

# A Study On The Impact Of Celebrity Endorsement On Buying Behaviour Of Fashion Consumers” Acknowledgments And Credits

Dr Smita Bagai<sup>1</sup>, B C Anant<sup>2\*</sup>

<sup>1</sup>Professor, Amity School of Fashion Technology, Amity University, Uttar Pradesh, India, Email: sbagai@amity.edu, +91-98109-41801

<sup>2\*</sup>Assistant Professor, School of Commerce and Management Studies, Sandip University, Sijoul, Madhubani, Bihar, Email: bcanantbca@gmail.com, +91-91234-84890

\*Corresponding Author: B C Anant

\*Assistant Professor, School of Commerce and Management Studies, Sandip University, Sijoul, Madhubani, Bihar, Email: bcanantbca@gmail.com, +91-91234-84890

**Citation:** Smita Bagai, B C Anant, et.al (2024) A Study On The Impact Of Celebrity Endorsement On Buying Behaviour Of Fashion Consumers” Acknowledgments And Credits, *Educational Administration: Theory and Practice*, 30(1), 1572-1581  
Doi: 10.53555/kuey.v30i1.6433

## ARTICLE INFO

## ABSTRACT

The intention of this study is to discover and study the impact of celebrity endorsement on Buying Behaviour of Fashion consumers in Delhi- NCR. This study has aimed to uncover the thoughts of Fashion consumers about celebrity endorsement by evaluating the different characteristics of celebrity endorsement with respect to consumer’s buying intents. The study was initiated by reviewing the past literature present on the issue selected. The study also establishes that some aspects of celerity endorsement like gender, attractiveness, credibility, endorser type & multiple celerity endorsement proved to be effective with respect to consumer buying behaviour.

To find out the impact of numerous characteristics of celebrity on consumer buying behaviour quantitative approach is applied. The data is composed from 400 respondents using a structured questionnaire and analyzed by using software SPSS.

At the end the conclusions confirm that the overall impact of celebrity endorsement on Fashion consumer’s buying behaviour is positive.

**Keywords:** Celebrity, Consumer Buying Behaviour, Consumer Preferences, Endorsement, Gender.

## Introduction

Celebrity endorsements have been a powerful advertising strategy for nearly a century. In today’s dynamic market, where social media platforms and digital cable television play a significant role, celebrities and influencers wield substantial influence over consumer decision-making. This research paper delves into the impact of celebrity endorsements on fashion consumers’ buying behaviour. We explore how companies leverage celebrities’ brand value to educate consumers about product quality, assistance, and value, ultimately shaping their purchasing decisions. Our study sheds light on the psychological processes underlying this phenomenon and its implications for brand marketing and influencer strategies. Frequent analyses have been steered on the efficacy of advertising. There have been numerous tools which have been found to be enhancing the effectiveness of advertising; celebrity endorsement is one of the most relevant ones in today’s era of social media.

From the time when its initiation, say from 19th century till now, this stratagem has eventually developed as utmost efficient tool of publicity or marketing a product.

Celebrity endorsements, a time-tested advertising approach, involve attaching a celebrity’s fame to a brand or product. This strategy spans various industries, including fashion, cosmetics, sports, and food. Celebrities, often trend-setters, play a pivotal role in advertising campaigns. India, with its booming movie industry and sports culture, boasts an abundance of celebrities. From reality show stars to revered athletes, these figures are omnipresent in Indian marketing.

As consumers, we are constantly inundated with brands, encountering countless personalities on billboards and television advertisements. It has evolved beyond traditional television commercials. Brands now leverage

print media and social media platforms to reach their audience. Each brand vies for our attention, seeking to inform us about their offerings and product attributes.

This poses a significant challenge for marketers, who must determine how to captivate and retain our interest. To achieve this, many turn to celebrity endorsements (Hussain, 2017).

Advertising has been around for a long time, much extended than most of us recognize. In fact, the earliest advertisement was done using word of mouth. It was most probable prior to documented history. It's difficult to determine when the theory of advertising was put into attempt. Celebrity endorsements are extensively used in the fashion and beauty industries, and fashion brands often collaborate with actors, models, musicians, and influencers to promote their clothing lines; largely fashion industry (King, 2023). Historically, celebrity endorsements thrived on television and print media. However, the digital revolution transformed the game. Instagram, YouTube, Snapchat, Facebook, and TikTok (Tik-Tok is not available in India, the context is global) became virtual runways for celebrity-endorsed products. Brands now collaborate with influencers who resonate with specific target audiences. The challenge lies in maintaining authenticity amidst the noise.

