

# **A Study Of Factors Influencing Consumer Purchase Decisions Through Celebrity Endorsement**

**Deepak Tyagi**

*Research Scholar, Management, Teerthanker Mahaveer University Moradabad, (U.P.) India*

**Prof. Manoj Aggarwal**

*Professor, Management, Teerthanker Mahaveer University Moradabad, (U.P.) India*

## **Abstract**

The goal of the study is to investigate the elements that impact customers' purchasing decisions through celebrity endorsements. The questionnaire identified appropriate characteristics linked to celebrity endorsement, advertising, and customers' purchasing decisions were meticulously documented so that valid inferences could be derived. According to the research, gender and education have little effect on customer demographics. The result shows that there is no gender difference in customers' purchase decisions on celebrity endorsements in commercials. Male and female had similar perspectives.

**Keywords:** Factors, Consumer Purchase Decisions, Celebrity Endorsement, Advertising elements etc.

## **Introduction**

Nowadays, celebrity endorsed advertising has caused a surge in the advertising industry. Celebrity endorsements build a brand image in the minds of customers, influencing their purchasing choice, and this is the point at which consumers decide whether to buy a celebrity-endorsed product or a non-celebrity-endorsed one. Aside from that, the excessive number of advertising provided can make it difficult for consumers to remember the ads due to their limited memory capacity. As a result, advertisers should focus on their advertising techniques, which must attract consumers' attention and impact their purchasing decisions. In the dynamic landscape of marketing and consumer behavior, the phenomenon of celebrity endorsement has emerged as a powerful tool for brands to establish connections with their target audience. The intertwining of fame and commerce has become increasingly prevalent, with celebrities assuming the role of brand ambassadors to influence consumer choices. This study delves into the multifaceted relationship between celebrity endorsement and customer buying behavior, focusing specifically on the bustling region of Delhi-NCR.

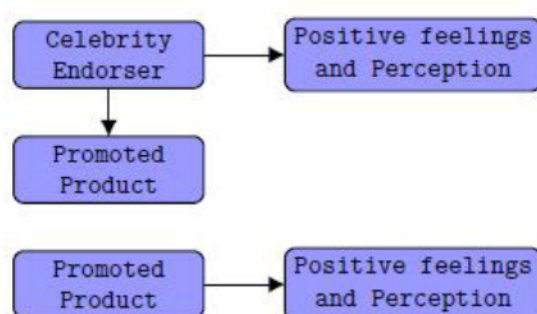
Celebrity endorsement is not a new concept, but its impact has evolved in the era of social media and instantaneous communication. The pervasive reach of celebrities across various platforms allows brands to amplify their messages and connect with a broader audience. Whether it's Bollywood icons, sports personalities, or social media influencers, celebrities wield considerable influence over consumer perceptions and, consequently, their purchasing patterns.

Delhi-NCR, as a melting pot of cultures and aspirations, presents an intriguing backdrop for this study. The region's diverse population, comprising urban sophisticates and traditional communities, offers a microcosm of the larger Indian consumer landscape. By examining the

effect of celebrity endorsement within this context, the study aims to unravel the intricate web of factors influencing customer buying behavior.

### Celebrity Endorsement As A Marketing Communication Tool

Communications mix/Integrated marketing communication (IMC) is a combination of advertising channels, public relation, sales promotion etc. in such a way that communication serves the common purpose and conveys unified message all across the channels. The basic purpose of IMC is to utilize the different communication channel properly. It must be ensured that brand positioning/repositioning, use of celebrities in advertisement and message is delivered in tandem with each component of communication. Figure 1 shows the association between conditional (celebrity) and unconditional (product) stimulus.



**Figure 1: Application to marketing Communications (Tom et al., 1992)**

The role of endorsers is vital for promoters to design strategies which provide competitive differential advantages for household and personal care products. This helps in creating a healthy attitude towards the product. Companies spend a huge amount of money in hiring celebrities to market their goods due to the immense popularity of a celebrity. Marketers effectively blend the celebrities' charismatic qualities like trustworthiness, expertise, and attractiveness with their communication strategies to get fruitful outcomes. A most loved celebrity highlighting an advertisement increases the recall value of the brand, is an attention grabber, improves brand recognition and helps the customers to differentiate the brand from others.

