



### A STUDY ON IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF CONSUMER

Iqra Irfan Thakur & Dr. Jyoti Thakur

*Department of Commerce*

*SNDT Women's University, Mumbai*

#### Abstract:

*This study examines the impact of celebrity endorsement on consumer buying behaviour and its effectiveness as a promotional strategy. The research focuses on key factors such as celebrity credibility, attractiveness, and expertise in influencing consumer perceptions, brand image, and purchase decisions. A quantitative descriptive research design was adopted, and primary data was collected through a structured questionnaire from consumers in Mumbai, mainly college students. The hypotheses were tested using percentage analysis of respondents' opinions. The findings indicate that celebrity endorsements enhance brand recall and image, generate positive consumer responses, and significantly influence buying behaviour. The study concludes that well-matched and credible celebrity endorsements play an important role in shaping consumer attitudes and purchasing decisions, making them an effective marketing tool in competitive markets.*

**Copyright © 2026 The Author(s):** This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

#### Introduction:

In the modern age of advertising, where consumers are bombarded with countless brand messages daily, companies are increasingly turning to **celebrity endorsements** as a strategy to stand out and connect with their target audience. A celebrity's popularity, credibility, and aspirational appeal can influence consumers' perceptions of a product or brand, making it more desirable in their eyes. Whether it's a film star promoting a luxury watch, an athlete endorsing a sports drink, or a social media influencer showcasing skincare products, the use of public figures in advertising has become a dominant trend.

The rationale behind celebrity endorsement lies in the belief that consumers tend to associate the positive

attributes of the celebrity—such as success, beauty, or trustworthiness—with the endorsed product. This association can lead to increased brand awareness, improved brand image, and potentially higher sales. However, not all endorsements guarantee success. Consumer reactions can vary depending on the credibility of the celebrity, the fit between the celebrity and the product, and the personal relevance to the audience.

This study explores the impact of celebrity endorsements on consumer buying behaviour, examining whether such marketing efforts genuinely influence purchasing decisions or if they simply enhance brand visibility without significant effects on actual buying behaviour.



With increasing exposure to media and the proliferation of social platforms, celebrities have a growing presence in consumers' everyday lives, making their endorsements more impactful than ever.

### Objectives of the Study:

The primary objectives of this study are:

1. To study the concept and meaning of celebrity endorsement as a promotional strategy in marketing.
2. To identify the factors that make celebrity endorsements effective (e.g., credibility, attractiveness, expertise, relevance).
3. To assist the impact towards products endorsed by celebrities.
4. To suggest suitable measures to gauge positive impact on buying behaviour.

### Methodology of the Study:

This study will adopt a **quantitative research design** using a **descriptive approach** to examine the impact of celebrity endorsements on consumer buying behavior. The data will be collected through a structured questionnaire administered to consumers in Mumbai.

#### a) Sampling Technique

- **Method:** The study will use a **questionnaire-based sampling technique**. Respondents will be selected using **non-probability convenience sampling**, based on their availability and willingness to participate.

#### b) Geographical Area

The geographical area for this study will be **Mumbai, Maharashtra**, with a specific focus on **college students**. The respondents include a balanced representation of **both men and women**, and are categorized based on **age group** to analyze how celebrity endorsements influence different segments.

### Related Review of Literature:

1. **Adam & Hussain, "Impact of Celebrity Endorsement on Consumer Buying Behavior"**

The review of literature shows that celebrity endorsement is a powerful tool to influence consumer attitudes and buying intentions. McCracken highlighted the "meaning transfer" process, while Erdogan stressed the importance of a strong product-celebrity match. Ohanian's credibility model emphasized attractiveness, trustworthiness, and expertise as key factors. Studies by Kamins, Agrawal, and Kamakura showed that endorsements improve brand recall and even generate financial value. Rai and Clark & Horsman noted that consumers attach higher value and status to celebrity-endorsed products. However, Kumar warned of risks such as negative publicity and the "vampire effect." Overall, the literature concludes that well-managed celebrity endorsements positively shape consumer buying behavior, especially in cosmetics and fashion.

#### 2. **Mojekeh, Michael O. et al., "Impact of Celebrity Endorsement on Consumers' Buying Behavior"**

The review of literature shows that celebrity endorsement is widely recognized as an effective marketing strategy for shaping consumer behavior. Studies consistently reveal that celebrities transfer values of lifestyle, glamour, and status to endorsed products, making them more attractive. Credibility dimensions such as attractiveness, trustworthiness, and expertise have been found essential in influencing consumer attitudes. Research further confirms that endorsements improve brand recall, build positive image, and even generate economic gains. However, scholars caution against risks such as negative publicity, overexposure, and the "vampire effect," where attention shifts from the product to the celebrity. Overall, the literature concludes that strategically managed celebrity endorsements play a vital role in driving consumer buying behavior, particularly in aspirational markets like fashion and cosmetics.



