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Students' Perspectives on Celebrity Endorsement and Purchase Behavior

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Abstract

This study investigates the influence of celebrity endorsements on students' purchasing decisions at Shankardev Campus. Adopting a deductive approach within a positivist paradigm, the research integrates descriptive and causal designs to examine the impact of celebrity attributes on consumer behavior. Primary data were collected from 115 students through structured questionnaires, capturing perceptions of celebrity appeal, credibility, and brand influence. Statistical techniques, including mean analysis, correlation, and regression, were employed to assess relationships and predict the effects of these attributes on purchase intentions. The results indicate that expertise is the most influential endorsement characteristic in shaping buying behavior, surpassing appeal and credibility. These findings underscore the importance of selecting endorsers with strong perceived knowledge and credibility to enhance marketing effectiveness. The study adds to the literature on celebrity endorsements in emerging markets, with specific relevance to Nepal, and provides actionable insights for advertisers seeking to engage young, socially active consumers.

Keywords: Consumer Behavior; Celebrity Endorsement; Purchase Intention; Marketing Effectiveness; Student Market

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INTRODUCTION

Celebrity endorsement has become a common strategy in advertising, believed to greatly enhance a company's public image and product promotion. In today's highly competitive and media is saturated environment, businesses aim to stand out, and celebrities have become a powerful tool for increasing brand awareness (Gupta & Kishore, 2015).

The practice of using celebrity's endorsement dates back to the 19th century, gaining popularity with the rise of radio in the 1930s and television in 1950s.It saw major boom in 1970s when celebrities appeared in 15% of all advertisements. These endorsements create a strong association with high end brands, which can significantly influence consumer behavior and boost sales. They also impact consumer perception by building psychological connection, trust, and positive brand attitude (Khan & Zaman, 2021).

Celebrities serve as influential role models especially popular figures like Justin bieber and Taylor Swift, who resonate strongly with the younger generations. The endorsements have noticeable impact on the retail sector and has reinforce brand recognition. Although, celebrity marketing is'nt new, its influence has grown immensely with modern technology and updated marketing approaches, enhancing its effectiveness for brands consumers, and retailers. Endorsing products and services to celebrities is now a widely adopted method of communication in marketing. Celebrities earn large sums by promoting goods, helping brands gain visibility and trust by associating their popularity with products. Since the 19th century, celebrities have been central to advertising, addressing both theoretical and technical challenges. As a result, their roles has become clearer and more significant. Endorsements often lead to brand recall and helps shape public perception. Ultimately, this tactics has evolved into a billion dollar industry. (Upadhyay & Niroula, 2022).

Backing the above statement, the following research objectives were set:

1. To assess the perception of students towards Celebrity Endorsement and Purchasing Behavior
2. To analyze the relationship between Celebrity Endorsement and Purchasing Behavior
3. To examine the impact of Celebrity Endorsement on Purchasing Behavior

Literature Review

Nyarko, Asimah, Agbemavaand Tsetse (2015)studied the influence of celebrity endorsement on the buying behavior of the ghanaian youth. This study examines the influence of celebrity endorsement on the buying behavior of Ghanaian youth. The paper begins with a comprehensive review of existing literature on celebrity endorsement, offering insights into key aspects of the topic. The qualitative research approach was employed to access consumer perceptions, endorser attributes, and their effect on purchase intention. Data was gathered through structured questionnaires and analyzed using frequency tables, charts and chi-square tests. The findings demonstrate that celebrity endorsement are perceived as more appealing and persuasive than non-celebrity endorsements. Additionally, this study reveals a positive correlation between celebrity endorsements and the purchasing intentions of Ghanaian youth.

Chhajer, Naidu, and Shah (2015) studied on brand promotion: the effects of celebrity endorsement and brand image on consumer buying decision. This study aims to examine the impact of celebrity endorsement and brand image on consumer purchasing decisions. The research is seeks to provide valuable insights for both brands and celebrities regarding endorsement strategies. The study focused on Maybelline consumers in Indonesia, utilizing purposive sampling with 216 respondents. Through multiple regression analysis, the findings demonstrate that both celebrity endorsement and brand image significantly influence buying decisions .The results indicate that Maybelline's celebrity endorsements and brand image positively affect consumer purchase choices.

