

**“A STUDY ON THE IMPACT OF CELEBRITY ADVERTISEMENTS
ON THE PURCHASING BEHAVIOR OF A CONSUMER.”**

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Abstract:

Today celebrity endorsement becomes the multi-million industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behavior. This research study focuses on the celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of the company. A quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior. The data of 200 respondents is collected through questionnaire and results were analyzed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. It is concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behavior. Finally, the results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.

Introduction:

In a competitive world, the importance of effective communication cannot be undermined. It is very important to grab the eyeballs of the existing and potential customers to succeed in the market. This is reflected in the AIDA (Attention, Interest, Desire and Action) theory, which lays importance on the necessity of getting the attention of the audience, creating an interest for the product being advertised, generate desire for the product and trigger action for buying it. An easy way out to beat the over-communicated world is to have a celebrity, endorse a brand. Famous people are utilized by the marketers for their communication messages. The endorsers can be from different walks of life, with fame as the only criterion. Most of the

celebrities are from the sports and films area, as their popularity extends to relatively wider segment of the population. An endorsement does not only create interest in the campaign, but also makes it popular. In India, the late 60's saw the beginning of celebrity endorsements in advertising. Hindi film, television celebrities as well as sports celebrities began to sign endorsements deals for brands, which otherwise, was a domain of professional models. Tabassum, Jalal Agha, Kapil Dev and Sunil Gavaskar were from the list of early endorsers in India. Leading brands, since then, have banked on the success of the sports celebrities and film celebrities to popularize their brand.

Celebrity endorsement is very useful advertising cue to attract or to make more customers and also helpful to attain potential customers attention towards the product or service. It is a very popular strategy of any brand to use famous celebrities for the endorsement of a brand and all these beauty brands have been very successful in utilizing this marketing tool. The purpose of this research was to explore the impact of celebrity endorsement on consumer purchase decision. This study has focused the impact of consumer's perception that what make their mind to buy face care products, or is the tool only utilized to create awareness of a brands or products in the mind of consumer or to memorize the brands because of association of brand with endorsement of prominent celebrities.

Review of Literature:

According to Atkin and Block (1983), there are numerous bases as to why a famous endorser may be dominant. First, such a representative attracts consideration toward the commercials into the messy flow of communication. In addition, celebrities are conventionally observed as being greatly active individuals with eyecatching and likeable traits (Kamins et al. 1989).

The use of famous persons in promotions is traced back to nineteenth century and these general promotional practices have revealed a large quantity of intellectual as well as realistic considerations. Mainly academic analysis of celebrity support encompasses the sphere of spokesperson credibility and charismatic representatives, and recommends that famous persons exercise their impact on customers through apparent traits (Ahmed 2012; Ohanian 1990, 1991).

A number of research studies reveal that use of eye-catching celebrity serve as a foundation to

enhance feelings towards the ads. This mind-set to the commercials is identified as psychological circumstances that be exercised by persons to systematize the manner, how to recognize the surroundings as well as organize the manner a person react towards it (Haghirian & Madlberger 2005).

Today the mass media are flooded through descriptions of along with information concerning superstars, and because of a consequence, celebrities have high repute, distinctive traits, and fascinating descriptions according to the community's opinion (Giles 2000; McCracken 1989).

Celebrities regularly emerge in promotions in connection among customer goods or services. By means of skill to pierce the hectic mess of publicity, portray customer consideration, produce high memory rates, generate as well as distinguish brand descriptions thus, create trade and income, superstar endorsement have demonstrated to be a helpful approach. No doubt dealer spends huge amount of capital in utilizing superstars to sponsor their brands (Agrawal & Wagner 1995; Erdogan 1999; Kaikati 1987; Mathur et al. 1997; Gabor et al. 1987).

McCracken (1998) proposes that superstar is considered like memorial, entertainer or representative of the business organization. Investigation has established that spokesperson endorsement influence consumers' mind-set in common and it may change the feelings of customers towards the commercial and products as well. This may perhaps effect in improvement of acquisition plan and as an outcome in increase of trade.

Researchers have intended for extensive concentration to consumer's mind-set to the commercial as a sentimental creation and intervening influence on brand attitudes and acquiring intentions (Lutz et al. 1983; MacKenzie et al. 1986; Mitchell & Jerry 1981; Shimp 1981, Ahmed et al. 2014).

Objectives:

_Primary Objective - To know whether celebrity advertisements have an impact on the purchasing behaviour of the customer.

Secondary Objective –

- Study the effectiveness of celebrity advertisements.
- To study the preference of consumers towards male and female endorsers.

- To find out whether the customers relate the attributes of the brand with the celebrity.
- To find out which category of celebrity person is more effective.

Methodology:

*Data Source:

Secondary Data Collection

The secondary data for understanding the various aspects of celebrity endorsements and its influence on consumer behaviour has been collected and reviewed from the books, journals, periodicals, magazines, newsletters, research reports as well as from the Internet

Primary Data Collection

The questionnaire method was used to collect primary information from the respondents

*Sample Size and Sampling Technique: Convenience sampling method under non probability sampling method is used and questionnaire is distributed to 120 respondents.

*Statistical Technique: Software SPSS (Statistical Package for social science) is used for the findings of the study while pie charts representation is used for the interpretation of the findings. Tables, Pie charts, Columnar charts, Chi square tests etc. are used as statistical tools.

Hypothesis Testing:

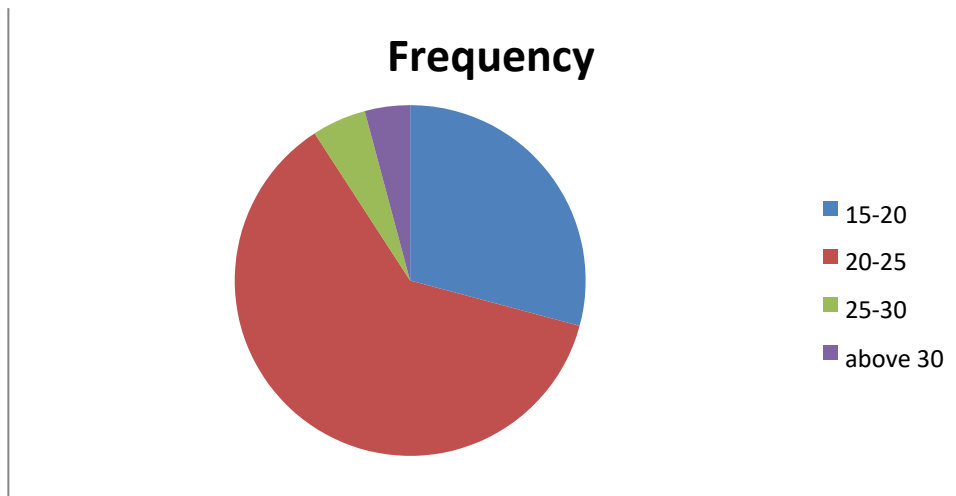
Classification of respondents on the basis of Age:

Table showing Classification of respondents on the basis of Age:

| Particulars | Frequency | Valid Percent |
|-------------|-----------|---------------|
| 15-20 | 35 | 29.2 |
| 20-25 | 74 | 61.7 |
| 25-30 | 6 | 5.0 |
| above 30 | 5 | 4.2 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing classifications of respondents on the basis of Age



Interpretation: The table and the figure show that majority of the respondents falls under the age group 20 – 25 (i.e. 61%) while about 29% under 15 – 20 age group, 5% under 25 – 30 group and the remaining 4% under above 30 age group

