



## International Journal of Social Sciences Insights

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### EFFECTIVENESS OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF FEMALE COLLEGE STUDENTS

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#### Article info

Received 25 May 2023  
Received in revised form 18 June 2023  
Accepted 29 June 2023  
Available 25 August 2023  
Pages: 7-12

#### Keywords:

Celebrity, Celebrity Endorsement,  
Buying Behaviour, Consumers, Female  
College Students

#### Abstract

We are living in the world of advertising. Here there and everywhere, there is advertising all around us. Either turn on the TV or radio or while operating your mobile or reading some newspaper and magazine, we all are surrounded by advertisements. There is huge crowd of advertisements for a single category of product in the market. And it generates the information overload which is called advertising clutter and which consequently creates boredom among the consumers. Consumers are confused and it results in their distraction for the advertisements. Hence it is very tough practice for the advertisers to attract the mere attention of consumers towards their products. Celebrity endorsement has been emerged as a prominent technique to cut the advertising clutter and to steal the attention of consumers towards an advertised product. Now it is a matter of investigation whether celebrity endorsement is actually an effective technique of product promotion in terms of increased sales of the products and if it generates revenue for the producers. In the current study, the researcher aims to explore the effectiveness of celebrity endorsement in terms of buying behavior of female college students by conducting a survey over 200 female students of Dr. B.R. Ambedkar Govt (PG) College Jagdishpura (Kaithal).

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## 1. INTRODUCTION

Celebrity endorsement is probably the most potential and notable tool of product marketing adopted by the big business houses of the present era. In this mode of product promotion a 'Person of Fame' or 'Public Figure' which is termed as a celebrity appears with the advertised product in an advertisement. It is assumed that the 'persona' or 'image' of a celebrity (which he or she has gained by virtue of profession, hobby or some remarkable achievement) transfers to the product and which consequently transfers to the consumers persuading them to buy that product. So the objective of employing a celebrity as 'brand ambassador' or 'spokesperson' for a brand is to improve the phenomenon of brand recall and brand recognition and hence convincing the consumers by leading them to actual purchase of the product.

**1.1 SIGNIFICANCE OF THE STUDY:** Celebrity endorsement is a technique of product marketing and has been adopted globally by the firms. To assess the effectiveness of celebrity endorsement in terms of generating fruitful outputs for the producers, this technique is yet to be thoroughly explored. Many of the previous studies reveal that women being malleable and active consumers in terms of final purchase of the advertised products is very important category to assess the impact of celebrity advertising. Especially the female college students, who are young and active users of different modes media and is very important class of targeted consumers. So this study targets to assess the effectiveness of celebrity advertising on purchase behavior of female college students. This study is important because it helps to explore that how celebrity endorsement relates to brand recall and brand recognition at the point of purchase and whether it results in shaping up of final purchase decisions of female college students.

## 2.0 REVIEW OF LITERATURE:

**Khan and Lodhi (2016)** conducted a study titled "Influence of Celebrity Endorsement on Consumer Purchase Decision: A Case of Karachi" and put forth that celebrity endorsement is an effective technique in connecting the consumers with a brand not only in terms of creating brand awareness but it also helps consumers to recognize a brand. There are numerous factors which influence the consumers and that are quality of the product, its image and performance. Personality and trustworthiness of a celebrity play a very important role in brand promotion. Celebrity and product congruence is also very vital factor in celebrity advertising.

**Randhawa and Khan (2014)** brought in light that the celebrities don't use the products they endorse. Changing the celebrity endorser frequently negatively influence the product image and buying decision of the consumers

**Pahwa and Mahajan (2021)** concluded in their study titled "Perception of Students about Celebrity Endorsement: A Study of Kurukshetra District" that celebrity endorsement is necessary for a successful promotion of a product. As elements of successful endorsement, celebrities generates higher rates of product recall and recognition to the consumers which consequently engenders the value to the brand. The most liked attributes of celebrities by the respondents are physique, fame, style, expertise and trustworthiness. Respondents buy a product if it is endorsed by their favourite celebrity.

Chan et al. (2013) brought in to the light that the celebrities having exceptional communication skills, good sense of humor and charismatic appearance influence the consumers more. They suggested to the advertisers to consider fame, good image of celebrity in the society and the congruence of celebrity and product as most important factors while selecting a celebrity endorser for a product. Association of a celebrity with a brand for a long span of time imposes positive influence over the consumers.

## 3.0 RESEARCH METHODOLOGY

A survey was conducted on 200 female college students studying in undergraduate and postgraduate courses in Dr. B.R. Ambedkar Govt. College Jagdishpura (Kaithal) and falling under the age category of 17 to 24 years. To pursue this study both the primary as well secondary data was utilized. To collect the primary data a well-structured questionnaire was used. This survey was conducted in the month of November, 2022.

**3.1 Sample Size:** Sample size for this study is formed of 200 female college students studying in Dr. B.R. Ambedkar Govt. College Jagdishpura (Kaithal).

**3.2 Sampling Technique:** Convenience sampling has been utilized for selecting the prescribed sample.

**3.3 Statistical Tools:** Tables and percentage method have been used for presentation and interpretation of data

**3.4 Objectives:**

- i. To explore the role of celebrity endorsement in shaping up of final purchase decision.
- ii. To investigate the relation of celebrity endorsement with the brand recall and brand recognition.

