

Investigation of the Impact of Celebrity Endorsement on Consumer Behavior

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Abstract: *Over the years, the frequency of celebrity endorsements has increased. It is increasingly becoming a crucial component of the advertising sector, especially in India. Celebrity endorsement has evolved into a lucrative industry worth billions of dollars in India. Marketers employ celebrity endorsements to sway consumers' purchasing decisions with the aim of increasing sales and expanding market shares. This inspired the author to examine the impact of celebrity endorsements on client buying behavior.*

This article analyses the attitudes of Indian consumers towards celebrity endorsements, the specific celebrity characteristics that are most likely to influence consumer purchase intentions, and the effect of celebrity endorsements on customers' intents to make a purchase. The study illustrates that celebrity endorsements have a positive impact on client purchasing intent.

Keywords: Consumer behaviour, Celebrity endorsement, exposure, strategic approach