### Important Role Of Celebrity Endorsements

A celebrity is assumed to be the icon of the masses. This popularity of celebrity turns out to be marketed by the marketer to sell their products. It is the trust and love for the celebrity which is sold than the quality and durability of the product, as consumer perceive the brand to be of superior quality as it is endorsed by the celebrity (Media, July-August 1997). Celebrity Endorsement is an important channel of communications. The celebrity authorizes the claim of the brand and positions it by their own personality, popularity, expertise or status on the society in the field to the brand (Martin Roll, 2006).

Celebrities are considered to be assisting in company's image polishing (Erdogen, 1999). In order to achieve organisational goal, marketers today are experimenting with different approaches in present business environment. One of the important strategy is advertising. Indians are die-hard fan of sports and movie buffs; and this attitude of Indian has invited the concept of "celebrity Advertisement". The use of celebrity advertisement has now become the trend and also a perceived winning formula of corporate image building and product marketing. Celebrity endorsements are considered to be popular form of retail advertising. they are being highly relied as they give positive impact on the brand and most importantly

focuses mainly on improvement of brand, best financial returns, brand awareness, thus results in favourable ratings and evolution of the product (Dean and Biswas, 2001; Choi and Rifon, 2007)

In cosmetics industry celebrities are usually preferred to accelerate their sales volume, this strategy is used commonly and mainly seen in magazines advertisements, TV advertisings, billboards and other types of promotion media. Today, celebrities can be found on different TV channels endorsing different brands; from Aishwariya rai bacchan for L'Oreal to Kareena kapoor for Lakme. The marketers assume that celebrities are a shortcut to gain recognition in shorter period of time.

They are also considered to generate the valuable demand in the market. There are immense debates on do celebrity endorser can be a brand building source? According to Tom et al, 1992, it is believed that they give brand a stroke of glamour with their well-known face and add recognition and an appeal to the brand name. (Freidman and Freidman (1979) also stated that an expert or a celebrity are said to produce more positive attitudes towards the product.

### **Literature Review**

Agrawal et al. (2012) conducted a study on the endorsement impact of celebrity on consumer buying pattern. The study's main findings included the comparison of the effectiveness of Bollywood and cricket stars. The research study was done in Varanasi, UP, India, and gathered data from 400 respondents. The research information by statistical package for social science software or using an Excel spreadsheet and the chi square test. One particularly intriguing finding was that gender wise male endorsers practices are more popular and effective than female endorser practices. while another revealed that Bollywood stars continue to rule the Indian advertising domain.

Ravindran (2013) attempted to investigate the relationship between demographic characteristics and consumer purchasing behaviour, as well as to analyze consumers' perceptions of cricket and film industry celebrity endorsements and quantify their effect on young purchase intentions. The sample size was 1200 responders, of whom about 240 were ruled null and void. The study discovered that there is a substantial link between gender and price sensitivity. It is considered that the celebrities who supported the items are true consumers of the product, instilling faith in the users. As a result, both celebrities and sports figures have a favourable impact on celebrities' purchasing habits. Celebrities in India are adored and carefully watched, thus they have a greater possibility of making an influence on the populace.

Clark and Horstmann (2013) investigated the degree of intensity of advertising and advertising format in an advertisement with a celebrity vs an ad without a celebrity and discovered that, if celebrity sponsors are not rare, firms choose the Celebrity advertising format. The study also discovered that celebrity endorsements lower the cost of reaching a certain demographic of customers by boosting consumer recovery and/or raising consumer enthusiasm for a supported product.

