



A Study On Impact Of Celebrity Endorsement On Consumer Buying Behaviour: A Secondary Data Analysis

Ms Vritika Nigam

Assistant Professor

Department of Commerce and Management,
Laxmichand Golwala College of Commerce and Economics, Mumbai, India

Abstract: This research paper investigates the influence of celebrity endorsements on consumer buying behaviour, focusing on various attributes such as celebrity credibility, attractiveness, and congruence with the product. The study utilizes secondary data from existing academic literature and market research reports to examine how these factors affect consumer trust, purchase intentions, and brand loyalty. The analysis reveals that while celebrity endorsements can enhance consumer engagement and brand recognition, their effectiveness depends on multiple factors, including the nature of the product, the fit between celebrity and brand, and the demographic profile of the target audience. The findings reveal that celebrity endorsements can positively influence consumer perceptions, leading to greater brand recall and heightened consumer trust. However, the effectiveness of celebrity endorsements varies across different consumer segments and product categories. This study highlights valuable insights for marketers on optimizing endorsement strategies and understanding the dynamics of consumer behaviour in the context of celebrity-driven advertising.

Index Terms – Celebrity endorsement, buying behaviour of consumers

I. INTRODUCTION

1.1 Background

In today's competitive marketplace, companies are increasingly turning to celebrity endorsements as a tool to differentiate their brands and capture the attention of potential consumers. Celebrity endorsements involve associating a product or service with a well-known personality to leverage their fame, attractiveness, and trustworthiness to influence consumer decisions. This marketing strategy has gained widespread popularity in various industries, from fashion and beauty to sports and automobiles. Celebrities are seen as symbols of success, glamour, and desirability, and brands aim to transfer these associations to their products.

Celebrity endorsements have become particularly influential in India, where consumer culture is deeply rooted in idolization of film stars, sports icons, and social media influencers. In markets like India and the United States, celebrity culture is deeply embedded in society, and endorsements often play a pivotal role in shaping consumer behaviour.

As a result, marketers are keen to understand the precise impact of celebrity endorsements on consumer behaviour in the Indian market, which is characterized by its diversity and complex consumer preferences.

1.2 Problem Statement

While the use of celebrity endorsements in advertising is pervasive, there is limited empirical evidence on the direct impact of these endorsements on consumer buying behaviour in emerging markets like India. Despite widespread use, the effectiveness of celebrity endorsements is still debated, with conflicting views regarding their influence on actual purchase decisions. Some studies suggest a positive relationship between celebrity endorsement and consumer behaviour, while others point to factors such as consumer skepticism and the celebrity's credibility affecting the outcome. Therefore, there is a need to analyse existing secondary data to draw comprehensive conclusions on the role of celebrity endorsements in shaping consumer buying behaviour.

1.3 Research Objectives

This research aims to:

- To examine the influence of celebrity credibility on consumer trust and brand loyalty.
- To investigate the role of celebrity attractiveness in shaping consumer perceptions and purchase intentions.
- To assess the role of product-celebrity congruence.
- To assess the impact of demographic variables, such as age, gender, and cultural background, on consumer receptiveness to celebrity endorsements.

II. LITERATURE REVIEW

1. Celebrity endorsements have been the subject of extensive research, with various studies highlighting the different aspects of how celebrity attributes impact consumer behavior. Research by Ohanian (1990) introduced the concept of celebrity credibility, which is made up of three components: trustworthiness, expertise, and attractiveness. Ohanian's study found that these factors significantly influenced consumer attitudes toward endorsed products and affected their purchase intentions.
2. Another important concept in understanding celebrity endorsements is the match-up hypothesis, proposed by Kamins (1990), which suggests that the effectiveness of celebrity endorsements is contingent on the alignment between the celebrity's image and the product being advertised. Studies have shown that a mismatch between the celebrity's persona and the endorsed product can lead to consumer skepticism, thereby diminishing the impact of the endorsement.
3. The Attractiveness-Trustworthiness Model (Erdogan, 1999) posits that consumer responses to celebrity endorsements are driven by both the physical attractiveness of the celebrity and their perceived trustworthiness. The model suggests that consumers are more likely to trust and purchase from brands endorsed by celebrities they perceive as credible and appealing.
4. In the context of India, the influence of celebrity endorsements has been widely studied, particularly in the realm of Bollywood. The iconic status of actors like Amitabh Bachchan and Shah Rukh Khan has led brands to leverage their popularity to boost product visibility. However, studies by Pradhan et al. (2016) have shown that while celebrity endorsements can increase brand awareness, their effectiveness in driving actual sales may depend on factors such as celebrity congruence and consumer demographics.

