

Project Dissertation Report on

“IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR IN COSMETIC INDUSTRY”

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CERTIFICATE

This is to certify that the project titled **“Impact of Celebrity Endorsement on Consumer Buying Behaviour in the Cosmetic Industry”** is an independent academic effort carried out by **Ms. Riddhi Jain** in partial fulfillment of the requirements for the degree awarded by **Delhi Technological University**.

The project was completed under the supervision and guidance of **Dr. Archana Singh (Faculty Guide)**. The authenticity of the submitted work will be evaluated by the examiner, including data verification and checks for originality. The project may be rejected if it does not meet the quality standards set by the University.

Signature of the Faculty Guide

Dr. Archana Singh

DECLARATION

I, **Riddhi Jain**, hereby declare that I have successfully completed the project titled **“Impact of Celebrity Endorsement on Consumer Buying Behaviour in the Cosmetic Industry”** under the valuable guidance of **Dr. Archana Singh**. This project has been carried out in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration (MBA)** from **Delhi Technological University, New Delhi**.

I confirm that the work presented in this project is entirely my own, and it has not been submitted for the award of any degree or diploma elsewhere.



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EXECUTIVE SUMMARY

This research investigates the “Impact of Celebrity Endorsement on Consumer Buying Behaviour in the Cosmetic Industry.” The research evaluates purchasing behavior regarding cosmetics among female customers. The researchers developed an 18-item structured questionnaire containing close-ended questions which they distributed through Google Forms to obtain primary information.

The analysis aims to understand how Indian female consumers perceive celebrity endorsements together with the pivotal elements affecting their purchase decisions and the exact impact these endorsements have on their buying choices.

An initial overview of the subject matter appears before researchers study previous studies focusing on celebrity endorsements. The existing literature review delivers significant information about research topics and fundamental components linked to the study matter. The research uses a quantitative methodology to conduct investigations about how customers perceive brand endorsements and the purchasing factors that lead to alterations in their buying decisions. The data analysis involved the use of Microsoft Excel.

Most customers view promotions backed by celebrities as more alluring and influential than traditional non-celebrity advertising. The research findings demonstrate that female purchasers react to celebrity attributes in their purchase decisions and these elements demonstrate positive relationships with purchasing intentions. The evaluation demonstrates that endorsements using celebrity testimonials create positive effects on consumer procurement actions.

The structure of this research project is outlined below:

- **Chapter 1** – Introduces the research topic, clearly defining the aims, objectives, and overall scope of the study.
- **Chapter 2** – Explores key theories and concepts related to celebrity endorsements and consumer purchasing behaviour. This section also includes a critical review of scholarly literature relevant to the topic.
- **Chapter 3** – Explains the research methodology, detailing the study’s purpose, objectives, design, tools, and data collection techniques. It also identifies a **research gap** uncovered during the literature review, which this study seeks to

address by examining the influence of celebrity endorsements **on female consumers within India's cosmetic sector**.

- Chapter 4 – Provides an analysis and interpretation of the primary data gathered through the administered questionnaire.
- Chapter 5 – Highlights the study's findings and offers recommendations based on the insights derived from the data.
- Chapter 6 – Summarizes the research, emphasizing the key conclusions drawn and discussing the limitations faced during the study.

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CHAPTER 1- INTRODUCTION

1.1 Introduction of the study

Every day, consumers are attacked with thousands of voices and photos on magazines, newspapers, advertising boards, websites, radio and television. Each brand strives to attract some of the consumer's attention and present the unique and impressive features of its products. The challenge for marketers is to find an attractive catch that protects this attention. People tend to change their lifestyle and reflect those of their favorite stars, which has a big impact on their purchasing behavior. This not only draws customers into the brand, but ultimately increases the company's productivity. Although prominent notes do not always affect individuals' purchase decisions, they generally play an important role in designing perceptions when selecting products. People often think when my favorite star uses it. With a well-known face, brands can quickly and safely establish connections and emotional bonds with consumers. When an individual sees popular actors and beloved sports figures promoting the product, this product automatically receives a level of reliability. Therefore, celebrities are techniques in which brands represent their products using celebrities.

It's important that these celebrities don't necessarily have to be global icons. They should generally be recognized by the target group. Celebrities dominate our screens, radio devices, magazines and more, and prominent notes earn billions of revenue each year. They are important tools in a competitive, exhausting advertising world.

From a consumer perspective, ownership of brands related to reputable people is even more desirable. Consumers often believe that the use of such brands will enhance social status as well as the desire for prominent products to lead to fame and hard work. However, celebrities' attitudes require a deeper understanding of various influential factors, making them critical and strategic decisions.

1.2 Introduction of Topics Under Study

- **Celebrities**

A celebrity is a person widely recognized by the public, such as an actor, athlete, or artist, known for their achievements beyond the products they endorse. These individuals stand out for their distinctive qualities, extraordinary lifestyles, or talents that distinguish them from ordinary people. They are often considered exceptional figures in society.

Well-known examples include actors such as Shah Rukh Khan, Ranbir Kapoor, Ranveer Singh, and Amitabh Bachchan; models such as Alia Bhatt, Janhvi Kapoor, Sara Ali Khan, Kiara Advani, and Ananya Panday; and sports stars such as Virat Kohli, Rohit Sharma, Sachin Tendulkar, and KL Rahul.

- **Celebrity Endorsement**

A celebrity endorsement occurs when famous personalities endorse products or brands by appearing in advertisements, leveraging their reputation to enhance the brand's appeal. Large companies invest heavily in these types of promotions to attract followers and convert them into customers, thus boosting their market presence.

On the other hand, smaller brands often collaborate with influencers. However, research shows that Indian consumers still find celebrity endorsements more trustworthy and compelling than those from influencers.

- **Brand**

A brand is a name, logo, or unique design that distinguishes a product from the competition. It creates strong mental connections, helping consumers easily recognize and remember it. A strong brand communicates its message clearly, builds trust, creates emotional bonds with customers, influences purchasing decisions, and fosters loyalty.

To build a successful brand, companies must first understand customer preferences and tailor their offerings accordingly. A brand is more than just a name or symbol: it represents the complete identity and emotional value of a product. It serves as a powerful tool for connecting with consumers on both an emotional and rational level.

- **Attention, Awareness, and Attitude**

Celebrity endorsements are used strategically to capture consumer attention by featuring famous personalities in advertisements, motivating audiences to notice the promoted product.

By involving well-known figures, companies aim to quickly generate product awareness and influence consumer attitudes positively. A familiar and trusted face can effectively communicate a brand's message and persuade consumers more than ordinary advertisements can.

• **Buying Behaviour**

Buying behavior refers to the process through which consumers search for products or services, evaluate various options, make purchasing decisions, and ultimately use or dispose of the product.

According to buying models, customers go through several stages before purchasing goods or services. Although for routine purchases, they might skip some steps, most buying decisions involve a thought-out process.

• **Factors Affecting Buying Behaviour**

Several factors influence buying behavior, varying based on an individual's age, income, lifestyle, culture, and psychological attributes.

Internal factors include memory and cognitive processing, while external factors involve media, peer influence, public opinion, and feedback.

Key influences include:

- ***Cultural influences:*** Culture exerts one of the deepest and broadest impacts on consumer behavior. A culture shapes people's values, norms, and preferences, all of which evolve over time. Ignoring cultural nuances can significantly harm a company's image and profitability, making it vital for marketers to understand and respect cultural influences when promoting products
- ***Social Influences:***
Social factors significantly influence consumer purchasing decisions. These influences operate through social reference groups, family relationships, and an individual's social class. These dynamics often dictate preferences and create standards that influence what consumers decide to buy.
- ***Family Influences:***
The role of the family, particularly the life cycle stages and internal decision-making processes, strongly influences consumer behavior. Purchasing habits are often shaped in the context of shared family values, routines, and priorities.
- ***Psychological Influences:***
Psychological elements such as perception, memory, motivation, and learning profoundly influence how consumers respond to products. These factors help form mental images of products, which affect preferences and final decisions. Behavioral patterns can vary depending on an individual's beliefs, personality, available information, social environment, and media.

Impact of Recommendations on Purchase Behavior:

Advertising functions as a persuasive tool that encourages consumers to consider or purchase a product or service. Various channels such as television, radio, newspapers, online platforms, billboards, in-store promotions, word of mouth, and recommendations are used to convey promotional messages. The effectiveness of these methods often depends on the nature and objectives of the brand or business.

Celebrity recommendations, in particular, are considered a compelling means of conveying symbolic value to brands. Marketing professionals widely believe in the substantial impact these recommendations can have on consumers' attitudes and purchasing decisions.

The Cosmetics Industry:

The cosmetics sector encompasses the development and distribution of beauty and personal care products. This includes color cosmetics such as foundations and mascaras, skincare products such as cleansers and moisturizers, haircare items such as shampoos and hair color, and personal hygiene items such as soaps and bath foams. While a few multinationals dominate production, retail operations encompass a wide range of businesses.

Major global players include L'Oréal, Johnson & Johnson, Neutrogena, Nivea, Chanel, and Gillette. According to a 2005 report, the combined annual revenue of the cosmetics and perfume industries reached approximately US\$170 billion worldwide, with a contribution of approximately €63 billion in Europe alone.

In India, the cosmetics industry—covering skincare, haircare, fragrances, makeup, and oral care—was worth around \$2.5 billion in 2008 and has been growing steadily at 7% per year. A rising preference for natural and herbal products has further accelerated this growth, with more consumers opting for organic alternatives.

Pioneers like Shahnaz Husain, who brought Ayurvedic beauty products to the global stage in the 1970s, set the stage for today's herbal cosmetics surge. Brands such as Forest Essentials, VLCC, Himalaya, Dabur, and Lotus have become household names in India.

Despite global economic downturns, India's cosmetics sector generated nearly INR 356.6 billion (\$7.1 billion) in sales in 2009. Increased disposable incomes, growing beauty consciousness among men and women, and aggressive marketing have all contributed to this expansion, with strong growth expected to continue.

While domestic brands like Lakmé and Ponds have long dominated the Indian beauty market, international players have also entered the scene. To succeed in a price-sensitive market, new brands have had to tailor their strategies to suit local tastes and budgets. Key players in India include Lakmé, Maybelline, Revlon, Oriflame, Avon, L'Oréal, and Colorbar.

The Influence of Celebrity Endorsements:

Featuring celebrities in brand promotions has become a vital strategy in modern marketing, allowing businesses to differentiate themselves in competitive markets. Celebrities have long been trendsetters in the beauty and fashion space, significantly guiding consumer preferences. Leading brands like L'Oréal allocate more than \$1.7 billion annually to advertising, aiming to preserve their brand image and enhance visibility. This level of investment helps set their products apart in a market filled with similar offerings.

In India, where public figures enjoy high admiration, this approach proves particularly effective. Women, especially, are inclined toward brands that reflect their personal values, beliefs, and aspirations. When a product connects with a consumer's self-identity, it nurtures a deeper emotional relationship and builds brand loyalty. Marketers utilize this connection to influence how consumers view their brand and to boost overall sales.

