

# The Impact of Celebrity Endorsements on Consumer Behaviour

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## Abstract

***Celebrity endorsements have become an important marketing strategy for influencing consumer perceptions and purchase decisions in today's competitive marketplace. The present study examines the impact of celebrity endorsements on consumer behavior by analyzing consumer trust, purchasing decisions, endorsement effectiveness, and the influence of different types of celebrities. A descriptive research design was adopted, and primary data were collected from 161 respondents using a structured questionnaire. The collected data were analyzed using percentage analysis, Chi-square tests, and factor analysis.***

***The findings reveal that celebrity endorsements significantly influence consumer behavior, particularly in terms of product awareness, trust, and purchase intentions. Athletes and social media influencers emerged as the most influential endorsers, while social media was identified as the most effective platform for celebrity endorsements. The study also found that although celebrity endorsements attract consumer attention and positively influence perceptions, product quality remains the most important factor affecting purchase decisions. The Chi-square analysis indicated a significant relationship between gender and perceptions regarding the impact of celebrity endorsements on product prices, whereas educational qualification showed no significant relationship. Factor analysis identified four key dimensions influencing consumer behavior: consumer trust and purchase influence, celebrity image and social influence, perceived authenticity of endorsements, and brand prestige.***

***The study concludes that celebrity endorsements remain an effective marketing tool when supported by credibility, authenticity, and product quality. The findings provide useful insights for marketers seeking to develop effective endorsement strategies and strengthen consumer engagement in an increasingly competitive market.***

***Keywords: Celebrity Endorsements, Consumer Behaviour, Purchase Intention, Social Media Marketing, Brand Image, Consumer Trust***

## 1. INTRODUCTION

Celebrity endorsements have become one of the most widely adopted marketing strategies in contemporary business environments. Organizations across industries utilize celebrities, athletes, actors, and social media influencers to promote products and services with the objective of enhancing brand awareness, strengthening brand image, and influencing consumer purchase decisions. The increasing penetration of digital media and social networking platforms has further amplified the reach and effectiveness of celebrity endorsements, enabling celebrities to establish stronger connections with consumers and influence their perceptions and buying behavior.

The rapid growth of platforms such as Instagram, YouTube, Facebook, and X has transformed the nature of advertising and brand communication. Unlike traditional media, digital platforms facilitate direct interaction between celebrities and consumers, creating a sense of familiarity, trust, and authenticity. This interactive environment has enhanced the persuasive power of celebrity endorsements and made them an important component of modern marketing strategies. As consumers spend increasing amounts of time on digital platforms, brands are investing heavily in celebrity-driven promotional campaigns to improve visibility and engage target audiences more effectively.

Celebrity endorsements influence consumer behavior through several mechanisms. Consumers often associate celebrities with desirable attributes such as attractiveness, expertise, credibility, success, and social status. These associations are frequently transferred to the products endorsed by them, resulting in favorable attitudes towards the brand and increased purchase intentions. Previous studies have demonstrated that celebrity endorsements positively influence brand awareness, brand recall, and brand equity [1]. Research has also highlighted the importance of source credibility, indicating that expertise, trustworthiness, and attractiveness significantly affect consumer responses to endorsed products [2]. Furthermore, a strong congruence between the celebrity and the brand has been found to enhance consumer attitudes and purchase intentions [3].

Several studies have examined the effectiveness of celebrity endorsements in influencing consumer behavior. Celebrity endorsements have been shown to positively affect purchase intentions, particularly among younger consumers who are more responsive to media influences [4]. With the emergence of social media marketing, researchers have increasingly emphasized the role of influencers and digital celebrities in shaping consumer preferences and purchase decisions [5]. Celebrity endorsements have also been found to contribute significantly to brand image development by transferring the celebrity's reputation and personality traits to the endorsed product [6]. Additionally, celebrity influence has been associated with increased brand loyalty when consumers develop emotional connections with both the celebrity and the brand [7].