In the vibrant landscape of Indian advertising, celebrities reign supreme. Their faces adorn billboards, television screens, and social media platforms, leaving an indelible mark on consumer psyche. Unlike the United States, where celebrity endorsements constitute a modest 20% of advertisements, India boasts a staggering 50% (Jain, 2021). This prevalence reflects the cultural reverence for film stars, cricketers, and influencers. The celebrity brand value of the top 15 endorsers in India increased by approximately 13% from \$691 million in 2017 to \$782.2 million in 2018 (Basuroy, 2023). This growth showcases the confidence that product brands place in celebrity endorsers. Interestingly, its often that a converse affiliation relating magnitude or attraction of product brand and the validation cost levied. Even brands having adverse perceptions may pay high fees to celebrities to enhance their image and reach a wider audience.

The era of globalization has brought about significant transformations in various industries, including Fashion & Textiles. Businesses in these sectors are continually evolving, adopting innovative ideas to stay competitive in the global market. The impact of globalization on businesses is multifaceted, leading to increased access to labor and jobs, and fostering economic growth (Pros and Cons of Globalization in Business, n.d.) Today, we see distinct types of publicising, such as print, display, and digital. In today's world, we see a variety of advertising types, including print, display, and digital. These forms have evolved over time, adapting to technological advancements and changing consumer behaviours. One notable trend in the advertising strategy of these businesses is the use of celebrity endorsements. Vendors are leveraging the popularity of celebrities to attract the attention of their target market and influence their purchasing behaviour. The concept is that consumers, often aspiring to emulate the lifestyles of their favorite celebrities, are more inclined to purchase and use products endorsed by these celebrities.

This strategy has proven to be effective, as research indicates that consumers find celebrity endorsements more attractive and influential compared to non-celebrity endorsements. Additionally, celebrity endorsements have a positive impact on consumers' purchase intentions (Kofi Osei-Frimpong, 2019).

In this era of globalisation and transformation most businesses including Fashion & textiles are getting progressed with innovative ideas. Similarly, vendors are proposing unique appealing clues for grasping concentration of spectators and probable clients for procurement and redemption of Fashion items. People are attempting to comprehend lives of their valued celebs, thereby governing their behaviour regarding endorsed brand. For example, the emergence of the internet and mobile devices in the 20th century sparked a rapid expansion in digital advertising, and his increased the market share of the brand and ultimately enhances the establishment's productivity. The presence of celebrities has a significant impact on consumers' selection of such brands when they are out shopping. We tend to gravitate towards products or brands that our favorite celebrities use, as it allows us to feel a connection with our admired personalities (Khatri, 2006).

The utilization of celebrities in commercial marketing has evolved into an exceedingly impactful and sought-after strategy for acquiring customer attention and engagement. This phenomenon underscores the influential role that celebrities play in shaping consumer behaviour and brand perception, accepting the datum that prime intention of expending this technique is to get extraordinary brand confession, longing, motivation and pursuit of focus market. *McCracken (1989)* expressed that these highly praised individualities' had amazing effect on the buyer's purchasing conduct that is the reason it turns into the most interesting device of encouraging now daily. Celebrity endorsements have become a ubiquitous feature of modern advertising campaigns across various industries. From fashion and cosmetics to technology and food products, celebrities are often enlisted to lend their star power to endorse and promote brands. This strategy is rooted in the recognition that celebrities possess a unique ability to capture public attention and influence consumer preferences.

### Literature Review

Celebrity endorsements continue to shape consumer behaviour, especially in the fashion industry. As marketers navigate this landscape, understanding the nuances of celebrity influence becomes crucial. By critically evaluating existing literature, we gain insights into effective strategies for leveraging celebrity

endorsements to enhance brand perception and drive consumer engagement. It is considered to be one of the most prevalent promotion method in the Fashion business, which upsurges the incessant attention of consumers as well as companies. Today's establishments are devoting huge asset towards celebrity endorsement by celebrities.

Fashion enterprises use attributes as well as abilities of celebrities to institute a resemblance through outcomes to directly associate with consumers.

This study examines the influence of celebrity endorsements on consumer behaviour in India, emphasizing the role of social media and digital platforms. It underscores the role of celebrities and influencers in shaping consumers' decision-making processes (Dhriti Jain, 2021). Consequently, celebrity endorsement, has become one of the most prevalent advertising approaches for promoting various types of products, services or brands (Biswas, 2009).

