



## Impact of Celebrity Endorsement on Consumers Buying Behavior

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### ABSTRACT

This research is conducted on "impact of celebrity endorsement on consumer's buying behavior"; this behavior judges the purchase intention of consumers in the field of cosmetics, this research only focuses on the buying intention of the female segment. Celebrity endorsement is made up of four main pillars that are credibility, attractiveness, product matchup and lastly meaning transfer. All these four elements combine to make up celebrity endorsement. The findings of this research report shows that the element of credibility (which is composed of expertise and trustworthiness) of the celebrity positively affects consumers intention to purchase cosmetics. Celebrities also transfer meanings to the product that positively influences consumer's intention to buy cosmetics. This meaning transferred indicates that consumers start accepting that celebrity endorsed cosmetics makes them feel classy and glamorous and also perceive such cosmetics as a symbol of status. This research also shows that people get more attracted towards celebrity endorsed advertisements than the ones that doesn't have celebrities into them which ultimately leads them to recall the products (cosmetics) much easier because celebrities appeared into those advertisements.

**Keywords: Celebrity Endorsement, Consumers, Buying Behavior, Purchase Intention**

### INTRODUCTION

#### Background

Popular personalities can convert into excellent salesmen. Giving the world a familiar and well-known face is considered to be the fastest and safest way for brands to develop an association and a bond in the mind of its consumers. Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain credibility because celebrity endorsement is a technique which features celebrities to endorse a product. These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience. We see celebrities in television, film, radio, magazines and where not, celebrity endorsements get about billions and trillions yearly and are highly recommended in the dreamy world of advertisements to promote their products. And from consumer's perspective, they want to own that brand which enjoys a good reputation in the market and then when it is involving a well-known celebrity with that brand, it becomes all the more alluring and consumers feel that by using such brands they will gain some status because celebrity endorsed products satisfy this longing of enjoying a brand that comes with symbol of status.

Marketers make use of celebrities to endorse their products in order to give their brand advantage and edge over its other competitor. But employing a celebrity to satisfy the very purpose require deep understanding and many other considerations have to be weighted.

#### Overview

Celebrity endorsement is a million-dollar industry today. In this modern era, the world of advertisement undergoes a change, from classical ways, it has converted to take a modern route. This modern route requires marketers to develop strategies incorporating the elements of emotions, humor etc. the main purpose that lay behind these strategies is to get brand exposure, attention, interest, desire and action. And in order to make these strategies into success, marketers employ famous celebrities because celebrities have the power to create a greater impact on the consumers buying behavior. Since some of the celebrities have charismatic personalities and they enjoy public recognition because they possess distinctive qualities like trustworthiness and attractiveness. Many big brands make use of the concept of celebrity endorsement as a marketing communication tools.



As consumers, we are surrounded by brands; we get exposed to millions of personalities in billboards and television. Every brand tries to capture our time to inform us about what they have to offer to us and teach us about the different attributes of the product. And this is where the challenge lies. The marketers have to delve what will retain our attention. In order to achieve this, celebrity endorsement is put into effect.

But this entire process of hiring celebrities and doing the product-celebrity match is not as simple as it seems. The design of such kinds of campaign and then planning how to make these campaigns a success requires a long procedure of an in-depth understanding of the product, the choice of a celebrity, the objective of the brand and then associating the celebrity with the brand. Celebrities not only serve the purpose to create some kind of attention and also to attain the objective of high recall and recognition. And for that to happen, marketers should keep in mind the image of their product because consumers only want to consume that product or brand which has the maximum fit with their own personalities/image and the celebrity endorser fits in between these two connections and binds the image of the product close to the consumers by transferring meaning to the product. Also, marketers believe that when employing celebrities, they succeed in creating an aspiration in consumers mind to purchase what their favorite celebrities are endorsing because in this glamorous celebrity's world.

Celebrities are often perceived as idols by many and people want to follow their lead and try out those products which have the touch of celebrities to them as celebrities make those products more alluring and desirable.