Recent studies indicate that social media influencers have become powerful alternatives to traditional celebrities due to their perceived authenticity, relatability, and direct engagement with followers [8]. At the same time, consumers are becoming increasingly rational and informed in their purchasing decisions, often considering product quality, price, reviews, and value in addition to celebrity recommendations [9]. Excessive commercialization, overexposure of celebrities, and lack of authenticity may reduce consumer trust and increase skepticism towards endorsement campaigns [10].

Despite the extensive body of research on celebrity endorsements, consumer responses continue to evolve with changing media consumption patterns and the growing influence of digital platforms. While previous studies have examined celebrity credibility, attractiveness, and endorsement effectiveness, limited research has explored how different forms of celebrity influence, platform preferences, authenticity perceptions, and consumer trust collectively shape consumer behavior in the contemporary digital environment. Understanding these relationships is important for marketers seeking to develop effective endorsement strategies that resonate with modern consumers.

Therefore, the present study aims to examine the impact of celebrity endorsements on consumer behavior. Specifically, the study investigates the influence of celebrity endorsements on purchasing decisions, evaluates consumer trust and perceptions regarding celebrity-endorsed products, examines the effectiveness of different types of celebrity endorsers, and identifies factors that contribute to successful endorsement campaigns.

The study focuses on understanding consumer perceptions of celebrity endorsements and their influence on purchasing behavior. The research specifically examines consumer trust, endorsement effectiveness, platform preferences, and factors contributing to successful celebrity endorsement campaigns. The study is based on responses collected through a structured questionnaire and is therefore limited to the perceptions and experiences of the

selected respondents. The findings are expected to contribute to the growing body of knowledge on celebrity endorsement effectiveness and provide practical implications for marketers and brand managers.

The following section presents the analysis of the collected data through tables and statistical techniques, providing insights into respondent characteristics, consumer perceptions, and the factors influencing the effectiveness of celebrity endorsements.

## 2. RESULTS AND DISCUSSION

This study employed a descriptive research design to examine the impact of celebrity endorsements on consumer behavior. Primary data were collected from 161 respondents using a structured questionnaire. The collected data were analyzed using percentage analysis, Chi-square tests, and factor analysis to identify the key factors influencing consumer perceptions and purchasing decisions related to celebrity endorsements.

Variable	Category	Frequency	Percentage (%)
Age	18-24	88	54.7
	25-34	41	25.5
	35-44	24	14.9
	45 and above	8	5.0
Gender	Male	83	51.6
	Female	78	48.4
Occupation	Student	35	21.7
	Employed	47	29.2
	Self-employed	55	34.2
	Unemployed	24	14.9
Educational Qualification	High School	29	18.0
	Undergraduate	57	35.4
	Postgraduate	47	29.2
	Doctorate	28	17.4

**Table 1. Demographic Profile of Respondents**

### Interpretation

Table 1 presents the demographic profile of the respondents. The majority of respondents (54.7%) belonged to the 18–24 age group, indicating strong representation of younger consumers. Male respondents accounted for 51.6% of the sample, while females represented 48.4%, reflecting a balanced gender distribution. In terms of occupation, self-employed respondents constituted the largest group (34.2%), followed by employed individuals (29.2%). Regarding educational qualification, undergraduates formed the largest category (35.4%), followed by postgraduates (29.2%). Overall, the sample consisted predominantly of young, educated, and economically active individuals, making it suitable for examining consumer perceptions of celebrity endorsements.

Type of Celebrity Endorsement	Frequency	Percentage (%)
Actors	27	16.8
Athletes	61	37.9
Social Media Influencers	50	31.1
Artists	23	14.3
Total	161	100.0

**Table 2. Most Influential Type of Celebrity Endorsement**

### Interpretation

Table 2 presents the type of celebrity endorsement that influences respondents the most. Athletes emerged as the most influential category, accounting for 37.9% of responses, followed by social media influencers at 31.1%. Actors and artists accounted for 16.8% and 14.3% respectively. The findings suggest that consumers place greater trust in personalities associated with sports and digital media, possibly due to their perceived credibility, expertise, and relatability. The growing influence of social media personalities further highlights the shift in consumer preferences from traditional celebrity endorsements to more interactive and engaging forms of influence.