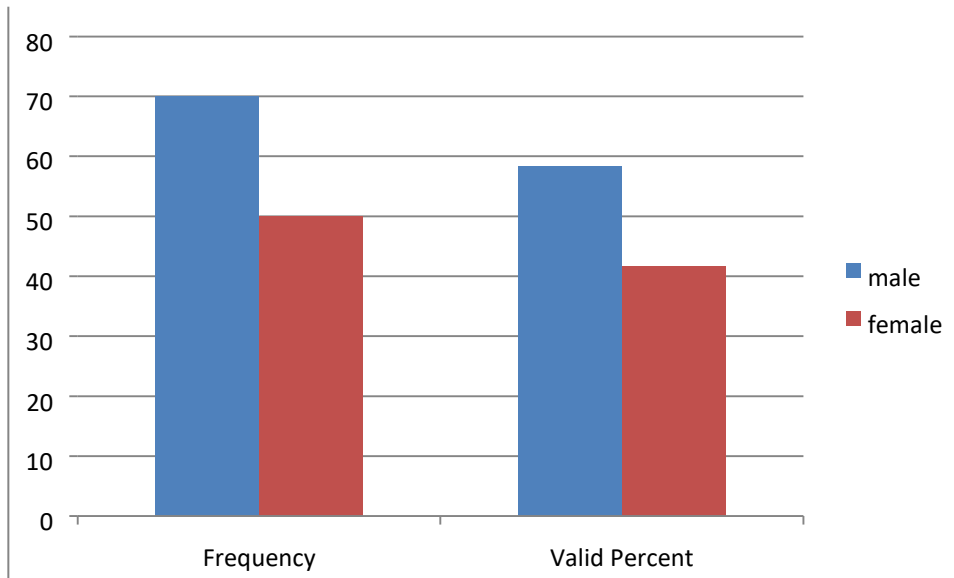
Classification of respondents on the basis of Gender:

Table showing classification of respondents on the basis of Gender:

| Particulars | Frequency | Valid Percent |
|-------------|-----------|---------------|
| male | 70 | 58.3 |
| female | 50 | 41.7 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing classifications of respondents on the basis of Gender:



Interpretation: The table and the figure shows that a majority of 58.3% of the respondents are male people and the remaining 41.7% are female customers.

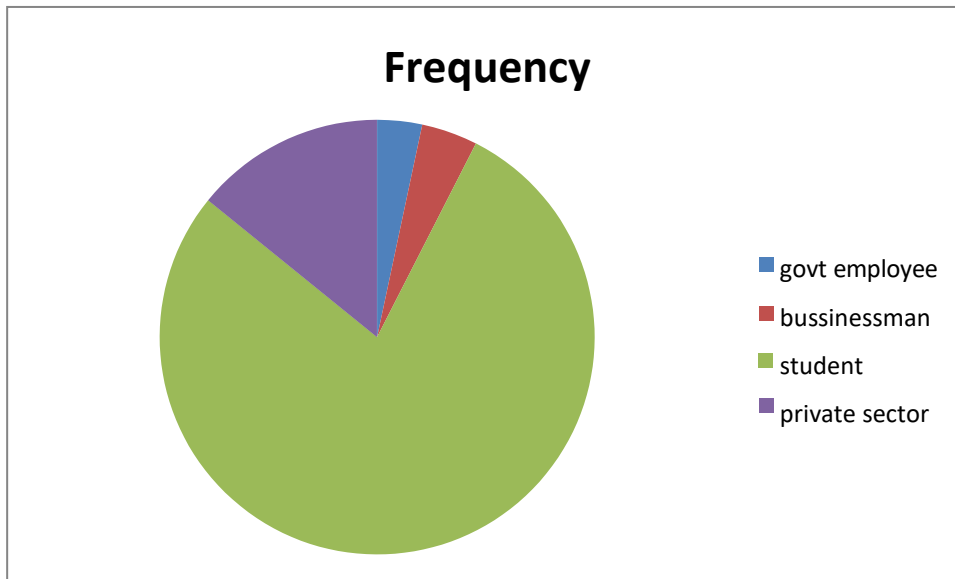
Classification of respondents on the basis of Occupation:

Table showing classification of respondents on the basis of occupation

| Particulars | Frequency | Valid Percent |
|----------------|-----------|---------------|
| Govt.employee | 4 | 3.3 |
| Businessman | 5 | 4.2 |
| Student | 94 | 78.3 |
| Private sector | 17 | 14.2 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing classifications of respondents on the basis of Occupation



Interpretation: The table and the figure shows that a majority of 78.3% is student community, 14.2% are from private sector, 4.2% are businessmen and the remaining 3.3% are government employees.

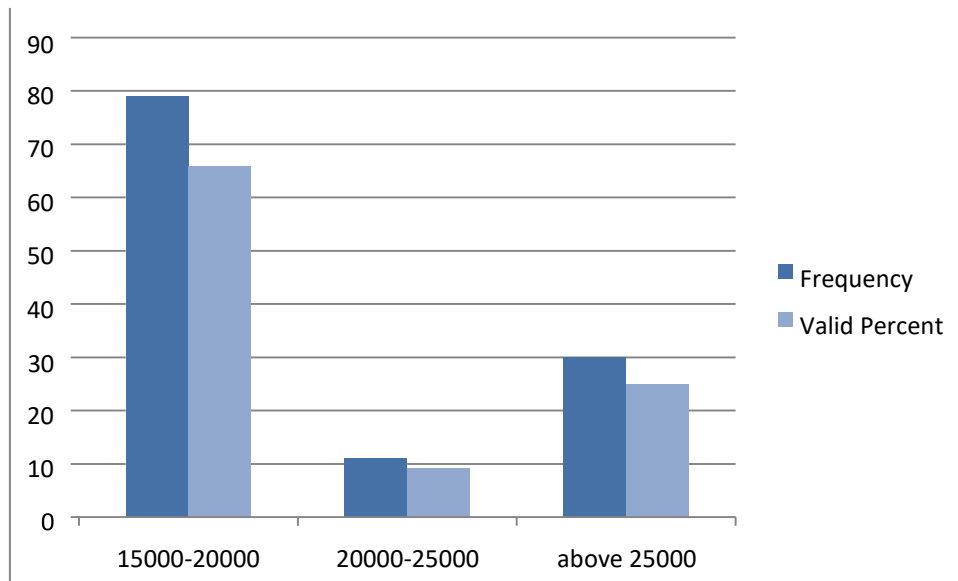
Classification of respondents on the basis of Income:

Table showing classifications of respondents on the basis of Income

| Particulars | Frequency | Valid Percent |
|-------------|-----------|---------------|
| 15000-20000 | 79 | 65.8 |
| 20000-25000 | 11 | 9.2 |
| Above 25000 | 30 | 25.0 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing classifications of respondents on the basis of Income



Interpretation: The table and the figure shows that about 65.2% of the respondents are earning an income in between 15000 – 20000, 25% of the customers are earning above 25000 and the remaining 9.2% are earning between 20000 – 25000 of income.