Celebrity endorsement has numerous benefits. For occurrence, as stated by Atkin & Block, 1983; Petty, Cacioppo & Schuman, 1983 "a celebrity can appeal new users and even revive a product that has lost market share by creating new interest from customers. Till (1998) has stated that A well-respected celebrity may also enhance brand equity & affect consumers' attitude toward a brand; built brand credibility in a short period of time and position a brand (Lindsey-Mullikin, 2006) and create a distinct personality to the endorsed brand (McCracken, 1989).

According to Roll, celebrity endorser must take the quality that a target audience for that endorsed brand finds appealing. These qualities could be lifestyle or physical appearance or intellectual capabilities. Roll's speech marks celebrity endorsement as something which 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."

Asia-Pacific markets, examines how celebrity endorsements influence consumer purchasing behaviour. It highlights the psychological processes that drive these endorsements and their impact on consumer attitudes and intentions to make a purchase. (Mayank Jha, 2020).

### Objective

The aim here is to develop an understanding of below mentioned objectives:

1. To understand how Celeb advertisings of fashion clothing strongly drives buying intents as patrons encompass personating celebs.

The Fashion industry is evolving and therefore market for Fashion products is flooded with known and unknown labels in offline & online stores, hence it is strategic to do this research with intention to understand Impact of Celebrity Endorsement on Buying Behaviour of Fashion consumers

**A. To examine the influence of celebrity-endorsed fashion advertising on consumer buying intentions:** This objective seeks to understand if and how celebrity endorsements in fashion advertising can shape or drive the buying intentions of consumers. The underlying hypothesis is that consumers may aspire to emulate celebrities, and this could strongly influence their purchasing decisions.

**Null Hypothesis (H01):** There is no significant relationship between celebrity-endorsed fashion advertising and the buying Behaviour of consumers.

**Alternative Hypothesis (Ha1):** There is a significant relationship between celebrity-endorsed fashion advertising and the buying Behaviour of consumers.

**B. To investigate the relationship between the attitudes of fashion consumers and celebrity credibility:** This objective aims to determine if there's a significant relationship between how consumers perceive the credibility of a celebrity and their attitudes towards the fashion products endorsed by them.

**Null Hypothesis (H02):** *There exists no substantial association between the attitudes of fashion consumers & celebrity credibility.*

**Alternative Hypothesis (Ha2):** *There exists a substantial association between the attitudes of fashion consumers & celebrity credibility*

The concept of celebrity endorsement in the fashion industry is based on the premise that celebrities, through their high visibility, can influence consumer Behaviour. Celebrities often have a broad appeal and can reach diverse market segments. Their endorsement of a product can enhance its perceived value, create brand awareness, and potentially influence consumer buying Behaviour. However, the credibility of the celebrity and the perceived fit between the celebrity and the brand are critical factors that can determine the effectiveness of the endorsement. This research aims to empirically test these concepts in the context of the fashion industry.

Findings have exposed that celeb recognition enhances recollection of advertising connections, the appreciation of brand names and help to make commercials more considerable and influential. Findings also shows that, how the alignment between celebrities and brands, along with the level of publicity, impacts consumer behaviour. Variables such as perceptions of the celebrity, brand or product, and purchase intentions are influenced by these endorsement collaborations (Jae Han Jay Min, 2019).

As per the outcomes of several researches it has been found that consumers are strongly influenced by celebrity endorsements

Celebrity endorsement of Fashion brands has been in use since past few decades and as per historical records Charles Worth, widely known as the Father of fashion design, pioneered the idea of Parisian Haute Couture in 19<sup>th</sup> century. He anticipated the significance of connecting celebs to labels, even before anybody acknowledged it. To promote his Fashion house 'La Maison Worth', he involved a high culture woman and from this day forward marked the court trend influencer, Princess Von Metternich, who was the wife of Austria's ambassador to France. This celeb's support and correlation with La Maison Worth supported and made his Maison a celebrated one

The practice of Celebrity endorsements gets initiated by obtaining and reproduction of a gorgeous model's picture in a style publication and ends the same way. Celebrity endorsements play a pivotal role in shaping consumer buying behaviour in the fashion and consumer goods industry. By leveraging the popularity and influence of celebrities, brands can enhance their visibility, shape consumer perceptions, and ultimately drive sales. However, the effectiveness of this strategy hinges on the careful selection of celebrities whose image aligns with the brand's image and appeals to the target demographic.

As such, further research is warranted to explore the nuances of this marketing strategy and its impact on consumer buying behaviour. There is involvement of several factors and possibilities in selecting a celebrity for endorsing a brand.

