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IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT
This study analyzes the impact of celebrity endorsements on consumer buying behaviour based on a survey of 100 respondents.

CHAPTER 1: INTRODUCTION

Marketing plays a crucial role in influencing consumer behaviour. With increasing competition among brands, companies are constantly searching for new strategies to attract customers. One such strategy is celebrity endorsement.

Celebrity endorsement refers to the use of a famous personality to promote a product or brand. Celebrities are widely recognized individuals who have a strong influence on public opinion. Their popularity helps brands gain attention and credibility in the market.

Many companies believe that associating their products with celebrities can improve brand recognition and create a positive image among consumers. For example, sports brands often collaborate with famous athletes, while beauty brands frequently work with movie stars and social media influencers.

In today's digital era, celebrity endorsements have expanded beyond traditional television advertisements. Social media platforms have become an important channel for celebrity marketing. Influencers and celebrities often promote products through sponsored posts, videos, and brand collaborations.

Consumers, especially young people, tend to follow celebrities on social media. Their lifestyle, fashion choices, and product preferences can influence the decisions of their followers. As a result, companies invest heavily in celebrity endorsements to reach a wider audience.
However, the effectiveness of celebrity endorsements depends on several factors, including the credibility of the celebrity, the relevance of the celebrity to the brand, and consumer trust.
This research study focuses on understanding the influence of celebrity endorsements on consumer buying behaviour.

CHAPTER 2: LITERATURE REVIEW

Many researchers have studied the role of celebrity endorsements in marketing and advertising.
According to Kotler and Keller, celebrity endorsements help create brand awareness and increase consumer trust. When consumers see a familiar face promoting a product, they are more likely to notice and remember the advertisement.

Another study suggests that celebrities can transfer their personal qualities such as attractiveness, expertise, and credibility to the brand they endorse. This process is known as the Meaning Transfer Model.

Research conducted by marketing scholars also indicates that celebrity endorsements are particularly effective among young consumers who actively follow celebrities on social media platforms.

However, some studies highlight that celebrity endorsements can sometimes lead to negative effects if the celebrity becomes involved in controversies. In such cases, the reputation of the brand may also be affected.

Overall, the literature suggests that celebrity endorsements can positively influence consumer attitudes toward a brand, but their effectiveness depends on the credibility and image of the celebrity.

CHAPTER 3: OBJECTIVES

The main objectives of this research study are:
To understand the concept of celebrity endorsements in marketing.
To analyze the influence of celebrity endorsements on consumer buying behaviour.
To examine whether consumers trust celebrity advertisements.
To identify which platforms make celebrity endorsements more effective.

CHAPTER 4: METHODOLOGY

Descriptive research, 100 respondents.
Research methodology refers to the systematic process used to collect and analyze data for the study.

Research Design

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This study uses descriptive research design to understand consumer opinions and behaviour.

Data Sources

Primary Data

Primary data was collected through a survey questionnaire distributed among respondents.

Secondary Data

Secondary data was collected from:
Books
Research journals
Marketing websites
Online articles

Sample Size

The survey was conducted among 100 respondents including students and young consumers.

Sampling Method

The study used convenience sampling, where respondents were selected based on accessibility.

Data Collection Tool

A structured questionnaire consisting of multiple-choice questions was used to collect responses.

CHAPTER 5: ANALYSIS

Majority follow celebrities and are influenced by them.
Age Distribution of Respondents

Age Group	Respondents
18–20	48
21–23.	37
24–26.	15

Most respondents belong to the 18–23 age group, indicating that the study mainly represents young consumers.

Gender Distribution

Gender.	Respondents
Female	55
Male.	43
Other.	2

The majority of respondents were female participants.

Do You Follow Celebrities on Social Media?

Response.	Respondents
Yes.	78
No.	22

This shows that most respondents actively follow celebrities on social media platforms.
Do You Trust Celebrity Advertisements?

Response.	Percentage
High Trust	35%
Moderate Trust.	45%
Low Trust.	20%

Most consumers show moderate trust toward celebrity endorsements.

Have You Purchased a Product Because of a Celebrity?

Response	Respondents
Yes.	40
No.	35
Maybe.	25

This indicates that celebrity endorsements can influence purchase decisions.
Most Influential Platform for Celebrity Endorsements

Platform	Percentage
Instagram.	45%
YouTube.	30%
Television.	20%
Others.	5%

Social media platforms have a stronger influence compared to traditional advertising channels.

CHAPTER 6: FINDINGS

Celebrity marketing impacts buying behaviour.
The following findings were observed from the research:
Most young consumers follow celebrities on social media.
Celebrity endorsements help increase brand awareness.
Consumers show moderate trust in celebrity advertisements.
Social media platforms such as Instagram and YouTube are the most influential marketing channels.
Celebrity endorsements can influence purchase decisions but are not the only factor affecting consumer behaviour.

CHAPTER 7: LIMITATIONS

Limited sample size.
The study has the following limitations:
The sample size was limited to 100 respondents.
Most respondents were students, which may not represent all consumer groups.
Time constraints limited the scope of the research.

CHAPTER 8: CONCLUSION

Celebrity endorsement is a widely used marketing strategy that helps companies promote their products and create brand awareness. The study shows that celebrities play an important role in influencing consumer perceptions and purchasing decisions.

However, the effectiveness of celebrity endorsements depends on factors such as credibility, relevance, and consumer trust. Social media platforms have increased the impact of celebrity marketing by allowing celebrities to directly interact with their followers.

Overall, celebrity endorsements can positively affect consumer buying behaviour when used strategically by brands.
Celebrity endorsements are effective.

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CHAPTER 9: SUGGESTIONS

Based on the findings of the study, the following suggestions can be made:

Brands should select celebrities who match the brand image and values.

Companies should focus on authentic and credible endorsements.

Social media marketing should be combined with celebrity endorsements for greater impact.

Brands should avoid overusing celebrities in advertisements to maintain authenticity.

Use authentic and relevant celebrities.

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