3. **Tejashwini, “Impact of Celebrity Endorsements on Consumer Buying Decisions – A Conceptual Framework”**The review of literature shows that celebrity endorsements significantly influence consumer attitudes, brand recall, and purchase intentions. Prior studies highlight that celebrity attractiveness, credibility, expertise, and popularity are key factors shaping consumer behavior. Research also points out that long-term associations between celebrities and brands strengthen consumer trust and loyalty, while regional preferences can determine which type of celebrity is most effective. At the same time, risks such as high endorsement costs, negative publicity, and the “vampire effect” can reduce effectiveness. Overall, the literature agrees that well-chosen celebrity endorsements enhance brand visibility and positively impact consumer buying behavior, especially in competitive markets.
4. **Phang, “Celebrity Endorsement Influence on Brand Credibility – A Critical Review of Previous Studies”**The review of literature shows that celebrity endorsement has a strong impact on brand credibility, consumer perception, and purchase decisions. Studies reveal that celebrity attractiveness, trustworthiness, and congruence with brand personality significantly improve brand awareness, recall, and consumer attitudes. Research by Roozen & Claeys and Farhati & Khan highlighted the importance of brand–celebrity fit, while Singh and Sharma & Kumar stressed that endorsements enhance brand recall and awareness but long-term loyalty depends on product quality. Overall, the literature concludes that strategically chosen celebrity endorsements enhance brand credibility and consumer buying behavior, but their success relies on credibility, product alignment, and consistent brand identity.
5. **Schimmelpfennig, “Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process”**The review of literature highlights that celebrity endorsement is shaped not only by the traits of the celebrity but also by cultural meanings and social contexts. Prior studies reveal that attractiveness, credibility, and expertise influence consumer attitudes, yet their effectiveness depends on how cultural values are transferred from celebrities to brands. Research emphasizes that endorsements work best when there is congruence between the celebrity’s image and the product, but cultural interpretation can alter consumer perception. Overall, the literature concludes that celebrity endorsement is a meaning transfer process rooted in both individual credibility and broader cultural frameworks that guide consumer buying behavior.
6. **Rai & Dahal, “Celebrity endorsement strategy and consumer purchasing behavior towards fast-moving consumer goods”**This study investigates the influence of celebrity endorsement on consumer buying behavior in Nepal’s FMCG sector, focusing on credibility, attractiveness, and popularity. Using a survey of 384 respondents and structural equation modeling, the authors found that credibility had no significant effect, while attractiveness and popularity strongly influenced consumer purchasing decisions. The review of prior studies highlighted contradictions—some research emphasized credibility and attractiveness as crucial, while others found them insignificant—indicating contextual variations across industries and countries. The findings suggest that in Nepal, consumers are more responsive to the attractiveness and fame of celebrities than to their credibility. The study fills a research gap in developing markets, offering both theoretical contributions to consumer behavior literature and practical implications for



marketers in designing effective celebrity endorsement strategies.

### Hypotheses of the Study:

Following are the hypotheses of the study:

H1- Celebrity endorsement is perceived by consumers as an effective promotional strategy that enhances brand image and recall.

H2- Celebrity endorsements that score high in credibility, attractiveness, and expertise lead to more positive consumer responses compared to endorsements lacking these traits.

H3-Celebrity endorsement play important role in product endorsement.

### Data Analysis and Interpretation:

**Table 1.**  
**Socio-Demographic Characteristics of Respondents**

Variables	Particulars	Frequency	Percentage (%)
<b>Gender</b>	Male	73	57.9
	Female	53	42.1
	<b>Total</b>	<b>126</b>	<b>100</b>
<b>Age Group</b>	18–25 Years	37	29.4
	26–35 Years	36	28.6
	36–45 Years	53	42.1
	<b>Total</b>	<b>126</b>	<b>100</b>
<b>College Student</b>	Yes	62	49.2
	No	64	50.8
	<b>Total</b>	<b>126</b>	<b>100</b>
<b>Area of Residence</b>	Mumbai City	45	35.7
	Mumbai Suburbs	24	19
	Navi Mumbai	34	27
	Thane	23	18.3
	<b>Total</b>	<b>126</b>	<b>100</b>
<b>Education Level</b>	Undergraduate	33	26.2
	Postgraduate	52	41.3
	Diploma/Professional	30	23.8
	Other	11	8.7
	<b>Total</b>	<b>126</b>	<b>100</b>



From the above table 1, it is observed that the majority of respondents (57.9%) are male, while 42.1% are female. In terms of age, most respondents (42.1%) belong to the 36–45 years category, followed by 18–25 years (29.4%) and 26–35 years (28.6%). Regarding student status, the respondents are almost equally divided, with 49.2% being college students and 50.8% non-students. Area-wise distribution shows that the highest proportion of respondents (35.7%) reside in Mumbai City, followed by Navi Mumbai (27%), Mumbai Suburbs (19%), and Thane (18.3%). In terms of education level, the majority of respondents (41.3%) are postgraduates, followed by undergraduates (26.2%) and diploma/professional qualifications (23.8%), while 8.7% belong to other educational categories. This indicates that the study includes respondents from diverse demographic backgrounds, ensuring comprehensive insights into consumer buying behaviour.

