and recognized fashion companies or labels, bearing their unique brand names and logos. These brands often emphasize quality, design, and a certain lifestyle or image. In the context of India, branded clothing has gained immense popularity and undergone substantial growth over the past few decades.

Organized retail:

Organized retail clothing is clothing that is owned by large retailers with regional or national reach. Organized retail clothing aims to bring goods to the notice of customers through marketing processes and then finally selling them in stores.

Lifestyle retailers, such as Aditya Birla Fashion, a leader in the Indian fashion industry, have succeeded in emerging as category leaders with a presence across price segments of value, premium, super-premium, and luxury, as well as a balanced portfolio across men's casual wear and formal wear, women's formal, casual, and ethnic wear, and kids wear. In terms of revenue, the firm and its subsidiaries are one of India's largest pure-play fashion and lifestyle enterprises, with a strong portfolio of leading fashion brands and retail formats across numerous segments and categories and pan-India distribution.

While Forever 21 is a global fast fashion brand with significant popularity, particularly among young girls, People is a young brand that seeks to address the fashion aspirations of Indian youth. It was previously an independent brand, and it now operates primarily as one of the private labels within the Pantaloons segment, with a focus on young customers. Forever 21 is one of the most well-known global fast fashion companies among young people. The branded apparel sector is predicted to grow from its present level of 48 percent (FY 2020) to a significant proportion of 56 percent by 2025.

Aditya Birla Fashion is ideally positioned to capitalise on this potential because it has one of the country's largest distribution networks for garment manufacturers.

The fashion business in India has grown significantly, with several apparel manufacturers catering to a diversified and fashion-conscious populace. Many of these firms have established themselves as market leaders in India and have hired prominent celebrities to serve as brand ambassadors in order to improve their brand image and connect with consumers.

Here is a list of Indian celebrity and which fashion brand they are endorsing as brand ambassadors.

Celebrity	Clothing Brand	Celebrity	Clothing Brand
Alia Bhatt	Gucci	Janhvi Kapoor	H&M
Priyanka Chopra Jonas	Bulgari	Kartik Aaryan	Manyavar
Deepika Padukone	Louis Vuitton	Sidharth Malhotra	Myntra
Ranveer Singh	Adidas	Ranbir Kapoor	Adidas
Manushi Chhillar	Estee Lauder	Katrina Kaif	Nykaa
Bhumi Pednekar	Mac Cosmetics	Varun Dhawan	Reebok
Virat Kohli	Puma	Karisma Kapoor	Melange by Lifestyle
Anushka Sharma	Puma	Sonam Kapoor Ahuja	Rheson
Hrithik Roshan	Benetton	Sonakshi Sinha	MyGlamm

Akshay Kumar	Levi's	Jacqueline Fernandez	Myntra
Kareena Kapoor Khan	Lakmé Fashion Week	Disha Patani	Puma
Tiger Shroff	Jack & Jones	Kriti Sanon	Westside
Aishwarya Rai Bachchan	Longines	Shruti Haasan	Vero Moda
Shraddha Kapoor	Maybelline New York	Taapsee Pannu	Adidas
Vicky Kaushal	Wrogn	Yami Gautam	Urban Ladder
Kiara Advani	Myntra	Ayushmann Khurrana	ColorPlus
Sara Ali Khan	Puma	Rajkummar Rao	Jack & Jones
		Vicky Kaushal	Wrogn
		Sidharth Malhotra	Myntra
		Ranveer Singh	Adidas

1.4 Growth of Clothing Industry

According to the most recent global garment industry figures, revenue from the apparel market is predicted to exceed $1.7 trillion in 2023, representing a 13.7% year-over-year growth. This is a significant rise over the previous ten years. The worldwide apparel market was worth $1.54 trillion in 2014.

Despite experiencing tremendous growth since 2014, the garment business has had a few turbulent years. Revenues decreased 11.4% to $1.4 trillion in 2020. It recovered in 2021, rising 10.7% to $1.55 trillion, only to fall 1.3% to $1.53 trillion in 2022.

Global Apparel Market Size (2014–2027)
Source: Statista
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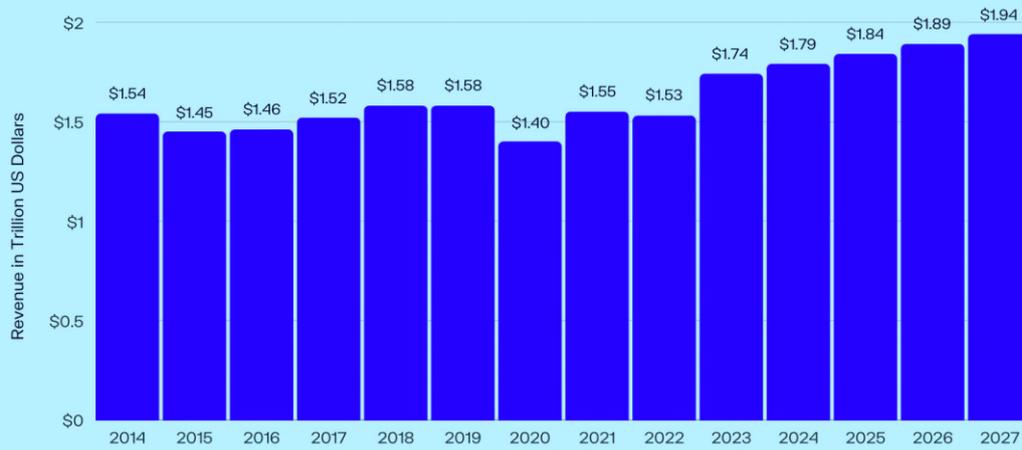
2. Major Companies of branded clothing Industry in India

Here is a more detailed overview of some major companies in the Indian clothing industry, including a brief history of each company:

➢ Allen Solly

It is without a doubt a largest and fastest-growing retailer of luxury lifestyle goods, as well as a well-known clothing firm. Since its inception in 1744 by William Hollins & Co. Ltd., it has created high-quality western clothes for adults, adolescents, and children. Madura Fashion & Lifestyle introduced it to India in 1993, and Aditya Birla Fashion & Retail Limited subsequently purchased it. The brand has a huge consumer base due to its economical and mass-market trends, as well as appealing, high-end versions.

➢ Fabindia

John Bissell founded the wholesome Indian brand Fabindia in 1960. It focuses in various Indian traditional crafts and sells a wide choice of clothing. Fabindia, in addition to selling apparel, provides a forum for rural artisans to communicate with urban customers. FabIndia has exported items to over 40 countries on five continents to far. Because they are made of natural materials, many of which are obtained locally, their products have a particular appearance. They sell a wide range of consumer goods, as well as apparel and clothing-related items.

➢ Biba

Meena Bindra established the Indian women's clothing and fashion firm Biba Fashion in 1988. It has 225 multi-brand stores as well as more than 150 brand outlets. Biba is an Indian fashion garment company recognised for its designs for women and young girls. It has about 150 locations in India and 250 multi-brand stores. Biba is one of India's most well-known ethnic brands.

➢ Levi's

When it comes to denim, Levi's has a huge customer base. Since 1853, Levi's has been adapting to changing fashion trends. Levi's clothing and jeans have become synonymous with high craftsmanship in India since their launch in 1995. Levi's manufactures high-quality denim and other trendy clothes, as well as men's and women's casual wear.

➢ Louis Philippe
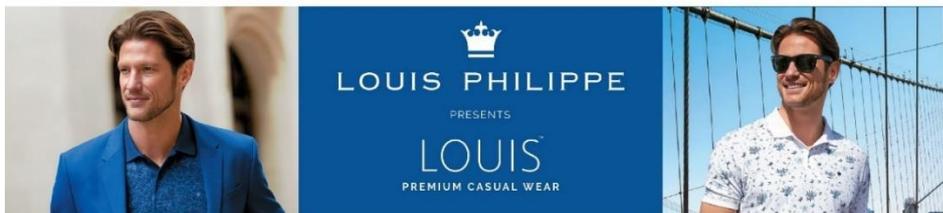
The Aditya Birla Group includes the Indian clothing business Louis Philippe. Louis Philippe, which was founded in 1989, is currently one of India's most well-known clothing labels. They have approximately 2700 stores in India and around the world. It sells a wide variety of high-quality goods, including clothing. Louis Philippe has a broad assortment of formals, semi-formals, made-to-order clothes, and accessories.

➢ Nike

Nike is an American multinational corporation that sells a wide range of luxury items with distinctive styling. Nike was founded on January 25, 1964, in Beaverton, Oregon, and now has over 1200 sites across the world. Nike is a well-known sportswear company all over the world. It specialised in clothing, including studs, shirts, shorts, shoes and baselayers. Flywire and Lunarlite Foam are lightweight components included in some of Nike's most recent shoes. In each of its products, Nike has merged innovation with consideration for the environment's effects.

➢ Raymond

Raymond is the most common option for formal suits. The company, headquartered in Mumbai, Maharashtra, is the world's largest integrated producer of worsted fabric. It is also India's largest market for woollen fabrics. Raymond, which was formed in 1925, is one of India's oldest clothing brands. Raymond is recognised as one of the most dependable clothing producers in India. Raymond owns brands such as Park Avenue, Parx, and Colour Plus.

➢ Van Huesan

Moses Phillips, John Van Heusen, and Dramin Jones founded this clothing business in 1881, making it the oldest in India. Van Heusen, owned by Aditya Birla Fashion and Retail Limited (ABFRL), is one of India's top apparel companies for men's shirts and formalwear. They attempt to mix refinement and functional elegance in every combination. It has expanded into various additional categories, including shirts, jeans, polos, and neckwear.

➢ Zara

Zara, one of leading garment firms in India, was founded by Ortega Gaona and Rosalia Mera. It is a branch of the Inditex Group with 2270 physical locations worldwide as well as online merchants. It is well-known for its attractive design and high quality. This fast-fashion retailer

sells a wide range of products, including clothing, footwear, swimwear, cosmetics, and fragrances.

3. Product profile

For this research project we will be focusing on 4 popular clothing brands from different categories, with as mentioned below

- Pepe Jeans
- Nike
- Levi's
- W for Woman

- Pepe Jeans
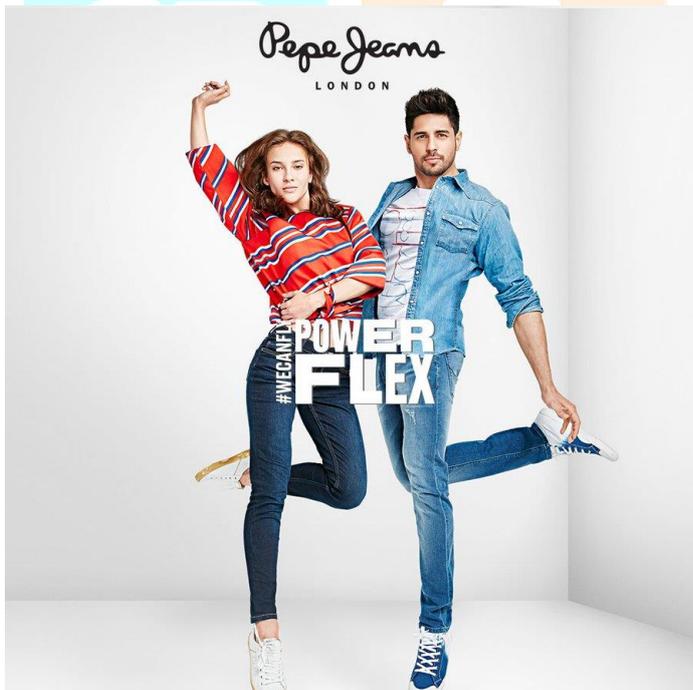
Pepe Jeans is a well-known British denim and casual wear brand with a rich history dating back to 1973 when it was founded in London. The brand has established itself as a global fashion icon, particularly in the realm of denim and contemporary casual wear.

