Major Research Project on

"CONSUMER BUYING BEHAVIOUR TOWARDS CELEBRITY-ENDORSED COSMETIC PRODUCTS"

Submitted By

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CERTIFICATE

It is hereby certified that major research project titled "Consumer Buying Behaviour Towards Celebrity-Endorsed Cosmetic Products" written by Kritika Suyal, Roll No. 24/DMBA/121 of Delhi School of Management, Delhi Technological University is genuine research done under my supervision and guidance.

The study is one of the pre-requisite for award of degree of Master of Business Administration (MBA) for academic year 2024-26.

Signature of the Faculty Guide

Dr. Arushi Jain

DECLARATION

I, Kritika Suyal, an MBA (Master of Business Administration) student from Delhi School of Management, Delhi Technological University, hereby certifies that Project Report titled "Consumer Buying Behaviour Towards Celebrity-Endorsed Cosmetic Products" has been completed under the esteemed guidance of Dr. Arushi Jain.

It is further certified that this project is not submitted elsewhere for any award of degree, nor will it be used for such purpose without my prior consent in the future. All data used in the research have been provided and verified to the best of my knowledge and sources used are duly acknowledged.

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ACKNOWLEDGEMENT

It has been an enriching experience for me to be able to successfully complete this Major Research Project and I believe that I could never have done it without the assistance of certain individuals whose contribution I would like to acknowledge from the depths of my heart.

I want to thank my mentor and guide Dr. Arushi Jain, Assistant Professor, DTU for her immense guidance in preparing this Major Research Project. She provided me with excellent feedback Her contribution and assistance in my completion of this Major Research Project are highly cherished by me.

I would also thank the Head of the Department (HOD) Dr Saurabh Agarwal of Delhi School of Management. He has made sure I have had everything I had need of, to complete this Major Research Project. My family and friends too greatly contributed in helping me accomplish this task by supporting me wholeheartedly.

At last, I would also thank Delhi Technological University (DTU) for giving me the opportunity to do this Major Research Project under my MBA course.

EXECUTIVE SUMMARY

The "Consumer Buying Behaviour Towards Celebrity-Endorsed Cosmetic Products" is what this paper focuses on. This paper assesses the purchase behaviours towards cosmetic products by consumers. Researchers developed a 18-item, structured, closed-ended questionnaire which they distribute via Google Forms to collect data. The aim of investigation to understand what celebrity endorsement means to Indian consumers, which variables drive the decision making of consumers, and what specific impact celebrity endorsement plays.

A preview of the topic is established before researchers' look at existing studies on celebrity endorsement. In an existing review literature provides important data regarding research areas and important variables.

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.

Customers' perceptions of brand endorsements and the elements that influence their purchasing decisions are investigated using a quantitative methodology. Microsoft Excel was used for the data analysis.

Most consumer’s perceived the celebrity endorsements as more appealing and more powerful than the traditional non-celebrity advertisements. Consumer is responsive towards celebrity attributes while making purchase decisions as demonstrated in the study findings. This investigation indicates that the celeb endorsement has positive effect on purchase decisions. The structure of the current research work presented below:

- Chapter 1: Brief introduction on the issue of the research work presenting its objectives, aims, and general perspective.
- Chapter 2: Reviews theories and concepts related to consumer purchasing behaviour and endorsements of celebrity. This also discusses about literature review critically on the subject topic.
- Chapter 3: Discusses research approach, aims, design, instruments, and methods used for data collection. This chapter also brings out a gap in research conducted from literature review that the current study aims to address, which is to investigate the effect of celebrity endorsements on consumers in India cosmetic sector.

- Chapter 4: Analysis and Discussions of the data obtained from primary source of information (questionnaire).
- Chapter 5: Research finding and recommendations based on data.
- Chapter 6: Conclusion and limitations of the study, discussing principal results of research and constraints faced by it.

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CHAPTER I - INTRODUCTION

1.1 Introduction of study

Thousands of voices and pictures are exposed to the average consumer by way of magazines, newspapers, bill boards, the internet, radio, and the TV. It is every brand's goal to steal even just a small chunk of that person's attention, in order to inform the consumer of wonderful characteristics of specific item. How the marketer captures the consumer's attention is the real challenge.

One popular method of helping the marketer achieve this is through the use of celebrity endorsers. In society today celebrities are seen to be role models, and it's because of our favorite celebrities that people's life styles are changing. It seems to be because of the fact that their life styles are changing so much because of who their favorite celebrities are that consumers buy products based on celebrities which then drives customers and business productivity.

Some of the famous can be excellent salespeople. For a business, the quickest and most safe way to have consumers create an association with the business and its product seems to be by giving a business a recognizable and familiar face. What celebrity endorsement means is it is when celebrities themselves are endorsing products. And for instance when you see a celebrity like a famous actor or your favorite sports star endorsing a product the product seems to automatically gain credibility. The celebrity must be famous in relation to the consumer target group, but not necessarily world-famous. For example Indian Celebrities are more used for the endorsement of brands in India due to their relevance. In this fanciful world of advertising, celebrity endorsement is strongly encouraged, bringing in billions and trillions of dollars every year.

And from consumer’s POV they want brand that they see to have a good image in the market place. Since it would even be more appealing when well-known stars are associated with a particular brand, and the consumer would think that by using these brands, consumers would obtain certain status, celebrity endorsed products fulfill this need for status satisfying brands. Marketing professionals use celebrities as product endorsers to have their brands gaining the leading advantage over other competitors.

However, hiring a celebrity to complete the objective itself demands understanding and consideration of a multitude of other aspects. Thus, this study aims to determine the effect of celebrity endorsements on customers' purchasing behaviour in cosmetics.

Celebrities is term applied to a well-known figure-say an actor, athlete or entertainer- who has acquired a public status (generally in their profession but could be in other fields). A celebrity is not only about fame but also about appeal and that aura which one has to give a larger than life feel or the special talents which one could not dream of. In India Shah Rukh Khan, Amitabh Bachchan, Ranbir and Ranveer Singh for films and Virat Kohli, Rohit Sharma, Sachin Tendulkar for sports come into immediate consideration while the beauty segment would be represented by models like Alia Bhatt, Janhvi Kapoor, Kiara Advani and others. When they tie up with an advertisement or promote any product, it can be termed as a celebrity endorsement, since here they give the credibility of their own image to a particular product. Today large companies are investing a lot of money on this relationship, trying to turn brand enthusiasts into customers, in return of their celebrity's fan following, thereby increasing market share. For smaller companies they have been using more influencers since it is economical. However, it has been observed that customers are more reliant on a traditional celebrity endorser than on a mere influencer, which has been identified and will be studied further in this research.

Brand And Importance Of The Brand - Brand is just not a name or a trademark on the product, rather it is something else which is more prominent-i.e. Visual, verbal, emotional etc-that helps differentiating one product from another in the competitive market. A good brand has certain qualities which are –it can be clearly communicated to consumers, consumer trusts a good brand and it builds relationships on the basis of emotional factor as well as customers will remember and stay loyal to that particular brand throughout. To build such a brand the marketers first of all need to identify the target consumers and meet their expectation in accordance. Once it builds a place in consumers mind the brand will automatically reach and remain in mind; they will come again and even endorse it. So essentially the whole interaction and feelings a consumer possesses towards a product and organization defines the brand.

Why Celebrities Work For Advertising? - Celebrity endorsements basically work on a simple psychology-people usually listen to people that they know and admire. If a familiar and likable face is placed in front of them saying a brand's name it obviously catches their attention. Furthermore, celebrities transfer their charisma, their persona, the positive image they stand for, the goals and aspirations which their fans look for, to the brand itself. In essence, brand awareness has been proven to be an effective strategy to attain and establish it quickly, if executed properly through the hands of an efficient and renowned celebrity.

