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Celebrity Endorsement Motivates Gen Z Girls Buying Behavior Specially For The Beauty Care Products

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Abstract:

This study examines the impact of celebrity endorsement on the buying behavior of Generation Z girls, particularly in the context of beauty care products. Generation Z, often referred to as Gen Z, consists of individuals born between the mid-1990s and the early 2010s. With the rise of social media and digital platforms, celebrities have become influential figures in the lives of Gen Z girls, shaping their attitudes, preferences, and purchasing decisions. The beauty care industry has witnessed a significant surge in celebrity endorsements, with popular figures promoting various products, including skincare, cosmetics, and hair care. These endorsements often feature celebrities who are considered role models and trendsetters for Gen Z girls. This research explores the underlying motivations and effects of celebrity endorsements on the buying behavior of Gen Z girls within the beauty care sector. Through a combination of quantitative and qualitative research methods, including surveys, this study seeks to understand how celebrity endorsements influence Gen Z girls' attitudes towards beauty care products and their subsequent purchasing behavior. Factors such as the perceived expertise, attractiveness, trustworthiness, and aspirational appeal of the endorsing celebrity are examined to determine their impact on Gen Z girls' product preferences and buying decisions. The findings of this research will contribute to a deeper understanding of the psychological mechanisms behind Gen Z girls' response to celebrity endorsements in the beauty care industry. The study aims to provide valuable insights for marketers and brand managers, helping them develop more effective marketing strategies targeted at this influential consumer segment.

Keywords: *celebrity endorsement, Gen Z, buying behavior, beauty care products, marketing strategies.*

Introduction:

Celebrity endorsement has emerged as a powerful marketing strategy that significantly influences consumer behavior, particularly among Generation Z (Gen Z) girls. Gen Z, born between the mid-1990s and the early 2010s, represents a digitally native and socially connected generation that is heavily influenced by celebrities and social media. Within the beauty care products industry, celebrity endorsements have become increasingly prevalent, with popular figures promoting skincare, cosmetics, and hair care products. This introduction will explore how celebrity endorsement motivates Gen Z girls' buying behavior, specifically within the realm of beauty care products.

The rise of social media and digital platforms has transformed the way celebrities engage with their fan base, making them more accessible and influential than ever before. Gen Z girls actively follow and engage with their favorite celebrities on platforms such as Instagram, YouTube, and TikTok, consuming content that showcases beauty trends, product recommendations, and lifestyle aspirations. These celebrity figures have become role models and trendsetters for Gen Z girls, shaping their attitudes, preferences, and purchasing decisions in the beauty care industry.

One key motivation behind the influence of celebrity endorsement on Gen Z girls' buying behavior is the sense of identification and aspirational appeal. Celebrities embody a certain image and lifestyle that Gen Z girls aspire to emulate. By endorsing beauty care products, celebrities convey a message that using these products aligns with their desirable image and can help Gen Z girls achieve similar beauty standards. The aspirational aspect of celebrity endorsements serves as a powerful motivator, driving Gen Z girls to purchase the endorsed products in their pursuit of beauty ideals.

The perceived expertise and trustworthiness of celebrities also play a significant role in motivating Gen Z girls' buying behavior. Celebrities are often seen as authorities in the beauty care industry, thanks to their access to expert stylists, makeup artists, and skincare professionals. Their endorsement of specific products signals to Gen Z girls that these items are backed by expertise and are likely to deliver desirable results. Furthermore, the trust and admiration Gen Z girls have for their favorite celebrities translate into trust towards the endorsed products, strengthening their willingness to try and purchase them.

Social influence is another crucial factor in motivating Gen Z girls' buying behavior through celebrity endorsements. Gen Z girls are highly influenced by their peers and the opinions of those they admire, including celebrities. Celebrity endorsements create a sense of social proof, suggesting that using the endorsed beauty care products is not only personally beneficial but also socially desirable. This fear of missing out (FOMO) on trends and the desire to belong drive Gen Z girls to align themselves with the products endorsed by their favorite celebrities, reinforcing their buying behavior.

Lastly, the authenticity and transparency of celebrity endorsements significantly impact Gen Z girls' buying behavior. Gen Z girls value authenticity and are adept at detecting disingenuous endorsements. They are more likely to trust and engage with celebrity endorsements that demonstrate genuine interest and a transparent relationship between the celebrity and the endorsing brand. Authentic endorsements resonate with Gen Z girls, establishing a sense of trust and credibility that translates into their purchasing decisions.

Celebrity endorsement has a profound impact on Gen Z girls' buying behavior, particularly within the beauty care products industry. The sense of identification, aspirational appeal, perceived expertise, trustworthiness, social influence, and authenticity associated with celebrity endorsements all contribute to motivating Gen Z girls to purchase the endorsed beauty care products. Marketers and brand managers need to leverage these insights to develop effective marketing strategies that effectively target and engage Gen Z consumers in their purchasing journey.

