

## **CELEBRITY ENDORSEMENTS AND PURCHASE INTENTION OF THE TEENAGERS: Case of Nepal**

Deepmala Shrestha (Gurung)

### **Abstract**

*The practice of celebrity endorsements has proliferated over time. Now days, it has become a pervasive element of advertising industry in all over the world. Teenagers in the contemporary marketing environment constitute a pivotal market segment and deserve considerable attention from marketers due to the fact that the market is expanding and the teens spend vast amount of money for a wide variety of products. Marketers use celebrity endorsers to influence the purchase intention of teenagers in order to increase their sales and extend their market shares. This made the researcher curious to explore the impact of celebrity endorsements on teenager's purchasing intention and to find the impact that make on teenagers buying behaviour. This study focuses on examining the perception of Nepali teenagers (based on higher secondary school of +2 from both Science and Management streams). A quantitative method is used for the study to investigate the perceptions of the consumer, attributes of celebrity, its subsequent impact on purchase intention and buying behaviour. The result of the study prove that celebrity endorsements is positively impact the purchase intention of the teenagers and that leads to buying behaviour.*

**Keywords:** *Celebrity, celebrity endorsers, celebrity endorsement, advertisement, purchase intention, buying behaviour, trustworthiness, familiarity*

### **INTRODUCTION**

Promotion is an important aspect of any business. It is important because unless a firm properly advertizes its product and services, consumers will not be aware about it and therefore, for promotion when advertizing is prepared, it does four things in steps, informing, persuading, reminding and reinforcing that actually increases the chance of the product being selected by the consumers. Therefore, advertisement is a way of educating consumer about products and services. Celebrity endorsement is a form of advertisement, wherein celebrities promotes product and services. Popular with positive role played celebrities work best because they naturally generate lots of attention and trust. Celebrity endorsement is a common marketing communication strategy for building brand image, brand recall, and recognition purchase intentions [1]. Some recent studies have been done to examine the influence of celebrity endorsement on young adults [2], celebrity worship on purchase intentions [3], and the celebrity's credibility on the brand's consumer-based equity [1].

Celebrity endorsement has been defined as: "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" Many big brands have recognized the importance of celebrity endorsement as marketing communication tool. Among the different stages of people teenagers are probably more influenced by celebrity advertisement than other age group as adolescence marks a time of rapid and intense emotional and physical changes. The value of celebrity endorsements has been recognized worldwide. In context of Nepal, the Indian culture has always been playing a major role in the Nepali society. After all, the two countries share an open border and many cultural similarities. This is the reason why Indian celebrities are used to endorse various products in the Nepali market, too. It also makes the advertisement cost cheaper as editing voices or fonts would be enough. However, some Nepali celebrities are promoting various products as well.

---

*Deepmala Shrestha (Gurung), Assistant Professor, School of Business, Pokhara University, Pokhara, Nepal  
Email: f13deepmalas@iima.ac.in*

In Nepal too, it has become one of the most readily accepted practices. Firms such as Hindustan Lever (Lux), Pepsi and Coke advertisement have been using celebrity endorsers for long. Rekha Thapa has been promoting UTL and Paras Khadka has been promoting Clinic Hair Oil. The famous Jodi of Nepal Haribansha Acharya, Madan Krishna Shrestha represent Sanima Bank Limited and Shikhar Insurance, Rajesh Hamal, Sugam Pokharel, miss Nepal and other icons are used for advertisement to bring positive impact towards product because of their good image towards society. Sahana Bajarcharya's endorsement of colors mobile as its brand ambassador is an instance of this trend.

According to [4] and [5] concluded that sports celebrities are used to generate positive word of mouth and follow among "generation Y" with consumers in Australia. Generation "Y" are of 12 to 19 years [6], who have significant potential purchasing power [7]. The positive correlation between the endorser's credibility and consumer-based brand equity is mediated by the brand credibility [1]. Similarly, [8] found a positive relationship between celebrity endorsement and purchase intention has also been demonstrated among Botswana teenagers in South Africa. In Hong Kong half of the government's publicity campaigns employ celebrity endorsers as well [9]. The trustworthiness of the celebrity is supportive element underlying source credibility, but research has shown that it is not a factor in increasing consumers' intention to try a brand [2] [10]. The trustworthiness of the celebrity is a supportive element underlying source credibility, but research has shown that it is not a factor in increasing consumers' intention to try a brand [2] [10]. Categorically related endorsements (sports shoes endorsed by a sportsman) have greater brand meaning consistency than unrelated endorsements (sports shoes endorsed by a singer) [11]. Unlike other age group, [2] found that the young are predominantly attracted by celebrity endorsers that are entertaining and attractive rather than those who are trustworthy [2] [10].

