

Impact of Personality Traits of Celebrities on Buying Decision of Consumers: A Study on Gen-Z Girls

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Abstract

The idea of celebrities endorsing products and services has been a popular marketing tactic for many years. The fundamental idea of this strategy is to utilize the fame, popularity, and image of celebrities to persuade consumers to buy a specific products or service. However, Celebrity endorsement can be a complicated factor in determining the success of brand. This paper aims to identify the different personality traits of celebrity endorsers and their impact on Generation -Z on their buying decision of cosmetic products. Therefore, the objective of the study is to analyse the impact of various personality traits of celebrities on buying decision of young cosmetic products users on basis of their different personal backgrounds. To conduct the study, data has been collected with the help Convenience sampling technique from 150 girls who have just completed their schooling from various institutions in Cachar district of Assam. Collected data were analysed using statistical tools, such as, Mean, Standard Deviation, Kruskal Wallis and Mann Whitney test. The findings reveals that the traits Credibility, and Expertise of celebrities endorsing cosmetic products impact the buying decision of young girls under consideration. Moreover, this research will offer valuable insights to marketers and brand managers, enabling them to formulate targeted and customized marketing strategies to effectively engage and impact Gen-Z girls in Cachar district of Assam.

Keywords: Advertising, Attractiveness, Cosmetic Product, Credibility, Expertise

Introduction

The FMCG sector has witnessed fierce competition between multinational companies, national and local players (Gunasekaran and Surya, 2021). The success of a business is dependent on its consumers (Lundqvist et al, 2013). The most crucial and primary task for any marketer is to comprehend the needs and wants of consumers (Khalid & Siddiqui, 2018). Consumer behaviour is defined as the actions taken by consumers when they acquire, use, and dispose of economic goods and services, as well as the decision-making processes that precede and determine these actions (Gunasekaran and Surya, 2021). The purpose of producing goods is to fulfil the needs and demands of consumers (Fauzee and Dada, 2021). The future marketing relies on the analysis of consumer behaviour (Jones & Kramer, 2016). Due to the dynamic nature of today's consumers, marketers now prioritize customer interaction above all other factors (Krithika, 2015). From past few years, there has been a shift in marketing tactics and approaches, such as the growth of interactive content that allows customers to read and interact in real-time and the rapid development of mobile video as a marketing platform (Rajasekar and Agarwal, 2016). The popularity of video content and live streaming on social media platforms such as Facebook, Instagram have become more common, with it now making up around 95% of social media users' news feeds (Banerjee, 2014). Digital marketing has become more popular, with social media marketing and email marketing ranking high on the list of marketing activities (Bae and Lee, 2010). The current trends towards a more specialized approaches are reflected by the use of a marketing strategy known as 'Influencer Marketing' (Agarwal & Kamakura, 1995). Here, the objective of marketers is to reach individuals instead of predetermined demographics, but it requires considerable effort (Araabi, et al., 2022). In most cases, this is where a company pays a popular and prominent social media user to promote its products or services (Choi and Rifon, 2017). One endorsement campaign may boost sales by four percent (Horsky and Simon, 1983). The value of having a well-known face associated with their product cannot be ignored by any company, regardless of its size (Agarwal & Kamakura, 1995; Choi and Rifon, 2017). The presence of a well-known face can lead to greater brand loyalty and trust in a product or service (Jang, 2021).

McCracken (1989) describes a celebrity endorser as someone who enjoys public recognition and utilizes it to promote a consumer good by being featured in an advertisement with it. The popularity of celebrity endorsers is attributed to their traditionally dynamic and perceived ability to attract attention (Atkin and Block, 1983). The purpose of such endorsements is to promote existing products, reinforcing and repositioning brand images, and introducing new brands (Araabi, et al., 2022). Researchers have addressed the potential hazards of celebrity endorsements, which can be both beneficial and detrimental (Erdogan, 1999). The endorsement campaign may be unsuccessful, and funds and resources may be wasted if the celebrity's overshadowing, loss of popularity, or involvement in a scandal causes the endorsed product to suffer severely (Davis, 2013; Tiago and Santiago, 2023).