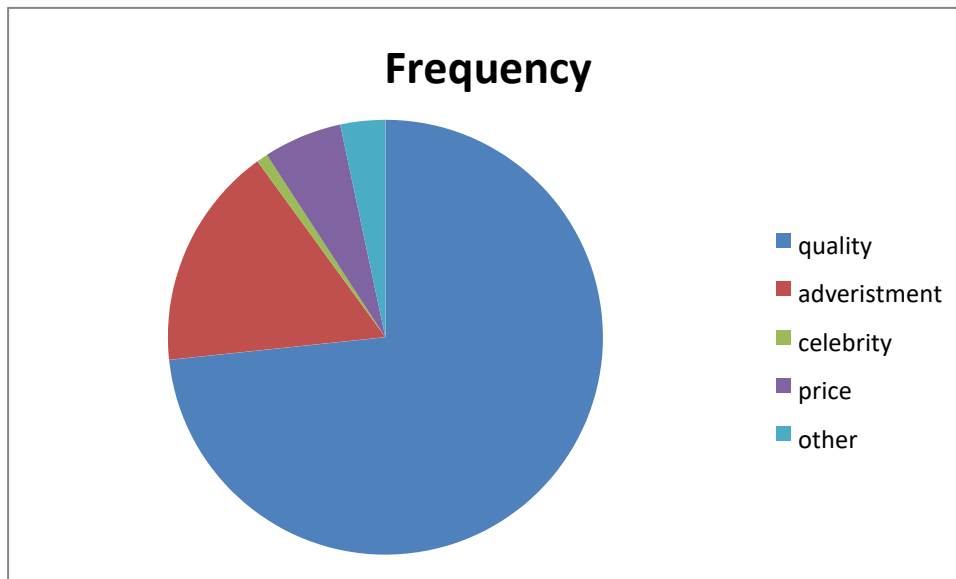
Determinant factors that help us notice a brand:

Table showing the determinant factors that help us notice a brand

| Particulars | Frequency | Valid Percent |
|---------------|-----------|---------------|
| Quality | 88 | 73.3 |
| Advertisement | 20 | 16.7 |
| Celebrity | 1 | .8 |
| Price | 7 | 5.8 |
| Other | 4 | 3.3 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing determinant factors that help us to notice a brand



Interpretation: The table and the figure shows that a majority of 73 % of the respondents use quality as a criteria for noticing a particular brand, 16.7% use advertisements, 5.8% use price as a criteria, 0.8% notices on the basis of celebrities and the remaining 3% on the basis other criteria like location, brand image etc.

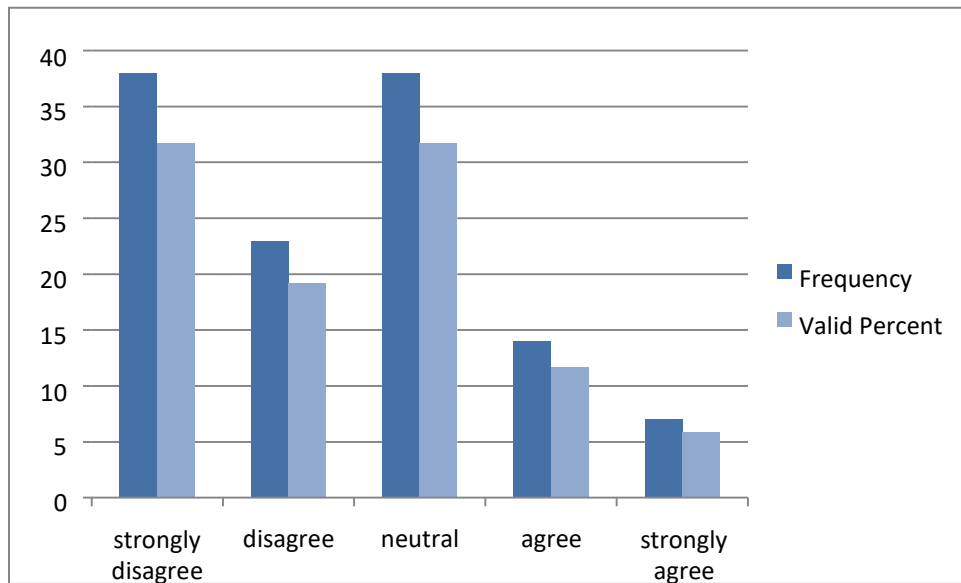
Associating quality and performance of the product with respect to the particular celebrity in the Ad:

Table showing the association between product characteristics and celebrities

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 38 | 31.7 |
| Disagree | 23 | 19.2 |
| Neutral | 38 | 31.7 |
| Agree | 14 | 11.7 |
| Strongly agree | 7 | 5.8 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the association between product characteristics and celebrities



Interpretation: The table and the figure shows that about 31.7% of the total respondents strongly disagree that there is no association between the celebrities in a particular Ad and the quality and performance of a particular product, while 19.2% disagree, 11.7% agree, 5.8% strongly agree and the remaining 31.7% have a neutral thinking about the statement.

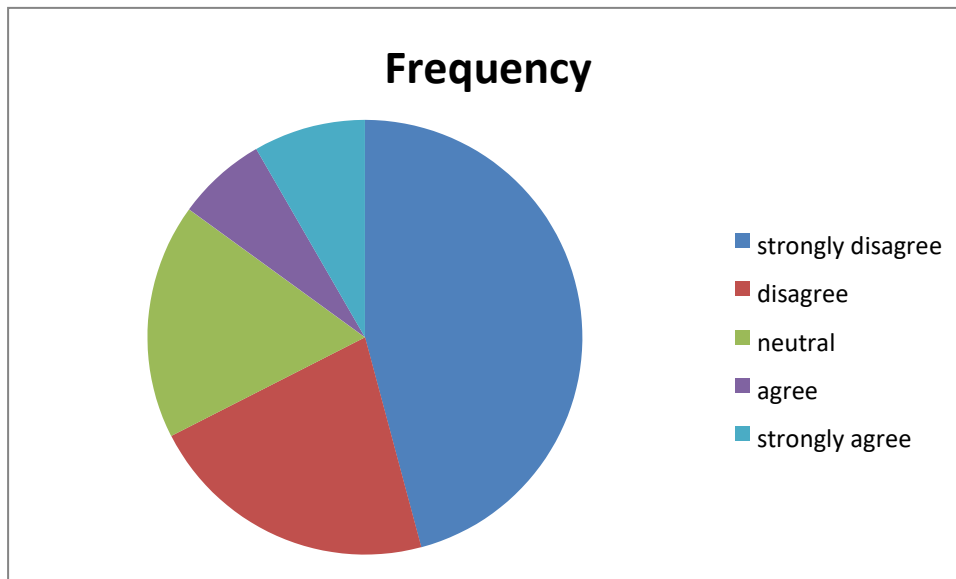
Stop purchasing if the favourite celebrity got involved in a scandal:

Table showing stop purchasing if the favourite celebrity got involved in a scandal

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 55 | 45.8 |
| Disagree | 26 | 21.7 |
| Neutral | 21 | 17.5 |
| Agree | 8 | 6.7 |
| Strongly agree | 10 | 8.3 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Figure showing stop purchasing if the favourite celebrity got involved in a scandal



Interpretation:

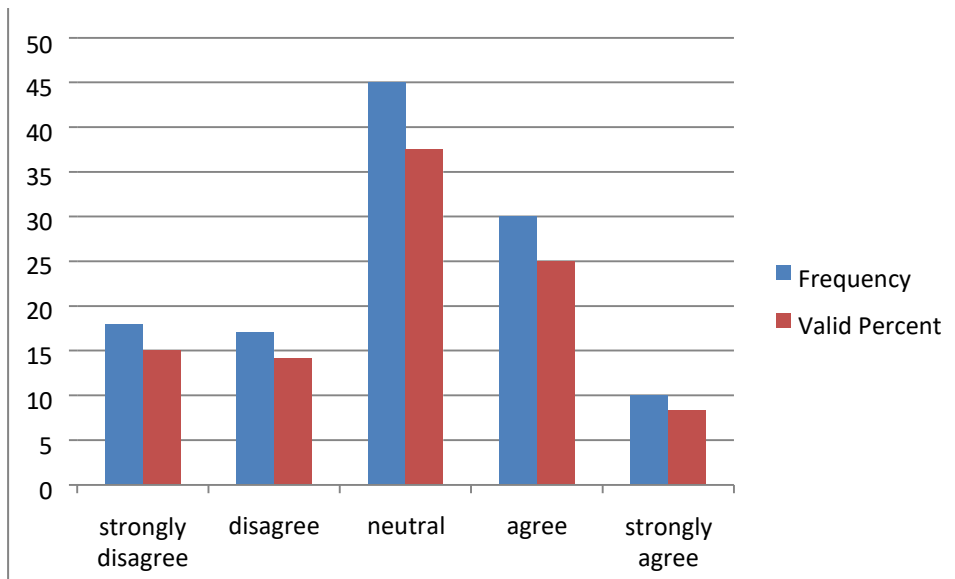
The table and figure shows that about 45.8% of the respondents strongly disagree that they won't stop buying the product even if the celebrity will get involved into a scandal, 21.7% disagree the statement, 17.5% have a neutral opinion on the statement, 8.3% of the respondents strongly agree that they won't buy the product if their favourite celebrities will get involved in the scandal and the remaining 6.7% agree the statement.