Nepali consumer market is booming at a great pace. Nepali advertisement industry has grown to record annual turnover of over Rs 3.5 billion. Consumers in Nepal are exposed to several new products every other day followed by marketers' differentiation, positioning techniques. So, the main reason for choosing this topic is to investigate the impact of celebrity endorsement on teenagers buying behavior (purchase intention) in Nepal. For which trustworthiness and familiarity are looked into to find what consumers search on celebrity either their trustworthiness nature or famous icon.

## STATEMENT OF PROBLEM

Kotler and Keller in 2011 found that on an average a person was exposed to 700-1300 advertisement every day. Now, people are more exposed to smart mobile and fast internet service in which they tend to use social media (social media is a strong platform for real time marketing and branding that takes an entire army to win a battle), twitter, news sites or YouTube. In every video now you could find advertisements. It means teens are more exposed to advertisements than a people of early. Therefore, teenagers now must be more influenced with celebrity's used products and services. Additionally, the teenage consumer market is one that is highly sought after by major marketing corporations. Teenagers are particularly vulnerable because they are new and inexperienced consumers and are prime targets of many advertisements. Marketers take advantage of this opportunity to influence teenagers emotionally and make them buy product. When the mind recalls memory of the celebrity it will bring up memories of the product that he/she is associated with. Therefore, advertising agencies are trying to find new ways to break through the clutter of advertising. Celebrity endorsement is a tool in which marketers pay millions to attract people and take their attraction [12], [13] and [14]. It not only promote product with special attributes [13], but also allure customers to the offerings [15]. Celebrity appearances are among many of the ways these agencies try to gain better results for their advertisements. Researcher is interested to know, "whether Nepalese teens are influenced by the celebrity endorsed product or not?"

Most of the study in this field is done in developing countries [16] like India [17] [13] and [18], Pakistan [19], China [9]. Jija in 2013 found India to be the most effective in using celebs while making decision. Roll in 2006 reported, endorsement was counted as a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position. The relationship between celebrity endorsement and brand were examined by the customers [11]. According to Patra and K. Datta (2010) [22]

selection of right and appropriate celebrity for brand endorsement is a challenging proposition. [23] Suggested the right use of celebrity can escalate the unique selling proposition of a brand to new heights.

Nepal being small developing nation but due to modernization and development of media, teenagers of Nepal are easily influenced or attracted towards their favorite celebrity of different countries and their endorsed product. The concern is what has been the actual influence of the product endorsement by these celebrities in Nepal? Are the firms concerned gaining as much priority as in India or abroad where international celebrities are endorsing their products? What is the relationship between different attribute of celebrity with purchase intention? Does celebrity endorsement work and how does it work among teenagers? How do celebrities impact the teenagers purchase intention when are used as endorsers? If relation comes to be directly relation with celebrity endorses and intention to purchase that leads positively with buying behavior then organizations are guided to use celebrity in their product as a strategic move.

### **OBJECTIVES OF THE STUDY**

Studies examine the impact of celebrity attributes on teenager's purchase intention.

The specific objectives of the study are:

- 1.To identify the relationship of celebrity attributes (in terms of trustworthy, and familiarity) and teenage purchase intention.
- 2.To explore the impact of celebrity endorsements on teenager's purchasing intention
- 3.To recommend the important measures, that would help to develop marketing strategies and for conducting further researches on effectiveness of advertisement in future.

### **LITERATURE REVIEW**

In general, research evidence revealed that celebrity endorsed advertisement would have a positive impact on product purchasing behavior [24] and intention in the Netherlands [25], customers' perception [26]. These researches review the work of Kumar (2010) [27] on topic, "Celebrity endorsement and its impact on consumer buying behavior".

### **CELEBRITY TRUSTWORTHINESS**

[28] defined trustworthiness as "the listener's degree of confidence in, and level of acceptance of, the speaker and the message." Trustworthiness of an endorser is perceptual and depends on the target audience. It refers to the honesty, integrity and believability of an endorser. Trustworthiness indicates the honesty and integrity of the spokesperson; thus it can be defined as the degree customers perceive endorsers to be believable, honest, and dependable. Advertisers are most likely to select those endorsers who are greater proportion in this aspect [29]. There are some literature revealed that the effectiveness of the celebrity endorsement depends on three constructs of the source including expertise, attractiveness and trustworthiness.

