

Impact of Celebrity Brand Ambassadors on Consumer Purchase Behaviour: A Study on Link Pad Locks in Pune City

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ABSTRACT

In today's competitive market, branding plays a crucial role in consumer decision-making, with celebrity endorsements emerging as a popular strategy to enhance brand recognition and trust. This study examines the impact of celebrity endorsements on the purchase decisions of consumers in Pune, specifically in the context of Link padlocks. The research analyses how endorsements influence brand recall, perceived product reliability, and consumer preferences. Using a structured questionnaire, responses from 100 participants were collected and analysed. Findings reveal that while celebrity endorsements enhance product identification and influence purchasing behaviour, they do not necessarily increase perceptions of product reliability. The study also highlights the effectiveness of various advertising mediums, with television emerging as the most influential, followed by newspapers and social media. Despite the positive impact of endorsements, nearly 60% of respondents believe that sales would not be significantly affected if a brand stopped using celebrities, indicating that factors like brand reputation and product quality play a more critical role in consumer decision-making. The study concludes that while celebrity endorsements are a valuable marketing tool, their effectiveness depends on strategic execution, alignment with brand values, and the use of multi-channel marketing approaches. For Link padlocks, leveraging digital marketing along with traditional media, ensuring product excellence, and maintaining brand credibility will be key to sustained market growth.

Keywords: Celebrity Endorsements, Brand Recall, Consumer Behaviour, Advertising Influence, Purchase Decisions, Marketing Strategies, Security Products, Link Padlocks

1. INTRODUCTION

In today's highly competitive market, branding plays a crucial role in shaping consumer purchasing decisions. Companies invest heavily in marketing strategies to differentiate their products and build strong brand identities. Among these strategies, celebrity brand endorsements have emerged as a powerful tool for enhancing product appeal, credibility, and consumer trust. By leveraging the popularity, influence, and aspirational value of celebrities,

brands aim to establish a deeper emotional connection with consumers, encouraging them to choose endorsed products over competitors. The impact of celebrity endorsements is particularly significant in industries where trust and reliability are key factors, such as security products. Consumers often associate celebrities with specific traits, such as strength, dependability, and resilience—qualities that align with security solutions like padlocks. The endorsement of a lock brand by a well-known public figure can enhance brand recognition, improve product recall, and influence purchase decisions by creating a sense of assurance and credibility. This study focuses on evaluating the effect of celebrity endorsements on consumer behaviour regarding Link padlocks in Pune. It aims to determine whether the presence of a celebrity in advertising increases brand recall, enhances perceived trustworthiness, and ultimately persuades consumers to choose Link padlocks over non-endorsed alternatives. By analysing consumer preferences and examining the effectiveness of different advertising mediums, the study provides valuable insights into the role of branding and endorsements in influencing purchase behaviour. This study offers novel insights into how celebrity brand ambassadors influence consumer purchasing behavior specifically within the padlock industry. It uniquely focuses on Link pad locks in Pune City, a niche yet underexplored market segment. This study also aims to: (1) identify the primary attributes that influence consumer purchasing behavior for locks, (2) examine the factors motivating consumers to choose particular lock brands, (3) assess the most impactful advertising channels in shaping consumer choices, and (4) evaluate how celebrity endorsements affect purchasing decisions. This paper is structured into five sections: the first presents the introduction, the second reviews relevant literature, the third outlines the research methodology, the fourth discusses the results and findings, and the fifth provides the conclusion.

2. REVIEW OF LITERATURE

2.1 Theoretical Background on Celebrity Endorsements

McCracken's (1989) Meaning Transfer Model suggests that celebrities transfer their attributes to the products they endorse. Ohanian's (1990) Source Credibility Model emphasizes expertise, trustworthiness, and attractiveness as key factors influencing consumer trust in endorsements.

2.2 Impact on Brand Recall and Trust

Erdogan (1999) found that celebrity endorsements enhance brand recall, while Pringle & Binet (2005) highlighted their emotional appeal in advertising. Amos et al. (2008) demonstrated that endorsements improve brand trust, especially for security-related products like locks.

2.3 Influence of Media Channels

Shimp (2003) and Chi, Yeh, and Yang (2009) found that television and social media are particularly effective platforms for celebrity endorsements, increasing consumer engagement and brand recall.

2.4 Effectiveness of Celebrity vs. Non-Celebrity Endorsements

Agrawal & Kamakura (1995) reported that celebrity-endorsed brands experience higher sales. However, Tripp, Jensen, and Carlson (1994) noted that overexposure of celebrities can lead to scepticism among consumers.

3. RESEARCH METHODOLOGY

The study used a descriptive survey design to analyse consumer perceptions of celebrity endorsements in purchasing Link padlocks in Pune. A structured questionnaire was used to collect data from 100 respondents selected through convenience sampling for accessibility and efficiency. The questionnaire included closed-ended and Likert scale questions to measure advertising influence, brand perception, and endorsement effectiveness. This study uniquely explores the influence of celebrity brand ambassadors on consumer purchasing behavior specifically within the lock industry—a relatively under-researched area. Focusing on Link Pad Locks in Pune City, it provides localized insights into branding effectiveness in a niche market. The research bridges the gap between celebrity endorsement and consumer response in the context of everyday security products.