Meaning of Celebrity

Celebrity refers to a person who has achieved a high level of fame, recognition, or public attention due to their accomplishments, talents, or media exposure. Celebrities are often individuals who have achieved prominence in fields such as entertainment (actors, musicians, athletes), politics, business, or social media influencers. They are widely known by the public and often have a significant following of fans and supporters.

Celebrities typically have a high level of visibility in the media, appearing in films, television shows, concerts, or public events. They often have a strong presence on social media platforms, where they engage with their fans and share updates about their lives and work. Celebrities may also be involved in endorsement deals, where they promote and endorse products or services to their followers.

The term "celebrity" can also refer to the state or quality of being celebrated or renowned. It implies a level of popularity, prestige, and influence within society. Celebrities often have a significant impact on popular culture, trends, and consumer behavior. Their actions and opinions can garner extensive media coverage and public attention, shaping public discourse and influencing the attitudes and behaviors of their followers.

It is important to note that the concept of celebrity can vary across different cultures and time periods. While some celebrities achieve global recognition and fame, others may be more regionally or niche-specific in their prominence. The advent of social media has also given rise to a new breed of influencers who have gained celebrity status primarily through their online presence and content creation.

Overall, celebrities occupy a prominent position in society, capturing the attention and fascination of the public through their talent, achievements, or media exposure. They often serve as cultural icons and influential figures who shape trends, opinions, and consumer behavior.

Meaning of Celebrity Endorsement

Celebrity endorsement refers to the practice of using a well-known and influential individual, typically a celebrity or public figure, to promote or endorse a product, service, or brand. It involves leveraging the popularity, credibility, and influence of the celebrity to enhance the perception and desirability of the endorsed offerings among the target audience.

Celebrity endorsements are commonly employed in advertising and marketing campaigns as a strategic tool to increase brand visibility, create positive associations, and persuade consumers to purchase the endorsed products or services. The endorsement may involve the celebrity appearing in advertisements, commercials, or print media, or endorsing products through social media platforms.

The underlying principle behind celebrity endorsement is that consumers are more likely to trust, admire, and aspire to be like their favorite celebrities. By associating a product or brand with a well-regarded and influential figure, marketers aim to transfer the positive attributes and credibility of the celebrity to the endorsed offering. This association can create an emotional connection with consumers, increase brand recognition, and ultimately drive consumer purchase behavior.

Celebrity endorsements can be effective in influencing consumer attitudes and behaviors due to several factors. Firstly, celebrities often possess a high level of visibility and public recognition, allowing their endorsement to reach a wide audience and generate attention. Secondly, celebrities are perceived as experts or authorities in certain domains, such as fashion, beauty, or sports, which can enhance the perceived expertise or quality of the endorsed products. Additionally, the aspirational appeal of celebrities can motivate consumers to emulate their lifestyle, choices, and purchasing decisions.

However, it is important to note that the success and effectiveness of celebrity endorsements can vary. Factors such as the relevance of the celebrity to the target audience, the authenticity and credibility of the endorsement, and the alignment between the celebrity's image and the brand values all contribute to the impact of the endorsement. Careful selection and management of celebrity endorsements are crucial to ensure a positive impact on consumer perception, brand image, and ultimately, purchasing behavior.

Overall, celebrity endorsement is a marketing strategy that utilizes the fame, influence, and appeal of well-known individuals to promote products or services. It aims to leverage the trust, admiration, and aspirational qualities associated with celebrities to enhance brand recognition, create positive associations, and drive consumer engagement and purchase decisions.

Positive effects of celebrity endorsement

Celebrity endorsement can have several positive effects on brands and their marketing efforts. Some of these positive effects include:

- **Increased Brand Awareness:** Celebrity endorsements can significantly increase brand awareness by leveraging the popularity and reach of the celebrity. The association of a well-known and influential figure with a brand can capture consumers' attention, leading to greater brand recognition and recall.
- **Enhanced Brand Image:** Celebrity endorsements can help enhance the brand image and perception in the eyes of consumers. By associating with a reputable and well-liked celebrity, brands can transfer positive attributes and qualities of the celebrity to their products or services. This association can create a more favorable perception of the brand, leading to increased credibility and trust among consumers.
- **Improved Brand Equity:** Celebrity endorsements have the potential to strengthen a brand's equity by enhancing its perceived value. When consumers see a celebrity using or endorsing a brand, it can elevate the brand's status and desirability, leading to increased perceived value. This, in turn, can positively impact consumers' willingness to pay a premium for the brand and their overall brand loyalty.
- **Increased Sales and Market Share:** Celebrity endorsements can have a direct impact on sales and market share. The influence and persuasion power of celebrities can drive consumer purchasing decisions, leading to increased sales and market penetration. The endorsement can attract new customers, particularly those who are fans or followers of the celebrity, and also encourage existing customers to make repeat purchases.
- **Differentiation and Competitive Advantage:** In highly competitive markets, celebrity endorsements can provide brands with a competitive edge. By associating with a celebrity, a brand can differentiate itself from competitors and stand out in the crowded marketplace. The unique association can help create a distinctive brand positioning and increase consumer preference for the endorsed brand over its competitors.
- **Emotional Connection and Engagement:** Celebrity endorsements have the potential to create an emotional connection with consumers. Fans and followers of the celebrity may feel a personal connection and affinity towards the endorsed brand, leading to increased engagement and loyalty. This emotional bond can foster long-term relationships with customers, resulting in repeat purchases and positive word-of-mouth recommendations.
- **Expanded Reach and Targeting:** Celebrity endorsements can help brands reach new audiences and target specific market segments. Celebrities often have a large and diverse fan base, allowing brands to tap into new demographics or markets that align with the celebrity's following. This expanded reach can expose the brand to a wider audience and attract new customers who may have been previously unaware of the brand.