Research Focus

This study aims to analyze how celebrity endorsements impact women's buying decisions in the cosmetics industry. The findings will shed light on whether celebrity-driven branding truly influences purchasing behavior among female consumers.

1.3 Objectives of the Study

This study seeks to explore how celebrity endorsements influence consumer purchasing decisions. The primary goals are:

- To gain insights into how consumers perceive celebrities appearing in advertisements.
- To pinpoint the elements that drive purchase decisions in response to celebrity endorsements.
- To evaluate the degree to which celebrity-backed promotions affect consumers' willingness to make a purchase.

1.4 Scope of the Study

This research focuses on the influence of celebrity endorsements on consumer buying behavior within the cosmetics sector. It delves into how such endorsements shape consumer intentions to purchase. For collecting market insights, the Delhi/NCR region has been selected as the target area. The analysis is limited to studying the buying behavior of female consumers only.

CHAPTER II- LITERATURE REVIEW

Over the years, there has been extensive debate about the essential factors that make celebrity endorsements effective. Considerable research has focused on understanding the various elements that influence consumer purchasing behavior.

These factors are:

- The celebrity's physical attractiveness
- The level of trust consumers place in them
- The symbolic relationship between the brand and the celebrity
- The degree of affinity between the celebrity and the recommended product

Attractiveness

“Beauty is a greater recommendation than any letter of introduction”— **Aristotle** **As Patzer (1985)** stated that "physical attractiveness is an informational cue involves effects that are subtle, pervasive, and inescapable. He advocated the use of attractive endorsers than average looking endorsers. According to him people try to increase their attractiveness and react positively to the endorsers who look like them (**Erdogan 1999**). Sometimes people tend to think that attractive people are much smarter and hence excel in other areas as well. This is also called as the —halo effect.

Credibility

Source credibility model was first proposed by **Hovland** and his colleagues. —Source Credibility in a broad sense, refers to a communicator’s positive characteristics that affect the receiver ‘s acceptance of a message” (**Ohanian 1990, p. 41**) and based on the research in social psychology (**Hovland et al. 1953**). The model suggests that the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser (**Hovland, et al. 1953; Ohanian 1991; Dholakia and Stemthai 1977**). According to **Kelman (1961)**, Exchange of information through a credible source (e.g. celebrity) has the potential to influence beliefs, opinions, attitudes and/or behaviour through a process called internalisation. Internalisation occurs when source influence the receiver and is accepted by in terms of their personal attitude and value structures (**Erdogan, 1999**).

Meaning Transferred

McCracken introdujo el modelo de transferencia de significado, que se centra en la idea de que las celebridades poseen significados distintivos que pueden transferirse

a los productos que promocionan. Según este modelo, el éxito de la promoción de una celebridad depende en gran medida de su capacidad para transmitir estos significados personales a través del proceso (McCracken, 1989). Se considera que las celebridades transmiten una amplia gama de significados únicos.

«Elementos como el estatus social, la clase, el género, la edad, los rasgos de personalidad y el estilo de vida se reflejan en el conjunto de celebridades, lo que ofrece a los profesionales del marketing una gama diversa y matizada de significados con los que trabajar» (McCracken, 1989).

Product Match-up

“Celebrities are an unnecessary risk unless they are very logically related to products” **Watkins (1989)**. The Product Match-up model suggests that the —Celebrity and —Product features should complement each other for effective advertising (**Kamins 1990**). The match between the product and celebrity depends on the common attributes between product features and celebrity image (**Misra and Beatty 1990**).

Advertising through a celebrity with relatively high product compatibleness leads to effective advertising as compared to an advertisement featuring less compatible celebrity (**Kamins and Gupta 1994; Erdogan 1999**). If the qualities of a celebrity match up with the brand endorsed by him, it may also increase the celebrity believability and attractiveness among the targeted audience (**Kamins and Gupta 1994**). **Ohanian (1991)** supported the argument by stating that it is critical to employ celebrities who directly resemble to the brand and are experts in their field.

While Stafford et al, (2003) gives a definition of endorsers as, “*A famous person who uses public recognition to recommend or co-present with a product in an ad*”. During all these years, many researchers have proposed theories in order to know the means that makes celebrity endorsement productive and fruitful. Along with several theories proposed, many of them also studies all the elements that be a factor in celebrity endorsements and what kind of impression they have on buyers conduct (**Esangbedo, 2011**).

Conventional explanations of celebrity endorsement spin off effects are based on the effects of literature sources which reveal:

- 1) Celebrity endorsement increases the attention paid to an ad (**Buttle, Raymond, and Danziger 2000**);
- 2) Celebrities are generally attractive, which helps persuasion when consumers are worried about social acceptance and others' opinions (**DeBono and Harnish 1988**) or when the product is attractiveness-related (**Kahle and Homer 1985, Kamins 1990**);
- 3) Celebrities may be credible sources if they have expertise in a particular area, such as an athlete endorsing shoes (**Ratneshwar and Chiaken 1991**) or a beautiful model endorsing make-up (**Baker and Churchill 1983**) and;
- 4) Celebrities are often well-liked, possibly leading to identification and consumer persuasion in an attempt to seek some type of relationship with the celebrity (**Belch and Belch 2007**).

Belk (1988) pointed out that consumer view the products they purchase as much more than just “bundles of utility” as economists proclaim, but also as “bundles of meaning” or attributes like sophistication, courageousness, frugality, and honesty, with which to fashion their self-identity. During celebrity endorsement, consumers have a perceived image about any celebrity endorser, and this image affect is transferred to the endorsed brand (**Atkin and Block, 1983**).

“Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples, and specific common characteristics cannot be observed, though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness” (**Schlecht, 2003**).

On the other hand **Roll (2006)** provided a definition of endorsement by stating that: “Endorsement is a channel of brand communication in which a celebrity acts as the brand’s spokesperson and certifies the brand’s claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand.

Gan (2006) explored how Chinese consumers respond to advertisements featuring celebrities versus those without. The research showed that individuals in China generally prefer celebrity endorsers who are professionally skilled, visually appealing,

and communicate effectively. When comparing the influence of celebrity and non-celebrity advertisements, most respondents perceived celebrity ads as more persuasive. Notably, all participants agreed that such endorsements are more likely to enhance buying intentions and influence behavior. However, many consumers also indicated that they do not solely depend on celebrity endorsements without personally evaluating the product.

Saleem (2007) emphasized the growing significance of celebrity endorsements in modern marketing strategies. She advised that using celebrities can be particularly beneficial when products lack clear differentiation. In cases of targeting diverse audiences, incorporating more than one celebrity in a single ad campaign could prove advantageous.

Hunter and Davidsson (2008) focused on how negative publicity surrounding celebrities impacts brand perception. Their study found that unfavorable information could lead to negative consumer attitudes toward the brand. However, this effect is reduced when the brand maintains a strong, long-standing association with the celebrity.

Edwards and Ferle (2009) acknowledged that while celebrity endorsements play a central role in advertising, they come with potential risks. These risks often lie beyond the advertiser's control, particularly when unexpected incidents involving the celebrity occur.

Patra and K. Datta (2010) observed that choosing the most suitable celebrity for brand promotion is a complex process. They recommended that marketers thoroughly assess various factors before finalizing a celebrity for endorsement, as poor selection can reduce campaign effectiveness.

Amit Kumar (2010) examined public perceptions of celebrity endorsements and found widespread awareness across all age groups, with teenagers showing the most enthusiasm. The study highlighted the dominant influence of film and Bollywood stars, especially due to their attractiveness. Among various celebrity traits, familiarity had the strongest impact on purchasing decisions, followed by relatability, expertise, trustworthiness, and charm.

Sonwalkar, Kapse, and Pathak (2011) argued that celebrities function as key influencers and are essential in driving brand recall. Although they can create desire among consumers, they do not always lend credibility to advertisements. The study found that actual purchases are more influenced by product quality than by celebrity association, and brand loyalty often outweighs any scandals involving endorsers.

Agrawal and Dubey (2012) found celebrity endorsements to be effective in shaping positive consumer decisions. Bollywood personalities, particularly male actors, dominate India's advertisement space and have a stronger influence compared to their female counterparts.

Zafar and Rafique (2012) observed that celebrity endorsements significantly shape customer attitudes and buying patterns. Their findings emphasized that such endorsements act as both influential and driving forces behind consumer decisions. Characteristics such as attractiveness, perceived credibility, and brand association played important roles in shaping perceptions. Tests confirmed that these factors often lead to higher sales figures.

Shukre and Dugarthe (2013) stressed the difficulty in selecting an ideal celebrity for endorsements. While a well-known face can add value, their image must resonate with the product. A powerful campaign requires alignment between the brand message and the celebrity's persona. Although celebrities enhance visibility and recognition, their impact on long-term loyalty and product performance is limited. A combination of factors must be weighed before making endorsement decisions.

Sushil Rai and Aashish Sharma (2013) revealed that while scandals, gender, and profession had minimal impact on buyer behavior, elements like attractiveness, popularity, credibility, and regional appeal carried significant weight. The study supported the idea that celebrities do sway purchase choices, and fans often continue supporting products despite controversies involving their favorite stars, underlining the importance of celebrities in Indian advertising.

Iqbal, Farooq, and Ahmed (2014) pointed out that a celebrity's credibility and personal experience with the product are essential for effective promotion. They suggested that businesses should choose endorsers known for their authenticity and trustworthiness to optimize marketing outcomes.

Pradhan, Duraipandian, and Sethi (2014) examined how various match factors, such as celebrity-brand affinity, brand-consumer compatibility, and celebrity-consumer association, affect brand perceptions and purchase decisions. Their research validated McCracken's Meaning Transfer Theory, demonstrating that proper brand-celebrity and brand-consumer alignment positively influences consumer opinions and actions. Interestingly, the study revealed that celebrity-consumer connection showed the least influence. Furthermore, the researchers found that consumers' brand perceptions influenced how these match factors ultimately affected purchase decisions.

Marc, Razan, and Khalil (2015) addressed the challenges in the cosmetics sector, where products often perform similarly. As a result, companies heavily invest in brand identity and carefully select celebrities who best reflect it. The focus has moved toward building a strong brand image and selecting endorsers who personify that identity during campaigns.

Kritika Nagdev and Ramanpreet Singh (2016) found that students were especially drawn to celebrity endorsements, with Bollywood stars being the most influential. Their study confirmed that celebrity involvement enhances brand recognition and memory. While students acknowledged that celebrities may not actually use the endorsed items, factors such as appeal, credibility, and symbolic transfer between the brand and celebrity were vital in shaping perceptions.

In a study conducted in Sri Lanka, **Madhusanka (2017)** concluded that celebrity endorsements strongly affect consumer decisions. Trustworthiness, expertise, and attractiveness of the celebrity were all found to be influential in encouraging product purchases.

Rabia et al. (2019) examined how consumers are more attracted to products endorsed by celebrities. Their findings revealed that endorsements add appeal and visibility, making the product more desirable than non-celebrity-endorsed alternatives.

