

IMPACT OF CELEBRITY ENDORSEMENT ON CUSTOMER PURCHASE BEHAVIOUR

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ABSTRACT:

The overall goal of this research is to determine the influence of celebrity endorsement on two-wheeler consumer purchase intent in the context of Nepalgunj consumers. A vast number of research have looked into the influence of celebrity endorsement on consumer purchase Behaviors, however the majority have concentrated on industrialized countries, with very few studies undertaken in rising countries, notably on the Asian continent. It can be seen in the further study that the factors of the celebrity: Trustworthiness, Attractiveness and Expertise are here considered as the independent variable resulting to the customer purchase Behaviour as the dependent variable. The endorser's attractiveness factor has a weighted average mean of 2.2016, indicating that beauty characteristics have a strong influence on res-ponders and on buy Behaviour. The endorser 's trustworthiness factor has a weighted average mean of 2.14, indicating that trustworthiness variables have a strong influence on res-ponders and on purchase Behaviour. The endorser's expertise factor has a weighted average mean of 2.35, indicating that expertise factors have a considerable influence on respondents and their purchase Behaviors. Customers are neutral in the context of purchase Behavior through celebrity endorsement, as indicated by the weighted average mean for the endorser's knowledge factor of 2.392.

Keywords: *Celebrity Endorsement, purchase Behaviour, advertisement, two wheeler, trustworthiness.*

INTRODUCTION:

Many sectors are advancing in regards of developing up with unique concepts in this age of internationalization and digitalization and advertisement in the field of two wheeler industry is also taking various paths for its betterment. On the other side, marketers are going ahead with many appealing concepts to entice consumers and their target audience to sell and resell their items; celebrity endorsement is one of such approaches (Khalid, 2018). Companies employ innovative tactics to compete and secure a substantial portion of the market in the face of fierce competition by attempting to capture customers' eye to marketing materials. Further, in many regions of the world, two-wheelers are one of the cheapest modes of motorized transportation. In the context of Nepal also due to its

easy availability its getting popular but on the other hand as consumers grow increasingly complicated and smart when the pattern of competition changes, and they expect more from the company's goods or services (Osei-Frimpong, Donkor, & Owusu-Frimpong, 2019). To that end, it has become common for businesses to hire celebrities to promote their products in order to get buyers to buy them. In Nepal, for example, rival corporations (e.g., Coca-Cola, PepsiCo, Dabur, Britannia, and so on) engage personalities ranging from comedians to singers to film stars. Other aspects of the marketing strategy have typically been considered to be advertisements. Marketers are increasingly seeking ways to make ads more intriguing, visual and perceptible to the public. One method of doing this is through endorsing

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celebrities (Kok Wei & Li, 2013). Advertising has a significant part in shaping customer perception or views in the current age of information abundance and media impact. Advertising is the strategy to increase publicity efficiency. Prominent figures throughout the world were employed for a wide range of brands (Parmar, 2014).

Advertising is the acquisition method and the purchase promotion in particular. Publishers believe that the focus, the exorability of communicating and a favorable and substantial brand impact may improve if the advertisements transmitted by celebrities give a higher level of demand (Saeed, Naseer, Haider, & Naz, 2014). Over the years, academics worldwide have sought to estimate why the consumer behavior changes owing to celebrities' approval and to construct different models to evaluate the celebrity traits that contribute to an increase of buying intent (Gauns, Pillai, Kamat, Chen, & Chang, 2018). Ever since previous ten years the market positioning has evolved completely, numerous new methods have come into use of branding or commercializing a product/brand, celebrity approval being one of them. Celebrity Endorsement has now grown as a multi-million advertising industry (Khalid, 2018).

McCracken (1989) stated that well-known people or media personalities have a major effect on consumers' conduct, and that's why celebrities' endorsement today has become such a highly intriguing and enticing promotional strategy. It is also necessary to evaluate advertisers' eligibility before picking, on the other hand. Perhaps the best method to minimizing advertising costs is non-prominent approval. The views of Nepalese consumers are altering quickly and the things they use become more conscious of.

