

## **Major Research Project**

# **THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR**

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## **CERTIFICATE**

This is to certify that **Mr. Manharleen Singh Khurana**, roll no. **2K22/DMBA/68** has submitted the Major research project on **“Impact of Celebrity Endorsement on Consumer Buying Behaviour”** in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from the Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-24.

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## **DECLARATION**

I, Manharleen Singh Khurana, student of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi, 110042, hereby declare that the Major research project on “**Impact of Celebrity Endorsement on Consumer Buying Behaviour**” Submitted in partial fulfilment of the degree of Master of Business Administration is the original work conducted by me. The information and data given in the report are authentic to the best of my knowledge.

This report is not being submitted to any other University for award, degree, diploma or fellowship.

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## **ACKNOWLEDGEMENT**

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## EXECUTIVE SUMMARY

Celebrity endorsements have become a prominent marketing strategy used by companies across various industries to influence consumer behavior and enhance brand visibility. This research delves into understanding the nuances of celebrity endorsements and their impact on consumer behavior in today's dynamic marketing landscape.

### **Research Objectives:**

1. To analyze consumer perceptions and attitudes towards products endorsed by celebrities.
2. To identify key factors influencing consumers' purchasing decisions related to celebrity-endorsed products.
3. To evaluate the effectiveness of celebrity endorsements in different demographic segments.
4. To provide recommendations for companies to optimize their celebrity endorsement strategies.

### **Literature Review:**

The literature review explores existing studies and theories related to celebrity endorsements and consumer behavior. Key themes include the persuasive effect of celebrity endorsements, consumer trust and credibility, alignment with brand values, and the role of social media influencers in modern marketing.

### **Methodology:**

A mixed-methods approach was employed, combining qualitative and quantitative data collection techniques. Surveys were conducted among a diverse sample of consumers across different age groups, income levels, and geographical regions. Qualitative data were gathered through open-ended questions to capture detailed insights into participants' perceptions and experiences.

### **Findings:**

#### **1. Consumer Perceptions:**

- The majority of respondents expressed positive attitudes towards products endorsed by celebrities they admire.
- Celebrity endorsements were seen to enhance brand recall, credibility, and perceived product quality.

#### **2. Factors Influencing Purchase Decisions:**

- Quality and features of the product emerged as the most influential factors, followed by price and brand reputation.
- Consumer reviews and recommendations played a crucial role in decision-making, often outweighing the influence of celebrity endorsements.

### **3. Effectiveness Across Demographics:**

- Younger consumers tended to be more influenced by celebrity endorsements, especially when the celebrity aligns with their values and lifestyle.
- Older demographics relied more on product quality, brand reputation, and peer recommendations.

### **4. Consumer Trust and Credibility:**

- Authenticity and transparency in celebrity endorsements were key factors in building consumer trust.
- Overly commercialized or mismatched endorsements were viewed negatively by consumers.

### **5. Recommendations:**

- Companies should carefully select celebrities who align with their brand values and target audience.
- Focus on product quality, innovation, and customer reviews to complement celebrity endorsements.
- Leverage social media influencers for niche markets and specific product categories.
- Monitor and analyze consumer feedback regularly to adapt endorsement strategies.

### **Conclusion:**

Celebrity endorsements continue to be a powerful tool in marketing, but their effectiveness depends on various factors such as celebrity-brand fit, product quality, and consumer trust. By understanding consumer preferences and behavior, companies can optimize their marketing strategies to maximize the impact of celebrity endorsements and build long-term brand loyalty.

### **Key Takeaways:**

- 1. Celebrity-Brand Fit:** Align celebrities with brand values and target audience preferences.
- 2. Product Quality:** Emphasize quality, features, and customer reviews alongside endorsements.
- 3. Consumer Trust:** Prioritize authenticity, transparency, and ethical endorsements.

**4. Adaptability:** Monitor market trends and consumer feedback to refine endorsement strategies over time.

This research provides valuable insights for marketers, highlighting the importance of a holistic approach that integrates celebrity endorsements with product quality, brand credibility, and consumer engagement strategies in today's competitive marketplace.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

In the contemporary era of marketing, where consumers are inundated with a plethora of choices, and brands are in constant competition for attention and loyalty, the role of celebrity endorsement has emerged as a powerful tool in influencing consumer buying behavior. The strategic alliance between brands and celebrities has become a ubiquitous phenomenon across various industries, ranging from fashion and beauty to food and beverages, from technology to healthcare products. This research delves into the intricate dynamics of celebrity endorsements and aims to explore their profound impact on consumer attitudes and purchase intentions.

### 1.2 Background

#### 1.2.1 Historical Evolution of Celebrity Endorsements

The concept of using influential figures to endorse products and services traces its roots back to ancient times when rulers, aristocrats, and religious leaders would symbolically endorse certain goods or practices, thereby influencing their followers and subjects. However, the modern phenomenon of celebrity endorsements in the context of commercial marketing began to take shape in the late 19th and early 20th centuries with the rise of mass media and consumer culture.

One of the earliest documented instances of celebrity endorsements can be traced to the late 1800s when tobacco companies used images of well-known personalities, such as athletes and actors, to promote their products in print advertisements. These endorsements were primarily static and relied on the credibility and popularity of the celebrities to create positive associations with the advertised products.

As technological advancements accelerated during the 20th century, particularly with the advent of radio and television, celebrity endorsements gained momentum as a powerful marketing strategy. Radio broadcasts featuring celebrity endorsements, especially in the entertainment and food industries, helped brands reach a wider audience and establish connections with consumers based on trust and familiarity. The transition to television further amplified the impact of celebrity endorsements, as brands leveraged the visual appeal and star power of celebrities in commercials and sponsored programs.

#### 1.2.2 Key Concepts in Celebrity Endorsements

- **Source Credibility:** One of the fundamental concepts underlying celebrity endorsements is the notion of source credibility. Consumers tend to transfer their perceptions of a celebrity's

expertise, trustworthiness, and attractiveness onto the endorsed products or brands. A celebrity perceived as credible and trustworthy in their respective domain is more likely to positively influence consumer attitudes and purchase intentions.

- **Match-Up Hypothesis:** The match-up hypothesis suggests that the effectiveness of a celebrity endorsement depends on the congruence or "fit" between the celebrity endorser and the endorsed product or brand. Factors such as the celebrity's image, values, lifestyle, and target audience alignment play a crucial role in determining the success of the endorsement. A well-matched celebrity can enhance brand credibility and relevance in the eyes of consumers.
- **Celebrity-Product Fit:** Building on the match-up hypothesis, the concept of celebrity-product fit emphasizes the importance of aligning the celebrity endorser with the specific product category or attributes being promoted. For instance, a sports personality endorsing athletic footwear is perceived as more authentic and persuasive than an unrelated celebrity, given the natural association between the endorser's expertise and the product's utility.
- **Celebrity Endorser Types:** Over time, the landscape of celebrity endorsements has diversified to include various types of endorsers, including actors, musicians, athletes, social media influencers, and industry experts. Each category of endorsers brings unique strengths and appeal to different target audiences, and marketers must strategically select endorsers based on campaign objectives, brand positioning, and consumer preferences.

### 1.2.3 Evolving Landscape of Consumer Behavior

The evolution of consumer behavior, influenced by socio-cultural shifts, technological advancements, and changing market dynamics, has significantly impacted the effectiveness and perception of celebrity endorsements.

- **Digital Transformation:** The proliferation of digital platforms, social media, and online influencer culture has redefined traditional notions of celebrity status. Social media influencers, with their niche audiences and authentic content, have emerged as influential endorsers for brands targeting specific demographics or interest groups. The interactive nature of digital platforms also allows for direct engagement between celebrities/influencers and consumers, enhancing brand visibility and engagement.
- **Consumer Skepticism and Authenticity:** As consumers become more discerning and critical of marketing tactics, the authenticity and transparency of celebrity endorsements have come under scrutiny. Misaligned endorsements or perceived lack of genuine engagement can

backfire, leading to negative brand perception and reduced consumer trust. Brands must navigate these challenges by ensuring alignment between the endorser's image and the brand's values, fostering genuine partnerships, and maintaining transparency in disclosure practices.

- **Diverse Demographic Preferences:** Consumer buying behavior is influenced by a myriad of factors, including age, gender, cultural background, and socio-economic status. Different demographic segments may respond differently to celebrity endorsements based on their preferences, aspirations, and lifestyle choices. Marketers need to conduct nuanced audience analysis and tailor endorsement strategies to resonate with diverse consumer groups effectively.
- **Integrated Marketing Communications (IMC):** In today's integrated marketing landscape, celebrity endorsements are often part of larger integrated marketing communications (IMC) strategies that encompass multiple touchpoints such as traditional advertising, digital marketing, public relations, and experiential activations. Seamless integration and consistent messaging across channels reinforce brand visibility, recall, and consumer engagement, amplifying the impact of celebrity endorsements.

### 1.3 Statement of the Problem

In the realm of modern marketing, the strategic utilization of celebrity endorsements has become a prevalent and influential practice adopted by numerous brands across diverse industries. The fundamental premise underlying celebrity endorsements is the leveraging of a celebrity's fame, popularity, and influence to enhance brand visibility, credibility, and ultimately drive consumer purchasing behavior. However, amidst the apparent benefits and widespread adoption of celebrity endorsements, several critical questions and challenges persist, necessitating a comprehensive exploration of their impact on consumer buying behavior.

One of the primary challenges associated with celebrity endorsements is the issue of authenticity and credibility. Consumers today are increasingly discerning and skeptical of traditional marketing tactics, including celebrity endorsements. The perceived authenticity of the endorsement and the alignment between the celebrity endorser and the endorsed product or brand play pivotal roles in shaping consumer perceptions and attitudes. Consumers often question the sincerity of celebrity endorsements, especially when the endorsement seems disconnected from the celebrity's personal brand image or values. This discrepancy can lead to skepticism among consumers, undermining the effectiveness of celebrity endorsements in influencing their buying decisions.

Moreover, the effectiveness of celebrity endorsements in driving actual consumer behavior, such as purchase intentions and brand loyalty, remains a subject of ongoing debate and scrutiny. While celebrity endorsements undoubtedly contribute to increased brand visibility and recall, their ability to translate these initial impressions into tangible consumer actions is not always straightforward. Factors such as the type of celebrity (e.g., actors, athletes, social media influencers), the nature of the product or service being endorsed, and the target audience's demographics and psychographics all influence the degree of impact celebrity endorsements have on consumer behavior.

Another critical aspect that warrants exploration is the role of celebrity endorsements in shaping brand recall and recognition among consumers. Brand recall refers to the ability of consumers to remember and associate a brand with specific attributes or experiences. Effective celebrity endorsements are expected to not only capture consumer attention but also imprint the endorsed brand or product in consumers' minds, leading to enhanced brand recall and favorable brand associations. However, the extent to which celebrity endorsements contribute to sustained brand recall, especially in a competitive market flooded with various marketing messages, requires empirical investigation.

Furthermore, the contemporary media landscape, characterized by the proliferation of digital and social media platforms, has significantly transformed the dynamics of celebrity endorsements. Celebrities no longer rely solely on traditional media channels such as television and print; they engage directly with their fan base through social media platforms, creating a more intimate and interactive relationship with consumers. This shift has expanded the reach and impact of celebrity endorsements but has also introduced new challenges related to transparency, disclosure of sponsored content, and managing authenticity in the digital sphere.

Additionally, consumer attitudes and perceptions towards celebrity endorsements are shaped by broader societal trends, cultural influences, and ethical considerations. Issues such as celebrity scandals, controversies, or inconsistencies in a celebrity's public persona can have ripple effects on consumer perceptions of endorsed brands or products. Understanding how these external factors intersect with the effectiveness of celebrity endorsements in driving consumer buying behavior is essential for brands and marketers seeking to navigate the complexities of modern consumer markets.

In light of these multifaceted challenges and opportunities, this research aims to delve deep into the impact of celebrity endorsements on consumer buying behavior. By examining the interplay between celebrity endorsements, consumer perceptions, attitudes, and actual purchasing decisions, this study seeks to unravel the underlying mechanisms that drive consumer responses to celebrity-driven marketing campaigns. The findings of this research are expected to offer valuable insights and

actionable recommendations for marketers and brand managers to optimize their use of celebrity endorsements and enhance overall brand performance in competitive market environments.

## **1.4 Research Aim and Objectives**

### **1.4.1 Research Aim:**

The primary aim of this research is to comprehensively investigate the impact of celebrity endorsements on consumer buying behavior, with a specific focus on brand recall and purchase intention. By examining the intricate dynamics between celebrity endorsements and consumer perceptions, this study aims to contribute to the existing body of knowledge in marketing and consumer behavior, providing actionable insights for marketers and brand managers to optimize their marketing strategies effectively.