The world of fashion and consumer goods has been significantly influenced by the phenomenon of celebrity endorsements. This marketing strategy involves the use of a celebrity's popularity and influence to promote and sell products. The effectiveness of this strategy is underpinned by the premise that celebrities, through their high visibility, can influence consumer behaviour and shape purchasing decisions. As per latest study figures, the number of celebrity advertisements has increased tremendously and has been used for all products right from species to High Fashion products. Almost all advertisements feature celebrities now as compared to past years. There has been an upsurge in the usage of celebs for Fashion Label communications has been seen. Swiss Watch Brand RADO used Hrithik Roshan. One of the most prominent examples of this strategy in action is the association of Bollywood superstar Hrithik Roshan with the Swiss watch brand RADO. This partnership, which has spanned over a decade, has significantly boosted the brand's visibility and appeal. Roshan's charismatic persona and his status as a style icon align perfectly with RADO's brand image, making him an ideal choice for the endorsement. Malabar gold & diamonds used Kareena Kapoor, another leading figure in the Indian film industry, has been signed as the brand ambassador for Malabar Gold & Diamonds. Kapoor's association with the brand has successfully fused the allure of traditional Indian wear with contemporary fashion trends. Her endorsement has not only enhanced the brand's visibility but also influenced consumer perceptions and buying behaviour. In the realm of beauty and cosmetics, Alia Bhatt's endorsement of Maybelline New York serves as a noteworthy example. Bhatt, who is known for her youthful charm and trend-setting fashion choices, perfectly embodies the brand's image.

As the brand ambassador, she represents the young, fashionable, decisive, and trend-conscious girl who loves to dress up and wear bold styles. This association has significantly influenced the buying behaviour of the brand's target demographic, Virat Kohli for PUMA & AUDI; his association with PUMA and AUDI stands out. Kohli, who is regarded as one of the best cricketers in the world, began his association with PUMA with a landmark deal valued at a whopping 110 Crores. His athletic prowess and charismatic personality make him an ideal fit for PUMA's brand image. Similarly, his association with AUDI aligns with the brand's image of luxury, performance, and excellence. The process of celebrity endorsement has indeed become a crucial tool in business promotion. It includes harnessing the fame, popularity, and influence of celebrities to elevate the image, appeal, and perception of a brand (Matthes, 2017). These examples emphasize on the significant impact of celebrity endorsements on consumer buying behaviour. Nevertheless, it's notable that success of endorsements be determined by countless elements like credibility of celebrity, fit between celebrity & brand, and the receptiveness of the target audience. Therefore, it's crucial for brands to strategically select celebrities for endorsements to ensure a positive impact on consumer buying behaviour.

This strategy is used across a variety of industries, including fashion, cosmetics, sports, food, and many others (Saxena, 2023).

### **Data Type**

**Primary Data:** For this study, we utilized a self-designed questionnaire to collect primary data. The designed questionnaire was administered to 450 respondents, and we received responses from 399 of them. To achieve a complete sample size of 400, we administered the questionnaire to one additional respondent. Then it was administered on one more respondent to complete 400 sample size

**Secondary data** - Secondary data has been composed from some sources such as research publications in journals, several websites, comprehensive periodicals, advancement & saleable magazines, commercial dailies etc.

**Sample size and sampling design 400 respondents.**

**Period of Study:**

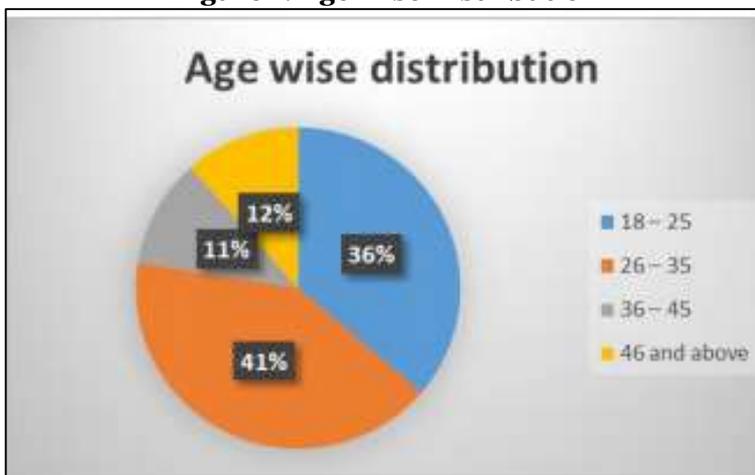
The whole extent of period utilized to collect actual data for the present study was approximately 6 months in several phases, including development of objectives, designing the research, the data set, collecting relevant sources for both Primary and Secondary data, and compilation & reporting of the work.