Jaganathan and Indhuja (2020) found that ads featuring celebrities attract more attention than ads without. Their participants rated television and online platforms as the most impactful channels for these ads. While celebrity appeal influenced consumer perception, this connection was not as strong as that of other factors. The research confirmed that different celebrity qualities strongly correlate with purchasing decisions, with respondents showing a strong preference for products endorsed by famous personalities. Attributes such as physical appearance, trustworthiness, and celebrity-product fit contributed to shaping consumer attitudes.

Nguyen's 2021 study emphasized that an endorser's visual appeal directly affects product visibility and brand association, ultimately increasing purchase likelihood. The research revealed that a celebrity's level of fame significantly influences brand perception, as consumers often equate popularity with trustworthiness. The study also highlighted how a celebrity's public reputation, whether favorable or unfavorable, becomes crucial for brands when selecting ambassadors. The findings showed that

when the public perceives a celebrity as inauthentic, they tend to avoid the associated brands. Therefore, the research suggests that successful celebrity endorsers need to balance physical attractiveness with genuine and trustworthy behavior in both their professional and personal lives to maintain credibility..

A study by **Purohit and Arora (2022)** highlighted that social influence and endorser identification significantly enhance consumers' purchase intentions, attitudes, and perceived celebrity credibility. **Lee et al. (2022)** proposed an integrated framework emphasizing that both product-celebrity congruence and self-celebrity congruence, along with the celebrity's expertise and trustworthiness, play crucial roles in advertising effectiveness.

Recent research in the **Journal of Business Research (2023)** revealed that celebrity endorsements can significantly boost unfamiliar brands by transferring the star's personal values and lifestyle traits to the product. The study demonstrated how celebrity qualities can enhance brand perception when consumers lack existing associations. Through multiple experiments, researchers identified that for uncertain consumers, a celebrity's enabling, appealing, and enriching (3E) characteristics often become linked to the brand. Interestingly, when consumers already viewed a brand as offering limited 3E value, only the celebrity's enriching traits tended to influence brand perception.

Dey and colleagues' 2024 study further explored this phenomenon, focusing on young women's cosmetic purchases. Their findings highlighted how a celebrity's perceived expertise and reliability strongly affect buying decisions. The research showed that college students' purchase intentions are particularly swayed by endorsers who appear attractive, trustworthy, and charismatic. These celebrity attributes don't just increase buying interest - they also improve overall brand perception and ultimately drive sales.

The cosmetics and women's fashion industries continue expanding their use of celebrity endorsements precisely because of these effects. Famous faces in advertisements consistently deliver measurable benefits, improving product evaluations and generating higher sales figures in these female-dominated markets.

Several research frameworks verify this concept and one important theory among them shows:

Kokil Theory

Kokil explains that celebrities are distinguished professionals whose exceptional accomplishments produce noticeable fame together with extensive public awareness. Marketers state that brand endorsement by celebrities provides three main advantages for branding success which include establishing product credibility and building consumer trust together with increasing brand visibility in the marketplace to drive sales growth.

The endorsement of celebrities stands as a proven successful business approach resulting in higher product sales and market growth. This tactical approach creates glamour for the product by suggesting that linking with celebrity personalities leads to better attractiveness and recognition. The use of celebrity endorsements creates market enthusiasm because consumers see familiar recognizable faces and become more interested in products. This stimulation method effectively drives product demand. The technique produces a positive impact on product recall which leads to improved customer purchasing decisions.

Kaikai (1987), states that the use of celebrities in advertisements results in;

- Facilitating brand identification
- Impressing or altering negative attitude towards the brand
- Repositioning an existing brand
- Positioning a new brand or product
- Positively impacting consumers buying decisions

Celebrity endorsers can translate into very effective brand messengers but they are also associated with the risk which is: Celebrities charged as guilty because of the happenings of some negative events can have harmful effects on that product and overall brand.

Kamile Theory

Kamile claims consumers tend to have favorable interactions with physically attractive individuals. Consumers form positive evaluations about products when they are endorsed by attractive personalities because such individuals create positive first

impressions. The way a celebrity looks acts as the primary factor to draw people in and maintain their interest while shaping how consumers view the brands endorsed by them. Attractive personalities who endorse products receive higher interest and preference from consumers because of their good looks. **McGuire (2000)** state that usefulness of any kind of communication depends on:

- Similarity
- Familiarity
- Likeability

Celebrity Endorsement – An Indian Perspective (2024)

(facts and figures have been taken from the multiple web sources)

India's advertising industry continues to thrive, with **celebrity endorsements remaining a cornerstone of brand strategy**. According to the **TAM AdEx Half-Yearly Celebrity Endorsement Report (Jan–Jun 2024)**, celebrity-led campaigns made up **32% of all TV advertisements**, a clear indication of their enduring impact. As India is home to a star-struck audience that deeply idolizes film stars, cricketers, and television personalities, marketers continue to leverage this emotional connect to drive **brand awareness, product recall, and consumer trust**.

Dominance of Celebrities in Advertising

- **Film stars** dominated the celebrity ad space, contributing to **75%** of celebrity-endorsed TV ads.
- **Sports personalities** followed with **14%**, with **TV actors and influencers** accounting for **11%**.
- This trend has stayed consistent over the years, showing that Bollywood and cricket still hold a strong sway over Indian audiences.

Most Visible Celebrities in 2024

- **Akshay Kumar** was the **most visible celebrity** with an average **TV presence of 22 hours/day**, maintaining his dominance from previous years.
- **Shah Rukh Khan** ranked second with **20 hours/day**, and **Amitabh Bachchan** followed closely with **16 hours/day**.

- **Kiara Advani** and **Alia Bhatt** emerged as the top female endorsers, showing a significant increase in brand associations compared to 2023.
- **MS Dhoni**, despite retiring from international cricket, continues to lead in the number of brand endorsements – **endorsing 42 brands** in just the first half of 2024.

These categories saw the highest number of endorsements, reflecting their mass-market appeal and frequent consumption cycles.

Gender-Based Endorsement Trends

- Male celebrities **were largely associated with Food & Beverages and Tech brands.**
- **Female celebrities** dominated categories like Personal Care, Skincare, and Fashion.
- This gendered segmentation in brand associations reflects **targeted consumer marketing** based on traditional purchase influences.

Celebrity Couples and Brand Endorsements

- Power couples continued to attract brands seeking to capitalize on relationship-based storytelling.
 - **Ranbir Kapoor & Alia Bhatt** emerged as the **most featured couple**, endorsing **31 brands** together.
 - **Akshay Kumar & Twinkle Khanna** followed, co-endorsing **29 brands**, maintaining their appeal from previous years.

Such couple endorsements help brands build emotional resonance and relatability, especially among younger and family-oriented audiences.

Trends and Observations

- **Celebrity endorsement frequency dipped slightly in 2023** due to budget constraints and shifts to influencer marketing, but **2024 has seen a resurgence**, with figures now back on par with 2022 highs.

- There is a growing **blend of traditional celebrities and digital influencers**, especially on OTT and digital platforms, though TV remains a dominant medium for mass-market reach.
- Brands are increasingly using **multiple celebrities** for the same campaign to tap into diverse audience segments and boost visibility.

Celebrity endorsements in India continue to evolve but remain **deeply embedded in the fabric of brand marketing**. With a unique ability to shape public opinion, drive sales, and influence buying behavior, celebrities—especially film and sports personalities—remain irreplaceable assets in a brand’s media strategy.

CHAPTER III – RESEARCH METHODOLOGY

3.1 Purpose of the study

The Indian marketplace currently attributes enormous influence to celebrity endorsements. All major positions in consumer awareness and market influence belong to sports personalities alongside actors and models. The admiration people have for celebrities links to their willingness to replicate what the famous people use including cosmetic brands in their daily lives. The admiration towards celebrities routinely serves as motivation for buying products. Celebrities who endorse products have radically changed the Indian market through their ability to generate increased profits along with higher cosmetic product sales.

Analysis of celebrity endorsements gains increased importance in India since the market expands across population numbers and geographical and cultural elements combined with Bollywood's influence and cricket fandom.

The investigation seeks to determine customer reactions toward products endorsed by celebrities. Do customers take action based on celebrity product promotional activities? The sale of products endorsed by celebrities proves better than products promoted without famous associations. Which variables influence customer reactions to celebrity-sponsored advertisements?

3.2 Research Objective of the study

The main purpose of investigating celebrity endorsement in consumer purchasing decisions is to:

- People need to comprehend how customers view celebrities who endorse products in advertisements.
- An analysis must identify the core elements which influence customer behavior after celebrities support products.
- This section evaluates the way celebrity endorsements affect buyers before they decide to purchase something.

3.3 Research Methodology of the Study

A systematic method used to solve research problems constitutes research methodology. Research teams employ different approaches and procedures to resolve specific research issues. Research methodology describes the procedures investigators use to find solutions for their study issues.

3.3.1 Research Design

A research design acts as a well-structured plan that outlines the study's goals and defines the step-by-step process to accomplish them. It lays the groundwork necessary for carrying out research in an organized and effective manner. Typically, research can be categorized into two main approaches: exploratory (which involves an initial investigation) and conclusive (which offers a final analysis). Conclusive research is further broken down into descriptive research (focused on observation) and causal research (based on experiments).

The selection of a particular research design is influenced by factors such as the type of research problem, methods of gathering data, and the analysis techniques involved.

In this study, a Descriptive Research Design has been chosen to analyze the impact of celebrity endorsements on consumer purchasing patterns in the cosmetics sector, with a focus on female buyers.

Descriptive research primarily aims to gather quantifiable information from a selected sample group to enable statistical analysis and meaningful interpretation.

This design is further divided into three specific categories:

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Observational Method:

The study design collects data by physically observing Respondents in their natural environment as a method that does not depend on truthful responses. Psychological as well as social researchers alongside market researchers use this method to examine natural human conduct. When studying physical entities and phenomena scientists rely on this method as their main method.

Case Study Method:

A method used to conduct extensive evaluation of single subjects or multiple entities. Accurate case studies perform two fundamental roles by helping researchers develop hypotheses while expanding their investigation areas. The method proves limited for

finding direct cause-effect links because different responses might result from study biases.

Survey Method:

The research subjects follow structured survey formats and questionnaires, as well as polling procedures. Market research commonly uses surveys while these research tools come in au itself as the preferred method when studying big sample sizes. A survey must contain questions of both open and close varieties in balanced proportion. Surveys exist as both online and offline execution methods.

To gather data, I employed the survey method by sharing a structured questionnaire with a diverse group of female participants. The decision to use mostly close-ended questions was intentional, aiming to extract clear insights into behavioral trends, characteristics, and consumer habits. Moreover, the survey was designed to capture the perspectives and sentiments of respondents regarding the influence of celebrity endorsements.

3.3.2 Data Collection

Research objectives demand the collection of valuable data to advance research goals. The project development incorporates theoretical insights and practical resource inputs that use recommendations from different people. The study utilized both primary and secondary data sources as information sources.

Nature of Data:

The research utilized data from Primary along with Secondary sources.

Primary Data:

The researcher performs original data collection for first-hand information. The project obtained primary data by requesting female respondents to answer structured questionnaires which were uploaded on Google Forms.