Consumer Buying Behaviour: A Larger Picture - Consumer buying behaviour signifies the entire process which a consumer goes through before reaching to the final purchasing stage: recognition of needs, seeking alternatives, comparing among them, purchasing and ultimately disposing the product. The entire process should be taken in consideration by the marketer; focusing only on the purchase stage is too late; as in the case of routine purchases some stages may even be skipped since they rely more on habits and knowledge than comparing each and every alternative. The factors which influence the consumer buying behaviour are many-it varies from person to person, age, region and the culture; the needs of the consumers change as the person grows up; their income status and state of mind. The influencing factors are of two kinds-Internal influences, that includes memory, attitude, though process etc; and External influences that includes media exposure, peers' opinions, culture and public opinions etc. Among these factors, the most prominent one is culture which influences a lot; it consists of all the shared beliefs and values and norms; hence, if a marketer does not take into consideration the cultural values of a place then they have to face some serious problems and monetary losses too. It is followed by social influences which are provided by family members, peers and social status etc; but the primary one which mostly takes the lead is family; as it has been observed to be most influential factor. Followed by psychological influences like perception, learning, motivation, and memory etc.

Advertising As An Influential Tool - Advertising influences a customer in every possible form whether on television, in newspaper or a roadside advertisement. The purpose is always to encourage a purchase to happen. A successful advertisement depends on the industry, the target market and the product. Celebrity endorsement being one of the best means of influencing people towards a brand by transferring positive associations.

The Cosmetics Industry: A Brief Overview - The market of cosmetics consists of many different products like lipstick, foundations, nail polishes, etc and has been dominating by a handful of multinational giants across the world like L'Oreal Paris, Neutrogena, Olay, Johnson & Johnson, Gillette and so on. The distribution, however, is scattered over thousand of smaller stores and different brands. The cosmetics and perfume industry in Europe and America totaled $70 billion in the mid-2000's while worldwide market value was of $170 billion in that regard. Indian market worth is estimated at $2.5 billion and has growth rate around 7% every year, which is attributed to increase in disposable income and growing fashion sense among consumers. What has been noticeable, is the growth in the market of herbal cosmetics with pioneers like Shahnaz Husain, bringing Ayurvedic cosmetics in mainstream with numerous others following suite like Himalaya, Lotus, Himalaya, VLCC,

Dabur, etc, thereby decreasing the number of chemical based products in the market. The sector showed good growth despite the economic slump of 2008-09, with sales totaling Rs 356.6 billion in India and are attributed to two factors-the rising purchase power and increasing obsession over one's appearance among Indians (both men and women). India previously was a dominated market for local names like Ponds and Lakme, and has since then seen many foreign competitors enter its market like Revlon, L'Oreal, Avon, Colorbar and Oriflame. The pricing strategy and products of these competitors have had to undergo substantial changes to fit themselves in the price sensitive market of India.

1.2 Objectives of study

The objectives for this research:

Study how consumers perceive the celebrity involved in cosmetics advertising.

Investigation which factor drives purchasing behaviour the most through celebrity endorsement.

Examine how consumer purchasing intention for cosmetics is influenced by celebrity endorsement.

1.3 Scope of Study

This research is conducted on “Consumer Buying Behaviour Towards Celebrity-Endorsed Cosmetic Products”; this behaviour tells us more about purchase intention particularly in the cosmetics. Therefore, to carry out market survey about buying behaviour for cosmetics, the geographical area selected is North India region. This research only focuses on buying intention of customers.

CHAPTER II- LITERATURE REVIEW

2.1 Literature Review:

Over years many arguments have been done with respect to ideas on what makes celebrity endorsement successful. Many studies have been conducted that aims at finding out all factors that are very active to create an impact on consumer buying behaviour. According to business strategist, named Martin Roll, he points out there are four essential elements for celebrity endorsements essentially: Attractiveness, Credibility, Meaning transferred between endorser and brand and Product match-up

Patzer (1985) stated "physical attractiveness is an informational cue involves effects that are subtle, pervasive, and inescapable. He advocated usage of attractive endorsers than average looking ones. According to him people are always trying to increase their attractiveness and react positively to the endorsers who look like them. Sometimes people tend to think that attractive people are much smarter and therefore excel in other areas as well phenomenon called as the halo effect.

Source credibility model proposed by Hovland and his colleagues. It is a communicator's positive characteristics that affect the receiver 's acceptance of a message" (Ohanian 1990) and based on research in social psychology (Hovland et al., 1953). The model suggests that the message effectiveness depends on the perceived level of expertise and trustworthiness of an endorser (Hovland et al., 1953; Ohanian 1991; Dholakia and Stemthai 1977). Internalisation occurs when source influence receiver and is accepted by in terms of their personal attitude and value structures (Erdogan, 1999).

McCracken proposed meaning transfer model; main idea of this is to prove that celebrities possess unique sets of meanings which might be transferable to the products endorsed by them. This model suggests that effectiveness of celebrity endorser depends on his/her quality to bring the meanings to the process (McCraken 1989). They possesses a larger number of distinctive meanings. Status, class, gender, and age, as well as personality and lifestyle types, are represented in the pool of available celebrities, putting an extraordinarily various and subtle pallet of meanings at the disposal of the marketing system (McCraken 1989). For instance, in India, Sonia Gandhi as regal women, Amitabh Bachhan as high-class person, Aishwarya Rai for her glamorous lifestyle etc.

"Celebrities are an unnecessary risk unless they are very logically related to products" Watkins (1989). Product Match-up model suggests that Celebrity and Product features

should complement each other for an effective advertising (Kamins 1990). The match between product and celebrity depends on common attributes that are between product features and celebrity image (Misra and Beatty 1990). Advertising by a celebrity with higher product compatibleness leads to efficacy as compared to advertisement featuring less compatible celebrity (Kamins and Gupta 1994; Erdogan 1999). 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. A celebrity endorser should possess the quality that a target audience finds appealing. McCracken (1989) proposes that superstar is considered like memorial, entertainer or representative of the business organization. Investigation has established that spokesperson endorsement influence consumers' mind-set in common that can maybe change feelings of customers towards commercial and products. During all years, researchers proposed theories to maybe understand means that makes celebrity endorsement productive and fruitful. Along with theories that were proposed, many studies all elements that can maybe be a factor in celebrity endorsements and what impression they have on conduct of the consumers/buyers (Esangbedo, 2011). Various explanations of the endorsements effects are based on effects of literature sources that may reveal:

Celebrity endorsement increases attention paid to ad (Buttle et al., 2000); They are mostly attractive, which helps persuading when customers are mostly worried about how society accepts and opinions of others (DeBono and Harnish 1988) or when the product is related to attractiveness (Kahle and Homer 1985, Kamins 1990); They may be important sources if they mostly have expertise in one of the particular area, such as athlete who is endorsing shoes (Ratneshwar and Chiaken 1991) or one model endorsing make-up brands (Baker and Churchill 1983) and; These people are often liked widely, whih may possibly be leading to identification and persuasion of consumers in an attempt to maybe seek some type of relationship with all the celebrity (Belch and Belch 2007). Belk (1988) then pointed out that the customers view products they eventually purchase as much much more than just "bundles of utility" as economists mostly tell, but also as "bundles of meaning" or adhere to attributes such as courageousness, sophistication, honesty, and frugality, with which they fashion their self-identity. Companies tries to label their own products with meanings adhering by linking their own products with the celebrities who carry the meanings they desire. During endorsements by celebrities, consumers often tend to have a perceived image about any endorser, and this image affect is usually transferred to the brand that they endorsed (Atkin and Block, 1983). Silvera & Austad (2004) in their study highlights majority charactees of the advertisements that usually make them effective in delivering the messages to their audience. Findings of their studies propose that endorsement advertising

effectiveness can strongly influenced by customers and consumers perceptions concerning if the endorser truly in real life likes the product and use it. Research also tend to suggests that advertisers should try and also put more effort in not only Choosing and watching right endorsers, but also to provide arguments strong enough and explanation for which reason endorsers actually do like the products they endorse to the audience for better clarity.