Positive image to the endorsed brand by the celebrities: Table showing positive image to the endorsed brand by the celebrities

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 18 | 15.0 |
| Disagree | 17 | 14.2 |
| Neutral | 45 | 37.5 |
| Agree | 30 | 25.0 |
| Strongly agree | 10 | 8.3 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing positive images to the endorsed brand by the celebrities



Interpretation: The table and the figure shows that about 37.5% of the respondents have a neutral opinion on the statement that the celebrities provide a positive image through the Ads they perform, 25% agree with it, 15% strongly disagree with the statement, 14.2% disagree with it and the remaining 8.3% of the respondents strongly agree with the statement

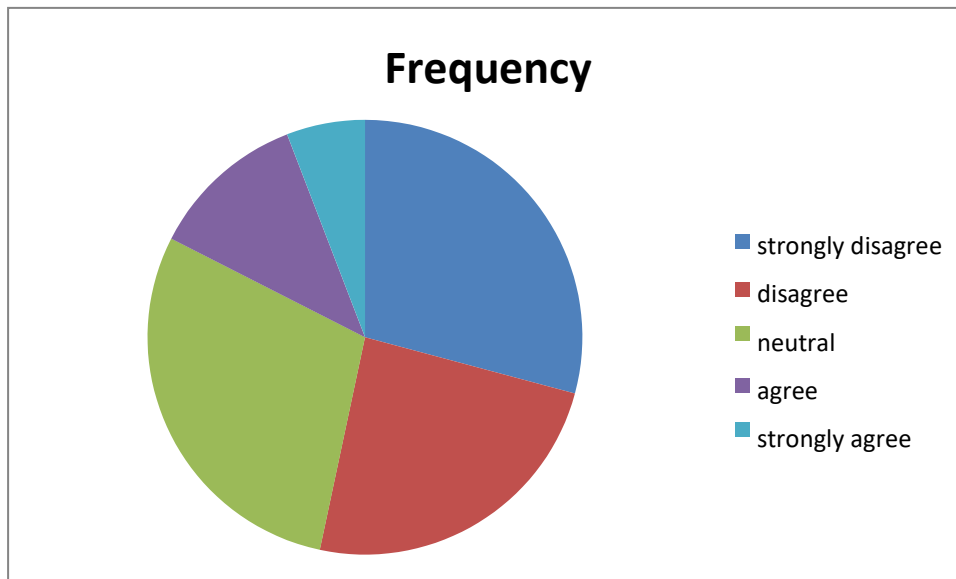
Celebrity advertisement helps in making our shopping easier:

Table showing celebrity advertisement help in making our shopping easier

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 35 | 29.2 |
| Disagree | 29 | 24.2 |
| Neutral | 35 | 29.2 |
| Agree | 14 | 11.7 |
| Strongly agree | 7 | 5.8 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing celebrity advertisement help in making our shopping easier



Interpretation: The table and the figure shows that about 29.2% of the respondents strongly disagree and same percentage of customers have a neutral opinion that celebrity advertisements helps in making their shopping easier, 24.2% of the respondents disagree with the statement, 11.7% agree with the statement and the remaining 5.8% of the respondents strongly disagree with this statement.

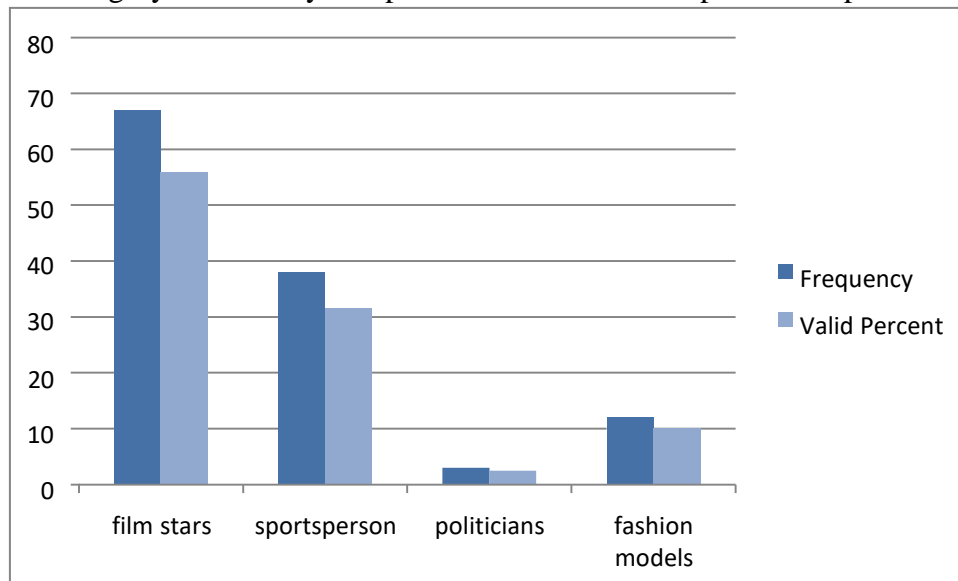
Category of celebrities that persuades a customer to purchase a product:

Table showing the category of celebrity that persuades a customer to purchase a product

| Particulars | Frequency | Valid Percent |
|----------------|-----------|---------------|
| Film stars | 67 | 55.8 |
| Sportsperson | 38 | 31.7 |
| Politicians | 3 | 2.5 |
| Fashion models | 12 | 10.0 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the category of celebrity that persuades a customer to purchase a product



Interpretation: The table and the figure shows that for 55.8% of the customers film stars are the persuasion, for 31.7% sportsperson are their persuasion, for 10% of the respondent it's fashion models and the remaining 2.5% of the respondents get persuaded by the politicians in the society.

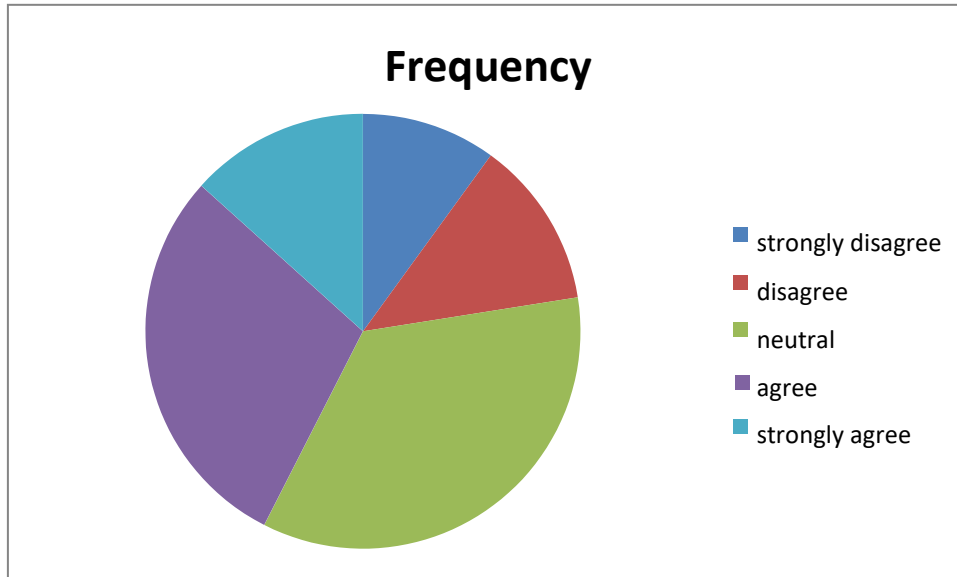
Celebrity advertisement is an effective persuasion for buying the product:

Table rating the statement that celebrity advertisement is an effective persuasion for buying the product

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 12 | 10.0 |
| Disagree | 15 | 12.5 |
| Neutral | 42 | 35.0 |
| Agree | 35 | 29.2 |
| Strongly agree | 16 | 13.3 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Rating the statement that celebrity advertisement is an effective persuasion for buying the product



Interpretation: The table and the figure shows that about 35% of the population have a neutral opinion on the above mentioned statement, 29.2% agree that celebrity advertisements persuade them to buy the product, 13.3% strongly agree with the statement, 12.5% disagree with the statement and the remaining 10% strongly disagree with the above mentioned statement.