### **CELEBRITY FAMILIARITY**

Familiarity refers to the level of knowledge of a source through exposure [30]. The effect of familiarity on attitude increases when there are brief exposures of the celebrity and when there are longer delays between the exposures. Old literature 1989 by Bornstein, the effect decreases when there are long exposures of the celebrity and when there are shorter delays between the exposures.

### **CELEBRITY ENDORSEMENT**

Celebrity in endorsement always carry the image and that flourish as a personal message source to the society in the form of advertisement, the characteristics like attractiveness, power, or credibility (knowledge, skill, and expertise) related to the product/s, attractiveness refers to the likeability, trustworthy, familiarity, and similarity of the celebrity and power enables the endorser to bias the consumer [31]. It enhances audience attentiveness; make the ad more memorable, credible, and desirable and glamour to the endorsed

product. Early Research has found that celebrities are more effective than other types of endorsers, such as the professional expert, the company manager, or the typical consumer [32].

### **PURCHASE INTENTION (BEHAVIORAL LOYALTY)**

Behavioral loyalty means consumers' repurchase behavioral or intension of specific brand from the available options [33]. It is a function of a favorable repeat purchase pattern [34]. A number of aspects are said to have an effect on the purchase intentions of the consumers; however, behavioral loyalty guarantees that customer loyalty is converted into actual purchase behaviors. Published studies on the effectiveness of celebrity endorsement on social media on Consumer Purchase Intention have been limited to Africa [35] and Europe [36].

### **CELEBRITY ENDORSEMENT IN NEPAL**

Nepal doesnot have crazy fan following like in other countries. For example: the fan list of Bryan Adams is perhaps bigger than that of Ram Krishna Dhakal. Sadiccha Shrestha can attract attention of people generally fewer than 30. But an endorsement by Taylor Swift will perhaps be more successful because of the star's huge fan following. Celebrity endorsement is cheaper in Nepal. It is understandable that living the life of a celebrity is expensive, and Nepali celebrities cannot let go any opportunity to make money through endorsement. So, Saugat Malla will easily accept any offer from the advertisement from hair oil to soap. Hence, the value gets lower. Appearing in any kind of advertisement has already made the MaHa duo cheap. The advertisements seem to have failed to make appropriate celeb selection. An endorsement by Pilot Bijay Lama can attract attention for flights. Similarly, an endorsement by Dr. Bhola Rijal would rather gain value than an endorsement by some comedian for cheap promotion.

There are some Nepalese celebs who won the trust of Nepalese market. For example, Anil Shah or Dr Bhagwan Koirala, have gained respect in the society but nobody has so far thought about using them for product endorsement. The problem can be resolved by first making market segmentation. For this, identifying the targeted market and looking for the major icon of that market is important. For a trendy endorsement, Nima Rumba would be better, and for diplomatic endorsement Sunil Pokharel would suit. Deepak Raj Giri or Gopal Nepal would rather fit for funny endorsement of products like Hajmola, instead of reliability. Celebrity endorsement certainly has huge scope but it must be properly identified and utilized.

Recently in Apr 11, 2016 Miss Nepal 2010, Sadiccha Shrestha, was the face of Everest Bank Limited (EBL), which, upon appointing Shrestha as its brand ambassador, also launched "Sadiccha Deposit" to infiltrate the youth market and encourage sound investment from an early age while also creating a collective fund for the underprivileged youth cricketer and current captain of Nepal national cricket team Paras Khadka who has represented National Life Insurance Company Ltd, ABC Choice Noodles, clothing brand UFO, European automobile brand Fiat and cricket gear producer SM Company. Tripti Dhungana, Executive of Department of Public Relations at Prisma Advertising, shares, "A brand ambassador acts as a catalyst to promoting brand recognition by involving themselves personally and, to an extent, emotionally, with the promise and vision of the brand that they are endorsing. In this way, they act as one of the greatest communications and marketing tools that inspire customers, who place trust in the ambassador and value their choices, to buy the product and simulate brand recognition through positive word of mouth." Additionally she adds "Choosing a well-liked celebrity to represent your brand creates more than just a buzz in the market for your product, it inspires the public that idolizes said celebrity to test the product they are endorsing with enthused anticipation."

### **HYPOTHESIS**

The main purpose of this study is to find out how these attributes affect teenagers buying behavior for this researcher find it appropriate to test the relationship between teenagers purchase intension and attributes of celebrity. This led into generating the following hypothesis to test accordingly.