**4.0 DATA ANALYSIS:**

**TABLE 1:**

**DEMOGRAPHIC PROFILE OF THE RESPONDENTS (N=200)**

Age Category	Frequency	Percentage
17 to 20 Years	140	70
21 to 24 Years	60	30
Education		
Undergraduate	150	75
Postgraduate	50	25
Income Category (Per Annum in Rupees)		
Below Rs. 3 Lakhs	120	60
Between Rs. 3 Lakhs to 5 Lakhs	60	30
Rs. 5 Lakhs and Above	20	10

Table 1 reflects that out of total 200 respondents 140 (70%) respondents belong to the age bracket of 17 to 20 years whereas rest of the 60 (30%) respondents are from age category of 21 to 24 years. 150(75%) respondents are studying in undergraduate classes and the rest of 50(25%) respondents are pursuing postgraduate courses. Maximum number of respondents i.e. 120(60%) are from the income category of below Rs. 3 Lakhs whereas as moderate number of respondents i.e. 60(30%) belong to income class of between Rs. 3 Lakhs to 5 Lakhs and meager no. of respondents i.e. 20(10%) fall in income category of Rs. 5 Lakhs and above.

**TABLE 2:**

**PREFERENCE OF CELEBRITY ADVERTISING**

Sr. No.	Response	Frequency	Percentage
1.	Yes	190	95
2.	No	5	2.5
3.	Can't Say	5	2.5
	Total	200	100

Table 2 shows that overwhelming majority of respondents i.e. 95% favour the concept of celebrity endorsement. Meager 2.5% respondents don't favour this concept and equal number of respondents i.e. 2.5% are neutral over it.

**TABLE 3:**

**CELEBRITY ADVERTISING IS ATTRACTIVE AND CATCHES THE ATTENTION**

Sr. No.	Response	Frequency	Percentage
1.	Yes	181	90.5
2.	No	9	4.5
3.	Can't Say	10	5.0
	Total	200	100

Table 3 depicts that overwhelming majority of respondents i.e. 181(90.5%) accept that celebrity advertising is attractive and catches the attention. Meager number of respondents (5%) are neutral over the statement whereas a tiny majority of respondents (4.5%) deny it.

**TABLE 4:**  
**PRODUCT'S GOOD QUALITY IS ASSURED IF ENDORSED BY A CELEBRITY**

Sr. No.	Response	Frequency	Percentage
1.	Strongly Agree	89	44.5
2.	Agree	99	49.5
3.	Neutral	5	2.5
4.	Disagree	4	2.0
5.	Strongly Disagree	3	1.5
	Total	200	100

Table 4 delineates that 44.5% respondents strongly agree and 49.5% respondents agree that there is assurance of good quality of a product if endorsed by a celebrity. Being 'disagree' and 'strongly disagree' only 3.5% does not favour this idea. Whereas meager 2.5% of the respondents stays neutral on the notion.

**TABLE 5:**  
**CELEBRITY ADVERTISING AIDS BRAND RECALL AT POINT OF PURCHASE**

Sr. No.	Response	Frequency	Percentage
1.	Yes	184	92.0
2.	No	7	3.5
3.	Can't Say	9	4.5
	Total	200	100

Table 5 shows that an overwhelming majority of respondents (92%) admit that celebrity advertising aids brand recall for an advertised product at the point of purchase. Only 4.5% respondents are on denial mode and meager 3.5% respondents are neutral over this issue.

**TABLE 6:**  
**CELEBRITY ADVERTISING AIDS EASY RECOGNITION**

Sr. No.	Response	Frequency	Percentage
1.	Yes	191	95.5

2.	No	6	3.0
3.	Can't Say	3	1.5
	Total	200	100

Table 6 shows that a vast majority of respondents i.e. 95.5% accept that celebrity endorsement aids easy recognition for a product at the point of purchase whereas only 3% respondents reject the statement. Meager 1.5 % respondents are neutral on it

**TABLE 7:**

**CELEBRITY ENDORSEMENT MOTIVATES TO PURCHASE A PRODUCT**

Sr. No.	Response	Frequency	Percentage
1.	Yes	189	94.5
2.	No	7	3.5
3.	Can't Say	4	2.0
	Total	200	100

Table 7 shows that a vast majority of respondents i.e. 189(94.5%) accept that they actually purchase a product if it is advertised by their favourite celebrity. However only 3.5% respondents reject this idea and meager 1.5 % respondents stays neutral over it.

## 5. CONCLUSION

The outcomes of the study put forth the prodigious facts about the celebrity endorsement. Celebrity endorsement is very popular and effective technique of product/service marketing which helps to the manufacturers to establish their product in the middle of the market as the findings of the current study reveal that the vast majority of respondents i.e. 95% favour the concept of celebrity endorsement. An overwhelming majority of respondents accept that celebrity advertising is attractive and catches the attention. An overwhelming majority of the respondents strongly agree and agree that there is assurance of good quality of a product if endorsed by a celebrity. A very high majority of female college students also accepts that celebrity endorsements aids brand recall and recognition at the point of purchase. They also accept that celebrity endorsement motivate them to finally purchase a product. So overall the current study concludes that celebrity endorsement is a prominent tool of product marketing and should be utilized by the producers to influence the young women consumers. Female college students assume that a product advertised by a celebrity is essentially of good quality. Celebrity endorsement not only helps the female college students to recall and recognize the advertised product but also helps to lead them to final purchase of the product.

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