Pepe Jeans is a popular British denim and casual wear brand known for its stylish clothing and denim collections. Here are some of the product categories associated with Pepe Jeans:

- Jeans: Pepe Jeans is well-known for its denim products, including a wide range of jeans for men, women, and children. These jeans come in various cuts, styles, and washes.

- Tops: Pepe Jeans offers a variety of tops, including t-shirts, shirts, blouses, sweaters, and knitwear for both men and women.

- Bottoms: In addition to jeans, Pepe Jeans manufactures other types of bottoms, such as shorts, skirts, and trousers.

- Jackets and Outerwear: Pepe Jeans has a collection of outerwear items, including jackets, coats, and vests for various weather conditions.

- Dresses: The brand offers a range of dresses, from casual and everyday dresses to more formal or party dresses.

- Accessories: Pepe Jeans provides a selection of accessories, including belts, bags, hats, scarves, and socks to complement their clothing.

- Footwear: The brand offers footwear, including sneakers, boots, and other casual and trendy shoe options.

- Kids' Clothing: Pepe Jeans produces clothing for children, including jeans, tops, dresses, and outerwear.

- Watches: Some Pepe Jeans stores may offer watches as part of their product offerings.

❖ Nike

Nike, Inc. is a globally recognized and iconic sportswear and athletic footwear company. Founded in January 1964 as Blue Ribbon Sports by Phil Knight and Bill Bowerman, the company officially adopted the name Nike, inspired by the Greek winged goddess of victory, in 1971. Over the years, Nike has become synonymous with innovation, performance, and style in the world of sports and athletics. Nike offers a wide range of product categories.

These categories include:

- Footwear: athletic shoes, which cover a broad spectrum of sports shoes.

- Apparel: sports and casual clothing, both athletes and everyday wear.

- Equipment: This category includes sports gear and equipment such as soccer balls, basketballs, golf clubs, tennis rackets, and more.

- Accessories: a range of accessories such as socks, hats, headbands, wristbands, bags, backpacks, and other items to complement its apparel and footwear lines.

- Athletic and Sports Gear: This category includes specialized gear and clothing for specific sports, such as soccer cleats, basketball uniforms, and running shorts.

❖ Levi's

Levi's, formally known as Levi Strauss & Co., is an American clothing company with a storied history dating back to its founding in 1853 by Levi Strauss. The company is best known for its iconic denim jeans, which have become a global symbol of classic American style.

Here are the product categories associated with Levi's:

- Jeans: Levi's is most famous for its denim jeans. They offer a wide range of styles, cuts, and fits for both men and women.

- Tops and Shirts: Levi's produces a variety of tops and shirts for both casual and formal occasions, including denim jackets, flannel shirts, t-shirts, and button-down shirts.

- Outerwear: Levi's offers a selection of outerwear items, including denim jackets, trucker jackets, leather jackets, and parkas.

- Shorts and Skirts: In addition to jeans, Levi's manufactures shorts and skirts, often made from denim, but also other materials.

- Dresses: Levi's has a collection of denim and non-denim dresses suitable for various occasions.

- Accessories: Levi's provides a range of accessories, such as belts, hats, scarves, and bags, to complement their clothing lines.

- Footwear: While not as extensive as their clothing offerings, Levi's also has a line of footwear, including boots and sneakers.

- Kids' Clothing: Levi's offers a selection of clothing and denim products for children, including jeans, jackets, and shirts.

- Workwear: Levi's has a heritage of producing rugged workwear, and they continue to offer workwear-inspired clothing items.

❖ W for Woman:

W for Woman is a renowned women's clothing brand in India, celebrated for its fusion of contemporary fashion with traditional aesthetics. Established as a part of TCNS Clothing Co. Ltd., W for Woman has become a go-to destination for women looking for stylish and versatile apparel.

W for Woman offers a diverse range of apparel and accessories. Here are some of the product categories associated with W for Woman:

- Kurtas: W for Woman is known for its collection of kurtas, including a variety of designs, prints, and fabrics suitable for both casual and formal occasions.

- Kurtis: The brand offers kurtis in different styles and lengths, including A-line, straight, and anarkali kurtis.

- Tunics: W for Woman provides a selection of tunics that can be paired with leggings, pants, or skirts for a stylish and contemporary look.

- Bottoms: The brand's collection includes a range of bottoms such as leggings, palazzos, pants, and skirts that can be coordinated with their kurtas and kurtis.

- Dresses: W for Woman offers a variety of dresses, including maxi dresses, shift dresses, and fusion dresses suitable for different occasions.

- Sarees: The brand also features a collection of sarees, including traditional, contemporary, and fusion styles.

- Accessories: W for Woman provides a selection of accessories such as dupattas, stoles, and scarves that can complement their clothing.

- Fusion Wear: The brand's fusion wear category includes clothing that blends traditional Indian elements with modern designs, creating a unique and contemporary look.

- Workwear: W for Woman offers workwear collections with professional and stylish clothing options suitable for the workplace.

- Occasion Wear: The brand features occasion wear with outfits designed for special events and celebrations, often featuring intricate embroidery and embellishments.

CHAPTER - 2 PRIMARY STUDY
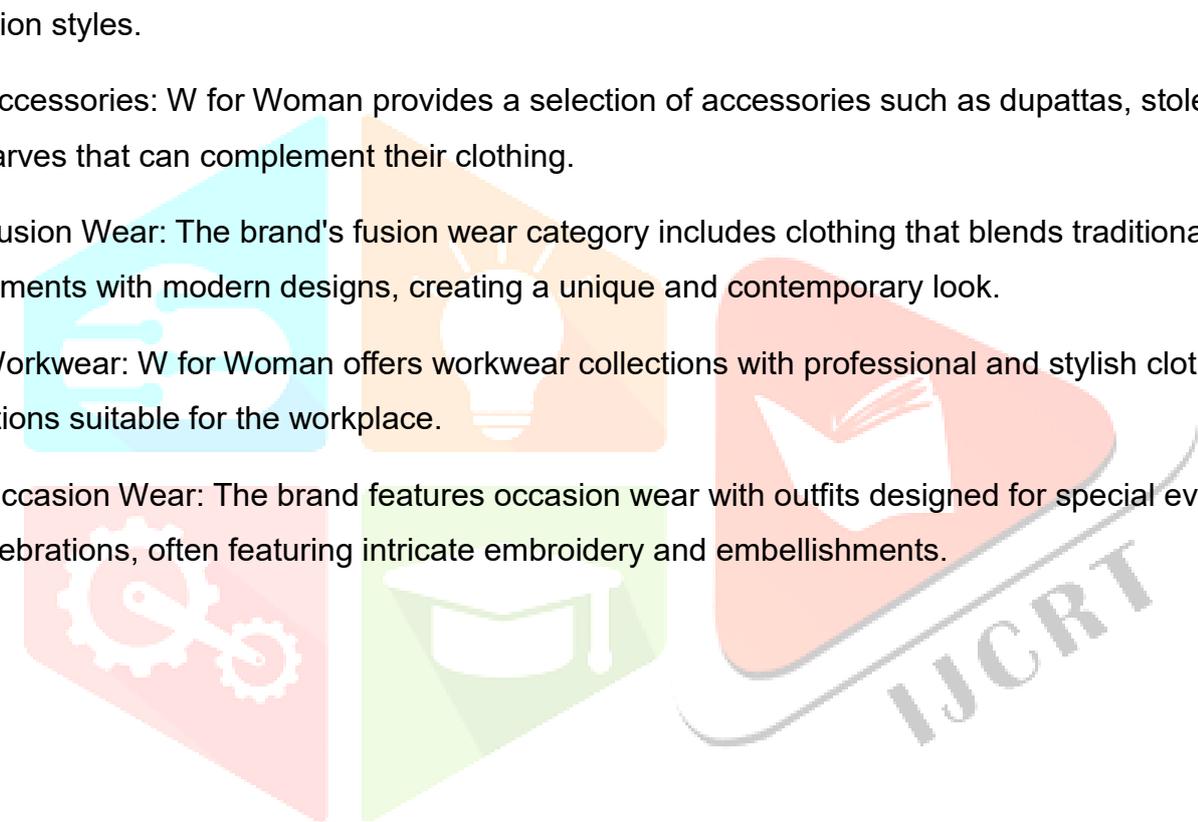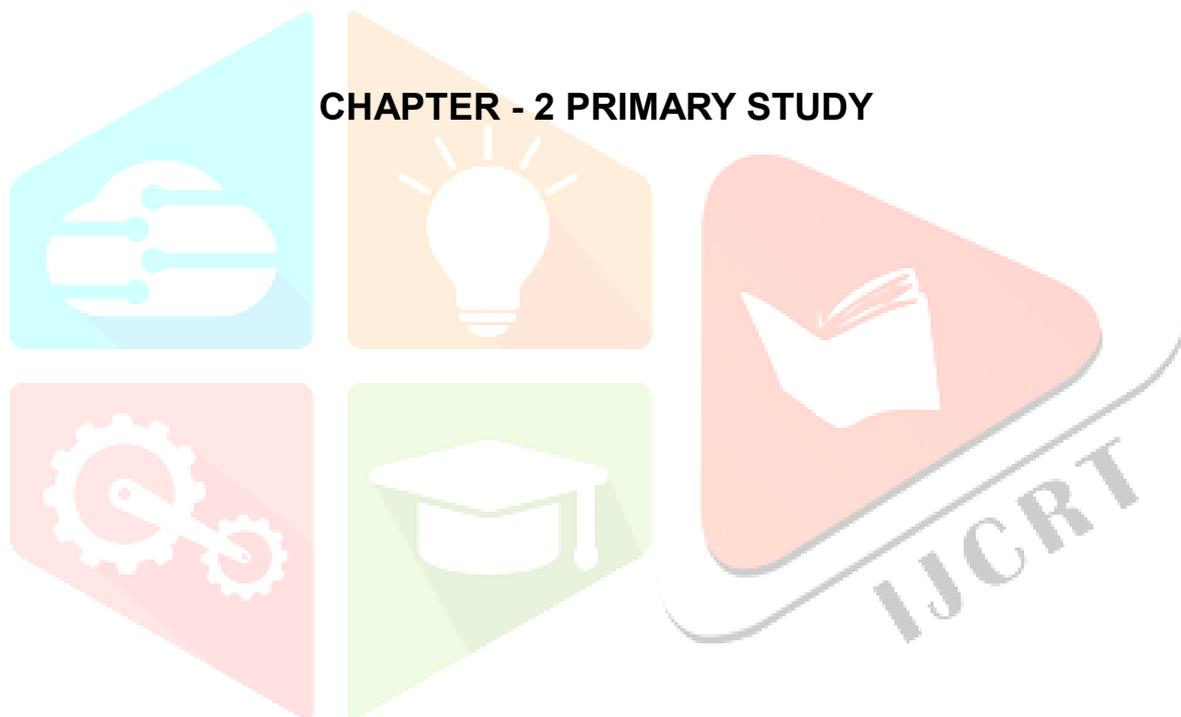
4. Introduction of the Study

The initiative was started because the next generation is always looking for something new, and these endorsements produce a wave of enthusiasm among the youthful generation, as well as the working-class age. These endorsements are increasing customer awareness of the brand. It causes customers to recall these products as a result of advertising that are continually running

in the minds of consumers as a result of their favourite celebs. As long as consumers are satisfied, celebrity endorsements will increase, allowing marketers to be more productive. Additionally, buyers will be willing to pay premium rates for their products due to their great quality, and the celebrity endorser may build a positive image. It will increase accountability for both the brand and the endorser.

