



6. Outcomes of Celebrity Marketing on The Response of Youth Towards Cosmetics – A Study with Special Reference to Bengaluru University UG Students

Vanitha T.

*Ph. D., Research Scholar, Department of Commerce
Alagappa University, Tamilnadu.*

Introduction:

The challenge for marketers is to find the hook that will draw in and hold the attention of their intended market. Engaging a celebrity for brand promotion is a common marketing tactic used to accomplish this. This survey research has been conducted to explore how student conduct is modified by influencer marketing in purchasing cosmetic items. We hope this research paper will donate more perspective to current knowledge. It was evident from the assessment that celebrities, when they align with the brand, are effective in drawing in viewers, sticking in their minds, and projecting a good image of the products they are promoting. According to Royan (2004), brand ambassadors may strengthen the emotional bond between businesses and consumers to develop a brand that influences consumers' decisions to use or purchase items, and another study done by Till and Shimp (1998) argued that celebrity behaviors are not under the control of businesses. The Television Authority of Nigeria claimed on December 30, 2009, that the alleged scandal involving Tiger Woods led to a \$12 billion loss for the commercials he endorsed.

Lynn and Pamela (1985) looked at a celebrity endorser's appearance from the standpoint of social adaptation theory. In disposable razor advertising, three variables were adjusted: celebrity physical appeal, likability, and participant product involvement. It was found that the appeal of the famous figure influenced opinions and buying intentions. Past studies have indicated that a spokesperson's qualities and the type of product they promote may interact. However, the truth is that many cosmetic items have failed to draw buyers' attention despite having pricey advertisements and celebrity endorsements. A scenario like this necessitates a careful update of the application of present conceptual frameworks. In addition, research by Erdogan (1999) emphasizes that the credibility of a celebrity endorser comprising attractiveness, trustworthiness, and expertise plays a critical role in shaping consumer attitudes and purchase intentions. The alignment between the celebrity's persona and the brand's image can significantly affect how the target audience perceives the product. Conversely, mismatches between celebrity endorsements and the product's attributes can lead to negative perceptions, diminishing the effectiveness of the marketing effort.

This topic is justified as it explores the significant influence of celebrity marketing on the cosmetic preferences of youth, specifically among Bengaluru University UG students. Understanding this relationship can provide valuable insights for marketers aiming to effectively engage the younger demographic, which is increasingly driven by social media and celebrity endorsements in their purchasing decisions.

College students often feel a strong pressure to look their best and maintain social standing, which greatly impacts their purchasing choices related to cosmetics. This demographic is especially attuned to peer opinions and social media trends, prompting them to invest in beauty products that enhance their appearance and align with prevailing standards of attractiveness. For many individuals, the desire to look attractive is closely tied to self-esteem and gaining social acceptance. This motivation often makes them more likely to respond positively to celebrity endorsements that align with their aspirations and desired lifestyles.

Impact of Celebrity Advertising on Young Consumers:

Young consumers are often characterized by their desire for immediate gratification and an aspiration for a luxurious lifestyle marked by the latest trends and stylish products. To capture their attention and interest, brands must stay current with emerging designs and align their messaging with popular media figures and personalities. As Kurzman et al. (2007) aptly state, “Celebrity is a ubiquitous element of society that exerts a lasting impression on everyone it confronts.” This enduring influence means that endorsements by well-known figures can significantly enhance a brand’s perceived value and quality, making celebrity endorsements a powerful tool in shaping consumer perceptions, particularly among the youth.

The effectiveness of celebrity endorsements largely hinges on two critical factors - the celebrity’s popularity and their standing within their respective industry. Fans often develop a quasi-personal relationship with celebrities – be they athletes, actors, musicians, or other public figures, feeling a sense of familiarity and connection. This phenomenon is particularly evident among teenagers, who may idolize their favorite stars and seek to emulate their lifestyles and preferences. As a result, celebrity endorsements can have a profound impact on consumer behavior, especially within industries like cosmetics, where Gen Z shows a marked preference for endorsements from familiar faces.

Despite the apparent uniformity in values and interests among young people, subtle but significant differences exist that marketers must recognize. Understanding these intricacies is essential for effectively targeting this demographic. For example, while many young consumers share a passion for new trends and high-quality products, their specific preferences and values can vary widely, influencing their responsiveness to different types of endorsements.

India, with its youthful demographic, 60% of its population under 24 years old represents a particularly promising market for retail investments. According to the Global Retail Opportunity Report by A.T. Kearney (2007), this substantial young population makes India a prime destination for brands looking to capitalize on the spending power and trend-conscious nature of young consumers.

By leveraging celebrity endorsements that connect with this age group, brands can enhance their appeal and effectively engage with this dynamic and influential market segment.

Indian Cosmetics Industry - An Overview:

According to the Drugs and Cosmetics Act, cosmetics are defined as substances intended to be applied to the human body for beautifying, cleansing, promoting attractiveness, or altering appearance. This includes products such as creams, lotions, powders, perfumes, lipsticks, shampoos, and hair dyes, among others, that are used externally on the body. The act regulates the manufacture, sale distribution, and import of cosmetics to ensure their safety, efficacy, and quality. Due to the numerous foreign companies that compete in the Indian cosmetics sector, the market is extremely fragmented. Prominent corporations are collaborating with global exposition planners to present their makeup merchandise at various worldwide beauty industry gatherings, such as Cosmoprof, Canton Fair, and Fashion Fest. To establish their brands in consumers' thoughts and boost sales of the cosmetic items they sell, industry participants also employ various tactics including celebrity endorsements, discounts, special offers, and other similar tactics.

