



Influence of celebrity endorsement on buying behaviour of youth

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Abstract

The study examined the influence of celebrity endorsement on the buying behaviour of youth towards smartphones in Kannur District. The research focused on youth aged 18–30 years and used both primary and secondary data. Primary data were collected from 50 respondents through a structured questionnaire, while secondary data were gathered from books, journals, websites, and reports. The data were analysed using percentage analysis weighted average mean and ranking, and the results were presented through tables, charts, and diagrams. The study revealed that most youth are aware of celebrity-endorsed advertisements, and attractive and popular celebrities strongly influence their purchase decisions. Film stars and cricketers are the most impactful celebrities, while the internet is the most effective medium. Overall, celebrity endorsement positively affects brand preference and buying behaviour, providing useful insights for marketers to design effective advertising strategies.

Keywords: Celebrity endorsement, buying behaviour, celebrity influence, advertisement

Introduction

‘Celebrity endorsement’ is a widely used advertising strategy which helps marketers promote products and attract customers. Smartphones have become an essential product for youth, and advertisements featuring celebrities often influence their buying decisions. In the competitive smartphone market, companies use celebrities to generate interest and strengthen brand image. Young consumers are especially influenced by celebrities, as they follow them through television, social media, and the internet. Therefore, this study aims to examine ‘the influence of celebrity endorsement on the buying behaviour of youth towards smartphones in Kannur District’.

Statement of the Problem

Smartphone brands face tough competition, and consumers have many choices, making it hard for companies to attract customers. To influence young buyers, marketers use celebrities, who are popular and admired by youth. Celebrity endorsements create interest and make people prefer certain brands. However, it is not clear how much these endorsements actually affect the youth buying behaviour. Therefore, this study aims to ‘find out the influence of celebrity endorsement on the buying behaviour of youth towards smartphones in Kannur District’.

Significance of the Study

This study is important as it helps to understand how celebrity endorsement influences the smartphone buying behaviour of youth. The findings will guide marketers and smartphone companies in selecting suitable celebrities and designing effective advertising strategies. It can also be useful for future researchers who want to study marketing and advertising trends.

Scope of the Study

This study is conducted among smartphone users within the age group of 18-30 years in Kannur District. It focuses on selected celebrity attributes and their influence on the buying behaviour of youth.

Objectives of the Study

1. To study the awareness of youth about celebrity-endorsed smartphone advertisements.
2. To analyse the preference of youth for smartphone brands endorsed by celebrities.
3. To identify the most popular celebrity who persuades the Youngers in purchasing smartphones.
4. To identify the celebrity attributes that influence smartphone purchase decisions among youth.

Research Methodology

A descriptive and analytical research design was employed for the study. The study relied on both primary and secondary sources of data. Primary data were gathered using a structured questionnaire from 50 respondents selected through convenience sampling, and secondary data were collected from websites, various books, journals, and reports. The collected data were analysed using percentage analysis, weighted average mean, and ranking. The results were presented using tables, charts, and diagrams.

Discussion

This section discusses the results of the study on the influence of celebrity endorsement on youth buying behaviour towards smartphones.

Table 1: Demographic variables of the respondents

| Category | Group | Frequency | Percentage |
|---------------------------|------------|-----------|------------|
| Gender | Male | 32 | 64 |
| | Female | 18 | 36 |
| Age | 18-22 | 22 | 44 |
| | 22-26 | 26 | 52 |
| | 26-30 | 2 | 4 |
| Educational qualification | SSLC | 2 | 4 |
| | Plus two | 7 | 14 |
| | Graduation | 23 | 46 |
| | PG | 8 | 16 |
| | Others | 10 | 20 |
| | Total | 50 | 100 |

Source: Field Survey

Out of the 50 respondents, 64% are male and 36% are female. Most of the respondents belong to the age group of 22–26 years, with 52%, followed by 44 % respondents in the 18–22 years group. Only 4% respondents are in the 26–30 years age group. In terms of education, 46% are graduates, 26% have completed post-graduation, 14% have completed Plus Two, 4% have SSLC qualification, and 28% belong to other categories.

Table 2: Awareness of Celebrity-Endorsed Smartphone Advertisements

| Awareness Level | No. of Respondents | Percentage (%) |
|------------------|--------------------|----------------|
| Highly aware | 23 | 46 |
| Moderately Aware | 19 | 38 |
| Not Aware | 8 | 16 |
| Total | 50 | 100 |

Source: Field Survey

Majority of the respondents (46%) are highly aware of celebrity-endorsed smartphone advertisements, 38% are moderately aware, and 16% are not aware at all.