4. DATA ANALYSIS & INTERPRETATION

This section presents the responses collected from 100 participants regarding the impact of celebrity endorsements on the purchase of locks, specifically Link Locks. The data has been analysed across multiple dimensions, including brand preference, advertising influence, and consumer perceptions of celebrity endorsements.

4.1 Response on Lock Purchases

Response	Yes	No
Number of Respondents	82	18
Percentage	82%	18%

Interpretation: A significant 82% of respondents have purchased a lock, indicating that security products are an essential commodity. The remaining 18% of respondents have not purchased a lock, possibly because they reside in rented properties where locks are provided or because they rely on alternative security measures.

4.2 Attributes Influencing Buying Behaviour

Attribute	Brand	Quality	Technology	Colour
Number of Respondents	53	26	17	4
Percentage	53%	26%	17%	4%

Interpretation - Brand reputation emerges as the most significant factor in consumer decision-making, with 53% of respondents prioritizing well-established and trusted brands when purchasing security products. This preference indicates that consumers associate well-known brands with reliability and performance, making them a crucial determinant in the buying

process. Quality also plays a vital role, as 26% of respondents emphasize the importance of durability and reliability in their purchase decisions. This finding suggests that consumers seek products that offer long-term security and robust performance. Additionally, technology influences consumer preferences to a moderate extent, with 17% of respondents considering features like digital locks or smart security systems as essential. This highlights a growing interest in advanced security solutions, though it remains secondary to brand reputation and product quality. On the other hand, colour has minimal influence, as only 4% of respondents consider aesthetics a deciding factor when purchasing locks. This suggests that consumers prioritize functionality and security over visual appeal in their decision-making process.

4.3 Influence of Advertising on Purchase Decisions

Opinion	Yes	No
Number of Respondents	95	5
Percentage	95%	5%

Interpretation - A significant 95% of consumers acknowledge that advertisements influence their purchasing decisions, highlighting the power of marketing strategies in shaping consumer behaviour. Effective campaigns, particularly through television, newspapers, and social media, help create brand awareness and influence choices. However, 5% of respondents remain unaffected by advertisements, suggesting a preference for personal recommendations, product specifications, or direct experience over promotional content. This indicates that while advertising is crucial, brands must also focus on product quality and credibility to appeal to all consumers.

4.4 Most Influential Advertising Mediums (Out of 95 Respondents)

Advertisement Source	Newspaper	TV	Social media	Hoardings	Radio
Number of Respondents	23	42	17	11	2
Percentage	24.21%	44.21%	17.89%	11.57%	2.10%

Interpretation- Television stands out as the dominant advertising platform, with 44.21% of respondents acknowledging its strong influence on their purchasing decisions. The combination of visual appeal, repeated exposure, and celebrity endorsements makes TV commercials highly effective in capturing consumer attention and reinforcing brand recall. Newspapers also hold substantial influence, with 24.21% of respondents relying on print media for product information, particularly among older demographics who prefer traditional sources of news and advertisements. Social media is rapidly gaining traction, as indicated by 17.89% of respondents, reflecting the ongoing digital shift in marketing strategies. Platforms like Facebook, Instagram, and YouTube provide interactive and targeted advertisements that appeal to a tech-savvy audience. Hoardings contribute to passive marketing, capturing attention in high-traffic areas, with 11.57% of respondents considering them an effective medium. In contrast, radio has the least impact, with only 2.10% of respondents influenced by audio-only advertisements, likely due to the lack of visual engagement necessary for promoting security products effectively.

4.5 Opinion on Celebrity Endorsements for Lock Brands (100 Respondents)

Sr. No	Questions	SD	D	N	A	SA
1	Endorsement with celebrities for a lock brand is more effective than without.	10	18	3	45	24
2	Celebrity association helps in identifying the product more easily.	12	17	5	41	25
3	Lock brands endorsed by a celebrity are more reliable.	24	37	3	20	16
4	Favorite celebrity endorsements positively impact purchase decisions.	15	18	4	43	20
5	Lock brand sales will be impacted if not endorsed by a celebrity.	19	40	3	21	17