Response	Frequency	Percentage (%)
Yes	67	41.6
No	54	33.5
Sometimes	40	24.8
Total	161	100.0

**Table 3. Trust in Celebrity-Endorsed Products**

### Interpretation

Table 3 shows respondents' level of trust in products endorsed by celebrities. A total of 41.6% of respondents reported that they trust products more when they are endorsed by celebrities, while 33.5% indicated that they do not trust such endorsements. Additionally, 24.8% stated that celebrity endorsements influence their trust only sometimes. The findings suggest that celebrity endorsements can positively affect consumer trust; however, a substantial proportion of consumers remain cautious and evaluate products beyond celebrity influence alone.

Response	Frequency	Percentage (%)
Yes	66	41.0
No	39	24.2
Sometimes	56	34.8
Total	161	100.0

**Table 4. Purchase of Products Due to Celebrity Endorsement**

### Interpretation

Table 4 presents respondents' purchasing behavior regarding celebrity-endorsed products. The results indicate that 41.0% of respondents have purchased a product solely because it was endorsed by a celebrity, while 34.8% reported doing so occasionally. Only 24.2% stated that they had never made a purchase based on celebrity endorsement. These findings demonstrate that celebrity endorsements have a considerable influence on consumer purchase decisions and can directly affect buying behavior among a significant proportion of consumers.

Platform	Frequency	Percentage (%)
Television	31	19.3
Social media (Instagram, YouTube, etc.)	67	41.6
Print Media (Magazines, Newspapers)	37	23.0
Online Advertisements	16	9.9
Total	161	100.0

**Table 5. Most Influential Platform for Celebrity Endorsements**

### Interpretation

Table 5 shows the platform that most influences respondents when exposed to celebrity endorsements. Social media platforms emerged as the most influential channel, accounting for 41.6% of responses, followed by print media (23.0%) and television (19.3%). Online advertisements accounted for only 9.9% of responses. These findings highlight the growing dominance of social media as a marketing platform and indicate that consumers are increasingly influenced by celebrity content encountered through digital channels.

Factor	Frequency	Percentage (%)
Too Many Endorsements by the Same Celebrity	34	21.1
Lack of Connection Between Celebrity and Product	65	40.4
Poor Advertising Quality	32	19.9
Personal Dislike for the Celebrity	30	18.6
Total	161	100.0

**Table 6. Factors Making Celebrity Endorsements Appear Inauthentic**

### Interpretation

Table 6 identifies the factors that make celebrity endorsements appear inauthentic to consumers. The lack of connection between the celebrity and the product was identified as the most important factor (40.4%), followed by excessive endorsements by the same celebrity (21.1%). Poor advertising quality (19.9%) and personal dislike for the celebrity (18.6%) were also reported as contributing factors. The findings suggest that consumers value authenticity and relevance in endorsement campaigns and are more likely to respond positively when the celebrity's image aligns with the product being promoted.

Factor	Frequency	Percentage (%)
Trust in the Celebrity's Image	33	20.5
Quality of the Product	57	35.4
Social Media Hype	36	22.4
Exclusivity and Status	35	21.7
Total	161	100.0

**Table 7. Factors Influencing Purchase from Celebrity-Started Brands**

### Interpretation

Table 7 presents the factors that influence consumers to purchase products from celebrity-started brands. Product quality emerged as the most influential factor, accounting for 35.4% of responses, followed by social media hype (22.4%), exclusivity and status (21.7%), and trust in the celebrity's image (20.5%). The findings indicate that although celebrity influence attracts consumer attention, purchase decisions are ultimately driven by the perceived quality and value of the product. This suggests that celebrity branding alone is insufficient to sustain consumer interest without strong product performance.