A mix of dichotomous questions together with Likert scale and multiple-choice formats appeared in the questionnaire. This research utilized 103 responses from female study participants who came from different age categories in the Delhi NCR region. The researchers used basic random sampling to collect information.

Secondary Data:

Secondary data emerges from existing studies apart from surveys and experiments performed by researchers and documented reports. Research into the topic extensively reviewed existing literature which enhanced the understanding base of the subject. This research examined published and unpublished theses together with books and research papers and online articles as its data sources.

These are the secondary data sources that form the basis of this project:

Internet

Journals

Books

Magazines

Advertisements

Reports

The methodology describes a systematic process for finding data along with collection procedures and classification methods and analysis techniques and interpretation methods and presentation methods so essential findings would become clear.

3.4 Research Gap

While celebrity endorsements have become a dominant marketing strategy in cosmetics, current studies fail to specifically examine how different celebrity traits affect Indian women's purchasing choices. Previous research tends to broadly assess celebrity influence across various sectors or populations, missing crucial nuances about Indian female consumers' distinct preferences, emotional triggers, and decision-making patterns in cosmetics.

Additionally, there's a lack of concrete data analyzing how Indian women actually respond to different aspects of celebrity promotions - including reliability, knowledge, appeal, recognition, and how well the celebrity fits the product. These factors critically shape brand memory, trustworthiness, and buying likelihood.

This study addresses these gaps by:

- Concentrating solely on India's female cosmetic buyers - a key market segment
- Gathering firsthand data through detailed surveys examining:
 - How often respondents see celebrity ads
 - Importance given to trust, appeal, believability, and celebrity-product alignment
 - Impact of celebrity scandals
 - Emotional benefits (like feeling more attractive or confident)
 - Shopping habits influenced by celebrity promotions

By analyzing consumer attitudes in depth, this research moves past basic brand impact to uncover the deeper reasons why certain endorsements resonate with female buyers. The findings will help cosmetic brands develop more targeted and impactful celebrity marketing campaigns.

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CHAPTER IV – DATA ANALYSIS & INTERPRETATION

ANALYSIS AND INTREPRETATION:

The following are the analysis, interpretation and graphical interpretations of the responses collected from females. The inferences are drawn from these graphical representations as under:

4.1 Excel

Q1. AGE

Age	Frequency	Percentage
15-25	67	65.05%
25-35	20	19.42%
35-45	10	9.71%
45 and above	6	5.83%
Total	103	100.00%

Table 1.1: Frequency table for age-group

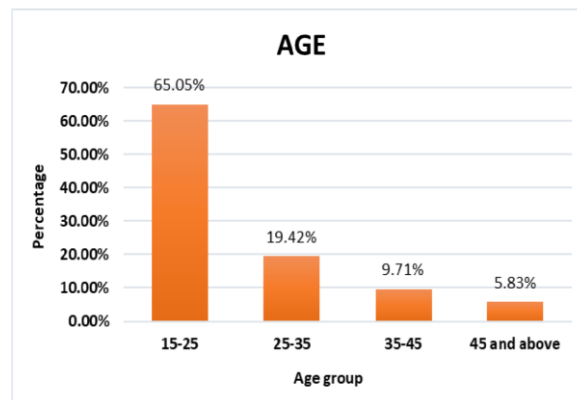


Figure 1.1 : Age Group

Interpretation: According to Figure 1.1, **65.05% of the female respondents** were in the **15-25 age group**. Another **19.42%** were between **25 and 35 years old**, followed by **9.7% in the 35-45 age group**. Finally, **5.83%** of the respondents were **45 years old or older**. Therefore, it can be concluded that **5.83%** of the female respondents were **45 years old or older**.

Q2. Occupation

Occupation	Frequency	Percentage
Student	13	12.62%
Home Maker	20	19.42%
Professional	40	38.83 %
Business Woman	30	29.13%
Total	103	100.00%

Table 1.2: Frequency table for age-group

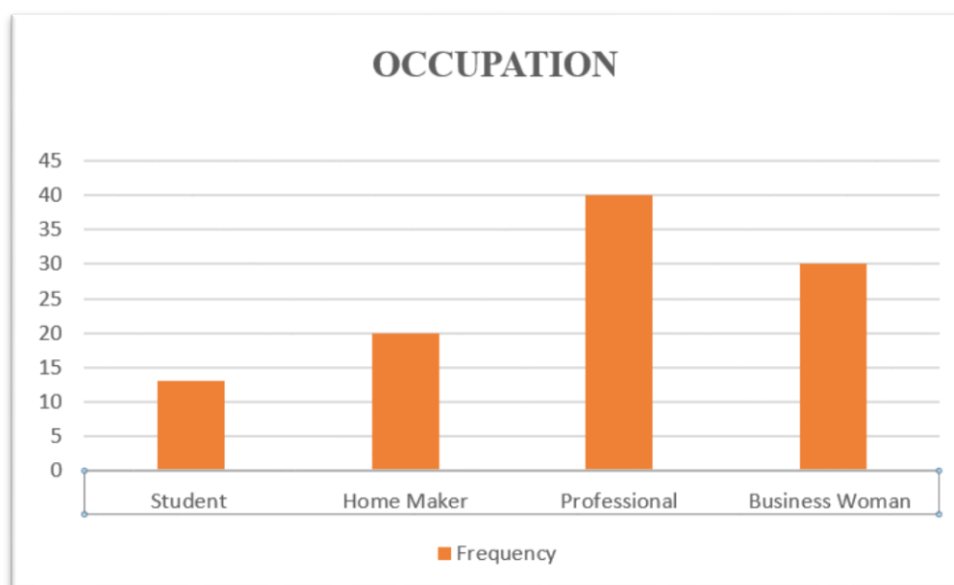


Figure 1.2: Occupation

Interpretation: Out of 103 female respondents, maximum belongs to **professional** category, making up **38.83%** of the total sample. This is followed by **business women**

at **29.13%**, and **home makers** at **19.42%**. A relatively smaller portion of the respondents are **students**, accounting for **12.62%**.

Q3. How often do you come across advertisements that include celebrity endorsements?

Time period	Frequency	Percentage
Very frequently	55	53.40%
Rarely	7	6.80%
Occasionally	7	6.80%
Never	2	1.94%
Always	32	31.07%
Total	103	100.00%

Table 1.3: Frequency table for celebrity endorsed advertisement

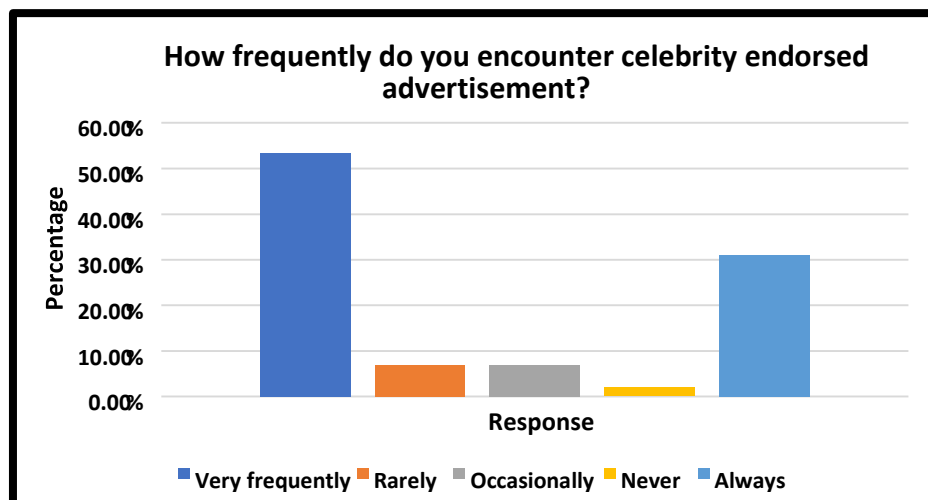


Figure 1.3: Celebrity endorsed advertisement

Interpretation: According to Figure 1.3, **31.07%** of participants reported seeing advertisements endorsed by celebrities all the time, **while 53.40%** reported seeing them **very frequently**. On the other hand, **6.80%** reported seeing them **occasionally**,

6.80% said they saw them **infrequently**, and **1.94%** reported **never seeing an advertisement endorsed by a celebrity**.

Q4. What type of advertisement catches your attention the most?

Type of advertisement	Percentage	Frequency
Celebrity endorsed advertisement	73.79%	76
Non- Celebrity advertisement	26.21%	27
Total	100.00%	103

Table 1.4: Frequency table for type of advertisement

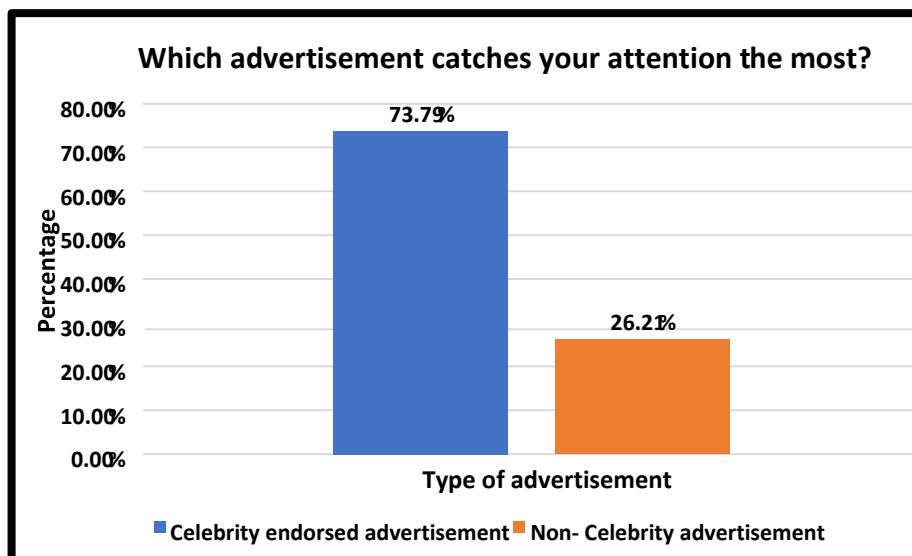


Figure 1.4: Type of advertisement

Interpretation: Based on Figure 4, it can be interpreted that **73.79%** of respondents believe that **celebrity-endorsed advertisements capture their attention**, while **26.21%** of female participants indicated that **non-celebrity-endorsed advertisements** attract their interest.

Q5. What factor do you consider most important when purchasing cosmetics?