The importance of cosmetics in people's lives has never changed since their inception. Indian cosmetics cover skincare, hair care products, and perfumes, among other personal care products. As of the most recent data, the beauty and personal care sector in India is valued at approximately \$16.8 billion. It is anticipated to grow at a compound annual growth rate (CAGR) of 11%, with cosmetics and fragrance categories experiencing even faster growth rates. The Confederation of Indian Industry (CII) reports that the Indian beauty and cosmetic market is currently valued at \$950 million, with an annual growth rate of 15% to 20%. The major Indian players are Lakme, Ponds, Oriflame, Avon, L'Oreal, and Revlon. The top celebrities in India and the cosmetic products they endorsed – Katrina Kaif for Kay Beauty, Sonam Kapoor and Anushka Sharma for L'Oreal, Taapsee Pannu for Nivea and Garnier, Ananya Pandey for Lakme, Amy Jackson for Ponds, Salman Khan for Fair & Handsome. (Source: <https://m.timesofindia.com>)

The Indian cosmetics industry continues to evolve with the rising influence of digital media and changing consumer preferences. The growth of e-commerce platforms and social media has significantly altered how cosmetic products are marketed and sold. Online beauty influencers and makeup artists now play a crucial role in shaping consumer choices, often partnering with brands to create engaging content and product reviews. Additionally, there is a growing emphasis on sustainability and natural ingredients, reflecting a broader global trend towards eco-friendly and ethically produced products. Indian consumers are increasingly seeking cosmetics that align with their values, leading to a surge in demand for brands that prioritize ethical practices and transparency in their ingredient sourcing. This shift is driving companies to innovate and adapt their offerings to meet the evolving expectations of the modern Indian consumer.

The Beauty Industry and Celebrity Endorsements:

"People believe celebrities no matter what," said Romina Muller. The beauty industry, which focuses on aesthetics, is ideally suited for celebrity endorsements. According to a report by Market Research Future, the Indian beauty and personal care products market is

projected to grow at a CAGR of 7.16% from 2021-2026. Celebrities add integrity and splendor to the brands they support. It's no longer just lipstick when Deepika Padukone sports a shade. It represents her style and elegance, prompting fans to connect the product with her persona. (Source: <https://www.myhubble.money>)

The symbiotic relationship between the beauty industry and celebrity endorsements has become a defining feature of modern marketing strategies. Celebrities bring their star power and an aspirational quality that resonates with consumers. By associating their image with a brand, they can elevate a product from a commodity to a symbol of luxury, sophistication, or trendiness. This dynamic is particularly effective in the beauty industry, where visual appeal and personal style play crucial roles in consumer decision-making.

In the Indian market, celebrity endorsements have proven especially influential. With a rapidly growing middle class and increasing disposable income, Indian consumers are becoming more brand-conscious and are willing to invest in premium beauty products. Endorsements by prominent figures like Deepika Padukone, Priyanka Chopra, and Shah Rukh Khan effectively enhance brand visibility and build credibility and consumer confidence. Consumers often view these endorsements as endorsements of quality and efficacy, which can significantly impact purchasing behavior.

Moreover, the role of celebrities in beauty advertising extends beyond traditional media channels. Social media platforms have become a powerful arena for influencers and celebrities to showcase products in authentic, relatable contexts. This direct engagement allows for more personalized and interactive marketing, where celebrities can share their experiences with the products, answer consumer queries, and offer exclusive promotions. As a result, beauty brands are leveraging these platforms to create a more immersive and engaging consumer experience, capitalizing on the influential power of celebrities in the digital age.

The integration of celebrities into beauty marketing strategies also reflects broader cultural trends. Celebrity endorsements can appeal emotional and aspirational desires of customers in India, where entertainment and the film industry hold significant sway over public perception. By aligning with cherished celebrities, beauty brands effectively promote a lifestyle and ideal that deeply resonates with their audience. This strategic alignment of brand image with the personas of influential figures forges a deep emotional connection between consumers and the products, thereby driving brand loyalty and sales growth.

Literature Survey:

Author (s)	Title of the Work	Outcome
Tharakan et al. (2019)	Impact of celebrity endorsement on brand image a study on the cosmetic industry	Celebrity endorsement and brand image are positively correlated
Thomas & Johnson (2016)	Effect of celebrity credibility on consumer intention for	Celebrity integrity affects attitudes about advertisements, and how well