Makwana et al. (2015) emphasized the usefulness of the information explosion, as well as the media's influence and involvement in shaping customer perceptions of brands. In prior examinations, he said that consumer goods businesses made mistakes while entering the rural sector. These corporations handled the rural market as if it were an existing metropolitan market. However, the demographic and psychographic characteristics of Indian rural customers differ from those of metropolitan consumers. The goal of his research is to determine the influence of celebrity endorsement on the FMCG product brand in small cities across India. FMCGs are low-participation products, with celebrities influencing customers

against the brand. Rural customers have a different lifestyle than urban consumers, and their choices differ as well. As a result, the celebrity approval technique alone does not ensure success in any market.

Saluja (2016) investigated the impact of age, income, gender, peer influence, ads, and other factors on clothes purchases in the fashion capital Delhi. Indian tastes and inclinations have evolved over the last several decades, influenced by global elements. Fashion is a technique of expressing oneself to society. The conclusions of this study were crucial since fashion is always changing. Consumers are willing to repeat purchases based on their previous experiences with the brand and the quality of the goods.

Khalid Rizwan et al. (2016) investigated the impact of celebrity physical attractiveness on consumer purchasing behavior. 376 participants from various locations took part in the study, and the results showed that there were no differences in participants' perceptions of the physical characteristics of celebrities' celebrities and their focus to purchase based on factors such as gender, age, type of institution, and educational background.

Pradhan (2017) investigate the impact of celebrity traits on people's purchasing behaviour in the Kathmandu Valley. Nepal, with a population of over 30 million, has enormous potential for FMCG firms. Well-known personalities from Nepal's film, music, sports, and entertainment industries are increasingly supporting FMCG items. The purpose of this article was to investigate the impact of endorsements on Nepalese individuals and to give insights to Nepalese businesses to help them develop better promotional tactics. The study focuses on many aspects such as age, gender, income, occupation, and other related variables.

Bajpai.VN et al. (2017) investigated on a dual-edged sword empirical study on celebrity endorsement. In order to investigate whether endorsements influence on consumer decisions in a negative or positive way, as well as the influence of endorsement on gender differences and whether brands profit from them, 530 respondents in the Delhi and NCR region were surveyed. The data was examined using statistical tools such as SPSS and T Test. According to the majority of respondents, he discovered, celebrity-themed advertising are memorable, readily recognizable, and highly engaging.

Harshitha et al. (2017) studied the endorsement impact of celebrity on consumer buying pattern with the goal to collect demographic characteristics information about the respondent and thoroughly exploring and understanding the concept of celebrity endorsement. The research was done in the city of Mysore, and the main statistical tool used to examine the gathered data collected from 50 respondents was SPSS. The study's main finding was that endorsement by celebrity has a vital impact on buying behavior of consumer and that, in the current market, celebrity advertisements are more appealing and effective than traditional advertising.

Kaushik et al. (2017) studied the impact of endorsement of star or non star celebrity on FMCG advertisements through online advertisements on consumer purchase behavior. The goals were to: (1) find out how consumers perceive celebrity and non-celebrity endorsers; (2) find out how demographic factors affect customers' perceptions of these endorsers; and (3) find out how factors like credibility, attractiveness, expertise, believability, and knowledge affect customers. The research was done in the Gurgaon and NCR region, and 300 respondents were polled. The main tolls used for data analysis included the Z test and statistical mean, among others. The primary conclusion of the study is that, in the case of FMCG, consumers desire high-quality goods, excellent services, simple access to products, and greater product performance at a reasonable price.

Annette (2019) examined the effect of fashion advertisements on youngsters. Fashion items include clothing, footwear, purses, and accessories. The survey was specifically designed to

determine gender preferences for television commercials. The study found that both boys and girls watch television advertising in proportion, and that there is a substantial association between fashion advertisements and teenage purchasing behaviour. It has been noticed that young people prefer to acquire things based on their own decisions rather than external influences. Furthermore, television and web commercials are regarded as the most effective forms of advertising. Youth are most accessible via the internet and television, thus it is the ideal media to capture their attention.