These endorsements also build consumer trust in a particular brand. When it comes to clothing brands, consumers, particularly young people, are more aware of their dressing sense and quality. Because it is branded and sponsored by a prominent celebrity, it creates a tag on their apparel. In the future, it may be beneficial to both marketers and customers. Marketers will continue to introduce new unique concepts to capture the interest of various viewers and target them to increase their purchasing by implementing these techniques. The young generation is inspired by living the lifestyle of their chosen celebrity, which influences their purchasing power towards recommended clothing businesses.

4.1 Literature Review

- Today's world is increasingly competitive, and customers are exposed to tens of thousands of expressions and images in magazines, newspapers, billboards, internet, radio, and television. Marketers work hard to catch a tiny amount of an individual's time in order to inform him or her of the fantastic and distinctive features of the product or brand. Most individuals are constantly bombarded with advertisements by the media, and as a result, they become indifferent to all advertising practises. Businesses and firms generally hire celebrities from a specific area to be a part of a promotional campaign for this process. Humaira Mansoor Malik (Humaira Mansoor Malik, 2016)

- Theory and practise have shown that celebrity endorsement in advertising is an effective method of drawing the public's attention. Celebrities are role models for the majority of Indians and are highly esteemed members of society. Celebrities affect individuals through their clothing, styles, and habits. EMMADI (2017)

- Endorsement is a brand communication channel in which a celebrity works as the brand's spokesman and validates the brand's claim and stance by lending his or her personality, popularity, social standing, or competence in the industry to the brand. Celebrity endorsement was generally regarded to give a distinct differentiator in a market with a high proliferation of local, regional, and international businesses. The endorser should be appealing to the target audience in areas such as physical appearance, intellectual aptitude, athletic ability, and lifestyle. It has been demonstrated that an endorser who

appears appealing as stated above has a higher possibility of increasing the memorability of the brand that he or she endorses. (Roll, Martin, 2018)

- Nowadays, social media spreads instantly and reflects an image, an idea, a cause, or a product. In general, consumer views and inclinations to purchase a product are tied to its features or to mimic a personal figure that uses it. However, relying on typical advertising methods will take time to spread the image. Referring to social media networks can boost the desired intention for product promotion on the one hand, and attract a larger share market on the other. In this sense, the primary goal of businesses is to quickly distribute their new products and change the social identities of consumers once they have decided to buy. (Hani, Safi, 2018)

- A perception analysis ranks celebrities based on their recognition, trustworthiness, and the degree to which consumers believe the celebrity embodies the brand's values. Audience match quantifies the overlap between the online audiences of a brand and a celebrity. A risk assessment looks at how dangerous a brand's celebrity partner is or may become to the brand's image—a crucial problem in the social media era, where a single tweet may derail a career. (2018) (Velasquez)

- There are numerous elements that influence consumer purchasing behaviour. Understanding varied consumer behaviours is thus one of the most difficult and complex tasks that marketers confront. Celebrities' strong beneficial influence on purchasing behaviour has been generally acknowledged by marketing experts all over the world. Consumer attitudes can be modified, purchase intents can be expanded, and profit can be increased with the help of celebrities. However, the correct celebrity must be chosen for the right company. As a result, it is critical to capture customers' attention and interest among identical advertising by employing a celebrity with unique traits that can actually influence consumers' purchasing behaviour. (J.D.T, 2017)

- It is the substantial risks linked with celebrity endorsement that have a negative impact on a product's brand image. When a celebrity is firmly identified with a brand, any unfavourable information about the celebrity has a negative impact on the brand's rating. A celebrity's popularity may suffer as a result of a break in professional performance. (2017) (Ligo Koshy)

- The perceived social role of luxury purchasing drives consumer preference for brand prominence in addition to consumer motivation. When consumers are exposed to an advertisement that promotes a value-expressive function of attitude as opposed to a social-

adjustive function of attitude, they choose subtle versus blatant exposure, as decided by their intrinsic versus extrinsic motivation. (Shao, 2019)

- To determine whether celebrity is appropriate for and beneficial in marketing a company or brand image, studies of celebrity endorsement are typically conducted, which evaluates the relationship between product and celebrity. In the case of women's clothes, the inclusion of a celebrity endorsement in print advertising had little effect on customers' sentiments about the company and advertising. This suggests that fame and model are both equally efficient at modifying views towards the two dependent variables. RALUCA (2012)

- Celebrity endorsement is a marketing tactic employed by corporations or non-profit organisations that involves celebrities and a well-known renowned or intellectual person by utilising their social status and fame in society. It assists organisations in promoting a product, service, or raising awareness about a product. Furthermore, multinational corporations use celebrity endorsement in advertisements because it is strongly believed that celebrities in advertisements have a unique vital and it creates more influence on consumer buying behaviour, purchase intention, and brand loyalty. People in India typically see celebrities such as actors and cricketers as role models, and they emulate their fashion, hair styles, and habits. (P. Venkata Subbiah, 2020)

- Advertisements with third-party organisation (TPO) product endorsements, celebrity product endorsements, or no endorsement were compared for their ability to influence the dependent variables of perceived product quality, attitude towards the manufacturer, purchase risk, and information value of the ad. (Biswas, 2013)

- Attractive celebrity endorsers increase positive attitudes towards brands, but whether they can create purchase intentions is still unclear, as some studies have found that endorsers have no effect on behavioural intent, while other studies show that celebrities have a positive impact on purchase decisions. (Kaur, 2014)

- Celebrity endorsement is usually a two-edged sword with a lot of benefits if correctly matched, it may do wonders for the firm, but if not, it can create a negative picture of the company and its brand. Celebrities are those who receive widespread public recognition from a large proportion of a specific group of people. Whereas attractiveness, remarkable lifestyle, or special skills are just some of the typical features recognised, superstars generally deviate from the social norm and enjoy a high level of public recognition. (S, 2016)

- Create positive feelings towards brands and are seen as more enjoyable by consumers. Using a celebrity in advertising is thus likely to have a beneficial impact on customers' brand sentiments and buy intentions. It has been observed that service sector brands heavily rely on celebrity endorsement methods in a significant trend.2017 (Hennayake)

- Celebrity endorsements have become increasingly popular as a winning recipe for product marketing and brand promotion. Everyday consumers are exposed to a variety of voices on the radio and television, as well as images in newspapers, magazines, billboards, and websites. (Supreet Kaur, 2016)

- The variables were deconstructed into categories such as value for money, celebrity name, celebrity influence, product attributes, and brand attractiveness, and the impact (%) of celebrity endorsements was evaluated using multiple regressions. It was discovered that the worth of money, celebrity impact, and celebrity name are the most important elements influencing the purchasing behaviour of today's youngsters. (Kritika Nagdev, 2016)

- Having a celebrity represent your brand helps to set it out from competition. It can also boost ad recall by having consumers remember your commercial and the fact that your brand is associated with their favourite celebrity. If the celebrity promoted a product of poor quality, they risked tarnishing their reputation. The perfect celebrity can help your company reach new consumers. (Kali Kraft, 2018)

- According to Schimmelpfennig (2018), consumers are changing the way they live and react to celebrities' lives. That being said, celebrity attractiveness has a strong association with advertisement credibility. Seeing attractive celebrities and making it simpler to believe in them makes customers more interested in the items and more likely to buy them.

- According to Dwivedi, Johnson, and McDonald (2016), people nowadays are more drawn to celebrities in commercials. Celebrities provide appeal and important appeals for customers.

- According to Hassan and Jamil (2014), while celebrity appeal plays a role in successful marketing, the Pakistani consumer is more concerned with the functioning and need of the product.

- According to Saaksjarvi, Hellén, and Balabanis (2016), females with high self-esteem are unaffected by celebrity attractiveness, but individuals with poor self-esteem are negatively impacted by attractive celebrities.

- According to Paul and Bhakar (2018), the market image of an individual influences the image of a product as well as the success of an advertisement. When a celebrity creates a poor picture of themselves, people are less likely to believe what they are saying because they no longer trust them. This image translates into the product's image as well, and when the consumer sees someone, they cannot trust recommending a specific product, they are less likely to buy it.

- Zahaf and Anderson (2008) discovered that a celebrity's credibility influences the consumer's faith in them as well as anything they say or do. When they displayed their respondents' celebrity-based commercials, their behaviour altered as they considered the celebrity's legitimacy and trustworthiness.

- Chou and Wang (2017) concluded that when a consumer requires something, he or she purchases it. No matter how many techniques are used, if there is a need, the product will be purchased. However, when a credible celebrity is chosen and the consumers have a sense of trustworthiness, the buying intentions can be influenced.

- Till and Bussler (1998) observed that, while appearance and celebrity fit are important, competence has a significant impact on purchase intentions. It also claims that expertise is more valuable than charisma since it allows for logical reasoning and comprehension behind the persuade to buy a product. When the celebrity is an expert, their endorsement will have a greater influence than if they are charismatic or handsome.

- According to Schimmelpfennig (2018), expertise and credibility are more valuable to customers. When purchasing a product after seeing an advertising, it is critical that the celebrity be an expert and can be trusted to ensure that the product does all it claims.

- Chung, Derdenger, and Srinivasan (2012) observed that if the endorser has a bad relationship with the product, the impact of the commercial is diminished. When Tiger Woods was used as an ambassador for Nike golf balls, sales soared dramatically.

- Zafar and Rafique (2012) concluded that congruence between the product and celebrity is more likely to boost the influence on the consumer's purchasing intentions. In the trial, they discovered that when customers knew knowledge about the product and saw their favourite

celebrities in the advertisement, and were able to distinguish between the two, it had an effect on their purchase intentions.

- Silvera and Austad (2004) also concluded that the product's relatability to the celebrity promoting it made advertising more compelling to consumers.

- Erdogan (2010) discovered that, while it is difficult to identify how to choose the proper celebrity, if the celebrity is justifiable for the product and possesses charisma and trust, it contributes to the organization's competitive advantage.

- Garud (2013) reported that when purchasing ordinary things, people buy what they enjoy, but their purchasing might be affected by the usage of celebrities whose personality relates to the product being advertised.

- Ilicic, Baxter, and Kulczynski (2015) also discussed the significance of celebrity product fit and how it is influenced not only by the sound of the celebrity's name but also by their physical beauty, both of which create a perception of the commercial in the minds of the consumers.

- Celebrities are used as endorsers to make advertising more credible and to improve the effectiveness of advertisement communication (Biswas et al., 2006). Because the young generation is continuously bombarded with pictures of celebrities, selecting which celebrity this generation can relate with is critical to the consumption of the marketed product.

- Dotson and Hyatt (2005) discovered that a celebrity endorsement raises the social visibility of a product, allowing consumers to make a statement about themselves by purchasing that product.

- This generation has been socialised to feel they live in a materialistic environment, which boosts their purchase patterns more than prior generations (Bakewell and Mitchell, 2003).

- According to Belk (1985), material goods are considered as a representation of a person's importance in American society. Symbolic cues are formed when particular items are ingested to aid in the development of the self and self-identity (Wattanasuwan, 2005).

- Because of the social implications of making the wrong purchase, millennial customers are more involved with their purchases than prior generations (Fernandez, 2009; Darley, 1999). These consumers' social image is critical, and their brand consumption supports this demand.

- Millennials aggressively seek for products that mirror their self-perception (Lippe, 2001), and as a result, they are more inclined to purchase if the endorser in the advertising reflects their self-image.

- Sukhdial et al. (2002) discovered that celebrity endorsers must connect with their audience in order to effectively reach them. Brands that use a celebrity endorser who can connect with the millennial audience can impact this generation's consumption habits.