Supreet and Garg (2016) studied on celebrity endorsement and buying behavior: a study of punjab university students. This study aimed to evaluate student's perspectives on whether the substantial investments in celebrity endorsement are justified. The findings indicate that the significant expenditures by marketers on celebrities do have miserable influence .The research demonstrates that celebrities notably affect students purchasing decision enhancing brand recognition, recall and product image.

Pokhrel and Pradhan (2018) studied on Influence of celebrity endorsement on consumer buying behavior of fast moving consumer goods in Kathmandu. It investigates how celebrity traits such as attractiveness, expertise, trustworthiness, and popularity influence the buying decision of people living in the Kathmandu valley. Data was gathered through a structured questionnaire filled out by 150 respondents from the region. This

descriptive analysis shows that celebrity endorsement positively impact the buying behavior of most consumer. However , the study also found that while brand was considered the most influential factor in purchasing decision , celebrity endorsement was ranked fourth in priority(Pokharel and Pradhan 2018).

Upadhyay and Niroula (2022) has studied on Impact of celebrity endorsement in Nepal for purchase decision. 1.4 Objectives: The primary objective of this research is to examine the impact of celebrity endorsement in the buying behavior of people of Nepal. Methodology Researchers have adopted descriptive research design for this research study. The finding of the research is that the celebrity influences the purchasing behavior of person.

Rai and Dahal (2025) investigated the impact of celebrity endorsement strategy on the consumer buying behaviour of fast-moving consumer goods. The objective of this study was to assess the role of celebrity endorsement in influencing fast moving consumer goods (FMCG) purchase decision in Nepal. Method: The authors collected primary data using structured questionnaires with 6-point likert scale. The study site was Kathmandu district and 384 participants were surveyed through convenience sampling. Structural equation modeling and path analysis were used to assess how celebrity credibility, attractiveness and popularity affect buying behavior. The findings revealed that while servility credibility does not significantly influence consumer choices attractiveness and popularity play the crucial roles in shaping Purchasing behavior of FMCG in Nepal. This insight provide valuable guidance for marketers and researchers exploring market expansion strategies.

Although several studies have examined the influence of celebrity endorsement on consumer buying behavior most are focused on general consumers or specific product categories like fast moving consumer goods. While some research has touched upon university students, there is still a lack of in-depth analysis from the student's perspective as a distinct consumer group. Given that students are highly active on social media, trend sensitive and heavily exposed to the celebrity culture, their perceptions and buying behavior may differ significantly from the general population.\

METHODS

This research is grounded in the positivist philosophy, which emphasizes objective measurement and quantifiable outcomes. A deductive approach was adopted, where hypotheses derived from existing theories guided the investigation. The study employed a combination of descriptive and causal research designs to both describe current perceptions and examine the cause-effect relationships between celebrity endorsement attributes and buying behavior. The target population consisted of students from Shankardev Campus, selected due to their youthfulness, social activity, and likely exposure to celebrity-driven advertisements. A total of 150 students participated in the study. Primary data was collected directly through structured questionnaires designed to capture students' opinions and behaviors related to celebrity endorsements. The questionnaire utilized Likert scale items to measure the intensity of agreement or disagreement with various statements. For data analysis, mean was conducted to identify general response patterns, while correlation analysis was employed to explore relationships between factors such as celebrity image dimensions and purchase decisions. Furthermore, regression analysis was performed to assess the degree of influence celebrity endorsements have on buying behavior. Ethical considerations were strictly observed throughout the study. Participants were fully informed about the study's objectives, and their involvement was entirely voluntary. Privacy and confidentiality were maintained at all times; no sensitive or personal information was collected, and the data obtained was used solely for academic purposes.

RESULTS

This section presents the results of the study, including demographic information, students' perceptions towards celebrity endorsement, the relationship between independent and dependent variables, and the impact of the independent variables on the dependent variable.

Table 1: Demographic Information

Gender					
		Frequency		Percent	
Male		35		23.3	
Female		115		76.7	
Semester					
Semester		Frequency		Percent	
1.00		2		1.3	
2.00		41		27.3	
3.00		1		.7	
4.00		82		54.7	
6.00		13		8.7	
7.00		11		7.3	
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	150	18.00	25.00	20.0067	1.22883

The demographic data of the respondents shows that out of the total 150 participants, a majority were female, with 115 respondents (76.7%), while males accounted for 35 respondents (23.3%). This indicates that the sample was predominantly composed of female participants. In terms of academic semester distribution, the highest number of respondents were from the 4th semester, making up 54.7% (82 students) of the total. This was followed by the 2nd semester with 27.3% (41 students), while the 6th and 7th semesters contributed 8.7% (13 students) and 7.3% (11 students), respectively. Very few respondents were from the 1st and 3rd semesters, with only 1.3% (2 students) and 0.7% (1 student). Regarding age, the descriptive statistics reveal that the respondents' ages ranged between 18 and 25 years, with a mean age of approximately 20 years (M = 20.01, SD = 1.23), indicating that most participants were in their early twenties.