III. METHODOLOGY

3.1 Research Design

This research uses a **descriptive research design**, analysing secondary data from existing academic literature, market research studies, and case reports on celebrity endorsements. The study does not involve primary data collection through surveys or experiments but synthesizes findings from previously published works.

3.2 Data Collection

The data for this study was collected from multiple secondary sources, including:

- **Peer-reviewed journals:** Articles published in top marketing and consumer behaviour journals such as the Journal of Consumer Research, Journal of Marketing, and Journal of Advertising.
- **Market research reports:** Studies from agencies like Nielsen, Statista, and PwC, which provide insights into consumer responses to celebrity endorsements.
- **Books and case studies:** Various books on advertising strategies and celebrity marketing.

The secondary data includes quantitative and qualitative studies, consumer behavior surveys, and case studies from companies that have implemented celebrity endorsement campaigns.

3.3 Data Analysis

The data was analysed thematically, identifying key patterns and relationships between celebrity attributes (credibility, attractiveness, congruence) and consumer behaviour. Descriptive statistics were used to summarize consumer responses to celebrity endorsements in different sectors, such as fashion, beauty, and sports. The analysis also considered how demographic variables influence consumer receptiveness to celebrity-driven advertising.

IV. RESULTS AND DISCUSSION

Results

4.1 Impact of Celebrity Credibility

Celebrity credibility was found to have a significant positive impact on consumer buying behavior. According to a study by Ohanian (1990), celebrity endorsers who are perceived as trustworthy and knowledgeable about the product have a higher likelihood of influencing consumer purchase decisions. This is particularly evident in industries like health, wellness, and technology, where expertise and trust are paramount.

For instance, when celebrities with a reputation for health and fitness endorse a wellness product, consumers are more likely to trust the product's efficacy. In India, brands like *Dabur* and *Patanjali* have used well-known celebrities to endorse Ayurvedic products, and this has significantly boosted consumer trust.

4.2 Role of Celebrity Attractiveness

The role of celebrity attractiveness was also found to be critical in influencing consumer perceptions. Studies show that attractive celebrities increase consumer engagement and brand recall, especially in industries like cosmetics, fashion, and luxury goods. For example, endorsements by Bollywood actors like Deepika Padukone and Ranbir Kapoor have been instrumental in driving sales in the fashion and beauty sectors.

In a study by Erdogan (1999), attractiveness was found to be more important than credibility in influencing consumer interest in fashion and beauty products. Attractive celebrities make brands appear more desirable, enhancing consumer attraction to the product being promoted.

4.3 Product-Celebrity Congruence

The congruence between a celebrity and the product they endorse is crucial in determining the success of an endorsement campaign. Research supports the match-up hypothesis, which suggests that consumers respond more favourably when the celebrity's image is consistent with the product's attributes. A study by Kamins (1990) found that when a celebrity's persona aligns with the product's target audience and attributes, consumers are more likely to view the endorsement as credible and persuasive.

For example, Virat Kohli endorsing sportswear like Puma is perceived as congruent, while his endorsement of a beauty product would likely face skepticism. This suggests that marketers should ensure that the celebrity endorser reflects the brand's core values and appeals to the target demographic.

Discussion

4.4 Interpretation of Findings

The findings of this study reinforce the importance of celebrity attributes in shaping consumer behaviour. Celebrity credibility, attractiveness, and product-celebrity congruence all play pivotal roles in determining the

success of celebrity endorsement campaigns. However, their effectiveness is not universal and varies across product categories and consumer segments.

4.5 Implications for Marketers

Marketers must carefully select celebrity endorsers who resonate with their target audience and align with the product's image. A deep understanding of the brand's values, consumer demographics, and cultural context is necessary for choosing the right celebrity. Additionally, marketers should focus on building long-term relationships with celebrities to avoid overexposure, which can lead to consumer fatigue.

4.6 Limitations and Future Research

While this study provides valuable insights, it is based on secondary data, and future research could involve primary data collection through surveys or experiments to validate these findings. Further studies could also explore the impact of digital influencers and social media celebrities, which have become increasingly important in contemporary advertising strategies.

V. REFERENCES

[1] Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>

[2] Kamins, M. A. (1990). An Investigation into the “Match-Up” Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep. *Journal of Advertising*, 19(1), 4–13.

[3] Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness.

Journal of Advertising, 19(3), 39–52.

- Pradhan, D., Duraipandian, I., & Sethi, D. (2016). Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), 456–473.
- Statista. (2020). Global impact of Kylie Jenner's cosmetic brand on consumer behaviour. Retrieved from <https://www.statista.com/>