

**DISSERTATION ON**  
**“CELEBRITY ENDORSEMENT AND ITS EFFECT ON BUYING BEHAVIOUR OF**  
**CONSUMERS: A CASE STUDY OF BORJHAR AREA GUWAHATI (M)”**



**GAUHATI UNIVERSITY**

**SUBMITTED TO GAUHATI UNIVERSITY FOR PARTIAL FULFILLMENT FOR THE**  
**DEGREE IN MASTER OF COMMERCE UNDER GAUHATI UNIVERSITY**

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**M.COM 3<sup>RD</sup> SEMESTER**

**UNDER THE SUPERVISION OF:**  
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## CERTIFICATE

This is to certify that Mr. **Aporva Jyoti Hazarika**, under roll no. - PC-191-020-0064 G.U. registration no. 209185 of 2016-2017 has carried out his study entitled “**Celebrity Endorsement and its effect on buying behaviour of consumers: A case study of Borjhar area, guwahati (M)**” leading to M.com degree under my supervision.

The work embodied in this dissertation is an original and genuine work done by him and has not been submitted for any other degree, diploma to this university/ institute. All the findings of his work are his own achievements.

I wish him all success in life.

Place: Guwahati

Dr. Upasana Chakravarty

Date:

HoD, Department of Economics

K.C Das Commerce College

## DECLARATION

I undersigned, **Aporva Jyoti Hazarika**, hereby declare that the dissertation entitled “A study on celebrity endorsement and its effect on buying behaviour of consumers”, is a result of my original work .I also declare that, I have not copied from any other previously published work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person Apart from these, all other opinions, inferences, analysis and interpretations in this dissertation are my own and original creation. Moreover, I also declare that for the work done in the dissertation, either this university or any other university has conferred no degree, diploma or distinction on me before.

Place: Guwahati

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Date:

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## **PREFACE**

Projects are indispensable part of any kind of formal education and they help us to have a practical exposure as well as better outlook of the subject, which we are studying therefore, to reinforce this strong theoretical base with the help of practical knowledge, the students of Masters of Commerce (M.Com), Gauhati University are required to undertake project work on real life problems in business and industrial organization by collecting and analyzing data and apply management concept and technique to deal with management problems and suggest solution. The present study is conducted on the subject “A study on celebrity endorsement and its effect on buying behaviour of consumers”. The study has presented the impact of celebrities endorsed products on buying behaviours of consumers. This study also recommends the marketers what to follow and avoid when they are choosing celebrity for the endorsements. The project has been divided in many parts in order to focus each part in detail regarding consumer’s perceptions, the attributes of the celebrities and the attributes which have impact on buying behaviour of the consumers.

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## **ACKNOWLEDGEMENT**

I would like to avail opportunity to thank and express my gratitude to all those people who played an instrumental role in successful completion of my project by their constant support.

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Aporva Jyoti Hazarika

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# CHAPTER 1: INTRODUCTION

# INTRODUCTION

Today's marketers are spending enormous amount of money on celebrity endorsement because they think that, it will help them to popularize their products and services in the bigger market. Celebrities are involved in endorsing various activities since the eighteenth century. With each day passing, the number of celebrities involved in endorsing products and services also increases. Perhaps it has become one of the most important tools of advertising. Celebrities are considered to bring attention towards a particular advertisement due to their likeability and attractiveness. Atkin and Block (1983) highlights 'companies have invested a substantial amount of money to match their brand with celebrity endorsers' who have qualities such as amiability, trustworthiness, and attractiveness to underpin competitive advantage for a company's products. Additionally, celebrities do not only aim to retain and engender attention but they accommodate to achieve a high standard of recall rates for marketing communication messages. Marketers use celebrities to influence the purchase decision of consumers in order to increase sales and expand market share. In the words of silvera and Austad, celebrities are those people who enjoy public recognition among a large group of people and possess distinctive qualities like attractiveness and trustworthiness. Celebrity endorsement business is a billion-dollar industry today). According to Dash and Sabat, India is the only place where celebrities are not only loved but also worshipped. The top celebrity endorsers in India, who comprise of film and sports personalities indicates that they endorse almost all types of products both durable and non durable. The service industry is also not an exception to celebrity endorsement. Celebrity Endorsements enhances the volume of sales of a brand and expedite the brand recall rate of advertisements that helps firms in creating a niche in the market. Effective celebrity endorsers grab the eyeballs of the existing and potential customers and arouse the interest by attaining the attention of customers.

# 1.1. WHAT IS CELEBRITY?

Celebrity is a person involved with film industry, television, sports, politics, business etc. In this modern age of marketing, celebrity also could be an animated character like motu patlu, chota bhim or an animated animal like Simba or timon and pumba. A Person with great popular appeal, prominence in a particular field easily gets recognized by the general public. Celebrities could be known around the world (e.g., Michel Jackson, Arnold Schwarzenegger, sachin Tendulkar etc), within a specific country (e.g., in India Amitabh Bacchan, Sarukh Khan Etc); or within a region (e.g., in Assam late Bhupen Hazarika, Zubeen Garg, Angaraag Mahanto etc).

According to Friedman and Friedman,(1979) a “celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed”. Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty. In this age of intense competition, where capturing a position in the consumers’ mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers’ attentions. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the essential value to the brand.

According to Silvera and Austad (2004) Celebrities are people who enjoy public recognition among a large group of people and possess distinctive qualities like attractiveness and trustworthiness. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Many big brands have recognized the importance of celebrity endorsements as marketing communication tool (Soderlund,2003). Thus, it can be said that within a society, celebrities generally differ from the common people and enjoy a high degree of public awareness.

## 1.2. What is Celebrity endorsement?

Celebrity endorsement is the form of an advertising campaign or marketing strategy used by brands or companies who use the name and fame of a celebrity or a well-known person to promote their products. Marketers use celebrity endorsers in the hope that the positive image of the celebrity or an influencer will pass onto the brand image associated with the celebrities.

Celebrity Endorsement is largely effective because the celebrities have the potential to reach a large number of audiences. A high focus is placed upon the importance of choosing a trustworthy celebrity with a positive image similar to the company's brand image. Celebrity Endorsements are used by countless businesses of all shapes and sizes as a marketing strategy. Some critics claim that celebrity endorsement have a little positive impact on business sales, while some other critics claim that, the benefits that a company enjoy are countless. As the use of celebrity endorsement is increasing it has now become a significant part of the marketing strategy in some of the major businesses with the purpose of supporting a brand and corporate imagery, especially for the luxury brands

Credibility, expertise and attractiveness Credibility refers to the confidence that the celebrity conveys to the public; expertise is linked to the knowledge and experience that the endorser has on a certain subject; and attractiveness is associated with physical appearance, beauty and sympathetic nature. When consumers believe that the endorser reflects their idealized self-concept and self-image, the evaluation of the advertisement is positive and increases product purchase intentions. In addition to this positive assessment, such an endorsement makes these consumers more likely to show loyalty to the brand or product. Studies also show that the use of celebrities in campaigns is linked to various strategies. Rumschisky (2009) found that people are willing to pay up to 20 per cent more for a product, depending on who endorses it, generating greater revenues for the company. Advertisements featuring celebrities tend to increase the value of the company on the stock exchange; as such advertisements also influence investors' perceptions of the endorsed company. The effect of celebrity endorsements on the evaluation of products, demonstrates that celebrities influence their fans. Researchers found that much of this

effect results from consumers' associations between the celebrity and the endorsed products or services. Celebrities will have different levels of connection with those who follow them. This can affect their action of consumers to the endorsement relationship, and that, in turn, may depend on the profession of the celebrity. Subhadip Roy (Indian Institute of Management Udaipur) found that, in India and in the U.K., "Different motives are instrumental in the celebrity effect on the worshippers versus non worshippers."

Their study demonstrated that "celebrities from more glamorous professions, such as film actors, are perceived differently than celebrities from performance-oriented professions, such as sports."

They discovered "playful motives to be

More relevant for celebrities from a glamorous profession, whereas aspiration motives became more relevant for celebrities related to a performance related

profession." Finally, the authors state that "the effect of celebrity endorsements on consumers might be generalisable to some extent, whereas the final outcome (*i.e.*, brand attitudes) might be dependent on the celebrity profession and brand novelty.

## 1.3. Consumer behaviour

Consumer behaviour focuses on the decisions of the customers followed to buy a product it could be taken individually or it could also come in group. To work on this idea one needs to study psychographic, behavioural and demographic variables. We also know that in buying a product family, peer friends, society also exerts pressure and therefore it tries to study all these aspects from these views as well. Why to study this consumer behaviour? It is very obvious firms do wonder if they understand the consumer buying pattern. It helps a lot in organizing our marketing strategies and also helps us to present improved product offerings.

According to Sudarshan Pawar and Sunit Narji (2016) Consumer buying behaviour has become a fundamental part of strategic market planning. In order to develop a framework for the study of consumer behaviour it is helpful to begin by considering the factors which impact on consumer buying behaviour as well as the evolution of the field of consumer study and the different patterns of thought that have influenced the discipline.

## 1.4. Review of Literature

An important and crucial aspect of a study report in the survey is to review of related literature which means to locate, to read and to evaluate the past as well as current literature of research concerned with the present investigation. It provides the investigator necessary knowledge and insight on what to start, where to start and how to start. It also furnishes the researcher a necessary order and enables him to enrich the shallow knowledge in the related field. A brief review of some important studies is presented below:

**Pugazhenth** (2014) examined the impact of celebrity endorsement on the brand image perception and attitude of college students. This study was conducted in Coimbatore City and is focused on the college students. Respondents include undergraduates and postgraduates of almost all disciplines. 1200 samples were collected from the college students of Coimbatore region based on one-to-one survey. The study revealed that the purchase behaviour of college students could differ based on their life style. Demographic attributes of the students are expected to affect their purchase behaviour, which in turn is expected to affect their attitude towards celebrity endorsement in general. The results of the study revealed that there exists strong association between gender and price consciousness. Gender and age of the college students attributed to the quality consciousness behaviour. Age and current status of the youth affect the importance given by them to the social values. Where the current study is about the perception and buying behaviour of consumers towards celebrity attributes and celebrity endorsed products and services. The main motive of Pugazhenth was to find the attitude of “students” and brand image perception of student but in current study the main motive is to find the celebrity endorsement and its effect on buying behaviour. **Boopathy & Chaudhari** (2013) showed the impact generated in the minds of customers due to advertisements featuring celebrity, the impact of the children generated in the buying behaviour of parents and the means through which children attack the mindset of parents. The study uses a standard questionnaire to collect the data from the samples. The paper used the samples from the family in which both the parents are working. Convenient sampling method is used to pull out members for the study. A sample of 50 is used for the research. The analysis were done by using statistical tools like



Correlation & Regression; Hypothesis Testing: t – test; Ranking Technique – Weighted Average Method. The findings revealed that children are more impacted through advertisement that features celebrity in it. In this case, there is a significantly higher level of impact of celebrity endorsed advertisements in children than in parents. According to business and brand strategist **Martin Roll**, the three essentials of celebrity endorsements are the attractiveness of the celebrity endorser; the credibility of the celebrity endorser; and meaning transfer between the celebrity endorser and the brand. In Boopathy and Chaudhari study they showed the impact of celebrity endorsement on parents and parents where as in this current study main study is about customers as whole

**According to**

**Karuna Krishna Gauns, Subhash Kizhakanveetil Bhaskaran Pillai (2017)** Celebrity endorsement has totally changed the nature of advertising in recent years, and has become one of the most important tools of advertising. Such endorsements can help the marketer to better understand consumer reactions towards a particular celebrity. Since majority of the respondents of the present study consists of students, the result is slightly off-center towards youngsters who support celebrity endorsements more than the elders do. Both male and female respondents supported celebrity endorsements. The result also indicates that, in Goa, the probability of being oppose decreases, which means that there is more chance of becoming a supporter of celebrity endorsements. Goan consumers also have the know-ledge that whatever the celebrities endorse and claim are not entirely true. This means that celebrity attributes such as expertise and trustworthiness are statistically insignificant to influence the purchase decision of consumers. In this study it reveals that young generation sports the celebrity endorsement and the celebrity attributes do play important role when it comes to purchase decisions where as in current study the author's motive is also to find the impact of celebrity attributes on region of borjhar, Assam.

