

Project Dissertation Report on

“IMPACT OF CELEBRITY ENDORSEMENT IN BEAUTY MARKETING”

Submitted By

Renuka Jhavar

Roll No: 2K19/DMBA/78

Under the Guidance of

Dr. P. K. Suri



Delhi School of Management

Delhi Technological University

Bawana Road Delhi - 110042

CERTIFICATE

This is to certify that the work titled “**IMPACT OF CELEBRITY ENDORSEMENT IN BEAUTY MARKETING**” as part of the final year Major Research Project submitted by Renuka Jhavar in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

Dr. P.K. Suri
Faculty Advisor

Prof. Archana Singh
Head of Department (DSM, DTU)

DECLARATION

I hereby declare that the work titled “**IMPACT OF CELEBRITY ENDORSEMENT IN BEAUTY MARKETING**” as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2020 under the guidance of Dr. P K Suri. This is my original work and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred cited acknowledged.

Renuka Jhavar
(Roll No 2K19/MBA/78)

ACKNOWLEDGMENT

It is a great pleasure for me to acknowledge the kind of help and guidance received during the research work. I would like to thank my faculty advisor Dr. P K Suri, who helped me to take up the topic “**IMPACT OF CELEBRITY ENDORSEMENT IN BEAUTY MARKETING**” and guided me to complete this project properly. The project provided me with an excellent opportunity to explore the area.

I am highly indebted to Delhi School of Management, Delhi Technological University for giving me an opportunity to work on this project. Lastly, I would like to express my gratitude to all the honorable faculty members for sharing their experience and expertise on this project.

I have put all my efforts to ensure that the project is completed in the best possible manner and also ensured that the project is error-free.

Renuka Jhavar
(Roll No. 2K19/MBA/078)

EXECUTIVE SUMMARY

Beauty is said to be skin deep but first impressions are generally based on what it is. Based on the situation, time of day, or even personal tastes, there are varying quantities of make-up. This is divided into several categories; the skin, hair, lips and organs. Several companies have produced products that promise to ease wrinkles, lift and firm skin on faces and smooth out the blotchiness that age spots have formed. Customers are forming views on their performance and potential side effects. As a result, users in newspapers, magazines and numerous websites are subjected to many ads of many cosmetic brands. Marketers' job is to find a way to get the consumer's attention, the advertisers are using celebrity recognition as a tool to accomplish this.

Grant defines a Celebrity endorser as a person who enjoys public attention and uses that publicity on behalf of a consumer product by appearing in an advertisement with it' (McCracken, 2019). Celebrities are individuals who have a significant share of a certain group of people enjoying media attention. Although qualities such as beauty, exceptional lifestyle or unique talents are only examples and particular common features found, celebrities vary from the social standard and enjoy a high degree of public awareness. Celebrity choice is vitally essential for brand marketing.

Purpose of this study is therefore necessary to consider the identity and personality of the celebrity which endorses the brand. It's relevant to enhance the image of the brand. The contribution of study is creation of brand loyalty and increasing the number of customers which are the effects of celebrity endorsements. Analysis of study is done through SPSS tool. Brands have to do a deeper study to see as to what all factors actually impact the consumer buying behaviour and try to improve their experience by choosing the celebrities which actually would make a difference in their buying behaviour.

Endorsement is a contact medium in which the celebrity serves as the spokeswoman of the brands and supports the argument of the brands by helping to promote their role, appearance, reputation, social status or professional knowledge in a specific area. A distinctive distinction was considered for in a market with very high numbers of local, regional and foreign brands (Martin Roll, 2016). Initially, two models were established to illustrate the celebration support cycle. As a supporter one had to achieve all FRED goals, that of Familiarity (the target market knows him, considers him nice, polite and trustworthy) (Rajesh Lalwani, 2016). Relevance (which means that the endorser has a link with the commodity as well as the endorser and the public); respect [credibility to the masses]; distinction (it is seen among the crowds in all its predictions, but it is over them. Pertinence (that means that the promoter ought to have a connection with the products and the crowd); trust (belief in the masses); differentiation (the forecasts are seen to be above all in masses but still above them).

INTRODUCTION

Celebrity help commercials have been identified as "the unmistakable characteristic of today's marketing" (McCracken 2018). One fifth of all commercials have been reported to hire a famous speaker to sanction a creation or variety (Shimp, 2017) to the point that it is still an international trend. This shows that this technique is true as a means of convincing announcement and persuasive contact. Prominent citizens are also used by advertisers to lend a product or mark its personality (Kaikati, 2017). Further favorable responses to advertising and better sales were noticed than those of a non-profit supporter (Atkin & Block, 2013; Petty). Cacioppo and Cazoppo, 2013). In fact, McCracken (2019) considered celebrity supporters to be a successful way of conveying significance to Brands. With a symbolic expectations party alliance, celebrity figures are powerful supporters from a theoretical perspective (Christian Democrats; Solomon, 2017).

