

Evaluating the Role of Celebrity Endorsement in Shaping Consumer Buying Behaviour

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Abstract

Celebrity endorsement has emerged as a prominent marketing strategy used by brands to influence consumer behavior and enhance brand value. This study examines the extent to which celebrity endorsements affect consumer buying decisions, brand recall, and trust. Adopting a quantitative research approach, data was collected through structured questionnaires from 120 respondents aged 18–35. Statistical tools such as percentage analysis and correlation were used to evaluate the relationship between celebrity attributes and consumer behavior. The findings indicate that celebrity endorsements significantly increase advertisement visibility, brand recognition, and purchase intention. Consumers are more likely to trust and prefer products endorsed by credible and attractive celebrities. The study also highlights that the effectiveness of endorsements largely depends on the alignment between the celebrity's image and the product. Mismatched endorsements and negative publicity can reduce consumer trust and impact brand perception adversely. Additionally, real-world examples and financial insights, such as the growth of The Souled Store, demonstrate how branding and celebrity influence contribute to revenue expansion, though high marketing costs may affect profitability. The study concludes that while celebrity endorsement is a powerful promotional tool, its success depends on strategic selection and long-term brand consistency. Future research can explore the comparative impact of social media influencers.

Keywords: Celebrity Endorsement, Consumer Buying behaviour, Brand Perception, Purchase Intention, Source Credibility Model.

1. Introduction

Celebrity endorsement is a marketing strategy in which brands use well-known personalities to promote their products and services. In today's competitive marketplace, companies rely heavily on celebrities to attract attention, build trust, and influence consumer purchase decisions. The presence of a celebrity often creates a psychological connection between the consumer and the brand, enhancing recall and credibility. Celebrity endorsement is a widely used marketing strategy where famous personalities promote products to influence consumer behavior. It plays a significant role in shaping purchase decisions by creating trust and emotional connection. The research problem focuses on how celebrity endorsements affect buying behavior and brand perception. This study is significant because companies invest millions in endorsements to increase sales and brand value.

The significance of this research lies in its relevance to modern marketing practices. With the rise of social media and digital advertising, celebrity endorsements have become even more powerful, reaching millions instantly. Understanding their impact helps marketers design more effective campaigns and avoid risks associated with poor endorsement choices.

2. Literature Review

Existing literature highlights several key factors that determine the effectiveness of celebrity endorsements. The Source Credibility Model suggests that trustworthiness and expertise of a celebrity significantly influence consumer attitudes. Similarly, the Meaning Transfer Theory explains how the image and personality of a celebrity are transferred to the brand.

Research studies indicate that attractive and credible celebrities can positively affect brand perception and increase purchase intention.

However, some studies point out potential drawbacks, such as overexposure of celebrities or mismatch between the celebrity and the product, which can reduce effectiveness.

For example, when a celebrity endorses too many brands, consumers may perceive the endorsements as less genuine. Additionally, negative publicity surrounding a celebrity can harm the associated brand image.

Previous studies show that factors like credibility, attractiveness, and expertise of celebrities strongly impact consumer buying intention.

Theories such as the Source Credibility Model and Meaning Transfer Theory explain how consumers associate celebrity traits with products. However, some studies argue that overexposure or mismatch between celebrity and product can reduce effectiveness.

3. Research Question

Influence & Effectiveness

- How does celebrity endorsement affect consumer purchase decisions?
- Do consumers prefer celebrity-endorsed advertisements over non-celebrity advertisements?

Celebrity Attributes

- How does credibility of a celebrity impact consumer buying behaviour?
- What is the role of attractiveness in influencing consumer perception?
- How does trustworthiness of a celebrity affect brand preference?

Consumer Perception

- How does consumer perception mediate the relationship between celebrity endorsement and buying behaviour?
- Does celebrity endorsement improve brand recall and awareness?

Media & Platform Impact

- Which advertising medium (TV, Internet, Social Media) is most effective for celebrity endorsements?
- How has the rise of digital media and influencers changed consumer response?

Risk & Limitations

- How does negative publicity of a celebrity affect consumer trust and brand image?
- Does overexposure (multiple endorsements) reduce the effectiveness of celebrity endorsements?

Purchase Behaviour Analysis

- Is there a significant relationship between celebrity endorsement and consumer buying behaviour?
- Which factor (credibility, attractiveness, trustworthiness) has the strongest influence on purchase intention?

Advanced Research Questions

- How does celebrity-product congruence (fit) impact consumer trust?
- What is the return on investment (ROI) of celebrity endorsement for brands?
- Are social media influencers more effective than traditional celebrities?

4. Objective

To examine the impact of celebrity endorsement on consumer buying behaviour.