Hypothesis	Chi-Square Value	p-value	Decision
Association between Gender and Belief that Celebrity Endorsements Increase Product Prices	6.116	0.047	Reject H <sub>0</sub>
Association between Educational Qualification and Belief that Celebrity Endorsements Increase Product Prices	6.130	0.409	Accept H <sub>0</sub>

**Table 8. Summary of Chi-Square Test Results**

## Interpretation

Table 8 presents the results of the Chi-square tests conducted to examine the relationship between selected demographic variables and consumer perceptions regarding celebrity endorsements and product prices. The results indicate a statistically significant relationship between gender and the belief that celebrity endorsements increase product prices ( $p = 0.047$ ), leading to the rejection of the null hypothesis. This suggests that male and female consumers differ in their perceptions of whether celebrity endorsements contribute to higher product prices. Conversely, no significant relationship was found between educational qualification and this belief ( $p = 0.409$ ). Therefore, educational qualification does not appear to influence consumer perceptions regarding the impact of celebrity endorsements on product pricing.

Variables	Factor 1	Factor 2	Factor 3	Factor 4
Celebrity endorsements influence my purchasing decisions	0.823	-	-	-
I trust products more when they are endorsed by celebrities	0.793	-	-	-
The quality of a product is more important to me than celebrity endorsements	0.653	-	-	-
I follow product recommendations from celebrities on social media	0.574	-	-	-
Celebrities have a significant influence on shaping consumer trends	-	0.865	-	-
Social media influencers are more impactful than traditional celebrities	-	0.823	-	-
A celebrity's reputation affects my perception of the brand they endorse	-	0.686	-	-
I am more likely to buy a product if my favourite celebrity promotes it	-	-	-	-
I believe celebrities genuinely use the products they endorse	-	-	0.839	-
Brands that use celebrity endorsements seem more prestigious to me	-	-	-	0.818

**Table 9. Rotated Component Matrix of Factors Influencing Consumer Behaviour toward Celebrity Endorsements**

$KMO = 0.749$ ; Bartlett's Test of Sphericity:  $\chi^2 = 466.646$ ,  $p < 0.001$

## Interpretation

The KMO value of 0.749 and the significant Bartlett's Test confirm the suitability of the data for factor analysis. Four underlying factors were extracted, explaining a substantial proportion of consumer perceptions toward celebrity endorsements. Factor 1 represents **Consumer Trust and Purchase Influence**, capturing the direct impact of endorsements on purchase decisions and trust. Factor 2 reflects **Celebrity Image and Social Influence**, highlighting the role of celebrities and influencers in shaping consumer trends and brand perceptions. Factor 3 represents **Perceived Authenticity of Endorsements**, emphasizing consumers' beliefs regarding the genuineness of celebrity recommendations. Factor 4 represents **Brand Prestige**, indicating that celebrity endorsements enhance the perceived status and image of brands. Together, these factors demonstrate that consumer behaviour toward celebrity endorsements is primarily influenced by trust, social influence, authenticity, and brand prestige.

### 3. CONCLUSION

Celebrity endorsements continue to play an important role in influencing consumer behaviour in the contemporary marketplace. The findings of the study indicate that celebrity endorsements contribute to consumer awareness, trust, and purchasing decisions, although their influence varies across different consumer groups. Athletes and social media influencers emerged as the most influential endorsers, highlighting the growing importance of credibility, expertise, and digital engagement in modern marketing strategies.

The study further revealed that social media is the most influential platform for celebrity endorsements, demonstrating the shift from traditional advertising channels to interactive digital media. While celebrity endorsements positively affect consumer attitudes, consumers also place significant importance on authenticity and relevance. A lack of alignment between the celebrity and the product was identified as the primary factor that reduces the credibility of endorsement campaigns.

The results also indicate that celebrity influence alone is insufficient to drive consumer purchases. Product quality emerged as the most important factor influencing purchase decisions related to celebrity-started brands, suggesting that consumers increasingly evaluate products based on their actual value and performance rather than relying solely on celebrity appeal. The factor analysis further identified consumer trust, celebrity image and social influence, perceived authenticity, and brand prestige as the key dimensions shaping consumer behaviour toward celebrity endorsements.

Overall, celebrity endorsements remain an effective marketing tool when implemented strategically. Brands should focus on selecting endorsers who are credible, relevant, and aligned with the products they promote while ensuring that product quality and consumer value remain central to their marketing efforts. Such an approach can strengthen consumer trust, enhance brand image, and improve the effectiveness of endorsement campaigns in an increasingly competitive marketplace.

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