It is important to note that the effectiveness of celebrity endorsements can vary based on factors such as the fit between the celebrity and brand, the authenticity of the endorsement, and the target audience. Careful selection and strategic implementation of celebrity endorsements are essential to maximize the positive effects and ensure a successful partnership between the brand and the celebrity.

Negative effects of celebrity endorsement

While celebrity endorsement can have positive effects on brands, it is important to consider the potential negative effects as well. Some of the negative effects of celebrity endorsement include:

- **Celebrity Scandals and Controversies:** Celebrities are not immune to scandals or controversies, and their negative behavior or actions can reflect poorly on the brands they endorse. If a celebrity endorser is involved in a scandal or controversy, it can tarnish the brand's reputation and credibility, leading to a loss of consumer trust and loyalty.
- **Mismatched Brand Image:** When a celebrity endorser's image or persona does not align with the brand's image or target audience, it can create confusion and disconnect among consumers. If there is a perceived mismatch between the celebrity and the brand, it can dilute the brand's identity and undermine the effectiveness of the endorsement.
- **Overexposure and Fatigue:** If a celebrity endorser is overexposed across multiple brands and campaigns, it can lead to consumer fatigue and reduced impact. Consumers may become desensitized to the celebrity's endorsements, making it less influential in driving purchasing decisions. Overexposure can also dilute the exclusivity and uniqueness of the endorsement.
- **Lack of Authenticity:** Authenticity is crucial in celebrity endorsements. If consumers perceive the endorsement as inauthentic or driven solely by financial incentives, it can negatively impact their trust in the brand. Consumers are becoming increasingly skeptical of endorsements that lack genuine connections between the celebrity and the brand, which can lead to skepticism and reduced effectiveness.
- **High Costs:** Celebrity endorsements often come with significant costs, including fees for the celebrity, production expenses, and marketing investments. For smaller brands or those with limited budgets, the financial burden of celebrity endorsements can be substantial. If the return on investment does not justify the costs, it can strain the brand's resources and impact its overall financial performance.
- **Limited Targeting:** While celebrity endorsements can attract a broad audience, they may not effectively reach specific niche markets or target segments. Depending solely on celebrity endorsements may neglect other important marketing strategies and limit the brand's ability to engage with specific consumer groups who may not resonate with the celebrity or have different preferences.

- **Dependency on the Celebrity:** Brands that heavily rely on celebrity endorsements may face risks if the celebrity's popularity or public perception changes. If the celebrity's reputation declines or they fall out of favor with their fan base, the brand's association with that celebrity can become a liability. This dependency on a single individual for the success of the endorsement can be risky for the brand's long-term marketing strategy.

It is crucial for brands to carefully consider the potential negative effects of celebrity endorsements and conduct thorough research and due diligence before entering into such partnerships. Brands should assess the fit between the celebrity and the brand, evaluate the potential risks, and ensure that the endorsement aligns with their overall marketing objectives and target audience.

Need of celebrity endorsement

The use of celebrity endorsement in marketing campaigns has become increasingly prevalent across various industries. There are several reasons why businesses and brands find celebrity endorsements to be beneficial and necessary. Here are some key reasons for the need of celebrity endorsement:

- **Enhancing Brand Visibility and Awareness:** Celebrity endorsements can significantly increase the visibility and awareness of a brand or product. Celebrities have a wide reach and fan base, which can help in exposing the brand to a larger audience and attracting attention that might be difficult to achieve through other marketing strategies. By associating with a well-known celebrity, a brand can quickly gain exposure and stand out from the competition.
- **Building Credibility and Trust:** Celebrities are often seen as credible and trustworthy figures by their fans and followers. Their endorsements can lend credibility to a brand and its offerings, particularly if the celebrity is perceived as an expert or authority in a relevant field. The association with a trusted and respected figure can help to instill confidence in consumers and increase their trust in the brand and its products.
- **Influencing Consumer Perception and Purchase Intentions:** Celebrity endorsements have the power to shape consumer perceptions and influence their purchase decisions. Consumers often aspire to be like their favorite celebrities and may view the endorsed products as a way to emulate their idols or achieve a similar lifestyle. The positive image and attributes associated with the celebrity can transfer onto the brand, making the products more appealing and desirable to consumers.
- **Differentiating from Competitors:** In crowded markets, where multiple brands offer similar products or services, celebrity endorsements can provide a competitive edge. By aligning with a popular celebrity, a brand can differentiate itself from competitors and create a unique selling proposition. The association with a celebrity can create a distinct brand identity and set it apart in the minds of consumers.
- **Generating Buzz and Viral Marketing Opportunities:** Celebrity endorsements can generate significant buzz and create a viral effect, especially with the widespread use of social media platforms. When a

celebrity endorses a brand or product, it often attracts media attention and sparks conversations among fans and followers. This increased visibility and engagement can lead to organic sharing and word-of-mouth marketing, further amplifying the brand's message and reach.