In the context of Nepal nowadays variety of two-wheelers are available here. Others have been around for a very long period, while others are very new to the market. In comparison to India and China, Nepal's two-wheeler sector is expanding at a rapid pace as the preference for two-wheelers has grown among the Nepalese people, particularly among the youth. Honda, Hero, Bajaj, Yamaha, Suzuki, TVS, Royal Enfield, Aprilia, Ducati, Benelli, Mahindra, KTM, Vespa, Hunter, Runner, etc. are some of the two-wheeler brands in Nepal. According to the data published by department of transport management in fiscal year 2075/76 among all the vehicles motorcycle was the highest number of vehicles registered in Nepal and the number is 2, 49,581.

As we can see the increasing craze of two wheelers among the youngsters in Nepal the companies producing two wheelers are into applying strategies like: endorsing celebrities to increase their popularity and brand awareness in the market. This study will then be carried

out to acquire an overview of celebrity appreciation in Nepalgunj from the perspectives of two wheelers users. Most advertising in whatever form focuses primarily on the individual customers of two wheelers, and consequently it is very essential to grasp the perspective which gives them an understanding among the most recent happenings or attitudes in every nation.

Statement of the Problem:

The Nepalese market is more aggressive and complex, which has compelled every enterprise firm to advertise. From the viewpoint of Nepalese, advertising is in the process and even some individuals still believe that advertisement equals charity or spending time and money but this kind of mistake has disappeared with the development and growing popularity of advertising. Nepalese advertisement worlds were innovative and competing as ever with worldwide advertising enterprises. As improvement in the field of advertisement the celebrity endorsement have also been growing in the field of marketing.

Henceforth, to address this issue, this study work planned to survey the impact of celebrity endorsement on the customers purchase Behaviour specifically in the context of two wheeler customers of Nepalgunj. As there is little previous study on these areas in the Nepalese context, this study wants to find answers to the following question:

I. What are the impact of celebrity endorsement on two wheeler customer purchase Behaviour?

II. What are the factors of the endorsers that have impact on the two wheeler customer purchase Behaviour?

Objectives of the Study:

The general objective of this study is to understand the impact of celebrity endorsement on the two wheeler consumer purchase Behaviour in the context of the customers of Nepalgunj. Similarly the specific objectives can be discussed as:

- To determine the impact of celebrity endorsement on two wheeler consumer purchase Behaviour.
- To identify the main factors of the endorsers that have effect on the two wheeler consumer purchase Behaviour.

Hypothesis Formulation:

An estimate of the knowledge that can be tested is a hypothesis. It attempts to take the data into account. A hypothesis predicts the results of a study project and frequently focuses on the correlation between the two variables studied. It is based typically on both abstract assumptions and scientific proof that things really operate. This section identifies and defines the variables

utilized in the study. Three hypotheses are also developed on the basis of four latent structures employed in the investigation. The hypothesis formulated for this study are mentioned below:

H01: Celebrities' attractiveness don't have significant relationship with two wheeler customers purchase Behaviour.

H02: Celebrities' trustworthiness don't have significant relationship with two wheeler customer purchase Behaviour.

H03: Celebrities' expertise don't have significant relationship with two wheelers customer purchase Behaviour.

Limitations of the Study:

Only Nepalgunj city will be considered as a study field, so the perception of the consumers inside Nepalgunj city may not be generalizable to the overall perception of Nepalese customers. This study does not include the opinions of celebrities who have been endorsed.

Review of related literature:

celebrity endorsement is a multi-billion-dollar business. In this modern day, the world of advertising undergoes a transformation, moving away from traditional methods and toward a more modern approach. This current path necessitates marketers devising techniques that incorporate aspects such as emotions, comedy, and so on. The primary goal of these tactics is to increase brand awareness, interest, desire, and action. And, in order to make these techniques a success, marketers turn to well-known celebrities, who have the ability to have a stronger influence on consumers' purchasing decisions (Adam & Hussain, 2017).

A celebrity can be an entertainer (comedian), athlete, actor/actress, or other public figure who is well-known for accomplishments outside of the product or service she is endorsing or promoting (Osei-Frimpong et al., 2019). Although celebrity endorsers come at a high cost, they may not always ensure marketing promotion success. As a result, research into how celebrity endorsements influence consumer behavior is required. Marketers are increasingly looking at ways to make commercials more engaging, eye-catching, and noticeable to their target customers. A celebrity endorsement is one method to achieve this (Kok Wei & Li, 2013). Movie stars, singers, models, sports, politicians, and business executives are all examples of celebrity endorsers. The concept of a celebrity has been broadened in recent years, thanks to the growing popularity of reality television shows and a plethora of social media platforms. Reality show participants who are "ordinary" might become renowned and viewed as celebrities (Yang, 2018).