### **1.4.2 Research Objectives:**

#### **Objective 1: Analyze the Relationship Between Different Levels of Celebrity Endorsement Exposure and Consumer Purchase Intention**

Understanding how varying levels of exposure to celebrity endorsements influence consumer purchase intention is crucial for assessing the effectiveness of celebrity-driven marketing campaigns. This objective involves segmenting consumers based on their exposure levels (none, low, medium, high) to celebrity endorsements and analyzing the corresponding impact on their purchase intentions. By examining how exposure levels correlate with purchase behavior, marketers can tailor endorsement strategies to resonate with different consumer segments effectively.

#### **Objective 2: Investigate the Influence of Celebrity-Product Fit and Consumer Trust in Celebrities on Purchase Decisions**

The alignment between the endorsed product and the celebrity's image plays a pivotal role in shaping consumer perceptions and purchase decisions. This objective delves into how the perceived fit between a celebrity endorser and the product category influences consumer attitudes and intentions. Additionally, assessing the role of consumer trust in celebrities as endorsers helps decipher the underlying mechanisms driving consumer behavior in response to celebrity endorsements. Insights from this objective can inform marketers about the importance of strategic alignment and trust-building in celebrity endorsement campaigns.

#### **Objective 3: Explore the Role of Demographic Factors in Moderating the Relationship Between Celebrity Endorsements and Consumer Behavior**

Demographic variables such as age, gender, and income can significantly impact how consumers perceive and respond to celebrity endorsements. This objective aims to investigate the moderating effects of demographic factors on the relationship between celebrity endorsements and consumer behavior. By identifying demographic segments that exhibit varying responses to celebrity endorsements, marketers can tailor their strategies to resonate with specific target audiences effectively. Understanding these nuances also helps in crafting personalized and targeted marketing communications.

#### **Objective 4: Identify Key Themes and Insights from Qualitative Data Regarding Consumer Perceptions of Celebrity Endorsements**

In addition to quantitative analyses, qualitative data from open-ended responses provides rich insights into consumer attitudes, preferences, and experiences related to celebrity endorsements. This objective involves analyzing qualitative data to identify key themes such as skepticism towards endorsements, the importance of celebrity-product fit, trust and credibility factors, and the impact of celebrity familiarity on consumer behavior. By synthesizing qualitative insights with quantitative findings, this research aims to offer a comprehensive understanding of consumer perceptions and behaviors in the context of celebrity endorsements.

#### **1.4.3 Significance of the Research:**

The significance of this research extends beyond theoretical implications, offering practical insights for marketers and brand managers. By unraveling the complexities of celebrity endorsements and consumer behavior, this study equips businesses with actionable strategies to optimize their marketing efforts, enhance brand-consumer relationships, and drive positive business outcomes. Moreover, the insights gained from this research contribute to advancing the field of marketing and consumer behavior, shedding light on contemporary trends and challenges in leveraging celebrity endorsements effectively in today's competitive marketplace.

### **1.5 Scope of Study**

The scope of this study encompasses a comprehensive exploration of the impact of celebrity endorsements on consumer buying behavior, with a particular focus on brand recall and purchase intention. The study intends to delve into various dimensions of celebrity endorsements across different industries and demographic segments, aiming to provide valuable insights for marketers, brand managers, and researchers.

#### **1.5.1 Industry Focus**

The study covers a range of industries where celebrity endorsements are commonly utilized, including but not limited to fashion, beauty, technology, food, and beverages. By examining multiple sectors, the research aims to capture diverse consumer attitudes and behaviors towards celebrity-endorsed products across different product categories and brand contexts.

### **1.5.2 Demographic Considerations**

One crucial aspect of the study involves analyzing how demographic factors influence the effectiveness of celebrity endorsements on consumer behavior. Demographic variables such as age, gender, income level, and occupation play a significant role in shaping consumer perceptions, attitudes, and purchase decisions. The study seeks to investigate potential differences in response to celebrity endorsements among various demographic segments, providing nuanced insights for targeted marketing strategies.

### **1.5.3 Geographic Scope**

While the study's primary focus is not limited to a specific geographic region, it acknowledges potential cultural influences on consumer attitudes towards celebrity endorsements. Globalization and digital media have made celebrity endorsements accessible worldwide, yet cultural nuances may impact the effectiveness and reception of such endorsements. The research aims to capture diverse perspectives across regions, considering cultural factors that may influence consumer behavior.

### **1.5.4 Product Categories**

The study encompasses a broad spectrum of product categories endorsed by celebrities, including apparel, beauty and personal care products, technology and electronics, food and beverages, among others. Each product category presents unique challenges and opportunities in leveraging celebrity endorsements effectively. By examining diverse product categories, the study aims to uncover patterns and insights relevant to specific industries while drawing overarching conclusions applicable across sectors.

### **1.5.5 Research Methodology**

The study employs a mixed-methods approach, combining quantitative surveys and qualitative analyses. Quantitative surveys gather structured data on consumer perceptions, attitudes, and behaviors related to celebrity endorsements and buying behavior. Qualitative analyses focus on open-

ended responses to capture nuanced insights, themes, and sentiments regarding celebrity endorsements that may not be captured through quantitative measures alone.

### 1.5.6 Consumer Behavior Metrics

Key metrics explored in the study include but are not limited to:

- **Purchase Intention:** Examining the likelihood of consumers to purchase products endorsed by celebrities across different exposure levels (none, low, medium, high).
- **Brand Recall:** Assessing consumers' ability to recall brands endorsed by celebrities and the factors influencing brand memorability.
- **Trust and Credibility:** Investigating the impact of consumer trust in celebrities and perceived credibility of endorsements on purchase decisions.
- **Influence of Familiarity:** Understanding how familiarity with celebrities influences consumer attitudes and behaviors towards endorsed products.

### 1.5.7 Limitations

While the study aims to provide valuable insights, certain limitations are inherent:

- **Generalizability:** Findings may not be universally applicable across all consumer segments or geographical regions due to diverse cultural, social, and economic factors.
- **Response Bias:** Survey responses are subject to individual biases, perceptions, and recall accuracy, which may influence data interpretation.
- **Temporal Factors:** Consumer attitudes towards celebrity endorsements and buying behavior may evolve over time due to changing trends, media influences, and celebrity personas.

### 1.5.8 Practical Implications

The study's findings have practical implications for marketers and brand managers:

- **Optimizing Endorsement Strategies:** Insights can guide the selection of appropriate celebrities, endorsement levels, and messaging strategies to enhance brand recall and purchase intention.
- **Targeted Marketing Campaigns:** Understanding demographic influences helps tailor marketing efforts to specific consumer segments for improved effectiveness.
- **Building Brand Trust:** Insights into trust and credibility factors aid in fostering long-term consumer relationships and brand loyalty.

### 1.5.9 Future Research Directions

The study lays a foundation for future research endeavors:



- **Longitudinal Studies:** Examining trends and changes in consumer responses to celebrity endorsements over time.
- **Cross-Cultural Analyses:** Comparing consumer behaviors and perceptions across diverse cultural contexts to uncover global versus localized strategies.
- **Digital Media Dynamics:** Exploring the role of social media, influencer marketing, and digital platforms in shaping celebrity endorsement effectiveness in contemporary marketing landscapes.

By delineating the scope of the study across these dimensions, the research aims to contribute significantly to the understanding of celebrity endorsements' impact on consumer behavior, offering actionable insights for strategic marketing initiatives and future research endeavors in this domain.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The literature review provides a comprehensive overview of existing research and scholarly works related to celebrity endorsements and their influence on consumer buying behavior. This section synthesizes key findings, identifies gaps in current knowledge, and contextualizes the study within the broader research landscape.

Absolutely, let's delve deeper into each section of the literature review with more detailed discussions and insights.

#### **2.2 Evolution of Celebrity Endorsements**

Celebrity endorsements have a rich historical context in marketing and advertising, evolving significantly over time in response to changing media landscapes and consumer behaviors. The evolution of celebrity endorsements can be traced back to the early 20th century when iconic figures such as sports stars, actors, and musicians began associating themselves with brands through print advertisements and endorsements. However, it was the advent of television in the mid-20th century that revolutionized celebrity endorsements, providing a visual and more impactful platform for brands to leverage celebrity influence.

##### **Theoretical Frameworks:**

**1. Elaboration Likelihood Model (ELM):** Developed by Petty and Cacioppo in 1986, ELM proposes two routes of persuasion: central (or systematic) route and peripheral route. In the context of celebrity endorsements, the peripheral route is particularly relevant as it highlights the role of peripheral cues such as celebrity status, attractiveness, and likability in influencing consumer attitudes and behaviors. Consumers may rely on these cues rather than engaging in extensive cognitive processing of brand attributes.

**2. Source Credibility Theory:** Originating from Hovland and Weiss in 1951, this theory emphasizes the importance of source credibility in persuasion. Celebrities, as endorsers, can enhance or detract from a brand's credibility based on their perceived expertise, trustworthiness, and attractiveness. Consumers are more likely to accept messages from credible sources, and celebrities often serve as persuasive figures due to their perceived credibility and expertise in specific domains.

The evolution of digital media and social platforms has further expanded the reach and impact of celebrity endorsements. Today, celebrities engage with audiences not only through traditional media like television and print but also through social media platforms such as Instagram, Twitter, and TikTok. This shift has led to a democratization of influence, with niche influencers and micro-celebrities gaining prominence alongside traditional A-list celebrities.

## 2.3 Theoretical Frameworks in Celebrity Endorsements

The use of theoretical frameworks is instrumental in understanding the mechanisms through which celebrity endorsements influence consumer behavior. Two prominent theoretical perspectives that have significantly contributed to this understanding are the Elaboration Likelihood Model (ELM) and Source Credibility Theory. These frameworks offer valuable insights into the cognitive processes and persuasive cues involved in consumer decision-making when exposed to celebrity endorsements.

### 2.3.1 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986) is a dual-process theory that explains how individuals process persuasive messages based on the elaboration level or depth of cognitive processing. The model distinguishes between two routes of persuasion: the central route and the peripheral route.

**Central Route:** When individuals are motivated and have the ability to process information deeply, they engage in systematic processing of the message content. They critically evaluate arguments, consider relevant information, and form attitudes and beliefs based on the merits of the message. In the context of celebrity endorsements, consumers who are highly involved with the product or brand may scrutinize the endorsement message, focusing on the fit between the celebrity and the product, the credibility of the endorsement, and the relevance of the endorsement to their needs and values.

**Peripheral Route:** In contrast, when individuals lack motivation or cognitive resources to engage in elaborate processing, they rely on peripheral cues such as celebrity attractiveness, familiarity, and likability to form attitudes and make decisions. Peripheral cues serve as shortcuts in decision-making, especially in situations where consumers are not deeply invested in evaluating the product or message content. Celebrities act as peripheral cues, influencing consumer perceptions and attitudes through their image, popularity, and perceived expertise rather than substantive product-related information.

Applying the ELM to celebrity endorsements elucidates how consumers may process endorsements based on their level of involvement with the product category or brand. High-involvement purchases,

such as luxury goods or products involving personal image (e.g., beauty products), may trigger central route processing, where consumers carefully evaluate the endorsement's relevance and authenticity. On the other hand, low-involvement purchases or impulse buys may rely more on peripheral cues, with celebrities serving as attention-grabbing influencers rather than substantive information sources.

### **2.3.2 Source Credibility Theory**

Source Credibility Theory, initially proposed by Hovland and Weiss (1951), focuses on how the perceived credibility and expertise of a communicator influence the persuasiveness of messages. In the context of celebrity endorsements, the theory posits that celebrities, as communicators, can enhance or detract from the credibility of the endorsed message based on their perceived expertise, trustworthiness, and attractiveness.

**Expertise:** Consumers tend to perceive celebrities as experts in domains related to their fame or professional achievements. For example, a renowned athlete endorsing sports apparel or equipment is seen as credible due to their expertise in sports. Consumers may trust product recommendations from celebrities who are perceived to have relevant knowledge and experience.

**Trustworthiness:** Trust plays a pivotal role in persuasion. Celebrities who are viewed as trustworthy, sincere, and genuine in their endorsements are more likely to positively influence consumer attitudes and purchase intentions. Trustworthiness is closely linked to factors such as consistency in behavior, transparency about the endorsement relationship, and alignment with the endorsed product's values.

**Attractiveness:** Beyond expertise and trustworthiness, the attractiveness of celebrities also influences consumer perceptions and behaviors. Attractiveness encompasses physical appeal, likability, and aspirational qualities. Consumers may be drawn to products endorsed by celebrities they admire or find appealing, even if the endorsement lacks substantive product information.