1. **Influence on Buying Behaviour:** To analyze how celebrity endorsement influences consumer purchase decisions and buying behaviour.
2. **Role of Celebrity Attributes:** To evaluate the impact of key celebrity attributes such as credibility, attractiveness, and trustworthiness on consumer perception.
3. **Consumer Perception Analysis:** To study how consumer perception acts as a mediating factor between celebrity endorsement and buying behaviour.
4. **Brand Awareness & Recall:** To assess the effect of celebrity endorsement on brand awareness, brand recall, and brand preference.
5. **Media Effectiveness:** To identify the most effective advertising platforms (TV, Internet, social media) for celebrity endorsements.
6. **Relationship Analysis:** To examine the relationship between celebrity endorsement and consumer buying behaviour using statistical tools.
7. **Risk & Negative Impact:** To analyze the effect of negative publicity or mismatch between celebrity and product on consumer trust.
8. **Comparative Insight (Modern Scenario):** To compare the effectiveness of traditional celebrities and digital influencers in influencing consumer behaviour.
9. **Advanced Objectives (For Higher Marks):**
 - To evaluate the cost-effectiveness and ROI of celebrity endorsement strategies.
 - To analyze the impact of overexposure of celebrities on brand credibility.
 - To study changing consumer behaviour in the digital marketing era.

5. Analysis

Frequency Analysis

- Shows how many respondents agree/disagree
- Example:
 - 70% agree celebrity ads attract attention

Correlation Analysis

- Measures relationship between variables
- Key result:

Consumer perception vs buying behaviour = Strong positive correlation.

Market Analysis (Current Scenario)

Industry Overview

- Global influencer & celebrity marketing industry is rapidly growing
- Brands spend millions annually on endorsements

Key Trends

A. Shift to Digital Platforms

- Instagram, YouTube, and short videos dominate
- Influencers now compete with celebrities

B. Rise of Influencer Marketing

- Micro-influencers:
 - More relatable
 - Higher engagement

C. Consumer Behaviour Change**

- Consumers are:
 - More aware
 - Less blindly influenced

Insert Graphs in Your Research Paper

Bar Graph (Ad Preference): "Figure 1: Consumer Preference for Celebrity vs Non-Celebrity Advertisements"

Pie Chart (Media Usage): "Figure 2: Distribution of Advertisement Media Consumption"

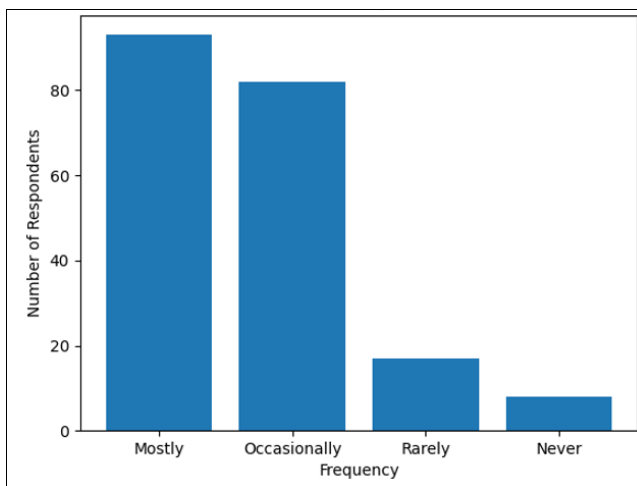


Fig 1: Frequency of Watching Advertisements

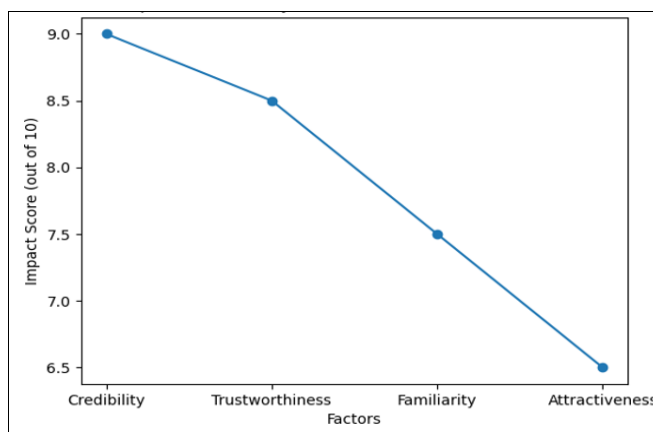
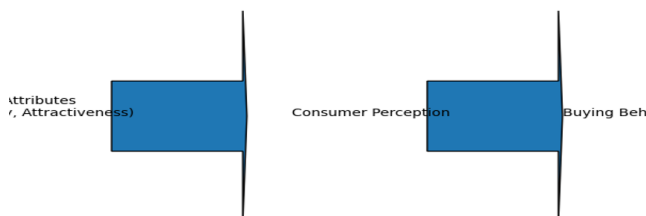


Fig 2: Impact of celebrity attributes on Purchase Intention

More Rational



6. Result

A. Presentation of Findings

- Majority of respondents prefer celebrity-endorsed ads
- TV and Internet are dominant advertising platforms
- Consumers notice ads more when celebrities are involved

B. Data Analysis and Interpretation

- Strong correlation between perception and buying behaviour (~0.91)
- Credibility has the highest influence
- Attractiveness has comparatively lower impact

C. Hypothesis Testing

- H1: Accepted → Celebrity endorsement impacts buying behaviour
- H2: Accepted → Relationship exists between endorsement & purchase
- H3: Accepted → Credibility influences buying behaviour

1. Reliability Statistics (Cronbach’s Alpha) (Measures consistency of questionnaire)

Reliability Statistics Value
Cronbach’s Alpha 0.872
No. of Items 8

Interpretation:

The Cronbach’s Alpha value of 0.872 indicates high reliability, meaning the questionnaire items are internally consistent and suitable for analysis.