**According to Mangan (2013)** celebrity endorser would affect a consumer's purchase intention. This required the research to examine respondents' awareness of celebrity endorsers, what attributes they felt were important and whether or not the presence of a particular celebrity was ever the determining factor in choosing a product or service

Marketing makes a priority out of the consumer (**Reynolds & Lancaster, 2001**). It focuses on its needs. It uses persuasion as a tool to compel consumer to a promoted brand or product. It thrives to inject the ad in consumer's mind in a creative and repetitive manner. Celebrity based ads

communicate their contents and aim for ad recall and brand appeal. Endorser holds a central role in the latter scheme by capturing the consumer's attention toward himself and the ad then, advertisement becomes for both endorser's image and brand.

## **1.5. OBJECTIVE OF THE STUDY**

The present study is based on following objectives:

1. To examine the current status of consumer of customers' perception about celebrity endorsement.
  
2. To identify the key characteristic of celebrities, which influence consumers?
  
3. To study celebrity characteristics effects on purchase intentions of consumers.

### **1.5.1. Research question**

The proposed study also tries to examine the following research questions:

- a. What are the impacts of expertise on celebrity endorsement in consumer purchase intention?
  
- b. What are the impacts of trust-worthiness on celebrity endorsement in consumer purchase intention?

## **1.6. Significance of the study**

Celebrities add flavor to the advertisement campaigns and make them colorful attracting the eyeballs of the millions. It refreshes the brand image and helps in quick brand recognition. Association of a brand with a highly noted celebrity can make it more attractive. The influence

of the celebrity image and its effect on the younger generations has been an issue for quite some time. Thus, the current study attempts to analyze the impact of celebrity appeal on purchase intention, buying behaviour of consumers and to find out the attributes of celebrities which influence the consumers to buy their products and services. The current study will provide a clear understanding of the above discussed concept. The study will be helpful for advertising practitioners, marketers, researchers and academicians in inferring the impact of celebrity endorsement on consumers and thereby will help in penetrating the market more effectively.

## 1.7. Methodology

The study entitled, “Celebrity endorsement and buying behaviour of consumers” is focused mainly on assessing the view points of consumers about how celebrity endorsements affect their purchasing decisions. This study is based on descriptive research as perception of consumers regarding celebrity endorsement is analyzed and its impact over the purchase intention is measured. The present study has equal contribution of both primary and secondary data.

**Secondary data** is collected through data collection from the internet, from review of existing literatures, journals and research theses whereas **primary data** was carried out with the help of a well-structured Interview Schedule.

### **Sampling size:**

The sampling size for this study is 180 persons.

### **Sampling technique:**

The present study has used Random sampling technique to collect required data.

### **Statistical tools:**

For the present study, Percentage method is used to analyze the primary data.

### **Types of the study:**

the study type is descriptive in nature

## 1.8. Chapterization

**Chapter 1:** the first chapter focuses on the brief introduction about celebrity, celebrity endorsement, what is consumer behaviour, review of literature of the study, objective of the study, significance of the study and methodology of the study. In this chapter the studier has given the description of why celebrity endorsement is important, How celebrity endorsement shaping current market, and why consumer behaviour is important for celebrity endorsement.

**Chapter 2:** This chapter presents the study's findings and analysis of the primary data collected for the study and interpretations of results obtained.

**Chapter 3:** Inthis chapter, the findings, suggestions and conclusion of study are stated.

# **CHAPTER 2: DATA ANALYSIS AND INTERPRETATION**

# Data analysis and interpretation

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This chapter provides results obtained from the survey, which have been examined and evaluated through data analysis techniques. This chapter evaluates students' perception towards celebrity, the relationship between celebrities' attributes and students' intention to purchase and later overall effect of celebrity Endorsements on students' buying behaviour

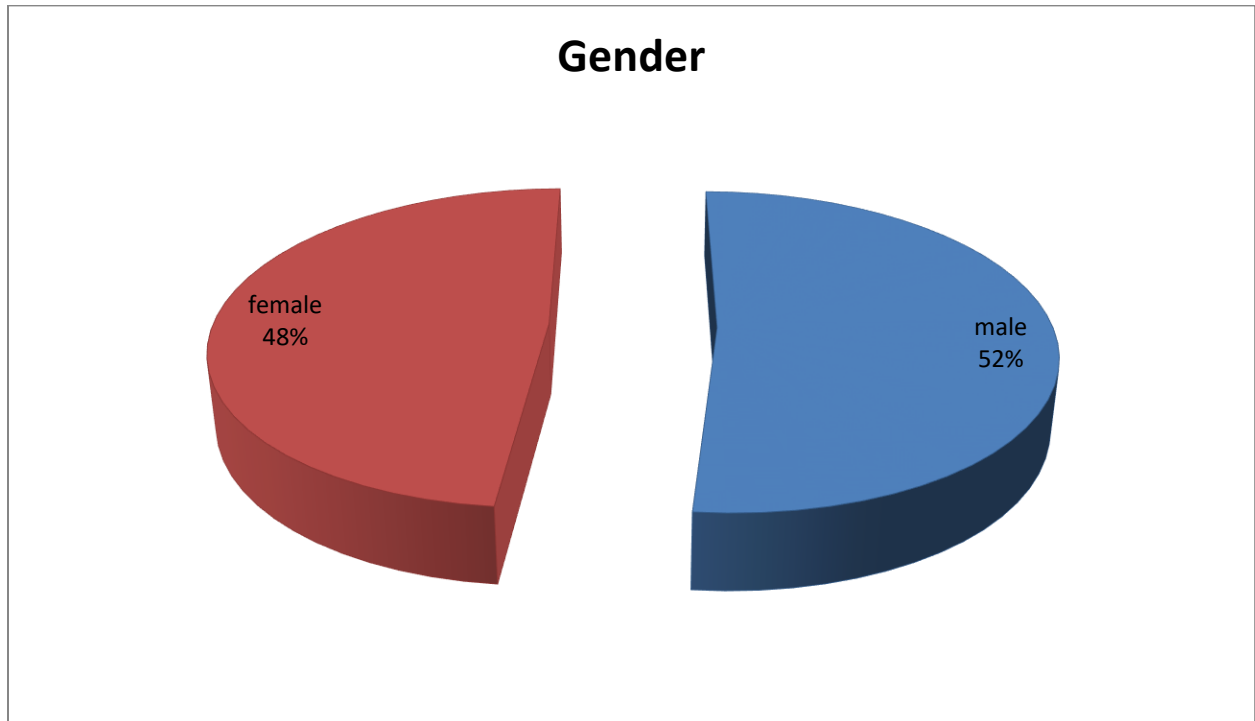
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Table no.-2.1 Classification of respondents on the basis of gender:

	Frequency	Percentage
Male	93	51.6
Female	87	48.4
Total	180	100

(SOURCE- primary data)

Figure 2.1 Classification of respondents on the basis of gender:



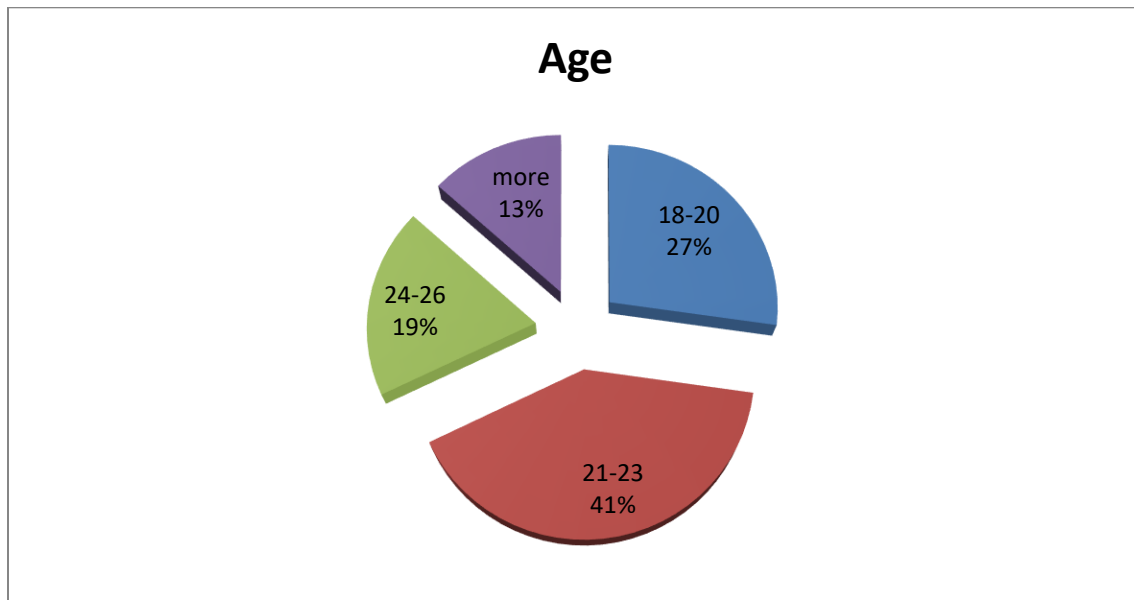
From the above table, Out of total respondents surveyed, 51.6% are male and 48.4% Respondents are female students.

Table no.-2.2 Age of respondents:

	Frequency	Percentage
18-20	49	27.2
21-23	73	40.5
24-26	34	18.8
More	24	13.3
Total	180	100

(SOURCE- primary data)

Figure 2.2 Age of the respondents:



The above table shows that age of 27.2% people are between 18-20, 40% falls in 21-23 which is also the highest percentage of the respondent, 18.8 % peoples belongs from 24-26 and other 13.3 percent is from more (more 24-26). This table shows that most of the respondents are from 21-23 age groups.