- Gangwar (2016) discovered that celebrity endorsements are more powerful than other campaigns while studying brand communications in fashion categories employing celebrity endorsements. Celebrity endorsements can be seen of as "added value," which can be utilised to differentiate products from other companies on the market.

- There are benefits and drawbacks to using celebrity endorsements. Increased attention, image polishing, brand launch, brand repositioning, and the ability to recover a failing company are all advantages of leveraging celebrity endorsements (Suttle, 2018). Consumers' thoughts that celebrities are not being honest in their product reviews, as well as the potential of celebrities' bad behaviour affecting the product's image, are both disadvantages of leveraging celebrity endorsement.

- According to Carroll (2009), attractive celebrities may be more effective at influencing people's attitudes and buy intentions. However, celebrity endorsements might have a negative impact. One of the most common issues is that people distrust celebrities' honesty in product reviews, which can lead to a loss of reputation for both the firm and the celebrity. Consumers feel that celebrities are simply making money from brands without actually using or assessing the goods.

- According to Nyarko, Asimah, Agbemava, and Tsetse (2015), celebrity endorsements may be an efficient method of transmitting meaning from endorsers to brands. Celebrities bring the meaning of themselves (e.g., credibility and charismatic) to a product, and the meaning then passes from the product to the consumers (e.g., consumers believe they have the same characteristics as the celebrity endorser).

4.2 Background of the Study

In today's world, celebrities have a big influence on our choices. They wear certain clothes, use certain products, and we often want to do the same. Clothing brands know this, and they use famous people to promote their products, a strategy called "celebrity endorsement."

In Vadodara, a city in India, people are interested in fashion and clothing brands. These brands often use celebrities to make their clothes more appealing. This study is about understanding how this celebrity endorsement affects people's choices when buying clothes.

We want to find out if people in Vadodara trust and like these celebrity-endorsed clothing brands more. Do they buy these clothes because a celebrity is associated with them? This research will help us understand how celebrities' impact what people buy in the world of clothing.

4.3 Rationale of the Study

In this study, I intend to look into the effect of celebrity endorsements on customer purchasing behaviour when it comes to well-known apparel businesses. The study will provide numerous customer perceptions with no age or gender bias in reference to their perspectives on how celebrity endorsements help in recognising any product by them and how this changes their purchasing behaviour. The purpose of this study is to highlight the difficulties that different marketers encounter when they must spend a considerable sum of money on these marketing methods, which include celebrity endorsements. To determine whether or not these tactics are effective.

4.4 Objectives of the Study

- To study how the celebrity endorsements becomes an important factor in consumer buying behaviour.

- To study at what level consumers are satisfied with the products, which are endorsed by any celebrity and whether they are trustworthy or not.

- To study whether the celebrity endorsements are effective in regard with buying these famous clothing brands.

- To study how the consumers get attracted towards these celebrity endorsements.

4.5 Research Hypothesis

This study was carried out to test the hypothesis of how individuals of different ages perceive clothing companies, what their impressions of celebrity endorsements are, and how they react to it.

Following hypothesises were tested.

H1 - Celebrity endorsers influence people to buy the product.

H2 - Consumers find products endorsed by their favourite celebrities trustworthy.

5. Research Methodology

The research methodology is a vital component of this study as it outlines the systematic approach used to gather, analyse, and interpret data. It provides a clear framework for addressing the research objectives and testing the hypotheses.

5.1 Research Design

For this study, we chose a research design called a cross-sectional survey. This design involved collecting data from various people at one specific time. It helped us understand how people feel and behave when it comes to celebrity endorsements in the clothing industry. we decided to use a quantitative approach, which means we gathered numbers and used various tools to analyze the data. This method allowed us to study how celebrity endorsements affect people's clothing brand choices in an organized and objective way. we used a structured questionnaire to gather information from a wide range of people. This helped us get answers to our research questions and learn about the impact of celebrity endorsements. This approach aimed to make our research objective, rigorous, and based on data.

5.2 Sources of Data

To collect data, we used online surveys with a set of questions. This allowed us to learn how celebrity endorsements influence people's clothing brand choices. Online surveys were efficient and reached a broad audience, which helped us draw meaningful conclusions.

5.3 Data Collection Method

Data was collected through online surveys. These surveys made it easy for people to respond, and the structured questions helped us collect numbers and data consistently. We used this method because it was accessible and allowed people to share their views and experiences about celebrity endorsements and their impact on clothing brand choices.

5.4 Population

The people we studied were from Vadodara. We wanted to get insights from a diverse group, including different ages, genders, and backgrounds, to understand how celebrity endorsements affect clothing brand choices. We focused on people who buy clothing and might be influenced by celebrities in their choices. Using online surveys, we reached out to this group, ensuring a wide range of responses for our research.

5.5 Sampling Method

We used online surveys, and we employed a convenience sampling method. This means we included people who were easy to reach and willing to respond, which is common in online surveys. We recruited participants from various online platforms, such as social media and email lists. People who chose to respond became part of the sample. This method was practical for online surveys and provided valuable insights, even though it might introduce some bias.

5.6 Sampling Frame

The sampling frame was a list of potential participants who could help with our research. These were people who might be influenced by celebrity endorsements when buying clothing. We compiled this list from online sources and local databases to ensure a diverse representation of the people interested in clothing brands. A well-defined sampling frame helped us gather data from people relevant to our study.

5.7 Data Collection Instrument

The tool we used to collect data was an online survey with a questionnaire. The questionnaire had specific questions about how celebrity endorsements affect clothing brand choices. It made it easy for people to share their opinions and experiences. The structured questions helped ensure that we collected data consistently and could analysed the impact of celebrity endorsements on consumer behaviour in the clothing brand industry.

6. Data Analysis and Interpretation

In this section, the data collected through online surveys conducted among the diverse population of Vadodara is analysed to address the research objectives and test the hypotheses.

6.1 Data Representation and Interpretation

➢ Gender

2) Gender
120 responses
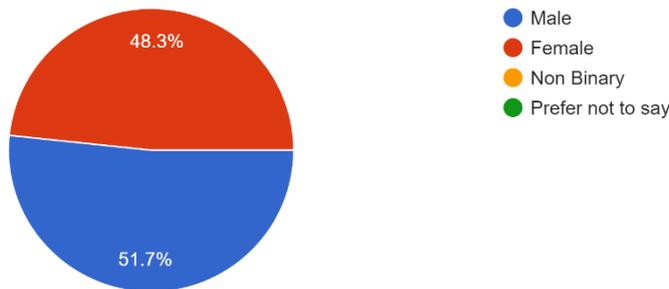
| Gender	Number of Respondents
Male	62
Female	58
Others	0
Total	120

Pie chart & Table - 1

Interpretation - There were total 120 respondents out of which 62 were male (51.7% of the respondents) and 58 were female (48.3% of the respondents).

➢ Age

3) Age

120 responses
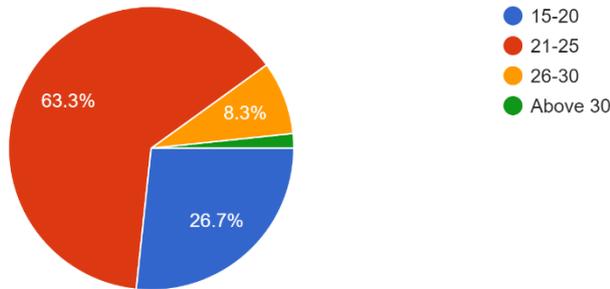
| Age group	Number of Respondents
15 - 20	32
21 - 25	76
26 - 30	10
Above 30	2
Total	120

Pie chart & Table - 2

Interpretation - The total number of respondents are 120 out of which majority of the respondents are of the age group between of 21-25 years that is 76 (63.3% of the total number of respondents). The number of respondents that lies between the age group of 15 -20 years are 32 (26.7% of the total number of respondents). There are 10 respondents who fall under the category of age group between 26 - 30 (8.3% of the total number of respondents) and the number of respondents above age of 30 are 2 (1.7% of the total number of respondents).

➢ Education

4) Education

120 responses
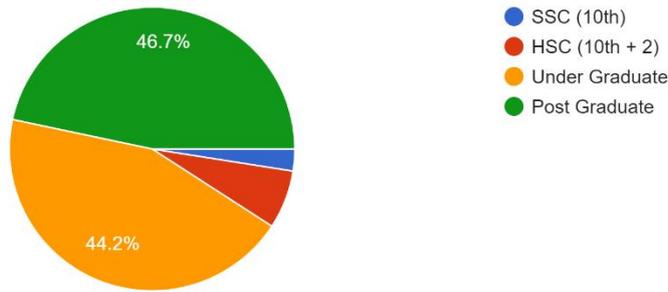
Education	Number of Respondents
SSC (10th)	3 (2.5%)
HSC (10th +2)	8 (6.7%)
Under Graduate	53 (44.2%)
Post Graduate	56 (46.7%)
Total	120

Pie chart & Table - 3

Interpretation – The total of 120 respondents following are data.

SSC (10th): A small percentage of respondents, comprising 2.5% of the total, have completed their secondary education (10th grade).

HSC (10th +2): A slightly larger proportion, accounting for 6.7% of the total respondents, have completed their higher secondary education (10th +2).

Under Graduate: The majority of respondents, constituting 44.2% of the total, have pursued and completed their undergraduate education.

Post Graduate: A significant portion of the respondents, representing 46.7% of the total, have attained a postgraduate degree.

➢ Marital Status

5) Status

120 responses
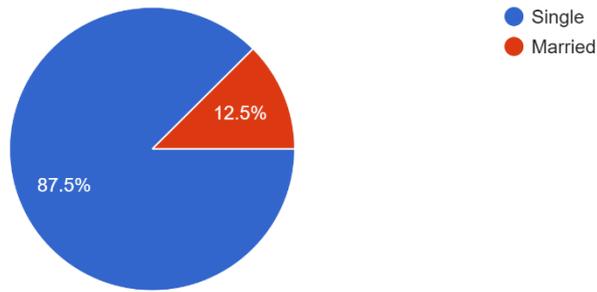
Marital Status	Number of Respondents
Single	105 (87.5%)
Married	15 (12.5%)
Total	120

Pie chart & Table - 4

Interpretation –

The table presents the marital status of the respondents:

- Single: 105 respondents (87.5%)

- Married: 15 respondents (12.5%)

The majority of the participants are single, constituting 87.5% of the total respondents, while the married segment comprises 12.5%. This distribution offers insights into the marital status diversity within the surveyed population.

➢ Family Income monthly (INR)

6) What is your family income monthly? (INR)
120 responses
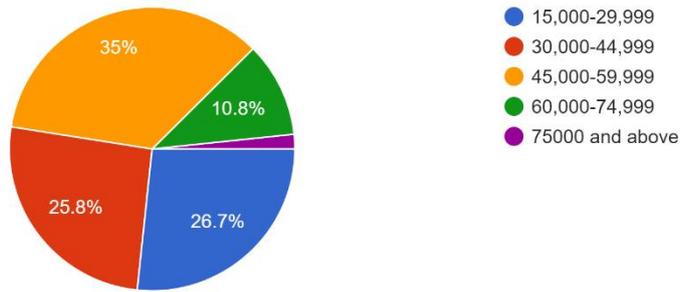
Income (INR)	Number of Respondents
15,000 - 29,000	32 (26.7%)
30,000 - 44,999	31 (25.8%)
45,000 - 59,999	42 (35%)
60,000 – 74,999	13 (10.8%)
75,000 and above	2 (1.7%)
Total	120

Pie chart & Table - 5

Interpretation -

The table provides an overview of the income distribution among the respondents:

15,000 - 29,000 INR: 32 respondents (26.7%)

30,000 - 44,999 INR: 31 respondents (25.8%)

45,000 - 59,999 INR: 42 respondents (35%)

60,000 – 74,999 INR: 13 respondents (10.8%)

75,000 and above INR: 2 respondents (1.7%)

The majority of respondents fall into the income brackets of 15,000 - 29,000 INR (26.7%) and 45,000 - 59,999 INR (35%). This distribution provides insights into the income diversity within the surveyed population, with varying proportions across different income ranges.