Roll (2006) gave a definition by stating: "Endorsement is channel of communication by brand in which a celeb act majorly as the brand's spokesperson and face and certifies claims that the brand tend to make and also position by extending his or her popularity, personality, and stature in society or expertise in their field to brand. Gan (2006) majorly investigate Chinese consumer's behaviours towards celebrity and non-celebrity advertisement. His results show Chinese consumers tend to like celebrity who has more professional career skills on the same matter, appearances/looks , communication skills etc. with respect to changed impact between non-celebrity and celebrity endorsed brand commercials majorly in Chinese market, almost respondents believe that endorsed commercials by the celebs are way more effective than non-celebrity ones, especially, all respondents expressed consistently that celebrity endorsed commercials can sometimes create better and greater purchase intention and behaviour to endorsed product, even though many do not only and solely trust celebrity endorsed commercials without experience of product. He also said in the studies that with respect to effectiveness of, credibility and attractive source models, result of research contended that a celebrity who has a certain kind of liking, similarity, familiarity for even targets here the consumers is far more effective and also is more persuasive than a celebrity that is more expert.

Saleem (2007) in his studies majorly highlighted that an endorsement is slowly and effectively becoming an important part of brand's marketing structure and profile. She also proposes that marketers should try and use celebrity in ads where there's no or maybe very little differentiation in product. But, if and when marketers have a certain focus on diverse range of market, multiple celebrities' endorsement (multiple or more than a celebrity in a single advertisement) could be certainly an answer. Hunter & Davidsson (2008) explore the impact of negative or false publicly available information about our endorsed celebrity to consumer perception of brand. Conclusion here is that negative information might leads to negative attitude towards brand. But that is not case if company wholly is led by celebrity. Edwards and Ferle (2009) revealed that although celebrity endorsements have become an integral part of advertising, there are some potential risks related with celebrity endorsement over which the advertiser does not have any control. Patra & Datta (2010) from their own study confirmed and concluded that selection of right and a more appropriate celebrity for

brand is definitely challenging preposition. Advertisers and the ad agencies should try and consider different dimensions while celebrity selection. Kumar (2010) revealed that the current state of consumers 'perception about celebrity endorsements. Research outcomes reveal extremely high degree of familiarity across all age groups. People find celebrity endorsements more attractive, particularly young people and teenagers. Further, on the basis of attractiveness people find actors and actresses from Bollywood and films more influential as endorsers. There is positive relationship of different celebrity attributes and purchase intention of the consumers demonstrates the effectiveness of celebrities as successful endorsers. Although some attributes are very effective at influencing purchase intention of consumers some are relatively low or moderate. For instance, familiarity of the celebrity has the highest impact on purchase intention followed by similarity, expertise, trustworthiness and likeability.

Celebrity endorsement increases the attention paid to an ad (Buttle et al., 2000); They are generally attractive, which helps persuasion when consumers are worried about social acceptance and opinions or when product is related to attractiveness (as stated Kahle and Homer 1985, Kamins 1990); They also may be credible sources if have expertise in a specific area, such as shoes endorsed by an athlete (Ratneshwar and Chiaken 1991) or model who is endorsing make-up (Baker and Churchill 1983) and; These are often well-liked, which may lead to identification and persuasion of consumer maybe in an attempt to seek sort of relationship type with the celebrity (Belch and Belch 2007). Belk (1988) pointed that if a consumer view the products that they are possibly going to purchase as much more than mere "bundles of utility" as economists sometimes proclaim, but also as "bundles of meaning" or attributes like sophistication, frugality, courageousness and honesty, with which they associate their self-identity. During endorsements by the celebrities, consumers often tend to have a perceived image about any celebrity, and then this image affect is transferred to the brand which they endorse (Atkin and Block, 1983). Companies often try to label their products with different attributed meanings by linking their products with those celebrities who carry meanings they desire.

"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).

2.2 Research Gap

The four factors namely attractiveness, credibility, meaning transfer, and product match-up were treated in isolation i.e. they weren't integrated so as to explain how these factors interact under each condition. The digital metrics like click through rate and engagement data are primarily absent. The existing studies had a consumer side gap and paid very less attention**.**to the negative emotions. The studies were heavily influenced by western culture and the cross-culture compatibility was limited.

This study intends to bridge this gap by focusing on cosmetic products and celebrity endorsments. Collecting primary data through the use of a questionnaire with a structure designed to capture details about: consumer exposure to ads, perceived value of different dimensions (e.g. Trustworthiness, product-celebrity match, glamour and credibility) in celebrity advertising, effects of negative publicity, psychological consequences of using cosmetic products (e.g. Enhanced confidence, glamour) and indicators of purchase behaviour (e.g. Impulse purchases because of brand presence). Measuring consumer opinion in depth to understand not only the effect but also the reasoning behind consumer affiliation to certain brand endorsements, hence providing meaningful results to advertisers of cosmetics for developing the most relevant and convincing endorsement campaigns.

CHAPTER III – RESEARCH METHODOLOGY

3.1 Purpose of study

Celebrity endorsement has firmly rooted itself in the Indian market. Be it a cricketer, or a Bollywood or Tollywood actor or a model each and every holds a distinct power of influence over consumers, specifically in the cosmetics sector where the appearance of a celebrity, their identity and their aspiration are highly integrated. Consumers in India have an accepted history of worshipping celebrities and this worship translates to the product used and promoted by a specific celebrity. Given India's sheer demographic variations-population size, language, regional cultures, lifestyles and consumption pattern of movies-cosmetics market is one vast area where there is scope to explore its magnitude.

This chapter illustrates the process followed to conduct the research; be it in terms of research approach adopted, respondents targeted, research instrument utilized for data collection and analysis, and the reason for employing a particular research approach. The real behaviour of the consumers for the celebrity endorsed products, their effect on buying behaviour, their comparison particularly in terms of sales against non celebrity endorsed product and the factors that genuinely contribute towards the endorsed product.

3.2 Research Design

Descriptive research design is being adopted because our objective here was not to find a cause effect relationship but was aimed at exploring and depicting how the consumers perceive and behave toward the celebrity endorsed cosmetic product. Descriptive research helps in acquiring data regarding the behaviour of consumers toward celebrity endorsed cosmetic product. Major primary instrument for data collection wasstructured questionnaire administered online using Google Forms. The form incorporated several types of questions including: Likert scale questions: These were incorporated to know the level at which a consumer feels about a particular variable (like the extent to which celebrity credibility has been considered). Multiple choice questions: This form of question were used to find out preferred brands and to collect the demographic details of the respondents. And Dichotomous questions (Yes/No): These questions were put in to find the consumers' behaviour toward celebrity endorsements.

3.3 Data Collection

Primary Data: The questionnaire was circulated through WhatsApp, Email and direct messages via Instagram. Approximately 110 forms were received. The respondents targeted

were diverse to get varied perspective. They were categorized into: College/ University students (18-25 years). These respondents seemed very enthusiastic and were the ones who responded positively to the study. This group consisted of respondents who generally had well established preferences and beliefs toward celebrities, responded to the form quickly and enjoyed taking the test, mostly accessed from instagram and various WhatsApp groups of colleges/universities. The working professionals (26-40 years): These people showed interest towards the study and responded promptly but with some delay compared to college students. They respond by answering on WhatsApp groups or emails which were used to access the sample. Homemakers is the group, as analysed above, appeared the hardest to reach and persuade as they seemed a little unsure and confused taking an online test. As they form an important section in the cosmetic purchase segment, personal access through the WhatsApp groups of family members was useful. However, they were reluctant and had to be persuaded and also informed about the ways. The respondents who did not belong to any of the above stated age groups or professions, including older people, and part-time workers.

