
**A STUDY ON THE IMPACTS OF INFLUENTIAL MARKETING BY CELEBRITY
ENDORSEMENTS ON CONSUMER BUYING BEHAVIOUR AMONG INDIVIDUALS RESIDING IN
SUBURBAN AREAS OF MUMBAI DISTRICT**

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ABSTRACT:

This study investigates the impact of Celebrity Endorsements as a form of Influential Marketing on Consumer Buying Behavior among individuals residing in the suburban areas of Mumbai City. The research aims to assess awareness, perceptions, and the factors Influencing Consumer Behavior due to Celebrity Endorsements. A descriptive research methodology was employed, using simple random sampling to collect data from 219 respondents through Google Forms. The findings reveal significant awareness of celebrity endorsements, particularly among the 20-30 age group, which comprises 80% of respondents. While 59% of respondents follow Celebrities or Influencers, 63% are influenced by endorsements for niche products. However, trust in recommendations from Friends and Family remains paramount, surpassing the influence of Celebrity Endorsements. Additionally, 64% of respondents have made purchases solely based on Celebrity Endorsements, with athletes being perceived as the most credible endorsers. The study highlights the nuanced impact of celebrity endorsements, emphasizing the importance of authenticity, the effectiveness of advertisements, and the role of personal trust networks in Consumer Decision-Making. These insights suggest that while Celebrity Endorsements, as a powerful tool of Influential Marketing, significantly shape Consumer Behavior, Brands must consider multiple factors, including product type and endorsement authenticity, to maximize the effectiveness of their Marketing Strategies.

Keywords: *Celebrity Endorsements, Consumer Behavior, Influential Marketing, Marketing Strategies, Suburban Areas*

INTRODUCTION:

In the densely populated metropolis of Mumbai, suburbs are bombarded with commercial messages. To what degree do these endorsements really influence the purchasing behaviour of suburban customers?

Have you ever observed yourself experiencing a sense of curiosity when you see your favourite actor using a novel mobile device, which in turn triggers a need inside you to own a similar one? Alternatively, might it be that the popularity of a certain clothing brand is only attributed to the endorsement of a renowned actor or actress? In contemporary times, it is prevalent to see the utilization of celebrity endorsements, as marketers heavily depend on their influence on augment sales. However, to what extent do these endorsements really influence the purchasing choices of suburban Mumbai residents?

Celebrities have significant influence on social media, making it an ideal platform for influencer marketing. By sharing their lives with millions of followers, they develop trust and a feeling of connection. When a customer living in the suburbs observes their beloved celebrity recommending a product, it might create the impression of receiving a personal endorsement from a close acquaintance. This may have the psychological effect of helping consumers automatically relate the product to the celebrity's successful or fashionable attributes.

The draw of celebrity is apparent. They signify beauty, prosperity, and an ideal way of life. By placing celebrities at the front and getting them to endorse everything from gadgets to food and drinks, social media marketers take use of this star power. Consumers are inundated with photos and videos of their favourite celebs talking about a certain product. However, the problem still arises, does this genuinely effect purchase choices, or is it simply a feeble effort to make profit from fame?

But are these stars actually supporting things, or are they doing it for the money. For a number of clients, this creates severe issues. The product the celebrity is supporting even utilised by them? Can we truly trust what they say? a person is growing more uncertain; people begin to question whether the celebrities genuinely appreciate the companies they represent or if they are simply doing it for money.

In order to do this, the study intends to investigate deeper into this topic by evaluating the effect of celebrity endorsements on purchase behavior among suburban Mumbai dwellers. Such insight might help marketers build more successful ads that are anchored in consumer activities and it may also educate suburban customers about what truly impacts their purchases.

OBJECTIVES:

1. To study the awareness of Celebrity Endorsements among the Individuals.
2. To study the perception of Influential Marketing among the individuals of Mumbai suburban.
3. To evaluate the factors affecting consumer buying behaviour with the celebrity endorsement.