➢ Influence of celebrity endorser while purchasing

7) Do you get influenced by a celebrity endorser to buy a clothing product or brand?
120 responses

- Yes
- No
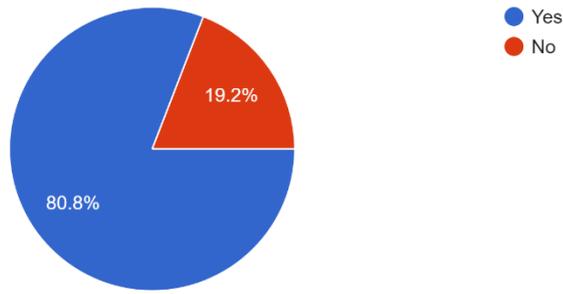
Pie chart - 6

Interpretation -

As shown in chart, majority of respondents 97 (80.8%) believe the they get influenced to buy by celebrity endorsements, while 23 (19.2%) responded negatively.

➤ Use of products by endorsing celebrities

8) Do you believe celebrities genuinely use the clothing products they endorse?
120 responses


- Yes
- No
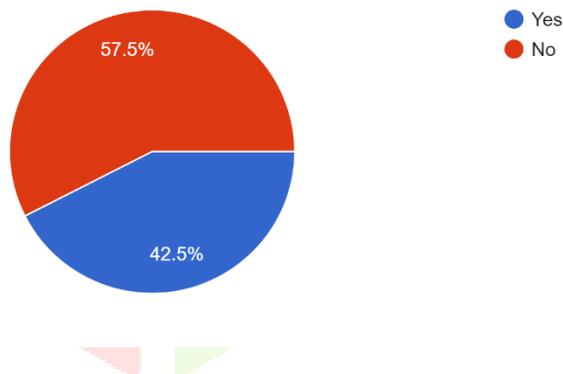
Pie chart - 7

Interpretation –

From above chart it can be stated that, Majority of respondents 69 (57.5%) believe celebrities don't use products they endorse, and 51 respondents (42.5%) believe they may use products which the endorse.

➤ Influence of "attractiveness" in endorsements

9) How do you think the "attractiveness" factor influences celebrity endorsements in the context of clothing brands?

120 responses
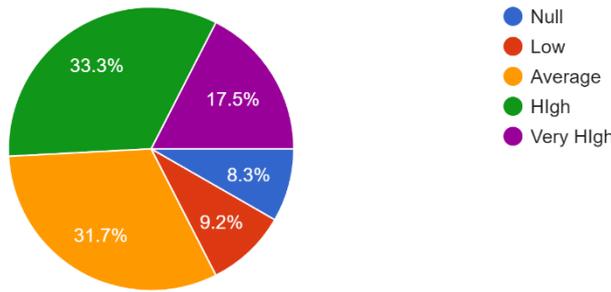
| Null	10 (8.3%)
Low	11 (9.2%)
Average	38 (31.7%)
High	40 (33.3%)
Very High	21 (17.5%)

Pie chart & Table - 8

Interpretation -

Above chart shows majority of respondents find attractiveness an important factor for influence in context of celebrity endorsement for clothing's.

➢ Preference of purchasing clothing products

10) People prefer buying clothing products endorsed by celebrities.

120 responses
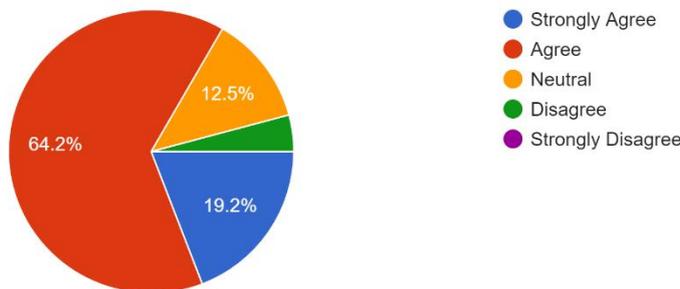
Strongly Agree	23 (19.2%)
Agree	77 (64.2%)
Neutral	15 (12.5%)

| Disagree	5 (4.2%)
Strongly Disagree	0

Pie chart & Table - 9

Interpretation –

From the above chart it can be said that majority of respondents prefer to buy clothing products which are endorsed by celebrities.

> ➢ Celebrity endorsement as a factor for purchase of clothing products

11) In your view, is celebrity endorsement an important factor when buying clothing products?
120 responses
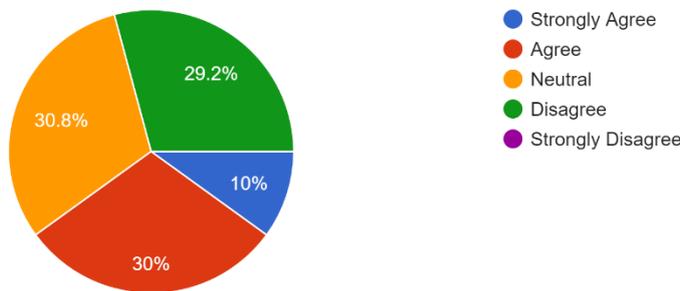
| Strongly Agree	12 (10%)
Agree	36 (30%)
Neutral	37 (30.8%)
Disagree	35 (29.2%)
Strongly Disagree	0

Pie chart & Table - 10

Interpretation –

As it can be stated from above chart that almost 51% respondents don't consider celebrity endorsements as an important factor while purchasing clothing products.

> ➢ Advertisement's recall

12) Celebrities help you remember clothing advertisements.
120 responses
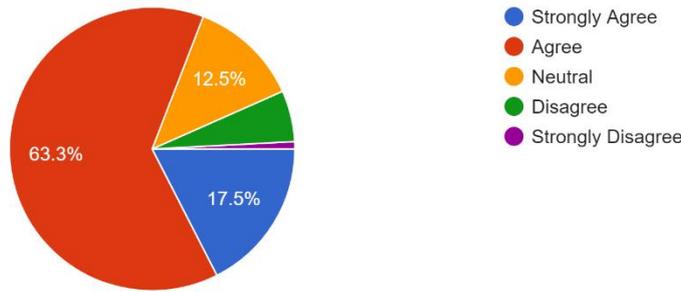
| Strongly Agree	21 (17.5%)
Agree	76 (63.3%)
Neutral	15 (12.5%)
Disagree	7 (5.8%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 11

Interpretation –

The above chart suggests that majority of respondents agree that advertisements featuring celebrities makes them more memorable.

➢ Influence of favourite celebrities on purchasing decision

13) People purchase clothing products because of their favourite celebrities.
120 responses
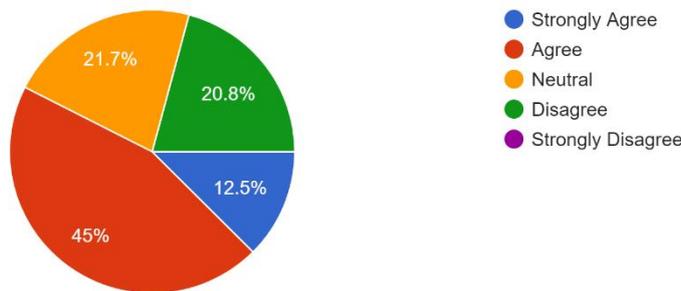
| Strongly Agree	15 (12.5%)
Agree	54 (45%)
Neutral	26 (21.7%)
Disagree	25 (20.8%)
Strongly Disagree	0

Pie chart & Table - 12

Interpretation –

As shown in the above chart a major portion of respondents is influenced by their favourite celebrity endorsement to buy certain clothing products.

➢ Representing true features of a clothing brand

14) Celebrities convey all the true features of the clothing brand.
120 responses
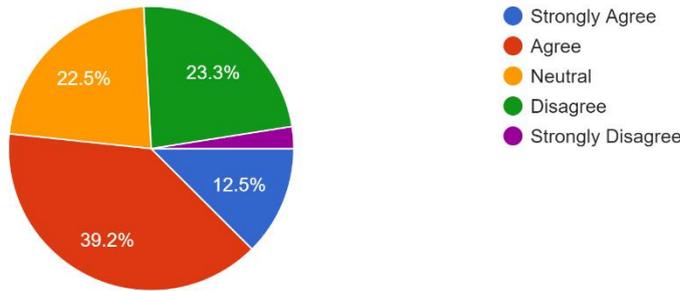
| Strongly Agree	15 (12.5%)
Agree	47 (39.2%)
Neutral	27 (22.5%)
Disagree	28 (23.3%)
Strongly Disagree	3 (2.5%)

Pie chart & Table - 13

Interpretation –

As shown in the above chart 39.2% respondents agree that celebrities convey all the true feature of the clothing brand in advertisements.

➢ Switching to a new product due to endorsement

15) Would you switch your regular clothing product to a new product endorsed by your favourite celebrity?

120 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
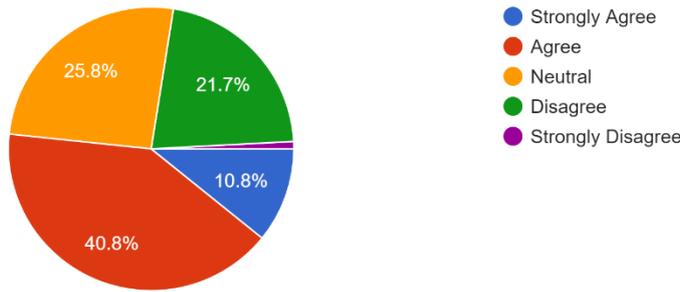
| Strongly Agree	13 (10.8%)
Agree	49 (40.8%)
Neutral	31 (25.8%)
Disagree	26 (21.7%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 14

Interpretation –

As shown in the above chart almost 51% of respondents are willing to switch to a new product endorsed by their favourite celebrities.

➢ Gender and brand ambassadors' relation

16) Is your preference for brand ambassadors independent of gender?

120 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
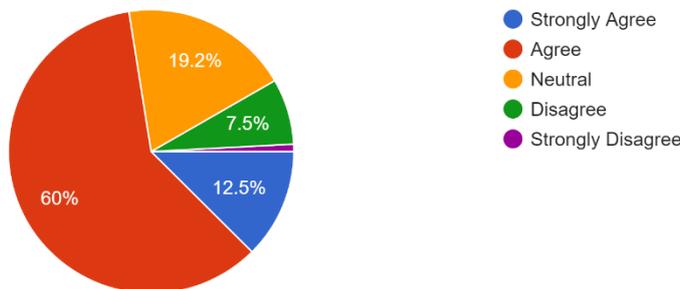
| Strongly Agree	15 (12.5%)
Agree	72 (60%)
Neutral	23 (19.2%)
Disagree	9 (7.5%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 15

Interpretation –

The above chart stats that respondent's preference for brand ambassadors is independent of gender, implicating brands which caters both male and female costumers have no gender dependency for choosing ambassadors.

