



# Influence Of Personality Traits Of Celebrities On Buying Decision Of Cosmetic Products: An Empirical Study

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## ARTICLE INFO

## ABSTRACT

**Background:** Advertising is a crucial communication tool that aids in the sale of products. Different types of products can be advertised through a variety of advertising tools and strategies. Celebrity endorsements have been identified as the most effective means of advertising cosmetic products. This empirical study aims to analyze the influence of personality traits of celebrity endorsers on consumers buyer decision of cosmetic products.

**Objectives:** The present research attempts to identify the different personality traits of celebrities' endorsers which influence the buying decision of college going female students of Silchar town of Assam and to compare the influence of select personality traits of celebrities endorsing cosmetic products on the basis of select personal variables of respondents.

**Methodology:** Data has been collected using Convenience sampling technique from 340 female students of four government funded degree colleges located in Silchar Town, and analysed using statistical tools, such as, Mean, Standard Deviation and Kruskal Wallis Test.

**Key Findings:** The personality traits of celebrity endorsers have a significance influence on buying decision of young college going female consumers. The young consumers believed that using celebrities for advertising cosmetic products helps them to recall and remember the brand, which leads to future purchase decision.

**Implications:** The findings of the present study propose that to endorse beauty and cosmetic products the marketers should hire celebrities who are perceived as expertise and trustworthy in the eyes of its consumers.

**Keywords:** Advertising, Celebrity Endorsement, Expertise, Marketing, Trustworthiness

## Introduction

India's fast-growing economy is attracting foreign brands to the country (Rastogi and Parashar, 2018). The country has been the destination of business for many foreign brands for a considerable amount of time, and new brands are putting their effort to enter the market (Gupta Choudhury, 2020). Reaching the targeted audience in India demands a substantial marketing investment (Rastogi and Parashar, 2018). Therefore, the changing business environment has encouraged marketers to use different marketing strategies to accomplished their organizational goals (Adzharuddin and Salvation, 2020). Celebrity endorsement is one of the most commonly used marketing strategies adopted by different companies to achieved their marketing goals (Lee and Thorson, 2008). Celebrities are well-known personalities who possess some unique traits like attractiveness, trustworthiness, and expertise (Khanam and Hossain, 2022). Employing celebrities in advertising have a greater chance of positively influence consumers attitude, brand loyalty, and buying intension (Schlecht, 2003). A number of international brands are looking for new Indian celebrities to advertise their products (Kaabachi et al., 2021). Rather than bringing in top Bollywood and Sport stars, they are opting for social media influencers (such as YouTube stars, Insta stars, Bloggers, Vloggers) to attract Indian Youth (Djafarova and Rushworth, 2017; Choi and Rifon, 2021)). The trend of moving away from traditional A-list celebrities to social media influencers, shows a transition towards faces that can better relate to the young

generation (Djafarova and Bowes 2021). Despite the success of advertising, celebrity endorsement has only sometimes proven to be successful (O'Mahoney and Meenahen, 1997). Up until now, the research on celebrity endorsement has been insufficient and sometimes contradictory (Till and Busler, 2000).

Celebrities are currently paid millions of dollars every year by companies to endorse their products (Agarwal and Wagner, 1995; Baker and Churchhill, 1977). It's always a challenge for marketers to determine the influence of celebrity endorsement on consumers buying intention (Rai et al., 2021). In reality, there are many variables that influence the effectiveness of celebrity endorsement strategy that must be fully considered (Khanam and Hossain, 2022). More research is needed to understand how young consumers perceived celebrity endorsements (Fauzee and Dada, 2021). In previous literature, it has been stated that more than 70% of young consumers are attracted towards celebrities at any point in their lives (Boon and Lomore, 2001). Additionally, young consumers have a tendency to imitate these celebrities' life-styles, including their clothing and physical appearance (Fauzee and Dada, 2021). For this, young college going consumers played a vital role in shaping celebrity marketing (Lee, 2015). Therefore, this research is initiated to analyse the extent of personality traits of celebrities such as Attractiveness, Trustworthiness, and Expertise influences the buying decision of college going female students of four government funded degree colleges in Silchar Town of Assam.