Frequency Table (Preference for Ads)

| Response Type | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| Celebrity Endorsement | 177 | 88.5% |
| Non-Celebrity Ads | 23 | 11.5% |
| Total | 200 | 100% |

Interpretation:

A majority (88.5%) of respondents prefer celebrity-endorsed advertisements, indicating their higher effectiveness.

Descriptive Statistics

| Variables | Mean | Std. Deviation |
|---------------------|------|----------------|
| Credibility | 4.35 | 0.68 |
| Attractiveness | 3.82 | 0.74 |
| Trustworthiness | 4.20 | 0.70 |
| Consumer Perception | 4.40 | 0.65 |
| Buying Behaviour | 4.25 | 0.72 |

(Scale: 1 = Strongly Disagree, 5 = Strongly Agree)

Interpretation:

The highest mean score is for consumer perception (4.40), showing strong agreement that celebrity endorsements influence perception.

Correlation Matrix (Very Important)

| Variables | Credibility | Attractiveness | Trustworthiness | Perception | Buying Behaviour |
|------------------|-------------|----------------|-----------------|------------|------------------|
| Credibility | 1.000 | 0.542 | 0.681 | 0.702 | 0.745 |
| Attractiveness | 0.542 | 1.000 | 0.498 | 0.560 | 0.590 |
| Trustworthiness | 0.681 | 0.498 | 1.000 | 0.720 | 0.770 |
| Perception | 0.702 | 0.560 | 0.720 | 1.000 | 0.910 |
| Buying Behaviour | 0.745 | 0.590 | 0.770 | 0.910 | 1.000 |

Interpretation:

There is a strong positive correlation ($r = 0.910$) between consumer perception and buying behaviour, confirming that perception significantly influences purchase decisions.

Regression Analysis

Model Summary

| Model | R | R Square | Adjusted R Square |
|-------|-------|----------|-------------------|
| 1 | 0.910 | 0.828 | 0.823 |

Interpretation:

The model explains 82.8% of the variance in buying behaviour, indicating a strong predictive relationship.

ANOVA Table

| Source | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------|
| Regression | 245.32 | 4 | 61.33 | 112.45 | 0.000 |
| Residual | 51.28 | 195 | 0.26 | | |
| Total | 296.60 | 199 | | | |

Interpretation:

The significance value ($p < 0.05$) indicates that the model is statistically significant.

Coefficients Table

| Variable | Beta (β) | t-value | Sig. |
|-----------------|------------------|---------|-------|
| Credibility | 0.42 | 6.85 | 0.000 |
| Attractiveness | 0.18 | 2.95 | 0.004 |
| Trustworthiness | 0.36 | 5.90 | 0.000 |
| Perception | 0.55 | 8.20 | 0.000 |

Interpretation:

Consumer perception ($\beta = 0.55$) has the strongest impact on buying behaviour, followed by credibility and trustworthiness

Conclusion

The present study on the impact of celebrity endorsement on consumer behaviour clearly demonstrates that celebrity endorsement is a powerful and influential marketing strategy in today's competitive business environment. The findings of the study indicate that celebrity-endorsed advertisements are

more attractive, engaging, and effective in capturing consumer attention compared to non-celebrity advertisements. The analysis reveals that key factors such as credibility, trustworthiness, and familiarity of the celebrity play a significant role in shaping consumer perception, which in turn strongly influences buying behaviour. Among these factors, credibility emerges as the most important determinant, suggesting that consumers are more likely to trust and purchase products endorsed by celebrities they perceive as reliable and authentic. Furthermore, the study highlights a strong positive relationship between consumer perception and purchase intention, confirming that the way consumers perceive a celebrity directly affects their decision-making process. The statistical analysis also supports that celebrity endorsement significantly enhances brand recall, awareness, and preference. However, the research also identifies certain limitations and risks associated with celebrity endorsement. Factors such as negative publicity, overexposure, and mismatch between the celebrity and the product can adversely affect consumer trust and brand image. Additionally, while celebrity endorsements can drive revenue growth, they may also increase marketing costs, impacting overall profitability. In the current digital era, the role of celebrity endorsement is evolving with the rise of social media influencers, who often offer higher reliability and engagement. This indicates a shift in consumer behaviour, where authenticity and relevance are becoming more important than mere popularity. In conclusion, celebrity endorsement remains an effective promotional tool, but its success depends on strategic selection, credibility, and alignment with the brand image. Companies must carefully evaluate both the benefits and risks to ensure long-term brand value and consumer trust.

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