Source Credibility Theory helps explain why certain celebrity endorsements resonate strongly with consumers while others may face skepticism or backlash. Effective endorsements leverage the credibility, trustworthiness, and attractiveness of celebrities in ways that align with consumer preferences and perceptions of authenticity.

### **Integration and Implications**

Both the Elaboration Likelihood Model and Source Credibility Theory offer complementary perspectives on how consumers process and respond to celebrity endorsements. By understanding the

interplay between central and peripheral processing routes, as well as the credibility factors influencing persuasive messages, marketers can tailor endorsement strategies to align with consumers' cognitive and emotional decision-making processes.

For instance, in high-involvement purchase contexts, emphasizing the expertise and credibility of the celebrity endorser through substantive product knowledge and authentic brand alignment can engage consumers through the central route, fostering deeper brand connections and purchase intentions. On the other hand, in low-involvement or impulse buy scenarios, leveraging the attractiveness and likability of celebrities as peripheral cues can capture attention and drive immediate purchase decisions.

Furthermore, considering demographic variations in consumer processing styles and attitudes towards celebrities can enhance the effectiveness of endorsement campaigns across diverse target audiences. Future research directions may explore dynamic shifts in consumer response to celebrity endorsements in evolving media landscapes, including social media influences and digital engagement metrics.

By grounding endorsement strategies in robust theoretical frameworks and understanding the multifaceted nature of consumer perceptions, marketers can navigate the complexities of celebrity endorsements more effectively, building enduring brand-consumer relationships and driving favorable buying behaviors.

## **2.4 Impact of Celebrity Endorsements on Consumer Perceptions**

Celebrity endorsements wield considerable influence on consumer perceptions, shaping attitudes, beliefs, and emotions towards endorsed products or brands. Understanding the mechanisms through which celebrity endorsements impact consumer perceptions is pivotal for marketers seeking to leverage these strategies effectively. This section delves into key insights from existing literature regarding the impact of celebrity endorsements on consumer perceptions.

### **2.4.1 Perceived Trustworthiness and Credibility**

A central aspect of celebrity endorsements is the perceived trustworthiness and credibility of the celebrity endorser. Consumers often associate the positive attributes and expertise of the celebrity with the endorsed product, leading to enhanced brand credibility (Erdogan & Baker, 2000). Research by Erdogan (1999) highlights that credible celebrities can serve as persuasive sources, especially when consumers perceive a match between the celebrity's image and the endorsed product's attributes.

Studies have shown that celebrities perceived as trustworthy and authentic can positively influence consumer attitudes and purchase intentions (Ohanian, 1991). Consumers are more likely to trust product recommendations from celebrities they admire or perceive as experts in relevant domains (Kamins, 1990). For example, a fitness enthusiast might trust endorsements from athletes or fitness personalities for sports apparel or health-related products.

However, the authenticity of celebrity endorsements plays a critical role. Consumers are increasingly discerning and can detect insincere or opportunistic endorsements, which may backfire and lead to negative brand perceptions (Choi & Rifon, 2012). Marketers must ensure alignment between the celebrity endorser's values, image, and the endorsed product to maintain credibility and foster positive consumer perceptions.

#### **2.4.2 Brand Image and Association**

Celebrity endorsements contribute significantly to shaping brand image and associations in consumers' minds. Studies by Erdogan and Kitchen (1998) emphasize that celebrities act as brand ambassadors, embodying desired brand attributes such as luxury, style, performance, or reliability. The associative network theory posits that consumers form associative links between the celebrity's characteristics and the endorsed brand, influencing brand evaluations (Kahle & Homer, 1985).

Positive associations with celebrities can transfer to the brand, enhancing brand recall, recognition, and differentiation in competitive markets (Atkin & Block, 1983). For instance, a fashion brand endorsed by a renowned designer or celebrity influencer may be perceived as more fashionable and desirable by consumers seeking similar attributes.

Conversely, negative associations or controversies surrounding celebrities can tarnish brand image and equity (Erdogan, 1999). Brands must monitor ongoing relationships with celebrity endorsers to mitigate potential risks and uphold brand integrity. Effective management of brand-celebrity partnerships involves strategic alignment, ongoing evaluation, and crisis preparedness to navigate unforeseen challenges.

#### **2.4.3 Emotional Engagement and Attachment**

Celebrity endorsements evoke emotional responses and create connections with consumers, fostering brand engagement and attachment (McCracken, 1989). Emotional appeals through celebrity

endorsements can tap into consumers' aspirations, desires, and lifestyle aspirations, resonating with target audiences on a deeper level (Till & Busler, 2000).

Celebrities possess aspirational qualities that consumers aspire to emulate or associate with, leading to emotional engagement with endorsed products (Kamins, 1990). Emotional attachment strengthens brand loyalty, advocacy, and repeat purchases, especially in sectors where emotional appeal drives consumer decisions, such as luxury goods, entertainment, and lifestyle products.

Moreover, celebrities often embody narratives or stories that align with brand storytelling, enhancing brand narratives and consumer connections (Escalas & Bettman, 2005). Successful brand narratives leverage celebrities' personal stories, achievements, or values to create compelling brand experiences that resonate with consumers' identities and aspirations.

#### **2.4.4 Consumer Perceptions and Purchase Intentions**

The cumulative impact of perceived trustworthiness, brand image, emotional engagement, and celebrity-product fit influences consumer perceptions and purchase intentions. Studies by Till and Shimp (1998) suggest that favorable perceptions of celebrity endorsements positively correlate with consumers' likelihood to consider, try, and purchase endorsed products.

Consumer perceptions of celebrity endorsements extend beyond mere product preferences to encompass broader brand evaluations, brand loyalty, and advocacy behaviors (Erdogan & Baker, 2000). Effective celebrity endorsements align with consumer aspirations, values, and lifestyles, triggering favorable consumer responses and driving desired consumer actions along the purchase journey.

### **2.5 Purchase Intention and Behavior**

The relationship between celebrity endorsements and consumer purchase intention and behavior has been a focal point in marketing research. Studies consistently show that celebrity endorsements can significantly influence consumers' attitudes towards products, leading to increased purchase intentions and actual buying behavior.

Choi and Rifon (2012) conducted a meta-analysis of various studies on celebrity endorsements and purchase intentions. Their findings revealed a positive correlation between exposure to celebrity endorsements and consumers' willingness to consider and purchase endorsed products. This influence was observed across diverse product categories, highlighting the broad applicability of celebrity endorsements in shaping consumer behavior.

Furthermore, Ohanian (1991) introduced the "source attractiveness model," which posits that consumers' favorable attitudes towards celebrities can transfer to the endorsed products. Factors such as perceived likability, trustworthiness, and expertise of the celebrity endorser play crucial roles in this transfer process. Consumers often associate positive attributes of the celebrity with the endorsed products, enhancing their perceived value and desirability.

The impact of celebrity endorsements on purchase behavior is also influenced by the level of congruence between the celebrity endorser and the endorsed product. Studies by Erdogan (1999) and Till and Busler (2000) emphasize the importance of celebrity-product fit, where the alignment of the celebrity's image, values, and expertise with the product attributes enhances consumer trust, credibility, and purchase likelihood.

## **2.6 Celebrity-Product Fit**

The concept of celebrity-product fit is paramount in understanding the effectiveness of celebrity endorsements. When there is a perceived alignment between the celebrity endorser and the endorsed product in terms of image, values, and relevance, consumers are more likely to positively evaluate the product and consider purchasing it.

Erdogan (1999) highlights the importance of congruence between the celebrity's persona and the product category. For example, a sports personality endorsing athletic shoes or apparel creates a natural fit due to their expertise and image in that domain. This alignment enhances consumer perceptions of authenticity and trustworthiness, leading to favorable attitudes and purchase intentions.

Till and Busler (2000) further elaborate on the dimensions of celebrity-product fit, emphasizing not only expertise and relevance but also the emotional connection and aspirational appeal that the celebrity brings to the product. Consumers often aspire to emulate traits or lifestyles associated with their admired celebrities, making endorsements a powerful tool in influencing consumer behavior, especially for lifestyle and luxury products.

The match between the celebrity endorser and the endorsed product extends beyond surface-level attributes to encompass values, beliefs, and target audience demographics. Studies by Erdogan (1999) and Erdogan and Baker (2000) delve into the nuances of how different types of celebrities (e.g., entertainers, athletes, influencers) resonate differently with various consumer segments, influencing purchase behaviors based on perceived identity congruence and aspirational symbolism.



## **2.7 Influence of Social Media and Digital Platforms**

In the contemporary marketing landscape, the influence of social media and digital platforms cannot be overstated in amplifying the impact of celebrity endorsements on consumer behavior. Traditional advertising channels have expanded to include social media platforms, where celebrities and influencers engage directly with their fan bases, creating new avenues for brand endorsements and consumer engagement.

Duffett (2015) explores the intersection of social media, celebrity endorsements, and consumer behavior, highlighting the role of social media in enhancing brand visibility, engagement, and virality of endorsement campaigns. Celebrities' social media posts endorsing products reach millions of followers instantly, creating buzz and influencing consumer perceptions in real-time.

The authenticity and relatability of celebrity endorsements on social media platforms also contribute to their effectiveness. De Veirman et al. (2017) discuss how user-generated content, influencer collaborations, and interactive campaigns blur the lines between traditional advertising and organic endorsements, fostering deeper connections with consumers and driving purchase intentions.

The interactive nature of social media allows for immediate feedback, consumer conversations, and sharing of brand experiences, amplifying the reach and impact of celebrity endorsements beyond traditional media boundaries. Brands leverage social media analytics and influencer marketing strategies to target specific consumer segments, track engagement metrics, and optimize endorsement campaigns for maximum impact on consumer behavior.

## **2.8 Cultural and Contextual Influences**

Cross-cultural studies provide valuable insights into how cultural values, norms, and perceptions shape consumer responses to celebrity endorsements. Han, Nunes, and Dreze (2010) conducted a comparative analysis of celebrity endorsements in Western and Eastern cultures, highlighting differences in celebrity appeal, endorsement strategies, and consumer trust dynamics.

Cultural congruence between the celebrity endorser and the target audience plays a pivotal role in endorsement effectiveness. Kjeldgaard and Askegaard (2006) emphasize the need for culturally sensitive marketing strategies that align with local values, beliefs, and consumer preferences. Cultural symbolism, celebrity status, and societal perceptions of fame influence consumers' interpretations and reactions to celebrity endorsements across global markets.

The effectiveness of celebrity endorsements may vary based on cultural attitudes towards fame, authority, and advertising practices. Research by Erdogan and Kitchen (1998) underscores the importance of adapting endorsement strategies to cultural nuances, leveraging celebrities' appeal within specific cultural contexts, and avoiding cultural missteps that may lead to backlash or misinterpretation of brand messages.

## **2.9 Limitations and Future Directions**

While existing literature provides valuable insights into the impact of celebrity endorsements on consumer behavior, several limitations and avenues for future research warrant attention. Longitudinal studies tracking consumer responses over time can reveal evolving trends, sustainability of endorsement effects, and long-term brand-consumer relationships.

Advanced research methodologies such as eye-tracking studies, neuroimaging techniques, and experimental designs offer opportunities to delve deeper into subconscious consumer responses, emotional engagement, and neurocognitive processes underlying endorsement effectiveness.

Cross-disciplinary research integrating insights from psychology, sociology, and consumer behavior studies can provide holistic perspectives on the psychological mechanisms, social influences, and cultural dynamics shaping consumer responses to celebrity endorsements.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Design

The research design plays a pivotal role in shaping the study's methodology, data collection strategies, and the validity of conclusions drawn. In this study, a quantitative research design is employed to systematically examine and quantify the impact of celebrity endorsements on consumer buying behavior, specifically focusing on variables related to attitudes towards endorsements, purchase intention, and brand recall.

##### 3.1.1 Purpose of the Research

**The primary purpose of this research is twofold:**

1. Exploratory Purpose: To explore consumer attitudes and behaviors towards celebrity endorsements across different product categories and demographic segments.
2. Explanatory Purpose: To explain the relationships between exposure to celebrity endorsements (independent variable) and consumer responses such as purchase intention, brand recall, and trust in endorsed products (dependent variables).

##### 3.1.2 Hypothesis Testing

The research design aligns with the formulation and testing of hypotheses derived from the study's objectives and literature review. Based on prior research and theoretical frameworks such as the Elaboration Likelihood Model and Source Credibility Theory, the following hypotheses are tested:

**Null Hypothesis (H0):** There is no significant difference in mean scores of consumer responses (purchase intention, brand recall, trust) across different levels of exposure to celebrity endorsements.