According to Rajesh (2020), in today's fast-paced world, customers lack the patience to watch or devote time to advertisements that emerge in the media; but, if the same advertising are sponsored by a popular celebrity, they are guaranteed to get the attention of viewers. The study also found that emotional appeal draws mentally. Tamil Nadu celebrities wielded significant influence over their followers and played an important part in product endorsements. Celebrities are revered in India, particularly in South India, where they are viewed as idols to be worshipped and admired. This would also assist marketing businesses in revamping their failing items.

Dr. Vohra's (2021) study emphasized the need of understanding the impact of celebrity endorsements on customers, brand equity, and sales, as well as determining the conditions under which endorsements are most effective. The study's findings found that food and drinks are the most often marketed items across all sectors, followed by beauty and personal care. Movie stars are the most commonly utilized type of celebrities owing to their high level of glamour and appeal. Advertisements depict real-life happenings and scenarios that are heavily affected by the lives of celebrities. It illustrates the affection and faith that Indian customers have in celebrities.

Prasad N. S. (2022) report expressly stated that when a celebrity recommends a product, audience attention is assured. This research focused on gold jewellery brands in India's southern states, where the proprietors of the individual companies served as endorsers. The primary goal is to reestablish the customer's trust and authenticate facts regarding the expensive jewels. Credibility and perceived trustworthiness are deemed acknowledged and accepted by audiences when the owner endorses Lalitha jewellery. Brand owners are increasingly using their right to verify the offers and characteristics of their products without being compensated for doing so.

Deepana. P. et al.'s (2023) study investigates the impact of celebrity endorsement on consumer purchasing behaviour and if customers switch products in favour of the endorser. Attention seeking through a well-known personality is more likely to be effective than attention seeking through an unknown personality. The data came from 115 survey respondents. Consumer purchasing behaviour refers to how buyers behave when making purchases of various commodities on the market. Marketers' major objective in marketing is to capture the public's attention, and one of the finest ways to do so is to promote a well-known individual. The endorsement will be utilized to improve a product that is already well-known among consumers. Given the prevalence of celebrity endorsements nowadays, it is worthwhile to investigate their attraction and how people react to them.

According to Navaneeth Shetty et al. (2024), celebrity endorsements are a tried-and-true marketing approach with a significant influence on client behaviour. The psychological concept of parasocial contact, in which individuals get acquainted with and feel connected to celebrities, serves as the foundation for this phenomenon. Customers usually project their positive perceptions of celebrities onto recommended companies, which increases legitimacy and confidence. This occurs when celebrities promote products or services. The way celebrity

endorsements increase brand memory and awareness demonstrates their effect on consumer behaviour. Celebrities are attention getters who draw buyers' attention to the marketed goods. According to Amanjot Singh et al. (2025), messaging from reputable sources, such as professionals or trustworthy individuals, influence customers more. Celebrity endorsements work mostly because they appeal to customers' psychological processes. Celebrities can boost their credibility by exhibiting their knowledge, integrity, beauty, or resemblance to their target audience. For example, a sports star supporting a fitness product can demonstrate their knowledge and appeal, but a celebrity who has the same beliefs or lifestyle as the consumers can demonstrate reliability and likeness.

## Objective

The main aim of the study is to investigate the elements that impact customers' purchasing decisions through celebrity endorsements in advertising.