LIMITATIONS:

1. **Area:** The data is limited to the suburban area of Mumbai City, potentially affecting the generalizability of the findings to a broader population.
2. **Time:** Due to time constraints, the research had a limited window for collecting sampling data, potentially impacting the depth and breadth of the study.
3. **Subjective Thinking:** Not every respondent may exercise utmost care in filling out a survey, introducing the possibility of response bias. The survey method may make it challenging to ensure that all respondents dedicate accurate time and attention to the questionnaire, potentially affecting data reliability.

HYPOTHESIS:

HO₁: There is no significant awareness of celebrity endorsements among individuals residing in suburban areas of Mumbai City.

H₁₁: There is significant awareness of celebrity endorsements among individuals residing in suburban areas of Mumbai City.

HO₂: Celebrity endorsements do not significantly affect consumer buying behaviour among individuals residing in suburban areas of Mumbai City.

H₁₂: Celebrity endorsements significantly affect consumer buying behavior among individuals residing in suburban areas of Mumbai City.

RESEARCH METHODOLOGY:

1. **Research Category:** The research conducted is descriptive, focusing on individuals in the suburban area of Mumbai City.
2. **Tools and Techniques Applied:** Statistical patterns were employed to present primary data in the research paper. The data analysis included frequency and percentages to ensure accuracy.
3. **Sampling Method:** Simple random sampling was used to gather practical information. Respondents participated by answering a survey conducted through Google Forms, providing a snapshot of the opinions of individuals in the suburban area of Mumbai City. The use of Google Forms facilitated efficient data collection within the constraints of time.
4. **Sample Size:** The primary data for the research study consisted of more than 200 respondents. This sample size was deemed sufficient for the research objectives while accommodating time limitations.

Data Interpretation and Analysis:

Data Interpretation for the Primary Data Questionnaires of the Individuals in Suburban area of Mumbai City:

(Table 1)

Age Category	Frequency	Percentage (%)
Age 20 – 30 years	176	80%
Age 30 – 40years	37	17%
Age 40 and above	8	4%
Total	221	100%

The survey data shows a diverse age distribution among respondents. The majority fall in the 20-30 age range, comprising 80% of the total, followed by 30-40 year-olds at 17%. A small percentage, 4%, are in the aged 40 and above.

(Table 2)

Gender Category	Frequency	Percentage (%)
Male	118	47%
Female	103	53%
Total	221	100%

The data reflects a slightly higher representation of females at 53% compared to males at 47%. This indicates a nearly balanced gender distribution among respondents, with a slightly higher number of female participants.

(Table 3)

Education Qualification	Frequency	Percentage (%)
10th pass	11	5%
12th pass	22	10%
Under graduate (pursuing)	83	38%
Graduate (passed out)	73	33%
Post graduate	22	10%
Professionals	10	5%
Total	221	100%

The educational profile of respondents indicates a significant portion with an under graduate, comprising 38% of the total. Graduates make up 33%, while Postgraduates and 12th pass constitute 10%. 10th pass and professionals form smaller percentages at 5%.

(Table 4)

Occupation Category	Frequency	Percentage (%)
Student	91	41%
Self employed	16	7%
Salaried	101	46%
Retired	1	1%
Homemaker	12	5%
Total	221	100%

The survey reveals that a large proportion of respondents are Salaried, making up 46% of the total. Student represent 41%, and Self-employed /Businessmen at 7%, followed by Homemakers they are at 5%. Retired from the smallest group at 1% of the total.

(Table 5)

Do You Follow Celebrities/influencer?	Frequency	Percentage (%)
Yes	131	59%
No	90	41%
Total	221	100%

The data shows that a majority of respondents, 59%, follow celebrities or influencers, while 41% do not. This suggests that celebrity and influencer content holds significant interest for more than half of the surveyed population, indicating its potential impact on public opinion and trends.

(Table 6)

Do You Purchase Products, Endorsed by Celebrity of Your Niche?	Frequency	Percentage (%)
Yes	139	63%
No	82	37%
Total	221	100%

The provided data indicates that 63% of respondents purchase products endorsed by celebrities within their niche, while 37% do not. This suggests that celebrity endorsements have a significant influence on consumer purchasing decisions in this particular niche. However, a notable minority of respondents (37%) do not rely on celebrity endorsements when making purchasing choices.