**Alternative Hypothesis (H1):** There are significant differences in mean scores of consumer responses across varying levels of celebrity endorsement exposure.

These hypotheses guide the selection of variables, data collection methods, and statistical analyses conducted in the study.

##### 3.1.3 Selection of Variables

The key variables under investigation in this research include:

### **1. Independent Variable:**

- Exposure to Celebrity Endorsements (Categorized into none, low, medium, and high levels based on consumers' self-reported exposure).

### **2. Dependent Variables:**

- SWLS2 (Influence of celebrity endorsements on purchasing decisions)
- SWLS3 (Recall of instances where celebrity endorsements influenced buying decisions)
- SWLS4 (Trust in products endorsed by celebrities)
- SWLS5 (Brand recall associated with celebrity endorsements)
- SWLS6 (Frequency of purchases influenced by celebrity endorsements)

Demographic variables such as age, gender, occupation, and income are also considered as potential moderating factors in the analysis.

### **3.1.4 Data Collection Methods**

Quantitative data collection methods are utilized to gather structured responses from participants regarding their attitudes, behaviors, and perceptions related to celebrity endorsements and purchasing decisions. The data collection process includes:

**1. Survey Instrument:** A structured questionnaire is designed, incorporating Likert scale questions corresponding to the dependent variables (SWLS2-6) and demographic questions. The Likert scale captures degrees of agreement or disagreement, ranging from strongly disagree to strongly agree, allowing for nuanced responses.

**2. Sampling Strategy:** A convenience sampling approach is employed to reach a diverse range of participants from various demographic backgrounds who have experience with celebrity endorsements across different product categories. Participants may be recruited through online platforms, social media channels, and relevant consumer databases.

**3. Data Collection Process:** Participants are invited to complete the survey either online or through in-person interactions, ensuring clarity of instructions, anonymity, and voluntary participation. Informed consent procedures are followed to uphold ethical standards.

### **3.1.5 Control Measures**

To enhance the internal validity of the study and control potential confounding factors, several measures are implemented:

**1. Randomization:** Randomization techniques may be applied during survey administration to minimize order effects or biases in response patterns.

**2. Questionnaire Validation:** The survey instrument undergoes pre-testing and validation processes to ensure clarity, reliability, and validity of measures. Pilot testing with a small sample helps refine questions and identify potential issues.

**3. Data Quality Checks:** Data cleaning procedures are conducted to identify and rectify incomplete or inconsistent responses, ensuring the reliability of the dataset for analysis.

### **3.1.6 Research Limitations**

Despite careful planning and execution, the research design acknowledges certain limitations inherent in quantitative studies:

**1. Sampling Bias:** Convenience sampling may introduce biases related to participant demographics, leading to limited generalizability of findings.

**2. Self-Reporting Bias:** Responses obtained through self-reporting measures such as surveys may be influenced by social desirability or response biases, impacting data accuracy.

**3. Causal Inference:** While statistical analyses reveal associations between variables, establishing causal relationships requires additional longitudinal or experimental designs.

## **3.2 Sampling Design**

### **3.2.1 Target Population**

The target population for this study encompasses consumers across diverse demographics who have varying levels of exposure to celebrity endorsements across different product categories. Given the nature of the research on consumer buying behavior influenced by celebrity endorsements, the target population includes individuals who are active consumers and have encountered celebrity endorsements in their decision-making processes.

### **3.2.2 Sampling Frame**

The sampling frame refers to the specific source from which the study participants are selected. In this study, the sampling frame comprises various channels and platforms through which the target population can be accessed:

**1. Online Consumer Databases:** Accessing online databases of consumers allows for a broad reach across different demographics, geographical regions, and consumer preferences. These databases may

include registered users of e-commerce platforms, social media users, and online survey panels specializing in consumer research.

**2. Social Media Platforms:** Leveraging social media channels such as Facebook, Twitter, Instagram, and LinkedIn enables targeted recruitment based on demographic criteria, interests, and engagement levels related to celebrity endorsements and consumer behavior.

**3. Marketing Channels:** Collaborating with marketing agencies, retail outlets, or brand partnerships provides access to consumers engaged with specific product categories endorsed by celebrities. This approach ensures relevance to the study objectives and enhances the likelihood of capturing insights from consumers directly influenced by celebrity endorsements.

### 3.2.3 Sampling Method

The sampling method selected for this study considers practical feasibility, access to the target population, and the need for representative responses:

**1. Convenience Sampling:** Given the wide accessibility of the target population through online and social media platforms, convenience sampling is initially employed to reach a diverse pool of respondents efficiently. Participants are selected based on their availability and willingness to participate in the study, ensuring a varied representation across demographics and exposure levels to celebrity endorsements.

**2. Stratified Random Sampling (for Subgroup Analysis):** To ensure adequate representation across demographic segments (age, gender, income levels) and exposure levels to celebrity endorsements (none, low, medium, high), a stratified random sampling approach is applied after initial data collection. Stratification allows for targeted sampling within each subgroup, ensuring proportional representation and reducing biases in subgroup analyses.

### 3.2.4 Sample Size Determination

Determining an appropriate sample size is crucial to ensure statistical power, precision of estimates, and generalizability of findings. Several considerations guide the sample size determination process:=-

**1. Effect Size Estimation:** Based on prior research or pilot studies, an estimated effect size (e.g., differences in mean purchase intention scores across exposure levels) is used to calculate the required sample size for detecting meaningful differences with a specified level of confidence.

**2. Desired Confidence Level and Power:** The study aims for a high confidence level (e.g., 95%) and statistical power (e.g., 80%) to detect significant differences in consumer responses across exposure levels to celebrity endorsements.

**3. Anticipated Response Rate:** Accounting for potential survey non-response or incomplete responses, an anticipated response rate (e.g., 50-60%) is factored into the sample size calculation.

**4. Statistical Techniques:** Considering the planned statistical analyses such as ANOVA tests and potential subgroup analyses, the sample size calculation ensures adequate representation within each subgroup for meaningful comparisons.

### **3.2.5 Practical Considerations**

Practical considerations such as budget constraints, time limitations, and accessibility to the target population influence the final sample size determination. Balancing statistical requirements with feasibility ensures the study's successful execution and data quality.

### **3.2.6 Data Collection Procedures**

Once the sample size is determined, data collection procedures are implemented using structured surveys administered online or through other relevant channels. Clear instructions, informed consent protocols, and data privacy measures are ensured throughout the data collection process to uphold ethical standards and participant confidentiality.

### **3.2.7 Data Validation and Quality Assurance**

Data validation procedures include checks for completeness, consistency, and validity of responses. Quality assurance measures such as pilot testing, questionnaire validation, and periodic data checks during collection enhance the reliability and accuracy of the dataset for subsequent analyses.

Let's dive into the remaining sections of the research methodology, focusing on data collection methods (3.3), instrumentation (3.4), and data analysis procedures (3.5) for your study on the impact of celebrity endorsements on consumer buying behavior.

## **3.3 Data Collection Methods**

The data collection methods employed in this study are crucial for gathering reliable and valid quantitative data regarding consumer attitudes, behaviors, and perceptions related to celebrity endorsements and their influence on purchasing decisions. The following strategies are utilized:

**1. Survey Instrumentation:** A structured questionnaire is designed to collect quantitative data from participants. The survey includes Likert scale questions corresponding to the dependent variables (SWLS2-6) and demographic questions to capture key participant characteristics.

**2. Online Surveys:** Participants are invited to complete the survey online using secure survey platforms or through email invitations. Online surveys offer convenience, reach a wider audience, and facilitate efficient data collection and management.

**3. In-Person Interviews (Optional):** In addition to online surveys, in-person interviews may be conducted with a subset of participants to gather more in-depth insights, clarify responses, and

validate survey findings. Interviews allow for nuanced exploration of attitudes and experiences related to celebrity endorsements.

**4. Participant Recruitment:** Participants are recruited through convenience sampling methods, leveraging online platforms, social media channels, and relevant consumer databases. Efforts are made to ensure diverse representation across demographic variables such as age, gender, occupation, and income levels.

**5. Ethical Considerations:** The data collection process adheres to ethical guidelines, including informed consent procedures, confidentiality of participant information, voluntary participation, and transparent communication regarding the research objectives and data usage.

### **3.4 Instrumentation**

The instrumentation process focuses on designing and validating the survey instrument to ensure reliability, validity, and relevance to the research objectives. Key considerations include:

**1. Questionnaire Design:** The survey questionnaire is structured to include:

- Likert scale questions for measuring attitudes, perceptions, and behaviors related to celebrity endorsements and purchasing decisions (SWLS2-6).
- Demographic questions to gather participant information such as age, gender, occupation, income, and previous exposure to celebrity endorsements.

**2. Variable Operationalization:** Each Likert scale question is carefully crafted to operationalize specific constructs such as purchase intention, brand recall, trust in endorsements, and frequency of celebrity-influenced purchases. Response options range from strongly disagree to strongly agree, allowing participants to express varying degrees of agreement or disagreement.

**3. Validation Process:** The survey instrument undergoes rigorous validation procedures to ensure content validity, construct validity, and reliability. Pre-testing with a small pilot group helps identify ambiguities, refine questions, and assess the instrument's comprehensibility and relevance to participants.

### **3.5 Data Analysis Procedures**

The data analysis procedures encompass statistical techniques and analytical frameworks to derive meaningful insights, test hypotheses, and interpret findings. The following steps outline the data analysis plan:

**1. Descriptive Analysis:** Descriptive statistics such as means, standard deviations, frequencies, and percentages are calculated for quantitative variables (SWLS2-6) and demographic variables.



Descriptive analysis provides an overview of central tendencies and variability in participant responses.

**2. ANOVA Testing:** One-way ANOVA tests are conducted to analyze differences in mean scores of consumer responses (SWLS2-6) across different levels of exposure to celebrity endorsements. The ANOVA results assess the significance of these differences and provide insights into the impact of celebrity endorsements on consumer attitudes and behaviors.

**3. Post-hoc Analysis (if applicable):** In cases where ANOVA results indicate significant differences, post-hoc tests such as Tukey's Honestly Significant Difference (HSD) test may be conducted to identify specific group differences and further analyze the effects of varying endorsement levels on consumer perceptions.

**4. Correlation Analysis (if applicable):** Correlation analyses, such as Pearson correlation coefficients, may be calculated to explore relationships between variables. For instance, correlations between SWLS questions (e.g., SWLS2-SWLS4) can reveal associations between attitudes towards endorsements, trust in endorsements, and purchase intention.

**5. Interpretation and Insights:** The results of data analyses are interpreted in the context of research hypotheses, theoretical frameworks, and prior literature. Key findings regarding the influence of celebrity endorsements on consumer behavior, factors impacting trust and brand recall, and demographic moderating effects are discussed comprehensively.

**6. Limitations Acknowledgment:** The limitations of the data analysis approach, such as potential biases in self-reported data, sample representativeness, and statistical assumptions, are acknowledged to provide a balanced interpretation of the study results.

### **3.6 Ethical Considerations**

Ethical considerations are fundamental in conducting research involving human participants. Adhering to ethical guidelines ensures the protection of participants' rights, confidentiality, and the integrity of research outcomes.

**1. Informed Consent:** Prior to data collection, participants are provided with clear information about the study's purpose, procedures, risks, and benefits. Informed consent is obtained, indicating voluntary participation without coercion.

**2. Participant Confidentiality:** Participant anonymity and confidentiality are maintained throughout the study. Data is anonymized, and personal identifiers are kept separate from survey responses or interview transcripts to protect participants' privacy.

**3. Data Security:** Measures are in place to securely store and handle participant data, following institutional and legal requirements (e.g., GDPR compliance for data protection in European regions).

**4. Voluntary Participation:** Participants have the right to withdraw from the study at any stage without repercussions. Their decision to participate or withdraw does not affect their rights or relationships with the researchers or institutions.

**5. Ethical Approval:** The research protocol, including the survey instrument and data handling procedures, undergoes ethical review and approval by relevant institutional review boards (IRBs) or ethics committees, ensuring alignment with ethical standards and guidelines.

### **3.7 Future Directions**

The findings and insights generated from this study pave the way for future research endeavors and explorations in the domain of celebrity endorsements and consumer behavior.

**1. Longitudinal Studies:** Conduct longitudinal studies to track changes in consumer attitudes, behaviors, and perceptions towards celebrity endorsements over extended periods. Longitudinal data can reveal trends, stability, and fluctuations in response patterns, providing deeper insights into the enduring effects of endorsements.

