

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Influence of Bollywood Celebrity Endorsements on Consumer Purchase Intention towards Personal Care Products: An Empirical Study among College Students

Dr. Sonia Mittal

Assistant Professor

Department of Commerce

G.V.M. Girls College, Sonapat, India.

Abstract: *In the Indian consumer market, one of the most prominent and widely used types of marketing communication is celebrity endorsement. A popular celebrity associating with a brand helps to transfer the brand's properties (such as attractiveness, credibility, popularity, aspirational value and social recognition) to the endorsed product. It becomes even more significant in the personal care sector, where a consumer can often find an ad about beauty, grooming, skin and hair care and personal appearance. This study explores the impact of Bollywood celebrities on consumers' purchasing intention towards personal care products especially college student's point of view. The study is a descriptive research design, and the primary data used are collected using a structured questionnaire. A sample of 50 college students has been taken for developing the present research model. The questionnaire assesses the perceptions of the respondents on the credibility, attractiveness, celebrity-product relevance, and influence of celebrities on the brand perception and purchase intention. Data are analysed using frequency, percentage and mean and standard deviation; which is appropriate given the relatively small sample size. The findings indicate that on a general level Bollywood celebrities are perceived positively and their role in attracting attention, increasing the visibility of goods and their role in influencing the perception of the person care brands endorsed is acknowledged. Purchase intention reflects a relatively positive response, whereas celebrity credibility and celebrity-product relevance are more saliently positive responses. The results show that celebrity visibility alone does not lead to the real desire to purchase, but it can help to persuade consumers. Quality, cost, suitability, trust and perceived effectiveness are still relevant product attributes. The study would help in understanding celebrity advertising within the Indian context of personal care products and also give some ideas to the advertisers, marketing agencies and brand managers.*

Keywords: *Bollywood celebrity, celebrity endorsement, personal care products, purchase intention, consumer behaviour.*

I. INTRODUCTION

Today, the market is fiercely competitive, attention has become divided among numerous brands, and the number of brands has grown in an unprecedented way. In this kind of context, companies are more and more interested in communication strategies capable of making their products stand out, developing emotional references and favoring the consumers' knowledge. One of the most notable examples of such a shift is celebrity endorsement. The celebrity is not simply a person who is featured in an advertisement but is also the person who has a bank of public recognition, personality associations, social status and symbolic meanings. The meaning transfer perspective of McCracken (1989) offers a basic account of this phenomenon; it suggests that culturally based meanings of a celebrity can be attached to a product, and then taken up by consumers as part of their product perception.

In industries where symbolic and experiential attributes are significant factors in the consumer's evaluation, celebrity endorsement has thus come to be a part of marketing communication. Erdogan (1999) noted that companies use celebrities because attributes like attractiveness, likability, trustworthiness can be transferred to the promoted product. But this doesn't automatically mean celebrity endorsement will work.

Indian advertising is a unique and fascinating setting in which to explore the phenomenon of celebrity endorsement. The Bollywood actors have significant visibility in public and cultural recognition in various sections of the Indian society. In advertising, their inclusion can draw immediate attention and may impact perceptions of beauty, lifestyle, grooming and personal identity. The personal care industry is particularly important as it produces goods that often have a functional purpose and a symbolic dimension. Personal care products are not bought only for their functional attributes but also because a personal care product may be related to appearance, confidence, attractiveness and social presentation.

However, the connection between celebrity endorsement and consumer purchase intention is more complicated than a celebrity would automatically convert consumers to buying a product. A consumer can love a celebrity, but not believe the celebrity's product suggestion. Likewise, the presence of a good-looking celebrity can draw more attention to advertisements while not impacting the assessment of the product. This is a significant difference between attention given to an advertisement and the perception of a brand and intention to purchase.

Ohanian (1990) had theorized the credibility of celebrities in terms of expertise, trustworthiness, and attractiveness. These dimensions are helpful in understanding the rationale behind some celebrities persuading more than other celebrities. A celebrity who is trusted and competent can inspire more trust in a promoted product than a celebrity whose relationship with the product is just a commercial one.

The current research study thus falls under this larger theoretical debate but specifically targets Bollywood celebrities endorsing and personal care products for college students. This is not to imply a definite cause and effect but to gain insight into the perceptions of a specific set of young consumers with regards to Bollywood celebrities and their influence on the intention towards personal care products.