3.4 Data Analysis Tools

The selection of the sample has been done through the simple random sampling technique. After the survey was completed, it was analysed with the help of Google Forms survey reporting, MS Excel for computation purposes of descriptive statistics, tables and graphs. And Percentage analysis and frequency tables for evaluating both, general response and to discover distinct pattern from group behaviour. The study used two statistical tools for data analysis. Namely Likert Scale Mean Score Analysis and Correlation Analysis. Likert Scale Analysis was primarily used to measure the consumer attitudes towards celebrity endorsements and their behaviour. Correlation Analysis is used here to check for the strength of the relationships and its direction. The variables such as celebrity attractiveness, credibility, meaning transfer, and product match-up.

3.5 Scope and Limitations:

The geographical scope is confined to North India Region particularly Delhi/NCR and Uttarakhand, which serves as a well-diversified urban market in India and therefore a representative for most Indian urban markets. The study investigates the intention to purchase, not actual purchase behaviour; which implies that the researcher is to study as to what consumer says they intent to purchase, and not what they actually do purchase. A key limitation is that of homemakers and older groups being under represented than they are in real cosmetic buying segment which can be overcome through an offline collection of the

data from the relevant market segment with help of the assisting technology for online testing.

CHAPTER IV – ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION:

Following mentioned are analysis, interpretation and graphical representation of responses collected. Inferences are drawn from these graphical representations as under:

Age :

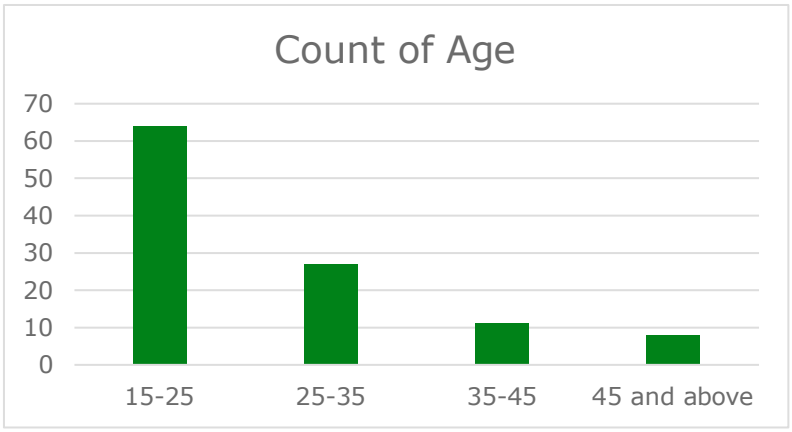


Figure 4.1: Age Group

Interpretation: From figure 4.1, we could say that there were 58% of respondents found within age bracket of 15-25, 25% are majorly in age of 25-35, 10% in bracket of 35-45, and lastly 7% are of age 45 and above.

Occupation:

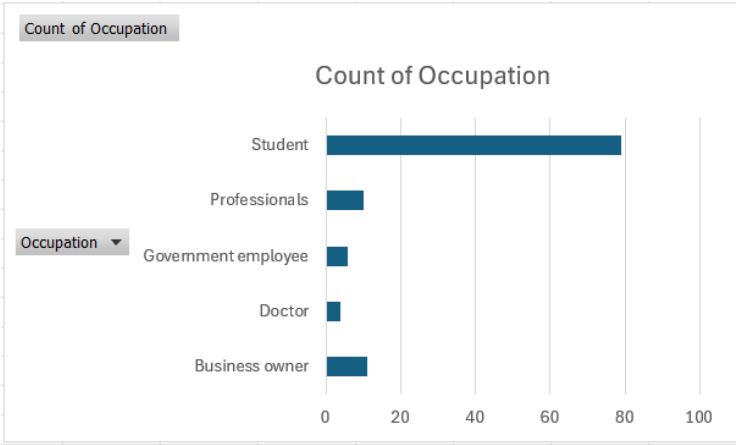


Figure 4.2: Occupation

Interpretation: Out of 110 respondents, maximum belongs to student category, making up 72% of the total sample. This is followed by business owner at 10%, and professionals at 9% and Government Employee at 5%. A relatively smaller portion of the respondents are Doctor, accounting for 4%.

Frequency of encountering celebrity endorsed advertisements

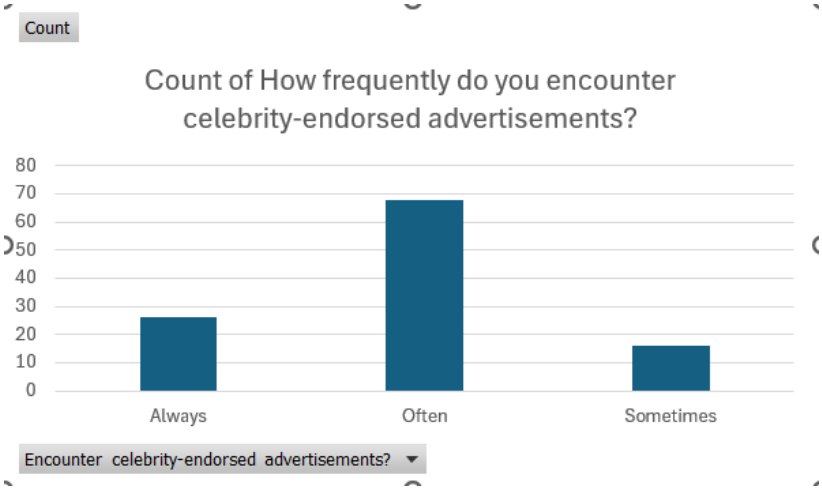


Figure 4.3: Celebrity endorsed

Interpretation: From figure 4.3, it can be concluded that, 24% of respondents confirmed that they encountered endorsed advertisements, 62% said often and 15% said that they sometimes encountered endorsed advertisement by majorly celebrities.

Types of advertisement catching your attention the most

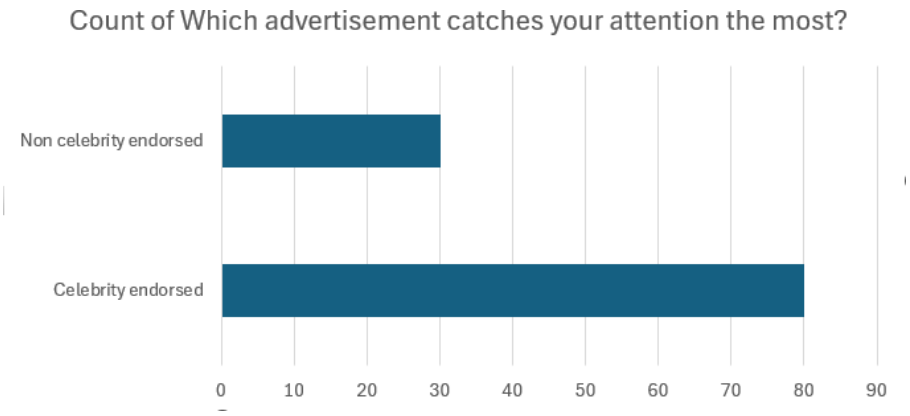


Figure 4.4: Types of Advertisement

Interpretation: From figure 4.4, we concluded that **73%** of respondents said that advertisement that caught attention of them are the **one with**

celebrities and **27%** said that **non-celebrity** endorsed advertisement catch their attention.