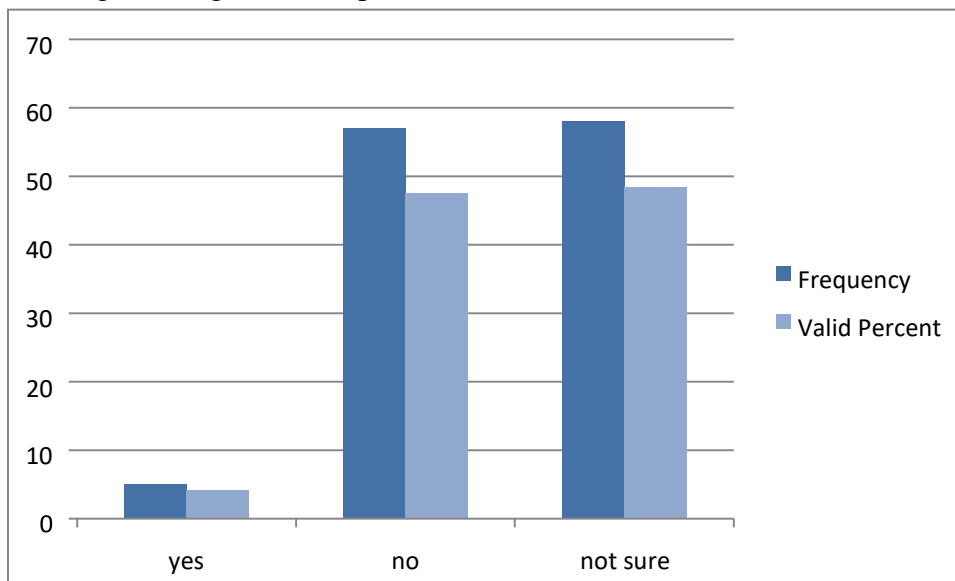
Using of those products that the celebrities themselves endorse:

Table showing usage of those products that the celebrities themselves endorse

| Particulars | Frequency | Valid Percent |
|-------------|-----------|---------------|
| Yes | 5 | 4.2 |
| No | 57 | 47.5 |
| Not sure | 58 | 48.3 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the usage of those products that the celebrities themselves endorse



Interpretation: The table and the figure shows that a majority of 48.3% of the respondents are not sure whether the celebrity endorsers will use those products that they will endorse, 47.5% told that the celebrities will not use those products that they are endorsing and the remaining 4.2% are sure that the celebrities will use the products that they endorse.

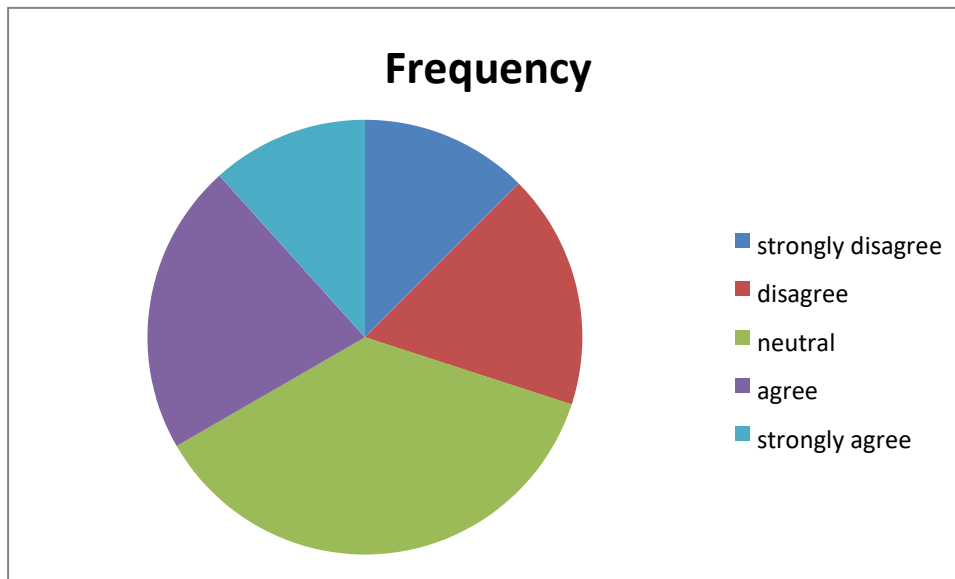
“Female endorsers are more effective than male endorsers”:

Table showing that the female endorsers are more effective than male endorsers

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 15 | 12.5 |
| Disagree | 21 | 17.5 |
| Neutral | 44 | 36.7 |
| Agree | 26 | 21.7 |
| Strongly agree | 14 | 11.7 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing that the female endorsers are more effective than male endorsers



Interpretation: The table and the figure shows that about 36.7% of the respondents are of with a neutral opinion that female endorsers are more effective than male endorsers, 21.7% agree with the statement, 17.5% disagree with it, 12.5% strongly disagree with the statement and the remaining 11.7% of the respondents strongly agree with the statement.

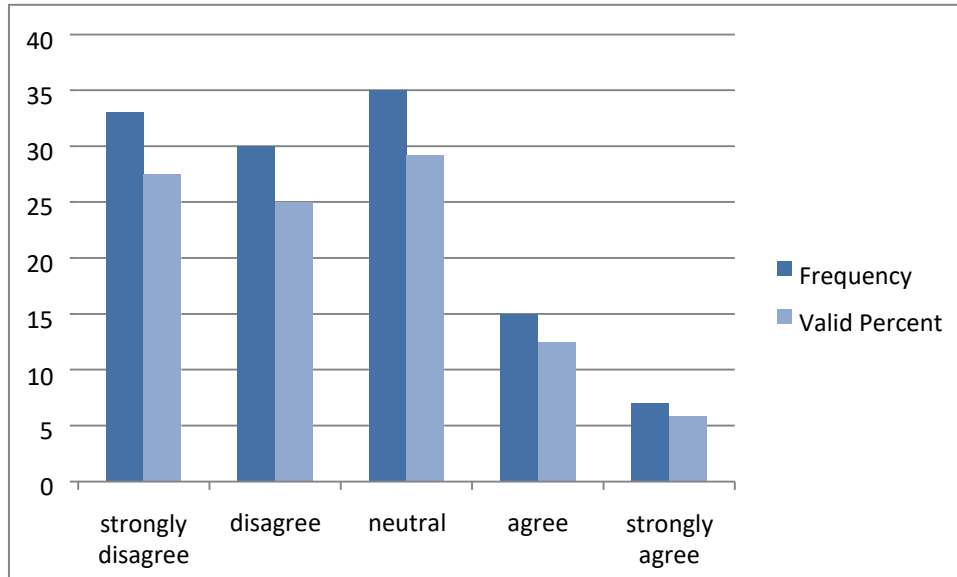
Relationship between products and services customers purchase and the features of the celebrities in the Ads:

Table showing relationship between products and services customers purchase and the features of the celebrities in the Ads

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly disagree | 33 | 27.5 |
| Disagree | 30 | 25.0 |
| Neutral | 35 | 29.2 |
| Agree | 15 | 12.5 |
| Strongly agree | 7 | 5.8 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the relationship between products and services customers purchase and the features of the celebrities in the Ads



Interpretation: The table and the figure shows that about 29.2% of the respondents have a neutral opinion on the relation between features of celebrities and their consumption, 27.5%strongly disagree with this, 25% disagree with it, 12.5% agree with the opinion and the remaining 5.8% strongly with the statement.