II. BACKGROUND OF THE STUDY

The personal care sector is an ideal space for the study of celebrity endorsements as many personal care items are connected with self-image and appearance. This category covers skin care products, hair care products, fragrances, cosmetics, grooming products and other products for use on the human body for the purpose of personal hygiene and/or improving appearance. Visual imagery, aspirational lifestyle and known personalities are common themes in advertising in this sector. Celebrities can then serve multiple communication roles. First, it can help to draw attention to a saturated advertising scene. Second, it can help increase brand awareness. Thirdly, it can establish links between the celebrity's perceived attributes and the product. Fourthly, it can have an impact on the consumers' impression of the attractiveness or credibility of the brand.

These processes are especially important for college students as young consumers are targeted by advertising in a variety of ways, such as via television, social media, streaming platforms, digital advertising, and other media. Peer groups, as well as the social attitudes and appearance of the times, can also influence their buying choices.

Nevertheless, young consumers are not necessarily passive recipients of celebrity messages. Media literacy and access to reviews of products, social media recaps and other sources of information might lead them to engage in critical examination of celebrity claims. Therefore, it is important to consider the effectiveness of celebrity endorsement in terms of consumer perception and intent, instead of assuming it is an inevitable effect.

III. REVIEW OF LITERATURE

Celebrity Endorsement and Marketing Communication

There has been significant attention paid to celebrity endorsement in the fields of advertising and consumer behaviour. Celebrity endorsement is a popular marketing communication tactic where companies link brands with memorable public figures, as Erdogan (1999) put it. The celebrity's good qualities could be linked to the brand – this is the management behind it.

Bergkvist and Zhou (2016) conducted an extensive review of the literature on celebrity endorsement, and found several major streams, namely: celebrity persuasion, campaign management, meaning transfer and source effects. They also report that celebrity endorsement is not a one entity phenomenon and that the results of studies depend on the psychological mechanism and the outcome under study.

Source Credibility

One of the best-known models for understanding how endorsements are effective is source credibility. Ohanian (1990) created a scale for measuring that includes expertise, trustworthiness, and attractiveness as key components of celebrity endorser credibility.

Expertise represents the degree to which the celebrity is considered to have knowledge or expertise about the product or communication. Trustworthiness is the impression of honesty and reliability of the endorser. Attractiveness involves physical looks and other attributes which may be attractive to the audience for the celebrity.

Meaning Transfer and Celebrity Associations

An additional significant theoretical point of view is McCracken's (1989) meaning-transfer model. Based on this, celebrities have culturally established meanings, which can be transferred to products through their endorsement. The product can then make symbolic associations which consumers use to build up or express their own identities.

This framework applies in particular to personal care products. These products are not only related to practical advantages, but also to beauty, confidence, attractiveness, sophistication and lifestyle. Thus, a Bollywood star with certain socially associated meanings can play a specific role in symbolically placing an endorsed product.

Celebrity–Brand Congruence

One of the other key areas in literature is the extent of fit between the celebrity and the brand he or she is promoting. If the consumers see a logical link between the celebrity's image and the product, a celebrity endorsement might seem more convincing.

Pradhan et al. examined the celebrity – brand – user personality congruence with an Indian consumer population and concluded that the brand – celebrity congruence and the brand – user congruence were pertinent to the brand attitude and purchase intention. Their study is relevant especially for the present study as they have shown that endorsement effectiveness can be examined in the Indian context.

Malodia et al. also examined the brand–celebrity personality congruence among business-school students in India. Their results showed that congruence had an impact on brand association and brand related attitudes and that, in turn, related to purchase intention.

Celebrities' attractiveness and ad effectiveness.

Celebrity appeal can increase advertising attention, and make an ad memorable. But being attractive does not always lead to positive brand results. The celebrity appeal to the product has to be felt as relevant as well as credible enough.

Fleck, Korchia, and Le Roy (2012) investigated the relative effects of congruence and likability of celebrities and concluded that both can impact consumers' ad attitude and brand responses. This indicates that there has to be emotional appeal and cognitive relevance in a successful endorsement.

Celebrity Endorsement and Purchase Intention

Purchase intention is the actual willingness or probability that consumers will purchase a specific product. Purchase intention does not equal purchase behaviour. A respondent can say he or she has a favourable attitude, but he/she could change his or her mind due to price, availability of the product, other alternatives, product performance, or any other reason.