While there are enormous potential benefits to using celebrity endorsers, there are also considerable expenses and hazards. This portion of the study will first look at the benefits of celebrity endorsement before moving on to the risks.

Celebrities are people who are well-known among a large group of people, despite the fact that characteristics such as attractiveness and an extraordinary lifestyle are just examples and no specific common characteristics can be observed, though it can be said that celebrities generally deviate from the social norm and enjoy a high level of public awareness within a corresponding social group. Celebrity endorsements are a legitimate way to "burn money." This is because we live in a world of products where the value a customer derives from purchasing a certain variation varies. People desire to wear the "correct" clothing, drink the "right" beverages, and employ the "proper" scents for social reasons (Khatri, 2006).

Celebrity endorsement is a method of advertising in which the image and reputation of a celebrity is used to promote, recognize brands, recall brands and distinguish, and where the term celebrity is understood to have the status that a mass in society has observed and provides the celebrity a certain image (Awasthi & Choraria, 2015). Celebrate endorsement is regarded by marketers globally as a powerful advertising tactic. The main focus of the study on celebrity support has usually been on the endorser's source features and the transfer of significance from the endorser to the product or brand endorsed (Halonon-Knight & Hurmerinta, 2010).

Further, various definitions have been made under the term celebrity endorsement by the previous researcher and scholars. Consumers' behaviors and emotions are constantly based on individual views, which are not necessarily based on fact. It is the result of advertising. Reality is a wholly individualized phenomena for each individual, depending on their own needs, tastes, values, and desires. Whereas, in the todays marketing concept and the advertisement concept celebrity endorsement have been the burning issue and various researcher had come up with their own definitions under this topic. McCracken (1989) defines celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement."

Two Wheeler Market in Nepal:

Around the last year, the two-wheeler sector has grown quickly all over the world. Over the last decade, the worldwide market for two-wheelers has grown dramatically. Asia has responsible for the great majority of the rise, sales in the entire area jumping more

than three-fold over the previous decade. Nepal is no exception to this rule (Shrestha, 2020). In many regions of the world, two-wheelers are one of the cheapest modes of motorized transportation. Scooters are becoming increasingly popular among two-wheelers. Scooters are popular for personal transportation since they are less expensive, easier to use, and easier to park. With the advancement of civilization, women are increasingly owning private vehicles since they feel it to be the most handy and straightforward mode of transportation (Malla, 2018).

Two and three wheeler registrations in 2020, the domestic market was the 28th largest in the world. Despite the industry's bad consequences from the epidemic, this is an important location. The market is now dominated by Indian manufacturers (Bajaj Auto is by far the market leader), with Japanese Honda and Yamaha holding a respectable market share and Chinese brands having a limited presence. The bulk of the vehicles are CC Class 125 to 150 Street Commuters. The market, on the other hand, will fundamentally shift and, in the short term, will be dominated by Chinese electric vehicle makers, who will most likely rule the industry in five years.

There are various modes of transportations that are available in Nepal but among them recently the two wheelers industry is gaining the most of the popularity as people realize that bikes and scooters can easily bypass traffic bottlenecks, allowing them to get to their destination on time. Everyone wants to get to their destination in a timely manner these days since everyone is more aware of the passing of time. Individuals were able to get to their destinations on time, and people were able to make money via Tootle, which utilizes two-wheelers to provide transportation services for the public in the same way that Uber uses four-wheelers in other countries. That's because two-wheelers are one of the fastest ways to get around in Nepal, avoiding traffic jams (Neupane, 2019). Since, this industry is getting popularity the advertisement policies and tricks are also changing (developing) in the two wheelers industry as this industry is getting competitive day by day.

Source Credibility Model:

According to the source credibility model, customers' views, attitudes, and actions are influenced by promotional messages from reputable sources (Hovland et al., 1953). "The extent to which the source is viewed as holding expertise related to the communication issue and can be trusted to deliver an objective judgment on the subject" is how credibility is defined. Internalization happens when recipients accept influence from a source on their personal attitudes and value systems. Information from a reputable source (e.g.,

a celebrity) can affect beliefs, views, attitudes, and/or actions through a process called internalization. To put it another way, a celebrity's perceived trustworthiness can have a big impact on communication effectiveness metrics like ad recall and buy intent (Yang, 2018).