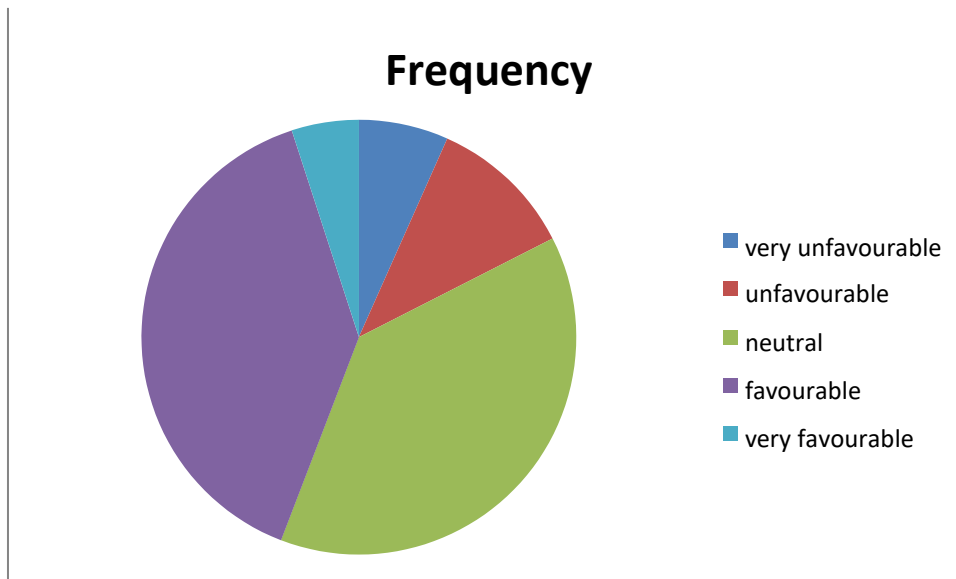
Overall liking or reaction towards the given advertisement:

Table showing the overall liking or reaction towards the given advertisement

| Particulars | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Very unfavourable | 8 | 6.7 |
| Unfavourable | 13 | 10.8 |
| Neutral | 46 | 38.3 |
| Favourable | 47 | 39.2 |
| Very favourable | 6 | 5.0 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the overall liking or reaction towards the given advertisement



Interpretation: The table and the diagram show that a majority of 39.2% likes the advertisement, 38.3% of the respondents have a neutral opinion, 10.8% have an unfavourable attitude towards the advertisement, 6.7% have very unfavourable opinion and the remaining 5% of the respondents dislike the advertisement.

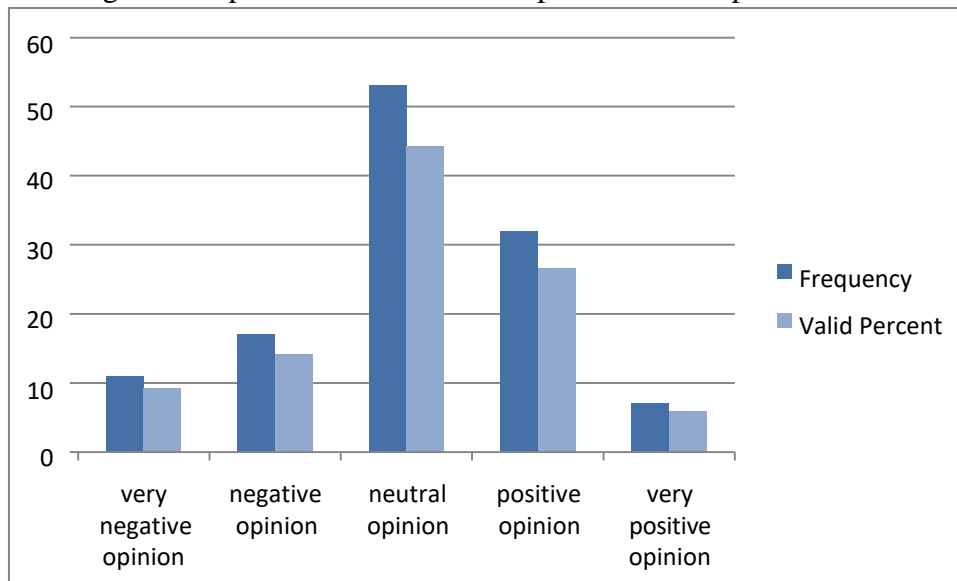
Opinion about lux soap compared to other soap brands:

Table showing the comparison between lux soap and other soap brands

| Particulars | Frequency | Valid Percent |
|-----------------------|-----------|---------------|
| Very negative opinion | 11 | 9.2 |
| Negative opinion | 17 | 14.2 |
| Neutral opinion | 53 | 44.2 |
| Positive opinion | 32 | 26.7 |
| Very positive opinion | 7 | 5.8 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the comparison between lux soap and other soap brand



Interpretation: The table and the figure shows that a majority of 44.2% have a neutral opinion that lux soap is better compared to other brands, 26.7% of the respondents have a positive opinion on this, 14.2% have negative opinion, 9.2% have very negative opinion and the remaining 5.8% of the respondents have a very positive opinion.

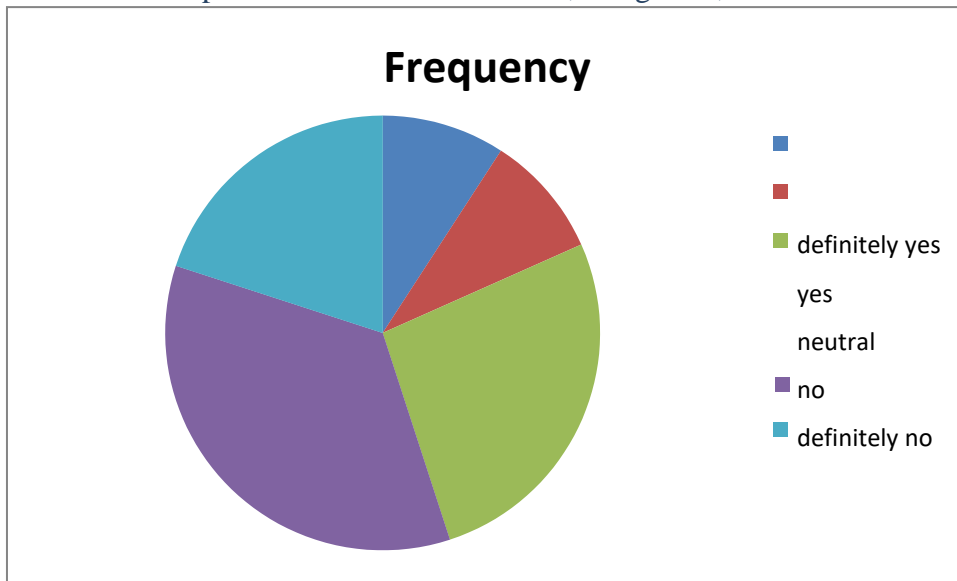
Suitability of celebrities in advertisement:

Table showing suitability of celebrities in advertisement

| Particulars | Frequency | Valid Percent |
|----------------|-----------|---------------|
| Definitely yes | 11 | 9.2 |
| Yes | 11 | 9.2 |
| Neutral | 32 | 26.7 |
| No | 42 | 35.0 |
| Definitely no | 24 | 20.0 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the suitability of celebrities in advertisement



Interpretation: The above table and the figure shows that a majority of 35% of the respondents think that the celebrities are not suitable for the advertisements, 26.7% have a neutral opinion, 20% believe that definitely there is no suitability of celebrities and the remaining 18.4% of the respondents are with the opinion that the celebrities are suitable to perform in the Ads.