(Table 7)

On Majority, on who’s Recommendation you take your Purchase Decision of Buying a product?	Frequency	Percentage (%)
Friends and Family	124	57%
Advertisements (Traditional and Modern)	52	24%
Social media marketing	36	16%
Celebrity endorsement	7	3%
Total	219	100%

The data reveals that 57% of respondents primarily rely on recommendations from friends and family when making purchase decisions, while advertisements influence 24%, and social media marketing accounts for 16%. Celebrity endorsements have the least impact, guiding only 3% of respondents. This suggests that personal connections are the most trusted source for purchase decisions, far outweighing other forms of marketing.

(Table 8)

Do you pay more attention to Celebrity Endorsements when they are promoting a social cause alongside the product?	Frequency	Percentage (%)
Yes	100	45%
No	121	55%
Total	221	100%

The data shows that 45% of respondents pay more attention to celebrity endorsements when they are promoting a social cause alongside a product, while 55% do not. This indicates that incorporating social causes into endorsements has a moderate influence, appealing to nearly half of the audience, though a slight majority remains unaffected by this approach.

(Table 9)

What factors influence you the most when evaluating a Celebrity Endorsements?	Frequency	Percentage (%)
Trustworthiness of the Celebrity	51	23%
Celebrity's Image and Personality	40	18%
Match between the Celebrity and the product	37	17%
Effectiveness of the Advertisements	93	42%
Total	221	100%

The data indicates that the effectiveness of the advertisements is the most influential factor, affecting 42% of respondents when evaluating celebrity endorsements. Trustworthiness of the celebrity is the next most important factor at 23%, followed by the celebrity's image and personality (18%), and the match between the celebrity and the product (17%). This suggests that while the celebrity's attributes are important, the overall impact of the advertisement itself plays the most critical role in shaping audience perception.

(Table 10)

Have you ever purchased a product exclusively because a Celebrity endorsed it?	Frequency	Percentage (%)
Yes	141	64%
No	80	36%
Total	221	100%

The data reveals that 64% of respondents have purchased a product exclusively because a celebrity endorsed it, while 36% have not. This suggests that celebrity endorsements can be a powerful motivator for consumer purchases, with a significant majority of respondents influenced by celebrity endorsements alone.

(Table 11)

Are there any specific types of Celebrities whose Endorsements you find more believable or trustworthy?	Frequency	Percentage (%)
Movie stars	58	26%
Athletes	89	40%
Musicians	19	9%
Social media influencers	55	25%
Total	221	100%

The data shows that athletes are considered the most believable or trustworthy endorsers, with 40% of respondents favoring them. Movie stars follow at 26%, while social media influencers and musicians are trusted by 25% and 9% of respondents, respectively. This suggests that endorsements by athletes carry the most weight in terms of credibility among the audience.

(Table 12)

How important is it for the celebrity to actually use the product they endorse for you to trust their recommendation?	Frequency	Percentage (%)
Very important	80	36%
Somewhat important	39	18%
Neutral	61	28%
Not important at all	41	19%
Total	221	100%

The data indicates that for 36% of respondents, it is very important that a celebrity actually uses the product they endorse to trust their recommendation, while 18% find it somewhat important. A neutral stance is taken by 28%, and 19% consider it not important at all. This suggests that while a significant portion of the audience values authenticity in endorsements, others are either indifferent or less concerned about whether the celebrity actually uses the product.

(Table 13)

Have you ever had a positive or negative experience with a product you purchased because of a Celebrity Endorsement?	Frequency	Percentage (%)
Yes	117	53%
No	103	47%
Total	221	100%

The data reveals that 53% of respondents have had either a positive or negative experience with a product purchased due to a celebrity endorsement, while 47% have not. This indicates that celebrity endorsements can significantly impact consumer experiences, with just over half of the audience having encountered real-life outcomes related to their endorsement-driven purchases.

FINDINGS:

As per the Researcher's Findings: -

1. The majority of respondents in the suburban area of Mumbai City are in the 20-30 age range, comprising 80% of the total, followed by 30-40 year-olds at 17%.
2. 38% of are under graduate, 33% are graduate, and 12th pass and postgraduate consist 10%, the smaller percentages include 10th pass and professionals which is 5%.
3. Salaried form the large proportion of occupational Group at 46%, Student represent 41%, and Self-employed /Businessmen at 7%, followed by Homemakers they are at 5%. Retired from the smallest group at 1% of the total.
4. Females are slightly more represented at 53 % compared to Males at 47%, indicating a nearly balanced gender distribution.
5. The data indicates that 59% of respondents follow celebrities or influencers, reflecting a strong interest in their content and suggesting a substantial influence on public opinion and trends.