Announcers use prominent people to increase the value of advertising. It is assumed that they boost public interest, make it unforgettable, credible, attractive and glamorous (Spielman, 2015). A commodity (Kaikati, 2017) offers five advantages to the use of celebrity products: concentration, crisis, etc.

Administration, brand repositioning, regional marketing and revenue boosting. Yet the 30 second ad that has been since the beginning of the 21st century, the prominent province seems to be a long time to make room for simple people or actual clip things to raise the visibility it is tough. The construction of sites also much like YouTube where most of the spectators are fairly younger, rich in details and net awareness. The marketing contact appears having derived advertisers new meaning. Unilever's Dove recently caught a campaign featuring women, not models, Wide emphasis (Steinberg, 2015). Globalization, patterns of migration and multicultural communities in domestic markets are created by large scale announcement channels such as cable box, and customer access to another behavior and needs (Douglas & Craig, 2017).

It is necessary not fair in this scenario to understand how celebrity customers interpret approval, but also to determine whether multicultural perception gaps or resemblances. There are different cultures between customers. As celebrities, they are often symbolically associated with meanings and values. The society in which they have come Selection of eminence (McCracken, 2019), imaginative implementation of celebrity supporters and the basic culture and values of the advertising campaign can be expressed (Choi et al., 2015). The mechanism by which people are thought to interact increased the opportunity for the audience to work with famous people behaviors promoted and contrasting attitudes followed by celebrities' believers are classified as personality (Austin & Freeman, 2017; Brown et al., 2013). Scholars define as "the mechanism" in which people follow the Media personae's principles and behavior (Germany, 2010, p. 31). It is distinct from homophilia, the character of a media displays

characteristics that appear important to the viewer's personal life experience. This also distinguishes it from Parasocial contact, through which the spectator establishes a pseudo-relation to the individual (Brown & Fraser, 2014). Identification is regarded as an effort or a desire to accept or to follow a character individual (Kelman, 2018).

Persons undergo the recognition process to the degree that they come to believe in the values, principles and actions of the encourage and embrace celebrity endorsers (Biswas, Biswas & Das, Fraser & Brown, 2012). Students regard identification as an essential factor in the process of convincing celebrities

The attitudes of the audience and its similarities are growing so that people can better identify with celebrities of similar age and gender the viewer (Fraser and Gray, 2012, Kelman, 2018). However, because of their attractive attributes, individuals may often associate with various characters (Brown and Fraser, 2014). Accordingly, measures which are used to classify GOTV promotional messages can be a basis on which receptivity can be explored.

Beauty at Any Cost estimates that nearly 10 million people have food disturbance, and 67% have a diet, 53% of whom have experienced healthy weight. Estimated disease mostly only affects white and middle-class women and girls but it has been shown by studies that eating disorders are often affecting African Americans (González, 2014; Walcott, Pratt and Patel, 2013). The issue with food is also known as food disorders. Anorexia remains primarily a white condition, but it is frequently associated with Bulimia and binge eating in other cultures in other cultures. Young people are particularly vulnerable. The researchers note that as young people embrace Western beauty, their attachment and their desire for unrealistic slenderness are rising, which is part of their ethnic identity America is suitable for girls with a greater risk of eating disorders (Walcott et al . 2013).

The International Beauty and Trust Study of Dove (2016) 69 percent of women surveyed in 13 countries 65% of girls and women blame the impractical idea beauty spread by advertisements and media. Anxiety with the presentation and even more (71%) and (67%) call for more media photos Physical appearance, age, sex, type and size of diversity. Three decades later, critics demand more diversity 91% of US models were white, American ads. In white women's pictures there is no elegance United States limited. United States limited, models that appear in for example State commercial. Countless studies show that in satisfaction with the body image is interconnected to self-esteem and lack thereof. Several studies say the African American women typically have stronger body representations than the Hispanic and Caucasian woman, but colour, lighter skin tone is more natural, it also belongs to the image of the body. Evidence suggests its self-esteem impact many African American women may be powerful (Wallace, Glasgow and Ojie, Townsend, 2011). Colour of the skin determines elegance, outside of the African American cultures. Traces the connection between light skin and beauty in Indonesia influences from India until the tenth century.

Current Status Of Online Cosmetic Market In India

The beauty and make up market segment currently holds a margin of around \$150 million, but is expected to rise by 10 times by 2025, that is nearly \$1.6 billion. The growth in shopping online cosmetics has been due to the increase of available incomes, and people have already tried to buy on-line clothing and footwear. However, the improved comfort during online shopping has also helped boost cosmetic online sales.