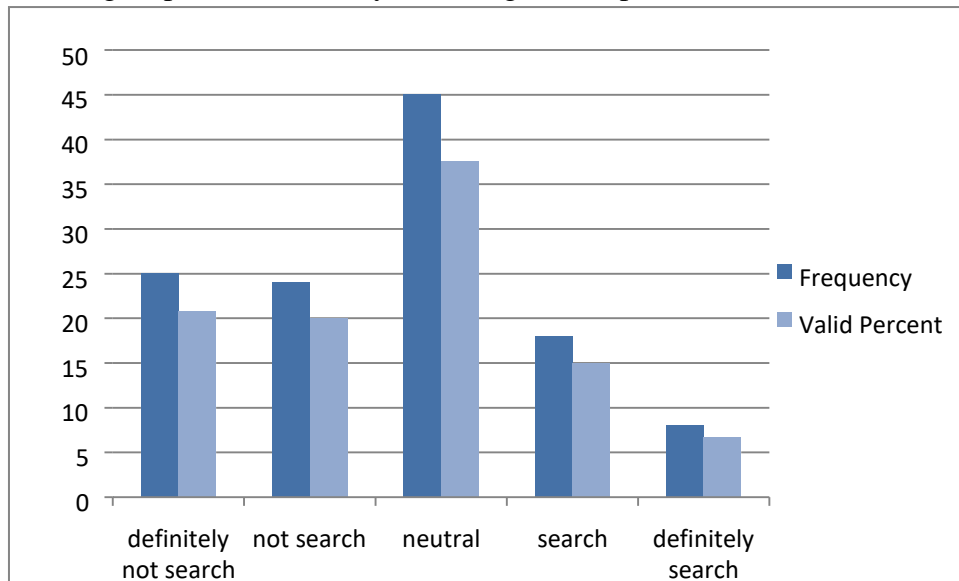
Actively searching for the product in the store in order to purchase:

Table showing respondents actively searching for the product in the store in order to purchase

| Particulars | Frequency | Valid Percent |
|-----------------------|-----------|---------------|
| Definitely not search | 25 | 20.8 |
| Not search | 24 | 20.0 |
| Neutral | 45 | 37.5 |
| Search | 18 | 15.0 |
| Definitely search | 8 | 6.7 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing respondents actively searching for the product in the store in order to purchase



Interpretation: The above table and figure shows that about 37.5% of the respondents have a neutral opinion towards this statement, 40% will not definitely search and also they will not search for the product in the store, 15% will search for the product and the remaining 6.7% of the respondents will definitely search for the product in the store.

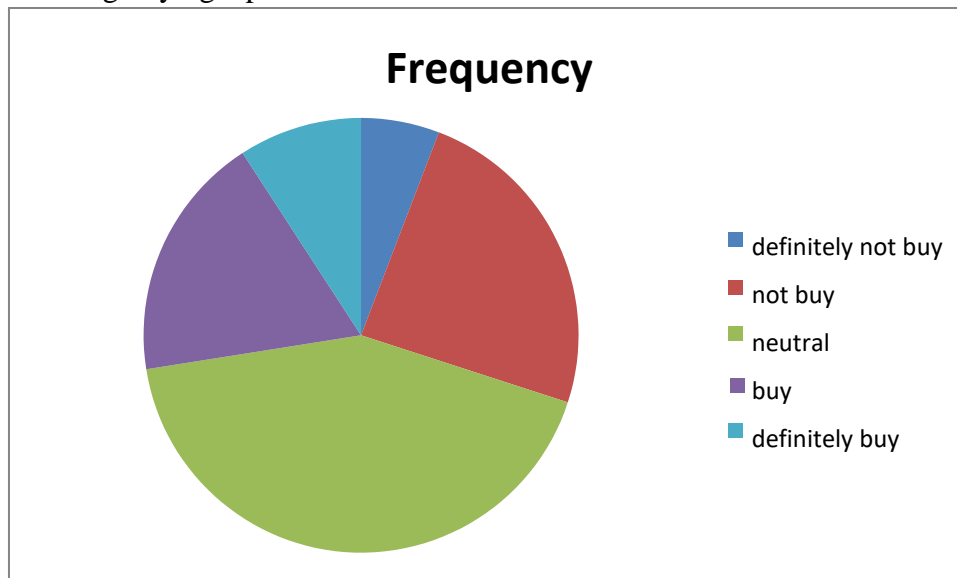
Buying a product if it is available in the store:

Table showing buying a product if it is available in the store

| Particulars | Frequency | Valid Percent |
|--------------------|-----------|---------------|
| Definitely not buy | 7 | 5.8 |
| Not buy | 29 | 24.2 |
| Neutral | 51 | 42.5 |
| Buy | 22 | 18.3 |
| Definitely buy | 11 | 9.2 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing buying a product if it is available in the store



Interpretation: The above table and the figure shows that 42.5% of the respondents have a neutral opinion on this statement, 24.2% of them will not buy the product by simply seeing it in the advertisements, 18.3% of the consumers will buy the product, 9.2% of them definitely buy the product and the remaining 5.8% of the respondents will definitely buy the endorsed product if they are seeing it in the store.

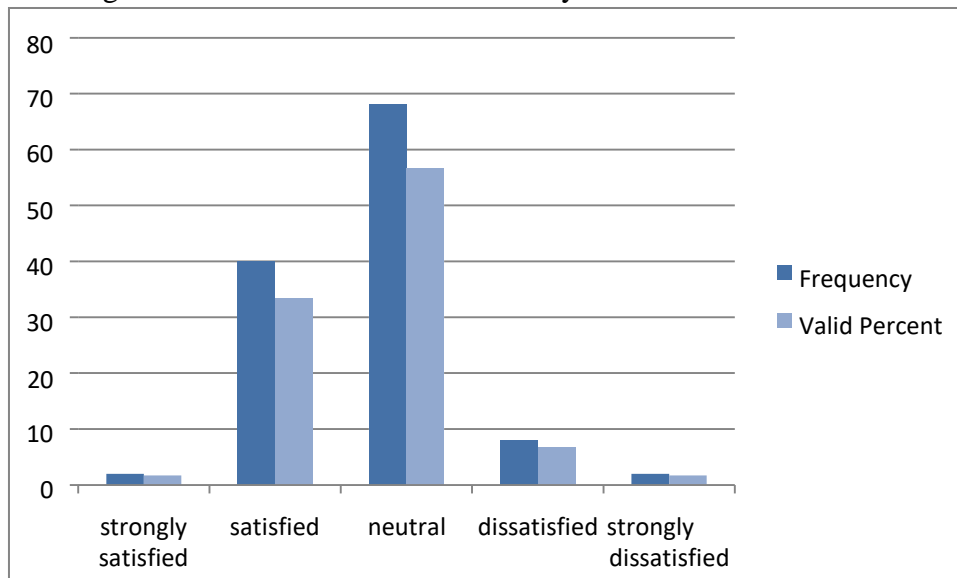
Overall satisfaction on celebrity endorsement:

Table showing overall satisfaction on celebrity endorsement

| Particulars | Frequency | Valid Percent |
|-----------------------|-----------|---------------|
| Strongly satisfied | 2 | 1.7 |
| Satisfied | 40 | 33.3 |
| Neutral | 68 | 56.7 |
| Dissatisfied | 8 | 6.7 |
| Strongly dissatisfied | 2 | 1.7 |
| Total | 120 | 100.0 |

(Source: Primary Data)

Showing the overall satisfaction on celebrity endorsement



Interpretation: The above table and the figure shows that a majority of 56.7% of the respondents have a neutral attitude on the satisfaction level, 33.33% are satisfied with celebrity endorsement, 6.7% are dissatisfied with this and the 3.4% are strongly satisfied and strongly dissatisfied regarding celebrity endorsement.