In the world of advertisement, in order to stand out from the clutter, celebrity endorsement is considered the most effective tool that will do the job. This technique of involving celebrities with a brand is a winning formula to build the brand and enhance its value. However, it is relatively easy to select a celebrity for a brand but rather very hard to build a strong link between the brand and the endorsement. And therefore, it is for this reason, it is rightfully said that celebrity endorsement is a two-edged sword, if properly dealt with-it can-do wonders for the company and if not handled properly it can destroy the image of the company and the brand itself.

## **Problem statement**

- How consumers respond to those products which are backed by celebrities?
- Does celebrity endorsement encourage consumers to take some kind of action?
- Are celebrity-endorsed products sold more than those products which are not endorsed by celebrity?

## **Significance of the study**

This research will help to achieve insights on the impact that celebrity endorsement has on the consumers buying behavior. It will assist the marketers to get a better idea as to what attributes are important and matters the most to the consumers.

## **Objectives of the study**

The main aim of studying the theory of celebrity endorsement on consumers buying intention is to find the answers to the following:

- The impact celebrities have on the consumers buying intention in regards of credibility.
- The impact that celebrity endorsement creates on its consumers in terms of product fit match between the product/brand and the celebrity.
- In regards of the attractiveness of celebrities, how much are consumers convinced.
- To see how does celebrities transfer meaning to the products endorsed by them and to what extent does it shape their buying intention.
- To judge the effectiveness of celebrity endorsement in female segment in the field of cosmetics.

These objectives will help to reveal what kind of an impact celebrity endorsement leaves on

consumers intention regarding the purchase in the field of cosmetics and it will also trace out those key factors that actively participate in order to turn the celebrity endorsed advertisement into success.

## Research Justification

**Academic Justification:** many researches have already been conducted during the past few years over the concept of celebrity endorsement. Researchers have touched many new issues that are often found in celebrity endorsement like negative publicity of celebrities etc. United States, United Kingdom and Indian market is majorly focused while conducting research on this topic of celebrity endorsement.

The main reason for choosing this topic is because so far, no research has been conducted on the impact of celebrity endorsement on the consumers buying intention in the field of cosmetics covering all areas of Karachi and also to test how female segment respond to cosmetics brands which use celebrities to market their products.

**Business Justification:** Celebrity endorsement has turned into a very effective strategy to market a product and also it provides a competitive aged over competing brands in a highly competitive surrounding. From a very long time, celebrities are often used as role models especially in the areas of personal appearance and in the domain of cosmetics.

Loreal spends over \$ 1.7 billion a year on its advertisement just to maintain their image. Same is the case with its cosmetics. We will not be able to differentiate a L'Oréal face cream and a Olay one, if they were not spending handsome amount of money on their celebrity endorsed advertisement.

## Personal Justification

Pakistanis are a major fan of celebrities. The female segment gets attracted towards the brands that in some ways reflect back their inner selves, have some part of their values, share their idea of life and for the most part, fulfill their requirements. Consumers want to enhance their image of self by choosing such brand which has meaning that goes well with their self-concept. And marketers exploit this opportunity to the fullest. I believe that by conducting this research I will gain all the answers to my questions about the usefulness of endorsement a celebrity in the field of cosmetics and how the female segment responds to it.

## Scope of the study

- Major emphasis of this research is to determine how marketers are using celebrities to change consumers buying pattern and how are they creating a good image by selecting strong publicly desirable celebrities.
- Identifying the key factors which may influence consumers buying behavior through celebrity endorsement.

## Limitations of the study

- As the research will be conducted within Saurashtra, the perspective of consumers outside Saurashtra will be left unnoticed.
- Another limitation to this research is that the majority of respondents will be young people; people above the age of 60 would not be taken into consideration whose opinion regarding celebrity endorsement would be different.
- Respondent would be chosen who belong to urban sector, who have an understanding of this issue, people of rural area will be ignored.