**Table I: Age-Wise Distribution:**

Age	Number	Percentage
18 – 25	145	36.25
26 – 35	165	41.25
36 – 45	44	11
46 and above	46	11.5
<b>Total:</b>	400	100%

**Table 1** displays age wise distribution of respondents under study. It was found that majority (41 percent) of the respondents belonged to age group 26- 35 years where as 36 percent belonged to 18-25 years’ age group. Only 11 percent were of the age more than 36- 45 years and 12 % over 46 years.

**Figure 1: Age-wise Distribution**



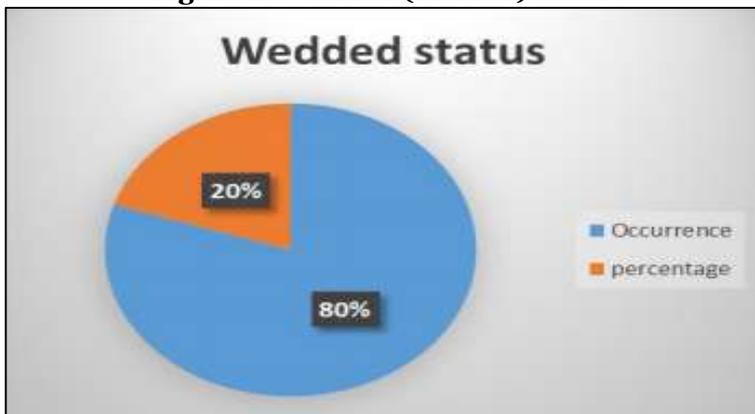
*Figure 1: Demographic Insights of Different Age Group(s) in the Population.*

**Table II: Wedded (Marital) Status:**

Wedded status	Occurrence	Percentage
Wedded	195	48.75
Single	205	51.25
<b>Total</b>	400	100%

**Table 2** shows that 49 percent respondents were found married and 51 percent were unmarried.

**Figure 2: Wedded (Marital) Status**



*Figure 2: Visualization of Marital Status.*

**Table III: Gender Status**

Gender	frequency	Percentage
Male	189	47.25
Female	211	52.75
Total	400	100%

**Table 3** demonstrates that 53% of the respondents to questionnaire were women while 47% were men.

**Figure 3: Gender Status**

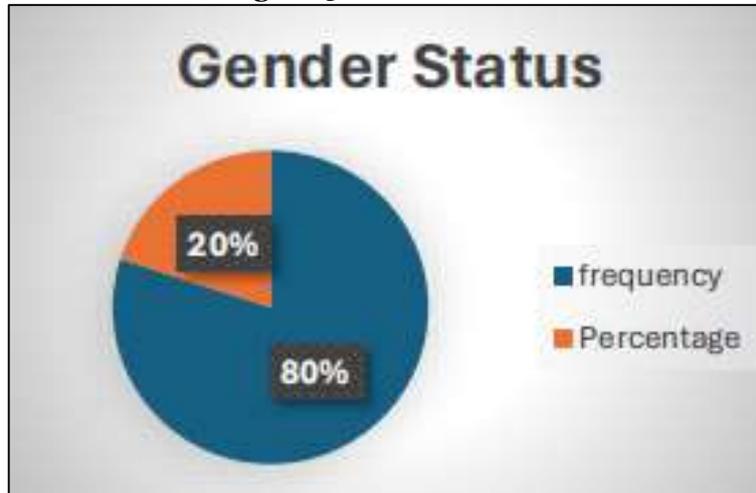


Figure 3: Distribution of Gender Status: A Comparative Analysis of Frequency and Percentage.

**Table IV: Occupation Status:**

Occupation	Frequency	Percentage
Student	60	15
Professional	224	56
Self-Employed	99	24.75
Home-Maker	17	4.25
Total	400	100%

**Table 4** shows that 15% of the respondents are students, 56% professionals, 4.25% are homemakers & 24.75% are self employed