**H1: ATTRIBUTES OF CELEBRITY POSITIVELY AFFECTS THE PURCHASE INTENTION TO BUY A PRODUCT OR SERVICE.**

**NULL HYPOTHESIS**

- Trustworthiness of the celebrity is not positively associated with purchase intention
- Familiarity of the celebrity is not positively associated with purchase intention

### ALTERNATIVE HYPOTHESIS

- Trustworthiness of the celebrity is positively associated with purchase intention.
- Familiarity of the celebrity is positively associated with purchase intention.
- Research question 01: Do you purchase the product endorse by celebrity?
- Research question 02: Do you feel happy to buy product endorse by celebrity

### CONCEPTUAL FRAMEWORK OF THE STUDY

For the research study, two hypotheses were created. To prove each hypothesis questionnaire were developed on the basis of two sections A and B.

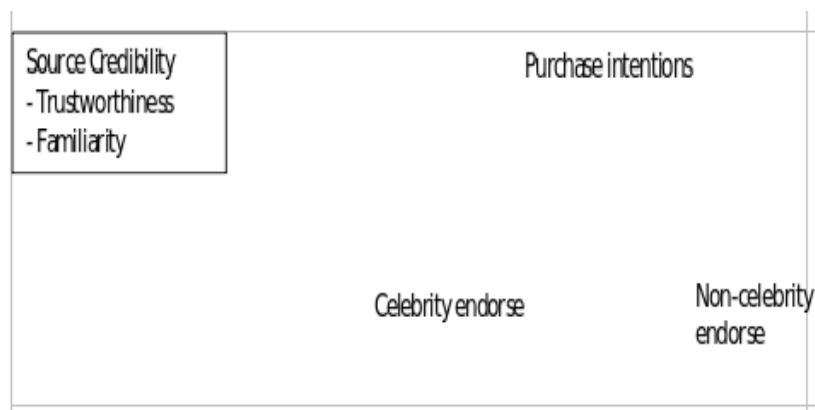


Figure 1. Research Model

### DESIGN AND METHODOLOGY

The researcher selects the positivism philosophy for the research. The decision is made in consideration with the research objectives i.e. examining the impact of celebrity endorsements on teenagers buying behavior. In order to achieve the intended aims and objectives of this research positivist approach seems to be most suitable for the research. The logic of this study is deductive as the purpose of this study is to test the hypotheses, and draw conclusion on the basis of statistical analysis of the data. Moreover, the applications of deductive approach help the researcher to explain the relationship between celebrity endorsement and consumer buying behavior.

### POPULATION AND SAMPLE SIZE

From the number of population 38 higher secondary school (including private and public) of Pokhara valley, a sample of 6 higher secondary schools was chosen using convenient basis. Questionnaire was equally distributed to the students as 50 nos to each 6 school. However, 50 % only participated properly whereas because of the sense of irresponsibility, ignorance, shyness and not serious and laziness 20% did not fill properly and rest 30% reject to participate so total was 150. Again using convenient sampling both male and female group of management and science faculty subjects involved are the regular customers of product and services who are exposed to celebrity endorsement.

**TABLE 1: SAMPLES OF HIGHER SECONDARY SCHOOL**

S. N.	Name of the Higher Secondary School	Total popl	No of samples taken
1.	Pokhara United Academy H. S. S.	54	50
2.	Amar Singh H. S. S.	65	50
3.	Motherland H. S. S.	70	50
4.	Gandaki Higher Secondary Boarding School	72	50
5.	Sagarmatha H. S. S.	80	50
6.	Global H. S. S.	243	50
			N=300

Source: Ministry of Education, 2015

Ethical guidelines were taken into care during data collection, where the participant remained unanimous and the participation was voluntary. Before collecting data, researcher took consent. Pre-testing of the questionnaire was done to test the clarity of the questionnaire, suitability to the participants, to assess the needed time, the possible obstacle that could arise while responding to the survey to reduce the biases.

## INSTRUMENTATION

During the research study, various modern instruments were used. The data was collected through self-administration questionnaire and were analyzed using the SPSS Software. Researcher used descriptive frequency analysis, correlation analysis, and Z tests in order to examine the relation between construct and test the hypothesis accordingly. SPSS is used to find out the relation between dependent variable and independent variables. In order to verify the above hypotheses it was computed whether there was a correlation among the various variables.

Respondents were asked to what extent they agreed or disagreed with each item on a five-point scale with descriptive anchors ranging from (1) 'strongly disagree' to (5) 'strongly agree'. In this research the primary dependent variable is purchase intention. The independent variable, influential variable is trustworthiness and familiarity.