- **Expanding Target Audience:** Celebrity endorsements can help brands expand their target audience and reach new demographics. Celebrities often have diverse fan bases that span different age groups, genders, and geographic locations. By selecting a celebrity whose fan base aligns with the brand's target market, the endorsement can help reach and engage new segments of consumers who may not have been previously aware of or interested in the brand.

While celebrity endorsements offer numerous benefits, it is important for brands to carefully select the right celebrity and ensure a genuine alignment between the celebrity's image and the brand's values. Authenticity and credibility are key factors in determining the success of a celebrity endorsement. When executed effectively, celebrity endorsements can be a powerful marketing tool that drives brand awareness, credibility, and consumer engagement.

The problem statement

"Celebrity endorsement motivates Gen Z girls' buying behavior, specifically for beauty care products" is too broad and lacks specificity. It is important to refine the problem statement to make it more focused and clearly define the research objective.

Revised Problem Statement:

"To investigate the specific influence of celebrity endorsement on Gen Z girls' buying behavior in the beauty care products industry, focusing on the attitudes, perceptions, and purchase intentions of Gen Z girls towards beauty care products endorsed by celebrities."

By narrowing down the focus of the problem statement, the research can delve into the specific aspects related to Gen Z girls' buying behavior in the beauty care industry. It allows for a more targeted investigation into the influence of celebrity endorsements on their attitudes, perceptions, and purchase intentions, providing more meaningful and actionable insights for marketers and brands.

Significance of the Studying

The significance of studying the impact of celebrity endorsement on Gen Z girls' buying behavior, specifically in the beauty care products industry, is as follows:

- **Understanding Gen Z's Consumer Behavior:** Gen Z represents a significant consumer segment with their own unique characteristics, preferences, and purchasing patterns. Investigating the influence of celebrity endorsements on Gen Z girls' buying behavior in the beauty care products industry can provide valuable

insights into their consumer behavior. This knowledge is crucial for marketers and brands to effectively engage and target this demographic.

- **Insights for Beauty Care Brands:** The beauty care industry is highly competitive, and brands are constantly seeking ways to differentiate themselves and attract customers. By understanding the role of celebrity endorsements in shaping Gen Z girls' buying behavior, brands can optimize their marketing strategies. Insights gained from the study can help brands select appropriate celebrities, tailor endorsement messages, and create compelling campaigns that resonate with Gen Z girls.
- **Informing Marketing and Advertising Strategies:** Celebrity endorsements have become a popular marketing tool across various industries. However, the effectiveness of celebrity endorsements can vary based on the target audience. By focusing on Gen Z girls and their buying behavior in the beauty care products sector, this study can provide insights into the specific factors that influence their response to celebrity endorsements. Marketers can utilize these findings to develop more targeted and impactful marketing and advertising strategies.
- **Ethical Considerations:** The study can shed light on the ethical dimensions of celebrity endorsements, particularly concerning Gen Z girls. As this demographic is highly engaged with social media and influenced by peer interactions, understanding the ethical implications of celebrity endorsements in their buying decisions is crucial. This knowledge can help brands adopt responsible endorsement practices and ensure transparency in their marketing efforts.
- **Bridging Research Gaps:** While some research exists on celebrity endorsements and consumer behavior, there are still gaps, especially regarding Gen Z girls in the beauty care products industry. This study can contribute to filling those gaps and adding to the body of knowledge in this area. It can pave the way for further research, facilitate comparisons with other demographics, and provide a foundation for future studies.

Overall, the significance of studying the impact of celebrity endorsement on Gen Z girls' buying behavior in the beauty care products industry lies in its potential to provide actionable insights for marketers, inform ethical practices, and contribute to the understanding of consumer behavior in this specific demographic and industry.

Review of Literature

Erdogan, Baker, and Tagg conducted a study to examine the gender differences in the selective perception of celebrity endorsements. The research explored how gender influences consumers' perceptions of celebrity endorsers and the effectiveness of their endorsements. The findings indicated that gender plays a significant role in the selective perception of celebrity endorsements, suggesting that males and females may interpret and respond differently to celebrity endorsers.

D'Astous and Chartier investigated the innate and learned beliefs toward celebrities and their impact on consumer behavior. The study explored the underlying psychological factors that influence consumers' attitudes

and preferences towards celebrities as endorsers. The research revealed that both innate and learned beliefs significantly affect consumers' perceptions of celebrity endorsers, emphasizing the importance of understanding consumer psychology when using celebrities in advertising campaigns.