Options	Frequency	Percentage
Quality	55	53.40%
Celebrity endorsements	14	13.59%
Value for money	24	23.30%
Price	10	9.71%
Total	103	100.00%

Table 1.5: Frequency table for factors

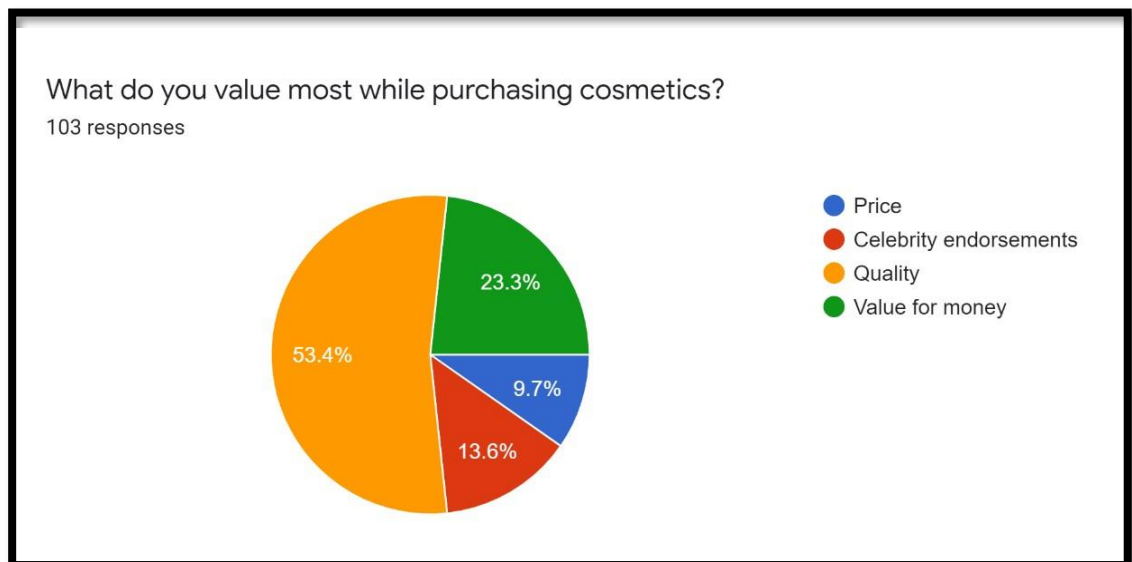


Figure 1.5: Factors to consider while purchasing

Interpretation: Figure 1.5 illustrates that **53.4%** of respondents **prioritize quality** when purchasing cosmetics, while **23.3%** of female participants indicated that **value for money** is most important to them. Furthermore, **9.7%** highlighted **price** as their main concern, and **13.6%** of female respondents mentioned **celebrity endorsements** as a key factor. Therefore, **product quality emerges as the most important factor influencing cosmetic purchasing decisions** among female consumers..

Q6. What type of celebrity endorsements personally influence your decision to purchase cosmetic products?

Options	Frequency	Percentage
Any famous person	32	31.07%
Film star	30	29.13%
None of the above	34	33.01%
Sportsperson	7	6.80%
Total	103	100.00%

Table 1.6: Frequency table for type of personality

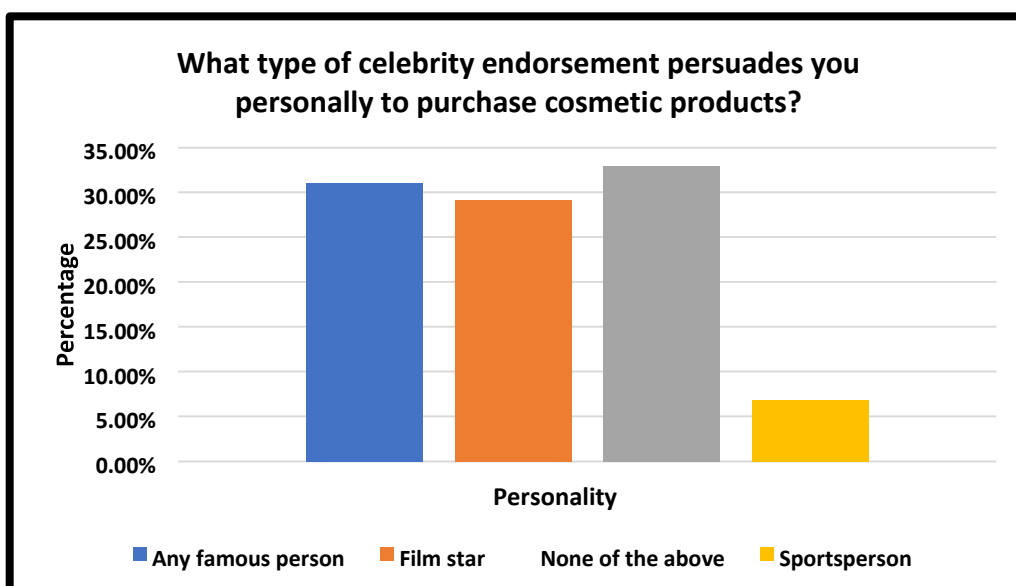


Figure 1.6: Types of Personality

Interpretation: Figure 1.6 depicts that **29.13%** said that **Film stars** in advertisements **persuades** them to purchase cosmetic products of a particular brand. **6.7%** said **sportsperson** and **31.07%** said **any famous personality** would shape their purchase intention whereas **33.3%** said **none** of them.

Q7. Which of the factors listed below drives you to purchase cosmetic products endorsed by celebrities?

Factors	Frequency	Percentage
Credibility of the celebrity	23	22.33%
Attractiveness of the celebrity	24	23.30%
Meaning transferred	37	35.92%
Products/Celebrity match	19	18.45%
Total	103	100.00%

Table 1.7: Frequency table for factors that influence

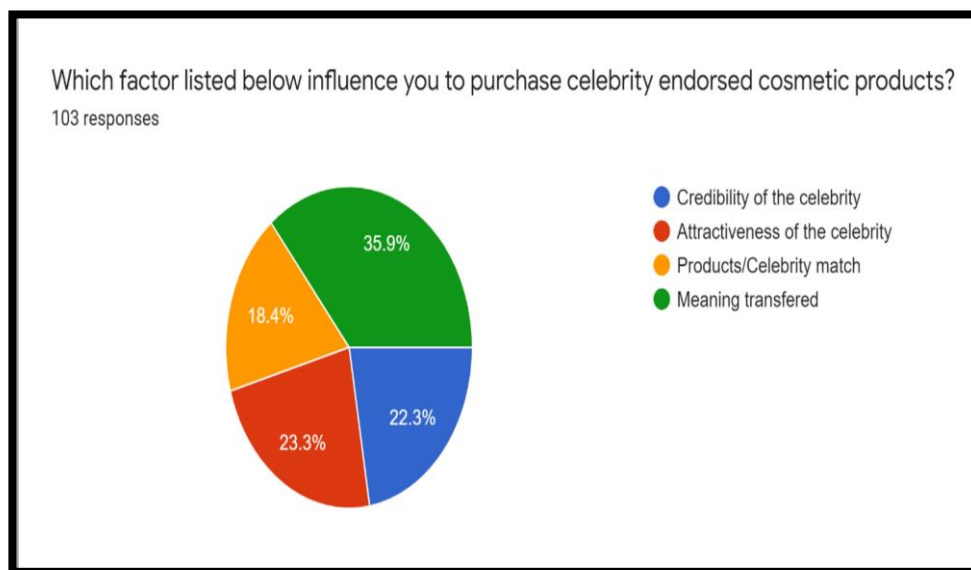


Figure 1.7: Factors influencing to purchase

Interpretation: Figure 1.7 indicates that **22.33%** of respondents stated **that credibility affects their purchasing decision**, 23.04% mentioned attractiveness, 35.92% pointed to the meaning conveyed by the celebrity, and 18.45% indicated that the compatibility of the product and the celebrity influences their decision.

Q8. Do you think celebrities genuinely use the products they promote through their endorsements?

Do you think celebrities genuinely use the products they promote through their endorsements?	Frequency	Percentage
Yes	22	21.36%
No	45	43.69%
Maybe	36	34.95%
Total	103	100.00%

Table 1.8: Frequency table for celebrities' use endorsed products

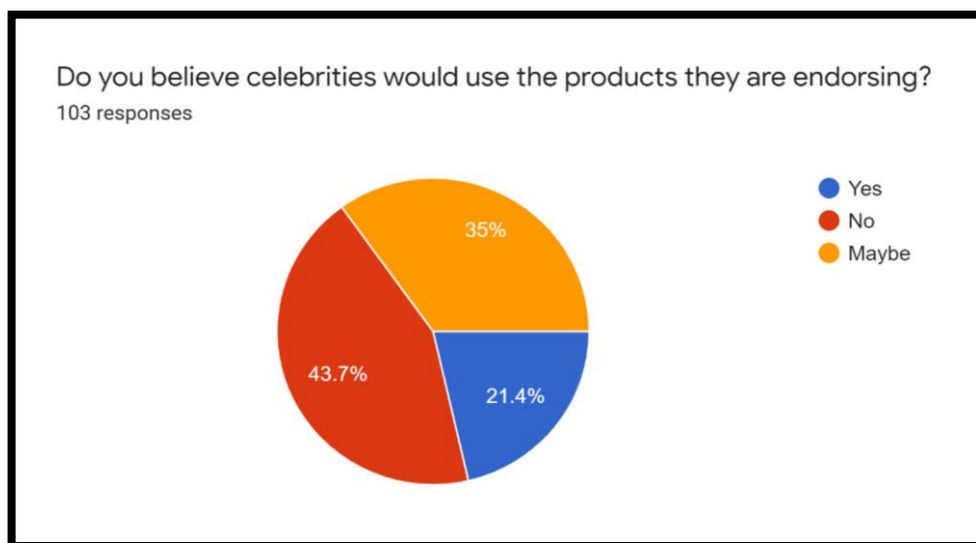


Figure 1.8: Weather celebrities use endorsed products or not

Interpretation: Figure 1.8 illustrates that **43.7% of women surveyed do not believe that celebrities use the products they endorse, 35% are unsure, and the remaining 21.6% believe that celebrities actually use the products they endorse.**

Q9. Does a celebrity's trustworthiness affect your purchasing decision?