### Objectives of the Study

- To compare the influence of select personality traits of celebrities endorsing cosmetic products in buying decisions of female students under considerations based on their Colleges in Under-Graduation in four government-funded Degree Colleges situated in Silchar Town of South Assam.
- To compare the influence of select personality traits of celebrities endorsing cosmetic products in buying decisions of female students under considerations based on their Streams in Under-Graduation in four government-funded Degree Colleges situated in Silchar Town of South Assam.
- To compare the influence of select personality traits of celebrities endorsing cosmetic products in buying decisions of female students under considerations based on their monthly family earning.

### Hypotheses of the Study

- **H<sub>01</sub>:** Celebrity Personality traits has no influence on buying decision of cosmetic products based on respondents College in Under-graduation.
- **H<sub>02</sub>:** Celebrity Personality traits has no influence on buying decision of cosmetic products based on respondents Stream in Under-graduation.
- **H<sub>03</sub>:** Celebrity Personality traits has no influence on buying decision of cosmetic products based on respondents' monthly family earning.

### Review of Literature

McCracken. G, (1989) concluded that celebrity endorsement is utilized to enhance the products image by transferring the symbolic image from the celebrity to the product. The research also concluded that celebrity endorsement improves brand recall and product awareness. Meksi. G, (2010) concluded that advertising and brands receive more favourable attitudes when non-celebrity spokespersons are involved. Kumar. R, (2014) concluded that individuals are influenced by their culture, social class, membership group, family, personality, etc., and they are driven by cultural and social trends. Zipporah and Mberia, (2014) concluded that celebrity endorsement in advertisements can have a negative impact on the audience, affecting moral, norms and behaviour in society. Most audiences have given up their usual way of living, which is in line with cultural standards and expectations of society at large, and are imitating what celebrities are doing to identify with them. Ibitayo and Tejumaiye, (2015) concluded that consumer buying behaviour does not change significantly due to celebrity endorsements. The main reason for buying the product is the price, name and other factors such as quality, rather than the celebrity featured in the advertisement. Ahmed. Z, (2018) concluded that the positive impact on consumers' buying behaviour towards online shopping is due to domain-specific innovation and shopping orientations. As a result of the recent development of electronic stores has led to consumers showing interest in online shopping. Rachbini. W, (2018) concluded that the presence of celebrities in advertisements aids customers in remembering the brand while shopping. The attractiveness of a celebrity is an essential component of celebrity advertising. Celebrity endorsed products have the potential to acquire greater market share than non-celebrity endorsed products. Chandan. A, (2019) concluded that in order to succeed in a market that is consumer-oriented, a service provider must work as a psychologist to attract customers. By acknowledging the influencing factors, things can be improved and the goal of consumer satisfaction can be achieved. Successful market outcomes can be achieved through the study of consumer buying behaviour. Khan. S, (2020) concluded that consumers are more inclined to purchase a product endorsed by celebrities. The factors that elevate the celebrity's image in consumers' eyes include attractiveness, reliability, credibility and familiarity. Qazzafi. S, (2020) concluded that consumer buying behaviour is influenced by four main factors such as personal, psychological, social and economic factors. Rafique and Zafar, (2020) concluded that if the endorser's physical beauty, compatibility with the product, and credibility all align,

customers will have a better attitude towards endorsed products. Shaji. E, (2020) concluded that celebrity endorsements have a significant influence on consumers' buying intentions. According to the study, trustworthiness is the primary consideration when selecting a celebrity endorser, followed by attractiveness, while expertise does not have significant influence on purchase decisions. Singh and Ahuja, (2023) concluded that celebrity endorsement plays a significant role in boosting consumer purchase intentions. The main criteria for selecting the celebrity are their trustworthiness, attractiveness, and expertise. However, trustworthiness is the most significant factor, followed by attractiveness and expertise.

From the review of existing literature, it has been observed that although the perception-based research work on celebrity endorsement has been undertaken both in India and abroad from different perspectives and covering various aspects, very few research works have been carried out on the personality traits of celebrities promoting cosmetic products. Further, not a single research work has so far been pursued in the states of northeastern region of India on the subject proposed for the present study and as such it may be expected that the proposed work will address this gap and will probably not be pointless to consider the proposed research work as the pioneering work on the subject in the context of northeastern region of India.

### Data Sources and Research Methodology

Descriptive research technique has been selected for the study. A structured questionnaire has been prepared with five-point Likert scale to collect the opinion of the select respondents. A standard sample of 340 female students were selected, which has got an error margin of 5 with a confidence level of 95 percent. Convenience sampling technique, which is a non-probability sampling, is adopted for the study. The study was conducted among the female students enrolled in the under-graduate courses in the four governments funded degree colleges of Silchar Town i.e., Cachar College, Guru Charan College, Radha Madhab College and Women's College. The data was fed into the computational software i.e., MS Excel for preparing master sheet and calculating the Arithmetic Mean and Standard Deviation. SPSS software was used to calculate Kruskal Wallis Test.