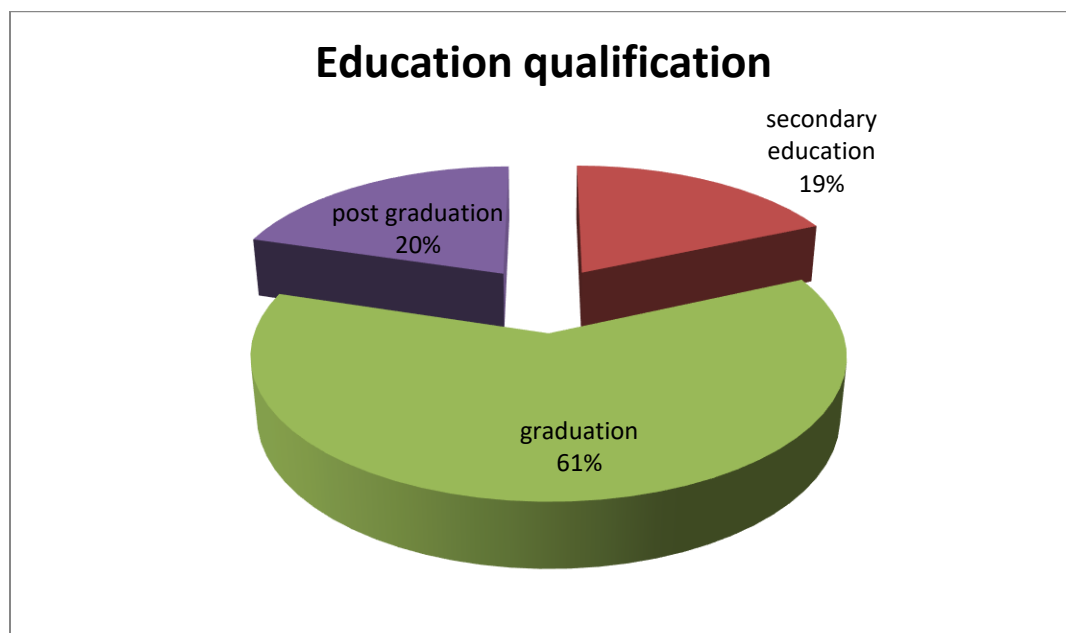


Table no.-2.3 Education qualification:

	Frequency	Percentage
Primary education	-	-
Secondary education	33	18.4
Graduation	110	61.3
Post graduation	37	20.3
Total	180	100

(SOURCE- primary data)

Figure2.3 Education qualification



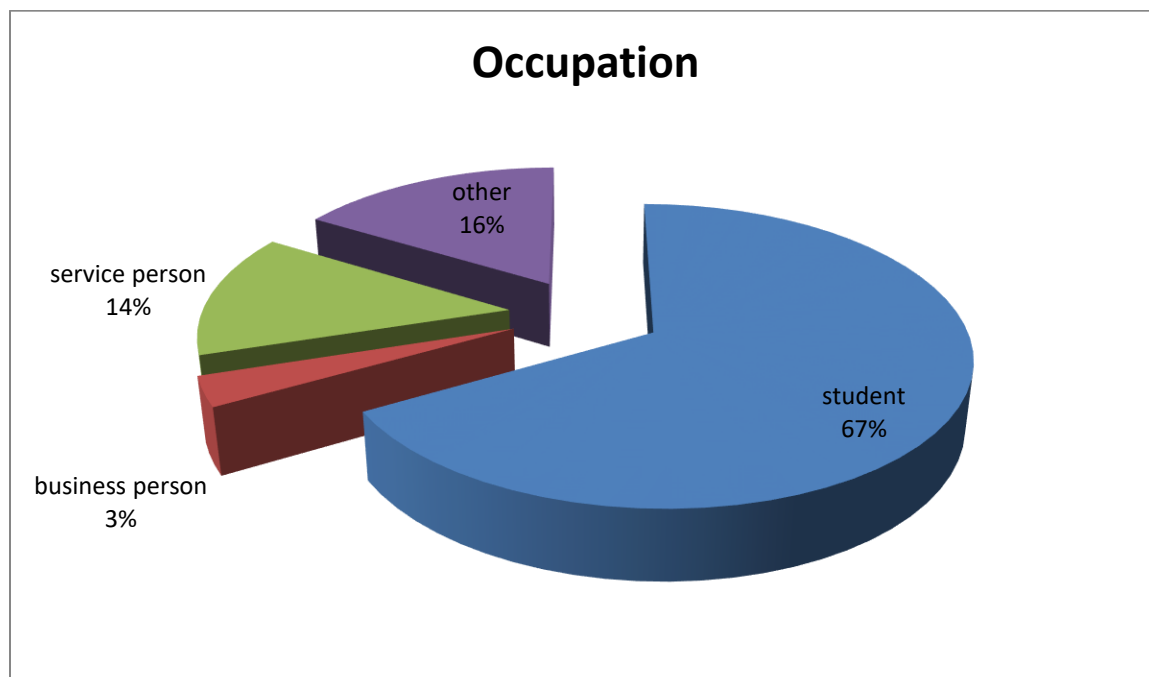
In the above table education qualifications are shown where there is no respondent from primary education. There is 18.4% in secondary education, 61.3% people are from graduation level and 20.3% are from post graduation. This table shows that most of the respondents are from graduation level; it means most of them are from young generation.

Table no-2.4 Occupation

	Frequency	Percentage
Student	118	65.6
Business person	09	05
Service person	24	13.4
Other	29	16
Total	180	100

(SOURCE- primary data)

Figure no.-2.4 occupation



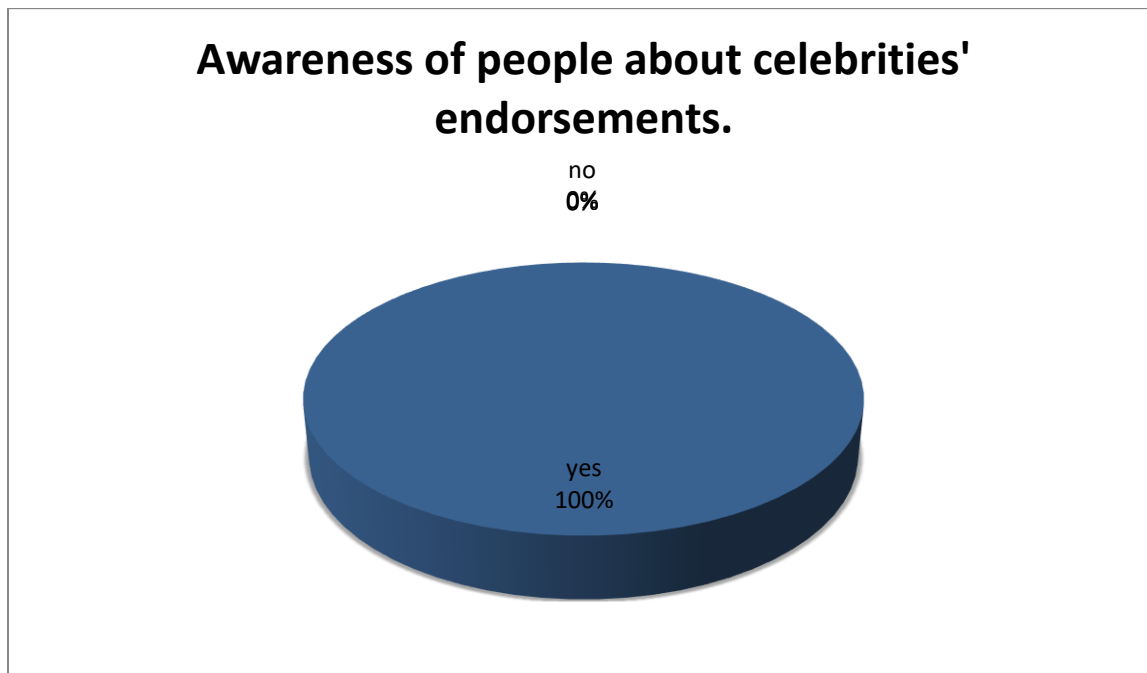
Above table shown that 65.6% are students, 5% are business persons, and 13.4% are service persons and remaining 16% is from different fields; most of the other occupations people are housewives.

Table no-2.5 Awareness of people about celebrity endorsement:

	Frequency	Percentage
Yes	180	100
No	0	0
Total	180	100

(SOURCE- primary data)

Figure no. - 2.5 Awareness of people about celebrity endorsement



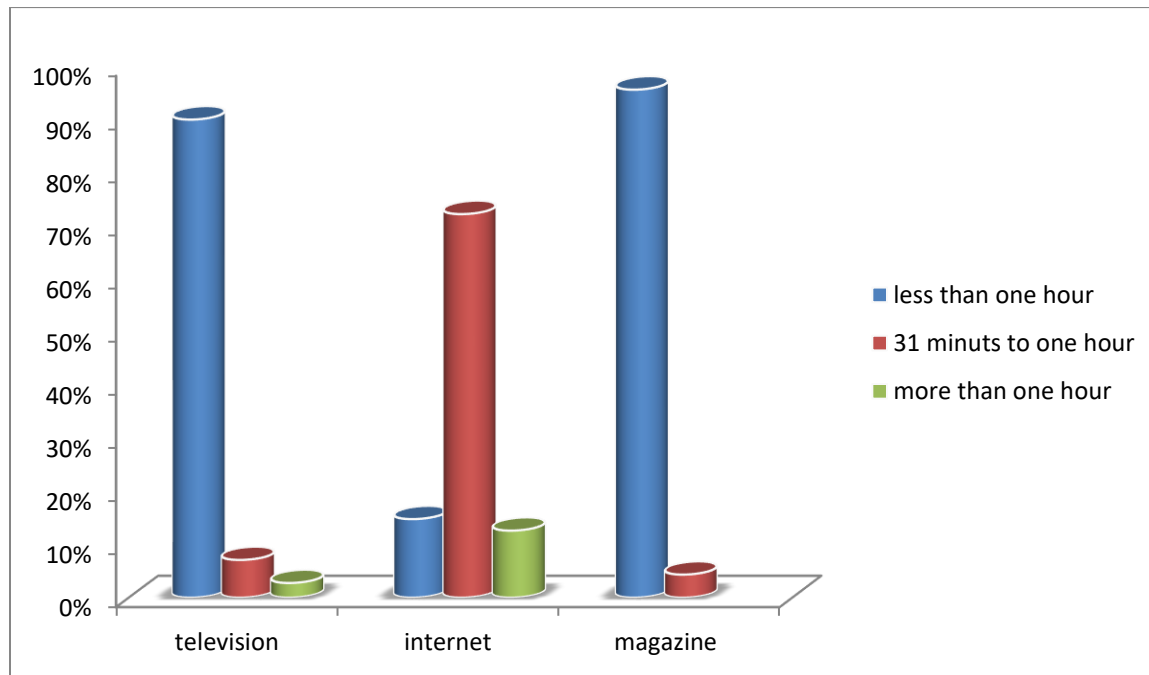
Above tables shows the numbers of people who are aware of celebrities endorsement. All respondents are aware of celebrity's endorsement. Almost all people are aware of this because this is very common in today's society.

Table no-2.6 Time spending of respondents on following media

Medias	Less than half hour	Half hour to one hour	More than one hour	Total and percentage
Television	162(90%)	13(7.2%)	05(2.8%)	180(100%)
Internet	27(15%)	130(72.3%)	23(12.8%)	180(100%)
Magazine	172(95.6%)	08(40.4%)	————	180(100%)

(SOURCE- primary data)

Figure no-2.6 Time spending of respondents on following media:



The above table shown that out of three Medias (television, internet and magazine) most of the consumers spent their times on either on television or on internet. Most of the consumers spent most of the time on internet because, in the study it came out that 72.3% and 12.2% consumers spent one to or more one hours in internet because, it is easily accessible and cheaper than other Medias and it is also trendy and most of the consumers don't have time for other medias because of their job or academics.