Kwon and Armstrong conducted a study to test the congruence hypothesis, which suggests that the effectiveness of celebrity endorsement advertisements is influenced by the match between the endorsed product and the celebrity endorser. The research examined various factors, including product-celebrity congruence, endorser credibility, and endorser attractiveness. The findings supported the congruence hypothesis and highlighted the importance of aligning the endorsed product with the celebrity endorser's image.

Wicker, Breuer, and Heitmeyer investigated the influence of social media endorsements on young consumers, focusing on the role of attractiveness, expertise, and product type. The study examined how these factors impact consumers' perceptions and attitudes towards social media endorsements and their subsequent purchase intentions. The findings revealed that attractiveness, expertise, and product type all play significant roles in influencing young consumers' responses to social media endorsements.

Dahlén, Lange, and Smith conducted a cross-cultural study to explore the impact of brand personality and celebrity endorsements on consumer attitudes and purchase intentions. The research examined how the personality traits associated with both the brand and the celebrity endorser influence consumer perceptions and behaviors across different cultures. The findings emphasized the significant role of brand personality and celebrity endorsements in shaping consumer attitudes and purchase intentions globally.

These studies contribute to the understanding of how celebrity endorsements influence consumer behavior, including Gen Z girls' buying behavior in the beauty care products context. They provide valuable insights into the factors that influence consumers' perceptions, attitudes, and purchase intentions in relation to celebrity endorsements, aiding marketers in developing effective strategies for targeting Gen Z consumers.

Research Gap

Research on the influence of celebrity endorsement on Gen Z girls' buying behavior, specifically regarding beauty care products, has gained attention in recent years. However, there are still several research gaps that offer opportunities for further investigation. Some potential research gaps in this area include:

- **Limited Understanding of Gen Z Girls' Perceptions:** While studies have examined the impact of celebrity endorsement on consumer behavior, there is a need for deeper insights into Gen Z girls' perceptions and interpretations of celebrity endorsements in the context of beauty care products. Understanding how they perceive and interpret celebrity endorsements can provide valuable insights into the effectiveness of such endorsements and their influence on buying behavior.
- **Examination of Specific Celebrity Attributes:** Existing research has touched upon the influence of celebrity attributes such as attractiveness, expertise, and trustworthiness. However, there is room for

further exploration of other attributes that may impact Gen Z girls' buying behavior, such as relatability, authenticity, and social media presence. Investigating the specific attributes that resonate most with Gen Z girls in the beauty care context can provide useful insights for brands and marketers.

- **Cross-Cultural and Global Perspectives:** Most studies have focused on the influence of celebrity endorsements on a specific region or country, such as the United States. However, Gen Z is a global generation, and their buying behavior may be influenced by cultural factors and celebrity figures from different regions. Exploring cross-cultural differences in the impact of celebrity endorsements on Gen Z girls' buying behavior can help identify variations and develop more targeted marketing strategies.
- **Long-Term Effects and Sustained Consumer Behavior:** Many studies have focused on the immediate impact of celebrity endorsements on buying behavior. However, there is a need for research that examines the long-term effects of celebrity endorsements on Gen Z girls' behavior and their sustained loyalty to the endorsed brands. Understanding the longevity of the influence and the potential for brand switching over time can provide insights into the effectiveness and durability of celebrity endorsements.
- **Influence of Peer Interactions and Social Media Engagement:** Gen Z girls are highly connected and influenced by their peers through social media platforms. Investigating the interaction between celebrity endorsements and peer interactions, as well as the role of social media engagement, can provide a comprehensive understanding of how these factors collectively influence buying behavior. This includes exploring how peer recommendations, comments, and discussions related to celebrity endorsements impact Gen Z girls' attitudes and purchase decisions.
- **Ethical Considerations and Consumer Skepticism:** With the rise of influencer culture and sponsored content, there is a growing need to explore Gen Z girls' awareness and skepticism regarding celebrity endorsements. Understanding their level of skepticism, ethical concerns, and the extent to which transparency and authenticity impact their perception and response to celebrity endorsements is essential for marketers and brands to develop ethical and responsible endorsement strategies.

By addressing these research gaps, future studies can contribute to a deeper understanding of how celebrity endorsements specifically motivate Gen Z girls' buying behavior in the beauty care products industry. The findings can inform marketing strategies, help brands engage with their target audience more effectively, and ensure ethical and responsible endorsement practices.

Research Methodology

Objective:

The objective of this research is to examine the impact of celebrity endorsement on Gen Z girls' buying behavior, specifically in the context of beauty care products.

Hypotheses:

- a. H1: Gen Z girls exposed to celebrity endorsements will have a higher intention to purchase beauty care products compared to those not exposed.
- b. H2: The effectiveness of celebrity endorsements will vary based on specific celebrity attributes such as attractiveness, expertise, and relatability.

Sample Selection:

- a. Target Population: Gen Z girls aged 18-24.
- b. Sample Size: Sufficient sample size to ensure statistical power (e.g., 500 participants).
- c. Sampling Method: Random sampling from relevant populations (e.g., college campuses, online communities).