## REVIEW OF LITERATURE REVIEW:

### Historical and current perspective

Over the years many arguments have been done with respect to the ideas on what makes celebrity endorsement a success. Many studies have also been conducted which are aimed at finding out all the factors that are very active to create an impact on the buying behavior of consumers.

According to a business and brand strategist, namely Martin Roll, he points out that there are three essential elements for celebrity endorsements. They are:

- Attractiveness
- Credibility and
- Meaning transferred between the endorser and the brand.

According to Roll, he says that a celebrity endorser should possess the quality that a target audience for that endorsed brand finds appealing. These qualities could be in terms of lifestyle or physical appearance may be intellectual capabilities.

Roll explains the term of credibility as the celebrity endorser's perceived trustworthiness and expertise. He quotes "as celebrity endorsement acts as external cue that enable customers to see through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with customers" (Roll) And his opinion about the transfer of meaning is that there has to be enough compatibility between the product and the celebrity.

Corporate consultant Mc Cracken has created a three-stage model in order to explain the transferability of meaning in the field of celebrity endorsement.

The first stage of his model starts with the audience's association to a set of meanings with a famous personality. Coming down to his second stage, these set of meanings move from that famous personality to the brand or to the product via endorsement. And lastly in his final stage, when consumers purchase that product, the meaning of the brand is actually acquired by the customers.

### **Source attractiveness model**

According to Erdogen (1999), he says that customers on seeing an endorser, who is physically attractive, form favorable perception. The feature of attraction doesn't mainly include physical pleasant appearance, but it includes the lifestyle and also personality dimension of the endorser. Research findings have proven that endorsers who are perceived as attractive can easily influence the values of the customers. (Debence and Kernan 1984)

### **The product matchup hypothesis**

The above model explains that there has to be an almost ideal match between the celebrity characteristics of the personality and the features of the brand. (Erdogan 1999) says that a successful matchup can be determined by the extent of the fitness between the celebrity and the brand endorsed by that celebrity.

This same concept is further stated by Michael (1989) who believes the same. Another study done by Ohanian in 1991 reveals that simply such celebrity should be endorsing who is compatible and the consumers perceive them to possess expertise too.

### **The meaning transfer model**

The above-mentioned model explains that every time customers encounter any kind of celebrity endorsed product, they immediately correlate some definite meaning with the endorser and ultimately transmit it to the product.

(Mc Cracken 1986), he says that in simple terminology we can say that endorser carry their individual meaning to the product. These models revolve around meaning and their transfer. Every celeb has their own distinctive set of meaning and lifestyle.

There are four stages to it.

First stage is when consumers join together meaning with the famous person and shape its image; next stage is when the meaning which get linked with the celebrities also stretch to the product. In the final stage, customers eventually acquire these brand meanings and make their purchase decisions.

### **The elaboration likelihood model**

In this model, under the heading of Elaboration likelihood model, there are two key ingredients





that make up this model:

- Motivation
- Ability

Motivation is the need to understand the message while getting involved with the brand, whereas ability comes into use when the individuals become capable of processing and understanding the persuasive message. According to Debiprasad Mukerjee(2009), he says that brand attitude and perceptions can be influenced and molded through celebrity endorsement if it fulfills the criteria of credibility and matchup.

His study states marketers should bear in minds that their core purpose is establishing and building the product and not the celebrity and also, it's extremely significant to understand that since a personality turns famous and is thought of as a celebrity doesn't always mean that the celebrity becomes a successful endorser.

### **Consistency and long-term commitment**

Marketers should try to maintain as much of a level of consistency as they can among the celebrity endorser and the product to give a strong identity to that product and take celebrity endorsement as a long-term strategic plan which have an impact on consumers buying behavior.

### **Prerequisites to selecting celebrities**

Before selecting any celebrity to endorse a product or a brand, three conditions must meet: celebrity endorsing must be good-looking, he/she must bear a good image in the surrounding should possess good knowledge about the product they are endorsing.

