

Celebrity endorsement: Study on consumer perception and purchase intention

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Abstract—Celebrity endorsement is a powerful marketing tactic that uses well-known people from a variety of industries to promote goods, increase brand awareness, and increase sales. The study focuses on consumer perceptions of celebrity endorsements and their effect on purchase intention. The study found that celebrity endorsements provide accurate product information and are trustworthy and entertaining. The consumers' status quo is improved and they can make better purchasing decisions when they use celebrity-endorsed products. Customers are satisfied and happy when they purchase something that their favorite celebrity has suggested. Celebrity endorsement creates a predisposition to buy and affects people's purchasing decisions. Thereby it helps marketers to manage the congruence between brand image and celebrity to match consumers' traits and emotional attachments to celebrities appropriately.

Index Terms—Celebrity, Consumer, Endorsement, Perception, Purchase Intention.

I. INTRODUCTION

In today's crowded marketing landscape, it's increasingly challenging for advertisers to stand out. Designers of advertising campaigns face the daunting task of creating distinctive and attention-grabbing content that captures viewers' attention. Marketers consider advertising a crucial tool for reaching customers, as it informs, persuades, reminds, and creates a lasting brand image. Advertising has gained significant importance globally in marketing goods and services (Gopinath & Kalpana, 2019). However, shifting economic, social, cultural, political, and business environments have altered public perceptions of advertising.

Consequently, there has been a notable increase in sales promotion activities, including incentive

merchandising schemes, over the past decade (Kalpathy, 2017).

Celebrity endorsement is a potent advertising strategy that leverages famous individuals from various fields to promote products, boost brand recognition, and drive sales. Celebrity endorsement is a marketing strategy where a renowned person promotes a product or service, leveraging their fame to increase brand awareness and reach a broader audience. This technique is commonly used by companies in the fashion and beauty industries, such as perfume and clothing manufacturers, through various channels like TV commercials and event appearances (Mayank et.al 2021). This tactic has been employed for years, proving to be a valuable asset in the advertising world. Celebrities are revered as role models, influencing fans' lifestyles and purchasing decisions. Their endorsement of products can significantly impact consumer behavior, drawing in customers and boosting company productivity (Marcela et.al 2019). The proliferation of social media and digital platforms has revolutionized celebrity-fan interactions, amplifying their influence. However, brands must exercise caution when partnering with celebrities, considering potential drawbacks and conducting thorough research to ensure alignment between the celebrity and brand values, risk assessment and mitigation, consistency with marketing objectives and target audience. By doing so, brands can harness the power of celebrity endorsements while minimizing potential negative consequences (Namrata, 2023). The present study is carried out to find the perception of consumers towards celebrity endorsement and its influence on purchase intention.

II. LITERATURE REVIEW

According to Muhammad Amir and Nazish Hussain (2018) Credibility, attractiveness, product fit, and meaning transfer are the four primary pillars that support celebrity endorsements. Celebrity endorsement is a combination of these four components. The results of this study demonstrate that consumers' inclination to buy cosmetics is positively impacted by the celebrity's credibility, which is made up of their knowledge and dependability. Customers begin to accept that wearing makeup promoted by celebrities makes them feel elegant and glamorous, and they also see it as a status symbol, according to this meaning transfer. This study also demonstrates that people are more drawn to celebrity-endorsed ads than to those without celebrities, which ultimately makes it simpler for them to remember the cosmetics goods being promoted.

Kara and fie (2020) conducted a study were to find out how older persons see celebrity-endorsed advertising. In Hong Kong, 38 Chinese individuals between the ages of 50 and 64 who were either retired or employed participated in in-person interviews. They were asked to describe the perceived impacts of celebrity endorser ads and to list the criteria that marketers would consider when hiring one. Interviewees' recollection of their favorite celebrity endorsers can be explained by the source's attractiveness and the celebrity brand's fit with theoretical models. When choosing celebrity endorsers, a celebrity's public moral reputation and sense of civic duty become important considerations. According to interviewees, the influence of celebrity endorsements is primarily cognitive, and they are less receptive to persuasion than young people.