**Table 1: Select Personality Traits of Celebrities**

Traits	Authors
Attractiveness	Kaldeen, and Gunapalan (2019), Dimitrov and Kroumpouzou (2023), Araabi, Hickman and McClymont (2022), Britton and Marie (2012)
Trustworthiness	Nelson and Deborah (2017), Singh and Banerjee (2018), Sudradjat and Wahid (2019)
Expertise	Vogel and Viale (2018), Dolan (2017), Singh and Ahuja (2023)

Source: Authors compilation

### Scope of the Study

- The responses of the respondents are derived from their experiences.
- The study is based on the responses of the female students enrolled in the Under-Graduate Courses in the four government funded Colleges situated in Silchar Town of South Assam.

### Result and Discussion

Respondents' personal profiles based on their college in Under-graduation, stream in under-graduation, and monthly family income.

**Table 2: Classification of Respondents College in Under-graduation**

College in Under-graduation	No. of Respondents	Percentage of Respondents
Cachar College	85	25
Guru Charan College	85	25
Radha Madhab College	85	25
Women's College	85	25

Source: Field survey

Table 2 displays that, in terms of respondents' college, approximately 25 % respondents were selected from each college.

**Table 3: Classification of Respondents Stream in Under-graduation**

Stream in Under-graduation	No. of Respondents	Percentage of Respondents
Arts	114	33.53
Commerce	113	33.24
Science	113	33.24

Source: Field survey

Table 3 displays that, in terms of respondents' stream, each stream have approximately 33% respondents.

**Table 4: Classification of Respondents' Monthly Family Income**

Monthly Family Earning (in Rupees)	No. of Respondents	Percentage of Respondents
Up to Rs. 40,000	120	35.29
Rs. 40,001 to Rs. 80,000	208	61.18
Rs.80,001 and above	12	3.53

Source: Field survey

Table 4 displays that, in terms of monthly family income, approximately 61% of the respondents were from the monthly family income group of Rupees 40,001 to Rupees 80,000, Approximately 35% of female students were comes under the monthly earning group of up to Rupees 40, 000, and only 4% of respondents belongs to the monthly family earning group of Rupees 80,001 and above.

The following table delineates the students' perceptions over the influence of personality of celebrities on buying decision of cosmetic products on the basis of the mean scores, standard deviation, Kruskal Wallis Test.

**Table 5: Influence of the Personality Traits of Celebrities in Buying Decision of Cosmetic Products according to Respondents College**

Variables	College								Result of Kurskal Wallis Test	
	Cachar College		Guru Charan College		Radha Madhab College		Women's College			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Chi-square	p-value
Attractiveness	2.94	1.24	3.33	1.15	2.91	1.26	3.53	1.12	12.551	.016
Trustworthiness	2.97	1.11	2.91	1.30	2.90	1.17	3.12	1.18	8.617	.035
Expertise	2.74	1.25	3.12	1.36	2.81	1.42	3.37	1.20	1.148	.765

Source: Field survey

Table 5 displays the respondents' perception, based on their college in Under-Graduation. In this context, the traits 'Attractiveness', 'Trustworthiness' and 'Expertise' influence the buying decisions of female students belong to Women's College are maximum out of the total respondents categorized under four different colleges.

**Table 6: Influence of the Personality Traits of Celebrities in Buying Decision of Cosmetic Products according to Respondents Stream**

Variables	Stream						Result of Kurskal Wallis Test	
	Arts		Commerce		Science			
	Mean	SD	Mean	SD	Mean	SD	Chi-square	p-value
Attractiveness	3.09	1.08	3.20	1.33	3.14	1.29	.652	.719
Trustworthiness	3.17	1.11	2.82	1.14	2.86	1.31	4.341	.114
Expertise	3.16	1.26	2.85	1.37	2.83	1.33	5.705	.058

Source: Field survey

Table 6 displays the respondents' perception, based on their stream in Under-Graduation in four different government-funded degree colleges. In this context, 'Attractiveness' influence the buying decisions of female enrolled in Commerce stream of different colleges is maximum out of the total respondents categorized under three different streams. 'Trustworthiness' and 'Expertise' influences the buying decisions of female students enrolled in Arts stream of different colleges is maximum out of the total respondents categorized under three different streams.