### **Constant monitoring**

Marketers or the company should time and again monitor the conduct and image of the celebrity endorsing their brand to keep at hand any negative publicity.

### **Select unique endorser**

Brands reflect the uniqueness and distinctive features, so a technique that marketers should employ is to select a celebrity that is not endorsing any of its competitors or similar product, so as to transfer a clear identity between endorser and brand.

### **Brand over endorser (vampire effect)**

When in order to endorse a brand, celebrities are used, one result could be the brand getting overshadowed by the celebrity and in order to prevent that, marketers should make sure that this doesn't happen.

According to Sushil Kumar Rai (2013), he mentions that celebrities are those people, who commonly are related with a different way in their norms and also gets a elevated amount of recognition from others. The reason that company often engages in the act of hiring celebrities to endorse their brand is because famous personality can very easily gain public awareness and a greater degree of attention and recall. Therefore, it is said that celebrity endorsement effects consumer's attitude toward the brand and their purchase decision positively.

(Clark and Horsman, 2003) holds the opinion that consumers are more motivated to purchase those products that have celebrities into them in comparison to those products that are not endorsed by celebrity because of the very fact that celebrity endorsed product will have more value to them. The tactic of using celebrities for marketing communication approach is very widespread for big firm for sustaining their image of the product.

Since a very long-time back celebrity endorsement have been started, the reason that celebrity endorsement is still very in and this concept prevails is because of the advantages it brings along with itself

### **Celebrity endorsement as a strategy**

Signing up famous celebrities to endorse a product has several advantages; marketers believe that the highest reward they gain by endorsing celebrity is building up credibility, establishing

the level of trust, drawing attention and most importantly positively impacting consumers buying behavior.

Celebrity endorsement is a success factor because when a normal person selling a product tells you to try that product as it has helped them, there is a possible chance that consumers may or may not believe them but when the same is said by a celebrity that the product has helped them, then the consumers tend to listen to the celebrity and believe it and it does impact on consumers buying behavior favorably.

### **Celebrity endorsement and the effects it has on consumers**

A best and effective endorsement is done when a balance is maintained between the product and the celebrity. When marketers assign a product or brand a celebrity, they are actually giving their brand a face. Therefore, choosing a celebrity is a very crucial decision and several parameters should be considered like looks, appeal and popularity.

A general belief that prevails among advertisers is that brand message which is delivered by a celebrity brings them better results because such recognized personality generates greater appeals than those endorsed by non-celebrities. This quick reach of message to the audience and creating an impact far too quickly is very essential. Celebrity endorsement does not guarantee any success nor any impact on consumers buying behavior unless this strategy is well integrated with the target market characteristics and other marketing mix elements like product design, packing, pricing and branding itself.

Celebrity endorsement has continuously increased because it is considered essential for brand communication as it is a key to marketing success. The primary factor that celebrity endorsement creates a positive impact on consumers buying behavior is actually the public recognition of that celebrity as an admirable and desired cultural force.

The reason that celebrity endorsement is increasing used especially to appeal women in cosmetics and ladies' apparel is because of the nature of such products and also in such fields, celebrity endorsement brings about a positive advertisement result, increase in the rating of the products and also increase in the purchasing of those products.

There are many theories done in this aspect, which are:

### **Kokil Theory**

According to Kokil, celebrity is that person who has excelled in his field of action and thus enjoys fame on being recognized far and wide. Marketers believe that celebrity endorsement generates several advantages which include building credibility, fostering trust and drawing attention of the consumers which will result into sales for that brand. Celebrity endorsement is that successful strategy that helps to raise the sales and capture market share, this technique provides a product with a glamorous touch and sparkle the expectation that a popular look will give that product an added appeal and a recognition.

Through endorsing a celebrity, marketers actually excite their consumers by showing them a very admirable and famous face and succeeded in creating a demand because through this tactic, marketers are also increasing the recall value of their brand which positively creates an impact in the consumers buying behavior.