Author (s)	Title of the Work	Outcome
	behavioral change: A study on celebrity-endorsed social advertising	people understand their messages and modify their behavior.
Chan et al. (2013)	Impact of celebrity endorsement in advertising on brand image among Chinese adolescents	Celebrities' presence in the advertisements enhances the brand image and better brand recall.
Goutam, D. (2013)	Influence of brand ambassadors on buying behavior of soft drinks: concerning Belgaum city	Celebrity advocacy gives rebirth to the brand.
Tantisenepong et al. (2012)	Evaluating responses to celebrity endorsements using projective techniques	Celebrity ambassadors play a key part in repositioning a brand
Balakrishnan & Kumar (2011)	Effect of Celebrity-based advertisements on the purchase attitude of Consumers Towards Durable Products	Celebrity endorsements improve product knowledge and raise consumer awareness, aiding in brand recall for durable products.
Varsha Jain et al., (2010)	How celebrities are used in Indian television commercials	The majority of beauty cosmetics featured female celebrities.
Lee, J., & Thorson, E. (2008)	The impact of celebrity endorser's familiarity and likability on advertising effectiveness	The familiarity and likeability of celebrity endorsers have a big impact on the effectiveness of advertising campaigns and the engagement of customers.
Silvera, D. H., & Austad, B. (2004)	Factors predicting the effectiveness of celebrity endorsement advertising	Consumer sentiments and the efficacy of advertising are significantly influenced by the celebrity endorser's charisma and believability.
Miciak & Shanklin (1994)	Choosing celebrity endorsers	Consumers may become much more repelled by celebrity endorsement than drawn to it.

Objectives:

- To evaluate the impact of celebrity marketing on youth's attitudes and purchasing behavior.
- To identify the key factors influencing youth's choice of a particular brand.

- To examine the most appealing aspects of celebrity endorsements in marketing.
- To assess the youth's perception of celebrity advertising.

Justification of the Topic: While extensive research has been conducted on celebrity advertising, there is a notable gap in understanding the perceptions and attitudes of young consumers, particularly college students, towards celebrity endorsements of cosmetic products in Bengaluru. This demographic is distinct in that they often idolize celebrities from sports and cinema, viewing them as role models and sources of inspiration. As a result, their attitudes towards such endorsements may be influenced more profoundly by their admiration for these figures. Examining how college students in Bengaluru respond to celebrity endorsements can provide valuable insights into their consumer behavior and brand preferences. This focus is essential because young adults are at a formative stage in their purchasing decisions and are highly receptive to influences from celebrities they admire. By exploring their attitudes, marketers, and researchers can better understand how to tailor advertising strategies to engage this influential group. This research will help bridge the existing gap in the literature and offer targeted strategies for cosmetic brands aiming to connect with the younger demographic in an increasingly competitive market.

Methodology:

The research employs a quantitative methodology to investigate the impact of celebrity advertising on UG commerce students of Bengaluru University. Data collection involves first-hand information gathered through online questionnaires and secondary data from published articles. The study focuses on a sample size of 126 respondents selected via a convenient sampling technique. The dependent variable is the impact of celebrity advertising, while the independent variable is the age of the respondents. An online survey serves as the primary instrument for data collection, and the analysis utilizes statistical tools such as pie charts and the ANOVA test to interpret the result.

Analysis of Collected Data:

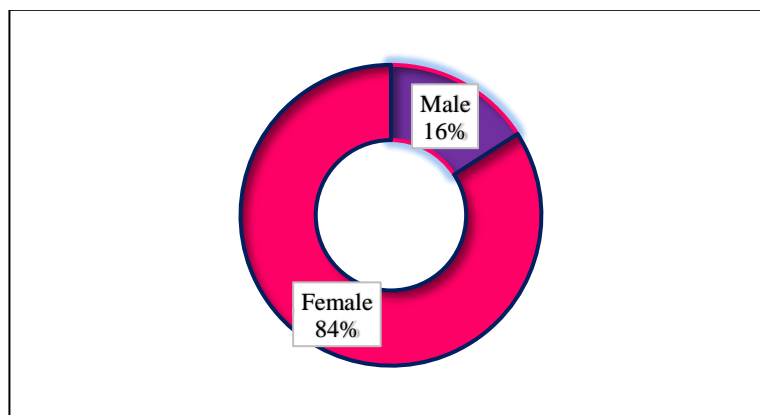


Figure 1: Gender of Respondents

Source: Primary Data

The gender breakdown in this research shows a clear majority of female participants (84%) compared to male participants (16%).

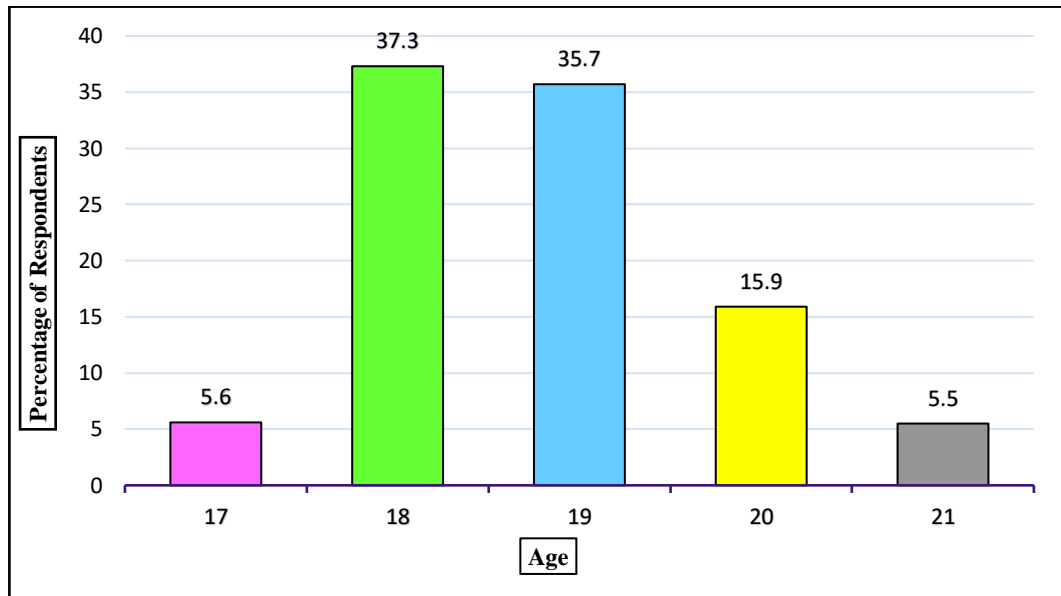


Figure 2: Age Range of Participants

Source: Primary Data

The age distribution shows that most participants are between 18 and 19, with 37.3% being 18 and 35.7% being 19. The least represented age groups are 21 (5.5%) and 17 (5.6%).