CEO of Nykaa Mr Nihir Parikh says that the selection of brands that entered this segment has largely helped to improve online sales. He also thinks the generation under 35 years is now a highly media focused audience, which looks for feedback and ratings, and is also influenced by social media influencers. This generation needs a lot of knowledge and confidence instead of touching to buy cosmetics online is what this generation wants. Nykaa tries to replicate an offline shop experience by providing customers with an app and websites feature that gives users an idea of how their skin tones look different colours.

Amazon India, the second biggest retailer, says beauty is one of the top cinq categories on its platform. Mr Meghna Apparao (leader of the category) said beauty is one of the critical segments, with two thirds of new customers' sales being generated. Amazon also has a category of luxury with brands such as Calvin, Kama Ayurveda and other basic types. Previously, this category was 3% of revenue, but now it is 15% of revenue. One explanation was that the technically qualified customers used to be 30 years old, but now they're 35 years of age.

Growth Trends In The Domestic Industry

The area of personal care and cosmetics in India is well and strongly growing. Good support systems and unique pricing strategies have created a forum for the Indian market for many international brands. At fifteen percent a year, the total domestic cosmetics industry in India is rising faster than the US and European markets. The transition from practical to personalized cosmetic products led Indian consumers to growing the sales of several luxury brands in the Indian market.

Exposure Indian clients are traveling via the internet , social media as well as to different parts of the world due to the high demand for international maquillage cosmetics and advanced goods. Today a variety of foreign brands enter the Indian cosmetic market, which traditionally hold strongly from its domestic actors like Lakme. Although many brands such as MAC, Estee Lauder, Calvin Klein, Nyx, HudaBeauty, Flower, etc. have entered the Indian market and have given Indian brands tough competition, the Hindustan Unilever Group and the Lakme Group have also led the colour cosmetics segment(2015) in this area and it had a market share of around 35%. The large brand range and the company's strong brand presence in colour cosmetic materials like eye making, lip products, nail products etc. can be attributed to this high market share. In future years , demand for colour cosmetics will increase and this growth is anticipated to be the result of the increase in women's jobs in India.

REVIEW OF LITERATURE

Celebrity acceptance in the cosmetics industry is considered one of the best-known marketing methods. This is a commonly used tool by the majority of the popular brands worldwide and an effective strategy to create a unique brand identity all over the world. People using beauty products more and more every day. To order to reach customers, the demand for beauty products has grown well. New entrants also perform well in the market in the meantime. Marketers face the biggest obstacle in getting customers' attention. Marketers use celebration help as a tool to accomplish this. The approvals of Celebrities have a positive impact on companies as well as brands and customers and increase product image, brand sensitivity, recall, retention and credibility. According to (anjum, dhanda&nagra, 2018). While the use of celebrity is similar to a double-edged weapon in advertising (R. Sathiya, 2019), it is not always effective and can be thoroughly analysed, because it depends on celebrities, products, messages, performances and media. Celebrity sponsorship is an ideal means of retaining or having new customers and encouraging future consumers to enter the brand or service. The study (Jain,2016) explained India's culture of idolizing stars and sport figures among Indians. This was used by companies to promote their products and influence the purchasing decision of their consumers by using celebrities in their advertising. The study also agreed that famous people are motivated to increase their brand equity and buy product. The article was focused on finding the effect of celebrities' commercials on customers and sales (anjum, dhanda&nagra 2018). According to the study, celebrity advertising is highly effective and appealing than advertisements from non-celebrities.(McCracken2015) notes that celebrity endorsement is the transmission to brand or product of celebrity characteristics and attributes, and that the same will be passed on to consumers. Brand identity has been influenced by sense transfer from the endorser to brand (Till & Shimp, 2018). according to associative learning theory. (Atkin & Block, 2013) believe that advertisements that use celebrities are compelling because the celebrities used in the advertising have dynamism and beauty.

According to the report, celebrities have a higher level of delivery and sense of appeal than non-celebrities. The research was focused on primary and secondary statistics and concluded that the use of celebrity recognition may have a positive impact on product demand and brand awareness if used effectively. (Nelson & Gloria, 2012) celebrity help for the environment as a networking tool supporting society's goods and services. Choosing celebrities for a brand must be done in the right way, because its advertising will impact an organization's reputation and profitability. The research (K.V. 2018) clarified that the popularity of a brand is based on the expectation that a product's image will conform to the celebrity's image. The researcher found that the customer's purchasing behavior, quality and price are affected by celebrities supporting factors. This has a positive effect on customers with celebrity approval. This research sought to understand how influential individuals influence the buying actions of customers. The scientists clarified that the recognition of celebrities is a tactic for the public. The research (Ahmed, Mir & Farooq, 2017) provided printed advertisements to

respondents containing festivities and assessed that the popularity of celebrity has a positive effect on consumer purchasing behaviors. In their purchase decision, however, clients have found celebrity product associations. Celebrity endorsement is the manner in which celebrities promote the brand by bringing their image into society.