6. The data shows that 63% of respondents are influenced by celebrity endorsements for niche products, underscoring their impact on consumer decisions, while 37% remain unaffected.
7. The data indicates that 57% of respondents trust recommendations from friends and family the most for purchase decisions, with advertisements, social media marketing, and celebrity endorsements having significantly lesser influence.
8. The data shows that 45% of respondents are more attentive to celebrity endorsements promoting social causes, while 55% are not, indicating a moderate influence of social causes on endorsement effectiveness.
9. The data shows that 42% of respondents prioritize the effectiveness of advertisements over the celebrity's attributes when evaluating endorsements, highlighting the ad's overall impact as the most critical factor.
10. The data shows that 64% of respondents have made purchases solely based on celebrity endorsements, demonstrating their strong influence on consumer behavior.
11. The data reveals that athletes are viewed as the most credible endorsers, with 40% of respondents finding them most trustworthy, compared to movie stars, social media influencers, and musicians.
12. The data shows that 36% of respondents consider it very important for a celebrity to actually use the endorsed product, while 28% are neutral and 19% find it not important, indicating mixed opinions on the importance of authenticity in endorsements.
13. The data shows that 53% of respondents have experienced positive or negative outcomes from products bought due to celebrity endorsements, highlighting their significant impact on consumer experiences.

CONCLUSION:

The study explores the Influence of Celebrity Endorsements on Consumer Buying Behavior among Individuals residing in the Suburban Areas of Mumbai City. The findings reveal a significant awareness and impact of Celebrity Endorsements, particularly among the younger demographic aged 20-30. The data suggests that while a substantial portion of the population follows Celebrities or Influencers, the Influence of Celebrity Endorsements is nuanced, with 63% of respondents being swayed by Endorsements for Niche Products. However, trust in recommendations from Friends and Family surpasses that in Celebrity Endorsements, underscoring the importance of personal connections in purchase decisions.

The study also highlights the mixed opinions on the authenticity of endorsements, with a notable portion of respondents emphasizing the importance of Celebrities genuinely using the products they endorse. Additionally, while Athletes are deemed the most credible endorsers, the overall effectiveness of the advertisement remains a critical factor for consumers.

These Insights indicate that while Celebrity Endorsements play a significant role in shaping consumer behavior, their impact is influenced by various factors such as the type of product, the perceived authenticity of the endorsement, and the personal trust network of the consumers. The research underscores the need for Brands to consider these dynamics when utilizing Celebrity Endorsements in their Marketing Strategies.

ECONOMIC RELEVANCE:

1. **Economic Insight:** The study examines the economic impact of celebrity endorsements on consumer behavior. By understanding how these endorsements influence purchasing decisions, businesses can fine-tune their marketing strategies to be more cost-effective and impactful.
2. **Market Impact:** This research focuses on the suburban areas of Mumbai, which are experiencing economic growth and diversity. The findings will help businesses target this specific demographic more effectively, leading to better market penetration and increased sales.
3. **Budget Optimization:** Businesses often spend large amounts on celebrity endorsements. This study will help them understand the return on investment (ROI) from such endorsements, enabling them to allocate their marketing budgets more efficiently.
4. **Brand Recognition:** Celebrity endorsements can significantly boost a brand's visibility and credibility. The study will assess how these endorsements help in building and maintaining brand recognition, which is crucial for attracting and retaining customers.
5. **Competitive Advantage:** In a highly competitive market, understanding the effectiveness of celebrity endorsements can give companies an edge over their competitors. The research will provide insights that can help businesses differentiate themselves in the marketplace.

6. **Long-term Sustainability:** Consumer loyalty is vital for long-term business success. The study will explore the factors that contribute to consumer trust and loyalty, particularly in relation to celebrity endorsements, offering strategies for sustainable business growth.

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