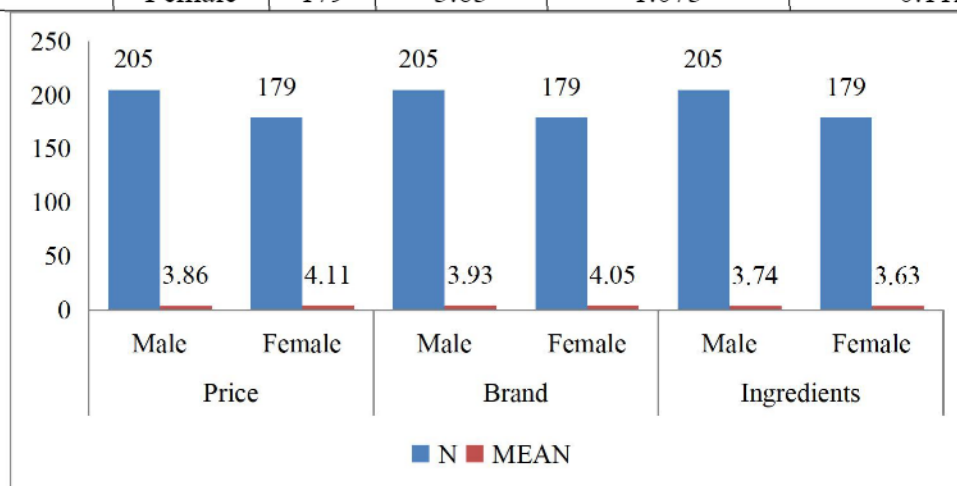
## Analysis

**H01: Gender wise there is no significant difference in influencing the customers' buying decision by celebrity endorsement.**

**Ha1: Gender wise there is significant difference in influencing the customers' buying decision by celebrity endorsement.**

**TABLE 1: GROUP STATISTICS ON GENDER**

|             | GENDER | N   | MEAN | SD    | STD. ERROR<br>MEAN |
|-------------|--------|-----|------|-------|--------------------|
| Price       | Male   | 205 | 3.86 | 0.863 | 0.084              |
|             | Female | 179 | 4.11 | 0.728 | 0.076              |
| Brand       | Male   | 205 | 3.93 | 0.774 | 0.075              |
|             | Female | 179 | 4.05 | 0.845 | 0.086              |
| Ingredients | Male   | 205 | 3.74 | 1.076 | 0.105              |
|             | Female | 179 | 3.63 | 1.073 | 0.112              |



**Figure 1: Mean Of Gender And Group Statistics**

The table above displays the mean value of the elements that influence customers' purchasing decisions in response to celebrity endorsements. There is a difference in the mean of male and female for the factor of price, with male having a mean value of 3.86 and female having a mean value of 4.11, but no significant difference has been found in the other two factors of brand and ingredients and advertising, indicating that male and female have different prices.

**Table 2: Independent Samples Test On Gender**

|                 |                                | <b>LEVENE'S<br/>TEST FOR<br/>EQUALITY<br/>OF VARIANCES</b> |             | <b>T-TEST FOR EQUALITY OF MEANS</b> |           |                             |                                 |                                                                  |              |
|-----------------|--------------------------------|------------------------------------------------------------|-------------|-------------------------------------|-----------|-----------------------------|---------------------------------|------------------------------------------------------------------|--------------|
|                 |                                | <b>F</b>                                                   | <b>SIG.</b> | <b>T</b>                            | <b>DF</b> | <b>SIG. (2-<br/>TAILED)</b> | <b>MEAN<br/>DIFFER<br/>ENCE</b> | <b>95%<br/>CONFIDENCE<br/>INTERVAL OF<br/>THE<br/>DIFFERENCE</b> |              |
|                 |                                |                                                            |             |                                     |           |                             |                                 | <b>LOWE<br/>R</b>                                                | <b>UPPER</b> |
| Price           | Equal variances<br>assumed     | 0.194                                                      | 0.662       | -2.176                              | 382       | 0.032                       | -0.246                          | -0.473                                                           | -0.024       |
|                 | Equal variances<br>not assumed |                                                            |             | -2.201                              | 381.86    | 0.028                       | -0.246                          | 0.467                                                            | -0.026       |
| Brand           | Equal variances<br>assumed     | 1.753                                                      | 0.186       | -1.216                              | 382       | 0.226                       | -0.138                          | -0.365                                                           | 0.085        |
|                 | Equal Variances<br>not assumed |                                                            |             | -1.211                              | 372.22    | 0.227                       | -0.138                          | 0.365                                                            | 0.086        |
| Ingredi<br>ents | Equal Variances<br>assumed     | 0.375                                                      | 0.541       | 0.754                               | 382       | 0.453                       | 0.115                           | -0.186                                                           | 0.416        |
|                 | Equal Variances<br>not assumed |                                                            |             | 0.754                               | 376.28    | 0.453                       | 0.115                           | 0.186                                                            | 0.415        |