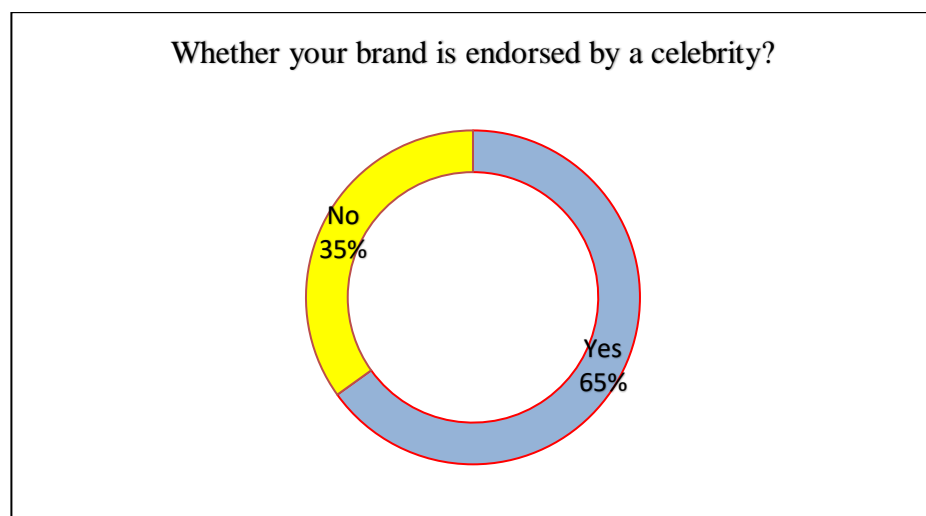


Figure 3: Brand Endorsement

Source: Primary Data

Outcomes of Celebrity Marketing on The Response of Youth Towards Cosmetics...

The chart shows that 65% of respondents indicate a celebrity endorsing their brand, while 35% say it is not.

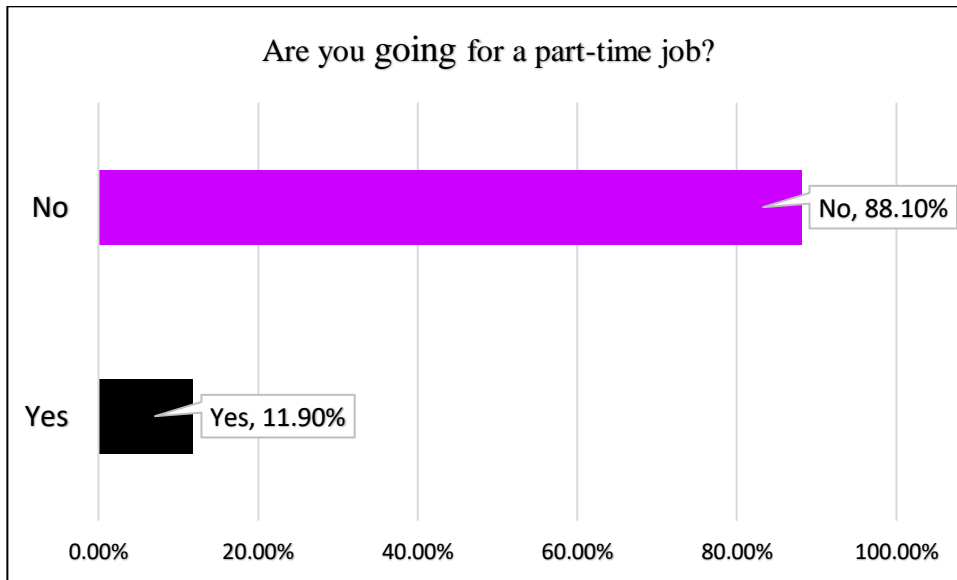


Figure 4: Source of Means

Source: Primary Data

The above chart shows that only 11.9% of respondents go for part-time jobs, and a maximum of 88.1% do not prefer working part-time.