**Table 7: Influence of the Personality Traits of Celebrities in Buying Decision of Cosmetic Products according to Respondents Monthly Family Income**

Variables	Monthly family income						Result of Kurskal Wallis Test	
	Up to Rs. 40,000		Rs. 40,001 to Rs. 80,000		Rs.80,001 and above			
	Mean	SD	Mean	SD	Mean	SD	Chi-square	p-value
Attractiveness	3.11	1.08	3.26	1.33	3.14	1.24	.657	.717
Trustworthiness	3.15	1.14	2.72	1.14	2.83	1.29	4.338	.112
Expertise	3.17	1.27	2.85	1.40	2.83	1.31	5.703	.058

Source: Field survey

Table 7 displays the respondents' perception, based on their monthly family income. In this context, 'Attractiveness' influence the buying decisions of female students belong to the monthly income group of Rs. 40,001 to Rs. 80,000 is maximum out of the total respondents categorized under three different income groups. 'Trustworthiness' and 'Expertise' influences the buying decisions of female belong to the monthly income group of Up to Rs. 40,000 is maximum out of the total respondents categorized under three different monthly income groups.

### Summary of Key Findings

- Attractiveness, Trustworthiness and Expertise of the celebrities' endorsers of cosmetic products have the maximum influence on the respondents enrolled in Women's College.
- The buying decision of female students enrolled in Commerce stream is highly influence by the Attractiveness of the endorsers. Trustworthiness and Expertise of celebrity endorsers have maximum influence on the female students enrolled in Arts stream.
- Attractiveness of celebrity endorsers has maximum influence on the buying decisions of female students belong to the monthly income group of Rs. 40,001 to Rs. 80,000. Whereas, Trustworthiness and Expertise have maximum influence on the buying decisions of female belong to the monthly income group of Up to Rs. 40,000.

### Conclusion

Celebrity endorsement in India has emerged as one of the most common strategies that marketers use to endorse products or brands. While the concept of celebrity advertising has become a global advertising strategy in modern marketing, the limited empirical study on this topic conducted in North-East India motivated the conducting of this study. Thus, the primary objective of the study is to analyses the influence of personality traits of celebrity endorsers on decision of consumers. The study concluded that the personality traits of celebrity endorsers have reasonable influence on female students in their buying decision. Variables such as Attractiveness, Trustworthiness, and Expertise of celebrity endorsers all have a significant influence on the consumers buying decision. Respondents clearly conveyed that they do purchase those products which are endorsed by celebrities. They also believed that employing celebrities in endorsement helps them to recall and remember the brand, which leads to future purchase decision. Therefore, to endorse any cosmetic product the marketer should hire celebrities who have the ability to present the product or convey the message in such a way that can attract the maximum attention of its targeted consumers towards the products and helps in boosting up the sales.

### Managerial Implications

Celebrity endorsements have transformed the nature of advertising in recent years and have become a crucial component of advertising. The marketers can gain a better understanding of consumers reaction towards the product or brand that the celebrity endorses by utilizing these endorsements. The female student's consumer holds the belief that endorsements from celebrities having expertise and trustworthy personality traits have a positive impact on their attitude towards brands. Therefore, the findings of this study propose that marketing agencies should only choose those celebrities who are considered to have high expertise and are trustworthy in the eyes of consumers.

### Limitations of the Research Study

- The research study is based on the perceptions of the female college going students enrolled in some specific courses and hence necessary cautions is adopted while making any kind of generalization from the outcomes of the research study.
- The research study is based the consumer responses and their buying decision which may changes over time. Therefore, what holds true in today's day might not be relevant in the future.
- In this research study, the respondents are young college going female students, so the findings may not be applicable on a general basis.

### Scope for Future Research

In this research study the researcher emphasized only the influence of celebrity personality traits on consumer buying decision. However, future researchers intending to work on this topic should take into consideration other important variables of celebrity endorsement. Additionally, the research study has particularly focused on the influence of attractiveness, trustworthiness, and expertise of celebrity endorsers on consumer buying decision. Therefore, other variables such as celebrity popularity, product quality, price of the product, product match-up, brand image, brand awareness, etc can also be included to ensure the robustness of the research study. Again, the study is restricted within a small geographic area. Therefore, future empirical study on wider geographic area with a greater number of samples could generalize the findings more fruitful.

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