## RESULTS

### DESCRIPTION OF THE STUDY

To represent the overall opinion of respondents descriptive statistics results are mentioned in the table 2. The highest mean 3.83 could be seen in familiarity of the celebrity and the lowest is in purchase intention 3.14. Pearson correlation coefficients between study variables as well as their mean and standard deviation are shown in table 2. All two of the tested attributes/variables trustworthiness (0.496), and familiarity (0.51), interact with the dependent variable purchase intention in a positive manner in 0.01 levels. Additionally, table shows both the independent variable are associated and highly correlated with purchase intention of teenagers. Regarding the strength of relationship between dependent and tested variable trustworthiness

(0.496) have moderately good relationship and familiarity (0.51) holds significantly good relationship with purchase intention.

**TABLE 2: MEAN AND STANDARD DEVIATION AND COEFFICIENT CORRELATION (N=150).**

		Mean	SD	1	2	3
Purchase Intension	Pearson Correlation	3.14	0.82	1		
Trustworthine ss	Pearson Correlation	3.19	1.271	.496**	1	
Familiarity	Pearson Correlation	3.83	1.38	.510**	.574**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
Source: Compute SPSS

The hypothesis was tested by evaluating proposed relationship of attribute and purchase intention the hypothesis were using Z- test. The results of test are summarized up as under.

**H1a: Trustworthiness of the celebrity is positively affects the purchase intension of teenagers.**

Since, Ha is two sided, we shall be applying the two tailed test for determining the rejection regions at 5 percent level which come to as under, using normal curve area table:  $R: |Z| > 1.96$

From the table 3, conclusion could be made that hypothesis 1 is not supported as calculated z value is less than critical value i.e.  $0.40 < 1.96$ . Thus, null hypothesis is accepted and alternative hypothesis is rejected. So, we have null hypothesis that trustworthiness and purchase intension are independent. So trustworthiness of celebrity does not positively affect the purchase intension of teenagers.

**TABLE 3 :PURCHASE INTENTION WITH TRUSTWORTHY AND FAMILIARITY Z-TEST: TWO SAMPLE FOR MEANS**

	Purchase intension	Trustworthy	Purchase intension	Familiarity
Mean	3.14	3.19	3.14	3.83
Known Variance	0.67	1.62	0.67	1.9
Observations	150	150	150	150
Hypothesized Mean Difference	-	-		
Z	-0.4		-5.26	
P(Z<=z) one-tail	0.35		0	
z Critical one-tail	1.64		1.64	
P(Z<=z) two-tail	0.69		0	
z Critical two-tail	1.96		1.96	

Source: Compute SPSS

**H1b: Familiarity of the celebrity is positively affects the purchase intension of teenagers.** From the below table 3, the calculated Z value is 5.26 and critical Z value is 1.96 at 5% significance this means calculated z is greater than critical z value and we can conclude that null hypothesis is rejected. Thus, alternative hypothesis is accepted i.e. so there is positive relationship between familiarity and purchase intension of teenagers.

**Celebrity who is trustworthy to me, influence my decision in buying products?**

The aim of this question is to evaluate the impact of “trustworthiness” of the celebrity at influencing the purchase decision of teenagers. The data below shows that only 18 % agree to the statement that means trustworthiness of celebrity have less impact on purchase decision Secondly, (23.3%) slightly agree that trustworthiness of the celebrity can influence their purchase decision. decision Majority of the respondents are unsure about the impact of trustworthiness on their purchase decision i.e. 32 %. On the other hand only 12.7 % of the respondents slightly disagree and 14 % completely disagree to the statement can be seen in table 4. Overall, using the descriptive analysis, it can be said that though respondent are attracted to celebrity endorsed advertisement trustworthiness have less influence on purchase decision.

**Celebrity who is familiar to me, influence my decision in buying products?**

	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
<b>Disagree</b>	21	14	18	12
<b>Slightly disagree</b>	19	12.7	9	6
<b>Not sure</b>	48	32	22	14.7
<b>Slightly agree</b>	35	23.3	33	22
<b>Agree</b>	27	18	68	45.3
<b>Total</b>	150	100	150	100

**Source: Compute SPSS**

This question aims at evaluating the impact of celebrity’s “familiarity” on the purchase intention of teenagers. Majority of the respondents (45.3%) strongly agree that familiarity of the celebrity can influence their intention to purchase. Similarly, 22% of the respondents strongly agree that known’s celebrity can influence their purchase intention. On the other hand, 14.7% of the respondents are unsure 6% slightly disagree and 12.0% completely disagree to the statement that familiarity can be an important factor to influence their purchase intention could be seen from the table 4. Based on the results it was found that familiarity is the most influencing factor for the purchase intention of the teenagers.