Does a celebrity's trustworthiness affect your purchasing decision?.	Frequency	Percentage
Strongly disagree	6	5.80%
Disagree	19	18.40%
Not sure	30	29.10%
Agree	32	31.10%
Strongly Agree	16	15.50%
Total	103	100%

Table1.9: Frequency table for Trustworthiness

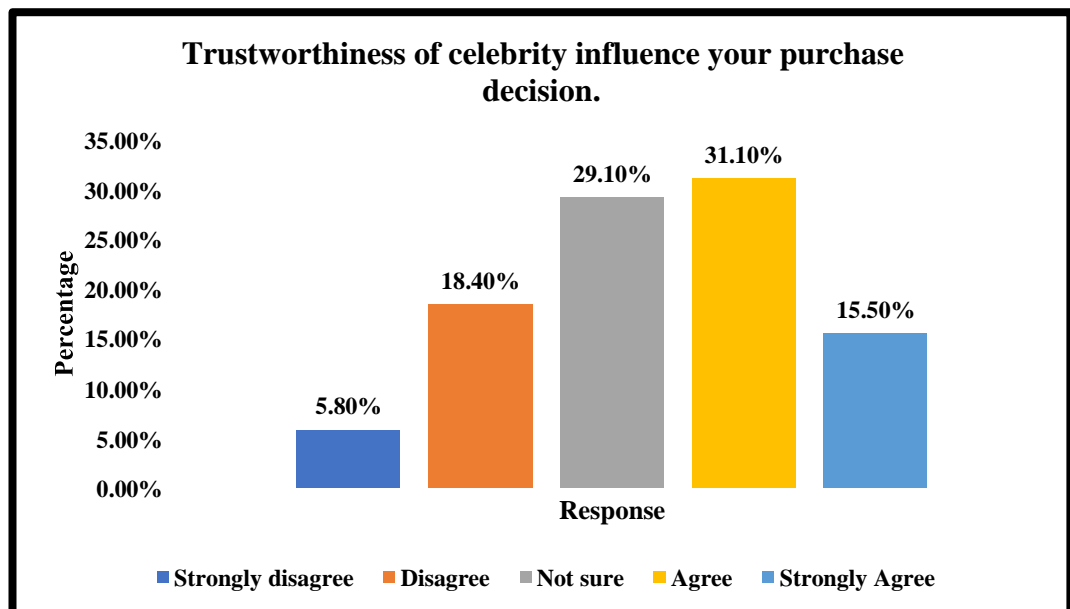


Figure 1.9: Trustworthiness

Interpretation: Figure 1.9 reveals that **5.8%** of respondents **believe reliability** has the **least impact**, while **18.4%** believe it has a **minor effect**. Around **29.1%** believe it has

a **moderate** influence, **31.1%** believe it has a **major effect**, and the remaining **15.5%** believe it has **the greatest level of influence**.

Q10. Does a celebrity's expertise impact your decision to purchase a product?

Expertise of celebrity influence your purchase decision.	Frequency	Percentage
Strongly disagree	4	3.90%
Disagree	17	16.50%
Not sure	36	35.00%
Agree	32	31.10%
Strongly Agree	14	13.60%
Total	103	100%

Table 1.10: Frequency table for Expertise

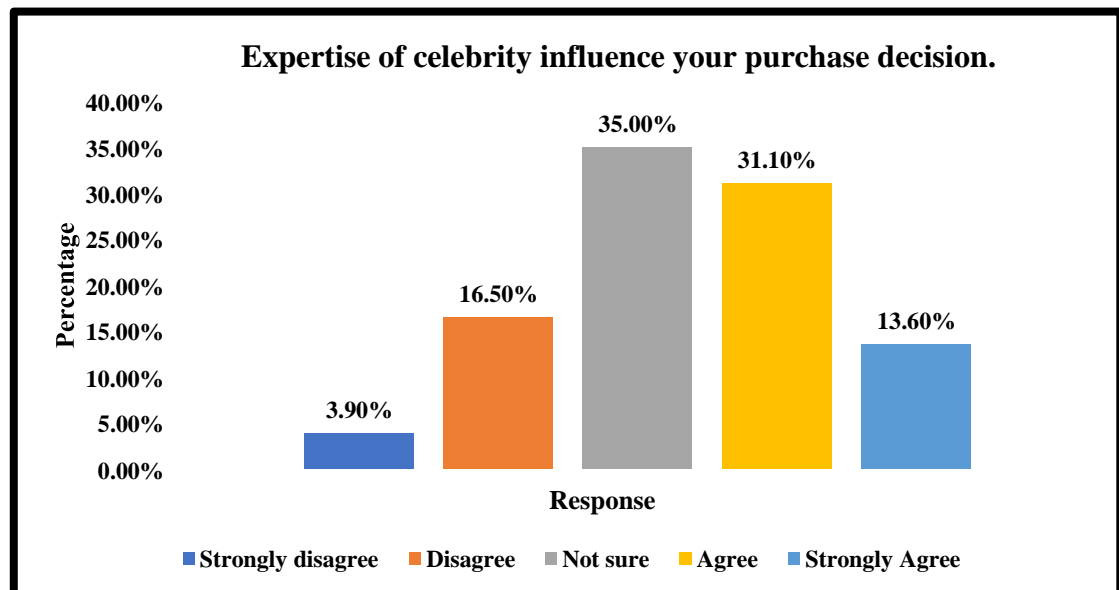


Figure 1.10: Expertise

Interpretation: Figure 1.10 shows that **3.3%** of female respondents see **expertise** as having the **least impact**, **16.5%** view it as having a **lower influence**, **35%** find it

moderately influential, 31.1% think it holds more influence, and 13.6% believe expertise has the highest level of impact.

Q11. Does a celebrity's familiarity affect your decision to purchase a product?

Does a celebrity familiarity influence your purchase decision?	Frequency	Percentage
Strongly disagree	5	4.90%
Disagree	25	24.30%
Not sure	27	26.20%
Agree	36	35.00%
Strongly Agree	10	9.70%
Total	103	100%

Table 1.11: Frequency table for Familiarity

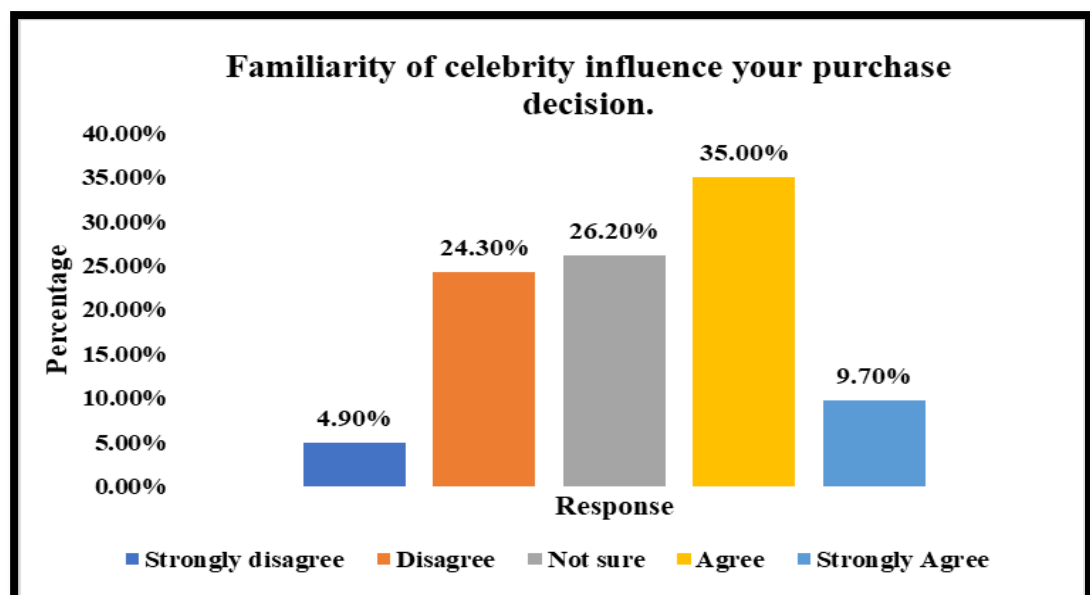


Figure 1.11: Familiarity

Interpretation: Figure 1.11 shows that **4.9% of respondents** believe that **familiarity** has the least influence, **24.3%** consider it to be of the **less influence**, **26%** consider it to be **moderately influential**, **35%** think it has the **most influence**, and the remaining **9.7%** consider it to be the **most influential** factor.

Q12. Does the alignment between the product and celebrity influence your purchase decision?

Product and celebrity match influence your purchase decision.	Frequency	Percentage
Strongly disagree	5	4.90%
Disagree	19	18.40%
Not sure	25	24.30%
Agree	37	35.90%
Strongly Agree	17	16.50%
Total	103	100%

Table 1.12: Frequency table for Product/celebrity match

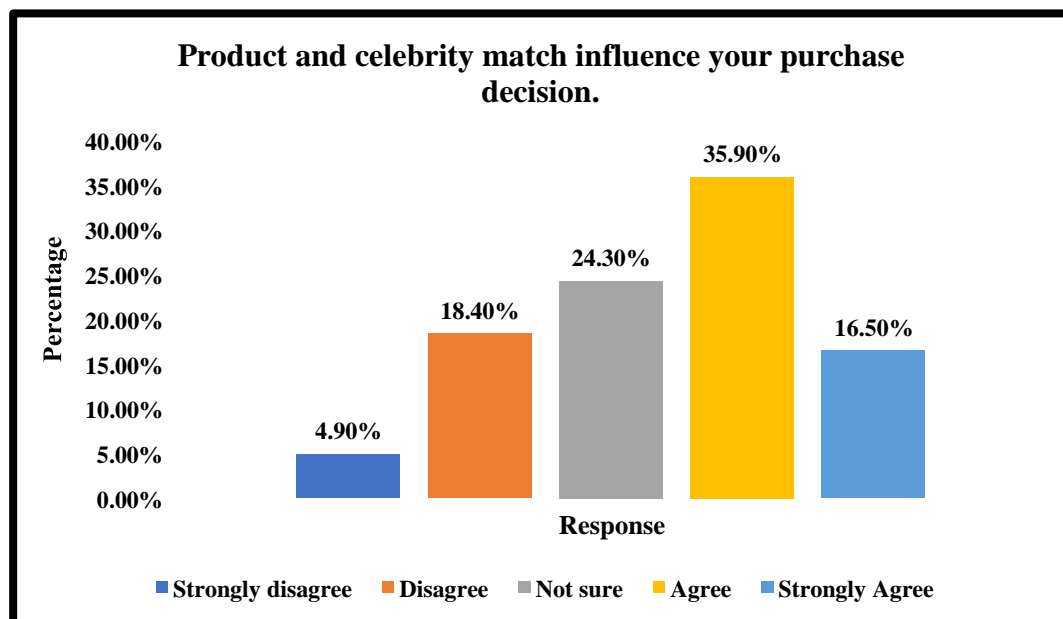


Figure 1.12: Product/celebrity match

Interpretation: Figure 1.12 shows that **4.7%** of respondents believe that the **product-celebrity relationship has the least influence**, **18.4%** consider it to be **of lesser influence**, **24.3%** consider it to be of **moderate influence**, **35.9%** think it has a **greater effect** and the remaining **16.7%** consider it to be the **most** influential factor.

Q13. Celebrity-endorsed advertisements assist you in recalling products more quickly.