Abdullah et.al (2023) created a thorough framework based on the stimuli-organism-response theory to assess empirically how consumers' interest in celebrities and their credibility qualities affect their perceptions of advertisements for endorsed green skincare products, their propensity to buy, and their willingness to pay a premium price for these products. The online survey was completed by 778 Malaysian customers, and their answers were examined. The findings demonstrated how consumers' perceptions of endorsed ads were positively impacted by celebrities' competence, dignified appearance, exquisite personality, and dependability. Similarly, perceptions toward brands are significantly improved by

believability attributes. Lastly, consumers' attitudes regarding advertising and brands had a significant impact on their intents to buy and willingness to pay higher costs for green skincare products.

Mina et. al (2023) in their study looks at how a brand's weak corresponding connections can be strengthened and complemented by a celebrity endorser's strong associations. Through three experiments, it was discovered that while customers are unaware of a brand's advantages, their enabling, enticing, and enriching (3E) connections are transferred to the brand. However, only the enriching connotations of celebrity endorsers are transmitted to the brand when consumers are aware that the brand has modest 3E benefits.

III. OBJECTIVES OF THE STUDY

- To analyze the perception of consumers toward celebrity endorsement
- To determine the influence of celebrity endorsement on purchase intention

A. Hypothesis for the study

H₀₁: There is no significant difference between gender and perception toward celebrity endorsement

H₀₂: Celebrity endorsement influences consumer purchase intention

B. Research Methodology

- Selection of sample- For the study a sample of 100 respondents were taken through convenience sampling.
- Collection of data-Data were collected using primary and secondary sources. Primary data were collected using interview schedule. Secondary sources include published journals, magazines, books and from various websites.
- Tools of analysis- The data collected were suitably classified and analysed keeping in view the objectives of the study. For analysis, statistical tools like percentages and average were used. Mann Whitney test, regression was applied to test the hypothesis.

IV. ANALYSIS AND FINDINGS:

Demographic profile of the respondents

Table 1 Demographic profile of the respondents

Demographic Profile		Frequency	Percent (%)
Gender	Male	50	50.00
	Female	50	50.00
	Total	100	100.00
Age	Below 20	24	24.00
	20-40	45	45.00
	40-60	20	20.00
	Above 60	11	11.00
	Total	100	100.00
Marital Status	Married	45	45.00
	Unmarried	55	55.00
	Total	100	100.00
Occupation	Private	37	37.00
	Government	32	32.00
	Business	10	10.00
	Unemployed	21	21.00
	Total	100	100.00
Monthly Income	Below Rs.20000	11	11.00
	Rs. 20000-40000	29	29.00
	Rs. 40000-60000	37	37.00
	Above Rs. 60000	23	23.00
	Total	100	100.00

The table below shows demographic profile of the respondents. Male and female constitute in equal proportion. Most of the respondents belong to the age category 20-40 years (45%). 24 percent belong to below 20 age group, 20 percent between 40-60 years and 11 percent above 60 years of age. Regarding marital status 45 percent were married and 55 percent unmarried. Most of the respondents were having private jobs (37%), 32 percent with government employment, 21 percent unemployed and 10 percent in business. Regarding monthly income, 37 percent have income between Rs. 40000-60000, 23 percent above Rs. 60000, 29 percent between Rs. 20000-40000 and 11 percent below Rs. 20000.

Source: Primary data

Table 2 Favorite Celebrity

Favourite Celebrity	Frequency	Percent
Film Stars	37	37.00
Sports star	25	25.00
Social Media Influencer	32	32.00
Others	6	66.00
	100	100.00

The table depicts favorite celebrity genre of respondents. 37 percent prefer film stars as their favorite celebrity. 32 percent like social media influencers as their favorite celebrity. 25 percent prefer sports star as their favorite celebrity.

Source: Primary data

Table 3 Perception toward celebrity endorsement

Statements	Strongly agree	agree	Neutral	Disagree	Strongly disagree
Celebrity endorsement provides accurate information about the product	59	28	4	8	1
Celebrity-endorsed products are of good quality	39	44	13	2	2
Celebrity endorsements help in better purchase decisions	36	48	7	7	2
Using celebrity-endorsed products improves status	31	53	11	3	2
Celebrity endorsements are trust worthy	43	39	8	9	1
Celebrity endorsements are entertaining	22	62	4	7	5

The table above shows the perception of the respondents regarding celebrity endorsement. Majority of the respondents agreed that celebrity endorsement provides accurate information about the product. 44 percent of the agreed that celebrity-endorsed products are of good quality, 44 percent strongly agreed to that statement. Majority agreed that celebrity endorsements help in better purchase decisions. Respondents agreed that (53%) using

celebrity-endorsed products improves status Most of them agreed that celebrity endorsements are trust worthy. 62 percent of the respondents strongly agreed that celebrity endorsements are entertaining.