The study (OGUNSIJI, 2018) showed that the help provided to celebrity is a marketing tool that differentiates between brands and niches on the market. The identity of the endorser and the company will suit. In fact, the product individuality of sponsored brands is conveyed to the public. We use all of the communication components efficiently and successfully transmit the brand message to the target audience. The study was carried out to find the effect of the influence of celebrity on the actions of consumers. It was concluded that celebrity support has a positive visibility for the endorsed product and famous individuals are the easiest way of appealing.

A well-used celebrity can prove to be a very useful tool for maximizing the impact of a campaign. (Classics, 2016). A reality should be told that the ad will not work by celebrities alone now, customers understand advertising. Consumers are aware of the intense payment of celebrity subscriptions to a company, which decreases its prestige (Bloemer, Lemmink, 2012). A famous person is used to offer a brand trustworthy and motivational values, but the celebrity has to match the company. An efficient campaign must be achieved through successful brand advertising and intricate connection between the celebrity and the message (Erdogan, 2015). Prominent people are definitely good at making it easy to repeat the product so that it suits the brand. Yet again it should be remembered that the real purchase plans for the consumer and the profits are useless (Solman, Brown, 2014). For a long time, the brand is represented by celebrities, who tend to convince them to endorse their brand as soon as a new celebrity is born (Warren, 2017). The heavy use of celebrities has many explanations. Prominent names will help ads emerge from the great many advertisements and thereby improve their communication potential first. Secondly, it is because of their big names. Second, popular people build a platform for brands' public relations. Celebration in the right conditions, the endorsements will definitely legitimize the high spending of these promotions (Alonso, 2016). Yet to accept commitments as an answer to all kinds of obstacles would be naive. If used effectively, the brand would stand out and foster memory. The advertiser needs to be vigilant when choosing the celebration to accomplish this. The proper use of a famous person will increase the brand's unique sales proposal to new rates but it can prove awful for the company to incorporate the famous individual with a company (Mitka, 2018).

From time to time, companies use celebrities to deliver their message and reassure their brands to their customers. The Cosmetics Factory Elizabeth Arden uses actress Cathrine, Zeta- Jones as an example of her perfume, according to Friedmans (2019). A girl who's a celebrity enthusiast, known for her accomplishments other than those of the product class that have been supported by popular opinion." His tremendous potential influence is the reason why celebrities are used as endorsers. Established people receive greater focus and remembrance in contrast to other kinds of endorsers. Their growth consciousness of a corporation's advertisements, make optimistic product sentiments and are professed as more

fun by customers (Solomon, 2014). The use of figures in ads has had a favorable impact on celebrities' buying choices.

Seno and Lukas (2017) have reported that the efficacy of superstar approval is influenced by five factors. The influences can be divided into two groups, foundation and management issues. Issues from the media contribute to the portrayal of the celebrity dominated by the famous person. Management-based considerations are relevant to the manner in which the marketing team administers and handles the celebration.

Celebrity reputation described as 'personalized as having communication-related expertise and can be expected to express an unbiased view on the topic' (Goldsmith et al., 2020). Creditworthiness comprises binary elements of competence and trust (Ohanian 2016). This can affect the perception of the consumer of the endorsed brand. Expertise is the degree to which the target respondent perceives legitimate statements (Hovland et al, 2013). The history, abilities and knowledge of the advocate are included. Ohanian (2018) originate that celebrity experience raises the probability of branding as popularity has risen. Trust is the faith in the purpose of the source to express the statements considered most true (Hovland et al., 2013). Clienteles are more readily moved by starsby a higher confidence level. "Faithfulness is the principal factor in reputation source" (Friedman et al. 2019). Main factors that persuade celebrities' sources are experience and trustworthiness. This will establish the genuineness of the brand in the view of the consumer.

Langmeyer and Shank (2015) claimed that not only physical appearance, but also social intelligence such as charm and understanding, emphasize celebrity attractiveness. Marketers find physical appearance as one criterion for choosing backing, because it may have an effect on the attitude of the consumer to the commercialthencreation (Kahle and Homer 2017). It is often easier to engage glamorous endorsers than to select simple endorsers. Some researchers think that the ingredients in making successful advertising are beautiful celebrities (Till and Busler2018).The appeal of a celeb is a cycle of accepted evidence which is sought after by the endorsement, namely the acknowledgment of these celebrities (Cohen and Golden, 2012). Patzer (2015) therefore declared that "physical attraction is an insightful cue; has subtle, persistent and inevitable effects; establishes a definite pattern of verifiable differences; and transcends the culture's effects."