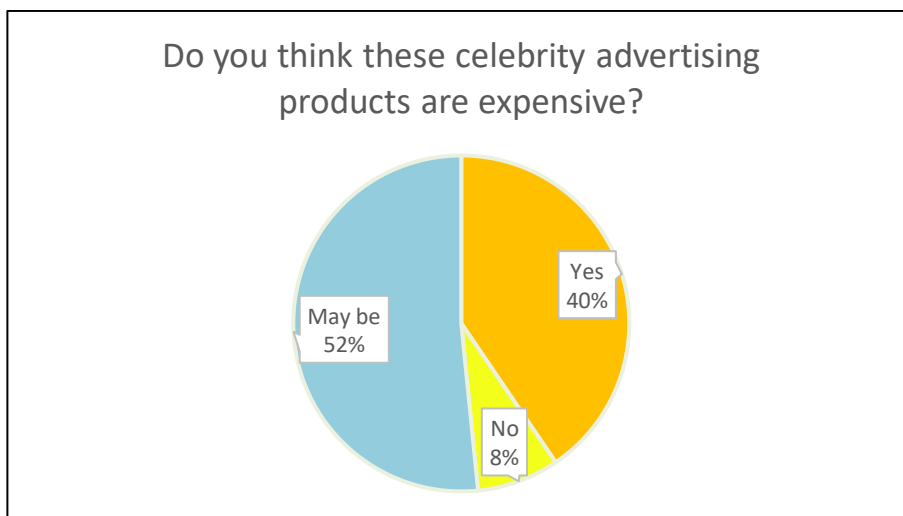


Figure 5: Opinion on the Price of Celebrity-Advertised Products

Source: Primary Data

The chart above illustrates that over half of respondents (52%) are uncertain about the pricing of celebrity-endorsed products, while 40% believe they are expensive. Only a small minority (8%) do not think these products are costly.

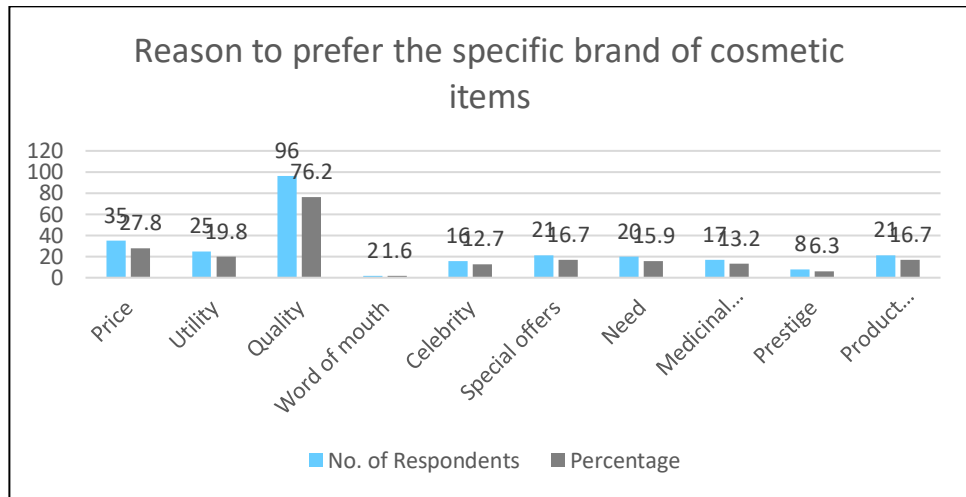


Figure 6: Factors Behind Choosing a Particular Brand

Source: Primary Data

The data presented in the chart shows that quality is the most important factor influencing product choice, with 76.2% of respondents prioritizing it. Price (27.8%) and utility (19.8%) also play significant roles, while factors like celebrity endorsements (12.7%) and medicinal values (13.2%) have a relatively smaller impact.

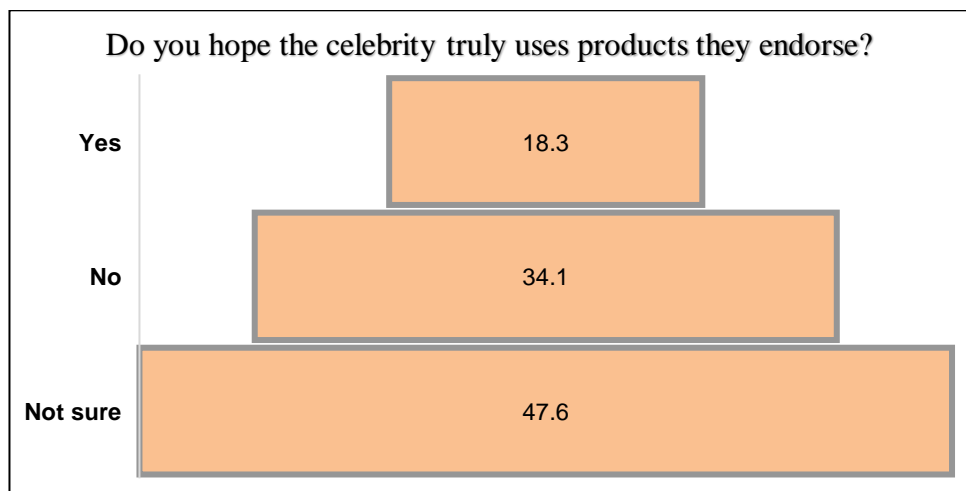


Figure 7: Opinion on Celebrities Using Recommended Cosmetics

Source: Primary Data

Outcomes of Celebrity Marketing on The Response of Youth Towards Cosmetics...

From Figure 7, we may conclude that 47.6% of respondents are unsure about the claim, indicating uncertainty. Meanwhile, 34.1% answered No, and only 18.3% answered Yes.