Perception towards Celebrity Endorsement and Purchasing Behavior

Table 2: Descriptive Statistics

	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Attractiveness	150	1.00	5.00	3.0920	.72893
Trustworthiness	150	1.00	8.20	2.7453	.80598
expertise	150	2.40	5.00	3.8507	.50564
Popularity	150	1.00	4.20	2.6960	.69387
Brand	150	1.00	4.60	2.9653	.77086
Buying Behavior	150	1.60	4.60	3.4707	.54889

The descriptive statistics for the study variables provide an overview of respondents' perceptions and behaviors. Attractiveness had scores ranging from 1.00 to 5.00, with a mean value of 3.09 (SD = 0.73), indicating a moderate level of agreement among participants. Trustworthiness showed a slightly lower mean of 2.75 (SD = 0.81)

with values between 1.00 and 8.20, reflecting more variability in responses. Expertise had the highest mean score among the variables at 3.85 (SD = 0.51), with responses ranging from 2.40 to 5.00, suggesting that respondents perceived a relatively high level of expertise. Popularity had a mean score of 2.70 (SD = 0.69), with values between 1.00 and 4.20, showing a moderate level of agreement. Similarly, the Brand variable had a mean of 2.97 (SD = 0.77), with scores ranging from 1.00 to 4.60, indicating a mid-level perception of brand value. Finally, Buying Behavior scored a mean of 3.47 (SD = 0.55), with responses between 1.60 and 4.60, suggesting that participants demonstrated a relatively positive buying behavior compared to the other measured attributes.

Relationship between Celebrity Endorsement and Purchasing Behavior

Table 3: Correlations

		AAAA	tttt	eeee	pppp	bbbb	PUPUPU
Kendall's tau_b	Attractiveness	1.000					
		.					
		150					
	Trustworthiness	.240**	1.000				
		.000	.				
		150	150				
	Expertise	.078	.009	1.000			
		.194	.887	.			
		150	150	150			
	Popularity	.303**	.333**	-.002	1.000		
		.000	.000	.968	.		
		150	150	150	150		
	Brand	.295**	.254**	.068	.546**	1.000	
		.000	.000	.255	.000	.	
		150	150	150	150	150	
	Buying Behavior	.202**	.223**	.232**	.175**	.215**	1.000
		.001	.000	.000	.003	.000	.
		150	150	150	150	150	150
****. Correlation is significant at the 0.01 level (2-tailed).**							

The correlation analysis shows clear numerical relationships among the variables. Attractiveness has a positive relationship with Trustworthiness ($\tau = 0.240$, $p < 0.01$), Popularity ($\tau = 0.303$, $p < 0.01$), Brand ($\tau = 0.295$, $p < 0.01$), and Buying Behavior ($\tau = 0.202$, $p < 0.01$). Trustworthiness is positively correlated with Popularity ($\tau = 0.333$, $p < 0.01$), Brand ($\tau = 0.254$, $p < 0.01$), and Buying Behavior ($\tau = 0.223$, $p < 0.01$). Expertise shows a small but significant relationship with Buying Behavior ($\tau = 0.232$, $p < 0.01$), while its correlations with the other variables are weak and non-significant. Popularity has the strongest relationship with Brand ($\tau = 0.546$, $p < 0.01$) and also maintains a positive link

with Buying Behavior ($\tau = 0.175$, $p < 0.01$). Brand is positively associated with Buying Behavior as well ($\tau = 0.215$, $p < 0.01$).

Overall, the numerical values indicate that Attractiveness, Trustworthiness, Popularity, and Brand are all significantly linked to Buying Behavior, with Popularity–Brand showing the strongest relationship ($\tau = 0.546$). Expertise has the weakest set of relationships, showing only a small influence on Buying Behavior.

