ABSTRACT

The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. Many celebrities are used in various marketing campaigns and in most cases; the use of celebrities as endorsers is seen from mainly positive aspects. This made the author curious to explore the effect of celebrity endorsements on students’ buying behaviour.

Purpose: This thesis focuses on examining the perception of Gujarat students’ about celebrity endorsements, examining the celebrity attributes likely to influence consumer purchase intentions and finally the effect of celebrity endorsements on their buying behaviour.

Literature Review: This project begins with the review of existing literature available on celebrity endorsements, which provides an insight into the research topic and clarifies many important aspects related to the subject. Celebrities’ attributes are chosen from literature review and its effect has been identified on purchase intention and overall effect on buying behaviour. Based on literature outcome a theoretical framework has been developed, to identify the effect on purchase intention, behavioural intention and overall buying behaviour.

Method: A quantitative method is used for this research project to investigate the perceptions of the students, attributes and its subsequent effect on purchase intention and buying behaviour. The data is collected through a questionnaire with direct contact with respondents and later collected data was analyzed using the data analysis software program SPSS & AMOS.

Conclusions: It was proven in this research that students do get affected by celebrities as endorser, when the attributes from the literature review are in a combination. Students find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. Moreover, the tested attributes show positive relationship with purchase intention and behavioural intention. In other terms, celebrity attributes do affect the purchase
intention of consumers. Finally, the results of the study prove that celebrity endorsements positively affect the buying behaviour of the consumers.