Cosmetic produces are often used as devices to improve one's appeal, thereby encouraging consumers to accept the product as a part of the beauty formula with the aid of attractive celebrities (Kahle & Homer, 2015).The management considerations exclude the characteristics of celebrities. The administrators (Seno and Lukas, 2017) fulfilled them. It comprises the concept of celeb goods, famous people regulation of multiplicity and celebrities.The congruence between endorser and client was conceived as the hypothesis 'matchup' (Kamins, 2020). Comparison hypothesis has been described as a distinctive impact on the various kinds of supporters, frequentlycelebs, the company endorsed (Till & Busler, 2018). The effectiveness of celebrity support is seen by the degree of match between celebrities and brand characteristics. Thus, a strong concordance between both would

promote better understanding amid the label and the sponsor. (Fireplaces, 2019). Many of the makeup products use the celebrities strategy of getting their products into order.

A common celebration suggests the use of many prominent personalities in single ad (Hsu and McDonald, 2012). Hsu and McDonald's (2012) research suggested that the use of multiple celebrities will improve the effectiveness of the ad because it can lead to message delivery without the viewer misunderstanding. Once again, an treaty and approval to the product and the ad itself could be created. However, if the seller is willing to apply such a strategy, he must ensure he targets a broad market area with identical characteristics for buyers. This will rise the multiplicity of the perception of the ad and the picture envisioned by the advertisers.

EXPERIMENTAL SET UP & METHOD

Celebrity Endorsement Models

1. **Source Credibility Model** - It refers just to the amount the advertiser receives from the communication and believes that the basis is aware of its purchasing intent, expertise and skills. Of these prominent personalities, customers have a high degree of respect and like. Consumers are typically highly reliant on these renowned figures (Belch & Belch, 1994 and BalaKrishnan, 2011).

Sub Determinants of Source Credibility Model:

- a. **Skill&Reliability:** Those are the basic elements of a concept of integrity (Hovland et al, 1953) and (Goldsmith et al, 2000). Furthermore, the perceived reputation of a great celeb is described as the overall output of a supportive source, creating and increasing acceptance and understanding of promotion messages (Hassan et al, 2014& Hassan et al, 1999, Sunder et. Al, 2014).
2. **Model of Physical Elegance** - Natural attractiveness is a basis of inspiration and appeal. This is important to recognize here that physical attractiveness not only requires an endorser's physical appearance, but also his high degree of integrity, his good appeal in the eyes of the clients as well as the strengths and accomplishments of the sponsors (Erdogan 1999).

Sub Determinants of Physical Attractiveness Model:

- a. **Likeness:** We apply to the degree of cohesionsamid the followers of celebrities and the goal audience subject toadvertisements (McGuire, 1985) & (McCormick 2016). It is normal that generally people appear to be likeand violent towards other individuals who are not like them (Erdogan, 1999& Mazlan et al, 2016).
 - b. **Congeniality:** Likelihood is the level of love perceived towards a specific celebrity by the target audience. As a result of his physical elegancy and actions (McGuire, 1985), (Belch and Belch, 2001), and (Amit Kumar, 2010) this like of the endorser is established.
 - c. **Familiarity:** The goal is for the general public to know that the backers have a social media platform (Erdogan, 1999) & (Amit Kumar, 2010). Dealers must consider the degree of familiarity between the general public or their target markets with the celeb (Zajonc, 1968&Poghosyan, 2015).
3. **The Model of Product Celeb Matchup** - For extra efficiency in advertising message (Cooper 1984), it is important to have theappropriate degree of compatibility or flawlessnessamid the approving celebration and the endorsed brand (A, 2016).

4. **Meaning Transfer Model** - In 1989, McCracken presented this ideal of celeb support. It states that the endorsing source must have certain private or qualified features or meanings that can enable the publicists of brands to advance their trademarks as desirably as possible (McCracken, 1989; Erdogan, 1999 and Priyankara, 2017).

RESEARCH METHODOLOGY

The present research analyzed the actions of online cosmetics buying and explored whether bloggers influence the customer's online purchasing decisions. The analysis techniques used to complete this thesis are discussed below. The three types of analysis methods are commonly used when the analysis study is completed; Sampling, Data Collection Techniques and Analytical Data Tools. All of this will be discussed below. A survey form was floated within the age group of 15-20, 21-25, 26-30, 31-35 & 36-40 years.