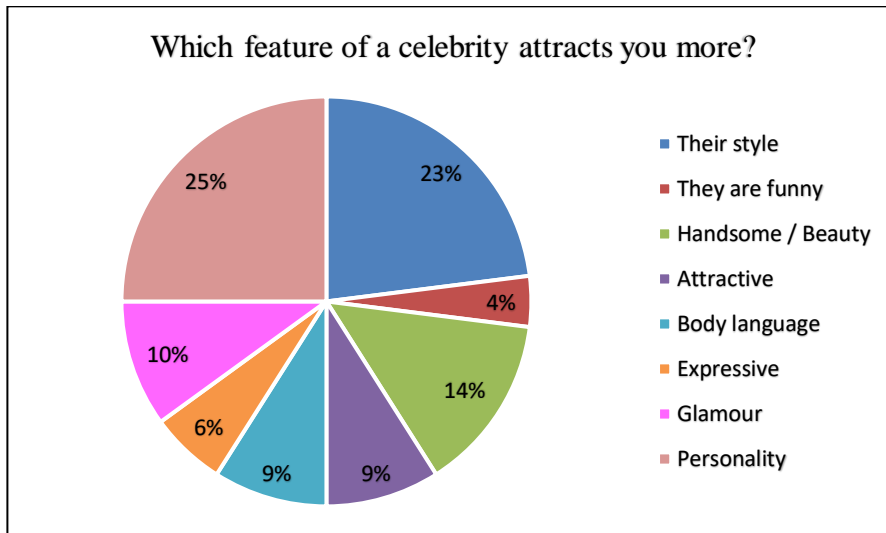


Figure 8: Most Appealing Celebrity Aspect

Source: Primary Data

This analysis shows that personality (25%) is the most influential aspect of a celebrity, followed closely by their style (23%). Handsome/Beauty (14%) and glamour (10%) are less impactful, indicating that physical attractiveness still matters.

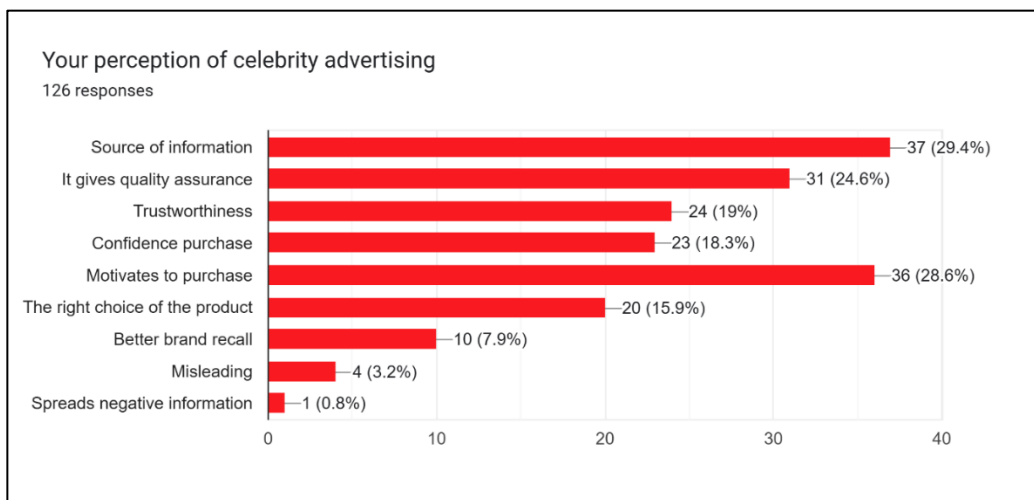


Figure 9: Perception of Celebrity Advertising

Source: Primary Data

The table above shows that the top three factors influencing consumer behavior are the source of information (29.4%), followed by motivation to purchase (28.6%), and quality assurance (24.6%).

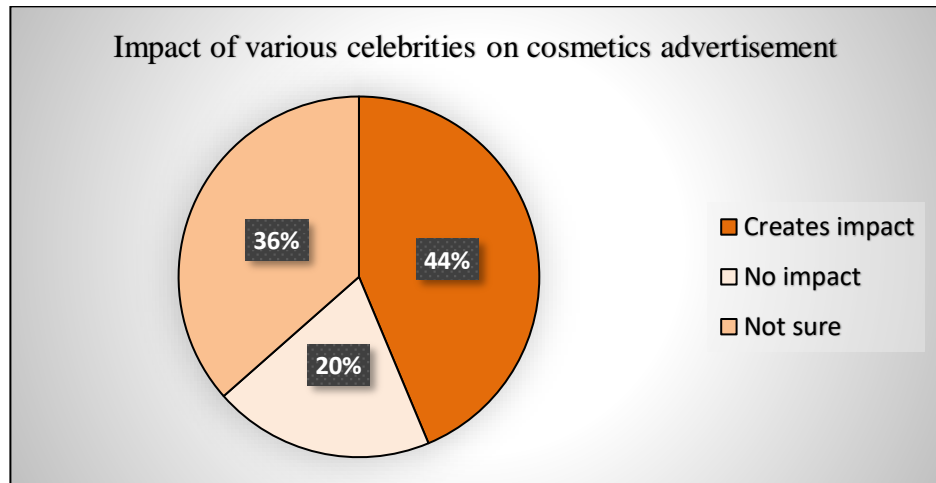


Figure 10: Impact of Various Celebrities on Cosmetics Advertisement

Source: Primary Data

The above figure concludes that 44% of respondents agreed that their purchasing behavior of cosmetics was influenced by celebrity marketing, 36% were unsure, and 20% indicated that celebrity marketing did not affect their purchase behavior.