**Research questions 1:** The models used for evaluating purchase intention consists multi item constructs. Two different questions were asked to the respondents in order to evaluate the impact of celebrity endorsers on their purchase intention. The two questions asked to the respondents in the questionnaire are as follows:  
 PI (Purchase Intention) 01- I do purchase products and services endorsed by celebrity.  
 PI (Purchase Intention) 02 - In overall, I’m happy with purchasing products or services advertised by celebrities.



	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Disagree	17	11.3	23	15.3
Slightly disagree	5	3.3	11	7.3
Not sure	31	20.7	13	8.7
Slightly agree	70	46.7	55	36.7
Agree	27	18	48	32
Total	150	100	150	100

Source: Compute SPSS

The analysis results from suggest that only 18 % of the respondents do actually purchase products under the influence of celebrities. 46.7% of respondents slightly agree that means they do sometimes buy the endorsed products as well. However, 20.7% numbers of respondents are not sure whether they purchase the products under the influence by celebrities or not. On the other hand, only 3.3% of respondents slightly disagree and 11.3% disagree about the influence of celebrities on their purchase decision. However, overall 64.7% of respondents show positive response by stating that they buy products and services endorsed by celebrities.

The results from analysis of question 1 represent the overall happiness or satisfaction level of respondents after buying products or services endorsed by celebrities. The analysis shows that many of the respondents (32%) strongly agree that they are happy after their purchases of products endorsed by celebrities. While majority 36.7% of respondents are likely to be happy for their purchases as they slightly agree as well. Again 8.7% of teenagers are neutral about their purchase decisions for the products endorsed by celebrities. Interestingly, only a few numbers of people slightly disagree (7.3) and disagree (15.3%) are not happy with their purchase decisions made under celebrity influence.

In order to check the overall influence of celebrities on the purchase decision of consumers the results from above mentioned question were combined together by calculating the average. The descriptive statistic results from above two questions combined together are as follows:

	<b>Mean</b>	<b>S.D</b>	<b>N</b>
Purchase Intension	3.14	0.82	150

Source: Compute SPSS

The overall results for purchase intention shows that celebrities can influence the purchase decision of the people by appearing with a product in an advertisement. The results show that most of the teenagers are likely to buy or buy the products endorsed by celebrities. Moreover many of the customers are happy or satisfied with the purchases they have done under the influence of celebrity that is a positive sign. Majority of the customers have less effect of negative publicity of celebrity while making purchase decision. The mean of 3.14 shows that more respondents support above statements and standard deviation of 0.82 (see from table 6), there is no much difference among the respondents. The results show that there are low numbers of people who are actually not influenced or satisfied with their purchase decisions under celebrity influence.

## DISCUSSION AND FINDINGS

Empirically identified and tested the celebrity attributes specific to influence purchase intention and finally examined the impact of celebrity endorsements on purchase intention of consumers. In accordance with the study objectives, the following conclusions are drawn. Purchase intention average mean of 3.14 also support above statement therefore, it can be said that celebrity endorsers are likely to have a positive effect on consumer purchase intention.

Trustworthiness has less impact on purchase decision. Overall it can be said that the different attributes of the celebrities positively affect teenager's purchase intention. Trustworthiness of the celebrity does not positively influence the purchase intention of teenager's, not supported the literature of Clinton and his team studied in 2008 that trustworthiness affected the effectiveness of the advertising. Result of the study proves that familiarity of the celebrity endorser positively influences the purchase intention of the teenagers, this is supported by the literature of Hussain, & O'Donnell studied done in the year 2009 and familiarity is what make celebrities effective endorsers [2] and [37] that the reasons for recalling celebrities included popularity, status symbol, attractiveness and glamour, likeability and recall value or familiarity of the celebrities. Although some attributes are very effective at influencing purchase intention of consumers some are relatively low or moderate. For instance, trustworthiness has less impact on purchase decision. Familiarity on the other has the highest impact on purchase intention. It is simply concluded that celebrities are effective not because of their expertise but simply because of their familiarity.

Empirical test of relationship between celebrity endorsements and purchase intention satisfied the final objective of this research project. It was found that teenagers do purchase the product, happy with the purchases done under the influence of celebrities.

Major finding of the study are:

Firstly, research outcomes reveal extremely high degree of familiarity across all age groups. Further, on the basis of attractiveness people find actors and actresses from bollywood and films more influential as endorsers.