Celebrity selection is a phenomenon in which businesses must consider the celebrity's credibility since celebrities are chosen based on public popularity, therefore there is no assurance of success, and celebrity credibility is positively connected with customer readiness to buy. As a result, it's been proven that if a celebrity is popular or renowned but not credible, he won't entice customers to buy (Abbas et al., 2018). Following is a discussion of the three dimensions of expertise, trustworthiness, and physical attractiveness as the hypothesized dimensions of celebrity endorsers' credibility as discussed in the study by Ohanian (1990).

Trustworthiness:

The term "trustworthiness" relates to an endorser's honesty, integrity, and credibility. The widespread perception among consumers is that celebrities are reliable sources of information. Marketers take advantage of this perception by hiring celebrities who are perceived as trustworthy, honest, credible, and dependable by their followers and others (Gauns et al., 2018). The spokesperson's honesty and integrity are referred to as trustworthiness. The approach is based on the assumption that people who thrive in one dimension are likely to excel in others as well. However, as Ohanian (1991) shown in her study, each source has a varied impact on a consumer's opinion of a brand, necessitating the use of a systematic celebrity spokesperson selection method.

In persuasion and attitude-change research, the communicator's trustworthiness (celebrity) is an important concept. As a result, rather than the one item often employed to assess the variable as a trustworthy-untrustworthy dichotomy, a meaningful measurement of this construct requires a sequence of items (Ohanian, 1990).

Expertise:

Expertise is the degree to which a communicator is regarded as a reliable source of information (Hovland et al., 1953). The endorser's competence must have an encouraging influence on the recipients of the information in order to convince them; an endorser with superior knowledge and abilities has a better probability of persuading the consumers than an endorser with less experience (Ohanian, 1990). Till and Busler (1998, 2000) looked at attractiveness vs expertise as a relevant match-up factor and found a general attractiveness

impact on brand attitude and purchase Behaviours, but no match-up effect, suggesting that expertise is better for matching items with celebrity endorsers.

Attractiveness:

The physical beauty of the source refers to the endorser's personality, like ability, and likeness to the receiver, and hence to the source's perceived social values. This construct, according to Langmeyer and Shank (1994), includes not just physical attractiveness but also other intangible attributes that consumers may connect to, such as lifestyle, intelligence, and athletic skill. Furthermore, researches have shown that celebrities with beautiful characteristics are more efficient in advocating products including appeal.

Research Methodology:

Research Design:

This research is based on quantitative research design. Because this study is focused on quantifying and analyzing variables in order to get findings, or because numerical data will be used and analyzed using particular statistical procedures.

Population and Sample:

The population for this research survey in assessing purchase Behaviors is limited to Nepalgunj, and this study will solely focus on two-wheeler clients. This research's study population include all two-wheeler

riders, regardless of gender. The surveys exclusively is provided to persons who ride different types of two-wheeler s inside Nepalgunj. Convenience Sampling has been utilized in the research.

Sources of Data:

The major source of primary data is the questionnaires, but additional primary sources, such as expert comments, are also be employed. To gather data, a self-structured questionnaire are also distributed to chosen respondents in the research region i.e. two wheeler user of Nepalgunj. Further, secondary data will be gathered from published National and International Journals.

Conceptual Framework:

This study is then based on the schematic diagram as presented in Figure 1 and form the diagram below it can be seen that the factors of the celebrity: Trustworthiness, Attractiveness and Expertise are here considered as the independent variable resulting to the customer purchase Behaviour as the dependent variable.

Dependent Variable: For this study customer purchase Behaviour is taken as the dependent variable.

Independent Variables: The independent variables to measure the customer purchase Behaviour are: Attractiveness, trustworthiness, Expertise.

