

The Impact of Celebrity Endorsement on Consumer Attitude and Buying Intention

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Abstract - Advertising is often used to publicize and promote products. Measuring the amount of advertising that attracts customers is controversial. The objective of this work is to find out how much advertising influences consumer buying behavior. This researcher aims on the various factors that affect consumer purchasing choice, including the reasons for their brand choices, the extent of brand loyalty, and the effect of endorsement by a celebrity on purchase decisions when purchasing readymade items. The data of 100 respondents are collected through a questionnaire and the results were analyzed by the latest version of SPSS. Data was evaluated through descriptive statistics, correlation analysis, and regression analysis, among other statistical approaches. Moreover, the tested attributes of celebrity show positive relationship. Furthermore, celebrity traits that have been studied have a positive correlation with purchasing behavior and brand perception. It was also established that celebrity endorsement has a substantial impact on purchasing decisions. However, regardless of the source of advertisement, customers place a higher value on product quality..

Index Terms - Brand image, buying behavior, buying intention, celebrity endorsement, quality of product.

INTRODUCTION

The study focuses on the influence of brand names, quality of product, brand images and celebrity endorsements on customer purchase intention. The most important component of a brand is its name, which is described as a unique commercial phrase used by a firm to identify and market itself or its products. Today people are more conscious than the past. Only a strong brand can influence a buyer's decision. People demand shortcuts in our fast-paced world, and they require a brand identity in product choices. This research aims on the various factors that affect consumer purchasing choice, including the reasons for their brand choices, the extent of brand loyalty, and effect of celebrity endorsement by a celebrity on purchase decisions when purchasing readymade items. As a result, this study aims to discover the preferences and dislikes of men and women consumers when it comes to purchasing garments, and it is crucial to comprehend their demands and desires in this regards. Consumers want to own a brand with a good reputation in the market, and when that brand is associated with a well-known celebrity, it becomes even more appealing, and consumers believe that by using such brands, they will gain status, because celebrity-endorsed products fulfill this desire to own a brand with a status symbol. Marketers utilize celebrities to endorse their products in order to offer their brand a competitive advantage. Celebrity support raises brand awareness, effectively and efficiently reaches the target market, creates positive feelings for the brand, delivers marketing messages, and quickly gains immediate attention.

OBJECTIVE OF THE STUDY

The following are the aim of this research:-

To build and comprehend the concept of an advertisement's significance in the minds of consumers.

How much can advertising impact a consumer's thoughts in order to stimulate their behavior towards a product purchasing choices.

To describe the elements that influence consumer preferences and choices.

The effect of celebrity endorsement on purchase decision during the purchase of readymade apparels.

HYPOTHESIS OF THE STUDY

There is an influence of consumer's attitude regarding a brand whether or not they purchase the promoted product.

Celebrity endorsement has a beneficial impact on ready-to-wear garment purchase decisions.

A consumer's assessment of a brand's quality is likely to have a positive impact on their purchase intention.

STATEMENT OF THE STUDY

The impact of brand names, product quality, brand image, and on customer purchase intent is the focus of this study. A brand name, which is defined as a unique commercial phrase used by a company to identify and market itself or its products, is the most

crucial component. Endorsement, specially endorsement of celebrity, has a beneficial impact on ready-to-wear garment purchase decisions. People today are more aware than in the past. The goal of this research is to figure out which of these characteristics has the greatest impact on consumer purchase behavior and which have the least. For this study, a well-defined questionnaire was prepared to gather information from respondents of various field.

RESEARCH METHODOLOGY

In this study, a well-defined questionnaire was prepared to gather data from respondents of diverse field. A total of 100 people were surveyed for this study. Cronbach's Alpha (0.89) was used to determine the questionnaire reliability, and the results were analyzed using the latest version of the statistical software SPSS. To explore and analyze the data, descriptive statistics, correlation analysis, and regression analysis, as well as other statistical approaches and graphs were used.