Some of the questions in the Celebrity Endorsements in Beauty Marketing form are as follow:

1. What is your age group?
2. What is your gender?
3. What is your Education status?
4. Which tier of City you reside in?
5. What is the family income?
6. The working status of the individual?

Sampling Selection:

Selection of samples

A simple survey methodology has been introduced to research customers ' online purchasing behaviour. Responses from respondents were initially gathered but only those that were helpful were used for data. The final study on valid answers was carried out.

Questionnaire preparation

As part of the questionnaire, objectives were translated into easy-to - understand questions for the respondents. 30 respondents tested the prepared questionnaire. The questionnaire was revisioned and reworked again after the questionnaire had been pre-tested. The revised survey was then used to gather data for the research study.

Data Collection Tools

The necessary data was gathered using a well-structured questionnaire from primary sources in order to study the objectives. The survey has been sent by e-mail and Social Media to respondents. The study was carried out on both female & male respondents.

Respondents gathered information on the following aspects:

1. Details such as name, age, and occupation.
2. That cosmetics are bought online or offline.
3. Information about whether your purchasing decision is influenced by famous people.

DATA ANALYSIS & INTERPRETATION

The research is of an observational nature and uses primary knowledge obtained by contacting respondents. This study uses a quantitative method for investigating the impact on the purchasing behaviour of celebrities. The data obtained by the questionnaire was analysed on SPSS by applying Multiple Corelation Regression Model.

Study Objectives:

1. To know the influence of a celebrity while buying a product.
2. To know if you are satisfied after the purchase of your product.
3. Are you satisfied after buying a cosmetic product due to celebrity endorsement?

Table 1 To know the influence of a celebrity while buying a product.

Table 1.1 Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.214	.295		4.121	.000
	Attractiveness	-.078	.087	-.117	-.904	.368
	Class	.087	.097	.130	.903	.368
	Honesty	.105	.082	.161	1.277	.204
	Trust	.195	.091	.290	2.151	.034
	Expertise	-.057	.082	-.094	-.698	.487
	Experience Knowledge	-.066	.086	-.103	-.772	.442
	Reputation	-.004	.090	-.007	-.048	.962
	Achievement	-.053	.097	-.075	-.543	.588
	Likability	.137	.075	.229	1.824	.071

a. Dependent Variable: Influenced_by_celebrity

These talk about all the factors that are come handy when we have to deduce whether or not we get Influenced by celebrity or not. For each factor as we see the signficance value is different, the far it is from 1 the least it influences a customer in terms of celebrity qualities. According to the data here, Reputation of the celebrity endorsing a particular brand/product plays the biggest role, whereas customers are least impacted by the likeability towards a particular celebrity.

1.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423 ^a	.179	.107	.75956

- a. Predictors: (Constant), Likability, Honesty, Expertise, Class, Achievement, Attractiveness, Experience Knowledge, Trust, Reputation
- b. Dependent Variable: Influenced_by_celebrity

The R square talks about how much the predictors we chose impact our Dependent variable (influenced by celebrity) here it is 17.9% which is on the lower side, hence we need to find out factors that influence better.

Table 1.3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.832	9	1.426	2.471	.014 ^b
	Residual	58.847	102	.577		
	Total	71.679	111			

- a. Dependent Variable: Influenced_by_celebrity
- b. Predictors: (Constant), Likability, Honesty, Expertise, Class, Achievement, Attractiveness, Experience Knowledge, Trust, Reputation

The value of significance should always be lower than .05 which shows a strong regression, here the value is .014, which is less than .05 which means that the regression for the model is high. This means we can reject the null hypothesis and a relationship exists between the dependent and independent variables.

Table 2 To know if you are satisfied after the purchase of your product.

Table 2.1 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.690	.274		9.820	.000
	Attractiveness	.029	.080	.046	.361	.719
	Class	-.085	.090	-.135	-.950	.344
	Honesty	.115	.076	.188	1.500	.137
	Trust	.015	.084	.024	.180	.858
	Expertise	-.088	.076	-.154	-1.154	.251
	Experience Knowledge	-.127	.080	-.210	-1.595	.114
	Reputation	.076	.084	.128	.912	.364
	Achievement	-.234	.090	-.355	-2.604	.011
	Likability	.237	.070	.422	3.389	.001

a. Dependent Variable: Satisfaction_after_purchase

This table talks about all the coefficients that come in handy when we have to determine whether consumers are satisfied after their purchase of a product. Looking at the table it speaks that the level of significance closest to 1 lies for Trust, which means a lot depends on whether the consumer trusts the celebrity and also the brand it is standing for and the one farthest from 1 is Likeability which tells if a customer is loyal for a particular brand it does not real bother much about the celebrity endorsing it.