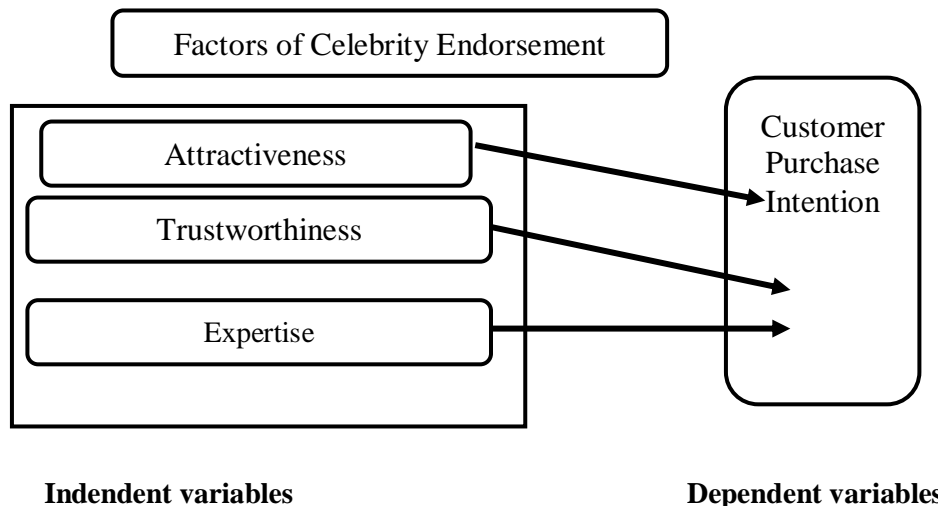


Figure 1. Schematic Diagram of the Conceptual Framework

RESULTS AND DISCUSSION:

A questionnaire using a five-point likert scale rating system was used to collect data for the study, with responses ranging from 1-Strongly Agree, 2- Agree, 3- Neutral, 4-Disagree, and 5-Strongly Disagree. Every opinion statement was created with five distinct

variables in mind, four of which are independent and one of which is dependent. This segment deals with the summary statistics, which will provide the data in one table. This table includes number of observation, mean and standard deviation of collected data. The variable column indicates which variable is being

described. There are altogether 22 variables, which include dependent variable and independent variable.

Opinions of respondents regarding Attractiveness:

In the table number 1 the respondents’ opinion regarding the attractiveness of the celebrity that may have impact on their purchase Behaviour are measured. It was found that majority of the respondents i.e.36.8% strongly agrees that the Ads featuring physically attractive (beautiful, elegant, sophisticated) endorsers are their favorite, and 24.8% agree on the statement and only 3.2% disagree on that statement. Similarly, majority (65.6%) of the respondents agreed upon the statement that “Celebrity endorsers should, in my opinion, be visually appealing.” However others (21.6%) are neutral on the statement and the rest (12.8%) disagree on the statement.

The table further indicates that when it comes to celebrity endorsement the majority of the respondents (72%) respondent that visually appealing endorser impact their buying Behaviour, 10.4 % disagree on the statement and remaining 17.6% are neutral on the

statement. However, the other statement “brand that is supported by an attractive stars stick in the mind longer” was agreed upon by majority of the respondents i.e. 62.4%, 17.6% disagree upon the statement and remaining 20% were neutral on this. Also, majority (77.6%) of the respondent responded that the stylish endorser tends to attract huge audience, only 8% disagree upon the statement and remaining 14.4% of the respondents are neutral on this statement.

The mean of the attractiveness factors of the endorser contains the minimum value of 1.912 to the maximum value of 2.36. Hence through the mean value we can say that the majority of the respondents agrees that the stylish endorser tends to attract huge audience, and as the statement “The brand that is supported by an attractive star sticks in my mind longer.” Have the maximum mean value, it represents that they are neutral on this.

Weighted average mean for the attractiveness factor of the endorser is 2.2016, which indicate that attractiveness factors have significant impact on the respondents and that have impact on the purchase Behaviour.

Table 1: Attractiveness

Dimensions		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N	Mean
Ads featuring physically attractive (beautiful, elegant, sophisticated) endorsers are my favorites.	F	31	46	27	17	4	125	2.336
	%	24.8	36.8	21.6	13.6	3.2	100	
	A%	61.6		21.6	16.8		100	
Celebrity endorsers should, in my opinion, be visually appealing.	F	29	53	27	9	7	125	2.296
	%	23.2	42.4	21.6	7.2	5.6	100	
	A%	65.6		21.6	12.8		100	
When it comes to celebrity endorsements, I believe a visually appealing endorser impacts my buying intention.	F	39	51	22	9	4	125	2.104
	%	31.2	40.8	17.6	7.2	3.2	100	
	A%	72		17.6	10.4		100	
The brand that is supported by an attractive star sticks in my mind longer.	F	31	47	25	15	7	125	2.36
	%	24.8	37.6	20	12	5.6	100	
	A%	62.4		20	17.6		100	
Stylish endorser tends to attract huge audience.	F	51	46	18	8	2	125	1.912
	%	40.8	36.8	14.4	6.4	1.6	100	
	A%	77.6		14.4	8		100	2.2016
	Weighted average							