The p-values for each factor are shown in the table above. For the pricing issue, there is a considerable difference between men and women in terms of influencing customers' purchasing decisions through celebrity endorsement. As the P value was 0.032 (less than 0.05), the alternative hypothesis was accepted. For the brand element, no significant difference was identified between males and females in terms of influencing customers' purchasing decisions through celebrity endorsement. As the P value was 0.226, which is more than 0.05, the alternative hypothesis was rejected. For the ingredients element, no significant difference was identified between males and females in terms of influencing customers' purchasing decisions through celebrity endorsement in advertising. As the P value of 0.453 is larger than 0.05, the alternative hypothesis is rejected.

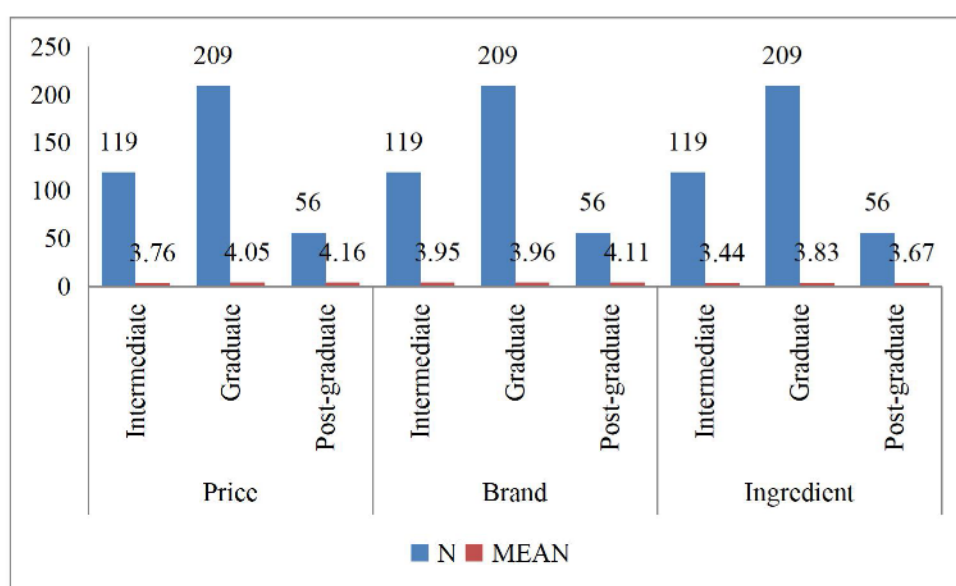
**H01: Education wise there is no significant difference in influencing the customers' buying decision by celebrity endorsement.**

**Ha1: Education wise there is significant difference in influencing the customers' buying decision by celebrity endorsement.**

**Table 3: Descriptive On Education**

|  | <b>N</b> | <b>MEAN</b> | <b>SD</b> | <b>STD.<br/>ERROR</b> | <b>95%CONFIDENC<br/>E INTERVAL<br/>FOR MEAN</b> |                        | <b>MINIM<br/>UM</b> | <b>MAXIM<br/>UM</b> |
|--|----------|-------------|-----------|-----------------------|-------------------------------------------------|------------------------|---------------------|---------------------|
|  |          |             |           |                       | <b>LOWE<br/>R<br/>BOUN<br/>D</b>                | <b>UPPER<br/>BOUND</b> |                     |                     |