Secondly, the positive relationship of different celebrity attributes and purchase intention of the consumers demonstrates the effectiveness of celebrities as successful endorsers.

Thirdly and finally, empirical test of relationship between celebrity endorsements and purchase intention satisfied the final objective of this research project. It was found that celebrity endorsers positively affect the purchase intentions of the consumers as compared to non-celebrity endorsers.

## CONCLUSIONS

The positive relationship of different celebrity attributes and purchase intention of the teenagers demonstrates the effectiveness of celebrities as successful endorsers. It hardly matters with the trustworthiness of celebrity, to the teens it is about the familiarity that impacts on their purchase intention and decision. Overall, it can be concluded that the different attributes of the celebrities positively affect teenager's purchase intention. Majority of the teenagers do purchase the product, satisfied with the purchase endorsed by celebrity on their purchased decision.

The marketing implication is that marketers need to select celebrities that are most attractive and believed to be most entertaining to adolescents instead of finding celebrities that are credible and trustful. To be trustworthy, celebrities must maintain a clean reputation. They must avoid circumstances that may tarnish their reputation and trustworthiness in front of the public. Thus, celebrity image and the company/product image become closely related. To increase their trustworthiness, celebrities must be seen as users of their products. Secondly, the claims made in the advertisement endorsed by celebrities must be believable and substantiated. The advertisement must look genuine and not exaggerated. Students believe in the effectiveness of celebrity advertising appeals in changing consumers' brand awareness and purchase intentions.

## REFERENCES

- [1] Spry, A., Pappu, R. and Cornwell, T.B. (2011), "Celebrity endorsement, brand credibility and brand equity", *European Journal of Marketing*, Vol. 45 No. 6, pp. 882–909.

- [2] Hakimi, B.Y., Abedniya, A. and Zaeim, M.N. (2011), “Investigate the impact of celebrity endorsement on brand images”, *European Journal of Scientific Research*, Vol. 58 No. 1, 116–32.
- [3] Hung, K., Chan, K.W. and Tse, C.H. (2011), “Assessing celebrity endorsement effects in China: a consumer-celebrity relational approach”, *Journal of Advertising Research*, Vol. 51 No. 4, pp. 608-23.
- [4] Buksa, I. and Mitsis, A. (2011), “Generation Y’s athlete role model perceptions on PWOM behavior”, *Young Consumers: Insight and Ideas for Responsible Marketers*, Vol. 12 No. 4, pp. 337–47.
- [5] Dix, S., Phau, I. and Pougnet, S. (2010), “Bend it like Beckham: the influence of sports celebrities on young adult consumers”, *Young Consumers: Insight and Ideas for Responsible Marketers*, Vol. 11 No. 1, pp. 36–46.
- [6] Rice, F.P. and Dolgin, K.G. (2005), *The Adolescent: Development, Relationships, and Culture 11<sup>th</sup> Edition*, Pearson, Boston, MA.
- [7] Bush, A.J., Martin, C.A. and Bush, V.D. (2004), “Sport celebrity influence on the behavioral intentions of Generation Y”, *Journal of Advertising Research*, Vol. 44 No. 1, pp. 108–17.
- [8] Makgosa, R. (2010), “The influence of vicarious role models on purchase intentions of Botswana teenagers”, *Young Consumers: Insight and Ideas for Responsible Marketers*, Vol. 11 No. 4, pp. 307-19.
- [9] Chan, K. (2010), *Youth and Consumption*, City University of Hong Kong Press, Hong Kong.
- [10] Ohanian, R. (1991), “The impact of celebrity spokesperson’s perceived image on consumers’ intention to purchase”, *Journal of Advertising Research*, Vol. 31 No. 1, pp. 46–52.
- [11] Chien, P.M., Cornwell, T.B. and Pappu, R. (2011), “Sponsorship portfolio as a brand-image creation strategy”, *Journal of Business Research*, Vol. 64 No. 2, pp. 142–9.
- [12] Akturan, U. (2011). Celebrity advertising in teh case of negative associations: Discourse analysis of weblogs. *Management Research Review*, Vol. 34 No. 12, pp. 1280-1295.
- [13] Kushwaha, R., & Garima. (2012). An impact of celebrity endorsement on the buying behavior of youth. *International Journal of Research in Computer Application & Management*, Vol. 2 No. 8 (August).
- [14] Sharma, K., & Kumar, S. (2013). Celebrity endorsement in Adverting: Can it lead to brand loyalty in the long run? . *International Journal of Marketing, Financial Services & Management Research* , Vol. 2 No. 3, pp. 73-79.
- [15] Tantiseneepong, N., Gorton, M., & White, J. (2012). Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, Vol. 15 No. 1, pp.57-69.
- [16] Culbreath, J. (2012). A cross cultural look at celebrity sports endorsement. MBA thesis Auckland University of Technology.
- [17] Shukre, D. A., & Dugar, N. (2013). Effect of Celebrity Endorsements on Consumers’ Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products. *International Journal of 360o Management Review*, 01 (01).
- [18] Pughazhendi, A., Thirunavukkarasu, R., & Susendiran, S. (2011). A study on celebrity based advertisements on the purchase attitude of consumers towards durable products in Coimbatore city, Tamil Nadu, India. *Far East Journal of Marketing and Management* , Vol. 1 No. 1, pp. 17-27.