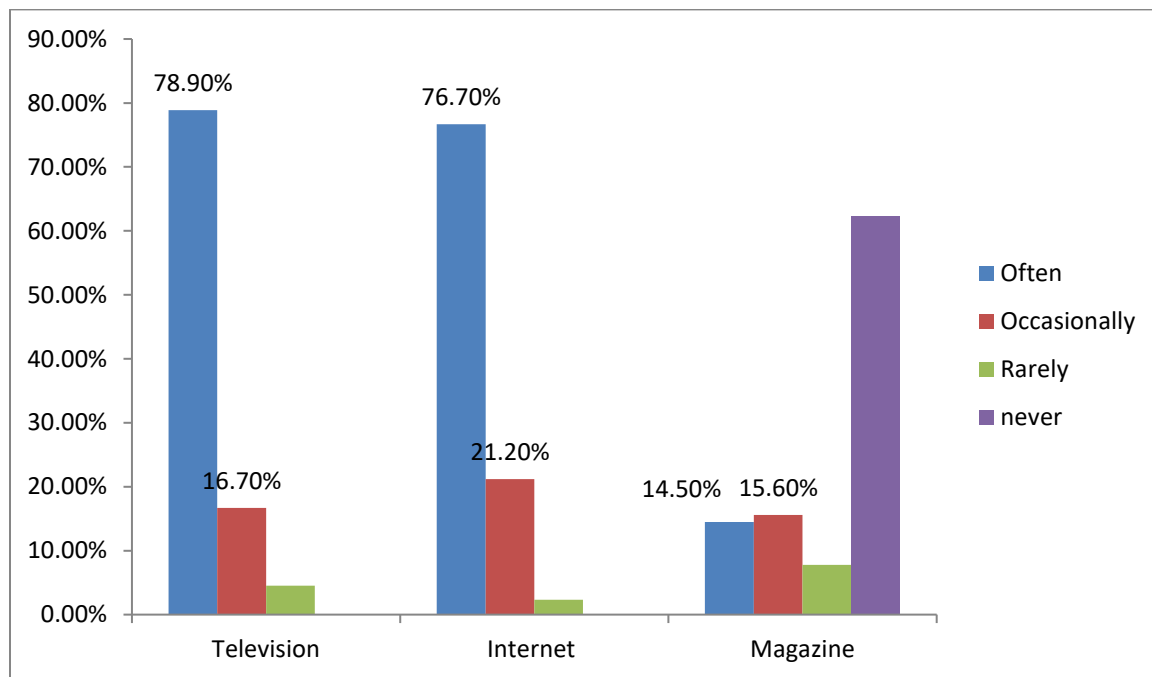
The consumers also spent plenty of time on television also; it is 90% in less than half hour. Magazines don't play an important role when it comes to time spending in endorsement, consumers give very less time on this media; it is zero percent when it comes to more than one

Table no.-2.7 Watching time on following media:

Media	Often	Occasionally	Rarely	Never	Total and percentage
Television	142(78.9%)	30(16.7%)	08(4.5%)	_____	180(100%)
Internet	138(76.7%)	38(21%)	04(2.3%)	_____	180(100%)
Magazine	26(14.5%)	28(15.6%)	14(7.8%)	112(62.3%)	180(100%)

(SOURCE- primary data)

Figure – 2.7 watching time on following media:



From the above table, the result shows that most of the consumers watch advertisement on TV and internet. The percentages are in television 78.9 % (often) and 16.7 % (occasionally) and in internet it is 76.7% (often) and 21.2% (occasionally), this shows that because of easy access and

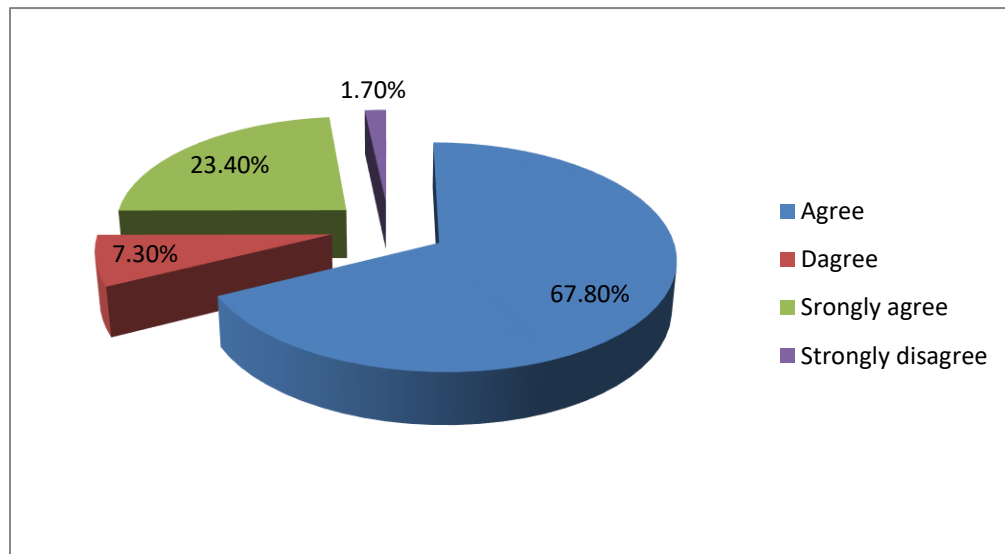
cheaper cost; people like to watch advertisements on TV and internet. Magazine does not play an important role when it comes to advertisements.

Table no-2.8 Celebrity in an advertisement encourages buying the product

	Frequency	Percentage
Agree	122	67.8
Disagree	13	7.3
Strongly agree	42	23.4
Strongly disagree	03	1.4
Total	180	100

(SOURCE- primary data)

Figure-2.8 Celebrity in an advertisement encourages buying the product



Above table shows that 67.8% respondents are agree that the celebrity endorsed advertisement them to buy the product or services. 23.4% respondent think that they are strongly influenced by the celebrity endorsed advertisement when it comes to buying behaviour. 25% of respondents

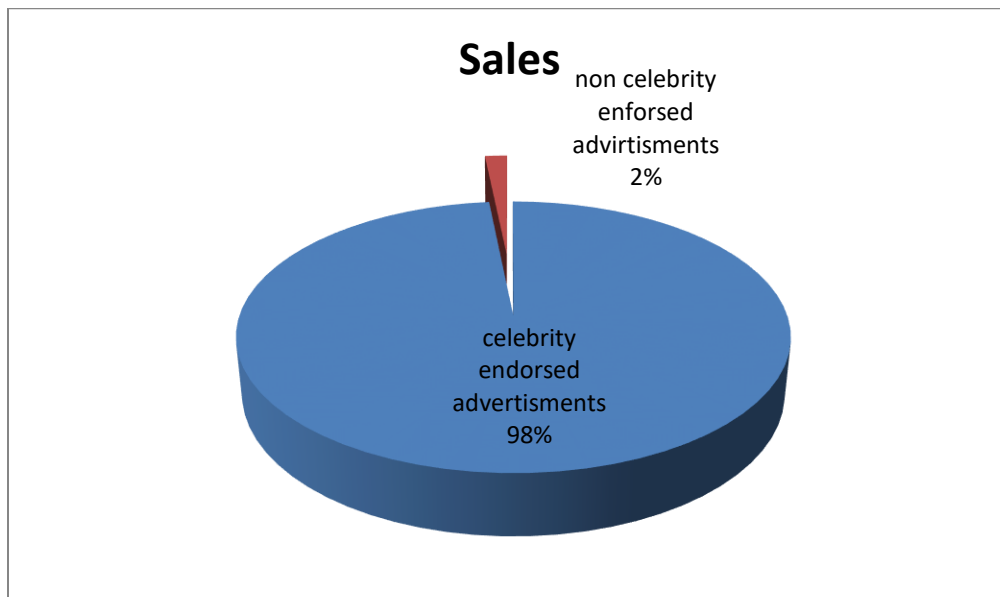
disagree and strongly disagree about celebrity advertisement collectively; they think the advertisements do not have an impact on them.

Table no-2.9 Type of celebrity which attracts them:

	Frequency	Percentage
Celebrity endorsed advertisement	177	98.4
Non celebrity endorsed advertisement	03	1.6
total	180	100

(SOURCE- primary data)

Figure 2.9- Type of celebrity which attracts them:



Above table shows, what type of celebrity advertisement influence the customers' perception? Most customers said that they get influenced by advertisement where the celebrity is famous or

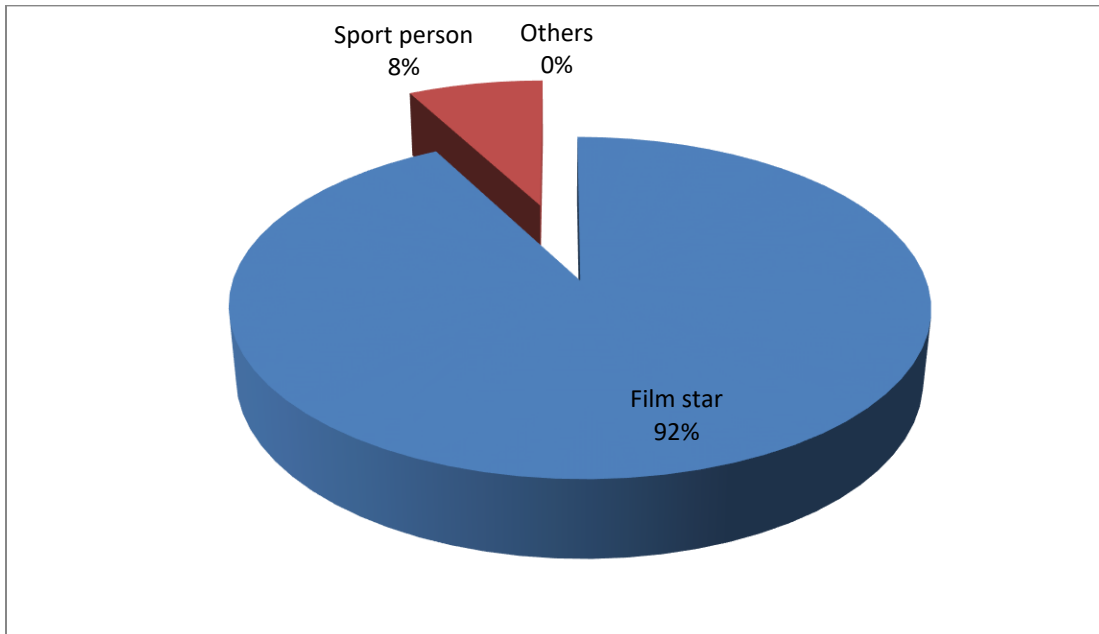
known my peoples. Almost 98.4 percent respondent responds that they like buy product or services which are endorsed by a known or famous celebrity

Table no-2.10 the occupation the celebrities which influence them:

	Frequency	Percentage
Film actor	166	92.3
Sport person	14	7.7
Other	_____	_____
Total	180	100

(SOURCE- primary data)

Figure no-2.10 the occupation the celebrities which influence them:



The result shows that 92.3% of majority of the respondents influenced by film actors, 7.7% respondents influenced by sports person and there are no other type of celebrity which has any influence on the consumers. The film actors have more influence on celebrity because of their films; there so many people who like to watch films rather than sports. In India cricketers have



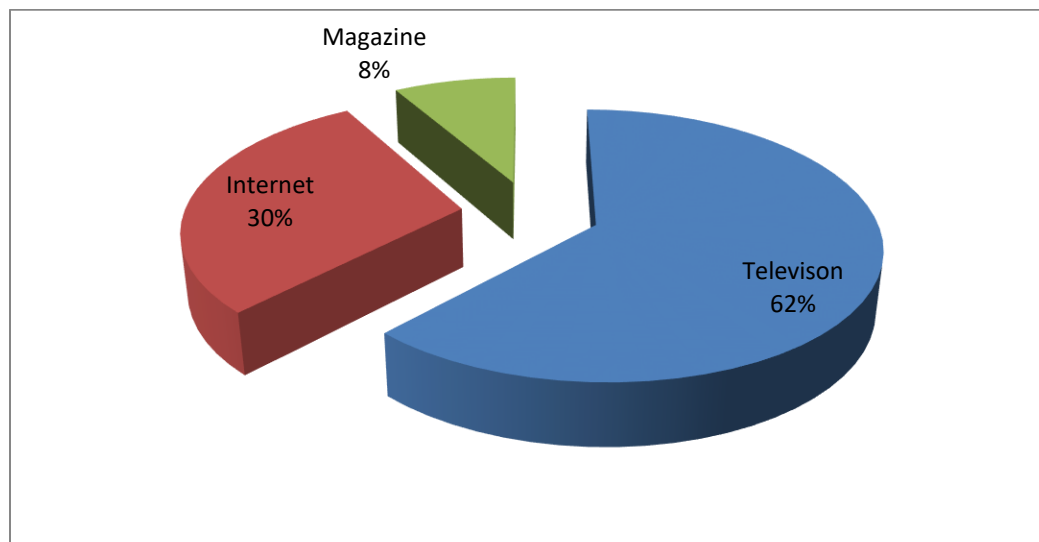
big impact on consumers mind because India is a cricket watching country; people are not interest in any other kinds of sports.

Table no- 2.11 Type of medium which conveys more advertisements:

	Frequency	Percentage
Television	112	62.3
Internet	53	29.5
Magazine	15	8.4
Total	180	100

(SOURCE- primary data)

Figure no- 2.11 Type of medium which conveys more advertisements:



The above table shows that 62.3% consumers believe that television convey the most celebrity endorsements where 29.5% believe that the internet conveys the most celebrity endorsements because it is easy for them to reach to the people via social medias. According to respondents, most magazines convey so much of celebrity endorsement.

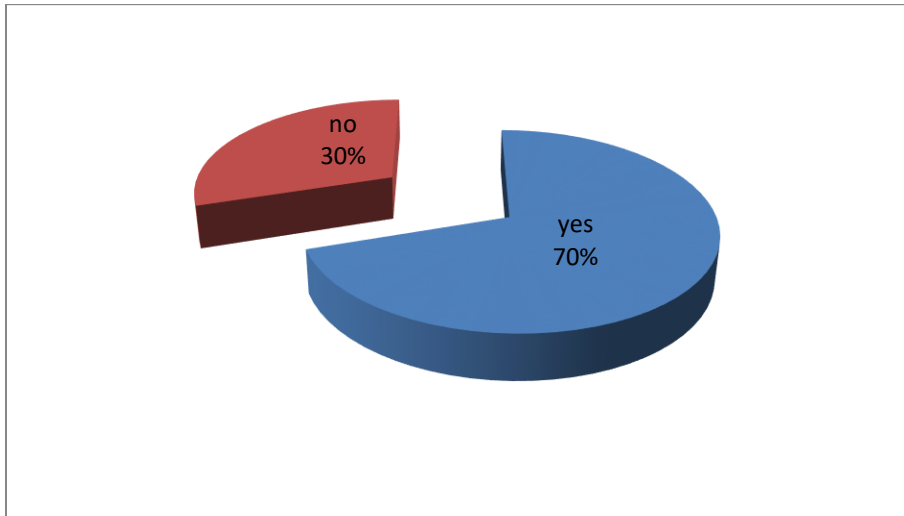
It is 8.4% in terms of convey of celebrity endorsements.

Table no-2.12 Influenced or felt influenced by a celebrity in connection with  
 Certain product:

	Frequency	Percentage
Yes	126	70
No	54	30
Total	180	100

(SOURCE- primary data)

Figure no- 2.12 Influenced or felt influenced by a celebrity in connection with  
 Certain product:



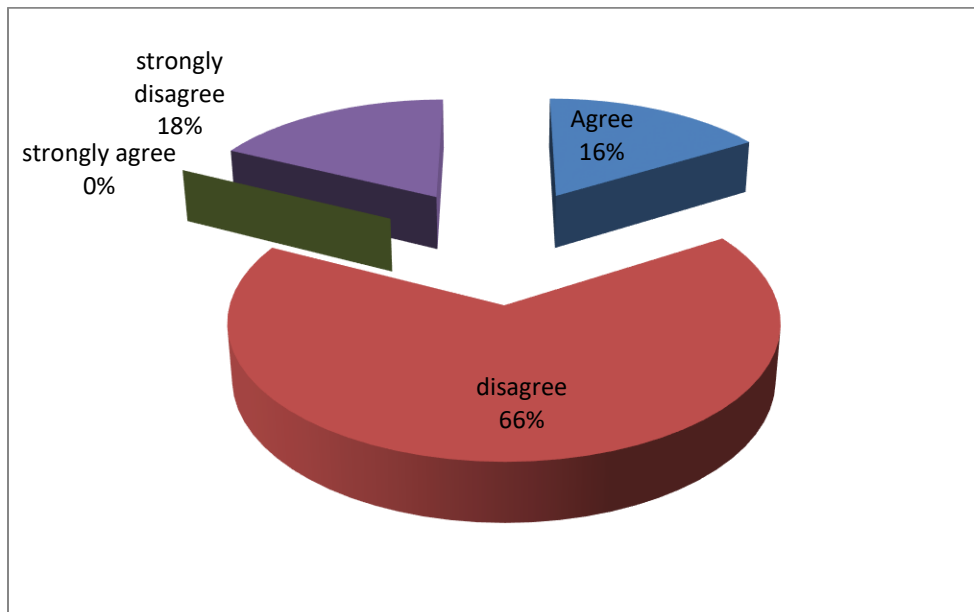
In above table the influence of the celebrities is shown. When they were asked “do you ever influenced by celebrities” 70% of respondent felt that they are influenced by the celebrities to buy certain kind of product and other 30% did not think that they had ever influenced by celebrities to buy certain kind of product; they are conscious whenever they see celebrity endorsement and whenever the purchase something.

Table no-2.13 I purchase product or services because it is endorsed by my favorite celebrity:

	Frequency	Percentage
Agree	29	16.2
Disagree	119	66.2
Strongly agree	_____	_____
Strongly disagree	32	17.6
Total	180	100

(SOURCE- primary data)

Figure no-2.13 I purchase product or services because it is endorsed by my favorite celebrity:



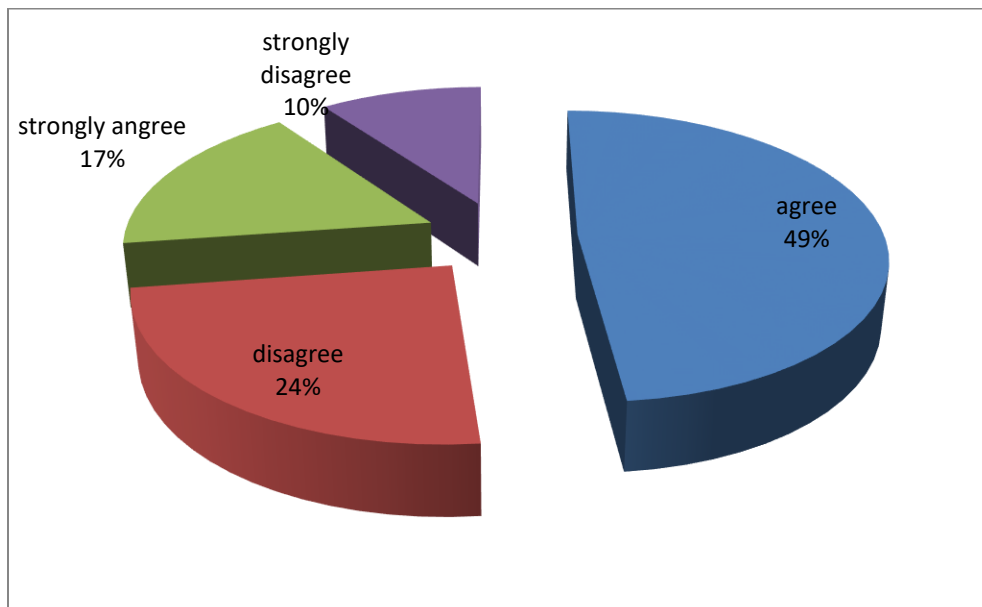
The above table is showing 66.2% people are disagreeing on that, they purchase product or services because it is endorsed by their favorite celebrity. 16.2% people are agreeing that they buy because it is endorsed by their favorite celebrity. There is no one who strongly agrees on this purchase decision; 17.6% people think that they do not buy anything because it is endorsed by someone favorite of them

Table no.-2.14 I buy goods/services because it was positively endorsed by my favorite celebrity.

	frequency	Percentage
Agree	87	48.4
Disagree	42	24.3
Strongly agree	31	17.3
Strongly disagree	20	10
Total	180	100

(SOURCE- primary data)

Figure no.-2.14 I buy goods/services because it was positively endorsed by my favorite celebrity.