Kaikai (1987), states that the use of celebrities in advertisements results in;

- Facilitating brand identification
- Impressing or altering negative attitude towards the brand
- Repositioning an existing brand
- Positioning a new brand or product
- Positively impacting consumers buying decisions

Celebrity endorsers can translate into very effective brand messengers but they are also associated with the risk which is:

- Celebrities charged as guilty because of the happenings of some negative events can have harmful effects on that product and overall brand.

### **Kamile Theory**

Kamile mentions that customers normally comprise a very encouraging approach towards those who are attractive. McGuire (2000) state that usefulness of any kind of communication depends on:

- Similarity
- Familiarity
- Likeability

Researchers have proved that physical attractiveness can very easily change beliefs of the people (Chaiken 1979). Similarity is the name of semblance involving the receiver of message and source of the message.

Attractiveness of the source that is celebrity leads consumers to persuasion and the consumer gets motivated and is willing to bind themselves into a relationship with the celebrity by adopting the same beliefs, attitude and behavior as is done by the celebrity (source) and if the source changes its position or attitude, the consumers following the celebrity may also follow their lead.

### **CONCEPTS AND MEANINGS**

#### **Celebrity Endorsement**

McCracken argues that celebrity endorsement one of the ever-present features of the modern-day marketing. Majority of the advertisement companies make use of celebrity endorsement to endorse their products or brand. As it has been observed that celebrity endorsement is a very persuasive communication technique because it has the power to draw attention, make the advertisement stick into their memories of the customers and celebrity endorsement add a touch of desirability and glamour to their endorsed product.

Endorsements could be of the following four types:

- Explicit (I endorse this product)
- Implicit (I use this product)
- Imperative (you should use this product)
- Co-presentational mode (only appearing with the product)

#### **Celebrity endorsement as a marketing tool**

When we talk in terms of the perspective of marketing communications, it becomes immensely vital to create such strategies that provide competitive differential advantage to its products that result in creating positive effects in the consumer's mind. (Erdogan and Baker 1999) state that celebrity endorsement is the most widely used marketing strategy.

Companies spend a lot of money to hire celebrities to endorse their products, such celebrities are viewed by others as being dynamic, likeable and attractive. Marketers try to align these characteristics of celebrities with their products. According to (Cooper 1984), he says that advertisements that have celebrities gain high degree of appeal, attention and recall rate than those advertisements without celebrities.

(Farrell 2000) states that celebrity endorsement brings about positive financial gains for the company. Many researches have been conducted on the endorsements done by celebrities, many of which proves that this technique has provided the company with positive effects, but in some cases, researchers mentions that celebrity endorsement doesn't work all the time and do not get the marketers their desired results. In fact, some times the advertisements using celebrities do not meet up the expectations of the advertiser.

It was initially considered that celebrity endorsement is a win-win strategy with no risk involved, but this was proved wrong and several potential hazards were spotted in this strategy.

Celebrity endorsement is a two-edged sword which may make or break a brand if not handled the way it should have been.

### **Positive effects of celebrity endorsement**

(R. Croft) cited that as competition is increasing between the firms to attract more consumers towards their brands, celebrities are increasingly used by the marketers to endorse their products. (Kulkarni and Gaulkar 2005) mentions that featuring a famous personality helps marketers in solving the problem of over communication.

Celebrities because of their well knowns can assist advertisements to become more popular and stand out from the clutter and increase communicative ability. Celebrity endorsement helps in improving the brand's image and also polishes the company's image.

Celebrity endorsement can also prove to be a powerful tool in entering foreign markets, it helps the company to overcome numerous issues. For instance, L'Oreal uses Ashwariya Rai and Sonam Kapoor in their White Perfect range, Kareena Kapoor in Lakme Eye conic kajal and Kajol in Olay aging cream are all considered popular in India and Pakistan.