Celebrity endorsed advertisements helps you to recall products more promptly.	Percentage	Frequency
Strongly disagree	1.00%	1
Disagree	5.80%	6
Not sure	18.40%	19
Agree	31.10%	32
Strongly Agree	43.70%	45
Total	100%	103

Table 1.13: Frequency table for Recall rate

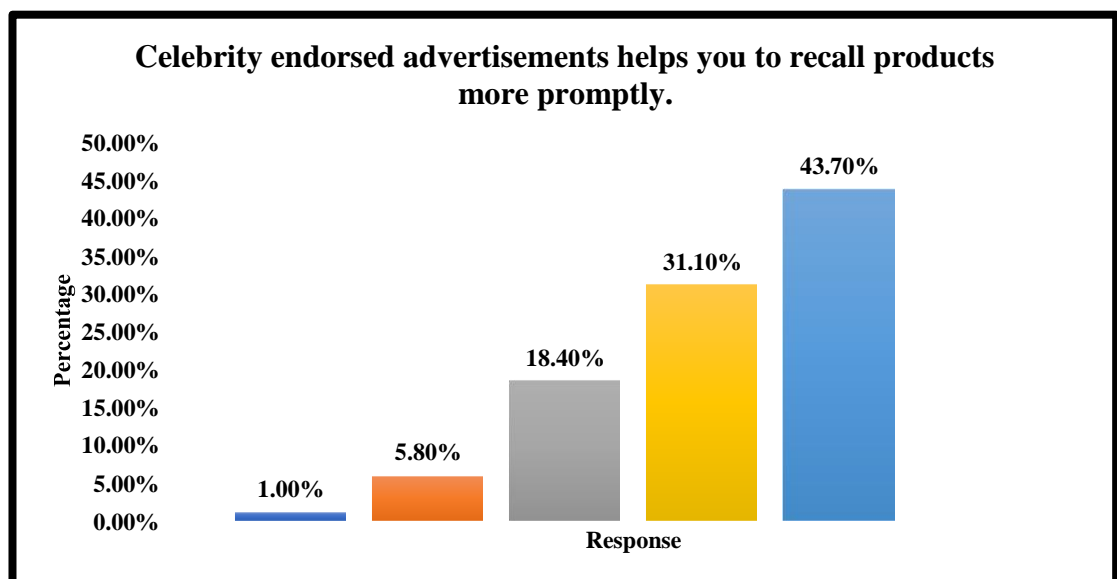


Figure 1.13: Recall rate

Interpretation: Figure 1.13 shows that **43.70%** of respondents **strongly agreed** that celebrities help them remember products, **31.10%** agreed, **18.40%** were **neutral**, **5.80%** **disagreed** and the remaining **1%** **strongly disagreed**.

Q14. You perceive celebrity endorsement as a very effective marketing tool.

You perceive celebrity endorsement as a very effective marketing tool.	Frequency	Percentage
Strongly disagree	1	1.00%
Disagree	15	14.60%
Not sure	21	20.40%
Agree	29	28.20%
Strongly Agree	37	35.90%
Total	103	100%

Table 1.14: Frequency table for celebrity endorsement as marketing tool

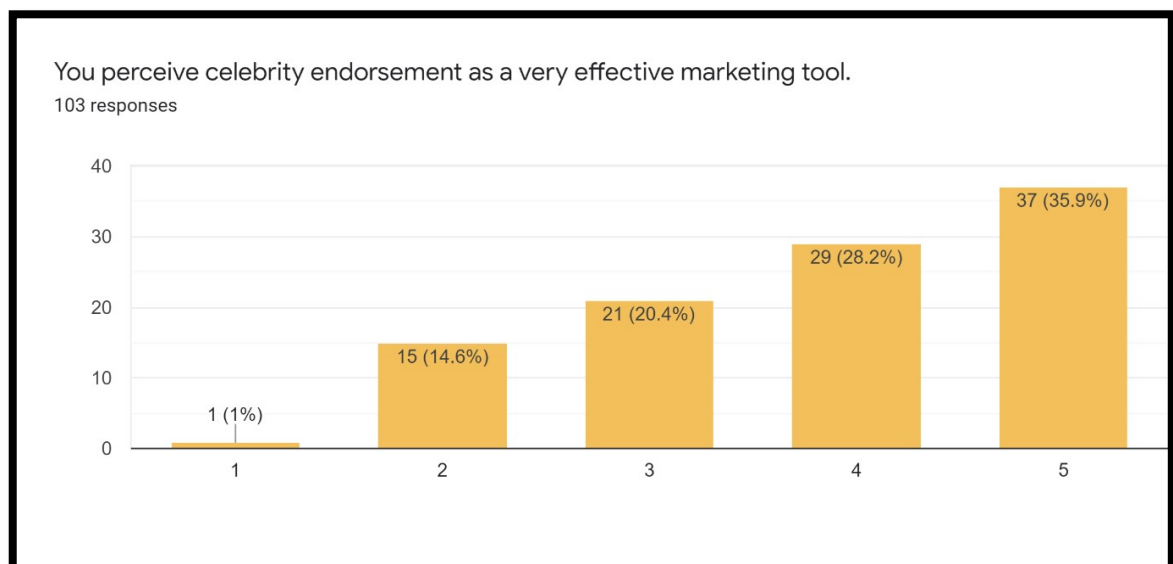


Figure 1.14: celebrity endorsement as marketing tool

Interpretation: From the figure 1.14 we can conclude that **35.9%** of the respondents **strongly agreed** that celebrity endorsement is **an effective marketing tool**, **28%** **agreed** to it, **20.4%** **remained neutral** to the fact, **14.7%** **disagreed** and the remaining **1%** of their respondents **strongly disagreed** to it.

Q15. Negative publicity of celebrity affects your purchase decision.

Negative publicity of celebrity affects your purchase decision.	Percentage	Frequency
Strongly disagree	13.60%	14
Disagree	17.50%	18
Not sure	28.20%	29
Agree	16.50%	17
Strongly Agree	24.30%	25
Total	100%	103

Table 1.15: Negative Publicity

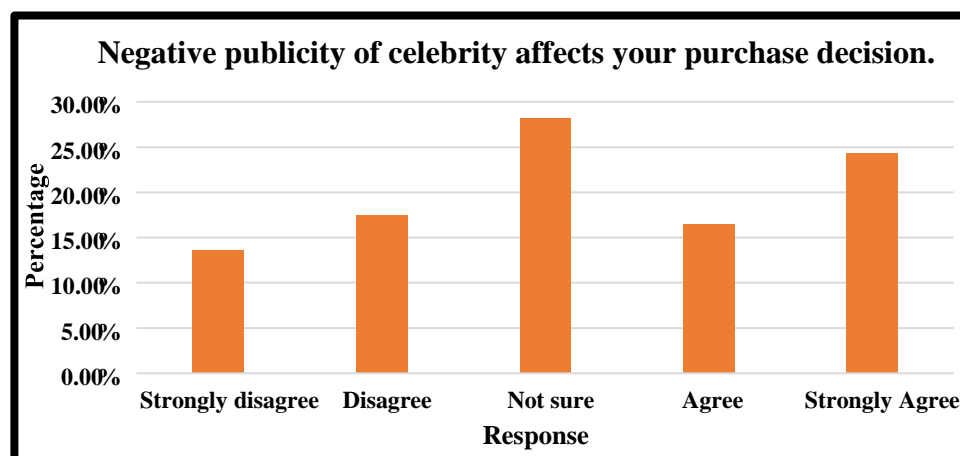


Figure 1.15: Negative publicity

Interpretation: Above mentioned figure 1.15 depicts that, **24.3%** female respondents said that **negative publicity of the celebrity** affects their **purchase decision**, **16.50%** agrees, **28.50%** remain neutral, **17.3%** disagrees and **13.60%** strongly disagree with the statement.

Q16. You feel that celebrity endorsed products makes you feel more glamorous and confident.

You feel that celebrity endorsed products makes you feel more glamorous and confident.	Frequency	Percentage
Strongly disagree	17	16.50%
Disagree	19	18.40%
Not sure	35	34.00%
Agree	14	13.60%
Strongly Agree	18	17.50%
Total	103	100%

Table 1.16: Frequency table for products are making customers glamorous and confident

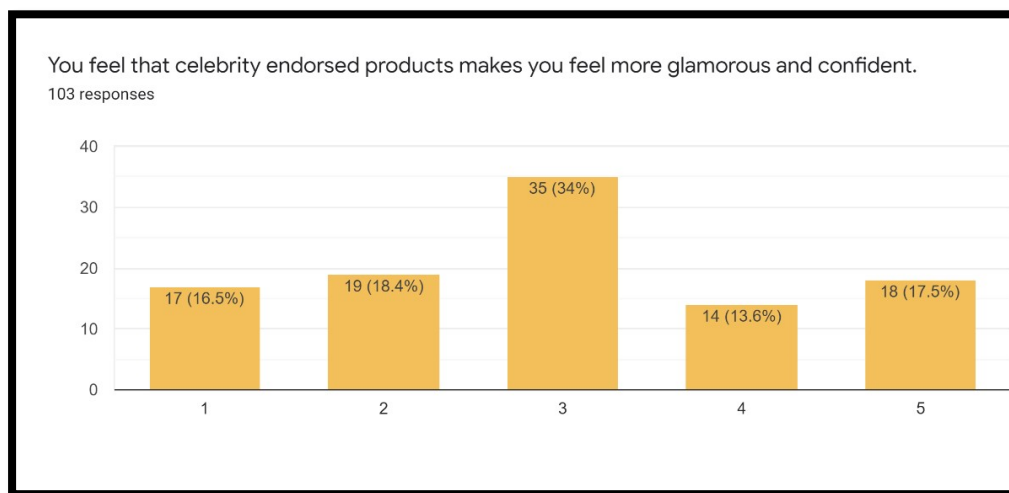


Figure 1.16: Products are making customers glamorous and confident

Interpretation: Figure 1.16 depicts that **17.5%** of the respondents **strongly agreed** to the fact that **celebrity endorsed cosmetic products** make them feel **more glamorous and confident**, **13.6%** agreed to it, **34%** were **neutral**, **18.4%** **disagreed** and **16.5%** **strongly disagreed** to the notion.

Q17. Have you ever considered purchasing a new product just because of the presence of celebrity you like?

Have you ever considered purchasing a new product just because of the presence of celebrity you like?	Frequency	Percentage
Yes	28	27.18%
No	50	48.54%
Maybe	25	24.27%
Total	103	100.00%

Table 1.17: Frequency table for Purchase intention

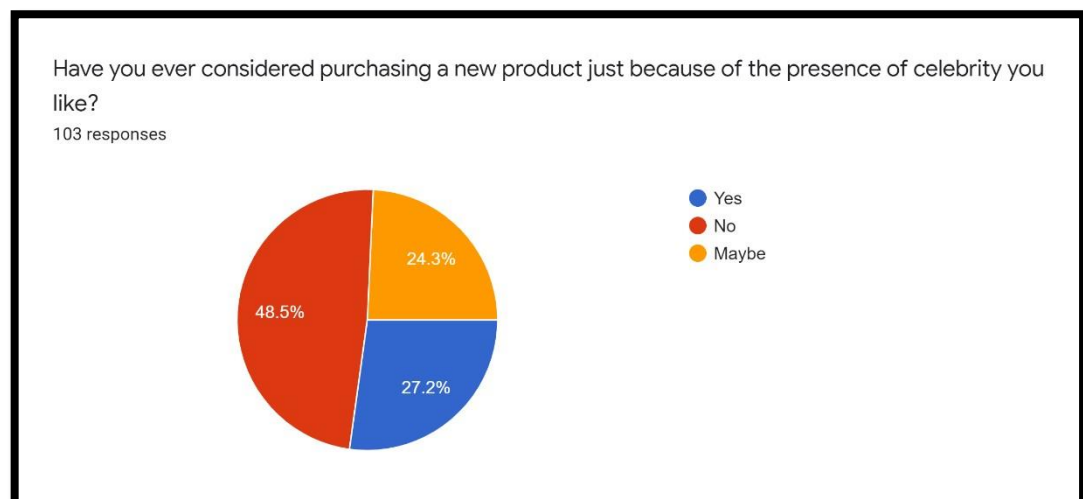


Figure 1.17: Purchase intention

Interpretation: From the figure 1.17, we can conclude that, **27.18% females** said that they consider purchasing a product because of the **celebrity they like**, **48.54%** of respondents were **not in favor** of this statement, while **24.27% females** are **not sure** about this fact.