DATA ANALYSIS AND RESULT OF THE STUDY

Table 1:- Demographic variables

		Frequency	Percentage
Gender	Male	58	58.0%
	Female	42	42.0%
	Total	100	100.0%
Age of the respondent	Below 15 years	13	13%
	16-30	40	40%
	31-45	21	21%
	46-60	15	15%
Education of respondent	Above60 years	11	11%
	Total	100	100%
	Below under graduates	26	26%
	Under graduates	21	21%
	graduates	29	29%
	Post graduates	24	24%
	total	100	100%

From table 1, out of 100 responses 58 % are male and 42% are female. 13% of the respondents belong to the age limit of below 15 years, 40% were 16-30 age limit, 21% were 31-45, 15% were 46-60 and 11% were above 60 years. Among the respondents 29% were graduates, 24% were post graduates and 21% were undergraduates and 26% were below under graduate.

Table 2:- Mode of watching advertisements

		Frequency	Percentage
Valid	Television	20	20%
	Radio	9	9%
	Newspaper	19	19%
	Magazines	12	12%
	Internet	40	40%
	Total	100	100%

Of the consumers, 20% use TV, 9% radio, 19% newspapers, 12% magazines, 40% use the Internet as media.

Table3:- Frequency of use Social media

		Frequency	Percentage
Valid	yes	59	59%
	No	41	41%
	Total	100	100%

Of the consumers, 59% answered "yes" and 41% answered "no" to Frequency of use Social media.

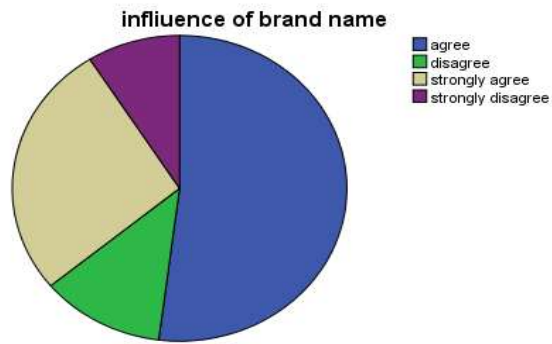


Fig: I

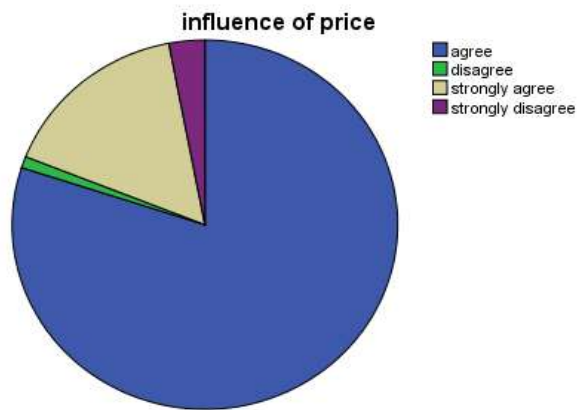


Fig: II

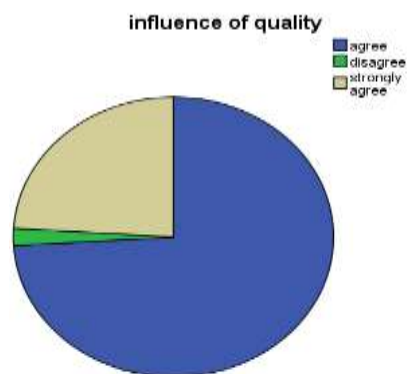


Fig: III

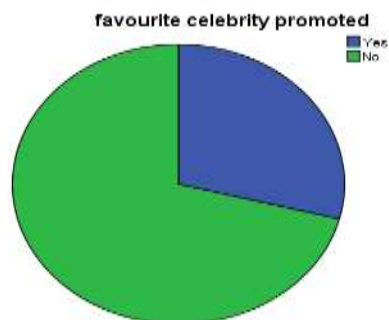


Fig: IV

Table 4: Factors that influence consumer's preferences and choice

Source	agree	disagree	Strongly agree	Strongly disagree	Neutral
Influence of brand name of the product	52(52%)	12(12%)	27(27%)	7(7%)	2(2%)
influence of quality of the product	24(24%)	4(4%)	65(65%)	5(5%)	2(2%)
influence of price of the product	80(80%)	1(1%)	16(16%)	1(1%)	2(2%)
Influence of favorite celebrity promoted the product	20(20%)	62(62%)	2(2%)	12(12%)	4(4%)