➢ Change in purchase behaviour during contests (Offers. Promotions)

17) Does your buying behaviour change during contests held on online portals related to clothing brands?
120 responses
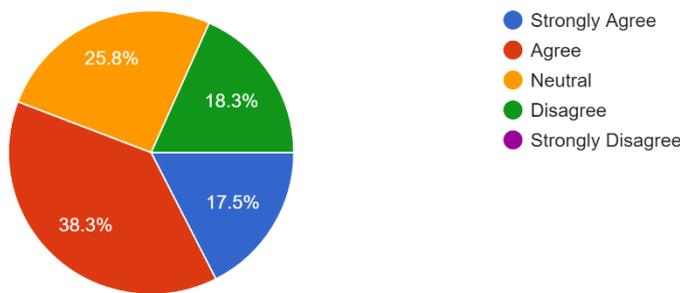
| Strongly Agree	21 (17.5%)
Agree	46 (38.3%)
Neutral	31 (25.8%)
Disagree	22 (18.3%)
Strongly Disagree	0

Pie chart & Table - 16

Interpretation – Above chart shows that, contest (offers & promotions) can lead to change of purchase behaviour in almost 56% of respondents.

➢ Trustworthiness and celebrity endorsements

18) I find clothing products endorsed by celebrities trustworthy.
120 responses
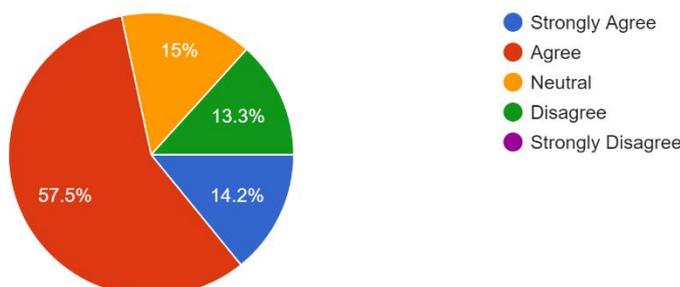
Strongly Agree	17 (14.2%)
Agree	69 (57.5%)
Neutral	18 (15%)
Disagree	16 (13.3%)
Strongly Disagree	0

Pie chart & Table - 17

Interpretation –

Above chart shows that, majority of respondents find clothing products endorsed by celebrities trustworthy.

> ➤ Celebrity endorsements and product information relation

19) I find clothing products endorsed by celebrities informative.
120 responses
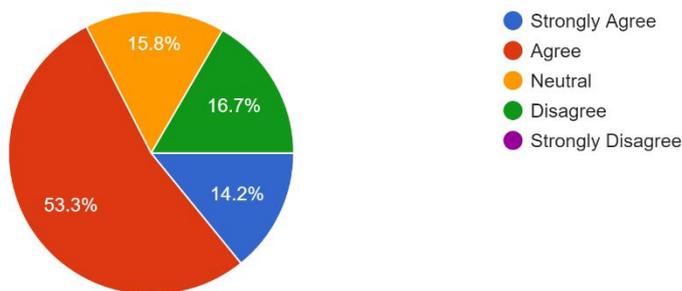
| Strongly Agree	17 (14.2%)
Agree	64 (53.3%)
Neutral	19 (15.8%)
Disagree	20 (16.7%)
Strongly Disagree	0

Pie chart & Table - 18

Interpretation –

Above chart shows that, majority of respondents find clothing products advertisements featuring celebrities informative.

> ➤ Celebrity endorsed products relation with social status.

20) I purchase celebrity-endorsed clothing products to improve social status.
120 responses
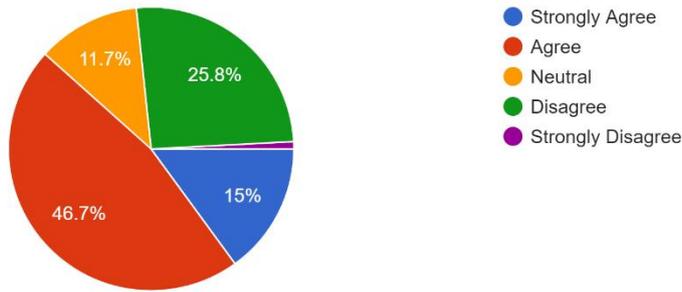
| Strongly Agree	18 (15%)
Agree	56 (46.7%)
Neutral	14 (11.7%)
Disagree	31 (25.8%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 19

Interpretation –

Above chart shows that, majority of respondents relate celebrity endorsed clothing products with social status.

➢ Relation between expenditure and celebrity endorsed ads.

21) Celebrity-endorsed ads lead to people spending more than they should on clothing products.
120 responses
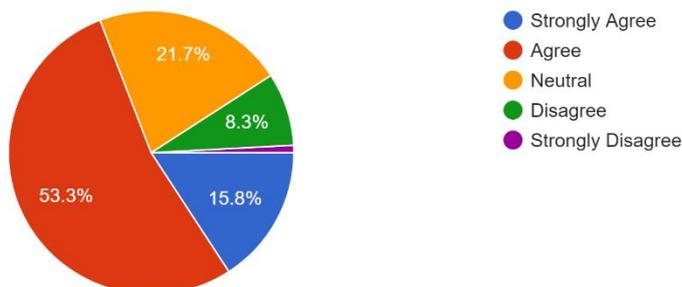
| Strongly Agree	19 (15.8%)
Agree	64 (53.3%)
Neutral	26 (21.7%)
Disagree	10 (8.3%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 20

Interpretation –

Above chart states that, majority of respondents believe celebrity endorsed ads leads people to spend more on clothing products than they should.

➤ Negative publicity's impact on clothing brand

22) Negative publicity about a celebrity can influence your buying decision for a clothing brand.
120 responses

Legend:
● Strongly Agree
● Agree
● Neutral
● Disagree
● Strongly Disagree
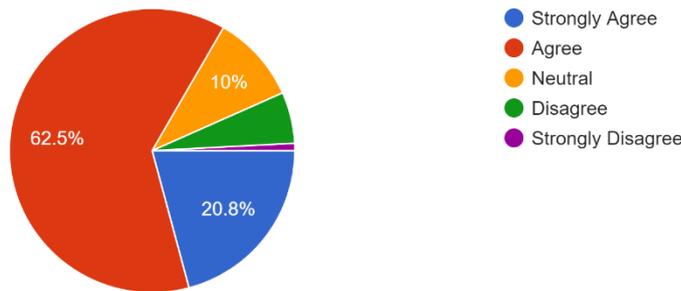
Strongly Agree	25 (20.8%)
Agree	75 (62.5%)
Neutral	12 (10%)
Disagree	7 (5.8%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 21

Interpretation –

Above chart states that, respondents strongly believe negative publicity about a celebrity can influence purchase decision for the related clothing brand.

➤ Impact of ac celebrity endorsing multiple clothing brands

23) If a celebrity is endorsing many clothing brands, does it create distrust among buyers?
120 responses

Legend:
● Strongly Agree
● Agree
● Neutral
● Disagree
● Strongly Disagree
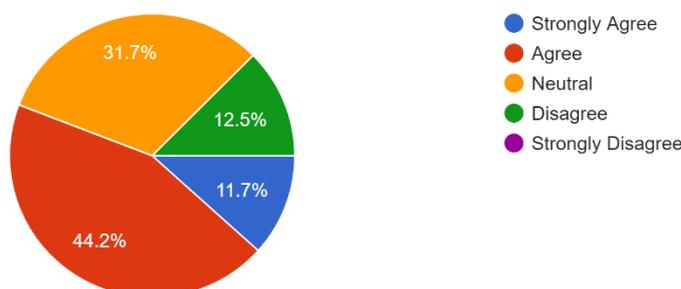
| Strongly Agree	14 (11.7%)
Agree	53 (44.2%)
Neutral	38 (31.7%)
Disagree	15 (12.5%)
Strongly Disagree	0

Pie chart & Table - 22

Interpretation –

Above chart states that, 67% of respondents believe that a celebrity endorsing multiple brands in the same category of clothing product can cause distrust among buyers.

➢ Relation between celebrity endorsed ads and attention.

24) Celebrity-endorsed ads grab more attention from the audience than standard clothing ads.
120 responses
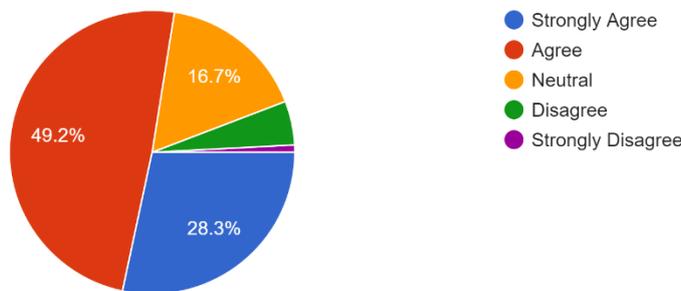
| Strongly Agree	34 (28.3%)
Agree	59 (49.2%)
Neutral	20 (16.7%)
Disagree	6 (5%)
Strongly Disagree	1 (0.8%)

Pie chart & Table - 23

Interpretation –

Above chart states, majority of respondents agree that celebrity endorsed ads can grab more attention than standard clothing from audience.

➢ Celebrity advertisements and encouragement for purchase

25) Celebrities in a clothing advertisement encourage you to buy a product.

120 responses
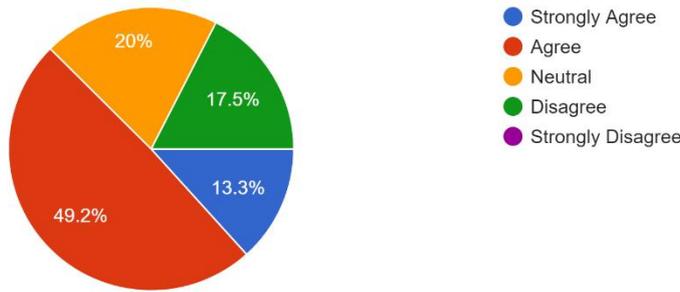
Strongly Agree	16 (13.3%)
Agree	59 (49.2%)
Neutral	24 (20%)
Disagree	21 (17.5%)
Strongly Disagree	0

Pie chart & Table - 24

Interpretation –

Above chart states, majority of respondents agree that celebrity endorsed ads can encourage more purchase decisions.

➢ Celebrity endorsements impact products on pricing of products

26) To what extent do you believe celebrity endorsements impact the pricing of products?

120 responses
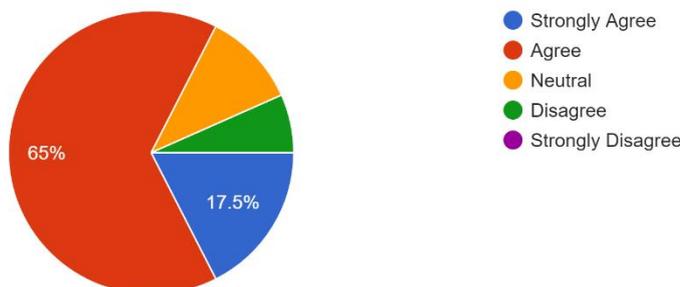
| Strongly Agree	21 (17.5%)
Agree	78 (65%)
Neutral	13 (10.8%)
Disagree	8 (6.7%)
Strongly Disagree	0

Pie chart & Table - 25

Interpretation –

Above chart sates that, majority of respondents agree that celebrity endorsed ads have impact on pricing of products.

> Ethical acceptability and celebrity knowledge about product

27) Do you consider it ethically acceptable for celebrities to endorse products they may not be knowledgeable about?