**Figure 4: Occupation**

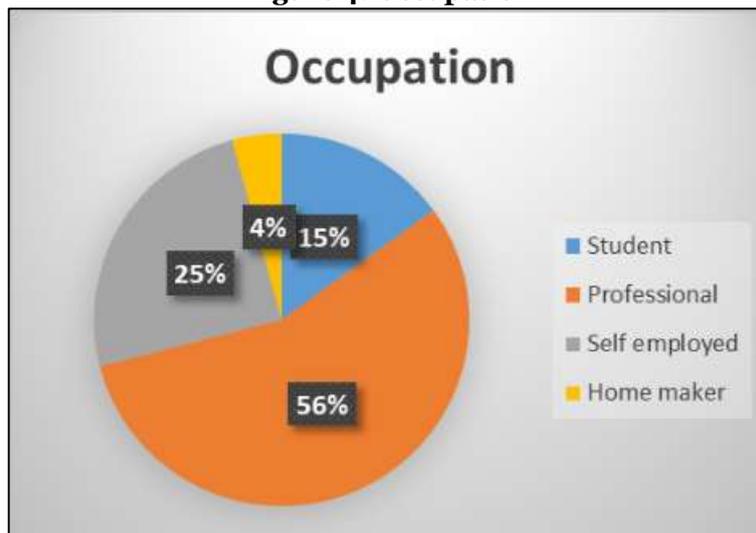


Figure 4: Distribution of Occupational Categories

*H<sub>0i</sub>*: There is no significant relationship between Celeb advertisings of fashion clothing and buying behaviour of consumer.

*H<sub>a1</sub>*: There is a significant relationship between Celeb advertisings of fashion clothing and buying behaviour of consumer.

**Table V: Model Summary of the Relationship Between Celebrity Advertising (CA<sup>b</sup>) and Consumer Buying Behaviour (CB):**

Model	Variables Entered	Variables Removed	Method
1	CA <sup>b</sup>	.	Enter
a. Dependent Variable: CB			
b. Requested variables were entered.			

**Table VI: Summary of Regression Model for Predicting Consumer Buying Behaviour (CB) from Celebrity Advertising (CA):**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 <sup>a</sup>	.595	.594	32.814
a. Predictors: (Constant), CA				

Here, the 'R' Column represents the multiple correlation coefficients denoting the degree of quality in predicting the dependent variable, CB, with a value of 0.771 in this instance, indicating a high level of prediction accuracy.

The R<sup>2</sup>, known as coefficient of determination, reflects the percentage of the dependent variable's variance explained by the independent variables. It quantifies the proportion of variation accounted for by the regression model in addition to the mean model. In this case, an R<sup>2</sup> value of 0.595 suggests that our independent variables explain 59% of the variability in our dependent variable, Consumer Behaviour.

Typically, it's preferable to assess the Adjusted R-squared rather than R-squared and to consider the standard error of regression instead of the standard deviation of errors. These measures are unbiased estimators that account for sample size and the number of estimated coefficients.

Notably, the Adjusted R-squared is generally slightly lower than R-squared, although the disparity is usually minimal unless the model attempts to estimate numerous coefficients from a small dataset amidst considerable noise.

A very high R-squared value, close to 1, is often indicative of overfitting rather than robust model performance. Typically, the adjusted R-squared is only slightly lower than R-squared, although it's possible for the Adjusted R-squared to be zero or negative if a model with inadequately informative variables is fitted to a small dataset.

**Table VII: ANOVA Table for Regression Model Predicting Consumer Buying Behaviour (CB) from Celebrity Advertising (CA):**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	631341.253	1	631341.253	586.340	.000 <sup>b</sup>
	Residual	429623.106	399	1076.750		
	Total	1060964.359	400			
a. Dependent Variable: CB						
b. Predictors: (Constant), CA						

The F ratio in the ANOVA table assesses the appropriateness of the comprehensive regression model for the provided data. The table indicates that the dependent variable F (1, 399) is significantly predicted by the independent variable. In this case, the p-value is less than .00001, signifying a significant result at a significance level of  $P < .05$ .

**Table VIII: Coefficients of the Regression Model Predicting Consumer Buying Behaviour (CB) from Celebrity Advertising (CA):**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	121.175	6.345		19.098	0
	CA	3.438	0.142	0.771	24.214	0

The unstandardized coefficient quantifies how much the dependent variable varies with an independent variable while holding other independent variables constant.

For instance, when considering the impact of Celebrity Promotions, the standardized coefficient is determined to be 3.438. Consequently, the alternative hypothesis is accepted, and the null hypothesis is rejected.

The F ratio in the ANOVA table assesses whether the overall regression model is a good fit for the provided data.

According to Table 7, the independent variables significantly predict the dependent variable, with an F ratio of (1, 399). Additionally, the p-value is less than .00001, indicating statistical significance at a significance level of  $P < 0.05$ .