Source: Field Survey, 2022

Opinions of respondents regarding Trustworthiness:

In the table number 2 the respondents’ opinion regarding the trustworthiness of the celebrity that may have impact on their purchase Behaviour are measured. It was found that majority of the respondents i.e.36.8% strongly agrees that it’s their belief that advertisements featuring an endorser who’s trustworthy (honest, sincere, and reliable) have less unfavorable recalls, and 29.6% agree on the statement and only 3.2% strongly disagree on that statement. Similarly, majority (64%) of the respondents agreed upon the statement that “I believe that an advertising with a credible endorsement compels me to recall the commercial and the product being recommended.” However others (21.6%) are neutral on the statement and the rest (14.4%) disagree on the statement.

The table further indicates that when it comes to celebrity endorsement the majority of the respondents (80%) responded that they are more likely to purchase a product if the celebrity endorsement is a trustworthy individual, 8.8 % disagree on the statement and

remaining 11.2% are neutral on the statement. However, the other statement “I believe that a brand that is backed by a credible celebrity is more reputable and attractive.” was agreed upon by majority of the respondents i.e. 69.6%, 12% disagree upon the statement and remaining 18.4% were neutral on this.

The mean of the trustworthiness factors of the endorser contains the minimum value of 1.968 to the maximum value of 2.256. Hence through the mean value we can say that the majority of the respondents agrees that they are more likely to purchase a product if the celebrity endorsement is a trustworthy individual, and as the statement “I believe that an advertising with a credible endorsement compels me to recall the commercial and the product being recommended.”, have the maximum mean value, it represents that they are neutral on this.

Weighted average mean for the trustworthiness factor of the endorser is 2.14, which indicate that trustworthiness factors have significant impact on the respondents and that have impact on the purchase Behaviour.

Table 2: Trustworthiness

Dimensions		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N	Mean
It's my belief that advertisements featuring an endorser who's trustworthy (honest, sincere, and reliable) have less unfavorable recalls.	F	46	37	26	12	4	125	2.128
	%	36.8	29.6	20.8	9.6	3.2	100	
	A%	66.4		20.8	12.8		100	
I believe that an advertising with a credible endorsement compels me to recall the commercial and the product being recommended.	F	34	46	27	15	3	125	2.256
	%	27.2	36.8	21.6	12	2.4	100	
	A%	64		21.6	14.4		100	
I am more likely to purchase a product if the celebrity endorsement is a trustworthy individual.	F	43	57	14	8	3	125	1.968
	%	34.4	45.6	11.2	6.4	2.4	100	
	A%	80		11.2	8.8		100	
I believe that a brand that is backed by a credible	F	31	56	23	11	4	125	2.208

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celebrity is more reputable and attractive.	%	24.8	44.8	18.4	8.8	3.2	100	
	A%	69.6		18.4	12		100	2.14
	Weighted Mean							

Source: Field Survey, 2022

Opinions of respondents regarding Customer Purchase In-tension:

In the table number 3 the respondents’ opinion regarding the customer purchase Behaviour regarding the two wheeler are measured. It was found that majority of the respondents i.e.41.6% strongly agrees that they will purchase a product including a celebrity, and 36.8% agree on the statement and only 1.6% only disagree on that statement. Similarly, majority (64.8%) of the respondents disagree upon the statement that “I would continue to buy the same items from the market regardless of whether the same product was advertised by a certain celebrity.”However others (23.2%) agreed upon the statement and the rest (23.2%) where neutral on the statement.

The table further indicates that when it comes to celebrity endorsement the majority of the respondents (70.4 %) responded that a celebrity-endorsed product is also something they suggest to their friends, 10.04%

disagree on the statement and remaining 19.2% are neutral on the statement. However, the other statement “In addition to making me feel more attractive, using celebrity-endorsed products boosts my self-esteem.” was disagreed by majority of the respondents i.e. 87.2%, 79.2% agreed upon the statement and remaining 13.6% were neutral on this.