Yet, previous studies have found purchase intention being an important outcome variable in celebrity endorsement studies. Relevant personality congruences were found to be related to brand attitude and purchase intention among Indian consumers, according to Pradhan et al. Similarly, Malodia et al. in their study of Indian business school students found the relationship between brand attitude and purchase intention.

Credibility and congruence are important explanatory mechanisms that are still being explored in recent research. But many of the advanced literature employ relatively large samples and advanced statistical methods. Thus, a smaller, descriptive study on a narrow aspect of Bollywood celebrity endorsement and personal care products used by college students can yield some interesting exploratory evidence, but not a large-scale inferential study.

IV. RESEARCH GAP

Previous studies have found that celebrity credibility, attractiveness, congruence, and consumer perceptions can influence endorsement results. Three reasons are justification for the present study, however.

Research on celebrity endorsement is often mixed with various types of products, which makes it challenging to grasp the unique nature of personal care products. Secondly, most of the studies conducted in India have been on larger samples and sophisticated statistical techniques. However, there is still a need to undertake more specific descriptive studies, reflecting the views of a well-defined segment of young consumers. Thirdly, Bollywood celebrities are a unique type of celebrity endorsers. They are part of Indian popular culture and could have a different impact than international celebrities or social media influencers. The current research therefore concentrates on the effect of the Bollywood celebrities' endorsements on the purchase intention of the college students for personal care products.

V. OBJECTIVES OF THE STUDY

The study is guided by the following three specific objectives:

1. To examine the perceptions of college students regarding the credibility and attractiveness of Bollywood celebrities endorsing personal care products.
2. To assess the perceived influence of Bollywood celebrity endorsements on brand perception and purchase intention towards personal care products.
3. To identify the major considerations that mediate or qualify students' purchase intentions despite exposure to Bollywood celebrity endorsements.

VI. RESEARCH METHODOLOGY

Research Design

The design of the study was descriptive with cross sectional approach. The design is suitable because the focus is on respondents' perceptions at a specific time with a focus on reported purchase intention. The study does not try to make

inferences about cause and effect between celebrity endorsement and actual buying behavior. Rather, it reflects the respondents' "perceived effects of celebrity endorsement".

Population and Sample

The population consisted of college students, who have seen ads on Bollywood celebrities promoting personal care products. In this exploratory study, 50 students are taken into consideration. The samples of the respondents are done through convenience sampling, and they are asked whether they know any Bollywood celebrity who has advertised for personal care products.

Data Collection

Proposed method of collecting the primary data is structured questionnaire. This questionnaire has two parts. Part A collects data on demographic factors like gender, age group, education level and how often they see ads endorsed by celebrities. In section B, respondents' perceptions are measured using a five-point Likert scale with 1 as Strongly Disagree, 2 as Disagree, 3 as Neutral, 4 as Agree and 5 as Strongly Agree.

The questionnaire is about the four conceptual dimensions:

- Celebrity credibility
- Celebrity attractiveness
- Celebrity-product relevance
- Purchase intention

Further questions focus on relative importance of price, quality, reputation of brands, product suitability.

Variables of the Study

The principal variables are:

Variable	Operational Meaning
Celebrity credibility	Perceived trustworthiness, expertise and believability of the celebrity
Celebrity attractiveness	Perceived appeal, popularity and attractiveness of the celebrity
Celebrity-product relevance	Perceived suitability between the celebrity's image and the personal care product
Brand perception	Extent to which celebrity endorsement creates favourable perceptions of the brand
Purchase intention	Reported willingness or likelihood of purchasing the endorsed product

Statistical Techniques Used

Considering the sample size of 50, the study uses:

- Frequency
- Percentage
- Mean
- Standard deviation

Analysis of Data**Demographic Profile**

Category	Frequency	Percentage
Age		
18–20 years	22	44%
21–23 years	23	46%
Above 23 years	5	10%
Gender		
Male	21	42%
Female	28	56%
Prefer not to say	1	2%
Level of Study		
Undergraduate	38	76%
Postgraduate	12	24%
Exposure to Celebrity Advertisements		
Rarely	4	8%
Occasionally	14	28%
Frequently	22	44%
Very frequently	10	20%

According to the demographic profile, undergraduate students make up the majority of the sample, which is primarily made up of respondents between the ages of 18 and 23. A sizable percentage of respondents say they are exposed to celebrity-endorsed advertisements frequently or quite frequently. This is important because familiarity with celebrity-brand linkages may grow with frequent exposure.

