

Star Power: Evaluating the Impact of Celebrity Endorsements on Brand Perception and Consumer Buying Behaviour in the Fashion Industry

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Abstract

The research study, "Star Power: Evaluating the Impact of Celebrity Endorsements on Brand Perception and Consumer Buying Behaviour in the Fashion Industry," examines how celebrity endorsements shape consumer perception and influence purchasing behaviour. The study aims to determine the effectiveness of celebrity endorsements in building trust, brand credibility, and consumer engagement, particularly in the fashion industry. Using a mixed-method approach, the study collects data from 100-120 participants in Hyderabad through structured questionnaires and observations. Findings reveal that younger consumers are more influenced by celebrities, as endorsements enhance brand desirability and trustworthiness. However, over-endorsement and mismatched endorsements can negatively affect brand value. The research highlights that credibility, congruence with the brand image, and audience alignment are critical factors for successful celebrity endorsements. It provides strategic insights for marketers to select endorsers aligned with brand identity and target demographics to maximize return on investment (ROI), sustain consumer engagement, and safeguard brand reputation. The study offers practical implications for optimizing celebrity partnerships in competitive fashion markets.

Introduction

Celebrity endorsements have become one of the most powerful marketing strategies in the fashion industry. Brands use famous personalities to promote their products, increasing visibility, credibility, and consumer interest. When a celebrity endorses a brand, their popularity and influence transfer to the product, making it more desirable for consumers. This strategy helps brands differentiate themselves in a highly competitive market and position their products as trendy and aspirational.

A key reason why celebrity endorsements are effective is that they shape how consumers perceive a brand. People tend to trust and admire celebrities, and when a well-known personality promotes a product, it builds trust and credibility among potential buyers. This connection can increase customer loyalty, as consumers feel that using the endorsed product brings them closer to their favourite celebrity. Celebrities often set fashion trends, and their followers are likely to adopt their style choices.

However, not all celebrity endorsements lead to success. The effectiveness of an endorsement depends on factors such as the celebrity's credibility, popularity, and how well their personality aligns with the brand's image. If a celebrity's values or reputation do not match the brand, it may create doubt among

consumers and even harm the brand's reputation. Additionally, if a celebrity endorses too many brands, consumers may perceive the endorsements as purely commercial, reducing trust and impact.

This study explores how celebrity endorsements influence brand perception and consumer buying behaviour in the fashion industry. It examines why consumers respond to endorsements, what factors make them effective, and how brands can maximize their benefits. The research aims to provide insights into whether celebrity endorsements truly impact consumer decisions and what brands should consider achieving the best return on investment. Understanding these aspects can help fashion brands create successful marketing strategies and build stronger relationships with their target audience.

Research Methodology

Objectives of the Study

- To analyse the impact of celebrity endorsements on brand perception in the fashion industry.
- To examine how celebrity credibility, popularity, and relevance influence consumer buying behaviour.
- To assess the effectiveness of celebrity endorsements in increasing brand trust and loyalty.
- To identify the risks of over-endorsement and mismatched endorsements.
- To provide recommendations for brands on selecting the right celebrity for endorsements.

Hypothesis

- H1: Celebrity endorsements positively influence brand perception in the fashion industry.
- H2: Consumers are more likely to purchase fashion products endorsed by credible celebrities.
- H3: Over-endorsement and mismatched endorsements negatively impact brand value.
- H4: Younger consumers are more influenced by celebrity endorsements than older consumers.
- H5: Social media presence of celebrities enhances the effectiveness of endorsements.

Scope of the Study

- The study focuses on the fashion industry, analysing consumer responses to celebrity endorsements.
- It covers various factors such as trust, credibility, congruence with brand image, and purchase decisions.
- The research is limited to a sample population in Hyderabad, India.
- It provides insights for fashion brands, marketers, and advertisers on strategic endorsement planning.

Sample Design

- Target Population: Consumers who purchase fashion products and are exposed to celebrity endorsements.
- Sample Size: 100-120 respondents.
- Sampling Locations: Two key locations in Hyderabad, India, representing a diverse consumer base.

Sampling Method

- Random Sampling Method: Respondents are selected randomly from the target population.
- Ensures unbiased data collection and represents a mix of age groups and demographics.
- Data is collected through structured questionnaires and observational analysis.