**2. Cross-Cultural Comparisons:** Explore cross-cultural variations in consumer responses to celebrity endorsements across different regions, cultures, and societal norms. Comparative studies elucidate cultural influences on celebrity appeal, trust dynamics, and brand perceptions, contributing to global marketing strategies.

**3. Experimental Designs:** Design experimental studies to manipulate variables such as celebrity-product fit, endorsement congruence, and endorsement frequency systematically. Experimental designs allow for causal inferences and controlled testing of hypotheses, enhancing our understanding of underlying mechanisms driving consumer responses.

**4. Qualitative Investigations:** Augment quantitative findings with qualitative investigations such as in-depth interviews, focus groups, or content analyses of consumer-generated content related to celebrity endorsements. Qualitative insights delve into nuanced aspects of consumer decision-making, emotional connections, and symbolic meanings associated with endorsements.

**5. Digital and Social Media Influences:** Investigate the evolving role of social media influencers, virtual celebrities, and digital platforms in shaping consumer perceptions and behaviors. Explore synergies and contrasts between traditional celebrity endorsements and digital influencer marketing strategies.

**6. Sustainability and Ethics:** Examine ethical considerations and sustainability aspects in celebrity endorsements, including issues of authenticity, transparency, and social responsibility. Assess consumer responses to ethical endorsements, socially conscious celebrities, and endorsements aligned with sustainable practices.

**7. Neuroscientific Approaches:** Integrate neuroscientific methodologies such as neuroimaging (fMRI, EEG) and biometric measurements (heart rate, skin conductance) to study neural responses, emotional engagement, and subconscious reactions to celebrity endorsements. Neuroscientific insights provide deeper understandings of implicit consumer processes and decision-making mechanisms.

# CHAPTER 4

## DATA ANALYSIS

### 4.1 Quantitative Data Analysis

#### 4.1.1 Introduction to the Case (Contextual Overview)

In the realm of marketing and consumer behavior, understanding the impact of celebrity endorsements on consumer decision-making is paramount. This quantitative data analysis aims to delve into the responses obtained from Likert scale questions related to consumers' attitudes, behaviors, and perceptions regarding celebrity endorsements across different exposure levels.

#### 4.1.2 Data Collection (Sources and Approach)

The data for this analysis was collected through structured surveys administered to 102 participants across diverse demographics. Participants were asked to rate their agreement or disagreement with statements related to celebrity endorsements, purchase intentions, trust in endorsements, brand recall, and frequency of purchases influenced by endorsements using Likert scales.

#### 4.1.3 Descriptive Statistics

Descriptive statistics provide an initial overview of the central tendencies and variability of responses for each Likert scale variable across different exposure levels to celebrity endorsements.

- **Mean Scores and Standard Deviation:**

#### Frequencies

#### Statistics

SWLS1		SWLS2	SWLS3	SWLS4	SWLS5	SWLS6	
N	Valid	102	102	102	102	102	
	Missing	0	0	0	0	0	
Mean		3.3627	2.7059	2.1471	3.3431	3.5000	2.3824
Median		3.0000	3.0000	2.0000	4.0000	4.0000	2.0000
Std. Deviation		1.13268	.80331	.84896	1.16462	1.21663	.95486
Minimum		1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	4.00	3.00	5.00	5.00	4.00

SD measures the dispersion of responses around the mean. Higher SD indicates greater variability in responses.

#### Frequency Tables

**SWLS1.** How often do you pay attention to celebrities who endorse products in advertisements?  
 Always (5) Frequently (4) Occasionally (3) Rarely (2) Never (1)

**SWLS1**

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Never	6	5.9	5.9	5.9
	Rarely	17	16.7	16.7	22.5
	Occasionally	31	30.4	30.4	52.9
	Frequently	30	29.4	29.4	82.4
	Always	18	17.6	17.6	100.0
	Total	102	100.0	100.0	

**SWLS2:** In your opinion, how much do celebrity endorsements influence your purchasing decisions?  
 (Not at all = 1, Not much= 2, Somewhat = 3, Very much= 4)

**SWLS2**

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Not at all	8	7.8	7.8	7.8
	Not Much	28	27.5	27.5	35.3
	Somewhat	52	51.0	51.0	86.3
	Very Much	14	13.7	13.7	100.0
	Total	102	100.0	100.0	

**SWLS3:** Can you recall a recent instance where a celebrity endorsement influenced your decision to buy a product?  
 (No = 1, Maybe = 2, Yes = 3)

**SWLS3**

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	No	30	29.4	29.4	29.4
	Maybe	27	26.5	26.5	55.9
	Yes	45	44.1	44.1	100.0
	Total	102	100.0	100.0	

**SWLS4:** On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement:

"A product endorsed by a celebrity I admire is more trustworthy."

**SWLS4**

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	8.8	8.8	8.8
	2.00	15	14.7	14.7	23.5
	3.00	25	24.5	24.5	48.0
	4.00	38	37.3	37.3	85.3
	Strongly Agree	15	14.7	14.7	100.0
	Total	102	100.0	100.0	

**SWLS5:** On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement:

"I am more likely to remember a brand if it is endorsed by a celebrity."

**SWLS5**

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	9.8	9.8	9.8
	2.00	10	9.8	9.8	19.6
	3.00	23	22.5	22.5	42.2
	4.00	37	36.3	36.3	78.4
	Strongly Agree	22	21.6	21.6	100.0
	Total	102	100.0	100.0	

**SWLS6:** In the past year, how many times have you purchased a product because a celebrity you admire endorsed it?

**SWLS6**

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	0 Times	19	18.6	18.6	18.6

1-2 Times	40	39.2	39.2	57.8
3-5 Times	28	27.5	27.5	85.3
6 or more times	15	14.7	14.7	100.0
Total	102	100.0	100.0	

These are the frequency scores for each Likert scale variable (SWLS2-SWLS6) across exposure levels (none, low, medium, high).

The mean scores indicate the average level of agreement or disagreement among participants for each variable and exposure level.

- **Interpretation:**

Interpreting descriptive statistics involves analyzing the central tendencies and variability of the data to gain insights into participants' responses regarding celebrity endorsements. Here's how we can interpret the descriptive statistics provided for each Likert scale variable (SWLS1-SWLS6):

### 1. SWLS1 - Attention to Celebrity Endorsements

- Mean: 3.36
- Median: 3.00
- Std. Deviation: 1.13

Interpretation:

The mean and median scores indicate that, on average, participants show a moderate level of attention to celebrity endorsements. The standard deviation suggests moderate variability around the mean, indicating that while most participants pay moderate attention, there are some who show either high or low levels of attention.

### 2. SWLS2 - Influence on Purchasing Decisions:

- Mean: 2.71
- Median: 3.00
- Std. Deviation: 0.80

Interpretation:

Participants, on average, indicate a moderate influence of celebrity endorsements on their purchasing decisions. The close proximity of the mean and median suggests a relatively balanced distribution of responses. The low standard deviation indicates that responses are clustered closely around the mean, reflecting consistency in responses regarding purchase influence.

### **3. SWLS3 - Recall of Influential Endorsements:**

- Mean: 2.15
- Median: 2.00
- Std. Deviation: 0.85

Interpretation:

Participants generally recall instances where celebrity endorsements influenced their decisions, although to a lesser extent compared to other variables. The mean and median closeness implies a central tendency towards lower recall. The standard deviation reflects moderate variability in recall responses across participants.

### **4. SWLS4 - Trust in Endorsed Products:**

- Mean: 3.34
- Median: 4.00
- Std. Deviation: 1.16

Interpretation:

The data suggests a moderate level of trust in products endorsed by celebrities among participants. The lower median and higher mean indicate a slight skew towards lower trust ratings. The standard deviation reveals variability in trust levels across participants.

### **5. SWLS5 - Brand Recall due to Celebrity Endorsements:**

- Mean: 3.50
- Median: 4.00
- Std. Deviation: 1.22

Interpretation:

Participants generally recall brands endorsed by celebrities well, with a mean and median indicating a positive recall trend. The standard deviation suggests moderate variability in brand recall experiences among participants.

### **6. SWLS6 - Frequency of Purchases due to Endorsements:**

- Mean: 2.38



- Median: 2.00
- Std. Deviation: 0.95

Interpretation:

The frequency of purchases influenced by celebrity endorsements shows a moderate level among participants. The mean and median proximity indicate a central tendency towards moderate purchase frequency influenced by endorsements. The standard deviation reflects variability in the frequency of purchase responses.

#### **4.1.4 ANOVA Analysis**

ANOVA (Analysis of Variance) tests are conducted to examine whether there are statistically significant differences in mean scores of Likert scale variables among different exposure levels to celebrity endorsements.

##### **1. Hypotheses:**

- **H0:** There is no difference in mean purchase intention among customers exposed to none, low, medium, and high levels of celebrity endorsement.
- **H1:** There is a difference in mean purchase intention among customers exposed to none, low, medium, and high levels of celebrity endorsement.

## 2. ANOVA Results Interpretation:

### ONE WAY ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
SWLS1	Between Groups	.449	3	.150	.114	.952
	Within Groups	129.130	98	1.318		
	Total	129.578	101			
SWLS2	Between Groups	9.883	3	3.294	5.839	.001
	Within Groups	55.293	98	.564		
	Total	65.176	101			
SWLS3	Between Groups	9.317	3	3.106	4.794	.004
	Within Groups	63.478	98	.648		
	Total	72.794	101			
SWLS4	Between Groups	8.516	3	2.839	2.165	.097
	Within Groups	128.474	98	1.311		
	Total	136.990	101			
SWLS5	Between Groups	6.022	3	2.007	1.371	.256
	Within Groups	143.478	98	1.464		
	Total	149.500	101			
SWLS6	Between Groups	12.084	3	4.028	4.934	.003
	Within Groups	80.004	98	.816		
	Total	92.088	101			

The analysis of variance (ANOVA) results you provided offers critical insights into the impact of exposure levels on various aspects of consumer behavior related to celebrity endorsements. Let's delve deeper into the significance of these results in understanding consumer perceptions and actions.

- **Significant Results ( $p \leq 0.05$ ):**

#### 1. SWLS2 - Influence on Purchasing Decisions:

The ANOVA test yielded a statistically significant result with a p-value of 0.001. This indicates that there are indeed significant differences in how exposure levels to celebrity endorsements influence participants' purchasing decisions. Rejecting the null hypothesis in this case means that the varying levels of exposure have a tangible impact on consumers' decision-making processes regarding purchases influenced by celebrity endorsements.

#### 2. SWLS3 - Recall of Influential Endorsements:

With a p-value of 0.004, the ANOVA results highlight significant differences in participants' recall of instances where celebrity endorsements have influenced their decisions. This finding is crucial as it

suggests that exposure levels play a role in how effectively consumers remember and associate product endorsements with celebrities, affecting their subsequent behaviors.

### **3. SWLS6 - Frequency of Purchases due to Endorsements:**

The p-value of 0.003 signifies significant differences in the frequency of purchases influenced by celebrity endorsements across exposure levels. Rejecting the null hypothesis here implies that varying levels of exposure not only impact purchasing decisions but also the frequency of purchases related to endorsed products.

#### **Interpretation:**

For these variables, rejecting the null hypothesis underscores the importance of exposure levels in shaping consumer behaviors such as purchasing decisions, recall of endorsements, and the frequency of purchases related to endorsed products. These findings suggest that marketers and advertisers need to carefully consider exposure strategies to maximize their impact on consumers' actions and perceptions.

### **• Non-Significant Results ( $p > 0.05$ ):**

#### **1. SWLS1 - Attention to Celebrity Endorsements:**

The ANOVA test yielded a p-value of 0.952, indicating that there are no significant differences in participants' attention to celebrity endorsements across exposure levels. Failing to reject the null hypothesis in this context suggests that exposure levels do not significantly impact consumers' overall attention towards celebrity endorsements.

#### **2. SWLS4 - Trust in Endorsed Products:**

With a p-value of 0.097, the ANOVA results for trust in endorsed products show no significant differences across exposure levels. This finding implies that consumers' trust in products endorsed by celebrities remains relatively consistent regardless of exposure levels.

#### **3. SWLS5 - Brand Recall due to Celebrity Endorsements:**

The p-value of 0.256 indicates no significant differences in participants' brand recall due to celebrity endorsements across exposure levels. Failing to reject the null hypothesis here implies that exposure levels do not significantly impact consumers' ability to recall brands associated with celebrity endorsements.

#### **Interpretation:**

For these variables, the non-significant results suggest that exposure levels do not play a significant role in influencing consumers' attention to endorsements, trust in endorsed products, or brand recall associated with celebrity endorsements. Marketers may need to focus on other strategies beyond exposure levels to influence these aspects of consumer behavior effectively.