Factors valuable for making a purchase

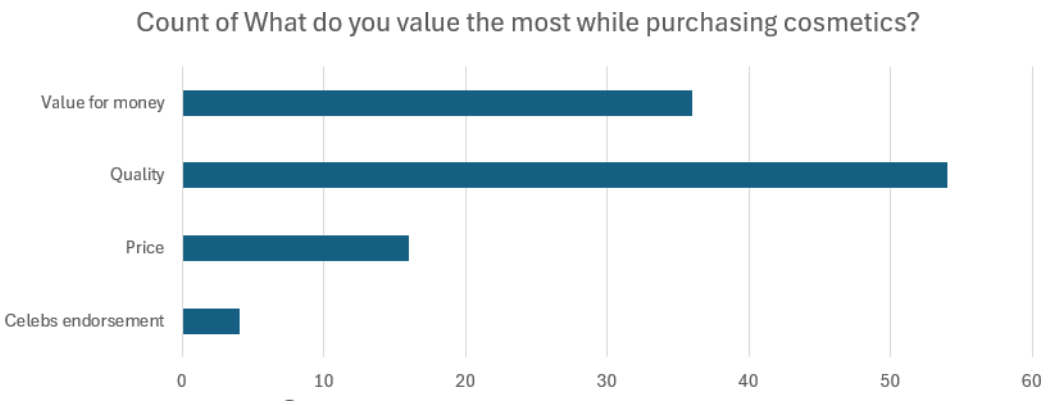


Figure 4.5: **Value provider**

Interpretation: Figure 4.5 depicts that **49%** respondents said that they value **quality** the most while purchasing cosmetics, whereas **33%** of the respondents considers value for **money, 15%** considers **price and 4%** said they value **celeb endorsement**. Hence the quality of our product is the key factor influencing purchase decision of a consumer.

Factors with most persuasion

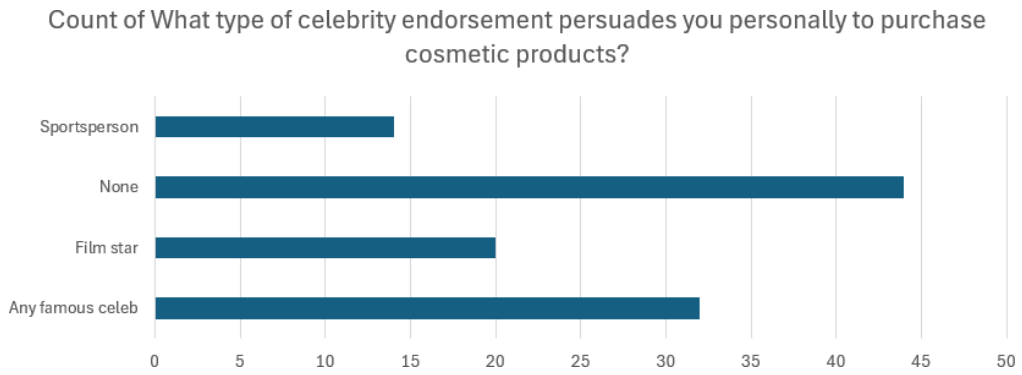


Figure 4.6: **Type of Celebrity**

Interpretation: Figure 4.6 depicts that 29% said that any famous celeb in advertisements persuades them to purchase cosmetic products of a particular brand. 13% said sportsperson and 18% said film star would shape their purchase intention whereas 40% said none of them.

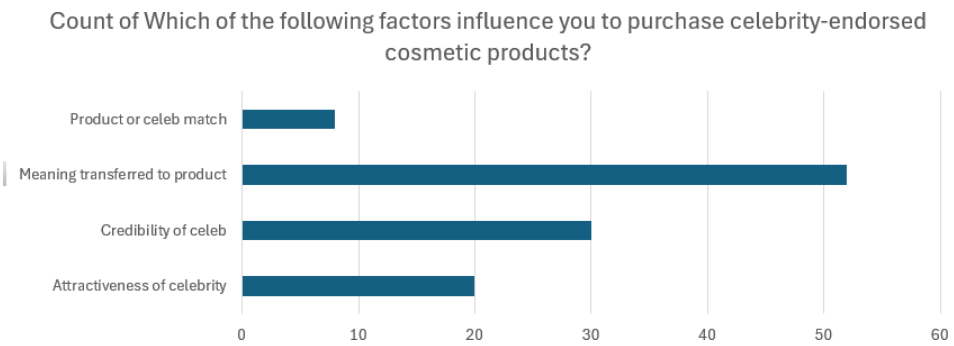


Figure 4.7: **Factors to consider while purchasing**

Interpretation: Figure 4.7 shows that, **27%** respondents said that **credibility influence** their purchase decision, **18%** said that **attractiveness influence** their decision**, 47%** said that **meaning transferred** by celebrity influence their decision and lastly **7%** said that **product/celebrity match** influence their purchase decision.

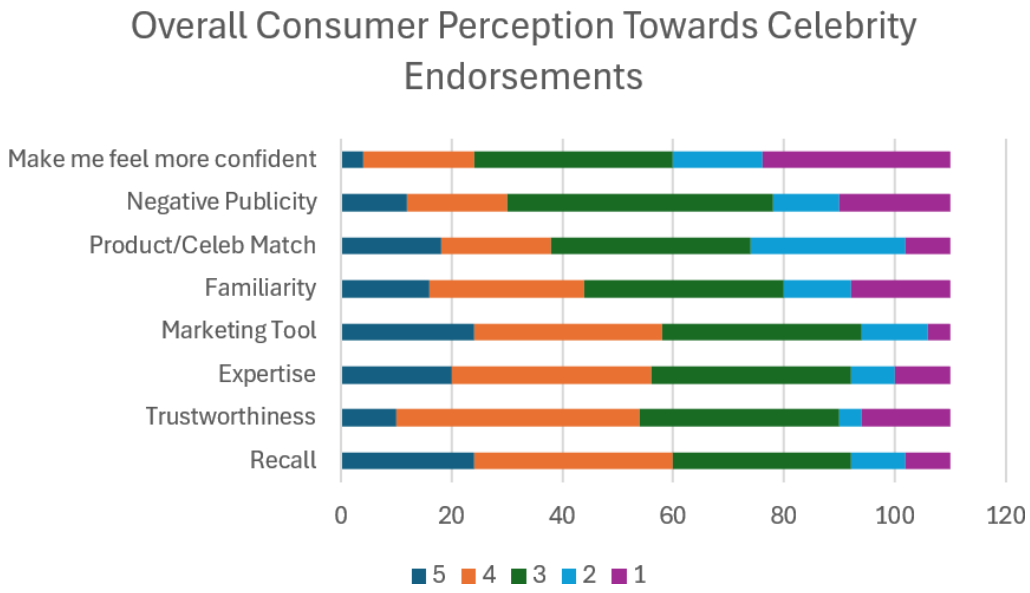


Figure 4.8: **Overall Perception**

Here 5: Strongly Agree and 1: Strongly Disagree

From the data in the chart above, it is clear that endorsements majorly have great effect on decision making buying behaviour, since most of the respondents gave favorable feedback on the factors of product recall, credibility, expertise, familiarity, and product/celebrity fit. The consumers appreciated the endorsements whereby the celebrities were perceived as credible, knowledgeable, and suitable for the products being advertised. From the results, it is evident that celebrity endorsements are viewed as an efficient means of marketing that enhances brand awareness and consumer engagement. On the other hand, from the negative publicity, it can be seen that a celebrity's reputation could have an effect on how consumers perceive

the products being endorsed. In conclusion, it can be noted that celebrity endorsements have positive effects on consumer perceptions in the cosmetics industry.