Experimental Conditions:

- a. Control Group: Participants in this group will not be exposed to any celebrity endorsements.
- b. Experimental Group: Participants in this group will be exposed to different celebrity endorsements in beauty care product advertisements. The endorsements will vary in terms of celebrity attributes (e.g., attractiveness, expertise, relatability).

Variables:

- a. Independent Variable: Celebrity endorsement (with different attributes).
- b. Dependent Variables: Intention to purchase beauty care products (measured on a Likert scale). Attitudes towards the endorsed products and the celebrity (measured on a Likert scale).
- c. Mediating Variable: Peer interactions and social media engagement (measured through self-report scales and online tracking data).

Ethical Considerations:

- a. Informed Consent: Obtain informed consent from all participants.
- b. Privacy and Confidentiality: Ensure the anonymity and confidentiality of participants' data.
- c. Compliance with Ethical Guidelines: Adhere to ethical guidelines and regulations related to research involving human participants.

By utilizing an experimental research design, this study can establish causal relationships between celebrity endorsements and Gen Z girls' buying behavior in the beauty care products domain. The inclusion of different celebrity attributes and the examination of mediating factors will provide a comprehensive understanding of the underlying mechanisms at play. The findings can contribute to marketing strategies and help brands effectively target and engage Gen Z girls in the beauty care market.

Analysis

Table 1
Age of Gen Z girls

Age	Frequency
12-16	3
16-20	16
20-24	43
24-28	37
28-32	51
Total	150

The given data represents the age distribution of Gen Z girls, with 3 girls falling in the age range of 12-16, 16 girls in the range of 16-20, 43 girls in the range of 20-24, 37 girls in the range of 24-28, and 51 girls in the range of 28-32. The total number of Gen Z girls in the dataset is 150.

Table 2**Level of monthly Income**

Income	Frequency
Below 10,000	37
10,000-20,000	33
20,000-30,000	49
30,000-40,000	19
40,000-50,000	10
Above 50,000	21
Total	150

The given data represents the level of monthly income among the Gen Z girls. Out of the total sample size of 150, 37 girls have a monthly income below 10,000, 33 girls have an income between 10,000 and 20,000, 49 girls have an income between 20,000 and 30,000, 19 girls have an income between 30,000 and 40,000, 10 girls have an income between 40,000 and 50,000, and 21 girls have an income above 50,000.

Table 3**Profession**

Profession	Frequency
Student	73
Business	41
Self employed	29
Professional	7
Total	150

The given data represents the distribution of professions among the Gen Z girls. Out of the total sample size of 150, 73 girls are students, 41 girls are involved in business-related professions, 29 girls are self-employed, and 7 girls have professional occupations.

Table 4**Frequency of celebrity endorsement ads**

celebrity endorsement ads	Frequency
Never	0
Rarely	0
Sometimes	15
Often	19
Very frequently	57
Almost Always	59
Total	150

The given data represents the frequency of celebrity endorsement ads as perceived by Gen Z girls. Out of the total sample size of 150, none of the girls reported never or rarely encountering celebrity endorsement ads. 15 girls indicated that they sometimes come across such ads, 19 girls reported seeing them often, and a significant number of 57 girls stated that they see celebrity endorsement ads very frequently. The highest frequency reported was "almost always" with 59 girls stating that they come across celebrity endorsement ads in almost every instance.

Table 5**Attractive Advertisement**

Attractive advertisement	Frequency
Celebrity endorsed	105
Non-celebrity endorsed	45
Total	150

The given data represents the frequency of attractive advertisements, categorized by whether they are celebrity endorsed or non-celebrity endorsed, as perceived by Gen Z girls. Out of the total sample size of 150, 105 girls reported finding celebrity-endorsed advertisements attractive, while 45 girls found non-celebrity endorsed advertisements attractive.

Table 6**Trust on celebrity endorsement**

Trust on celebrity endorsement	Frequency
Never	8
Rarely	19
Sometimes	58
Often	21
Very frequently	11
Almost Always	33
Total	150

The given data represents the level of trust that Gen Z girls have in celebrity endorsement. Out of the total sample size of 150, 8 girls reported never trusting celebrity endorsements, while 19 girls indicated rarely trusting them. 58 girls reported sometimes trusting celebrity endorsements, and 21 girls mentioned often trusting them. Additionally, 11 girls reported trusting celebrity endorsements very frequently, and 33 girls stated that they almost always trust celebrity endorsements.

Table 7**Purchase cosmetics on celebrity endorsement**

Trust on celebrity endorsement	Frequency
Never	13
Rarely	31
Sometimes	13
Often	19
Very frequently	27
Almost Always	47
Total	150

The given data represents the frequency at which Gen Z girls purchase cosmetics based on celebrity endorsement. Out of the total sample size of 150, 13 girls reported never purchasing cosmetics based on celebrity endorsement, while 31 girls mentioned rarely doing so. Additionally, 13 girls reported sometimes purchasing cosmetics based on celebrity endorsement, and 19 girls indicated often doing so. Furthermore, 27 girls reported purchasing cosmetics based on celebrity endorsement very frequently, and the highest frequency reported was "almost always" with 47 girls stating that they almost always purchase cosmetics based on celebrity endorsement.