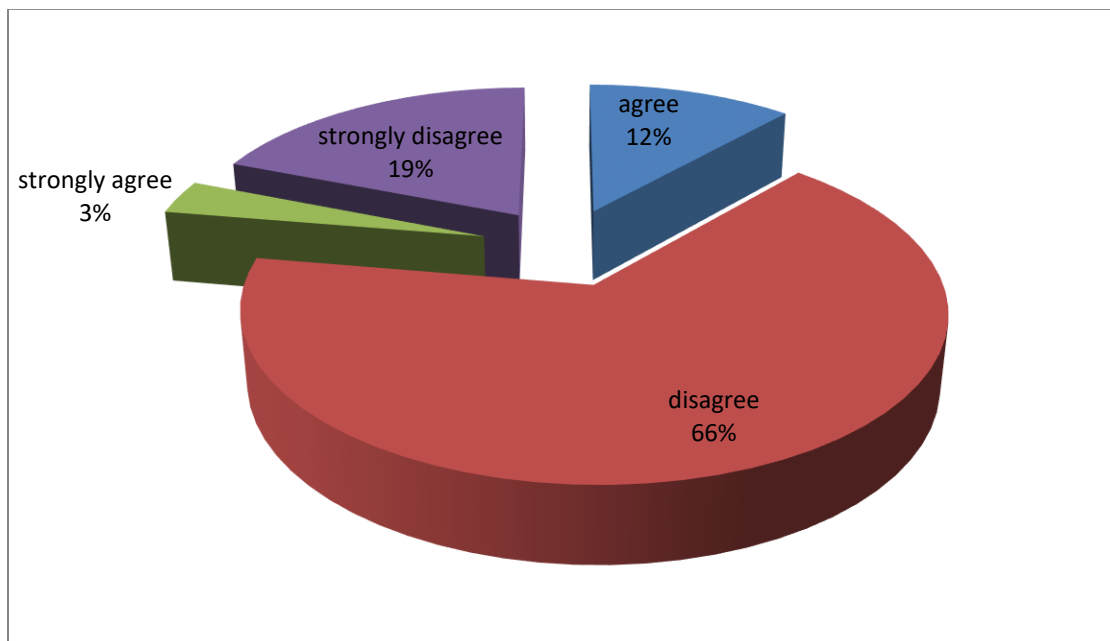
The respondents were asked whether they can trust & buy the product because the Celebrity is positive about the message he/she is giving. The frequency analysis shows that 48.4% and 17.3% respondent thing that they can trust whatever celebrity endorse because they endorse with positivity and they are also positive with the endorsed product. 35.44% people are either disagreeing or strongly disagree that celebrity positively endorses the product or services.

Table no-2.15 I buy product and services endorsed by celebrity because celebrities are attractive.

	Frequency	Percentage
Agree	21	11.6
Disagree	119	66.1
Strongly agree	06	3.4
Strongly disagree	34	19
Total	180	100

(SOURCE- primary data)

Figure no-2.15 I buy product and services endorsed by celebrity because celebrities are attractive.



The respondents were asked whether they buy product because of attractiveness of celebrities. The frequency analysis shows that only 11.6% of the respondents are agreed about the statement and 85.1% of the respondents are either “strongly disagree” or “disagree”. Overall 15% of the respondents “agree” that they buy product because of attractiveness of celebrities. Thus, the celebrity attractiveness does not play an important role to attract customers to buy any celebrity endorsed product/services. Most of the

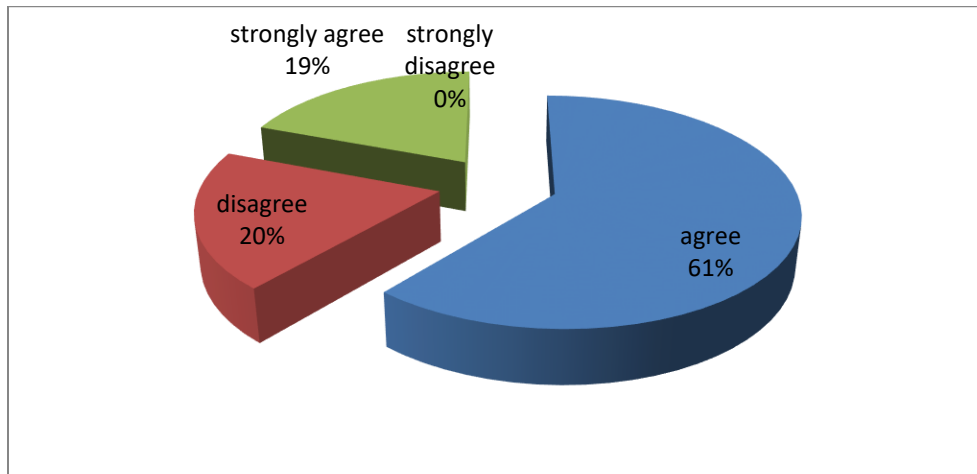
respondents were aware that the attractiveness did not have any relevancy with quality of products or services.

Table no-2.16 I buy the product or service because the celebrity endorsed products are elegant.

	Frequency	Percentage
Agree	111	61.4
Disagree	35	19.5
Strongly agree	34	19.3
Strongly disagree	—	—
Total	180	100

(SOURCE- primary data)

Figure no-2.16 I buy the product or service because the celebrity endorsed products are elegant.



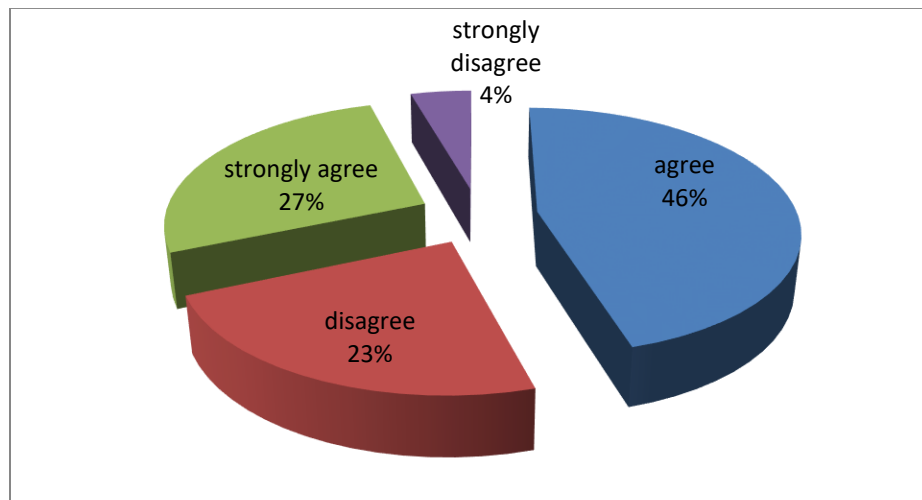
The respondents were asked whether they buy product because celebrity products are elegant. The frequency analysis shows that 61.4% of the respondents are agreed about the statement and 19.5% of the respondents are strongly disagree and 19.3% respondents are strongly agreeing that they buy the products and services endorsed by celebrity because they have the elegance on them. It shows the attractiveness of the celebrities. Thus, it also shows that the celebrities attractiveness have importance when it comes endorsements

Table no-2.17 I buy the products and services because the celebrity gives meaning to the products

	Frequency	Percentage
Agree	83	46.1
Disagree	42	23.4
Strongly agree	49	27.3
Strongly disagree	08	4.5
Total	120	100

(SOURCE- primary data)

Figure no-2.17 I buy the products and services because the celebrity gives meaning to the products



The respondents were asked whether they buy the product or service because the celebrity endorsed product gives some meaning to the product. 46.1% of the respondents think that statement is true and also agree on and 27.9% of the respondents are either “strongly disagree” or “disagree”. Overall 73.5% of the respondents “agree” that they buy the product or service because the celebrity endorsed product gives some meaning to the product. Thus, it means that the people think that celebrity endorsement create meaning for the products and services.

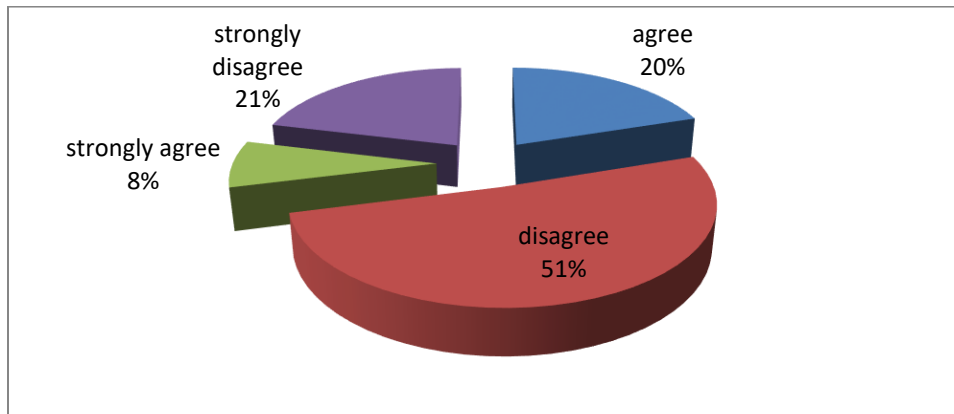
They like to buy something which is endorsed by celebrities because it creates more meaning than any other type of endorsements

Table no-2.18 I buy products and services because celebrities always endorse good product/services

	Frequency	Percentage
Agree	36	20
Disagree	92	51.2
Strongly agree	14	7.8
Strongly disagree	38	21.2
Total	180	100

(SOURCE- primary data)

Figure no-2.18 I buy products and services because celebrities always endorse good product/services



The above table shows whether respondents believe the celebrity endorses good products or not, 51% of respondents disagree with the statement, whereas overall 28% think that celebrities endorse good products/services. And, the remaining 21% totally disagree that celebrities endorse good products and services.

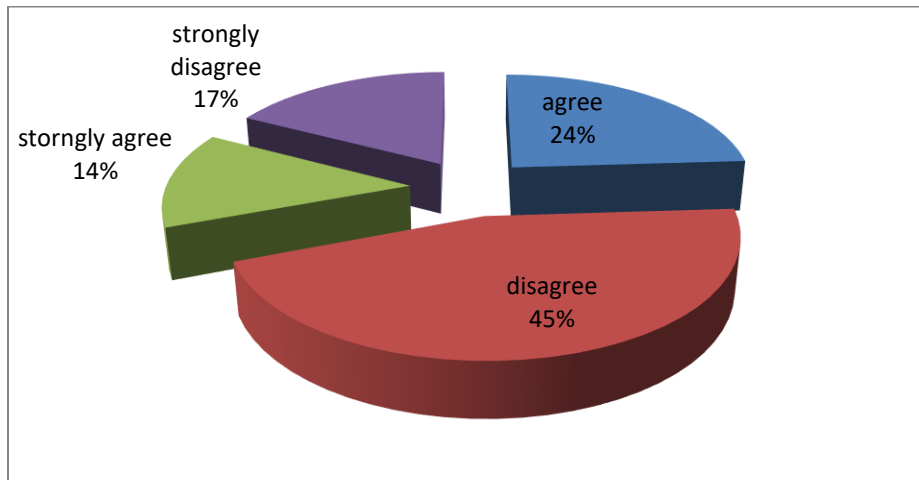


Table no-2.19 I trust & buy the product because the celebrity is honest about the message He/she is giving:

	Frequency	Percentage
Agree	43	23.9
Disagree	81	45
Strongly agree	24	13.4
Strongly disagree	31	17.2
Total	180	100

(SOURCE- primary data)

Figure no-2.19 I trust & buy the product because the celebrity is honest about the message He/she is giving:



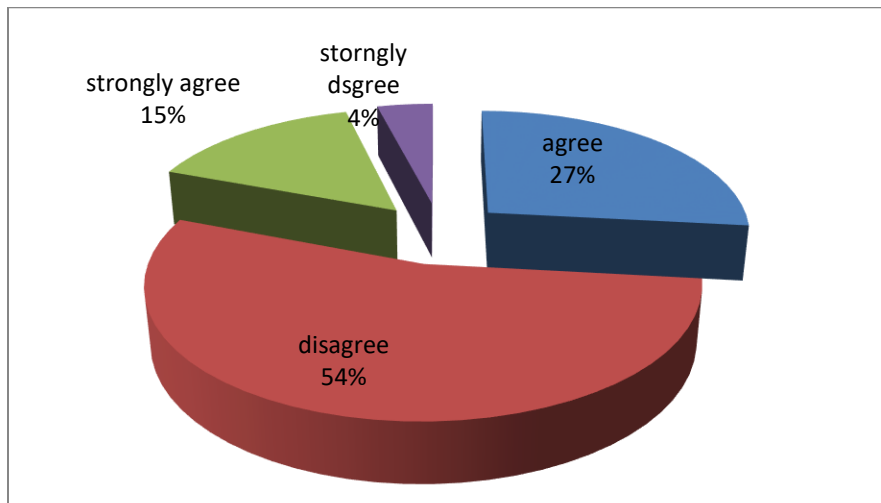
The respondents were asked whether they can trust & buy the product because the celebrity is honest about the message he/she is giving. The frequency analysis shows that only 23.9% of the respondents are agree about the statement and 62.2% of the respondents are either “strongly disagree” or “disagree”. Overall 40% of the respondents “agree” that they can trust & buy the product because the celebrity is honest about the message he/she is giving.