4.2 Regression Model

- **Dependent Variable:** Impulsive_Purchase (Have you ever considered purchasing a product just because of the presence of a celebrity you like?)
- **Independent Variables:** Trustworthiness, Expertise, Familiarity, Product-Celebrity Match, Recall, Effectiveness of Tool, Negative Publicity, Feel Glamorous.

Variable	Coefficient	p-value	Significance
Intercept	-0.9903	0.000	***
Trustworthiness	-0.0560	0.672	Not significant
Expertise	-0.1418	0.172	Not significant
Familiarity	0.2029	0.034	*
Product-Celebrity Match	0.4191	0.000	***
Recall	-0.0467	0.660	Not significant
Effectiveness of Tool	0.3830	0.000	***
Negative Publicity	-0.0816	0.319	Not significant
Feel Glamorous	-0.3537	0.000	***

Symbol	p-value threshold	Meaning
***	$p < 0.01$	Highly significant (strong evidence)
**	$0.01 \leq p < 0.05$	Moderately significant
*	$0.05 \leq p < 0.10$	Weakly significant (some evidence)
(blank)	$p \geq 0.10$	Not significant (no evidence)

Variable	Coefficient	p-value	Significance
Product-Celebrity Match	0.4191	0.000	*** (Highly significant)
Familiarity	0.2029	0.034	* (Moderately significant)
Feel Glamorous	-0.3537	0.000	*** (Highly significant)
Trustworthiness	-0.0560	0.672	(Not significant)

R-squared: 0.634

Adjusted R-squared: 0.603

F-statistic: 20.39 ($p < 0.001$, indicating strong model significance)

Interpretation of Results

- **Product-Celebrity Match** and **Perception of Endorsements as Effective Tools** are both **highly significant** and **positively correlated** with impulsive buying behavior. This means the better the alignment between the celebrity and product and the stronger the belief in endorsement effectiveness, the more likely consumers are to consider impulsive purchases.
- **Familiarity** is also statistically significant ($p = 0.034$), suggesting that well-known celebrities can positively influence impulse buying.
- **Feeling glamorous and confident** due to endorsements is **negatively associated** with impulsive purchase behavior (high significance). This might imply that while endorsements increase confidence, they do not necessarily drive impulse buys.

Variables like **Trustworthiness, Expertise, Recall, and Negative Publicity** were **not statistically significant** in explaining impulsive buying behavior. This aligns with earlier findings that females do not heavily rely on trust/expertise for purchase decisions in cosmetics

CHAPTER V – FINDINGS AND SUGGESTIONS

5.1 Findings

The research examining celebrity endorsements' influence on Indian women's cosmetic purchases yielded these key observations:

- Celebrity ads have extensive penetration, reaching most female consumers regularly
- Celebrity promotions maintain strong visual and emotional appeal in attracting buyers
- While celebrity factors matter, product quality remains the dominant purchase consideration
- Celebrity personalities show minimal direct impact on most purchase decisions
- Many consumers appreciate the aspirational qualities (glamour, prestige) celebrities represent
- Significant skepticism exists regarding whether celebrities genuinely use promoted products
- Though important, credibility and expertise aren't primary purchase drivers
- Familiar celebrities boost purchase intent through established trust
- Strong celebrity-product alignment enhances brand trust and repeat purchases
- Celebrity ads effectively increase brand awareness and product visibility
- Negative celebrity publicity's effect remains unclear to most consumers

Ultimately, while helpful for marketing, celebrity endorsements alone don't guarantee sales conversions.

5.2 Recommendations

For cosmetic brands leveraging celebrity endorsements, these strategic suggestions emerge from the findings:

- Ensure endorser's public persona perfectly matches brand identity - mismatches damage credibility
- Prioritize celebrities with unimpeachable reputations and trustworthiness
- Demand authentic, transparent product representations from endorsers
- Avoid controversial figures to prevent brand image contamination
- Favor celebrities with actual beauty industry expertise or experience
- Select frequently visible, culturally relevant celebrities to maximize recognition

- Maintain consistency between celebrity image and product messaging
- Combine celebrity appeal with strong product quality emphasis
- Monitor celebrity reputation continuously throughout campaigns
- Balance celebrity promotions with other trust-building marketing efforts

CHAPTER 6 – CONCLUSION AND LIMITATIONS

6.1 Conclusion

The present study titled “*Impact of Celebrity Endorsement on Consumer Buying Behaviour in the Cosmetic Industry*” set out to evaluate how various celebrity attributes influence purchase decisions, particularly among Indian female consumers. With an increasingly saturated market and evolving advertising norms, the role of celebrity endorsements has become more nuanced and strategic than ever.

- High Exposure and Appeal of Celebrity Endorsements

The research reveals that a significant proportion of female consumers, particularly within the 15–25 age group, are frequently exposed to celebrity-endorsed advertisements. These advertisements are considered highly attractive, suggesting that celebrities still hold considerable attention-grabbing power in the cosmetic domain.

- Recognition and Recall Enhanced by Celebrity Endorsements

Respondents widely agreed that celebrity endorsements improve recall and recognition of cosmetic products. This supports the strategic use of celebrities in campaigns aiming for high visibility and brand memorability.

- Familiarity and Product-Celebrity Match Drive Purchase Decisions

One of the core findings, supported by both descriptive and regression analysis, is that **familiarity with the celebrity** and a **strong match between the product and the celebrity** are statistically significant predictors of purchase intention. These elements enhance consumer trust and relatability, making endorsements more effective.

- Limited Role of Trust and Expertise

Although traditionally regarded as influential, **trustworthiness** and **expertise** were found to have **limited statistical significance** in shaping purchase behavior. This suggests a shift towards more emotional and image-based associations over rational credibility.

- Mixed Perception of Authenticity

The majority of consumers do not believe celebrities actually use the products they endorse. Despite this, the aspirational value associated with celebrity lifestyles still encourages positive perception and intent to purchase, showing a gap between belief and behavior.

- Emotional Impact and Glamour Association

Interestingly, while many consumers feel that celebrity-endorsed products enhance their confidence or glamour, this emotional reaction **does not strongly translate into impulsive purchases**, as shown in the regression. This indicates that emotional value alone isn't enough; it needs to be coupled with relevance and familiarity.

- Minimal Impact of Negative Publicity

While negative publicity is a recognized concern, most consumers appear either unaffected or uncertain about its influence on their decisions. This points to a continued allegiance to favored celebrities despite reputational risks, especially in image-driven markets like cosmetics.

- Effective but Not Solely Sufficient Tool

Celebrity endorsement, as confirmed through the analysis, is an effective marketing tool—but **not a standalone driver** of purchases. Consumers prioritize **quality, value for money, and authentic alignment**, emphasizing that endorsement must complement rather than replace core product value.

6.2 Bridging the Research Gap

This study contributes uniquely by:

- **Focusing exclusively on Indian female consumers** in the cosmetics segment—often underrepresented or generalized in prior research.
- Providing **empirical evidence** through a structured questionnaire and regression analysis on the role of specific celebrity attributes.
- Highlighting the **psychological and perceptual drivers** such as emotional influence, familiarity, and image congruence in shaping purchase decisions.

6.3 Limitations of the study

Every research project has its own limitations, and recognizing them is essential. The following challenges were encountered during the development of this study:

- First, the sample size used was relatively small and might not fully reflect the larger population of Delhi NCR. Therefore, the results might not be robust enough to support universally applicable conclusions.
- There is a possibility that individual biases influenced the responses collected through the questionnaires.
- Another limitation relates to the age distribution of participants, as the majority are young adults between the ages of 18 and 30. Participation of people over 45 was limited, as they may have different perspectives on celebrity influence.
- Most participants came from urban settings and had some prior knowledge of the topic, while people from rural settings were underrepresented.
- The study was also conducted within a limited timeframe, which may have affected the depth with which the topic was explored.

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ANNEXURE

Questionnaire on Impact of Celebrity Endorsement on Consumer Buying Behaviour in Cosmetic Industry

This survey is conducted for research purposes to understand consumer perception and behavior regarding celebrity endorsements in the cosmetics industry. Please answer all questions honestly. Keep in mind the following celebrity-brand associations while filling the form.

- ☐ **Lakmé:** Kareena Kapoor Khan, Ananya Panday
- ☐ **L'Oréal:** Aishwarya Rai Bachchan, Aditi Rao Hydari, Alia Bhatt
- ☐ **Maybelline:** Suhana Khan, Ananya Birla
- ☐ **Nykaa:** Janhvi Kapoor
- ☐ **MAC:** Bhumi Pednekar

Name: _____

Age: *(Please tick one)*

- ☐ 15–25
- ☐ 25–35
- ☐ 35–45
- ☐ 45 and above

Occupation: *(Please tick one)*

- ☐ Student
- ☐ Home-maker
- ☐ Professional
- ☐ Business woman

1. How frequently do you encounter celebrity-endorsed advertisements? *(Please tick one)*

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

2. Which advertisement catches your attention the most?

- ☐ Celebrity endorsed advertisement
- ☐ Non-celebrity endorsed advertisement

3. What do you value the most while purchasing cosmetics?

- ☐ Price
- ☐ Celebrity endorsement
- ☐ Quality
- ☐ Value for money

4. What type of celebrity endorsement persuades you personally to purchase cosmetic products?

- ☐ Film Star
- ☐ Sports person
- ☐ Any Famous Personality
- ☐ None of the Above

5. Which of the following factors influence you to purchase celebrity-endorsed cosmetic products?

- ☐ Credibility of the celebrity
- ☐ Attractiveness of the celebrity
- ☐ Product/Celebrity match
- ☐ Meaning transferred to the product

Please rate your agreement with the following statements on a scale of **1 to 5**:

(1 = Strongly Disagree, 5 = Strongly Agree)

Statement	1	2	3	4	5
6. Celebrity endorsed advertisements help me recall products more promptly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Trustworthiness of celebrity influences my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Expertise of the celebrity influences my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. You perceive celebrity endorsement as a very effective marketing tool.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Familiarity of the celebrity influences my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Product & celebrity match influences my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statement

1 2 3 4 5

12. Negative publicity of the celebrity affects my purchase decision. ☐ ☐ ☐ ☐ ☐

13. Using celebrity-endorsed products makes me feel more glamorous and confident about myself. ☐ ☐ ☐ ☐ ☐

14. Do you believe celebrities actually use the products they are endorsing?

- ☐ Yes
- ☐ No
- ☐ Maybe

15. Have you ever considered purchasing a new product just because of the presence of the celebrity you like?

- ☐ Yes
- ☐ No
- ☐ Maybe

Google form link : <https://forms.gle/yG5iys8EzoVeTUsLA>