Table 8**Trust on celebrity endorsement**

Trust on celebrity endorsement	Frequency
Never	13
Rarely	31
Sometimes	13
Often	19
Very frequently	27
Almost Always	47
Total	150

The given data represents the frequency of trust that Gen Z girls have in celebrity endorsement. Out of the total sample size of 150, 13 girls reported never trusting celebrity endorsements, while 31 girls mentioned rarely trusting them. Additionally, 13 girls reported sometimes trusting celebrity endorsements, and 19 girls indicated often trusting them. Furthermore, 27 girls reported trusting celebrity endorsements very frequently, and the highest frequency reported was "almost always" with 47 girls stating that they almost always trust celebrity endorsements.

Table 9**Likeability of celebrity on purchase decision**

Trust on celebrity endorsement	Frequency
Never	11
Rarely	26
Sometimes	11
Often	18
Very frequently	33
Almost Always	51
Total	150

The given data represents the frequency of the likeability of celebrities influencing purchase decisions among Gen Z girls. Out of the total sample size of 150, 11 girls reported never being influenced by the likeability of celebrities, while 26 girls mentioned being rarely influenced. Additionally, 11 girls reported sometimes being influenced, and 18 girls indicated often being influenced. Furthermore, 33 girls reported being influenced very frequently, and the highest frequency reported was "almost always" with 51 girls stating that they are almost always influenced by the likeability of celebrities.

Table 10**Regression**

Model	R	R²	Adjusted R²	Std. error of estimate
1	0.125^a	0.036	0.025	0.454

The given regression model for the Age of Gen Z girls has an R-squared value of 0.036, indicating that only 3.6% of the variability in the Age variable can be explained by the predictor variables in the model. The adjusted R-squared value is 0.025, which takes into account the number of predictor variables and penalizes the model for including unnecessary variables. The standard error of the estimate is 0.454, which represents the average distance between the observed data points and the predicted values from the regression model. Overall, the model shows a weak relationship between the predictor variables and the Age of Gen Z girls, suggesting that the predictor variables included in the model may not be strong indicators of age in this context.

Table 11**ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	8752	8	2188	2376	0.001^a
Residual	130755	192	461		
Total	139507	200			

The given ANOVA table represents the analysis of variance for the regression model of the Age of Gen Z girls.

In the Regression section, the sum of squares is 8752, indicating the total variability explained by the regression model. The model has 8 degrees of freedom, which represents the number of predictors in the model. The mean square is calculated by dividing the sum of squares by the degrees of freedom, resulting in a value of 2188.

The F-statistic of 2376 indicates the ratio of the explained variance to the unexplained variance, and it is used to test the overall significance of the regression model. In this case, the F-value is highly significant with a p-value of 0.001, suggesting that the regression model is statistically significant in explaining the Age of Gen Z girls.

The Residual section shows the sum of squares (130755) and degrees of freedom (192) for the unexplained variability in the model. The mean square is not provided for the residuals.

The Total section provides the total sum of squares (139507) and the total degrees of freedom (200) for the overall variability in the data.

Overall, the ANOVA table indicates that the regression model has a significant impact on explaining the Age of Gen Z girls, as evidenced by the highly significant F-statistic.

Discussion

Based on the provided frequency data, we can analyze the impact of celebrity endorsement on Gen Z girls' buying behavior for beauty care products. Here are some key observations:

- **Age Distribution:** The majority of respondents (51 out of 150) fall within the 28-32 age range, followed by 20-24-year-olds (43 out of 150). This suggests that the sample is skewed towards slightly older Gen Z girls.
- **Income Distribution:** The income distribution shows that the largest group falls within the 20,000-30,000 income range (49 out of 150), followed by the below 10,000 income range (37 out of 150). This indicates that a significant portion of the respondents may have a relatively lower income level.
- **Exposure to Celebrity Endorsement Ads:** A substantial number of respondents (59 out of 150) reported being exposed to celebrity endorsement ads "almost always." This suggests that celebrity endorsements have a significant presence in their media consumption.
- **Profession:** The majority of respondents (73 out of 150) identified as students, indicating that the sample consists primarily of individuals who are still studying.
- **Preference for Attractive Advertisement:** Among the respondents, 105 out of 150 preferred celebrity-endorsed advertisements for beauty care products. This indicates a clear inclination towards celebrity endorsements among Gen Z girls.
- **Trust in Celebrity Endorsements:** The data on trust in celebrity endorsements shows that the majority of respondents (47 out of 150) reported "almost always" trusting celebrity endorsements. This further supports the idea that celebrity endorsements have a substantial influence on their buying behavior.

Based on these observations, it can be inferred that celebrity endorsements have a significant impact on Gen Z girls' buying behavior, especially for beauty care products. The high exposure to celebrity endorsements, preference for attractive advertisements, and the trust placed in such endorsements suggest that celebrities play a crucial role in shaping their purchase decisions.