Table no-2.20 I trust and buy celebrity endorsed product and services because celebrities have some duty towards society and they would never endorse any bad product.

	Frequency	Percentage
Agree	48	26.7
Disagree	97	54
Strongly agree	28	15.3
Strongly disagree	07	4
Total	180	100

(SOURCE- primary data)

Figure no-2.20 I trust and buy celebrity endorsed product and services because celebrities have some duty towards society and they would never endorse any bad product.



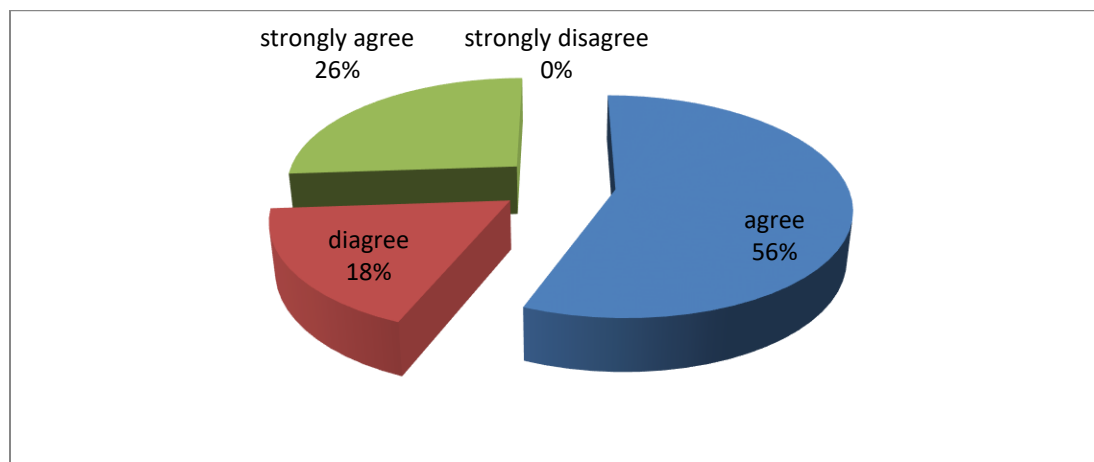
The respondents were asked, do they buy celebrity endorsed product or services because celebrities have some duty towards society and they would never endorse any bad product. It shows that only 27% people are agreeing about the above statement; overall 58% respondents do not buy and think that celebrities have some duty towards society and they would never endorse any bad product. This also shows the trustworthiness of the customers towards celebrities

Table no-21 whatever celebrities endorse has durability and quality:

	Frequency	Percentage
Agree	101	56.1
Disagree	32	17.8
Strongly agree	47	26.1
Strongly disagree	—	—
Total	180	100

(SOURCE- primary data)

Figure no-21 whatever celebrities endorse has durability and quality:

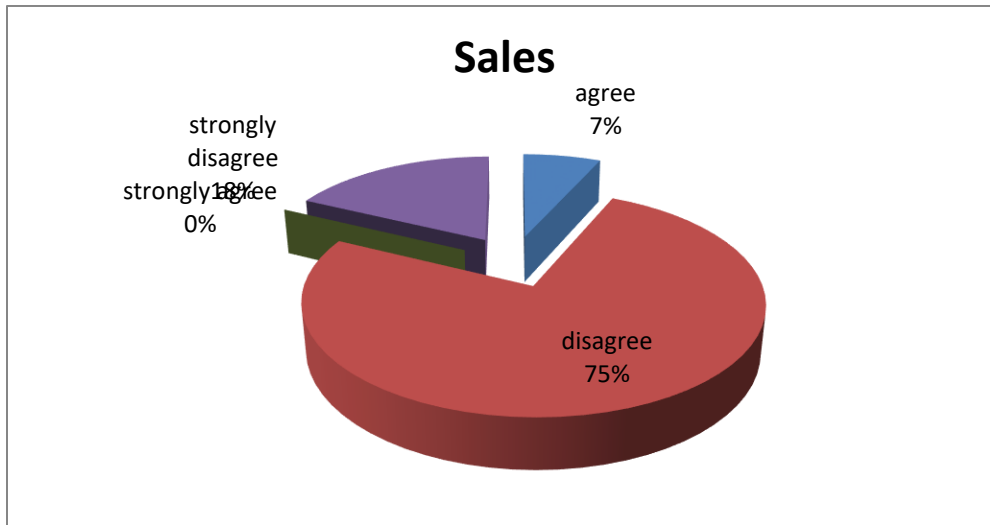


The respondents were asked “do you think celebrities endorse products have durability and quality?” The 56.1% and 26.1% respondents agree and strongly agree that whatever celebrities endorse has durability and quality. Almost 17.8% respondent think that the celebrities endorse products don't have much quality and durability.

Table no.-2.22 celebrity does research before endorsing product/services

	Frequency	Percentage
Agree	12	6.7
Disagree	136	75.5
Strongly agree	–	–
Strongly disagree	32	17.8
Total	180	100

(SOURCE- primary data)



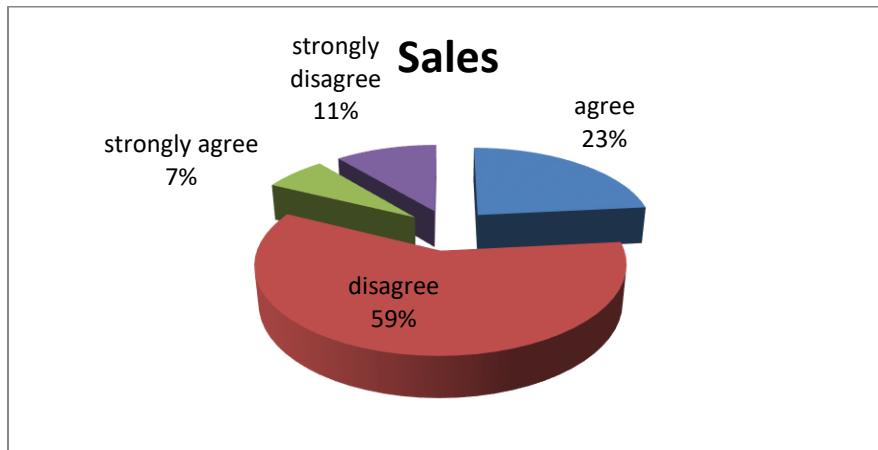
Above table shows the perception of celebrity whether the celebrity do the research about the product which they are going to endorse and also the attribute of the celebrity about the same statement which is related to the expertise of celebrity. The frequencies show that almost 93.3% either disagree on the statement or strongly disagree on the statement; there is only 6.7% agree respondents about the above statement.

Table no-2.23 I buy products and services because the celebrity has enough expertise of endorsing any product or services:

	Frequency	Percentage
Agree	42	23.4
Disagree	106	58.9
Strongly agree	12	6.7
Strongly disagree	20	11
Total	180	100

(SOURCE- primary data)

Figure no-2.24 I buy products and services because the celebrity has enough expertise of endorsing any product or services:



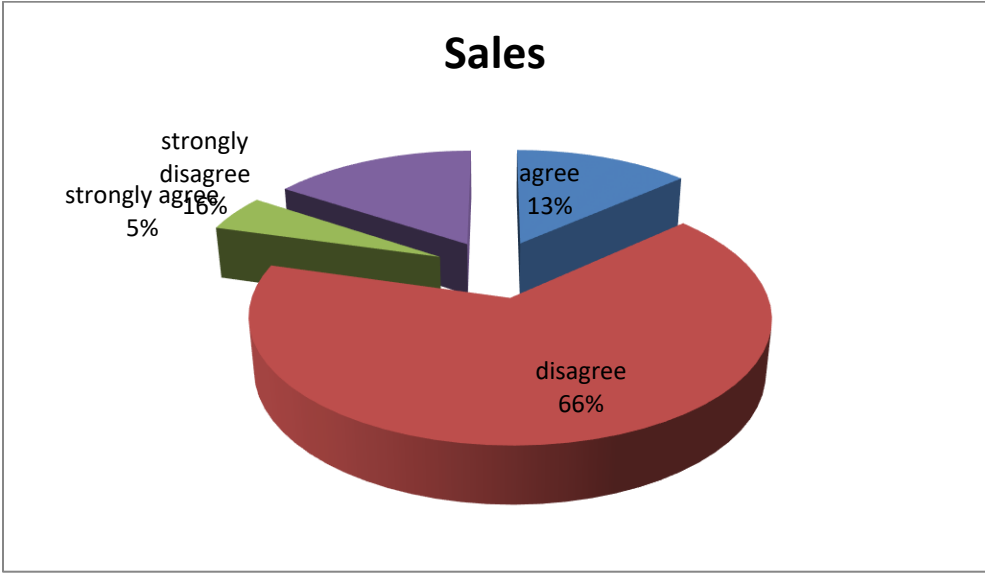
The respondents were asked whether they buy the product because the celebrity has enough expertise of the product he/she endorsed. From the above frequency 69.9% of the respondents are either strongly disagree or “disagree. Overall 30.1% of the respondents agree that they buy the product because the celebrity has enough expertise of the product he/she endorsed. Most of the respondents do not think that celebrities’ expertise has any impact on their endorsed products or service

Table no.-2.24 I buy the product because the celebrity has enough knowledge of the product he/she endorsed.

	Frequency	Percentage
Agree	24	13.4
Disagree	119	66
Strongly agree	9	5
Strongly disagree	28	15.6
Total	180	100

(SOURCE- primary data)

Figure no.-2.24 I buy the product because the celebrity has enough knowledge of the product he/she endorsed.



The respondents were asked whether they buy the product because the celebrity has enough knowledge of the product he/she endorsed. 81.6% of the respondents are either strongly disagree or disagree. Overall 18.4% of the respondents “agree” that they buy the product because the celebrity has enough knowledge of the product he/she endorsed.

Majority of respondent believe that whatever a celebrity endorsed, he does not have much knowledge about that product or the service; very small no of respondent believe that the celebrities gather plenty of knowledge about the product or service before endorsing it.