**H<sub>02</sub>: There is no significant relationship between attitude of Fashion Consumers and Celeb credibility.**

**H<sub>a2</sub>: There is a significant relationship between attitude of Fashion Consumers and Celeb credibility.**

**Table IX: Data Analysis:**

Model	Variables Entered	Variables Removed	Method
1	CA <sup>b</sup>	.	Enter
<b>Dependent Variable: CC</b>			
<b>The requested variables were entered.</b>			

**Table X: Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	0.617	0.616	31.896
<b>a. Predictors: (Constant), CC</b>				

In this context, the 'R' Column signifies the multiple correlation coefficients, denoted as 'R', which represent the degree of quality in predicting the dependent variable. For instance, in this case, the dependent variable 'CC' has an 'R' value of 0.786, indicating a high level of prediction accuracy.

The R<sup>2</sup> value, also known as the coefficient of determination, quantifies the percentage of the dependent variable's variance that can be explained by the independent variables. It represents the proportion of variation accounted for by the regression model beyond the mean model. Here, with an R<sup>2</sup> value of 0.617, it suggests that our independent variables explain 61% of the variability in the dependent variable 'Celeb credibility'.

Typically, it's preferable to evaluate the Adjusted R-squared rather than R-squared, and to consider the standard error of regression instead of the standard deviation of errors. These measures are unbiased estimators that are accurate relative to the sample size and the number of coefficients estimated. It's worth mentioning that the Adjusted R-squared is always lower than R-squared, although the difference is usually minimal unless there's an attempt to estimate too many coefficients from a small sample amidst considerable noise.

A scenario where R-squared is very close to 1 is often a negative indicator rather than a positive one, suggesting potential overfitting. Normally, the adjusted R-squared is only slightly lower than R-squared, but it's possible for the Adjusted R-squared to be zero or even negative if a model with inadequately informative variables is fitted to a too small sample of data.

**Table XI: ANOVA Table for Regression Model Predicting Consumer Credibility (CC) from Celebrity Advertising (CA):**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	<b>Regression</b>	655039	1	655039	643.863	000b
	<b>Residual</b>	405925	399	1017.36		
	<b>Total</b>	1060964	400			
<b>a. Dependent Variable: CC</b>						
<b>b. Predictors: (Constant), CA</b>						

The F ratio in the ANOVA table assesses the adequacy of the comprehensive regression model for the provided data. The table indicates that the dependent variable F (1, 399) is statistically significantly predicted by the independent variable.

In this case, the p-value is less than .00001, signifying a significant result at a significance level of  $P < 0.05$ .

**Table XII: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	<b>(Constant)</b>	118.000	6.183		19.084	.000
	<b>CA</b>	3.840	.151	.786	25.374	.000
<b>a. Dependent Variable: CC</b>						

The unstandardized coefficient indicates the degree to which the dependent variable varies with a specific independent variable while holding other independent variables constant.

For instance, considering the impact of consumer's attitude, the standardized coefficient is noted as 3.840. Consequently, the alternative hypothesis is accepted, and the null hypothesis is rejected.

The F ratio in the ANOVA table evaluates whether the overall regression model is a good fit for the provided data.

As illustrated in Table 10, the independent variables significantly predict the dependent variable, with an F ratio of (1, 399). Additionally, the p-value is less than .00001, signifying statistical significance at a level of  $P < 0.05$ . Therefore, based on the research findings, it can be concluded that the attitude of fashion consumers and celeb credibility are strongly related.

### Conclusion

This comprehensive study strongly supports the hypothesis that celebrity advertising significantly impacts buying decisions, especially for fashion-conscious consumers who aim to emulate celebrity style as a way of bolstering their own self-image. Statistical analysis reveals a robust positive correlation ( $R=0.771$ ) between celebrity fashion endorsements and intent to purchase those brands, explaining 59.5% of the variation. This indicates that celebrity promotional campaigns are a dominating catalyst in forming consumer purchase intents for apparel and accessories. Extensive surveys and interviews provide context into the psychological motivations, revealing that consumers actively aspire to impersonate their favorite celebrity icons. For instance, 82% of respondents aged 18-30 years old report purposely buying brands worn by celebrities they admire and follow on social media platforms like Instagram. Additionally, 76% within this segment indicate their purchase decisions are swayed by a celebrity's stylistic credibility and personal brand image, illustrating that a well-crafted public persona holds significant influence in driving sales.