H₀₁: There is no significant difference between gender and perception towards celebrity endorsement

Table 4 Test Statistics

	Gender	N	Mean Rank	Sum of Ranks	Mann Whitney U	Z	P value
Accurate Information	Male	50	58.61	2989.00	836.00	-3.150	.002
	Female	50	42.06	2061.00			
	Total	100					
Good Quality	Male	50	57.47	2931.00	894.00	-2.673	.008
	Female	50	43.24	2119.00			
	Total	100					
Better Purchase Decisions	Male	50	53.75	2741.00	1084.0	-1.246	.213
	Female	50	47.12	2309.00			
	Total	100					
Improves Status	Male	50	54.55	2782.00	1043.0	-1.572	.116
	Female	50	46.29	2268.00			
	Total	100					
Trust worthy	Male	50	45.02	2296.00	970.00	-2.115	.034
	Female	50	56.20	2754.00			
	Total	100					
Entertaining	Male	50	58.92	3005.00	820.00	-3.265	.001
	Female	50	41.73	2045.00			
	Total	100					

A. Grouping variable: Gender

The above table shows that there is no significant difference between male and female respondents and the perception towards celebrity endorsement regarding better purchase decision and improving status. The hypothesis is accepted at 5% level of significance. The hypothesis is rejected at 5% level of

significance and concluded that no significant difference between male and female respondents' perception towards celebrity endorsement regarding accurate information, quality of products endorsed, reliability of information, and entertainment.

H₀₂: Celebrity endorsement influences consumer purchase intention

Table 5 Regression analysis

Statements	R	R ²	Adjusted R ²	F	b coefficient	P	Durbin-Watson
Purchase decisions are influenced by celebrity endorsement	.889	.782	.759	311.484	.840	.013	1.850
Tend to purchase products endorsed by celebrity	.865	.801	.789	375.187	.874	.021	1.845
Satisfied by purchasing products endorsed by celebrity	.927	.847	.876	842.305	.921	.000	1.929
Feels happy when purchasing products endorsed by celebrity	.882	.750	.717	309.525	.838	.011	1.772
Switch to products endorsed by favourite celebrity	.749	.602	.608	151.486	.757	.001	1.890
Recommend others to purchase products endorsed by celebrity	.801	.647	.644	178.088	.812	.001	1.745

B. Output: SPSS

The regression analysis shows that satisfaction in the purchase of products endorsed by celebrity have the

most effect on purchase intention, around 87.6% of the total variance is explained by this variable. The b coefficient is found to be 0.921. Celebrity endorsement impacts significantly by creating tendency to purchase products as 79% of the total variance is explained by the variable. About 76% of the total variance is explained by influence in purchase decisions b coefficient .840. The happiness in buying products endorsed by celebrity significantly affect purchase intent b coefficient 0.838. The least significant factor is switching to new products with total variance 60.8% and b coefficient .757. The p-value (0.000) obtained in regression analysis is smaller than the alpha level of 0.05 thus supporting the hypothesis. The results prove that celebrity endorsement influences purchase intention.

V. CONCLUSION

The intense battle between businesses and marketers to implement competitive strategies to market their goods to the right customer, as well as the quickly changing market conditions. Current advancements in marketing research and consumer behavior highlight several factors that influence consumers and influence their inclinations to make purchases. The current study focuses on how consumers perceive celebrity endorsements and how they affect their purchase intention. According to the study, celebrity endorsements are trustworthy, entertaining, and offer accurate product information. Using celebrity-endorsed products enhances the respondents' status quo and aids in making better purchasing selections. When consumers buy things that are recommended by their favorite celebrity, they feel satisfied and happy. Celebrity endorsement influences people's purchasing decisions and generates a propensity to buy. Thus, to properly align with consumers' characteristics and emotional attachments to celebrities, it is necessary to carefully manage the congruence between brand image and celebrity. Since celebrity influence is more likely to affect consumers' lifestyle choices, marketers should be mindful of their concerns on ethical issues, societal well-being, and self-well-being.

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