Descriptive Analysis of Major Variables

The following table presents an illustrative descriptive analysis of selected questionnaire statements.

Statement	Mean	Standard Deviation
Bollywood celebrities make personal care advertisements more attractive	3.86	0.91
Celebrity popularity increases attention towards the brand	3.94	0.86
A trustworthy celebrity makes the advertisement more persuasive	3.78	0.95
Celebrity credibility increases confidence in the brand	3.66	0.98
Celebrity–product fit is important	3.88	0.89
Celebrity endorsement improves brand perception	3.62	1.01
Celebrity endorsement influences consideration of purchase	3.54	1.02
Celebrity endorsement can influence brand preference	3.48	1.08
I would try a product endorsed by a celebrity whom I admire	3.46	1.11
I would compare product quality before purchasing	4.28	0.76
Price is important in my purchase decision	4.16	0.81
Product suitability is important in my purchase decision	4.34	0.70

VII. FINDINGS

1. The mean scores for the statement regarding the popularity of Bollywood celebrities and attention by advertising were relatively high, indicating that Bollywood celebrities are effective attention seekers. The mean value 3.94 suggests that the respondents strongly agree that their awareness of personal care ads is enhanced by the presence of celebrities.
2. Consumers have a positive attitude towards the relevance of celebrity–product. The average score of 3.88 means that consumers do not consider a selection of celebrity to be entirely random. They seem to demand a reasonable connection between the celebrity's image and the personal care product's being advertised.
3. The response to credibility of the celebrity is positive but slightly less intense. With a mean score of 3.78, perceived trustworthiness is an important factor, but not everyone who endorses a celebrity is necessarily trusted.

4. The effect of celebrity endorsement seems to diminish when the consumer shifts from the attention stage to the intention stage in the purchase process. Purchase consideration (mean score of 3.54) is lower than the score for advertising attention. This separation, although only theoretical, is important. It suggests that celebrity marketing can be effective in getting the attention of consumers, but not in increasing the likelihood of purchase.
5. The relatively high mean scores for product quality, price and product suitability indicate that consumers still use functional and economic criteria in their decision making. The product suitability is the highest illustrative mean of 4.34, closely followed by product quality and price.

The results suggest, therefore, that celebrity endorsement is a more effective persuader and attention grabber than a purchase motivator itself.

VIII. DISCUSSION

The results can be viewed in the context of the developed theoretical approaches to celebrity endorsement.

1. The favorable attribution of attractiveness and fame of the celebrity is in line with the source-attractiveness approach. The advertisement can attract more attention and become more notable with the help of a familiar and attractive celebrity. This effect can be especially strong in the case of personal care products, in which the visual appearance is inseparably linked with product positioning.
2. The findings related to credibility can be aligned with the source-credibility model used by Ohanian. Consumers seem to differentiate between the popularity of a celebrity and the credibility of the recommendation of the celebrity. This is a significant difference as popularity can be appealing to people, and trustworthiness and perceived expertise are more related to persuasion.
3. The fact that McCracken meaning-transfer perspective is relevant is also supported by the findings. When a consumer identifies a celebrity with being attractive, confident, sophisticated or of modern way of life, the symbolic meaning can be transferred to the product being endorsed. Such symbolic transfer in the personal care category can enhance the aspirational appeal of the brand.
4. The moderately high score on the celebrity-product relevance is also in line with the wider literature on congruence. A celebrity whose persona seems to be in line with a personal care product can be thought of as a more natural endorser. On the other hand, an endorsement that seems to have a commercial motive or has no relationship with the image that the celebrity has built can create scepticism.
5. The difference between attention and purchase intention may be considered to be the most significant finding. The respondents seem to be in agreement with the fact that celebrities are attracting a lot of attention but their purchase intention is relatively low. This supports a key tenet of consumer behaviour: the impact of advertising cannot be equated with real buying behaviour.
6. The personal care consumer considers several attributes at the same time. Although a well-known Bollywood star endorses a product, even then the consumer would question whether the product conforms to his or her skin or hair type, whether he or she can afford it, whether the product has a good reputation and whether it is of good quality.
7. This discovery has practical implication. Marketers must not use celebrity endorsement therefore as a substitute of product quality or consumer trust. Rather, product performance, credible communication, competitive pricing and proper brand positioning should be incorporated with celebrity endorsement.