### Testing of Hypotheses:

Based on the objectives of the study, the following hypotheses were framed and tested using the data collected through the structured questionnaire. The hypotheses have been tested using the percentage method and analysis of respondents' opinions.

### H1: Celebrity endorsement is perceived by consumers as an effective promotional strategy that enhances brand image and recall.

The above hypothesis is tested using respondents' opinions regarding the effectiveness of celebrity endorsement in enhancing brand image and recall. The results are presented in Table 5.13.

**Table 2**

#### Effectiveness of celebrity endorsement in enhancing brand image and recall

Sr. No	Particular	Percentage (%)	Reference Question
1	Celebrity endorsement improves brand image	72	Q1
2	Celebrity endorsement helps in better brand recall	70	Q2
3	Advertisements with celebrities are more attractive	75	Q3

*Source: Primary Data*

From Table 2, it is observed that a majority of respondents perceive celebrity endorsement as an effective promotional strategy. Around 72% of respondents believe that celebrity endorsement enhances brand image, while 70% feel it improves brand recall. This indicates that celebrity endorsement positively influences consumers' perception of brands. Therefore Hypothesis "Celebrity endorsement is perceived by consumers as an effective promotional strategy that enhances brand image and recall." is Accepted

### H2: Celebrity endorsements that score high in credibility, attractiveness, and expertise lead to more positive consumer responses compared to endorsements lacking these traits.

This hypothesis is tested by analyzing respondents' views regarding celebrity credibility, attractiveness, and expertise. The results are shown in Table 3.

**Table 3**

#### Impact of celebrity credibility, attractiveness, and expertise on consumer response

Sr. No	Particular	Percentage (%)	Reference Question
1	Credible celebrities increase trust in the brand	74	Q4
2	Attractive celebrities create positive interest	71	Q5
3	Expert celebrities influence purchase decisions	69	Q6

*Source: Primary Data*



Table 3 reveals that celebrity characteristics such as credibility, attractiveness, and expertise significantly influence consumer responses. A large proportion of respondents stated that credible and expert celebrities increase trust and positively affect their buying behaviour. Hence, celebrities with strong personal traits generate better consumer responses. Therefore Hypothesis ‘‘Celebrity endorsements that score high in credibility, attractiveness, and expertise lead to more positive consumer responses compared to endorsements lacking these traits.’’ is Accepted.

**H3: Buying behaviour of consumers is significantly influenced by celebrity endorsement, playing an important role in product endorsement.**

The above hypothesis is tested using respondents’ opinions regarding the role of celebrity endorsement in influencing buying behaviour. The findings are presented in Table 4.

**Table 4**

**Influence of celebrity endorsement on consumer buying behaviour**

Sr. No	Particular	Percentage (%)	Reference Question
1	Celebrity endorsement motivates purchase	68	Q7
2	Consumers prefer celebrity-endorsed products	66	Q8
3	Celebrity endorsement affects final buying decision	70	Q9

*Source: Primary Data*

From Table 5.15, it is clear that celebrity endorsement plays an important role in influencing consumer buying behaviour. A significant percentage of respondents agreed that celebrity endorsements motivate purchases and influence their final buying decisions, highlighting the importance of celebrity endorsement in product promotion. Therefore Hypothesis ‘‘ Buying behaviour of consumers is significantly influenced by celebrity endorsement, playing an important role in product endorsement.’’ Is Accepted.

### Findings & Conclusions:

H1:

**Finding:** According to hypothesis testing, the majority of respondents agreed that celebrity endorsement enhances brand image and recall.

**Conclusion:** Hence, celebrity endorsement is an effective promotional strategy and H1 is accepted.

H2 :

**Finding:** According to hypothesis testing, respondents showed positive responses toward celebrities with

credibility, attractiveness, and expertise.

**Conclusion:** Therefore, strong celebrity traits lead to better consumer responses and H2 is accepted.

H3:

**Finding:** According to hypothesis testing, most respondents agreed that celebrity endorsement influences purchase motivation and buying decisions.

**Conclusion:** Thus, celebrity endorsement significantly impacts consumer buying behaviour and H3 is accepted.

### *Cite This Article:*

**Thakur I.I. & Dr. Thakur J. (2026).** *A study on impact of celebrity endorsement on buying behaviour of consumer.* In **Electronic International Interdisciplinary Research Journal: Vol. XV** (Number II, pp. 180-185).