Actual Usage

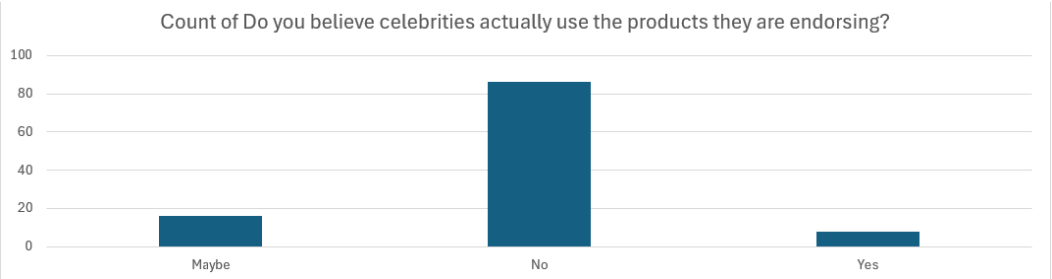


Figure 4.9: **Usage of the products**

Interpretation: Figure 4.9 depicts that, 43.7% said they don't trust celebrities would use products in real they are endorsing. 35%% said maybe while the remaining 21.6% said they believe that celebrities may actually use the products in real they are endorsing.

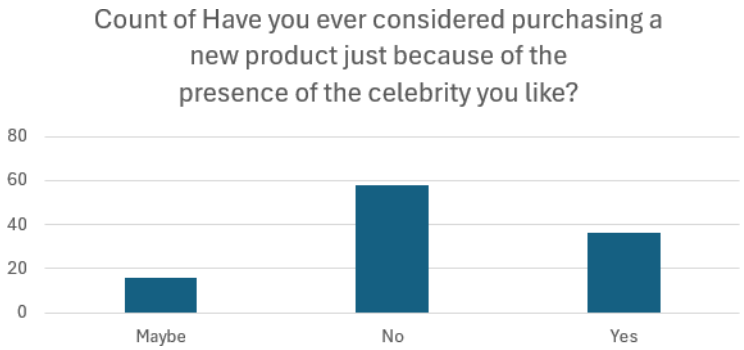


Figure 4.10: **Consideration of Buying**

Interpretation: From the figure 4.17, we can conclude that, 27.18% said that they consider purchasing a product because of celebrity they like, 48.54% of respondents were not in favor of this statement, while 24.27% are not sure about this fact.

Analysis of the Data:

Likert Scale Mean Score Analysis : To calculate the mean score for each factor we have taken the average and arranged them on the highest to lowest basis.

Factors	Mean Score	Interpretation
Perception	3.56	High Agreement
Recall	3.527	High Agreement
Expertise	3.43	High Agreement
Trustworthiness	3.25	High – Moderate
Familiarity	3.10	Moderate
Product Celebrity Match	3.1	Moderate
Negative Image	2.9	Low- Moderate

Table 4.1: **Likert Scale Mean Score Analysis**

Correlation Analysis: The Correlation Analysis test if the two variables move together i.e does higher familiarity score corresponds with higher purchase intention.

Factors	r
Familiarity vs Purchase-Intention	0.49
Negative Publicity	0.26
Expertise	0.25
Trustworthiness	0.21
Product – Celebrity Match	0.14

Table 4.2: **Correlation Analysis**

The strongest predictor here is familiarity and the weakest is the Product and Celebrity Match.

CHAPTER V – FINDINGS AND SUGGESTIONS

5.1 Findings

The aim of study was to majorly understand how celebrity, endorsement affects purchase behavior of Indian customers, in cosmetics market. The study data were collected from approximately 110 Indian consumers from various demography segments like students, working women, home makers and mixed groups. This was done using a questionnaire that was distributed in the form of Google Form and spread through WhatsApp, Instagram, Reddit and email. The study findings provide certain inputs which gives a multifaceted insight into celebrity influences in this category.

High exposure to celebrity-endorsed advertising shows that the highest proportion of the respondents claimed to be regularly exposed to advertisements with celebrity endorsements. 24% claimed "Always" and 62% "Often" while the rest claimed to see "sometimes". This high frequency indicates how these advertisements are shown in to the daily lives through television, internet or social media. Indian cosmetics market in particular is flooded with various celebrity faces like Kareena Kapoor Khan for Lakme, Aishwarya Rai Bachchan and Alia Bhatt for L'Oreal etc, that it's virtually impossible not to see any celebrity endorsed brand daily.

Celebrity advertisements genuinely attracts more attention especially the Women: Interestingly 73% of respondents were more inclined towards celebrity-endorsed advertisements than the other forms. This conforms to earlier studies which states that a recognizable celebrity or famous face and the aspiration value it carries is more likely to cut through the clutter than ordinary advertisements. These were found to be of greater appeal among female respondents, reinforcing the intuition that in this category of beauty and aspirational life style, these are more effective. Quality is the Most Important Factor than celebrity endorsement in purchase decisions: One of the most important results from the study, the most important factor influencing the decision was quality (49% of respondents chose this as the most important attribute). This was followed by value for money (33%) and then the price of the product (15%). Celebrity endorsements as the most anticipated result ranked lowest with a value of 4%. This suggests that while celebrity endorsements may work in getting the attention of customers, they

can't be a replacement to the quality of the product. While a celebrity endorsements brings the product to you as familiar and aspiration, it is only the customer who gets to taste the quality once they are on the shop. This also confirms with McCracken's model which suggest that celebrities only initiate the transfer of meaning.

Meaning Transfer is the most valued endorsement attribute: Respondents selected 'meaning transfer' from the celebrity as the attribute they believed had the most impact on purchase decisions (47%), significantly higher than attractiveness (18%), expertise (27%), and match-up with the product (7%). This indicates that Indian customers do not see celebrities merely as popular faces but in relation to the certain traits they associate with them, like sophistication, glamour and success, which they desire the brand to represent. An endorsement of moisturizer from Aishwarya Rai brings notions of eternal grace and beauty in customer's minds which is greater than any expert review of a product. While the authenticity gap i.e. mostly consumers do not tend to believe that celebrities use products in real life that they endorse. Half of respondent almost (43.7%) tend not to believe that celebrities actually in real life use advertised product while 35% are unsure, and only 21.6% of all respondents believe it "Definitely". This indicates that even though customers may be influenced by the face, the credibility of their usage may be low, which in turn will have a low impact on the perceived quality. For example a Gen Z student admitted that the glamour of the ads appealed, but after personal experience of a celebrity-branded cosmetic the previous experience was disappointing, which leads to skepticism in this regard.

Trustworthiness and Expertise have Minimal Influence: Though previous studies reveal trustworthiness to be a most influential attribute (Hovland et al., 1953; Ohanian, 1991), in this study trustworthiness has been given less weightage in purchase decisions. Expertise also gained less importance in the decision. This could indicate a general trend that in the present world, the expert is being replaced by the aspirational celebrity and consumers know that the ads they see are merely paid arrangements. It may be reasoned out that the experience for skin products vary from individual to individual based on the skin type and so customers will not listen to the celebrity's "expert" view as they used to in the past; they'll want to believe what the celebrity stands for

instead. And familiarity positively influences the purchase decisions: Kumar (2010) states that familiarity was the strongest predictor of purchase intention. The present study supports this result, with customers picking out familiar celebrities as most influential than new/less popular faces. The constant visibility over the years for a celebrity can provide the warmth that young celebrities fail to offer. Given India is a culturally rich market, the established personalities such as the popular film stars have an aura which influences them more than the newer faces. Product-celebrity match increases brand authenticity: Product-celebrity match was found to be the fourth most influential factor with a considerable response from the respondents. It is understood that if a celebrity endorses a product well aligned with their public image such as a healthy and fitness-conscious celebrity endorses a skincare product, it tends to enhance brand authenticity and recall while opposite can also lead to negative associations. This is in support of Kamins (1990) and Misra & Beatty's (1990) match-up hypotheses.