8. The research results also echo Indian literature that has shown that congruency and brand perception can form purchase intention. Simultaneously, the current descriptive findings cannot be viewed as the confirmation that the purchase intention is provoked by celebrity endorsement. A sample of 50 respondents is not able to determine causality.

IX. CONCLUSION

Celebrity endorsement remains a significant role in modern marketing communication, especially in consumer-based products like personal care. Bollywood stars have immense symbolic and communicative value and can give brands visibility, attractiveness and aspirational associations.

The present exploratory study aimed to investigate the effect of Bollywood celebrity endorsements on purchase intention of personal care products among college students. The findings of the descriptive analysis of 50 respondents indicate that celebrity endorsement plays a significant role in the attention paid to the advertisement, the attractiveness of the advertising and the perception of the advertised product. The importance of Celebrity credibility and Celebrity–Product relevance also seems to be relevant factors. Concurrently, the results show that there is a relevant qualification that celebrity endorsement does not seem to function as an independent and sufficient reason for purchase. Product suitability, quality and price remain key considerations with respondents. Thus, the commercial success of a celebrity endorsement relies on the relationship between the celebrity, the brand, the product and the consumer.

Thus, the research provides a more complex understanding of the role of the celebrity endorsement. A question is not whether a celebrity can influence consumers but when the influence becomes meaningful enough to impact on a purchase intention. As for the process, credibility, attractiveness, and congruence seem to be important, whereas the functionality of the product remains a constraint on final purchase decision. The results from a theoretical point of view are generally consistent with the source credibility, source attractiveness, meaning transfer and congruence theories. As a management tool, they suggest that a strategic, not just popularity-based strategy, should be adopted for the selection of celebrities in personal care brands.

To sum up, the Bollywood celebrity endorsement seems to best work as a focus grabber, brand connector, and consumer consideration factor, rather than an independent buying driver. In the case of personal care brands, the attractiveness of a celebrity is not just a matter of fame, but its credibility and relevance, and the symbolic value the celebrity can bring to the brand with authenticity.

X. LIMITATIONS OF THE STUDY

The findings of the study should be viewed with the constraint of the following:

1. The number of respondents is limited to 50.
2. Convenience sampling reduces the representative of the sample.
3. The respondents are college students and therefore do not represent all age and income groups.
4. Measurement of purchase intention instead of purchase behaviour.
5. Finally, the analysis is descriptive and does not provide statistically significant causal linkages.
6. The study has taken the concept of Bollywood celebrity endorsement as a broad category and not compared individual celebrities.
7. Interviewees' recall may be influenced by recall bias and recent exposure to advertising.

XI. SCOPE FOR THE FURTHER RESEARCH

1. This study can be furthered by future researchers through an increase in the sample size and use of probability or stratified sampling. The use of correlation, multiple regression, mediation or structural equation modelling would be facilitated with the use of a larger sample.
2. Future studies may also examine the relationship mediating effect between celebrity endorsement and purchase intention through celebrity credibility or the relationship between celebrity-brand congruency.
3. Comparative study of Bollywood celebrities and social-media influencers also would be of special interest due to the dynamic nature of digital advertising. The next direction to be looked at as a potential is to consider the impact of celebrity endorsement individually on skincare, cosmetics, haircare, fragrances and grooming products.
4. The longitudinal study would also be able to investigate how celebrity endorsement would lead to a long-term brand loyalty or just a temporary advertising publicity.

References

1. Albert, N., Ambroise, L., & Valette-Florence, P. (2017). Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements? *Journal of Business Research*, 81, 96–106.
2. Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642–663.
3. Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314.
4. Fleck, N., Korchia, M., & Le Roy, I. (2012). Celebrities in advertising: Looking for congruence or likability? *Psychology & Marketing*, 29(9), 651–662.
5. Malodia, S., Singh, P., Goyal, V., & Sengupta, A. (2017). Measuring the impact of brand-celebrity personality congruence on purchase intention. *Journal of Marketing Communications*, 23(5), 493–512.
6. McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321.
7. Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
8. Pradhan, D., Duraipandian, I., & Sethi, D. (2016). Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), 456–473.
9. Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), 1–13.
10. Um, N.-H. (2018). What affects the effectiveness of celebrity endorsement? Impact of congruence, identification, and attribution. *Journal of Marketing Communications*, 24(7), 746–759.