Table 3: Preferred Smartphone Brands

| Smartphone brand | Number of respondents | Percentage |
|------------------|-----------------------|------------|
| Oppo | 14 | 28 |
| Vivo | 10 | 20 |
| Mi | 7 | 14 |
| Lenovo | 5 | 10 |
| Lava | 3 | 6 |
| Samsung | 3 | 6 |
| Huawei | 2 | 4 |
| Honor | 2 | 4 |
| Micromax | 2 | 4 |
| Moto | 2 | 4 |
| Total | 50 | 100 |

Source: Field Survey

Most of the respondents (28%) prefer Oppo, making it the most popular smartphone brand, followed by Vivo with 10 respondents (20%) and Mi with 7 respondents (14%). Lenovo (10%), Lava and Samsung (6% each), and Huawei, Honor, Micromax, and Moto (4% each) are less preferred.

Table 4: Media of Advertisement Influencing Youth

| Media of advertisement | Number of respondents | Percentage |
|-----------------------------|-----------------------|------------|
| Television | 5 | 10 |
| Print media | 3 | 6 |
| Internet | 30 | 60 |
| Word of mouth advertisement | 12 | 24 |
| Total | 50 | 100 |

Source: Field Survey

Out of the 50 respondents, 60% are influenced by advertisements through the internet, making it the most popular medium among youth. Word-of-mouth advertisement influenced 24% respondents, while television and print media influenced 10% and (6%) respondents, respectively.

Table 5: Factors Influencing Youth to Buy Smartphones

| Factors | Number of respondents | Percentage |
|------------------------------|-----------------------|------------|
| Price | 6 | 12 |
| Advertisement by celebrities | 31 | 62 |
| Quality | 10 | 20 |
| Brand image | 3 | 6 |
| Total | 50 | 100 |

Source: Field Survey

Most of the respondents (62%) had the opinion that advertisements by celebrities influence their smartphone purchase the most. Quality was considered important by 10 respondents (20%), price influenced 6 respondents (12%), and brand image affected 3 respondents (6%).

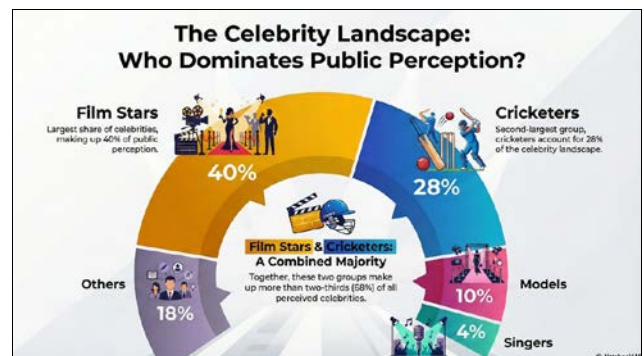
Table 6: Type of Celebrity Influencing Youth Buying Behaviour

| Type of celebrity | Number of respondents | Percentage |
|-------------------|-----------------------|------------|
| Film stars | 20 | 40 |
| Cricketers | 14 | 28 |
| Models | 5 | 10 |
| Singers | 2 | 4 |
| Others | 9 | 18 |
| Total | 50 | 100 |

Source: Field Survey

Among the 50 respondents, 40% said film stars influence their smartphone buying decisions the most, followed by cricketers (28%). Models influenced 10% respondents, singers influenced 4% respondents, and other types of celebrities influenced 18%.

Diagram 1: Type of Celebrity Influencing Youth Buying Behaviour



Source: Based on the data in Table 6

Table 7: Most Important Celebrity Attribute

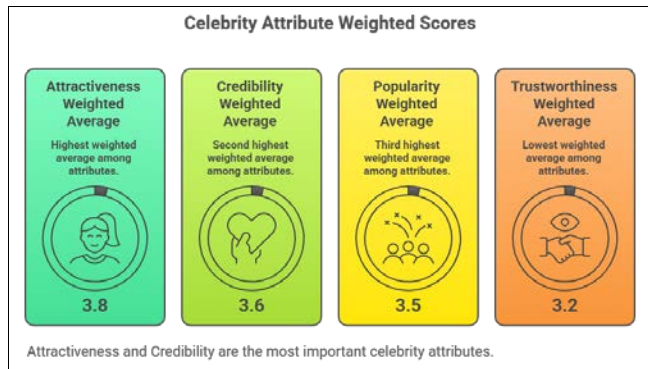
| Celebrity Attribute | Weighted Score | Weighted Average |
|---------------------|----------------|------------------|
| Attractiveness | 190 | 3.8 |
| Credibility | 180 | 3.6 |
| Popularity | 175 | 3.5 |
| Trustworthiness | 160 | 3.2 |

Source: Field Survey

The respondent's ranked different celebrity attributes according to their influence on smartphone purchase decisions. Attractiveness scored the highest with a weighted average of 3.8, indicating it is the most important factor for youth. Credibility (3.6) and popularity (3.5) were also

considered influential, while trustworthiness scored the lowest (3.2).