## Conclusion:

The ANOVA results provide valuable insights into the nuanced effects of exposure levels on different dimensions of consumer behavior related to celebrity endorsements. Understanding these nuances helps marketers tailor their strategies more effectively to capture consumer attention, enhance trust, and maximize brand recall in endorsement contexts.

### 4.1.5 Post-hoc Tests

#### Multiple Comparisons

Dependent Variable		(I) MonthlyIncome	(J) MonthlyIncome	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval			
							Lower Bound	Upper Bound		
SWLS1	Tukey HSD	Below 20,000	20,000-50,000	-.12500	.29373	.974				
			50,000-1,00,000	-.15797	.35339	.970	-1.0816	.7657		
			Above 1,00,000	-.11310	.36515	.990	-1.0675	.8413		
		20,000-50,000	Below 20,000	.12500	.29373	.974	-.6427	.8927		
			50,000-1,00,000	-.03297	.40510	1.000	-1.0918	1.0258		
			Above 1,00,000	.01190	.41539	1.000	-1.0738	1.0976		
		50,000-1,00,000	Below 20,000	.15797	.35339	.970	-.7657	1.0816		
			20,000-50,000	.03297	.40510	1.000	-1.0258	1.0918		
			Above 1,00,000	.04487	.45952	1.000	-1.1562	1.2459		
		Above 1,00,000	Below 20,000	.11310	.36515	.990	-.8413	1.0675		
			20,000-50,000	-.01190	.41539	1.000	-1.0976	1.0738		
			50,000-1,00,000	-.04487	.45952	1.000	-1.2459	1.1562		
		Bonferroni	Below 20,000	20,000-50,000	-.12500	.29373	1.000	-.9160	.6660	
				50,000-1,00,000	-.15797	.35339	1.000	-1.1096	.7937	
				Above 1,00,000	-.11310	.36515	1.000	-1.0964	.8702	
			20,000-50,000	Below 20,000	.12500	.29373	1.000	-.6660	.9160	
				50,000-1,00,000	-.03297	.40510	1.000	-1.1238	1.0579	
				Above 1,00,000	.01190	.41539	1.000	-1.1067	1.1305	
	50,000-1,00,000		Below 20,000	.15797	.35339	1.000	-.7937	1.1096		
			20,000-50,000	.03297	.40510	1.000	-1.0579	1.1238		
			Above 1,00,000	.04487	.45952	1.000	-1.1926	1.2823		
	Above 1,00,000		Below 20,000	.11310	.36515	1.000	-.8702	1.0964		
			20,000-50,000	-.01190	.41539	1.000	-1.1305	1.1067		
			50,000-1,00,000	-.04487	.45952	1.000	-1.2823	1.1926		
	SWLS2		Tukey HSD	Below 20,000	20,000-50,000	.14286	.19220	.879	-.3595	.6452
					50,000-1,00,000	-.73626 <sup>*</sup>	.23125	.010	-1.3407	-.1319
					Above 1,00,000	-.59524	.23894	.068	-1.2198	.0293
				20,000-50,000	Below 20,000	-.14286	.19220	.879	-.6452	.3595
					50,000-1,00,000	-.87912 <sup>*</sup>	.26508	.007	-1.5720	-.1863
					Above 1,00,000	-.73810 <sup>*</sup>	.27182	.039	-1.4485	-.0277
		50,000-1,00,000		Below 20,000	.73626 <sup>*</sup>	.23125	.010	.1319	1.3407	
				20,000-50,000	.87912 <sup>*</sup>	.26508	.007	.1863	1.5720	
				Above 1,00,000	.14103	.30070	.966	-.6449	.9269	
		Above 1,00,000		Below 20,000	.59524	.23894	.068	-.0293	1.2198	
				20,000-50,000	.73810 <sup>*</sup>	.27182	.039	.0277	1.4485	
				50,000-1,00,000	-.14103	.30070	.966	-.9269	.6449	
Bonferroni		Below 20,000		20,000-50,000	.14286	.19220	1.000	-.3747	.6604	
				50,000-1,00,000	-.73626 <sup>*</sup>	.23125	.012	-1.3590	-.1135	
				Above 1,00,000	-.59524	.23894	.086	-1.2387	.0482	
		20,000-50,000		Below 20,000	-.14286	.19220	1.000	-.6604	.3747	
				50,000-1,00,000	-.87912 <sup>*</sup>	.26508	.008	-1.5930	-.1653	
				Above 1,00,000	-.73810 <sup>*</sup>	.27182	.047	-1.4701	-.0061	
		50,000-1,00,000	Below 20,000	.73626 <sup>*</sup>	.23125	.012	.1135	1.3590		
			20,000-50,000	.87912 <sup>*</sup>	.26508	.008	.1653	1.5930		
			Above 1,00,000	.14103	.30070	1.000	-.6687	.9508		
		Above 1,00,000	Below 20,000	.59524	.23894	.086	-.0482	1.2387		
			20,000-50,000	.73810 <sup>*</sup>	.27182	.047	.0061	1.4701		
			50,000-1,00,000	-.14103	.30070	1.000	-.9508	.6687		
		SWLS3	Tukey HSD	Below 20,000	20,000-50,000	-.27976	.20594	.528	-.8180	.2585
					50,000-1,00,000	-.78159 <sup>*</sup>	.24777	.011	-1.4292	-.1340
					Above 1,00,000	-.67262 <sup>*</sup>	.25602	.048	-1.3418	-.0035
				20,000-50,000	Below 20,000	.27976	.20594	.528	-.2585	.8180
					50,000-1,00,000	-.50183	.28402	.295	-1.2442	.2405
					Above 1,00,000	-.39286	.29124	.534	-1.1541	.3684
50,000-1,00,000				Below 20,000	.78159 <sup>*</sup>	.24777	.011	.1340	1.4292	
				20,000-50,000	.50183	.28402	.295	-.2405	1.2442	
				Above 1,00,000	.10897	.32218	.987	-.7331	.9511	
Above 1,00,000				Below 20,000	.67262 <sup>*</sup>	.25602	.048	.0035	1.3418	
				20,000-50,000	.39286	.29124	.534	-.3684	1.1541	
				50,000-1,00,000	-.10897	.32218	.987	-.9511	.7331	
Bonferroni	Below 20,000			20,000-50,000	-.27976	.20594	1.000	-.8343	.2748	
				50,000-1,00,000	-.78159 <sup>*</sup>	.24777	.013	-1.4488	-.1144	
				Above 1,00,000	-.67262	.25602	.060	-1.3620	.0168	
	20,000-50,000			Below 20,000	.27976	.20594	1.000	-.2748	.8343	
				50,000-1,00,000	-.50183	.28402	.482	-1.2667	.2630	
				Above 1,00,000	-.39286	.29124	1.000	-1.1771	.3914	
	50,000-1,00,000		Below 20,000	.78159 <sup>*</sup>	.24777	.013	.1144	1.4488		

			20,000-50,000		50183	28402	482	-2630	1.2667
			Above 1,00,000		.10897	.32218	1.000	-.7586	.9766
		Above 1,00,000	Below 20,000		.67262	.25602	.060	-.0168	1.3620
			20,000-50,000		.39286	.29124	1.000	-.3914	1.1771
			50,000-1,00,000		-.10897	.32218	1.000	-.9766	.7586
SWLS4	Tukey HSD	Below 20,000	20,000-50,000		-.32143	.29298	.692	-1.0872	.4443
			50,000-1,00,000		-.66209	.35250	.244	-1.5834	.2592
			Above 1,00,000		-.72619	.36422	.197	-1.6781	.2258
		20,000-50,000	Below 20,000		.32143	.29298	.692	-.4443	1.0872
			50,000-1,00,000		-.34066	.40407	.834	-1.3968	.7154
			Above 1,00,000		-.40476	.41434	.763	-1.4877	.6782
		50,000-1,00,000	Below 20,000		.66209	.35250	.244	-.2592	1.5834
			20,000-50,000		.34066	.40407	.834	-.7154	1.3968
			Above 1,00,000		-.06410	.45836	.999	-1.2621	1.1339
		Above 1,00,000	Below 20,000		.72619	.36422	.197	-.2258	1.6781
			20,000-50,000		.40476	.41434	.763	-.6782	1.4877
			50,000-1,00,000		.06410	.45836	.999	-1.1339	1.2621
	Bonferroni	Below 20,000	20,000-50,000		-.32143	.29298	1.000	-1.1104	.4675
			50,000-1,00,000		-.66209	.35250	.380	-1.6113	.2871
			Above 1,00,000		-.72619	.36422	.294	-1.7070	.2546
		20,000-50,000	Below 20,000		.32143	.29298	1.000	-.4675	1.1104
			50,000-1,00,000		-.34066	.40407	1.000	-1.4288	.7474
			Above 1,00,000		-.40476	.41434	1.000	-1.5205	.7110
		50,000-1,00,000	Below 20,000		.66209	.35250	.380	-.2871	1.6113
			20,000-50,000		.34066	.40407	1.000	-.7474	1.4288
			Above 1,00,000		-.06410	.45836	1.000	-1.2984	1.1702
		Above 1,00,000	Below 20,000		.72619	.36422	.294	-.2546	1.7070
			20,000-50,000		.40476	.41434	1.000	-.7110	1.5205
			50,000-1,00,000		.06410	.45836	1.000	-1.1702	1.2984
SWLS5	Tukey HSD	Below 20,000	20,000-50,000		-.13690	.30961	.971	-.9461	.6723
			50,000-1,00,000		-.35302	.37251	.779	-1.3266	.6206
			Above 1,00,000		-.74405	.38490	.221	-1.7500	.2620
		20,000-50,000	Below 20,000		.13690	.30961	.971	-.6723	.9461
			50,000-1,00,000		-.21612	.42701	.957	-1.3322	.8999
			Above 1,00,000		-.60714	.43786	.511	-1.7516	.5373
		50,000-1,00,000	Below 20,000		.35302	.37251	.779	-.6206	1.3266
			20,000-50,000		.21612	.42701	.957	-.8999	1.3322
			Above 1,00,000		-.39103	.48438	.851	-1.6570	.8750
		Above 1,00,000	Below 20,000		.74405	.38490	.221	-.2620	1.7500
			20,000-50,000		.60714	.43786	.511	-.5373	1.7516
			50,000-1,00,000		.39103	.48438	.851	-.8750	1.6570
	Bonferroni	Below 20,000	20,000-50,000		-.13690	.30961	1.000	-.9707	.6968
			50,000-1,00,000		-.35302	.37251	1.000	-1.3561	.6501
			Above 1,00,000		-.74405	.38490	.337	-1.7805	.2924
		20,000-50,000	Below 20,000		.13690	.30961	1.000	-.6968	.9707
			50,000-1,00,000		-.21612	.42701	1.000	-1.3660	.9338
			Above 1,00,000		-.60714	.43786	1.000	-1.7862	.5720
		50,000-1,00,000	Below 20,000		.35302	.37251	1.000	-.6501	1.3561
			20,000-50,000		.21612	.42701	1.000	-.9338	1.3660
			Above 1,00,000		-.39103	.48438	1.000	-1.6954	.9133
		Above 1,00,000	Below 20,000		.74405	.38490	.337	-.2924	1.7805
			20,000-50,000		.60714	.43786	1.000	-.5720	1.7862
			50,000-1,00,000		.39103	.48438	1.000	-.9133	1.6954
SWLS6	Tukey HSD	Below 20,000	20,000-50,000		-.48214	.23120	.165	-1.0864	.1221
			50,000-1,00,000		-.67995	.27816	.076	-1.4070	.0471
			Above 1,00,000		-.91071 <sup>1</sup>	.28742	.011	-1.6619	-.1595
		20,000-50,000	Below 20,000		.48214	.23120	.165	-.1221	1.0864
			50,000-1,00,000		-.19780	.31886	.925	-1.0312	.6356
			Above 1,00,000		-.42857	.32696	.558	-1.2831	.4260
		50,000-1,00,000	Below 20,000		.67995	.27816	.076	-.0471	1.4070
			20,000-50,000		.19780	.31886	.925	-.6356	1.0312
			Above 1,00,000		-.23077	.36170	.919	-1.1761	.7146
		Above 1,00,000	Below 20,000		.91071 <sup>1</sup>	.28742	.011	.1595	1.6619
			20,000-50,000		.42857	.32696	.558	-.4260	1.2831
			50,000-1,00,000		.23077	.36170	.919	-.7146	1.1761
	Bonferroni	Below 20,000	20,000-50,000		-.48214	.23120	.238	-1.1047	.1404
			50,000-1,00,000		-.67995	.27816	.098	-1.4290	.0691
			Above 1,00,000		-.91071 <sup>1</sup>	.28742	.012	-1.6847	-.1367
		20,000-50,000	Below 20,000		.48214	.23120	.238	-.1404	1.1047
			50,000-1,00,000		-.19780	.31886	1.000	-1.0565	.6608
			Above 1,00,000		-.42857	.32696	1.000	-1.3090	.4519
		50,000-1,00,000	Below 20,000		.67995	.27816	.098	-.0691	1.4290
			20,000-50,000		.19780	.31886	1.000	-.6608	1.0565
			Above 1,00,000		-.23077	.36170	1.000	-1.2048	.7432
		Above 1,00,000	Below 20,000		.91071 <sup>1</sup>	.28742	.012	.1367	1.6847
			20,000-50,000		.42857	.32696	1.000	-.4519	1.3090
			50,000-1,00,000		.23077	.36170	1.000	-.7432	1.2048

### 1. SWLS1 - Attention to Celebrity Endorsements (Tukey HSD):

There were no significant differences found between any pair of income groups based on the Tukey HSD test. This suggests that regardless of income level (below 20,000, 20,000-50,000, 50,000-1,00,000, above 1,00,000), people's attention to celebrity endorsements remains similar across different income brackets.