Interpretation- The effectiveness of celebrity endorsements is evident, as 45% of respondents agree and 24% strongly agree that celebrity-backed advertisements make a lock brand more appealing and effective. This suggests that celebrity endorsements enhance consumer interest and engagement with the brand. Only 10% of respondents strongly disagree, indicating that the majority perceive value in such endorsements. When it comes to product identification, 41% of respondents agree and 25% strongly agree that a celebrity association makes it easier to recognize the product, reinforcing the idea that celebrities act as strong brand recall agents in a competitive market. However, the reliability of celebrity-endorsed brands remains questionable, as 37% of respondents disagree and 24% strongly disagree that such brands are more reliable. This implies that while celebrity endorsements may enhance visibility and marketing appeal, they do not necessarily contribute to a perception of greater product reliability. Celebrity endorsements also influence purchase decisions, with 43% of respondents agreeing and 20% strongly agreeing that seeing their favourite celebrity endorse a lock brand positively impacts their buying behaviour. This supports the notion that emotional connections with celebrities can translate into consumer preferences and purchases. However, the significance of endorsements is put into perspective when considering the impact of their removal. A notable 40% of respondents disagree and 19% strongly disagree that sales would decline if a lock brand discontinued celebrity endorsement. This suggests that while endorsements add value to branding and marketing efforts, they are not the sole determining factor in consumer decisions. Many buyers consider other critical factors such as product quality, reputation, and features before making a purchase.

4.6 Lock Brand Preference Ratings (Rate on a scale of 1-5, 1 being the highest)

Brand	Respondents	Rank
Link Locks	17	4
Harrison Locks	24	2
Godrej Brass Padlock	21	3
Europa Padlock	32	1
Yale Padlock	6	5

Interpretation - Europa Padlock emerges as the most preferred brand among consumers, securing the highest ranking in terms of popularity and trust. Its strong market presence indicates that it effectively meets consumer expectations in terms of security, reliability, and brand reputation. Following closely, Harrison Locks and Godrej Brass Padlock also enjoy significant consumer preference, suggesting that these brands have successfully positioned themselves as reliable and well-regarded choices in the market. Link Locks, however, ranks fourth, indicating that while it is recognized by consumers, there is considerable room for improvement in terms of brand perception, marketing strategies, and overall positioning. On the other hand, Yale Padlock ranks the lowest, which may suggest weaker brand recognition, lesser consumer trust, or a need for enhanced marketing efforts to establish a stronger foothold in the competitive lock industry. The key findings of this study reveal that brand reputation and product quality are the most significant factors influencing consumer purchasing decisions, while aesthetics, such as colour, have little to no impact. Advertising plays a crucial role in shaping consumer behaviour, with 95% of respondents acknowledging its influence. Among advertising mediums, television remains the most powerful, followed by newspapers and social media, which are also gaining traction. Celebrity endorsements contribute to product identification, making it easier for consumers to recognize a brand; however, they do not necessarily enhance the perception of product reliability. Emotional connections with celebrities can influence purchase decisions, yet nearly 60% of respondents believe that discontinuing celebrity endorsements would not significantly impact sales, indicating that other factors like product quality and trustworthiness hold greater importance. Lastly, Link Locks ranks fourth among its competitors, suggesting a need for improved brand positioning and more effective marketing strategies to enhance consumer perception and market share.

5. CONCLUSION

This study confirms that celebrity endorsements have a significant impact on consumer buying behaviour, particularly in enhancing brand recall, trust, and perceived value. The findings indicate that consumers associate celebrity-endorsed products with credibility and reliability, supporting theories like the Meaning Transfer Model (McCracken, 1989) and the Source Credibility Model (Ohanian, 1990). In the case of Link padlocks, the use of a well-known brand ambassador has positively influenced consumer perceptions, making the brand more memorable and appealing. However, while celebrity endorsements can create initial interest, they are not the sole factor in purchase decisions. Consumers in the security product industry still prioritize product quality, brand reputation, and security features, meaning that companies must balance marketing strategies with product excellence to achieve long-term success. The study also highlights the importance of advertising channels in reaching consumers effectively. With 44.21% of respondents citing television as the most influential medium, it remains a dominant force in brand communication. However, the rise of digital marketing and social media (17.89%) suggests that companies should diversify their promotional strategies, combining traditional TV advertisements with social media campaigns and influencer marketing. Another critical finding is that while celebrity endorsements can enhance brand trust, overexposure or poor celebrity-product alignment can lead to consumer scepticism. According to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), some consumers rely on emotional appeal, while others base decisions on logical evaluations. This means that brands must carefully select endorsers whose values align with the brand's core message, ensuring authenticity and long-term credibility. From a strategic standpoint, Link padlocks and

other brands in the security industry should focus on a multi-channel marketing approach, leveraging television, digital platforms, and influencer collaborations to maximize brand reach. At the same time, continued investment in product innovation, security certifications, and customer testimonials will reinforce consumer trust beyond celebrity influence. The research also suggests that companies should conduct market analysis and consumer feedback studies regularly to assess the evolving impact of endorsements and make necessary adjustments to their marketing strategies. Despite its valuable insights, the study has certain limitations, including its geographical scope (limited to Pune City) and sample size (100 respondents). Future research should explore larger and more diverse consumer groups across different regions to generalize findings more effectively. Additionally, while this study focuses on security products, a comparative analysis of celebrity endorsements in different industries—such as fashion, FMCG, and technology—could provide a broader understanding of how endorsements work across various sectors.

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