Diagram 2: Most Important Celebrity Attribute



Source: Based on the data in Table 7

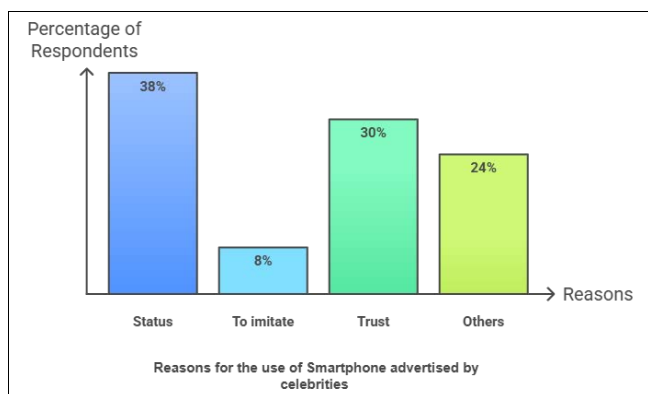
Table 8: Reasons for the use of Smartphone advertised by celebrities

| Reasons | Number of respondents | Percentage |
|------------|-----------------------|------------|
| Status | 19 | 38 |
| To imitate | 4 | 8 |
| Trust | 15 | 30 |
| Others | 12 | 24 |
| Total | 50 | 100 |

Source: Field survey

38% of the respondents use smartphones endorsed by celebrities to gain status, while 30% use them because they trust the brand promoted by the celebrity. Four respondents (8%) buy to imitate the celebrity, and 12 respondents (24%) cited other reasons.

Diagram 3: Reasons for the use of Smartphone advertised by celebrities



Source: Based on the data in Table 8

Table 9: Buying a new brand if a favourite celebrity were endorsing it

| Particulars | Number of respondents | Weighted Score (Frequency × Weight) |
|-------------------|-----------------------|-------------------------------------|
| Strongly agree | 21 | 105 |
| Agree | 9 | 36 |
| Neutral | 6 | 18 |
| Disagree | 10 | 20 |
| Strongly disagree | 4 | 4 |
| Total | 50 | 183 |
| Weighted average | | 3.66 |

Source: Field survey

The weighted average for this statement is 3.66, which indicates that, on average, youth respondents agree that they are likely to buy a new smartphone brand if it is endorsed by their favorite celebrity.

Findings of the Study

- Most of the respondents are male (64%), while females account for 36%.
- Majority respondents belong to the 22–26 years age group (52%), followed by 18–22 years (44%), and only a few (4%) are aged 26–30.
- Nearly half of the respondents (46%) are graduates, 26% have post-graduation, 14% have completed Plus Two, 4% have SSLC, and 28% belong to other educational categories.
- 46% of youth are highly aware, 38% are moderately aware, and 16% are not aware of celebrity-endorsed smartphone advertisements.
- Oppo is the most preferred smart phone brand (28%), followed by Vivo (20%) and Mi (14%), while other brands are less popular.
- Internet is the most influential medium of advertisement (60%), followed by word-of-mouth (24%), television (10%), and print media (6%).
- Advertisement by celebrities is the most important factor influencing the purchase decision (62%), followed by quality (20%), price (12%), and brand image (6%).
- Attractiveness (3.8 weighted average) of celebrity is the most influential attribute, followed by credibility (3.6), popularity (3.5), and trustworthiness (3.2).
- Film stars (40%) and cricketers (28%) are the most influential celebrities for youth, while models, singers, and others have less impact.
- The main reasons for Using Celebrity-Endorsed Smartphones are status (38%) and trust (30%), while imitating celebrities (8%) and other reasons (24%) are less significant.
- The weighted average is 3.66, indicating that youth generally agree they are likely to buy a new brand if it is endorsed by their favourite celebrity.

Conclusion

Celebrity endorsement has a positive influence on the buying behaviour of youth towards smartphones in Kannur District. Most youth are aware of celebrity-endorsed advertisements and are influenced by celebrities’ attractiveness, credibility, and popularity when choosing a smartphone. Film stars and cricketers are the most influential celebrities, while the internet is the main medium through which youth receive such advertisements. Celebrity endorsement creates a sense of status and trust, which motivates youth to try new brands. Overall, using the right celebrity in advertising can help smartphone companies increase brand preference and sales among young consumers.

Suggestions

- Smartphone companies should choose celebrities who are popular and admired by youth to promote their products.
- Companies should focus on internet and social media platforms for advertising, as these are the most effective channels to reach young consumers.

- Marketers can use film stars and cricketers more effectively, as these types of celebrities have the strongest impact on youth.

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