Celebrity Endorsement Improves Product Recall: There was a very strong consensus on the point that advertisements with celebrity endorsement helped a lot in product recall. The response to this attribute seemed equally uniform from students, working women and homemakers. This could be because of a visible famous face in an advertisement; it sticks to the customer's memory more easily. It is particularly important in case of a product that have limited shelf life or that competes heavily in the already competitive market of Indian cosmetics and Negative publicity of the celebrity is an ambiguous influencer: Response on negative celebrity publicity seemed ambiguous and most consumers were either unsure ("I do not know" or "maybe"). There wasn't a concrete indication that these aspects had a direct bearing on their decision. As highlighted by Rai & Sharma (2013), Indians have a relatively short memory and this applies even for celebrity controversies. While the incident may cause a slight pause, it's unlikely to impact brand loyalty that has been built over the years.

Celebrity Endorsement Works - But Not In Isolation: To conclude, it is quite evident that while celebrity endorsement is indeed a powerful tool it cannot alone guarantee a purchase decision. 27.18% of all respondents agree that they purchased a product only on account of a celebrity they admired, 48.54% say

they did not and 24.27% were not sure. What is key, however, is that while celebrity endorsement is certainly successful at gaining initial interest and positive associations, and thereby helping product recall, the purchase decision ultimately still lies heavily on the perceived quality, price and value of the product.

5.2 Recommendations

These recommendations, are taken directly from the data and observed field study trends, are for cosmetics brand marketers aiming to boost the efficacy and efficiency of the celebrity endorsement strategies: Emphasizing meaning and aspiration over fame alone. Since 47% of respondents said that the meaning transfer was their top consideration in the endorsement, brands should invest in celebrities that have relevant symbolism rather than just the celebrity status. A celebrity with a strong and symbolic associations to the brand's essence (including confidence, natural beauty, sophistication etc.) will transfer these all qualities much more credibly to the product than the face of a highly popular non-aligned individual. This is the product and celebrity match. The enduring impact of Aishwarya Rai as a L'Oreal group brand ambassador has been a direct consequence of her inborn glamorous and graceful persona. The product and celebrity match is clearly supported by our data and the respondents. This also points to an important factor that brands must do a complete due diligence before signing up a celebrity for endorsements. Example: Signing up an athlete for a make up brand makes no sense and consumer belief. The authenticity of the match-up is a much more important factor than the star's number of followers.

Strive for Greater Authenticity nearly 44% of respondents disbelieved that celebrities genuinely use their endorsed products and this needs to be urgently addressed by marketers. Developing content where celebrities use the product in a casual and relaxed context whether it be day-to-day routines or BTS or the sharing of real life experience with the product and its results will serve to bridge this authenticity gap. We are very much aware of the fact that the new era is very sceptical so the brand should focus more on authenticity as this will help them in differentiation from their competitors and will also attract more customers. Brands should also focus on developing lasting, rather than short-term or cyclical relationships with their celebrity endorsers, rather

than quickly switching to newer faces as trends change. The familiarity effect that was observed in this study is consistent with previous research (Kumar, 2010), demonstrating that familiarity enhances consumer trust over time. LAKME's partnership with Kareena Kapoor Khan is a good example as her face has become synonymous with the brand and her eyes do remind the audience of the iconic advertisements and resonated with the Indian public for an entire generation.

Screening should be done carefully for the reputational risk. Although this study did not find that celebrity endorsement negatively impact by the existence of negative publicity, it does not mean it should not be a factor considered in the selection of celebrities. Brands need to carefully screen potential endorsers, performing thorough due diligence on their respective reputations before entering into any agreement and consider including clauses related to consequences in the event of future reputational scandals. The consumer doubt regarding the existence of celebrity transgressions shows that these are cumulative in nature and tend to spread to the product brand, particularly in product categories that rely heavily on trust like skincare. Integration of the celebrity endorsements with robust product proof. As quality was identified as the top priority (49%) that consumers look for in a product, it is essential that the endorsements have some basis in the actual efficacy of the product. Celebrity endorsements are able to get the message to consumers and inspire aspirational behaviour; however, the product must deliver the desired results. This combination can be enhanced by the inclusion of proof of the product's efficacy, such as testimonials from consumers, product reviews from dermatologists or the showing of before and after photographs. The Younger audience who participated in our survey were the first ones to provide us with the insights and their responses were the most consistent that signals their willingness and interest in our topic of research. They showed the least trust in the authenticity of product use, however. Such consumer segment can be targeted with endorsements that are integrated into the social media, short videos or personal experiences shared on blogs where the separation between brand and celebrity appears minimal. The homemaker consumer segment needs to be addressed more directly. The data collection among this consumer segment was particularly challenging as the homemaker group demonstrated minimal online presence, indicating very little

participation in online surveys. Yet this is the type of consumer that cosmetics brands should not underestimate and homemakers are likely to have a substantial segment of consumers of beauty products, and continue to remain responsive to celebrity endorsements through TV and other mediums in this product category.

CHAPTER VI – CONCLUSION AND LIMITATIONS

6.1 Conclusion

Under the title, Consumer Buying Behaviour Towards Celebrity-Endorsed Cosmetic Products, this research has been carried out to investigate how individual celebrity attributes affect the buying choices of Indian customers in the domain of cosmetics. Through the course of this study-right from designing the questionnaire, circulating it through WhatsApp groups, Instagram and e-mail to collating and analyzing about 110 responses collected from students, working professionals and homemakers-a clear and nuanced picture of celebrity endorsements and how they actually work in the minds of the Indian consumers has evolved. These conclusions are neither entirely positive nor dismissive of celebrity endorsements. They depict a consumer who is attracted to celebrity advertisements, skeptical of their truthfulness, sensitive to emotional aspirations and yet grounded to practical considerations of quality and value when it comes to purchase, and this nuance makes studying the Indian cosmetics consumer that interesting and also making celebrity endorsements a powerful yet demanding choice for marketing.

Celebrity Endorsements Still Command Attention: Perhaps the most consistent finding in this research was the celebrity advertisements attract far more consumer attention than other ads, 73% of respondents affirmed this. In the case of cosmetics which is a very image and identity driven category, a familiar and adored face simply grabs attention far more effectively than a product-centric advertisement does. The 15 – 25 year group, forming 58% of the respondents was by far the most receptive group, throughout data collection and in this age group celebrity-driven advertisements had far more appeal than any other category. To these consumers (as they have grown up seeing Alia Bhatt promote the brand L'Oreal, Kareena Kapoor with Lakme` and Janhvi Kapoor with Nykaa on every conceivable platform) celebrities have a strong role to play in a cosmetics advertisement and in fact seem to be a necessity.

Where Endorsements Deliver Most Reliably is recall and recognition every respondent, regardless of age, gender or profession, unanimously agreed on one thing, it is celebrity-endorsed advertisements which are more memorable. Brand recall is indeed one of the biggest and most measurable strengths that celebrity endorsements have and indeed the present research reasserts this strength. In the Indian market where every individual is bombarded with the information of tens of cosmetics products per day, being the brand they remember is already half the way to success.