On the influence of the product's brand name, 52% of customers agreed, 12% disagreed, 27% strongly agreed, 7 % strongly disagreed, and 2 % chose neutral. On the influence of product quality, 24 % of consumers agreed, 4 % disagreed, 65 % strongly agreed, 5% strongly disagreed, and 2% neutral. On the influence of product pricing, 80% of consumers agreed, 1% disagreed, 16% strongly agreed, 1% strongly disagreed, and 2% had neutral choices. 20% of consumers agreed, 62% disagreed, 2% strongly agreed, 12% strongly disagreed, and 4% were undecided about the influence of a favorite celebrity who marketed the product.

Table 5: Impact of advertising on consumer buying behaviour

Source	agree	Strongly agree	disagree	Strongly disagree	Neutral
Is it necessary for you to advertise in order to attract customers?	65(65%)	21(21%)	12(12%)	2(2%)	1(1%)
Is it necessary to advertise in a printed medium, such as a newspaper ad?	58(58%)	22(22%)	10(10%)	2(2%)	8(8%)
In today's market, any product will fail if it is not advertised.	64(64%)	16(16%)	12(12%)	2(2%)	6(6%)
Are advertisement always effective	69(69%)	21(21%)	8(8%)	1(1%)	1(1%)
Is Advertising Effective in Raising Awareness?	68(68%)	22(22%)	6(6%)	2(2%)	2(2%)

65% of consumers believed that advertising is necessary to attract customers, 21% strongly agreed, 12% disagreed, 2% strongly disagreed, and 1% chose neutral. Consumers believed that advertisements should be in a printed format, such as a newspaper ad, with 58% strongly agreeing, 22% strongly disagreeing, 10% highly disagreeing, 2% strongly disagreeing, and 8% indifferent. Consumers agreed that in today's market, any product cannot prosper without advertising, with 64% strongly agreeing, 12% disagreeing, 2% strongly disagreeing, and 6% neutral. Consumers agreed that advertisements are usually effective, with 69% strongly agreeing, 21% strongly disagreeing, 8% highly disagreeing, 1% strongly disagreeing, and 1% neutral.

CORRELATION ANALYSIS

Correlation between advertisement and buying behaviour of consumer is positively related ($r=0.79$) and P value <0.05 , so it shows a high positive correlation relation existing between advertisement and buying behaviour of consumer. Correlation between celebrity endorsement and buying behaviour of consumer is positively related ($r=0.431$) and $p < 0.05$, so it shows a low positive correlation relation existing between celebrity endorsement and buying behaviour of consumer.

Table 6: Regression modelling: influence of each factors on buying behavior of consumer

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.522	.247		2.117	.037
influence of brand name	.584	.128	.446	4.572	.000
influence of quality	.550	.173	.636	3.172	.002
influence of price	-.273	.170	-.168	-1.603	.112
favourite celebrity promoted	.246	.296	.080	.829	.409

Impact of advertisement= $0.522 + 0.446$ (influence of brand name) + 0.636 (influence of quality) + (-0.168) (influence of price) + 0.080 (favourite celebrity promoted) + error factor. Beta values indicate how strongly each predictor variables affects the performance variables. Beta values indicate that the range for each predictor affects the performance variables. Beta regression coefficients are used to make comparisons and evaluate the strength of the connection between each predictor and response variable. Product quality, which is proportional to the product prize, in the table above, is the most important factor in buying behaviour, but celebrity support has little impact.

CONCLUSION

In summary, the analysis of this survey shows that the brand name and quality of a product influences consumers purchasing intentions effectively. Since endorsement raise brand awareness efficiently and creates positive feelings for the brand, conveys a marketing message, and attracts attention very fast but the result suggests that celebrity referrals had a very low impact on shopper's attention to buy products.

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