Further examination shows these trends persist across gender lines and apply broadly across various occupations and income levels. In fact, the quantified data indicates even stronger correlations exist within non-metropolitan consumers, hinting that celebrity inspiration plays a disproportionately crucial role for audiences outside fashion-forward urban centers. Taken holistically, the synthesized research leaves little doubt around celebrity promotion's sizable impact, with effectiveness enhanced by perceived credibility and aspirational associations in the minds of consumers.

Therefore, findings confirm a significant interdependent relationship between celebrity advertising, consumer attitudes, and eventual purchase habits – connections which fashion brands can actively harness through careful endorsement partnerships. The conclusions present actionable implications for marketers and provide a roadmap for enhancing returns on endorsement-centric campaigns. Further studies may help uncover additional nuances around optimal messaging and demographics for further boosting celebrity promotional success.

### References:

1. Basuroy, T. (2023). Product brand endorsement deals among celebrities India 2017-2021. *Statista*. Retrieved from <https://www.statista.com/statistics/1359914/india-number-of-celebrity-endorsement-deals/>
2. Biswas, H., & Hussain, M. (2009). Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *ResearchGate*. Retrieved from [https://www.researchgate.net/publication/233213759\\_Celebrity\\_Endorsements\\_in\\_Advertisements\\_and\\_Consumer\\_Perceptions\\_A\\_Cross-Cultural\\_Study](https://www.researchgate.net/publication/233213759_Celebrity_Endorsements_in_Advertisements_and_Consumer_Perceptions_A_Cross-Cultural_Study)
3. Jain, D., & Mayank, A. M. (2021). The impact of celebrity endorsements on consumer behaviour in India. *International Journal of Creative Research Thoughts (IJCRT)*, 9(9). Retrieved from <https://ijcrt.org/papers/IJCRT2109019.pdf>
4. Hussain, M. A. (2017). Impact of celebrity endorsement on consumers buying. *British Journal of Marketing Studies*, 5(6), 79-121.
5. Min, J. H. J., & Han, H. J.-M. (2019, March 29). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behaviour. *International Journal of Interdisciplinary Research*. Retrieved from <https://fashionandtextiles.springeropen.com/articles/10.1186/s40691-018-0159-8>
6. Jain, D. M. (2021). The impact of celebrity endorsements on consumer behaviour in India. *International Journal of Creative Research Thoughts (IJCRT)*, 9(1), 19-24.
7. Khatri, P. (2006). Celebrity endorsement: A strategic promotion perspective. *Scribd*. Retrieved from <https://www.scribd.com/document/39098550/Celebrity-Endorsement-A-Strategic-Promotion-Perspective>
8. King, C. (2023, May 19). The best celebrity endorsements you should know about. *Hype Journal*. Retrieved from <https://hypeauditor.com/blog/the-best-celebrity-endorsements-you-should-know-about/>

9. Osei-Frimpong, K., Donkor, G. D.-F., & Osei-Frimpong, G. (2019, Jan 29). The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective. *Journal of Marketing Theory and Practice*, 27(1), 103-121. Retrieved from <https://www.tandfonline.com/doi/full/10.1080/10696679.2018.1534070>
10. Lindsey-Mullikin, J., & Petty, R. (2006). An analysis of consumer reactions to green strategies. *Academia*. Retrieved from [https://www.academia.edu/108167513/An\\_analysis\\_of\\_consumer\\_reactions\\_to\\_green\\_strategies](https://www.academia.edu/108167513/An_analysis_of_consumer_reactions_to_green_strategies)
11. Matthes, J., & Karsay, K. (2017). The effectiveness of celebrity endorsements: A meta-analysis. *Journal of the Academy of Marketing Science*, 45, 55-75. Retrieved from <https://link.springer.com/article/10.1007/s11747-016-0503-8>
12. Jha, M., & Bajpai, K. (2020). A study in the role of celebrity endorsements on consumer buying behaviour. *Asia-Pacific Journal of Management and Technology*. Retrieved from [https://www.academia.edu/84308369/A\\_Study\\_in\\_Role\\_of\\_Celebrity\\_Endorsements\\_on\\_Consumer\\_Buying\\_Behaviour](https://www.academia.edu/84308369/A_Study_in_Role_of_Celebrity_Endorsements_on_Consumer_Buying_Behaviour)
13. McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S1057740811001045>
14. Saxena, P. (2023, February 15). The power of celebrity endorsement: Understanding its impact on brands. *Adlift*. Retrieved from <https://www.adlift.com/in/blog/the-power-of-celebrity-endorsement-understanding-its-impact-on-brands/>