It is also seen that those products which are endorsed by celebrities' stand out from other competing products because of their high level of recall and celebrities also create an impact in consumers mind by making the advertisement memorable so it can be easily retrieved at the time of shopping.

Lastly, celebrities who appear in any advertisement for endorsing a product, they are actually capable of breathing life in a falling brand and can help that falling brand to rise, in other words, they create new interest and excitement in consumers.

All these arguments point to one conclusion that celebrity endorsement creates a positive impact on consumers buying behavior (Goldsmith, Lafferty and Newell 2000).

### **Negative effects of celebrity endorsement**

However, celebrity endorsement has countless benefits but there are also certain risk factors that are associated with celebrity endorsement as a marketing strategy. Negative publicity regarding the celebrity is a major risk with endorsing a celebrity and there are other factors that can lead to serious consequences like:

- Popularity starts decreasing
- Moral issues
- Over endorsing can lead to losing credibility
- Overshadowing of endorsed products.

Negative publicity about a celebrity endorsing a brand can change the perception of the consumer about that celebrity and it may also damage the brand reputation resulting in marketers to pay a big price over the celebrity's misdeeds and face serious humiliation and embarrassment.

(Kumar 2010) mentions that there are times when consumers actually only notice the celebrity appearing rather than the product, hence this idea to promote that brand fails miserably. (Cooper 1984) says that "the product not the celebrity must be the star."

This overshadowing is also called "vampire effect" because there is lack of clarity for the consumers because they are found to take more notice and interest in the celebrity rather than the product. Another issue that arises is of overexposure when marketers employ well recognized celebrities to endorse their brands and it ultimately confuses the consumers and they are unable to correctly recall about that brand which celebrity stands for.

### **Consumer's buying behavior in India**

The people residing in our society are very conscious about their status and their preference is towards using branded products either in the field of cosmetics or hair care or clothing segment to show their symbol of status. In India, prices are seen to be rising for a lot of commodities





which have made a habit of saving among many people. To a great extent, consumers are now more groomed as they tend to spend smartly these days.

Customer's desire branded products with well-known brand names. In India, the trend of advertisements has led advertisements to convert into a driving force as it is persuading people and is creating a positive impact on consumers buying behavior. Consumers purchase those products/brands with which they find themselves emotionally attached. Both male and female are influenced by advertisements which have celebrities and they react positively to those advertisements.

Advertisements have the power to convince the audience to use the products and experience its benefits and when celebrities are introduced in such kinds of advertisements, they make greater positive influence on people because many a times, people rely on advertisements more than their reliance on family, friends and the opinion of reference group. Consumer's emotional, psychological and behavioral aspects play a very crucial role during buying behavior.

### **Celebrities appearing in cosmetics advertisements**

BRANDS	PRODUCTS & POSITIONS	NAMES OF CELEBRITIES
L'Oreal	White Perfect	Ashwaria Rai
Oriflame	Foundation & Lip Color	Sonali Bendre
Lakme	Eyeconic	Kareena Kapoor
Olay	Aging Cream	Kajol
L'Oreal	Spokesperson	Amina Sheikh
Garnier	Brand Ambassador	Juggun Kazim

## **RESEARCH METHODOLOGY**

### **Research Design**

The design of this study would be deductive as the main purpose of this research is to test the hypotheses which were developed and to get the conclusion. Moreover, the application of deductive approach will assist to understand and explain the relationship between celebrity endorsement and the buying behavior of consumers. Therefore, quantitative approach is being used as it will help in collecting large amount of data to answer the research questions.

The use of quantitative method is also justified here because when the area of research topic is considered to be large and there arises a need to deduce casual relations between variables, quantitative method is used.

### **Research Approach**

After designing the hypothesis, research approach could be determined next. In this study, to gain basic understanding, literatures and previous researches provide insights and idea about the construction of the questionnaire. Especially questions related to celebrity endorsement and source credibility would be designed based on the theories and conceptual framework.