120 responses
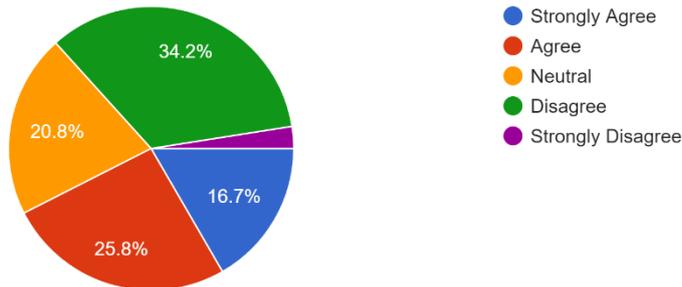
| Strongly Agree	20 (16.7%)
Agree	31 (25.8%)
Neutral	25 (20.8%)
Disagree	41 (34.2%)
Strongly Disagree	3 (2.5%)

Pie chart & Table - 26

Interpretation – Above chart sates that, the respondents have various opinions about a celebrity endorsing clothing product about which he/she is not knowledgeable.

> Effectiveness of celebrity endorsements in rural areas

28) Please rate the effectiveness of celebrity endorsements in influencing purchasing decisions in rural settings.

120 responses
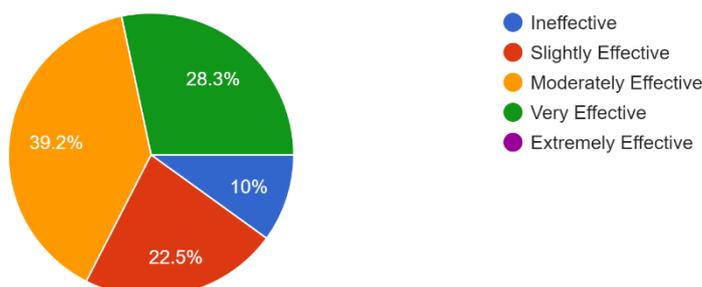
Ineffective	12 (10%)
Slightly Effective	27 (22.5%)
Moderately Effective	47 (39.2%)
Very Effective	34 (28.3%)
Extremely Effective	0

Pie chart & Table - 27

Interpretation – Above chart sates that, majority of respondents believe that celebrity endorsements can be an important factor in shaping purchase decisions in rural areas.

> ➢ Effectiveness of celebrity endorsements in urban areas

29) Please rate the effectiveness of celebrity endorsements in influencing purchasing decisions in urban settings.

120 responses
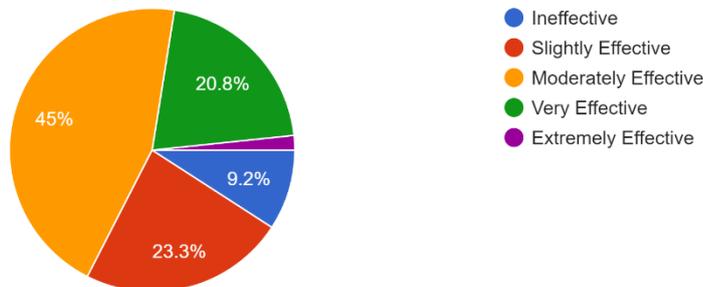
| Ineffective	11 (9.2%)
Slightly Effective	28 (23.3%)
Moderately Effective	54 (45%)
Very Effective	25 (20.8%)
Extremely Effective	2 (1.7%)

Pie chart & Table - 28

Interpretation – Above chart sates that, majority of respondents believe that celebrity endorsements can influence purchase decisions in urban areas but lesser effective than rural areas.

> ➢ Celebrities endorsing morally questionable products.

30) Share your opinion on celebrities endorsing morally questionable products like tobacco and alcohol.

120 responses
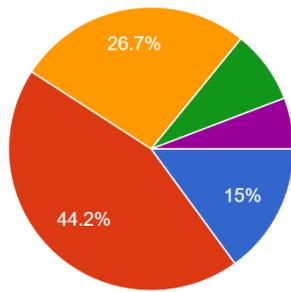
- ● Strongly Agree: Endorsing such products significantly influences my ov…
- ● Agree: It moderately affects my overall purchase decisions for other products.
- ● Neutral: The impact may or may not be significant on my overall purchase dec…
- ● Disagree: It has a minimal impact on my overall purchase decisions for other pr…
- ● Strongly Disagree: Endorsing such products has no impact on my overall…

Strongly Agree	18 (15%)
Agree	53 (44.2%)
Neutral	32 (26.7%)
Disagree	10 (8.3%)
Strongly Disagree	7 (5.8%)

Pie chart & Table - 29

Interpretation – Above chart sates that, majority of respondents purchase decision of a product is affected by celebrity's morally questionable product endorsements.

➢ Preference of local vs global celebrities

31) Please express your preference regarding endorsements by local and global celebrities.

120 responses
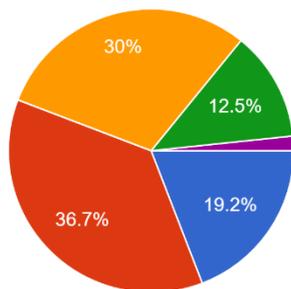
- ● Strongly Prefer Local Celebrities: Local celebrities significantly impact my purc…
- ● Prefer Local Celebrities: Local celebrities moderately influence my pu…
- ● No Preference: The locality of the celebrity has no significant impact on…
- ● Prefer Global Celebrities: Global celebrities moderately influence my pu…
- ● Strongly Prefer Global Celebrities: Global celebrities significantly impact…

Strongly Prefer Local Celebrities	23 (19.2%)
Prefer Local Celebrities	44 (36.7%)
No Preference	36 (30%)
Prefer Global Celebrities	15 (12.5%)
Strongly Prefer Global Celebrities	2 (1.7%)

Interpretation – Above chart sates that, majority of respondents prefer by local celebrities over global celebrities.

6.2 Hypothesis Testing

➢ Hypothesis 1 - Celebrity endorsers influence people to buy the product.

Null Hypothesis (H0): There is no significant influence of celebrity endorsers on people's decision to buy the product.

Alternative Hypothesis (H1): Celebrity endorsers have a significant influence on people's decision to buy the product.

Table - 1

	Observed Frequency	Expected Frequency
Strongly Agree	23	24
Agree	77	24
Neutral	15	24
Disagree	5	24
Strongly Disagree	0	24
Total	120	24

Table – 2

P- value	1.87E-33
Computed Chi-square Value	159.5
Critical Value of Chi-square	9.4877

We reject the null hypothesis as chi square critical value is less than computed chi square value.

And the p value that is 1.87E-33 is also less than the significant alpha level 0.05 so we reject the null hypothesis and accept the alternate.

This means that celebrity endorsers influence people to buy the product.

Thus, we accept the alternate hypothesis that is Celebrity endorsers have a significant influence on people's decision to buy the product.

➢ Hypothesis 2 - Celebrities convey all the true features of the brand.

Null Hypothesis (H0): Celebrities do not convey all the true features of the brand.

Alternative Hypothesis (H1): Celebrities convey all the true features of the brand.

Table -3

	Observed Frequency	Expected Frequency
Strongly Agree	15	24
Agree	47	24
Neutral	27	24
Disagree	28	24
Strongly Disagree	3	24
Total	120	24

Table – 4

P- value	4.30616E-09
Computed Chi-square Value	44.8333
Critical Value of Chi-square	9.4877

The p-value (4.30616E-09) is less than the significance level (usually set at 0.05), indicating a statistically significant result. Therefore, we reject the null hypothesis (H0) that celebrities do not convey all the true features of the brand.

The alternative hypothesis (H1) is supported, suggesting that celebrities convey all the true features of the brand.

Furthermore, the computed chi-square value (44.8333) exceeds the critical value of chi-square (9.4877), providing additional evidence to reject the null hypothesis. This strengthens the conclusion that there is a significant association between respondents' opinions on whether celebrities convey true brand features and their observed responses.

In summary, the analysis suggests that respondents believe celebrities effectively convey all the true features of the brand, and this perception is statistically significant.

> ➤ Hypothesis 3 - Consumers find products endorsed by their favourite celebrities trustworthy.

Null Hypothesis (H0): Consumers do not find products endorsed by their favourite celebrities trustworthy.

Alternative Hypothesis (H1): Consumers find products endorsed by their favourite celebrities trustworthy.

Table - 5

Pearson Co relation factor r (3)	0.950033357 (~ 0.95)
P value	0.013306751 (~0.01)
Significant alpha value	0.5

Here, P value is less than alpha value so, there is a positive relation between two variables.

Hypothesis 3 clearly shows positive relation between two Likert statements which are consumers find products endorsed by celebrities trustworthy and consumers purchase products which are endorsed by their favourite celebrity.

This shows dependence of statistical relationship between both statements. These pairs of variables are linearly related to each other.

7. Results and Findings

Results and Conclusions:

1. Influence of Celebrity Endorsers on Purchasing Decision:

   - Results: The analysis indicates a strong influence of celebrity endorsers on people's decision to buy products. The observed data significantly deviates from the expected frequencies, with a computed chi-square value of 159.5, exceeding the critical value of 9.4877. The p-value (1.87E-33) is substantially less than the significance level of 0.05.

   - Conclusion: Therefore, we reject the null hypothesis, concluding that celebrity endorsers have a significant impact on people's purchasing decisions. This finding suggests that celebrities play a crucial role in influencing consumer choices and can be effective in promoting products.

2. Effectiveness of Celebrities in Conveying True Brand Features:

   - Results: The analysis reveals that celebrities effectively convey all the true features of the brand, as evidenced by the significant chi-square value (44.8333) and a p-value (4.30616E-09) below the 0.05 significance level.

- Conclusion: Rejecting the null hypothesis supports the alternative, suggesting that celebrities are successful in communicating accurate brand features. This implies that consumers perceive celebrities as credible conveyors of brand information, contributing positively to the brand's image.

3. Trustworthiness of Products Endorsed by Celebrities:

- Results: The Pearson correlation factor (0.950033357) indicates a highly positive relationship between consumers finding products endorsed by celebrities trustworthy and their actual purchase behavior. The p-value (0.013306751) is less than the significance level of 0.05.

- Conclusion: With a strong positive correlation, we conclude that consumers who find products endorsed by celebrities trustworthy are more likely to purchase those products. This underscores the impact of trust in celebrity endorsements on consumer behavior.

Findings:

1. Celebrity Endorsements Impact Purchasing Behavior:

- The study affirms that celebrity endorsements significantly influence consumer purchasing decisions. Marketers can leverage celebrity endorsers strategically to enhance brand visibility and attract consumers.

2. Celebrities Effectively Communicate Brand Features:

- Celebrities are perceived as effective communicators of true brand features. This finding highlights the importance of celebrities in shaping consumer perceptions and fostering positive associations with brands.

3. Trust in Celebrity Endorsements Drives Consumer Purchases:

- Trustworthiness plays a pivotal role in consumer behavior. Products endorsed by trustworthy celebrities have a higher likelihood of being purchased, emphasizing the importance of building trust in celebrity-brand partnerships.

Implications for Marketers:

1. Strategic Celebrity Selection:

- Marketers should carefully select celebrities aligned with the brand's values, ensuring that the chosen celebrities resonate with the target audience to maximize the impact of endorsements.

2. Authenticity in Communication:

   - Brands should focus on authentic communication through celebrity endorsers to build trust. Transparent and genuine endorsements contribute to a positive brand image.

3. Consumer Trust as a Competitive Advantage:

   - Building and maintaining consumer trust through celebrity endorsements can serve as a valuable competitive advantage. Brands that prioritize trust are likely to enjoy stronger connections with their audience.

8. Limitations of the Study

The results of the study to be interpreted with safety as there are few limitations to the research paper.

The findings are limited to few celebrities.

- First limitation of study is sample size consisting mostly of students which do not allow to inference of total population.
- Second is the method to contacting with respondents via social media does not allow to influence the results to full context.
- Third limitation of the study is results of advertised clothing products which may be evaluated differently among different celebrities or stylist and fashion bloggers these days.
- These limitations suggest some valuable and serious future research.