|            |               |     |      |       |       |       |       |      |      |
|------------|---------------|-----|------|-------|-------|-------|-------|------|------|
| Price      | Intermediate  | 119 | 3.76 | 0.916 | 0.115 | 3.526 | 3.992 | 1.00 | 5.00 |
|            | Graduate      | 209 | 4.05 | 0.763 | 0.074 | 3.902 | 4.191 | 1.00 | 5.00 |
|            | Post-graduate | 56  | 4.16 | 0.657 | 0.123 | 3.923 | 4.423 | 3.00 | 5.00 |
|            | Total         | 384 | 3.96 | 0.811 | 0.056 | 3.862 | 4.087 | 1.00 | 5.00 |
| Brand      | Intermediate  | 119 | 3.95 | 0.847 | 0.106 | 3.753 | 4.184 | 1.00 | 5.00 |
|            | Graduate      | 209 | 3.96 | 0.822 | 0.077 | 3.815 | 4.127 | 1.00 | 5.00 |
|            | Post-graduate | 56  | 4.11 | 0.674 | 0.126 | 3.846 | 4.358 | 3.00 | 5.00 |
|            | Total         | 384 | 3.98 | 0.807 | 0.056 | 3.876 | 4.103 | 1.00 | 5.00 |
| Ingredient | Intermediate  | 119 | 3.44 | 1.224 | 0.156 | 3.125 | 3.745 | 1.00 | 5.00 |
|            | Graduate      | 209 | 3.83 | 0.978 | 0.094 | 3.638 | 4.012 | 2.00 | 5.00 |
|            | Post-graduate | 56  | 3.67 | 1.004 | 0.185 | 3.306 | 4.072 | 2.00 | 5.00 |
|            | Total         | 384 | 3.67 | 1.074 | 0.076 | 3.536 | 3.835 | 1.00 | 5.00 |



**Figure 2: Mean Descriptive On Education**

The table above displays the mean value of variables affecting customers' purchasing decisions and education with celebrity endorsements. For the price factor, there is a difference in the mean of Intermediate, Graduated, and PGs customers, as Intermediate qualified customers have a mean value of 3.76, Graduated customers have a mean value of 4.05, and PGs customers have a mean value of 4.16, indicating that those customers who are PG qualified are more price sensitive, but no significant difference has been found among the three groups of education in the other three factors brand and ingredients and advertising.

**Table 4: Anova On Education**

|             |                | SUM OF SQUARES | DF   | MEAN SQUARE | F     | SIG.  |
|-------------|----------------|----------------|------|-------------|-------|-------|
| Price       | Between Groups | 4.58           | 2    | 2.297       | 3.586 | 0.031 |
|             | Within Groups  | 126.27         | 381  | 0.642       |       |       |
|             | Total          | 130.85         | 383  |             |       |       |
| Brand       | Between Groups | 0.44           | 2    | 0.218       | 0.334 | 0.716 |
|             | Within Groups  | 129.55         | 1381 | 0.657       |       |       |
|             | Total          | 129.99         | 383  |             |       |       |
| Ingredients | Between Groups | 6.02           | 2    | 3.008       | 2.656 | 0.074 |

|  |               |        |     |       |  |  |
|--|---------------|--------|-----|-------|--|--|
|  | Within Groups | 223.14 | 381 | 1.134 |  |  |
|  | Total         | 229.16 | 383 |       |  |  |

The p-values for each factor are shown in the table above. For the pricing component, a considerable difference has been identified among customer education groups in terms of influencing customers' purchasing decisions through celebrity endorsement. As the P value was 0.031, which is smaller than 0.05, the alternative hypothesis was accepted. For the brand aspect, no substantial difference has been identified among customer education groups in terms of influencing consumer purchasing decisions through celebrity endorsement. As the P value of 0.716 is bigger than 0.05, the alternative hypothesis is rejected. For the ingredient element, no significant difference has been identified among customer education groups in terms of influencing customers' purchasing decisions through celebrity endorsements. As the P value was 0.074, which is more than 0.05, the alternative hypothesis was rejected.

### Findings Of The Study

The gender factor-based hypothesis produces the following results: Celebrity endorsement has no significant impact on consumer purchase decisions, independent of gender. To test the hypothesis, an independent T-test was utilized, and it was revealed that there is a significant difference between male and female consumers when it comes to influencing their purchase decisions through celebrity endorsement in price component advertising. The important values, generated by SPSS 29.1v through running T-Test on the data collected and found that the calculated p-value is lower than tabulated p-value at 5% significant level in the factor of price, but in other factors brand and ingredients, and advertisements, so null hypothesis is accepted in these factors except for the factor of price, in which there is a difference between male and female in influencing the customers' buying decision by celebrity endorsement.