### **Research Structure Statement of the problem**

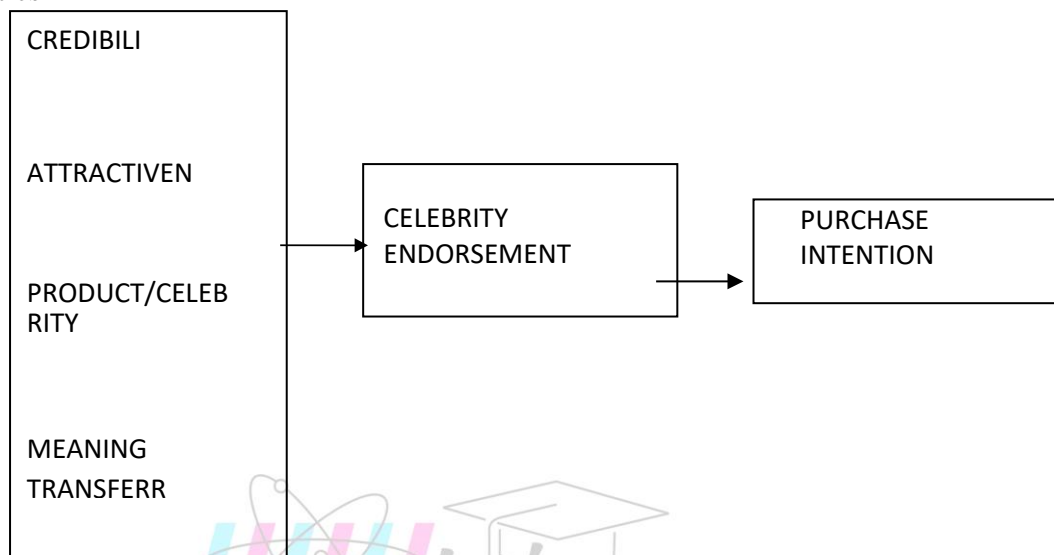
- How consumers respond to those products which are backed by celebrities?
- Does celebrity endorsement encourage consumers to take some kind of action?
- Are celebrity-endorsed products sold more than those products which are not endorsed by celebrity?

### **Research Objective**

The objectives of this research study are to get information about

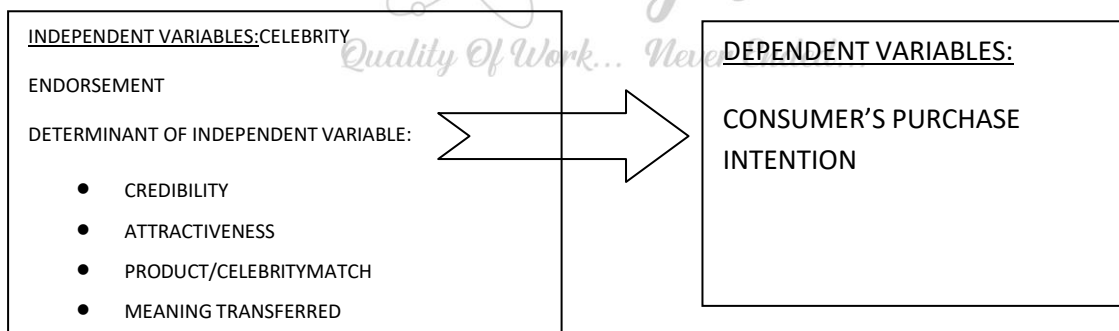
- The impact celebrities have on the consumers buying intention in regards of credibility
- The impact that celebrity endorsement creates on its consumers in terms of product fit match between the product and the celebrity
- In regards of the attractiveness of celebrities, how much are consumers convinced.

- To see how does celebrities transfer meaning to the products endorsed by them and to what extent does it shape their buying intention
- To judge the effectiveness of celebrity endorsement in female segment in the field of cosmetics



## CONCEPTUAL FRAMEWORK

### Variables



## HYPOTHESIS

Following is the hypothesis for my research:

H1: Celebrity endorsed advertisement is considered to be effective in terms of buying intention in the field cosmetic industry, when the celebrity used is credible.