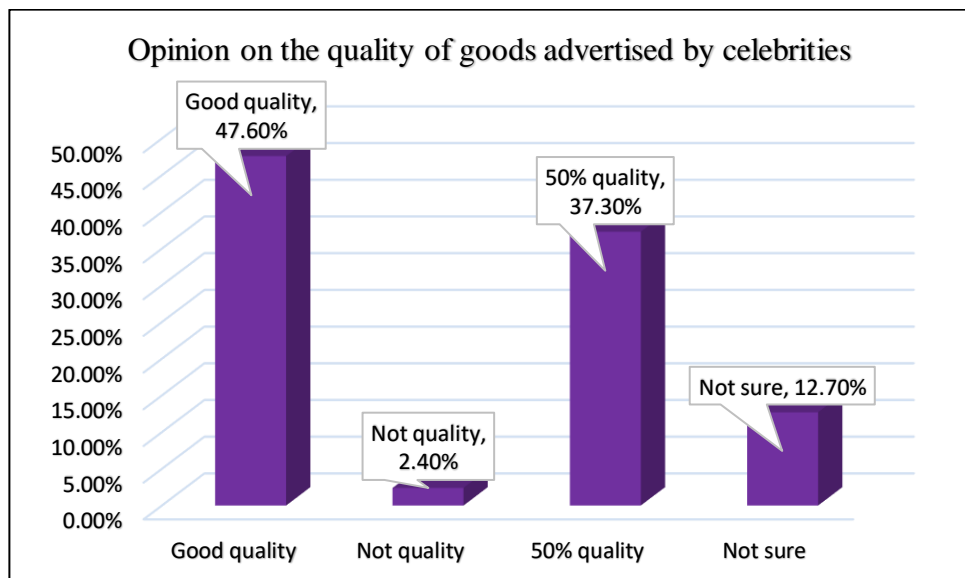


Figure 11: Opinion on the Quality of Celebrity-Endorsed Products

Source: Primary Data

Outcomes of Celebrity Marketing on The Response of Youth Towards Cosmetics...

According to 47.6% of respondents, cosmetic products promoted by celebrities are of excellent quality, while 37.3% stated it is moderate and 12% of students were unsure about the quality, just a small percentage of responders said there was no quality of goods endorsed by celebrities.

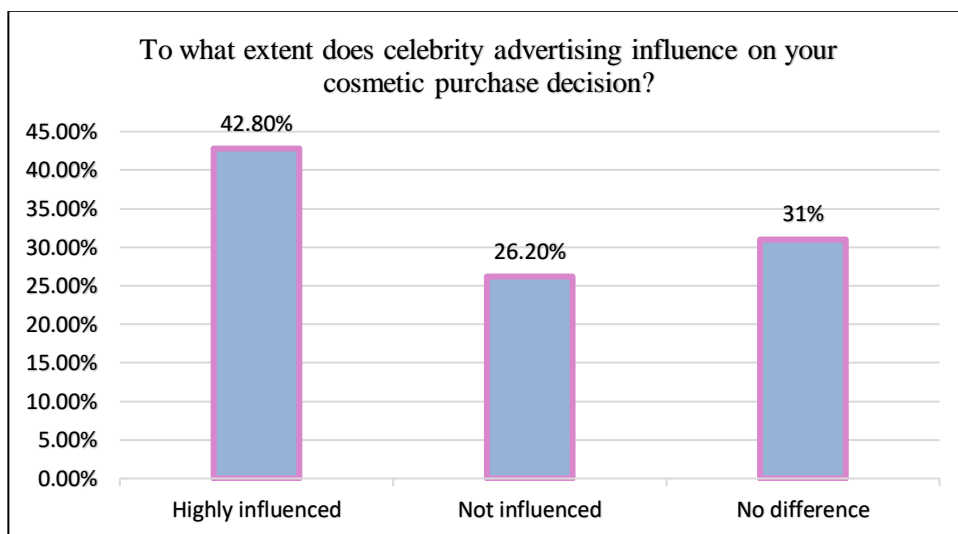


Figure 12: Impact of Celebrity Endorsement on Purchase Decision

Source: Primary Data

The responses show that 42.8% of respondents are highly influenced by celebrity advertising when making cosmetic purchase decisions, 26.2% are not influenced, and 31% report no difference.

Hypotheses Testing:

H0: Age does not affect the impact of celebrity advertising.

Table 1

The effectiveness of celebrity endorsements across different age groups - ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.351	4	.088	.243	.913
Within Groups	43.689	121	.361		
Total	44.040	125			

The Outcome of the ANOVA Test:

Based on the ANOVA results, the null hypothesis that age does not affect the impact of celebrity advertising cannot be rejected. The ANOVA table shows an F-value of 0.243 with a corresponding p-value of 0.913. This p-value is much greater than the common significance level of 0.05. Consequently, this indicates that statistically there is no significant difference in the impact of celebrity advertising across different age groups. Therefore, according to this analysis, the evidence suggests that age does not significantly influence how effective celebrity advertising is.