### **2. SWLS2 - Influence on Purchasing Decisions (Tukey HSD):**

There was a significant difference in the influence of celebrity endorsements on purchasing decisions between the income groups of 20,000-50,000 and 50,000-1,00,000, as well as between 20,000-50,000 and above 1,00,000. This indicates that individuals in these income brackets may be influenced differently by celebrity endorsements when making purchasing decisions.

### **3. SWLS3 - Recall of Influential Endorsements (Bonferroni):**

There was a significant difference in the recall of influential endorsements between the income groups of 50,000-1,00,000 and above 1,00,000. This suggests that individuals with higher incomes may recall influential endorsements differently compared to those in the middle-income range.

### **4. SWLS4 - Trust in Endorsed Products (Bonferroni):**

No significant differences were observed in trust in endorsed products between any pair of income groups. This implies that regardless of income level, people tend to have similar levels of trust in products endorsed by celebrities.

### **5. SWLS5 - Brand Recall due to Celebrity Endorsements (Bonferroni):**

No significant differences were found in brand recall due to celebrity endorsements between any pair of income groups. This indicates that income levels may not influence how well people recall brands associated with celebrity endorsements.

### **6. SWLS6 - Frequency of Purchases due to Endorsements (Tukey HSD):**

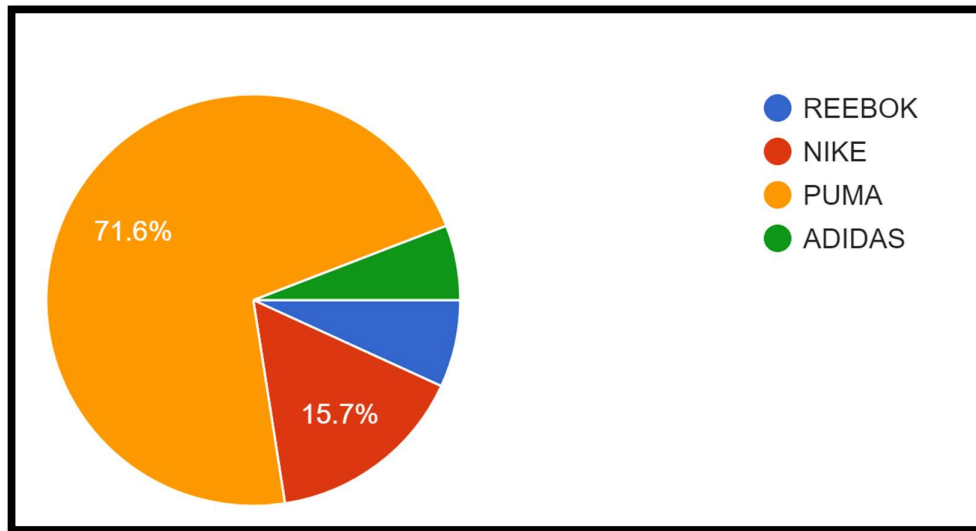
There was a significant difference in the frequency of purchases due to endorsements between the income groups of above 1,00,000 and below 20,000. This suggests that individuals with higher incomes may make purchases due to endorsements more frequently compared to those with lower incomes.

Overall, the post hoc tests provide insights into how different Likert scale variables related to celebrity endorsements are perceived and acted upon across various income groups. These findings can be valuable for marketers and advertisers aiming to understand and target specific consumer segments effectively.

## **4.2 Qualitative Data Analysis**

### **4.2.1 Brand Recall in a Celebrity Advertisement**

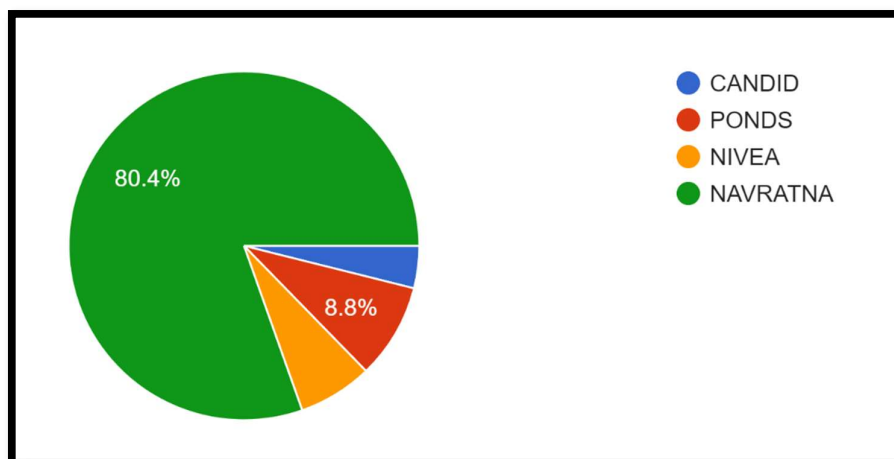
**Q.** You see a television commercial for a sports shoe brand featuring a famous cricketer **Virat Kohli** known for his aggressive batting style. The commercial showcases his power and agility. Can you recall the brand?



Based on the responses from 102 participants:

The overwhelming majority (71.6%) of respondents recalled the brand PUMA after viewing the commercial featuring Virat Kohli. This suggests a strong association between Virat Kohli's endorsement and brand recall for PUMA among the surveyed individuals.

**Q.** While watching a commercial, you see a popular Bollywood actor **Shah Rukh Khan** endorsing a talcum powder brand. The ad emphasizes the product's refreshing fragrance and cooling effect. Can you recall the brand?



A significant majority (80.4%) of participants recalled the brand NAVRATNA after viewing the commercial featuring Shah Rukh Khan. This indicates a substantial impact of celebrity endorsement on brand recall, with the majority associating Shah Rukh Khan's endorsement with NAVRATNA.

### **Conclusion:**

These results strongly suggest that celebrity endorsements, as seen in these commercials, significantly influence brand recall among consumers. The high percentages of brand recall for PUMA and NAVRATNA indicate the effectiveness of using well-known personalities like Virat Kohli and Shah Rukh Khan in marketing campaigns. Such associations can play a crucial role in shaping consumer perceptions and preferences towards specific brands.

## **4.2.2 Consumer Perspectives on Celebrity Endorsements**

Celebrity endorsements have long been a staple in marketing strategies across various industries. The allure of associating a popular figure with a brand or product can significantly impact consumer behavior, influencing perceptions, purchase decisions, and brand loyalty. However, the effectiveness of celebrity endorsements depends on various factors, including the celebrity's image, alignment with brand values, and consumer trust. This analysis delves into survey responses regarding consumer perceptions of celebrity endorsements, factors influencing their effectiveness, and strategies for companies to ensure successful endorsements.

### **1. Effectiveness of Celebrity Endorsements**

Survey respondents highlighted several key factors that contribute to the effectiveness of celebrity endorsements:

- **Alignment with Brand Values:** Consumers value endorsements where celebrities align with the brand's values and image. This alignment creates authenticity and enhances consumer trust.
- **Consistent Image:** Maintaining a positive and consistent image of the celebrity over time is crucial. Negative publicity or controversies can impact consumer perceptions of both the celebrity and the endorsed brand.
- **Regular Evaluation:** Continuous evaluation of consumer feedback allows companies to adapt their strategies, ensuring that endorsements resonate with target audiences and remain effective over time.

### **2. Trustworthy or Influential Figures**

Consumers overwhelmingly trust experts in the relevant field (e.g., doctors recommending vitamins) more than celebrities. This finding underscores the importance of credibility and expertise when it comes to influencing consumer behavior. While celebrities may garner attention and recognition, expertise and



trustworthiness play a more significant role in shaping consumer decisions, especially concerning product recommendations.

### 3. Factors Influencing Purchase Decisions

When considering a product endorsed by a celebrity versus a non-endorsed product, several factors influence consumers' final decisions:

- **Reputation and Trustworthiness:** Consumers prioritize brands and products endorsed by reputable and trustworthy celebrities.
- **Alignment with Personal Values:** Consumers are more likely to choose products endorsed by celebrities whose values align with their own beliefs and preferences.
- **Quality and Features:** Product quality, features, and performance play a crucial role, often outweighing celebrity endorsements.
- **Price:** Pricing strategies significantly influence purchase decisions, especially when comparing similar products with and without celebrity endorsements.
- **Reviews and Recommendations:** Consumer reviews and recommendations, whether from experts or everyday consumers, heavily influence purchase decisions.
- **Past Experiences:** Previous experiences with a brand or product, coupled with endorsements, can sway consumer behavior.

### 4. Impact of Celebrity Endorsements on Consumer Behavior

The survey reveals both positive and nuanced impacts of celebrity endorsements on consumer behavior:

- **Increased Brand Recall and Credibility:** Celebrity endorsements enhance brand recall and credibility, especially among consumers who admire or relate to the endorsing celebrity.
- **Positive Change in Brand Perception:** Endorsements positively impact brand perception and may lead to increased sales and market share.
- **Trust in Product Quality:** Consumers often trust endorsed products' quality, assuming that celebrities use these products in their daily lives.
- **Enhanced Brand Sympathy:** Consumers feel more sympathetic towards brands endorsed by celebrities they admire or relate to, leading to increased brand affinity.

#### 4.2.3 Consumer Preferences and Effective Strategies

##### 1. Consumer Behavior Influencers

Consumer preferences and behaviors regarding celebrity endorsements vary widely:

- **Trust in Endorsements:** While some consumers trust celebrity endorsements and view them as indicators of product quality and credibility, others prioritize other factors such as reviews, personal experiences, and product features.

- **Importance of Reviews:** Consumer reviews, whether from experts or fellow consumers, significantly influence purchase decisions. Positive reviews can outweigh the impact of celebrity endorsements for many consumers.
- **Product Suitability and Pricing:** Consumers consider product suitability, pricing, and value for money when choosing between endorsed and non-endorsed products.
- **Celebrity's Personal Usage:** Endorsements gain more credibility when consumers believe that celebrities genuinely use and benefit from the endorsed products in their daily lives.

## 2. Effective Strategies for Endorsements

Based on survey insights and consumer preferences, companies can adopt several strategies to ensure effective celebrity endorsements:

- **Alignment with Brand Values:** Select celebrities whose values align with the brand's ethos and target audience preferences.
- **Authenticity and Relevance:** Create authentic and relevant campaigns that resonate with consumers' aspirations, lifestyles, and values.
- **Continuous Evaluation:** Regularly monitor consumer feedback, market trends, and campaign performance to adapt strategies and maintain effectiveness.
- **Product Quality and Reviews:** Emphasize product quality, features, and performance in conjunction with endorsements. Positive consumer reviews and recommendations can significantly influence purchase decisions.
- **Pricing Strategies:** Offer competitive pricing while highlighting product value and benefits. Price perception often influences consumer behavior irrespective of celebrity endorsements.
- **Influencer Selection:** Consider influencers with expertise and credibility in relevant fields. Collaborate with experts who can genuinely endorse product benefits based on their knowledge and experiences.
- **Social Impact and Engagement:** Incorporate social messages, causes, or engagement initiatives into endorsements to create a deeper connection with consumers beyond celebrity appeal.
- **Local Collaborations:** Partner with local influencers or brands to tap into specific market segments and cultural nuances effectively.
- **Monitoring and Analysis:** Track sales, consumer feedback, and brand sentiment post-endorsement to measure impact accurately and optimize future strategies.