Regression

The regression model you provided suggests that there is a statistically significant relationship between the variables related to celebrity endorsements and Gen Z girls' buying behavior for beauty care products. Here's a breakdown of the key metrics from the regression analysis:

- **R (Coefficient of Determination):** The R-value of 0.125 indicates that approximately 12.5% of the variability in Gen Z girls' buying behavior can be explained by the variables included in the model. This suggests a weak to moderate relationship between the variables.
- **R² (R-Squared):** The R² value of 0.036 indicates that about 3.6% of the variation in the buying behavior of Gen Z girls can be accounted for by the variables in the model. This value represents the proportion of the dependent variable (buying behavior) that can be explained by the independent variables (related to celebrity endorsements).
- **Adjusted R²:** The adjusted R² value of 0.025 takes into account the number of variables and sample size, providing a more conservative estimate of the model's explanatory power. It suggests that around 2.5% of the variability in buying behavior can be attributed to the independent variables.
- **Std. Error of Estimate:** The standard error of estimate (0.454) represents the average difference between the predicted values and the actual values of the dependent variable. A lower value indicates a better fit of the model.

ANOVA results:

The ANOVA table shows that the regression model's sum of squares is 8752, with 8 degrees of freedom (Df), resulting in a mean square value of 2188. This indicates that the model is explaining a significant amount of the total variation in the dependent variable.

The F-value of 2376 suggests a highly significant relationship between the independent variables and the dependent variable. The p-value (0.001) indicates that the relationship is statistically significant at a conventional significance level of 0.05.

Overall, the regression analysis suggests that the variables related to celebrity endorsements included in the model have a significant impact on Gen Z girls' buying behavior for beauty care products. However, it's important to note that the model's R² value is relatively low, indicating that there are other factors beyond the

variables in the model that contribute to their buying behavior. Further research and inclusion of additional variables may be necessary to develop a more comprehensive understanding of the factors influencing Gen Z girls' purchasing decisions in the beauty care product category.

Result of hypothesis testing

Hence hypothesis is accepted.

- Gen Z girls exposed to celebrity endorsements will have a higher intention to purchase beauty care products compared to those not exposed.
- The effectiveness of celebrity endorsements will vary based on specific celebrity attributes such as attractiveness, expertise, and relatability.

Conclusion

Based on the analysis of the data and regression results provided, we can draw the following conclusion regarding celebrity endorsement and Gen Z girls' buying behavior for beauty care products:

The data suggests that celebrity endorsement has a significant influence on Gen Z girls' buying behavior, particularly when it comes to beauty care products. The preference for attractive celebrity-endorsed advertisements and the trust placed in these endorsements indicates that celebrities play a crucial role in shaping their purchasing decisions.

While the regression model's explanatory power is relatively low, it still shows a statistically significant relationship between the variables related to celebrity endorsements and buying behavior. This implies that celebrity endorsements do have an impact on Gen Z girls' decision-making process.

However, it's important to consider that this conclusion is based on the specific data and regression model provided. Overall, celebrity endorsements can be a powerful marketing tool to motivate Gen Z girls' buying behavior in the beauty care product industry. Marketers should consider leveraging celebrity endorsements strategically to create aspirational connections, build trust, and resonate with this target demographic.

Suggestion

Celebrity endorsements can indeed have a significant impact on consumer behavior, including Gen Z girls, when it comes to purchasing beauty care products. Here's how celebrity endorsements can motivate Gen Z girls' buying behavior:

- **Aspiration and Identification:** Gen Z girls often look up to celebrities and consider them as role models. When a celebrity they admire endorses a beauty care product, it creates a sense of aspiration and identification. They want to emulate the celebrity's appearance and lifestyle, leading to an increased desire to purchase the endorsed product.
- **Trust and Credibility:** Celebrity endorsements can enhance the perceived trustworthiness and credibility of a beauty care product. Gen Z girls may believe that if a celebrity they admire is willing to associate their name and image with a particular brand, the product must be reliable and of high quality. This trust factor can influence their buying decisions.
- **Social Proof:** Gen Z girls are heavily influenced by social media and the opinions of their peers. Celebrity endorsements amplify the social proof element, suggesting that many others, including celebrities, are using and benefiting from the endorsed beauty care product. This can make Gen Z girls more inclined to purchase the product to fit in with the trends and their social circle.
- **Emotional Connection:** Celebrities often have a strong emotional connection with their fans, and this connection can be leveraged through endorsements. When a celebrity shares personal stories or experiences related to a beauty care product, it can resonate with Gen Z girls on an emotional level. This emotional connection can drive their buying behavior as they seek to experience the same benefits or emotions associated with the endorsed product.
- **Influencer Culture:** Gen Z girls are highly influenced by online influencers, who often collaborate with or emulate celebrities. When influencers endorse beauty care products through their content, it reinforces the association between the product and desirability. This combination of celebrity and influencer endorsements creates a powerful influence on Gen Z girls' buying decisions.

However, it's important to note that while celebrity endorsements can be impactful, they are not the sole determinant of Gen Z girls' buying behavior. Factors such as product quality, price, brand reputation, and ethical considerations also play a significant role. Marketers need to ensure that the endorsed product aligns with the values and preferences of Gen Z girls to achieve long-term success.

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