H2: Celebrities who are attractive, positively create an impact on consumer's buying intention.

H3: The celebrity/product match-up positively influence consumers to purchase the celebrity endorsed product.

H4: Celebrity endorsed products transfer meanings which positively affects consumers buying intention.

## Research tools and technique

### Instrument Selection

**Primary data:** Primary data will be gathered through the distribution of questionnaire to the respondents and their answers will be recorded, which will be the primary data.

**Secondary Data:** Secondary data would be collected through information given in reports, newspaper, magazines, articles and textbooks.

**Software Used:** Spss, Excel and spreadsheets would be used.

## DATA ANALYSIS AND INTERPRETATION

### REGRESSION MODEL



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.250 <sup>a</sup>	0.063	0.050	0.95959

a. **Predictors: (Constant), meaning transferred, attractiveness1, product match up, Credibility1**

- In the Model summary, "R" shows the correlation which is basically pointing out the linear relationship between two variables (celebrity endorsement and the purchase intention).
- R Square is the coefficient of determination; it shows that there is a positive weak relationship between the two variables.

### Multiple regression model:

Dependent Variable: Purchase Intention

- The hypothesis of "credibility" has been accepted because the significance level is .004, which is less than 10%, and there is a positive relation between credibility and purchase intention.
- In the hypothesis of "attractiveness", the null hypothesis has been accepted and the alternate one has been rejected because the significance level is .327 which is more than 10%, this shows that there is a no relationship between attractiveness and purchase intention.
- Product match up hypothesis has been rejected and the null hypothesis has been accepted because again the significance value is more than 10%, this shows that there is a no relationship between product match up and purchase intention.
- The "meaning transferred" hypothesis has been accepted because the significance value is .005% which is less than 10%, this shows that there is a positive relationship between "meaning transfer" and purchase intention.

### CONCLUSION

The findings show that celebrity endorsement is effective and a relationship is four between two elements of celebrity endorsement with consumer's purchase intention. The first attribute of celebrity endorsement is "credibility" which comprises of two factors namely expertise and trustworthiness. As the research suggests, consumers, in the field of cosmetics frame their purchase intention in favor of those cosmetics which are endorsed by such celebrities who have some expertise in that field and are considered to be trustworthy. When these two conditions meet, a celebrity becomes credible and positively influences the purchase intention of female consumers in the field of cosmetics.

The second attribute of celebrity endorsement is "attractiveness", which is further divided into three factors namely similarity, familiarity and likeability. Since the domain of cosmetics is very fragile therefore attractiveness of a celebrity here doesn't play a very vital role because liking a celebrity wouldn't mean that a cosmetic will actually produce the desired result to you or your skin as it did to the celebrity endorsing it, so as the research suggests, attractiveness of a celebrity has a no relationship with purchase intention.

The third attribute of celebrity endorsement is "product celebrity match-up", which means that the celebrity endorsing a product has an image that goes with the product he/she is endorsing. It also has a no relationship with the purchase intention.

The fourth and the last attribute of celebrity endorsement is "meaning that are transferred to the product by the celebrity", it has a positive relationship with the purchase intention because often consumers think that using such celebrity endorsed cosmetics will make them look more glamorous and classier.

So "credibility" and "meaning transferred" positively frame the purchase intention as the



research suggests of female consumers in the field of cosmetics.

## RECOMMENDATIONS

According to the research, marketers while using celebrities to endorse their cosmetics brand should make sure that they fulfill the criteria of the followings:

- Marketers should employ those celebrities for cosmetics who have a reputation of being trustworthy.
- Celebrities, while transferring meaning to the product they are endorsing, should depict reality.
- Celebrities with any kind of negative publicity should not endorse products.
- Celebrities, who possess expertise in the field of cosmetics, should endorse cosmetics as consumers get influenced by such expertise level.

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