Impact of Celebrity Endorsement on Purchasing Behavior

Table 4: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507[a]	.257	.232	.48116

a. Predictors: (Constant), bbbb, eeee, tttt, AAAA, pppp

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.553	5	2.311	9.980	.000[b]
	Residual	33.338	144	.232		
	Total	44.891	149			

a. Dependent Variable: PUPUPU

b. Predictors: (Constant), bbbb, eeee, tttt, AAAA, pppp

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.108	.349		3.177	.002
	AAAA	.074	.062	.098	1.194	.235
	tttt	.090	.055	.132	1.650	.101
	eeee	.363	.079	.335	4.591	.000
	pppp	.093	.083	.117	1.118	.266
	bbbb	.081	.074	.113	1.095	.275

a. Dependent Variable: PUPUPU

The regression analysis examines the effect of Attractiveness (AAAA), Trustworthiness (tttt), Expertise (eeee), Popularity (pppp), and Brand (bbbb) on Buying Behavior (PUPUPU). The model summary shows an R-value of 0.507, indicating a moderate positive relationship between the predictors and Buying Behavior. The R Square value of 0.257 means that approximately 25.7% of the variance in Buying Behavior is explained by these five predictors combined.

The ANOVA results are significant ($F = 9.980$, $p < 0.001$), indicating that the overall regression model is statistically significant and the predictors together have a meaningful impact on Buying Behavior.

Looking at the coefficients, Expertise (eeee) is the only significant predictor ($B = 0.363$, $t = 4.591$, $p < 0.001$), showing that higher expertise has a strong positive influence on Buying Behavior. Attractiveness (AAAA), Trustworthiness (tttt), Popularity (pppp), and Brand (bbbb) all have positive but statistically non-significant effects, as their p-values are greater than 0.05.

In summary, while all five variables contribute positively to Buying Behavior, Expertise is the most influential factor in this model, explaining a substantial portion of the variation in consumers' buying decisions.

DISCUSSION

The assessment of respondents' perceptions toward celebrity endorsement revealed moderate to high average scores for attributes such as attractiveness ($M = 3.09$), expertise ($M = 3.85$), and buying behavior ($M = 3.47$). These results suggest that while consumers recognize various qualities of celebrities, expertise is perceived most strongly, indicating its importance in shaping consumer opinions. This assessment aligns with prior research emphasizing expertise as a critical factor in enhancing the credibility and persuasive power of celebrity endorsers (Ahmad & Jabeen, 2020).

Examining the relationships among the endorsement attributes, the correlation analysis demonstrated significant positive associations between attractiveness, trustworthiness, popularity, brand, and buying behavior. Particularly, popularity and brand showed a strong correlation ($\tau = 0.546$), indicating these two factors often reinforce each other in consumer perceptions. However, expertise had weaker correlations with other attributes but maintained a meaningful positive relationship with buying behavior ($\tau = 0.232$). This pattern reflects findings from Ohanian (1990), who noted that while various endorsement characteristics are interrelated, expertise tends to have a unique influence on consumer decisions.

Regarding the impact on buying behavior, the regression model revealed that expertise was the only statistically significant predictor among the five endorsement

variables, underscoring its dominant role in driving purchase intentions. Attractiveness, trustworthiness, popularity, and brand, although positively related to buying behavior in bivariate analyses, did not significantly predict it when controlling for other factors. These findings suggest that consumers may prioritize an endorser's perceived competence over other qualities when deciding whether to buy a product. Such insights support the notion that marketers should focus on selecting endorsers with strong expertise to maximize advertising effectiveness (Lee & Thorson, 2008).

CONCLUSION

The study examined the influence of celebrity endorsement attributes attractiveness, trustworthiness, expertise, popularity, and brand on consumers' buying behavior. Descriptive results showed that expertise was perceived most positively among respondents, highlighting its importance in endorsement effectiveness. Correlation analysis indicated that while attractiveness, trustworthiness, popularity, and brand are significantly related to buying behavior, expertise had a unique and stronger positive association. Importantly, regression analysis identified expertise as the sole significant predictor of buying behavior, underscoring that consumers prioritize the perceived knowledge and competence of endorsers when making purchase decisions. Other attributes, although positively correlated, did not significantly predict buying behavior when considered alongside expertise. These findings suggest that marketers should focus on endorsers with credible expertise to enhance the effectiveness of their campaigns.

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