Data collection and analysis: -

Gender - Age

		age					Total
		18-24	25-34	35-44	45-54	55-65	
gender	Male	49	12	5	1	0	67
		73.1%	17.9%	7.5%	1.5%	0.0%	100.0%
	Female	32	14	3	1	3	53
		60.4%	26.4%	5.7%	1.9%	5.7%	100.0%
Total		81	26	8	2	3	120
		67.5%	21.7%	6.7%	1.7%	2.5%	100.0%

The data analysis section examines how celebrity endorsements impact consumer behaviour and brand perception in the fashion industry. The study collected responses from **120 participants in Hyderabad** through structured questionnaires and observations. Key findings are summarized below:

1. Demographic Analysis

- **Age Distribution:** Most respondents (67.5%) were aged **18-24 years**, indicating that younger consumers are the primary target for celebrity-endorsed fashion products.
- **Education Level:** Most respondents had either a **bachelor's (31.7%)** or **master's degree (40%)**, suggesting an educated consumer base.

2. Fashion Consumption Habits

- **Shopping Preferences:**
 - **58.2% of males** preferred **online shopping**, whereas **28.3% of females** preferred **retail stores** for fashion purchases.
 - Department stores and boutiques were less preferred among both genders.

Impact of Celebrity Endorsements

- **Celebrity Recall:** Males reported **higher recall** of celebrity endorsements than females, showing a stronger influence.
- **Influence on Brand Perception:**

- **41.8% of males** and **26.4% of females** reported that celebrity endorsements had a **moderate impact** on their brand perception.
- Female respondents were more **neutral or slightly influenced** than males.
- **Purchasing Behavior:**
 - **47.8% of males** and **26.4% of females** had purchased a fashion product because of a celebrity endorsement.
 - **Males were more likely** to be influenced by endorsements than females.
- **Likelihood of Buying Endorsed Products:**
 - **22.5% of respondents** were **more likely** to purchase a celebrity-endorsed product, while **33.3% saw no difference** in preference.

4. Key Celebrity Attributes Affecting Brand Perception

- **Males prioritized: credibility (28.4%) and popularity (25.4%)** in a celebrity.
- **Females prioritized: attractiveness (28.3%) and relatability (30.2%)** in a celebrity.

Statistical Findings (Chi-Square Test Results)

Significant Findings: Gender and purchasing decisions due to endorsements showed statistical significance ($p = 0.049$), confirming that males are more influenced.

Non-Significant Findings: No strong relationship was found between gender and trust in endorsements ($p = 0.493$).

Gender and perceived effectiveness of endorsements were also not statistically significant ($p = 0.740$).

Conclusion

The study highlights the significant role that celebrity endorsements play in shaping consumer perception and purchasing behaviour in the fashion industry. Celebrity endorsements act as a powerful marketing tool that helps brands gain visibility, build credibility, and attract consumers. When a well-known and respected celebrity endorses a product, it enhances the brand's trustworthiness and creates a strong emotional connection with the audience. This emotional attachment often influences buying decisions, especially among younger consumers who look up to celebrities as fashion icons. The research findings indicate that younger consumers, particularly those aged 18-24 years, are more likely to be influenced by celebrity endorsements. Males are more influenced than females, as they are more likely to purchase a fashion product endorsed by a celebrity. However, the study also reveals that not all celebrity endorsements are effective. The success of an endorsement depends on factors such as credibility, relatability, and alignment with the brand's identity. If a celebrity's image does not match the brand's values, the endorsement may fail to create a positive impact.

The study identifies potential risks associated with celebrity endorsements. Overexposure, where a celebrity endorses multiple brands, can reduce the authenticity of the endorsement. Consumers may begin to see the endorsement as purely commercial rather than a genuine association with the brand.

Similarly, mismatched endorsements—where a celebrity’s personality or lifestyle does not align with the brand—can create confusion and negatively affect the brand’s reputation.

The role of social media has further strengthened the influence of celebrity endorsements. Celebrities use platforms like Instagram and Twitter to engage with their followers, making endorsements feel more personal and relatable. This digital presence increases the effectiveness of endorsements, as consumers feel a direct connection with their favourite celebrities. While celebrity endorsements are highly effective in enhancing brand perception and influencing consumer behaviour, brands must carefully select their endorsers. They should ensure that the celebrity's image, credibility, and values align with the brand’s identity to achieve long-term success. Additionally, brands should strategically use social media to maintain consumer engagement and maximize the impact of endorsements. By focusing on authenticity and brand alignment, fashion brands can create meaningful connections with their audience and achieve sustainable growth in the competitive market.

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