The mean of the customer purchase Behaviour factor contains the minimum value of 1.816 to the maximum value of 3.76. Hence through the mean value we can say that the majority of the respondents agrees that they will purchase the product if a celebrity they admire begins to endorse the product and as the statement “I would continue to buy the same items from the market regardless of whether the same product was advertised by a certain celebrity.”, have the maximum mean value, it represents that they are neutral on this.

Table 3: Purchase Behaviour

Dimensions		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N	Mean
I will purchase the product if a celebrity I admire begins to endorse it.	F	52	46	25	2	0	125	1.816
	%	41.6	36.8	20	1.6	0	100	
	A%	78.4		20	1.6		100	
I would continue to buy the same items from the market regardless of whether the same product was advertised by a certain celebrity.	F	3	12	29	49	32	125	3.76
	%	2.4	9.6	23.2	39.2	25.6	100	
	A%	12		23.2	64.8		100	
A celebrity-endorsed product is also something I suggest to my friends.	F	40	48	24	9	4	125	2.016
	%	32	38.4	19.2	7.2	3.2	100	
	A%	70.4		19.2	10.4		100	
In addition to making me feel more attractive, using celebrity-endorsed products boosts my self-esteem.	F	40	59	17	7	2	127	1.976
	%	32	47.2	13.6	75.6	1.6	100	
	A%	79.2		13.6	87.2		100	2.392
	Weighted mean							

Source: Field Survey, 2022

Finding:

Advertisement and promotion are critical components of every company activity. Promotion and advertising are

the foundations of making people aware of products and services. These actions have four characteristics: informing, persuading, reminding, and reinforcing,

which enhances the likelihood of the product being chosen by the customers. Popular celebrities that portray positive roles perform best since they naturally attract a lot of attention and trust. Empirical identification and testing of celebrity qualities unique to affect buying Behaviour, followed by an examination of the impact of celebrity endorsements on consumer purchase Behaviour.

The efficacy of celebrity endorsement outweighs the related high expenditures. Nonetheless, marketers must exercise caution due to the intricacy of this marketing endeavor, which includes aspects such as source attractiveness, source legitimacy, and compatibility between the endorser and the items. The data also suggest that the match between the endorser and the product has no effect on the behavioral Behaviours of customers.

Therefore, the many characteristics of celebrities have a beneficial impact on customers' purchasing Behaviours. The main outcome for buy Behaviour suggest that celebrities can affect people's purchasing decisions. The marketing consequence is that marketers must choose celebrities who are both appealing and thought to be entertaining to customers, as well as reputable and trustworthy. Celebrities must have a clean reputation in order to be trusted. They should forgo situations that might harm their reputation and integrity in the public's eye.

Implications/ Recommendations

The research findings have some implications for managers in any firm. In an emerging market, we have proved the value of celebrity endorsement as an effective instrument for establishing the firm's brands. Our findings indicate that celebrity endorsement may be used as a strategic strategy to boost brand recognition and customer attention, impacting their sense of quality, purchase Behaviours, and brand loyalty. The research findings, managers must choose and deploy celebrities who are seen by the target market to be attractive, trustworthy, and familiar in order to develop convincing promotions.

Advertising effectiveness may be increased if businesses invested in luring such reputable endorsers, taking into consideration customers' emotional attachment to celebrities who are well-known, attractive, and trustworthy to them. Management should implement innovative techniques that complement the celebrity endorser's power in order to maximize the impact of the promotional strategy on present and potential consumers. According to these studies, a celebrity endorser should be viewed as trustworthy due to their looks, competence, and trustworthiness. Furthermore, in this study, even a celebrity endorser with a somewhat low reputation was able to develop the brand. Furthermore, utilizing the

findings of this study, advertising agencies or other manufacturing/service organizations may better understand customer perceptions of celebrity advertisements. They may select the best sort of advertisement for their product or service.

According to the research findings, celebrity endorsement of advertisements has a considerable effect on consumers over non-endorsed advertisements. According to the research findings, the acceptability of a product as a result of its commercial is attributable to celebrity endorsement of the product with numerous intermingling elements. Because the research findings indicated that celebrity-endorsed advertisements have a significant influence on consumers' purchase Behaviour as well as other variables, advertisers should ensure that there is a level of congruence between an endorser and the product to be endorsed before using a celebrity to endorse their product.

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