Familiarity and Product-Celebrity Match is the Real Purchase Driver out of all the other attributes studied such as attractiveness, credibility, trustworthiness, expertise, familiarity and the visul fit of celebrity with product , the familiarity and congruence emerged as the strongest predictors of actual purchase intentions. Long familiar celebrities, who we as consumers, have followed for years are remembered more due to accumulated goodwill. Kumar (2010) supports the idea that brand relationships should span a longer period of time as opposed to changing celebrities for a brand to gain attention. The Celebrity and product that they are endorsing fit is yet another attribute we have observed as it makes the advertisement more convincing. This can be understood with the help of an example like a celebrity with a flawless skin endorsing a dermatologist-approved skincare feels more genuine and logical. When the connection is absurd, the mismatch becomes obvious to consumers and might prove detrimental.

The Declining Influence of Credibility and Expertise is one of the most fascinating finding of this study has been the insignificance of the attributes of trustworthiness and expertise as purchasing drivers which was traditionally believed to be significant (Hovland et al., 1953 and Ohanian, 1991). Consumers may value honest marketing however, in case of cosmetics, they are drawn more by emotional appeal, aspirational desire and personal familiarity than the rational evaluation of celebrity competence on beauty matters. This probably highlights an increasing awareness among consumers, especially the young generation, that celebrity endorsements are primarily commercial, thus lessening the value of celebrity expertise. It is the aspiration for the lifestyle of the celebrity, which is still potent, and for those willing to achieve it, endorsement provides them a psychological connection to their idols.

The Authenticity Paradox explained by the data Almost half (44%) of the respondents said they doubted whether celebrities actually use the endorsed products while a substantial number of 35% are not even sure if the products being endorsed are really used by the celebrities or not. However, these very same consumers acknowledge and appreciate the aesthetic appeal of such advertisements and have better recall of such products; sometimes, they even buy the products. This shows a disparity between belief and behaviour. This can be attributed to the fact that while Indian consumers particularly younger and tech savvy ones are very aware that it is a paid promotion, the desire to attain the same lifestyle or looks as the celebrity is so strong that they overlook the skepticism at the superficial level, but when it comes to actual spending on products, quality alone can justify it.

Emotional value is real but not sufficient on its own. Quite a number of respondents said they felt more glamorous, aspirational and confident when they used celebrity endorsed

cosmetics. This emotional advantage of the endorsed product is undoubtedly present and cannot be undermined, however, this emotional satisfaction alone does not encourage impulse purchases. While a user can feel good associating themselves with an endorsed brand, to spend on such a brand, other factors, like product quality, and price and experience with the brand gain significance.

Negative Publicity is a manageable but not negligible risk. Consumers seemed most uncertain when asked about the implications of controversial publicity on celebrities and it's effect on purchasing decisions, with majority reporting that they do not know how it will affect them. This can be understood to be consistent with the findings of Rai and Sharma (2013), who established that Indian consumers can indeed compartmentalize celebrity worship and actual purchase decisions to some extent. This long-built relationship with a celebrity's face is strong enough to withstand some reputational damage, however, brands must not become complacent in these circumstances and must ensure not to alienate customers completely through sustained negativity or controversial endorsements.

Combining the research here provides a more coherent and logical story for Consumer Behaviour towards celebrity endorsements. They forms an image that people aspire for and attact their attention also they create a sense of attachment with the brands however quality , the pricing and the product relevance in the market remains unchanged. Also the effectivity of the endorsement always require product and the celebrity fit match and also the time for which the celebrity remains associated with the brand.

6.2 The Bridging role of this Study

The gap in research highlighted in Chapter 2 is one that is primarily focused around either a blanket statement on celebrity endorsement effectiveness across industries, or a singular focus on Western markets and the specific target audience. The Indian consumer and more specifically the Indian cosmetics consumer remain an area that is largely uncharted with regards to the psychological drivers of endorsement the extent to which aspiration and recognition play a part, and emotional congruity. This study bridges this gap in three ways. Firstly, its focus solely on the Indian cosmetics industry allows for more pertinent information for marketers specifically in this space, rather than an interpretation that may or may not translate between, say, clothing and electronics.

Secondly, it takes data from a diverse cross section of the Indian consumer base from Gen Z college students, to working millennials, to homemakers and presents empirical data supported by descriptive analysis and frequency tables in Excel, rather than assumptions made only on a theoretical basis. Thirdly, its delves deeper than the brand appeal, exploring

consumer attitudes to actual celebrity product usage, perception of honesty in endorsements and a blended response of emotional and rational thinking, rather than a response focused solely on either or the other, something not usually captured in larger studies.

6.3 Limitations of this study

Studies done do have certain limitations and if they are presented clearly that adds to the credibility that research provides. Here the size of the sample and its representativeness is approximately 110 that is large enough for the identification of a trend but not too large to generalize that results to a larger audience i.e. the entire north India's population. Thus this research must be viewed more for trend analysis than as a truth identifier.

Demographic Skew Toward Young Consumers: There is an evident skew toward the 15-25 year olds as a chunk of our survey respondents-as high as 58% of all respondents. This is primarily due to the distribution method, which primarily uses social media platforms such as WhatsApp and Instagram. Whilst this demographic is undoubtedly influential in the cosmetics market; the 45+ age bracket is highly underrepresented. Older consumer demographics tend to differ widely on endorsement perception, brand loyalty and responsiveness to the kind of aspirational advertisements that are typically seen; as well as less perceived glamour and less interest in trendy celebrity endorsements.

Difficulty in reaching Homemakers: This group was by far the most difficult to obtain responses from. Less tech savvy than the rest, less active on online mediums (or unwilling to respond through these) and less willing to participate in what are perceived as academic surveys, the response rates from this segment were noticeably low. Though some effort was put into sending these surveys via the family WhatsApp groups; they remain a considerable part of the market and its influence could not be studied in the depth warranted.

Majority of the responses are reported by the individuals and are also related to social desirability bias. The questions such as related to glamour and influence could be answered by relating more to the perception and a reasonable thinking and not as their actual behaviour, thus it causes biases related to the responses.

Geographical Limitations are also present as the data has been collected exclusively from urban and semi-urban respondents in the North Indian region. The enormous portion of consumers in the rural areas has not been accounted for, who might be more television driven and less digitally inclined than the segment studied; hence their perception to endorsement could differ significantly and Limited Timeframe - The nature of an academic project dictated a limit on the data collection and analysis stages. It has definitely allowed for clear

definition of the study, but the longitudinal observation of the changing perception over a specific period of time, or pre and post campaign attitude research, would be more valuable.

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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 behaviour regarding celebrity endorsements in the cosmetics industry.

Please answer all questions honestly.

Name: _____

Age: (Please tick one)

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

Occupation: (Please tick one)

- Student
- Home-maker
- Professional
- Business woman
- Others

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

- Always
- Often
- Sometimes
- Rarely
- Never

2. What catches your attention the most?

- Celebrity endorsed advertisement
- Non-celebrity endorsed advertisement

3. What factor value 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
- Sportsperson
- Any Famous Personality
- None of the Above

5. Which factors out of all influence you to purchase cosmetic products that are endorsed by the celebrity?

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

Rate your agreement with following statements on a scale of 1 to 5: (1 = Strongly Disagree, 5 = Strongly Agree)

6. Celebrity endorsed advertisements help me recall products more easily.

7. My purchase decision is affected by the trustworthiness of the celebrity.

8. My purchase decision is affected by the expertise of the celebrity.

9. I believe celebrity endorsement as an effective marketing tool.

10. My purchase decision is affected by the familiarity of the celebrity.

11. My purchase decision is affected by the Product & celebrity match.

12. My purchase decision is affected by the negative publicity of celebrity.

13. Using products endorsed by celebrities makes me feel more glamorous and confident.

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

- Yes
- No
- Maybe

15. Have you ever considered purchasing a new product just because your favourite celebrity is endorsing it?

- Yes
- No
- Maybe