Table 2.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.194	.123	.70596

a. Predictors: (Constant), Likability, Honesty, Expertise, Class, Achievement, Attractiveness, Experience_Knowledge, Trust, Reputation

b. Dependent Variable: Satisfaction_after_purchase

The R square talks about how much the predictors we chose impact the Dependent variable (Satisfaction after purchase) here it is 19.4% which tells us that we need to find out more and maybe increase our Predictors and dig deep as to what the consumers actually like and demand from the brand. Maybe the attributes we have attached with a celebrity aren't enough to justify the points. When we ran the Regression Model the significance level for **Trust** among the predictors was the highest .858 which means customers really trust the celebrity and buy the products, whereas the significance level for **Likeability** was the least .001, which shows customers don't go according to how much they like a customer.

Table 2.3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.273	9	1.364	2.736	.007 ^b
	Residual	50.835	102	.498		
	Total	63.107	111			

a. Dependent Variable: Satisfaction_after_purchase

b. Predictors: (Constant), Likability, Honesty, Expertise, Class, Achievement, Attractiveness, Experience Knowledge, Trust, Reputation

The value of significance should be less than .05 which shows a strong regression, here the value is .007 which shows strong regression and states a good relationship between dependent and independent variables. Which tells us that people do trust the celebrities they like and go ahead buying the products the endorse due to their trust.

Table 3 Are you satisfied after buying a cosmetic product due to celebrity endorsement?

Table 3.1 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.690	.274		9.820	.000	2.146	3.233
	I buy the product because famous people are alluring	.029	.080	.046	.361	.719	-.131	.189
	I purchase the product because the popular products endorsed build a class	-.085	.090	-.135	-.950	.344	-.263	.093
	I trust and buy the product because of the celebrity's honest message	.115	.076	.188	1.500	.137	-.037	.266
	For the product, I can trust the popular Celeb	.015	.084	.024	.180	.858	-.152	.182
	I purchase the product, because the celebrity has ample product expertise to help	-.088	.076	-.154	-1.154	.251	-.239	.063
	I purchase the product because the celebrity has ample expertise and experience to promote the product	-.127	.080	-.210	-1.595	.114	-.285	.031

I buy the product because the company endorsing is renowned and builds my personality	.076	.084	.128	.912	.364	-.090	.243
I buy this product because the support of celebrity shows success	-.234	.090	-.355	-2.604	.011	-.412	-.056
I buy the product, because I like the famous people who endorse it	.237	.070	.422	3.389	.001	.098	.375

a. Dependent Variable: Are you satisfied after buying a cosmetic product because of celebrity endorsement?

When we study the correlation it is clear that trust plays a major role, when a customer buys a product because of celebrity endorsed stand most for when it is due to the trust on the celebrity which stands at a significance of .858 which is the highest and closest to 1.

Table 3.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.194	.123	.70596

Dependent Variable: Are you satisfied after buying a cosmetic product because of celebrity endorsement?

The R square talks about how much the predictors we chose impact the Dependent variable (Are you satisfied after buying a cosmetic product because of celebrity endorsement) here it is 19.4% which tells us that we need to find out more and maybe increase our Predictors and dig deep as to what the consumers actually like and demand from the brand. Maybe the attributes we have attached with a celebrity aren't enough to justify the points. When we ran the Regression Model the significance level for Trust among the predictors was the highest which means customers really trust the celebrity and buy the products also it tells about how much trust they put in the brand, it shows their loyalty, hence more research is a good recommendation on the same lines is a good fit.

Table 3.3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.273	9	1.364	2.736	.007 ^b
	Residual	50.835	102	.498		
	Total	63.107	111			

a. Dependent Variable: Are you satisfied after buying a cosmetic product because of celebrity endorsement?

The value of significance should be less than .05 which shows a strong regression, here the value is .007 which shows strong regression and states a good relationship between dependent and independent variables. Which tells us that people do trust the celebrities they like and go ahead buying the products they endorse due to their trust and loyalty.

Discussion & Recommendations

Celebrities should not lead consumers into a misleading process. Therefore, producers should be careful to supply all data to facilitate the decision-making process for college consumers. In order to monitor celebrity approval, the government should make strict rules and regulations. Celebrities should be entirely responsible for their goods. Organizations should ensure that the patronage of celebrity customers helps, and ensure that no harm to customers is done. Companies must judge the needs and interests of the consumers for a particular product correctly. In the relevant marketers should be given the functional functions and advantages of a commodity. The companies selected celebrities should match the brand image. Companies should select a common celebration and analyse it to promote its product carefully. According to my study and analysing the responses it was very clear that customers do get influenced by Celebrity Endorsements, they put in trust due to their biased behaviour towards the celebrity and tend to purchase the good because of the trust they put in the celeb. The reputation and likeability towards the celebrity plays a major role for attracting the consumer, so brands should keep this in mind while choosing a particular celebrity as their face.