Conclusion & Suggestion:

The findings reveal a market largely dominated by young adult females, with a strong preference for well-established cosmetic brands like Lakme. This indicates that female consumers, particularly in the 18-year age group, represent the core demographic for the cosmetic market. Despite the gender disparity, there is growing interest among men in cosmetic products, but their engagement is still limited compared to women. Companies can tap into this underserved market by developing specialized product lines and focused campaigns for men. Celebrity endorsements play a notable role in shaping consumer perceptions, with many respondents associating celebrity-endorsed products with higher quality. However, the research also reveals a gap in consumer awareness, particularly regarding the influence of such endorsements on product pricing. Quality, price, and utility remain the most significant factors influencing buying decisions, highlighting the importance of focusing on these elements while also considering the power of celebrity influence in their marketing strategies. Expanding the range of products and addressing the specific preferences of younger, trend-sensitive consumers will be crucial for brands looking to stay competitive in this rapidly evolving market. By embracing these strategies, organizations can strengthen their market position and drive growth in the business environment.

References:

1. Adnan, A. (2018). Determining the impacts of celebrity-based brand endorsements on consumers' purchasing intention. *NICE Research Journal*, 76-93.
2. Agrawal, J., & Kamakura, W. A. (1995). The economic worth of celebrity endorsers: An event study analysis. *Journal of Marketing*, 59(3), 56-62.
3. Balakrishnan, L., & Kumar, C. S. (2011). Effect of celebrity-based advertisements on the purchase attitude of consumers towards durable products (A study with reference to the city of Chennai). *World Review of Business Research*, 1(2), 98-112.
4. Bhargava, A. (2015). Proliferation of the role of celebrity endorsement on consumer buying behavior: A descriptive study. *Imperial Journal of Interdisciplinary Research (IJIR)*, 2(3).
5. Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14(2), 167-179.
6. Choi, S. M., & Rifon, N. J. (2007). The role of celebrities in the effectiveness of advertising: A cross-cultural study. *Journal of Advertising*, 36(3), 55-69.
7. Chavda, V. (2012). A study of the role & effectiveness of celebrities in advertisements.

8. Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(2), 291-314.
9. Goutam, D. (2013). Influence of brand ambassadors on buying behavior of soft drinks: with reference to Belgaum city. *International Journal of Research in Business Management*, 1(4), 9-18.
10. Hung, K., Chan, K. W., & Caleb, H. T. (2011). Assessing celebrity endorsement effects in China: A consumer-celebrity relational approach. *Journal of Advertising Research*, 51(4), 608-623.
11. Jain, V., Roy, S., Daswani, A., & Sudha, M. (2010). How celebrities are used in Indian television commercials. *Vikalpa*, 35(4), 45-52.
12. Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11(4), 954-961.
13. Lafferty, B. A., & Goldsmith, R. E. (2005). How influencer and endorser characteristics affect the effectiveness of celebrity endorsement. *Journal of Advertising Research*, 45(3), 309-316.
14. Liu, Y., & Wang, L. (2019). The influence of celebrity endorsement on young consumers' attitudes and purchase intentions. *International Journal of Consumer Studies*, 43(4), 342-351.
15. Miciak, A. R., & Shanklin, W. L. (1994). Choosing celebrity endorsers. *Marketing Management*, 3(3), 50.
16. Miller, D., & McCrear, J. (2014). The influence of celebrity endorsement on the youth market. *Journal of Consumer Marketing*, 31(4), 273-284.
17. Moriarty, M., Ben-Shabat, H., Gurski, L., Padmanabham, V., Kuppuswamy, R., Prasad, P., & Groeber, M. (2007). Growth opportunities for global retailers: at Kearney 2007 global retail development index. *AT Kearney Inc.*
18. Mudzakir, F. (2018, October). The influence of brand ambassador usage on the brand image of Oppo. In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 9, pp. 648-654).
19. Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective. *Journal of Marketing Theory and Practice*, 27(1), 103-121.
20. Papadopoulou, E., & Kourouthanassis, P. (2018). Impact of celebrity endorsement on brand trust and purchase intention among youth: Evidence from the cosmetics industry. *Journal of Brand Management*, 25(1), 89-103.
21. Rajagopal, P. (2009). Effectiveness of celebrity endorsements in marketing: A study of youth preference. *Journal of Marketing Management*, 25(1), 58-74.
22. Rao, A. R., & Monroe, K. B. (1989). The role of price in the purchase decision process. *Journal of Marketing Research*, 26(3), 359-367.
23. Royan, F. M. (2004). *Marketing celebrities*. Elex Media Komputindo.
24. Sharma, Y. (2016). Celebrity endorsements in an Indian perspective: A review.
25. Surana, R. (2008). The effectiveness of celebrity endorsement in India. Retrieved July 26, 2014.
26. Tantisenepong, N., Gorton, M., & White, J. (2012). Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, 15(1), 57-69.
27. Tharakan, P. S., Michael, A. C., Babu, L., & Pius, A. C. (2019). Impact of celebrity endorsement on brand image: A study on the cosmetic industry. *International Research Journal of Commerce and Law*, 6(11).

28. Thomas, T., & Johnson, J. (2016). Effect of celebrity attractiveness on behavioral change intention: A study on celebrity-endorsed social advertisement. *Rajagiri Management Journal*, 10(1), 64-78.
29. Till, B. D., & Shimp, T. A. (1998). Endorsers in advertising: The case of negative celebrity information. *Journal of Advertising*, 27(1), 67-82.
30. Zipporah, M. M., & Mberia, H. K. (2014). The effects of celebrity endorsement in advertisements. *International Journal of Academic Research in Economics and Management Sciences*, 3(5), 178-188.