### CONCLUSION

According to the study, the factors impact customers' purchase decisions via celebrity endorsements. Consumers believe that these characteristics determine the efficacy of advertisements. According to the research, gender and education have little effect on customer demographics. The result shows that there is no gender difference in customers' purchase decisions on celebrity endorsements in commercials. Male and female had similar perspectives. Customers see objects in similar ways, particularly in products; when a celebrity recommends a product, it suggests that the product has some positive connotations, which will assist to strengthen the brand. Celebrity endorsement in advertising has no significant impact on customer purchase decisions, regardless of gender or academic level. Based on the data shown above, we can infer that celebrity endorsement has a positive impact on customer attention.

### References

1. Agrawal P. and Dubey S. K., (2012) Impact of celebrity endorsement on consumers' buying behaviour, *Global Research Analysis*, 1(7):106-108,
2. Ravindran, S. (March 2013). A Study on the Influence of Celebrity Endorsement over the perception and purchase intention of college students. Faculty of Management Studies. Anna University/ Shodhganga.
3. Clark C. R. and Horstmann I.J., (2013) A model of advertising format competition on the use of celebrities in ads, *Canadian Journal of Economics*, 46(4):1606-1630.

4. Makwana, K., Pathak, A. & Maheshkar, C. (2015) Impact of Celebrity Endorsement on Branding of FMCG Products in Indian Small Towns, *Pacific Business Review International*, 4,
5. Saluja, D. (2016). Consumer Buying behavior towards Fashion Apparel, Delhi. *Journal of Business and Management*.
6. Khalid Rizwan, Yasmeen Tehreem (2016) Celebrity Physical Attractiveness Effect on Consumer Buying Behavior. *Imperial Journal of Interdisciplinary Research*, 16(2), 1-8.
7. Pradhan, A. P. (2017). Influence of Celebrity Endorsement on Consumers 'Buying Behavior of Fast-Moving Consumer Goods in Kathmandu. *Journal of Business and Social Sciences Research*.
8. Bajpai V.N, Kumar Satish (2017) An Empirical Study on Celebrity Endorsement :A Double Edged Sword. *International Journal of Current Engineering and scientific Research*, 4(9), 47-55.
9. Y.S Harshita, Manjunath S.J (2017) Influence of celebrity endorsement on Consumer Buying Behavior. *VSRD International Journal of Business and Management Research*, 7(9), 1-3.
10. Kaushik Tanuja, Baliyan Rashi (2017) A study of impact of celebrity and non celebrity endorsed FMCG advertisement through online advertising on the consumer purchase behavior. *Sona Global Management Review*, 11(1), 27-43.
11. Annet Dawson, D. and. (August 2019,). Impact of Fashion Advertisements on Indian Youth. *International Journal of Research in Social Sciences*
12. Rajesh, R. (2020). celebrity endorsement and emotional appeal: A study on advertisements by popular Tamil cinema actors. *PalArch's Journal of Archaeology of Egypt/Egyptology*.
13. Dr. Jyoti Vohra, D. M. (2021, Febraury). An Examination on Celebrity Endorsements in India: A Content Analysis. *Pacific Business Review International*. Punjab , India.
14. Prasad, N. S., Rahiman, H. U., Nawaz, N, and Gajenderan, V. (2022). Owner endorsement of brands and consumer buying intentions. *Innovative Marketing*.
15. Deepana. P et al. (2023) "impact of celebrity endorsement on consumer buying behavior" © 2023 JETIR April 2023, Volume 10, Issue 4 [www.jetir.org](http://www.jetir.org) (ISSN-2349-5162).
16. Navaneeth Shetty et al. (2024) *International Journal of Research Publication and Reviews* Vol 5, no 1, pp 4068- 4073 January 2024 Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421
17. Amanjot singh et al. (2025) "What is the impact of celebrity endorsements on consumer behavior" <https://www.linkedin.com>.