The customers at times also feel that when they buy a good being validated by their choice celebrity that gives them a certain kind of class, it talks to them in a way that it helps them build their reputation & position in the society. Brands have to do a deeper study to see as to what all factors actually impact the consumer buying behaviour and try to improve their experience by choosing the celebrities which actually would make a difference in their buying behaviour. The way customers respond to various aspects is absolutely different & varied, so as a brand and as a celebrity endorsing it, we are more liable to satisfy and impact customers the right way.

CONCLUSION

Culture is the key determinant of the will and actions of an individual. The values of success and achievement, employment, productivity and practicality, development, material comfort, individualism, independence, external comfort, humanitarianism, doingness are the values of the child born in India. Social factors like the customer's benchmark community, family, social positions and statuses also affect consumer behaviour. The behaviour of an individual is affected heavily by many groups. A group of individuals refers directly to (facially) or indirectly to the actions or conduct of the person. Family members of the buyer may influence the actions of the buyer. One of the most important factor also the main reason for this paper Celebrity Endorsements, clearly, love for celebrities undoubtedly influences customer behaviour. It is considered to be very useful as a promotional strategy. It must, however, be eligible for the advantages of promotion and overall strategy and budgets for businesses. The personality of the celebrities and the product description must be in line with this! As the name suggests, we must remember that the role of celebrations is simply confined to endorsing a product. This way of promoting products such as insurance products is very relevant and useful when the celebrity is gold worth its weight. There is nothing else on which to depend. Like a drowning man, they are going to lap celebration 's endorsement.

However, the reputation of the services personality should be foolish proof.. Consumers have clearly demonstrated that their task in supporting celebrities should be to simplify their product or service choice on the basis of quality, price and usefulness. There are therefore only celebrity support and promotion that can improve the product which fulfils customers' expectations in terms of its performance parameters. With intangible goods such as insurance products – you can estimate the reputation and gender effect of the factor analysis and results thereof, i.e. that a suitable personality has to be chosen with services – like a recently retired famous individual who endorsed an insurance product, how it has affected his life after his retirement.

REFERENCES

1. Udovita P.V.M.D and Mujahid Hilal M.I (2018): Factors Determining Celebrity endorsement and impact on brand loyalty. SEUSL Journal of Marketing, Vol.3, No.2, Srilankan Study.
2. Kodhai Nayaki N, Dr. Jayachandran R (2016): A study on impact of endorsement of celebrity on purchase of beauty care products. International Journal of Multidisciplinary Research and Development. Vol.3, Issue 9.
3. Amima Shoeb, Anila Khalid (2014): Impact of Celebrity Endorsements on Brand. International Journal of Scientific & Engineering Research. Vol.5, Issue 12.
4. Khalid, Muneeba and Siddiqui, Dr. Danish Ahmed (2018): Impact of celebrity endorsement on consumer buying behavior towards beauty products.
5. M. Mahalakshmi, S. Shanmugapriya (2015): Impact of celebrity endorsement with branded cosmetic products among the college students. Vol.3, Issue 12.
6. Amaresh Tyagi (2018): A study on factors affecting Consumer Buying Behaviour. International Journal of Business and Research, Vol. 11.
7. Garima Malik, Abhinav Gupta (2014): Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior, Journal of Global Marketing.
8. Agarwal, J. & Malhotra, N.K. (2015), An integrated model of attitude & affect: Theoretical foundation and an empirical investigation, Journal of Business Research.
9. Surana, R. (2018) The effectiveness of Celebrity endorsement in India, University of Nottingham, United Kingdom.
10. Parmar, S.M. (2014). A study of brand loyalty for cosmetic products among youth, International Journal for Research in Management & Pharmacy.
11. McCracken, G. (2009): Who is the celebrity endorser? Cultural foundations of the Endorsement Process, Journal of Consumer research.
12. Ohanian, R (2001): The impact of celebrity spokespersons' perceived image on consumers' intention to purchase, Journal of Advertising Research.
13. Schlecht, C. (2013): Celebrities impact on Branding, Centre of Global Brand Leadership, Columbia Business School.
14. Shimp, T.A. (2017) Advertising, promotion and other aspects of integrated marketing communications, South Western Pub.
15. Joshi, V., & Ahluwalia, S. (2018) The impact of celebrity endorsements on consumer brand preferences.
16. Goldsmith, R. E., Lafferty, B .A., & Newell, S.J. (2009). The impact of celebrity credibility on consumer reaction to advertisements and brands. Journal of Advertising.