First could be channelizing the demographic groups and meeting people face to face and know their views regarding topic personally and have expertise knowledge about their views and decisions. Future research must also focus on measuring effectiveness of brand ambassadors across marketing mix.

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Questionnaire

"Celebrity Endorsement in Clothing Brands Questionnaire"

We Abhishek Dhoriyani and Gaurang Agrawal students of MBA department, 2nd year are conducting a survey on marketing. Welcome to our survey on Celebrity Endorsement in Clothing Brands! We're eager to gather insights on how businesses are Celebrity Endorsement to enhance their marketing strategies. Your valuable input will contribute to understanding the current landscape and trends in the industry. Please take a few minutes to share your thoughts and experiences. Your feedback is crucial in marketing research. Thank you for participating!

1) Name: _____

2) Gender:

☐ Male

☐ Female

☐ Non-Binary

☐ Prefer not to say

3) Age

☐ 15 - 20 Years

☐ 21 - 25 Years

☐ 26 - 30 Years

☐ Above 30 Years
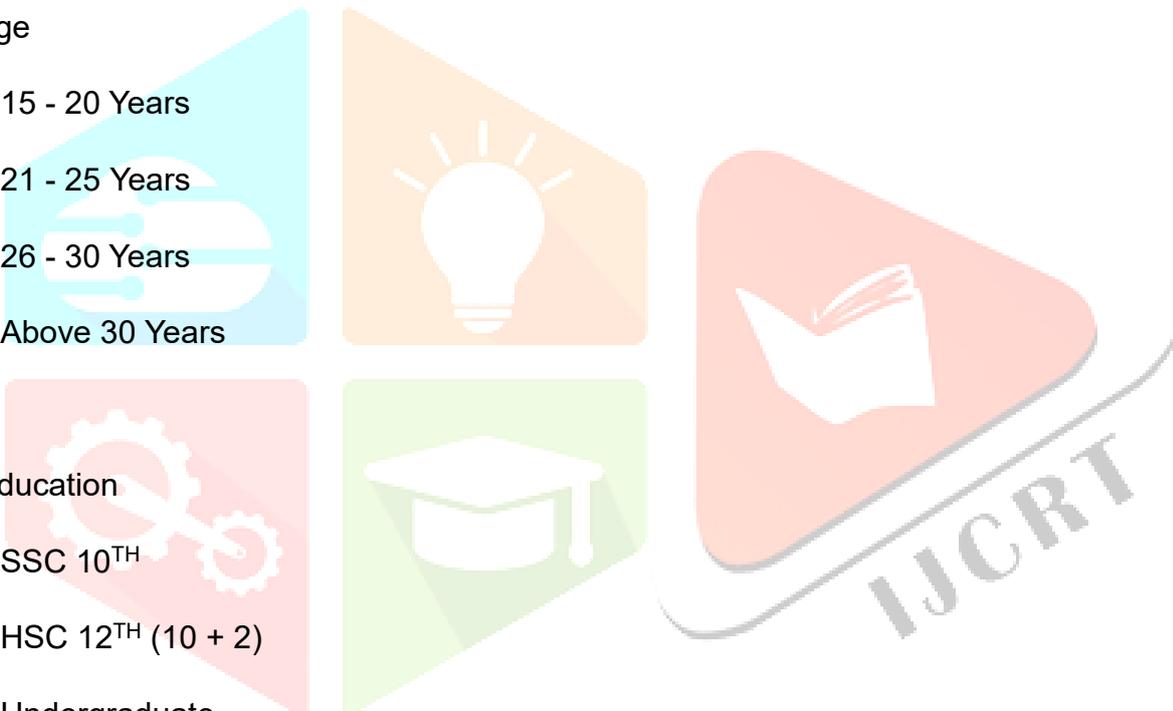
4) Education

☐ SSC 10TH

☐ HSC 12TH (10 + 2)

☐ Undergraduate

☐ Postgraduate

5) Marital status

☐ Single

☐ Married

6) What is your family income monthly? (INR)

☐ 15,000-29,999

☐ 30,000-44,999

☐   45,000-59,999

☐   60,000-74,999

☐   75000 and above

Section B

*Answer the following questions considering celebrities in advertisements related to clothing brands that you encounter on television, radio, magazines, billboards, and newspapers. *

7) Do you get influenced by a celebrity endorser to buy a clothing product or brand?

☐   Yes

☐   No

8) Do you believe celebrities genuinely use the clothing products they endorse?

☐   Yes

☐   No

9) How do you think the "attractiveness" factor influences celebrity endorsements in the context of clothing brands?

☐   Null

☐   Low

☐   Average

☐   High

☐   Very High

Section C

*Please read these statements and mark your answer which best reflects your opinion. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) *

10) People prefer buying clothing products endorsed by celebrities.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

11) In your view, is celebrity endorsement an important factor when buying clothing products?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

12) Celebrities help you remember clothing advertisements.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

13) People purchase clothing products because of their favourite celebrities.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

14) Celebrities convey all the true features of the clothing brand.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

15) Would you switch your regular clothing product to a new product endorsed by your favourite celebrity?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree
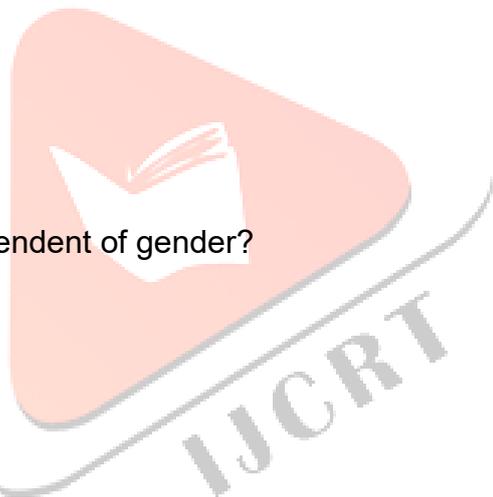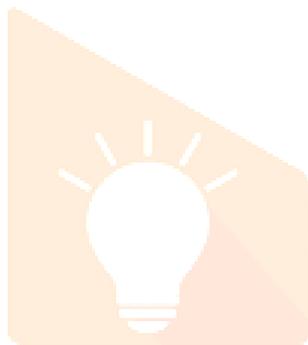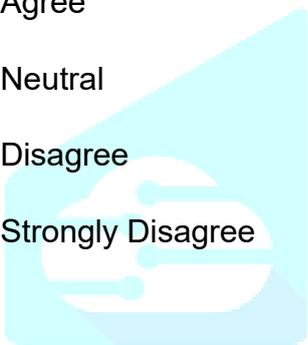
☐ Strongly Disagree

16) Is your preference for brand ambassadors independent of gender?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

17) Does your buying behaviour change during contests (offers) held on online portals related to clothing brands?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

18) I find clothing products endorsed by celebrities trustworthy.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

19) I find clothing products endorsed by celebrities informative.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree
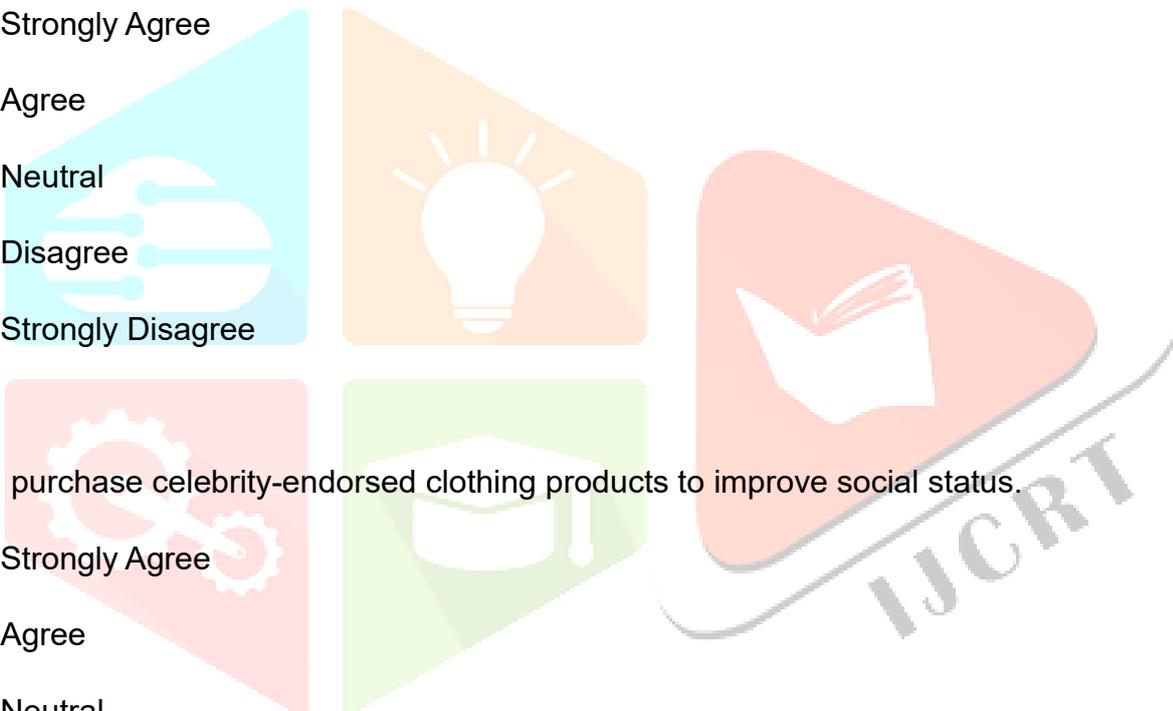
☐ Strongly Disagree

20) I purchase celebrity-endorsed clothing products to improve social status.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

21) Celebrity-endorsed ads lead to people spending more than they should on clothing products.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

22) Negative publicity about a celebrity can influence your buying decision for a clothing brand.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

23) If a celebrity is endorsing many clothing brands, does it create distrust among buyers?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

24) Celebrity-endorsed ads grab more attention from the audience than standard clothing ads.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

25) Celebrities in a clothing advertisement encourage you to buy a product.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

26) To what extent do you believe celebrity endorsements impact the pricing of products?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

27) Do you consider it ethically acceptable for celebrities to endorse products they may not be knowledgeable about?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

28) Please rate the effectiveness of celebrity endorsements in influencing purchasing decisions in rural settings.

☐ Ineffective

☐ Slightly Effective

☐ Moderately Effective

☐ Very Effective

☐ Extremely Effective

29) Please rate the effectiveness of celebrity endorsements in influencing purchasing decisions in urban settings.

☐ Ineffective

☐ Slightly Effective

☐   Moderately Effective

☐   Very Effective

☐   Extremely Effective

30) Share your opinion on celebrities endorsing morally questionable products like tobacco and alcohol.

☐   Strongly Agree: Endorsing such products significantly influences my overall purchase decisions for other products.

☐   Agree: It moderately affects my overall purchase decisions for other products.

☐   Neutral: The impact may or may not be significant on my overall purchase decisions for other products.

☐   Disagree: It has a minimal impact on my overall purchase decisions for other products.

☐   Strongly Disagree: Endorsing such products has no impact on my overall purchase decisions for other products.

31) Please express your preference regarding endorsements by local and global celebrities.

☐   Strongly Prefer Local Celebrities: Local celebrities significantly impact my purchase preferences.

☐   Prefer Local Celebrities: Local celebrities moderately influence my purchase preferences.

☐   No Preference: The locality of the celebrity has no significant impact on my purchase preferences.

☐   Prefer Global Celebrities: Global celebrities moderately influence my purchase preferences.

☐   Strongly Prefer Global Celebrities: Global celebrities significantly impact my purchase preferences.