Chi Square Test:

Age: * Do you think that the celebrity advertisement help in making your shopping easier? Cross tabulation

| | Do you think that the celebrity advertisement help in making your shopping easier? | | | | | Total |
|------------|--|----------|---------|-------|----------------|-------|
| | strongly disagree | disagree | neutral | agree | strongly agree | |
| Age: 15-20 | 13 | 10 | 9 | 2 | 1 | 35 |
| 20-25 | 18 | 18 | 23 | 10 | 5 | 74 |
| 25-30 | 2 | 0 | 2 | 2 | 0 | 6 |
| above 30 | 2 | 1 | 1 | 0 | 1 | 5 |
| Total | 35 | 29 | 35 | 14 | 7 | 120 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2sided) |
|--------------------|---------------------|----|----------------------|
| Pearson Chi-Square | 10.765 ^a | 12 | .549 |
| Likelihood Ratio | 11.977 | 12 | .448 |
| Linear-by-Linear | 1.977 | 1 | .160 |
| Association | | | |
| N of Valid Cases | 120 | | |

Interpretation:

The p value is more than 0.05, so the hypothesis” There is no significant association between age and celebrity advertisements that helps in making shopping easier” is accepted. So we conclude that there is no association between age and celebrity advertisements that helps in making shopping easier.

Hypothesis 2:

H₀-“There is no significant association between gender of the respondents and gender of celebrity endorsers”.

Chi Square Test:

Gender: * Female endorsers are more effective than male endorsers'. Rate this statement. Cross tabulation

| | Female endorsers are more effective than male endorsers'. Rate this statement. | | | | | Total |
|--------------|--|----------|---------|-------|----------------|-------|
| | strongly disagree | disagree | neutral | agree | strongly agree | |
| Gender: male | 7 | 15 | 25 | 16 | 7 | 70 |
| female | 8 | 6 | 19 | 10 | 7 | 50 |
| Total | 15 | 21 | 44 | 26 | 14 | 120 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2sided) |
|------------------------------|--------------------|----|----------------------|
| Pearson Chi-Square | 2.873 ^a | 4 | .579 |
| Likelihood Ratio | 2.921 | 4 | .571 |
| Linear-by-Linear Association | .014 | 1 | .906 |
| N of Valid Cases | 120 | | |

Interpretation:

The p value is more than 0.05, so the hypothesis” There is no significant association between gender of the respondents and gender of celebrity endorser” is accepted. So we conclude that there is no association between gender of the respondents and gender of celebrity endorser.

Hypothesis 3: H₀–“There is no significant association between gender of respondents and their intention to buy a particular product on the basis of celebrity advertisements”.

Chi Square Test:

Gender: * Would you buy this product if you happened to see it in the store? Cross tabulation

| | | Would you buy this product if you happened to see it in the store? | | | | | Total |
|---------|--------|--|---------|---------|-----|----------------|-------|
| | | definitely not buy | not buy | neutral | buy | definitely buy | |
| Gender: | Male | 6 | 19 | 27 | 14 | 4 | 70 |
| | Female | 1 | 10 | 24 | 8 | 7 | 50 |
| Total | | 7 | 29 | 51 | 22 | 11 | 120 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2sided) |
|------------------------------|--------------------|----|----------------------|
| Pearson Chi-Square | 5.824 ^a | 4 | .213 |
| Likelihood Ratio | 6.116 | 4 | .191 |
| Linear-by-Linear Association | 3.047 | 1 | .081 |
| N of Valid Cases | 120 | | |

Interpretation:

The p value is more than 0.05, so the hypothesis” There is no significant association between gender of respondents and their intention to buy a particular product on the basis of celebrity advertisements” is accepted. So we conclude that there is no significant association between gender of respondents and their intention to buy a particular product on the basis of celebrity advertisements.

Findings:

- Majority of the respondents falls under the age group 20 – 25 (i.e. 61%) while about 29% under 15 – 20 age group, 5% under 25 – 30 group and the remaining 4% under above 30 age group.
- A majority of 58.3% of the respondents are male people and the remaining 41.7% are female customers.
- A majority of 78.3% is student community, 14.2% are from private sector, 4.2% are businessmen and the remaining 3.3% are government employees.
- About 65.2% of the respondents are earning an income in between 15000 – 20000, 25% of the customers are earning above 25000 and the remaining 9.2% are earning between 20000 – 25000 of income.
- A majority of 73 % of the respondents use quality of a particular product as criteria for noticing a particular brand. All the other criteria like advertisements, price, celebrities, brand image etc. are also used but only by lesser people.

- A majority of 31.7% of the total respondents strongly disagree that there is no association between the celebrities in a particular Ad and the quality and performance of a particular product.
- About 45.8% of the respondents strongly disagree that they won't stop buying the product even if the celebrity will get involved into a scandal because at that time the image of that particular celebrity will be so down.
- About 37.5% of the respondents have a neutral opinion on the statement that the celebrities provide a positive image through the Ads they perform.
- About 29.2% of the respondents strongly disagree and same percentage of customers has a neutral opinion that celebrity advertisements helps in making their shopping easier.
- For 55.8% of the respondents film stars are the persuasion, for 31.7% sportsperson are their persuasion, for 10% of the respondents it's fashion models and the remaining 2.5% of the respondents get persuaded by the politicians in the society.
- About 35% of the population have a neutral opinion on the above mentioned statement i.e., Celebrity advertisements is an effective persuasion for buying a product.
- A majority of 48.3% of the respondents are not sure whether the celebrity endorsers will use those products that they will endorse.
- About 36.7% of the respondents are of with a neutral opinion that female endorsers are more effective than male endorsers and the 11.7% of the respondents strongly agree with the statement.
- About 29.2% of the respondents have a neutral opinion on the relation between features of celebrities and their consumption
- A majority of 39.2% likes the advertisement, 38.3% of the respondents have a neutral opinion, 10.8% have an unfavourable attitude towards the advertisement, 6.7% have very unfavourable opinion and the remaining 5% of the respondents dislike the advertisement.
- A majority of 44.2% have a neutral opinion that lux soap is better compared to other brands.
- A majority of 35% of the respondents think that the celebrities are not suitable for the advertisements.
- About 37.5% of the respondents have a neutral opinion towards the statement regarding searching for a product at the store after seeing a particular advertisement in the media

- 42.5% of the respondents have a neutral opinion on the statement that the respondents will buy the product from the store after seeing it in the advertisement.
- A majority of 56.7% of the respondents have a neutral attitude on the satisfaction level, 33.33% are satisfied with celebrity endorsement, 6.7% are dissatisfied with this and the 3.4% are strongly satisfied and strongly dissatisfied regarding celebrity endorsement.

Conclusion:

College students mostly prefer to own a brand which is endorsed by famous film star or a sport star. They buy it because they want to maintain some status and feel that using a brand promoted by a star can satisfy that loneliness. It is not only that they have trust over the film stars and cricketers; this makes them to have a good perception of the product also. To conclude, Celebrity endorsement has positive impact on the college students.

According to the respondents celebrity endorsed advertisement are more reliable than noncelebrity endorsed advertisement due to which they preferred trustworthiness of celebrity to be the influencing factors in their mind. Therefore, through this feature celebrities deliver their image to the target market effectively. Celebrities attribute are the key components on the basis of which they are chosen as an endorser. Consumers always try to choose the product that matches with his/her image that is why majority of the respondent preferred style and attractiveness of the celebrity. According to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.