# CHAPTER 3: FINDINGS, SUGGESTIONS AND CONCLUSIONS



# FINDINGS, SUGGESTIONS AND CONCLUSIONS

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This chapter articulates the main outcomes of the research project, examining the extent to which the objectives are met and contribution to the existing literature on celebrity endorsements. This chapter provides the reader with clear justification of the results and direct answers to the research questions. The results will be discussed and compared with the existing empirical research available and directions for the further study are suggested.

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## 3.1 Findings

On the basis of the various responses given by respondents, many findings were concluded. These are the following.

- Out of 180 respondents 93(51.6%) are male and remaining 87(48.4%) are female. In this study numbers of male respondents are more than female respondents.
- Out of 180 respondents 49(27.2%) respondents are between 18-20, 70(40.5%) between 21-23, 34(18.8%) are between 24-26 and other 24(13.3%) respondents are more 23 of age. This shows that most of the respondents are coming from 21-23 of age.
- Out of 180 respondents, there are no respondents from primary educations. 33(18.4%) respondents are from secondary educations, 110(61.3%) respondents are graduated and remaining 37 which is 20.3% are post graduate. It shows that most of the Respondents have completed their graduations.
- Out of 180 respondents 118(65.6%) respondents are students, 09(5%) are doing businesses, 24(13.4%) are service people and remaining respondents are from different background. It shows that most of respondents are students.
- Out of 180 respondents, all 180 respondents which are 100% are aware of celebrity endorsements. It shows that celebrity endorsements are very known thing to the people.

- When it comes to time spent on given media (television, internet, magazine), the almost 90% of respondent spent only less than half hour, this happens because of most of the respondent are coming from 21-23 years of age; 72.30% respondents spent more than half hour when it comes to internet. There are only 4.40% respondents when it comes to spending time on magazine. Most of the respondents happen to spend most time on television and internet because these two are easily accessible and cheaper than any other media.
- When it comes to how many times the respondents watch advertisement on given media, almost 78.9% respondents spend most of their time on television, 76.7% respondents spend their time on internet and only 14.4% respondents spend their time on magazine. It shows that of the respondents like to spend their time watching advertisements on either on TV or on internet. This is also happening because most of the respondents are student for which they follow the new trend of internet.
- Out of 180 respondents 164(91.20%) respondents think that celebrity endorsement encourages them to buy products and services where as 16(8.80%) respondents do not think the same.
- Out of 180 respondents 177(98.4%) believe that celebrity endorsed advertisements attract them more; 03(1.6%) do believe the same. Most people think this because most of the consumers unconsciously always buy products which are endorsed by any celebrity.
- Out of 180 respondents 166(92.30%) respondents think that film actors endorsements influence them to buy any kind of product; 14(7.70%) respondents think they are influence by sport person endorsements to buy something. This happening because India is a film watching country and when it comes to sport most of the people only watch cricket.
- Out of 180 respondents 112(62.30%) think that television convey more celebrity endorsements, 53(29.50%) think that internet convey the more advertisements and remaining 15(15.80%) think that magazine convey more celebrity advertisements.
- Out of 180 respondents 126(80%) think that they have been influenced by celebrity with certain type of product; remaining 54(30%) do not influenced with same.

- Almost 151(83.8%) respondents out of 180 sample either disagree or strongly disagree that they buy product or services because it is endorsed by their favorite celebrity; remaining 16.20 %( 29) respondents agree on the statements.
- Out of 180 respondents 118(65.70%) respondents either strongly agree or strongly agree about that they buy certain type of product because it is positively endorsed by the celebrity; other 62(34.30%) do not think the same.
- Out of 180 respondents 153(85.10%) respondents do think that celebrity attractiveness influence them to buy any product or services which are endorsed by them and 27(15%) agree that their attractive influence them.
- Out of 180 respondents 132(73.40%) respondent think that celebrity endorsed products and services have meaning; 50(27.90%) do not believe the same. This also shows that most of the respondents think that celebrities have meaningful attributes and it also shows the trustworthiness of the celebrity.
- Out of 180 respondents 130(72.2%) think celebrity do not always endorse good product or services where 50(27.8%) think they do so. This show the negative trustworthiness of respondents.
- Almost 67(37.30%) agree that the products or service the celebrity endorse, he is honest about the message he is giving in that advertisement and 112(62.20%) respondents do not agree on the same. This also shows that the consumers do not believe that the celebrity give trustful message in his/her advertisements.
- Almost 148(82.20%) respondents think that celebrity endorsed products/services are durable have qualities where as 32(17.8%) think that do not have durability and quality. This is also showing the positive trustworthiness of the customers towards celebrities endorsed products/services.
- Almost 93.30% respondents of 180 samples do not agree that celebrity do research before endorsing any product or services where as 6.70% of 180 samples believe that they do plenty of research. This shows that the consumers do don't think that the celebrity uses his expertise when it comes to endorsing any product/services.
- Almost 69.9% of 180 respondents disagree that a celebrity has enough expertise to endorse any product or services where as 30.10% believe that they have the enough

expertise. This shows the expertise (attribute) of the celebrities; it shows that expertise has no relevancy with the endorsements.

- Out of 180 respondents 147(81.60%) do not agree that the celebrity has any kind of knowledge before he endorse it or even after endorsing where as 33(18.4%) respondents agree that they have enough knowledge about the product or service which they endorse. This shows that the celebrity expertise in terms of knowledge does not play any important role when it comes to endorsing any product or services.

### **3.2. Suggestions**

- The marketer should identify the target customer for the product and the age of the customer. The perception of the customer regarding celebrity physical attraction varies with the age of the customer. If the target market is the students, the marketer should give more importance to celebrity characteristics when selecting a celebrity endorser, as the students have a greater exposure to celebrities than the others, watch Television advertisements and movies more often and hence are more familiar with the celebrities.
- The marketers should selected the film stars for their advertisements because, the film stars are very known to the consumers and when it comes to the sports person the marketers should select only those sports people who are very known to people.
- The marketer must be ensured that a celebrity with a high attention gaining potential is selected if the target customers' age is between 21-25, because, this age-group is particularly influenced by persons capable of capturing the attention of viewers during the advertisement.
- The marketer should attach more importance to the celebrity's characteristics. If the marketer selects a celebrity with a high degree of Physical Attractiveness, Trustworthiness, Expertise, Meaningfulness and Likeability, the customer is certain to have a positive opinion of the celebrity and the purchase intention created by the celebrity will also be high
- The marketer should choose a celebrity with clean public image, as otherwise it will affect the brand image of the marketer and of the product/service.

### **3.3. Conclusion**

The study examined and explored the current state of consumers' perception about celebrity endorsements. Research outcomes reveal extremely high degree of familiarity across all respondents. Results reveal that 21-26 year age of consumers find celebrity endorsements more attractive. Further, on the basis of attractiveness people find actors and actresses from bollywood and films more influential as endorsers. Results reveal that using a celebrity in an advertisement increases the recognition and recall rate of the endorsed product. Overall the people do not believe that celebrity endorsements are more attractive, and effective at influencing their purchase decision. Interestingly, people know and agree that celebrities don't really use the products endorsed by them. Even though, celebrity endorsements have a very positive effect on consumers' perceptions and attitudes towards the endorsed product.

The positive relationship of different celebrity attributes and buying behaviour of the consumer demonstrates the effectiveness of celebrities as successful endorsers. Although some attributes are very effective at influencing purchase intention of consumers some are relatively low or moderate. For instance, "trustworthiness" of the celebrity has the highest impact on buying behaviour whereas expertise of the celebrity has least impact on buying behaviour of the consumers. Controversially, in a separate test people ranked "expertise" to the most important attributes likely to impact their purchase decision. Accordingly the other attributes were ranked as trustworthiness, attractiveness, likeability, and meaningfulness. This shows that there is a difference between what Indian consumers actually do and think. It is also crucial to keep in mind that selection of a celebrity endorser should not only be done over the two most important attributes but also consider the remaining as a priority, since these may strengthen the impact of a celebrity over purchase intention. Overall it can be said that the different attributes of the celebrities positively affect consumer purchase intentions.



# ANNEXURE



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# Interview schedule

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Dear respondents

I Apoorva Jyoti Hazarika, student of m.com 3rd semesters in K.CDas Commerce College under Gauhati University, conduct a survey on the topic “A study on celebrity endorsement and its effect on buying behaviour of consumers” so I request you to spend some of your valuable few minutes and help me to fill this interview schedule. Your sincere and true reply will help us to understand the topic in detail and provide true result of the study.

1. Name \_\_\_\_\_ (optional)

2. Gender

Male

Female

3. Age

18-20

21-23

24-26

27-30

4. Educational qualification

Primary education

Secondary education

Graduation

Post graduation

5. Occupations

Student

Business person

Service person

Other

6. Are you aware about celebrities' endorsements advertisements?

Yes

No

7. How much time do you spent daily towards the following Medias?

Media	Less than 30 hour	Minutes 31 Minutes to 1	More than 1 hour
Television			
Internet			
Magazines			

8. How many times do you watch advertisements on following media?

Media	Often	Occasionally	Rarely	Never
Television				
Internet				
Magazines				

9. Celebrity in an advertisement encourages buying the product.

Agree

Disagree

Strongly agree

Strongly disagree

10. What does attract you more?

Celebrity endorsed advertisement

Non Celebrity endorsement advertisements

11. From the given options please select the type of celebrity which influences you to buy and consume a product or service.

Film actors

Sports person

Others

12. Which of the following medium do you think is more likely to convey Celebrity endorsement advertisements?

Television

Internet

Magazines

13. Have you been influenced or felt influenced by a celebrity in connection with a certain product?

Yes

No

14. I purchase product or services because it is endorsed by my favorite celebrity.

Agree

Disagree

Strongly agree

Strongly disagree

15. I buy goods/services because it was positively endorsed by my favorite celebrity.

Agree

Disagree

Strongly agree

Strongly disagree

16. I buy product and services endorsed by celebrity because celebrities are attractive (physical appearance).

Agree

Disagree

Strongly agree

Strongly disagree

17. I buy the product or service because the celebrity endorsed products are elegant.

Agree

Disagree

Strongly agree

Strongly disagree

18. I buy the products and services because the celebrity gives meaning to the products.

Agree

Disagree

Strongly agree

Strongly disagree

19. I buy products and services because celebrities always endure good product/services.

Agree

Disagree

Strongly agree

Strongly disagree

20. I trust & buy the product because the celebrity is honest about the message

He/she is giving.

Agree

Disagree

Strongly agree

Strongly disagree

21. I trust and buy celebrity endorsed product and services because celebrities have some duty towards society and they would never endorse any bad product.

Agree

Disagree

Strongly agree

Strongly disagree

22. Whatever celebrities endorse has durability and quality.

Agree

Disagree

Strongly agree

Strongly disagree

23. I buy products and services endorsed by celebrity because before endorsing any product or services the celebrities do plenty of research about the product or services which they are going to endorse.

Agree

Disagree

Strongly agree

Strongly disagree

24. I buy products and services because the celebrity has enough expertise of endorsing any product or services.

Agree

Disagree

Strongly agree

Strongly disagree

25. I buy the product because the celebrity has enough knowledge of the product he/she endorsed.

Agree

Disagree

Strongly agree

Strongly disagree