- [19] Remmerswaal, W. (2010). Who's in and who's out? & what's hot and what's not? University of Amsterdam, Master Thesis.
- [20] Zafar, Q., & Rafique, M. (2012). Impact of celebrity advertisement on customer's brand perception and purchase intention. *Asian Journal of Business & Management Sciences*, Vol. 1 No. 11, pp. 53-67.
- [21] Kumar, Amit (2010) “*Celebrity Endorsement and its Impact on Consumer Behavior*”, Published Thesis, MSC Management of Marketing. B.U.
- [22] Ohanian, R (1990) “Construction and validation of a scale to measure celebrity endorser’s perceived expertise, trustworthiness, and attractiveness”, *Journal of Advertising*, 19(3): 39: 52.
- [23] Shimp, T. A. (2008). *Advertising, promotion, and other aspects of integrated marketing communications*, Mason, Ohio: South Western Cengage Learning.
- [24] Belch, G.E., and Belch, M.A., (2001). *Advertising and Promotion: An integrated Marketing Communications Perspective* (5th ed.). Boston: Irwin/McGraw- Hill.
- [25] Byrne, A., Whitehead, M., & Breen, S. (2003). The naked truth of celebrity endorsement. *British Food Journal*, V 105 (4/5) pp. 288-296.
- [26] Friedman, H. H. & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19 (5), 63-71.
- [27] Russell-Bennett, R., McColl-Kennedy, J.R., Coote, L.V. (2007). Involvement, satisfaction and brand loyalty in a small business services setting. *Journal of Business Research*, 60(12), 1253-1260. <http://dx.doi.org/10.1016/j.jbusres.2007.05.001>
- [28] Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services* 14, 35-44. <http://dx.doi.org/10.1016/j.jretconser.2006.03.002>
- [29] Zipporah, M. M., & Mberia, H. K. (2014, September ). The Effects OF Celebrity Endorsement in Advertisements . *International Journal of Academic Research in Economics and Management Sciences*, 3(5), 178-188.
- [30] Jatto, O. (2014). *Consumer Attitude towards Celebrity Endorsements on Social Media*. Dissertation , Univeristy of Dublin, Dublin Business School.
- [31] Dash, S., & Sabat, D. (2012). The impact of celebrity endorsed TV commercials on demographic dynamics of attitude: An Indian context. *International Journal of Research in Management & Technology*, Vol. 2 No. 2, pp. 192-204.
- [32] Roy, S., Jain, V., & Rana, P. (2013). The moderating role of consumer personality and source credibility in celebrity endorsements. *Asia Pacific Journal of Business Administration*, Vol. 5 No. 1, pp. 72-88.
- [33] Ahmed, A., Mir, F., & Farooq, O. (2012). Effect of celebrity endorsement on customers' buying behavior: A perspective from Pakistan. *Journal of Contemporary Research in Business*, Vol. 4 No. 5, pp. 584-592.
- [34] Chan, K., Ng, Y., & Edwin, L. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, Vol. 14 No. 2, 167-179.
- [35] Mukherjee, D. (2009, August). *Impact of Celebrity Endorsements on Brand Image*. Retrieved August 17, 2014, from [ssrn.com: http://ssrn.com/abstract=1444814](http://ssrn.com/abstract=1444814)

[36]Patra, Supriyo; Datta, Saroj K. (2010). Celebrity Endorsement in India- Emerging Trends and Challenges. *Journal of Marketing & Communication*, 5 (3).

[37]Agrawal, Pradeep; Dubey, Dr. S. K. (2012). Impact of Celebrity Endorsement on Consumers' Buying Behavior. *Global Research Analysis*, 1 (7), 106-108.