### Conclusion:

Celebrity endorsements remain a powerful marketing tool, but their effectiveness depends on various factors, including consumer preferences, brand values, and campaign strategies. While celebrities can

enhance brand recall, credibility, and consumer sympathy, other factors such as product quality, reviews, pricing, and personal experiences also significantly influence consumer behavior.

Companies must carefully select celebrities or influencers aligned with their brand values, continuously evaluate campaign performance, prioritize product quality and value, and engage with consumers authentically to ensure sustained effectiveness in celebrity endorsements. By understanding consumer preferences and adopting relevant strategies, brands can leverage celebrity endorsements as part of a comprehensive marketing approach to drive brand awareness, trust, and ultimately, sales.

### 4.3 Findings

**1. Consumer Trust and Influence:** The survey overwhelmingly indicates that consumers trust experts in relevant fields more than celebrities when it comes to product endorsements. This trust is based on the perceived credibility, knowledge, and expertise of these experts compared to celebrities whose endorsements are often seen as financially motivated.

**2. Factors Influencing Purchase Decisions:** While celebrity endorsements can catch attention, several factors significantly influence consumers' final purchase decisions. These include product quality, features, pricing, brand reputation, consumer reviews, alignment with personal values, and past experiences. Consumers prioritize these factors over celebrity endorsements, highlighting the importance of tangible product benefits and value.

**3. Effectiveness of Celebrity Endorsements:** Despite consumers valuing expertise over celebrity influence, endorsements can still positively impact brand recall, credibility, and consumer sympathy. When aligned with brand values and executed authentically, celebrity endorsements can enhance brand perception and increase sales, especially among consumers who admire or relate to the endorsing celebrity.

**4. Consumer Skepticism and Authenticity:** Consumers are becoming increasingly skeptical of endorsements perceived as inauthentic or purely driven by financial gains. Maintaining a consistent and positive image of the endorsing celebrity, along with genuine product experiences, is crucial to combat skepticism and build lasting consumer trust.

**5. Diverse Consumer Preferences:** Consumer preferences regarding endorsements vary widely. While some consumers value celebrity endorsements and perceive them as indicators of product quality and credibility, others prioritize peer reviews, personal experiences, product features, and pricing.

### 4.4 Recommendations

**1. Strategic Celebrity Selection:** Companies should carefully select celebrities or influencers whose values, image, and target audience align with the brand's ethos. Consideration should also be given to experts in relevant fields whose credibility can positively impact consumer perceptions.

**2. Authenticity and Relevance:** Create authentic and relevant campaigns that resonate with consumer aspirations, lifestyles, and values. Emphasize the genuine benefits of the product alongside celebrity endorsements to enhance authenticity.

**3. Continuous Evaluation and Adaptation:** Regularly monitor consumer feedback, market trends, and campaign performance to adapt strategies. Address any negative publicity or controversies surrounding endorsing celebrities promptly to maintain brand credibility.

**4. Product Quality and Value:** Prioritize product quality, features, pricing, and value proposition in marketing efforts. Highlighting tangible benefits and addressing consumer needs effectively can outweigh the impact of celebrity endorsements alone.

**5. Incorporate Social Impact:** Integrate social messages, causes, or engagement initiatives into endorsements to create a deeper emotional connection with consumers. Highlight the brand's commitment to social responsibility and ethical practices.

**6. Collaborate with Local Influencers:** Partner with local influencers or brands to tap into specific market segments, cultural nuances, and regional preferences effectively. Local collaborations can enhance brand relevance and consumer engagement.

**7. Transparency and Honesty:** Maintain transparency in endorsement agreements and ensure that endorsing celebrities genuinely use and endorse the products they promote. Avoid misleading or exaggerated claims that can lead to consumer distrust.

**8. Consumer Education:** Educate consumers about the rationale behind endorsements, emphasizing product benefits, and how they align with consumer needs. Transparent communication builds trust and fosters long-term consumer relationships.

**9. Optimize Digital Channels:** Leverage digital platforms for targeted marketing campaigns, influencer collaborations, and engaging content that resonates with diverse consumer demographics. Monitor digital analytics to track campaign effectiveness and consumer engagement metrics.

**10. Track Impact and Adjust Strategies:** Continuously track sales data, consumer sentiment, and brand perception post-endorsement. Use insights to refine future strategies, optimize marketing spend, and ensure sustained effectiveness in celebrity endorsements.

By implementing these recommendations, companies can navigate the complexities of consumer behavior, leverage the advantages of celebrity endorsements, and build enduring brand-consumer relationships rooted in trust, authenticity, and value.

## CHAPTER 5

### CONCLUSION

Celebrity endorsements have long been a staple in marketing strategies, aiming to influence consumer behavior positively. However, in today's dynamic market landscape, understanding the nuances of consumer behavior and their perceptions towards celebrity endorsements is crucial for effective marketing campaigns. This research delved into consumer opinions, preferences, and the impact of celebrity endorsements across various product categories. The findings offer valuable insights for businesses aiming to optimize their marketing strategies and enhance brand-consumer relationships.

#### 5.1 Key Findings

**1. Consumer Trust and Influence:** The survey results underscored a significant trend where consumers tend to trust experts in relevant fields more than celebrities for product endorsements. This trust is grounded in the perceived credibility, knowledge, and authenticity of experts compared to celebrities whose endorsements are often viewed as financially driven.

**2. Factors Influencing Purchase Decisions:** While celebrity endorsements can capture attention, several critical factors significantly influence consumers' final purchase decisions. These include product quality, features, pricing, brand reputation, consumer reviews, alignment with personal values, and past experiences. Consumers prioritize these factors over celebrity endorsements, emphasizing the importance of tangible product benefits and value.

**3. Effectiveness of Celebrity Endorsements:** Despite the preference for expert endorsements, the research suggests that celebrity endorsements can still have a positive impact on brand recall, credibility, and consumer sympathy. Authenticity and alignment with brand values are crucial here. When executed strategically, celebrity endorsements can enhance brand perception and potentially increase sales, especially among consumers who admire or relate to the endorsing celebrity.

**4. Consumer Skepticism and Authenticity:** There is a growing consumer skepticism towards endorsements perceived as inauthentic or solely driven by financial motives. Maintaining a consistent and positive image of the endorsing celebrity, along with genuine product experiences, emerges as a key strategy to combat skepticism and build lasting consumer trust.

**5. Diverse Consumer Preferences:** Consumer preferences regarding endorsements vary widely. While some consumers value celebrity endorsements as indicators of product quality and credibility, others prioritize peer reviews, personal experiences, product features, and pricing. This diversity underscores the need for targeted and personalized marketing approaches.

## **5.2 Implications and Recommendations**

**1. Strategic Celebrity Selection:** Companies should adopt a meticulous approach in selecting celebrities or influencers whose values, image, and target audience align closely with the brand's ethos. Collaboration with experts in relevant fields can also enhance credibility and consumer trust.

**2. Authenticity and Relevance:** Authenticity remains paramount in marketing campaigns. Brands should create authentic and relevant narratives that resonate with consumer aspirations, lifestyles, and values. Highlighting genuine product benefits alongside celebrity endorsements enhances authenticity.

**3. Continuous Evaluation and Adaptation:** Regular monitoring of consumer feedback, market trends, and campaign performance is essential. Companies should promptly address any negative publicity or controversies surrounding endorsing celebrities to safeguard brand credibility.

**4. Product Quality and Value Proposition:** Emphasizing product quality, features, pricing, and value proposition is fundamental. Tangible benefits and addressing consumer needs effectively can outweigh the impact of celebrity endorsements alone.

**5. Incorporating Social Impact:** Integrating social messages, causes, or engagement initiatives into endorsements fosters a deeper emotional connection with consumers. Highlighting the brand's commitment to social responsibility and ethical practices enhances brand loyalty.

**6. Collaboration with Local Influencers:** Partnering with local influencers or brands helps tap into specific market segments, cultural nuances, and regional preferences effectively. Local collaborations enhance brand relevance and consumer engagement.

**7. Transparency and Honesty:** Maintaining transparency in endorsement agreements and ensuring endorsing celebrities genuinely use and endorse the products they promote is crucial. Misleading claims can lead to consumer distrust.

**8. Consumer Education:** Educating consumers about the rationale behind endorsements, product benefits, and alignment with consumer needs builds trust and fosters long-term relationships.

**9. Optimizing Digital Channels:** Leveraging digital platforms for targeted marketing, influencer collaborations, and engaging content is essential. Monitoring digital analytics provides insights to refine strategies and track campaign effectiveness.

**10. Tracking Impact and Adapting Strategies:** Continuous tracking of sales data, consumer sentiment, and brand perception post-endorsement is vital. Insights gleaned help refine future strategies, optimize marketing spend, and ensure sustained effectiveness in celebrity endorsements.

### **5.3 Conclusion**

In conclusion, understanding consumer behavior is pivotal for designing successful marketing strategies, especially concerning celebrity endorsements. While consumers trust experts more, celebrity endorsements can still play a significant role in enhancing brand recall and credibility when executed authentically and strategically. By prioritizing authenticity, aligning with brand values, emphasizing product quality, and leveraging consumer insights, businesses can navigate the complexities of consumer behavior effectively. Continuous evaluation, adaptation, and innovation remain key pillars for sustainable marketing success in today's competitive landscape.

## **CHAPTER 6**

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These references cover a range of sources including academic journals, industry reports, online platforms, and government guidelines, providing a comprehensive foundation for understanding consumer behavior and the impact of celebrity endorsements in marketing strategies.

**CHAPTER 7**  
**ANNEXURE**

**7.1 Questionnaire**

1. Name:

2. Age

*Mark only one oval.*

18-24 years old (1)

25-34 years old (2)

35-44 years old (3)

45-54 years old (4)

55+ years old (5)

3. Gender

*Mark only one oval.*

Male (1)

Female (2)

Other (3)

4. Occupation

*Mark only one oval.*

Student (1)

Employee (2)

Homemaker (3)

Retired (4)

Other (5) : \_\_\_\_\_

5. Monthly Income

*Mark only one oval.*

Below 20,000 (1)

20,000-50,000 (2)

50,000-1,00,000 (3)

Above 1,00,000 (4)

6. How often do you pay attention to celebrities who endorse products in advertisements?  
(SWLS1)  
**Always (1) Frequently (2) Occasionally (3) Rarely (4) Never (5)**

*Mark only one oval.*

1 2 3 4 5

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7. In your opinion, how much do celebrity endorsements influence your purchasing decisions?  
(SWLS2)  
**(Not at all = 1, Not much= 2, Somewhat = 3, Very much= 4)**

*Mark only one oval.*

1 2 3 4

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8. Can you recall a recent instance where a celebrity endorsement influenced your decision to buy a product? (SWLS3)  
**(No = 1, Maybe = 2, Yes = 3)**

*Mark only one oval.*

1 2 3

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9. If you answered YES (3) to the previous question, please select the category that best describes the product you tried: (Choose only one)

- Apparel or footwear (e.g., clothing line endorsed by an athlete)
- Beauty or personal care product (e.g., makeup line endorsed by a celebrity)
- Technology or electronics (e.g., headphones endorsed by a musician)
- Food or beverage (e.g., protein drink endorsed by a fitness personality)
- Other: \_\_\_\_\_

10. On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement: (SWLS4)

**"A product endorsed by a celebrity I admire is more trustworthy."**

*Mark only one oval.*

1   2   3   4   5

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11. On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement: (SWLS5)

**"I am more likely to remember a brand if it is endorsed by a celebrity."**

*Mark only one oval.*

1   2   3   4   5

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12. In the past year, how many times have you purchased a product because a celebrity you admire endorsed it? (SWLS6)

*Mark only one oval.*

- 0 times (1)
- 1-2 times (2)
- 3-5 times (3)
- 6 or more times (4)

13. You see a television commercial for a sports shoe brand featuring a famous cricketer **Virat Kohli** known for his aggressive batting style. The commercial showcases his power and agility. Can you recall the brand?

*Mark only one oval.*

- REEBOK
- NIKE
- PUMA (Correct Option)
- ADIDAS

14. In your opinion, how can companies ensure that celebrity endorsements are effective in influencing consumer behavior?

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15. If you are considering buying two similar products, one endorsed by a celebrity and the other not, what factors would influence your final decision?

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16. While watching a commercial, you see a popular Bollywood actor **Shah Rukh Khan** endorsing a talcum powder brand. The ad emphasizes the product's refreshing fragrance and cooling effect. Can you recall the brand?

*Mark only one oval.*

- CANDID
- PONDS
- NIVEA
- NAVRATNA (Correct Option)

17. Is there anything else you would like to share about the impact of celebrity endorsements on your consumer behaviour.

PAPER NAME

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