In Indian culture, there has always been a significant impact of celebrities (Khalid & Siddiqui, 2018). Celebrities are something that we tend to look up to and obsess over as we grow up (Lundqvist, et al., 2013). Social media has made it easier for teens and young generations to gain more exposure to famous people than ever before (Davis, 2013). Celebrities have a significant impact on how teenagers perceive themselves and how they behave (Tiago and Santiago, 2023). Some celebrities can have a beneficial impact on young people, while others present unattainable and unrealistic beauty standards (Kom, 2006).

Celebrity endorsements have become a major factor in Gen Z girls' buying decision, particularly in areas such as beauty, fashion, and lifestyle (Bansal, 2013). This generation often has a fondness for celebrities and aim to imitate their lifestyles and fashion choices. In addition, the impact of celebrity endorsements has become even stronger due to the rise of social media platforms (Dimitrov and Kroumpouzou, 2023). Gen-Z girls are regular users of social media platforms such as Facebook, Instagram, and YouTube, where celebrities frequently team up with brands and share sponsored contents (Majeed, et al., 2020). Through these platforms, consumers can participate in brand discussions, share their experiences and seek recommendations (Bansal, 2013).

Therefore, this research is initiated to analyse the degree of impact of celebrity endorsement on buying decisions of cosmetic products by Generation-Z girls who have just completed their schooling from various educational institutions in Cachar district of Assam.

Review of Literature

Endorsement is a method of brand communication in which a celebrity serves as the brand spokesperson and validates the brand's claims and position by utilizing their name, personality, popularity, status in society to endorse the brand (Fleck et al., 2014). Celebrity endorsement is the most prevalent technique of advertising today. Advertisers can use celebrities to attract and charm their audience by stimulating their buying behaviour. In India, where Bollywood stars, Cricketer, and social media influencers are adored, advertisers perceive this obsession as a chance to expand their markets and promote their brands (Bansal, 2023). McCracken (1989) stated that Celebrity endorsement is used to improve a product's image by transferring the symbolism of the celebrity to it. Different categories of celebrities are employed as endorsers for marketing campaigns. The majority of celebrities come from Bollywood and sports industries because their popularity reaches a wider audience. Bollywood stars are commonly employed as endorsers and have been the dominant players in all product categories (Abdussalam and Johnson, 2016). The purchase intentions of consumers can be greatly impacted by celebrity endorsements for a product or service. Such feelings have made it necessary to identify the specific qualities of celebrities that have the most positive impact on an advertiser's target audience (Willing and Fruchter, 2013). In India, TV commercials are highly appealing to young people, particularly teenage girls, who tend to purchase the products featured in those commercials (Vyas & Parmar, 2019). Bechan and Hoque, (1977) stated that advertisements featuring models are more preferred by viewers who have a high preference for commercials than viewers who don't have a high preference for advertisements featuring models. Individuals who are fond of commercials tend to retain more information about brands and celebrities, but there is no distinction between those who do and those who do not have the desire to recall information presented in commercials. To get most out of celebrity endorsements on Gen-Z consumers, businesses should ensure that their partners are selected carefully and their campaigns are relatable (Satria et al., 2019). To be successful in a consumer-centred market, a service provider needs to employ a psychological approach to attract consumers. Acknowledging the influencing factors may lead to improve things and achieve consumer satisfaction. Successful market outcomes can be achieved by studying consumer buying behaviour (Chandan, 2019).

Qazzafi, (2020) stated that there are four primary factors that affect consumers' buying behaviour, including personal, psychological, social, and economic factors. Therefore, understanding consumers' behaviour is one of the most difficult and challenging tasks for marketers. Marketing experts have recognized the significant positive impact of celebrities on influencing consumer buying behaviour. Celebrities are able to change consumer attitudes, expand buying intentions, and increase profits. So, it is important to select right celebrity for right company. Using a celebrity with unique characteristics that can truly affect consumers' buying behaviour is crucial for grabbing consumers' attention and interest among similar advertisements (Adam and Hussain, 2017).

During the review of existing literature, it was observed that despite the fact that perception-based study on celebrity endorsement has been conducted from various viewpoints and encompassed different expectations, very few studies have been conducted on the personality traits of celebrities who endorse beauty and cosmetic products. Furthermore, no research has been conducted in the eight states of North-East India related to the subject of this study so far. So, it is possible that this gap will be addressed by this research work, and it could be viewed as a groundbreaking work on the subject in the North-Eastern states of India.

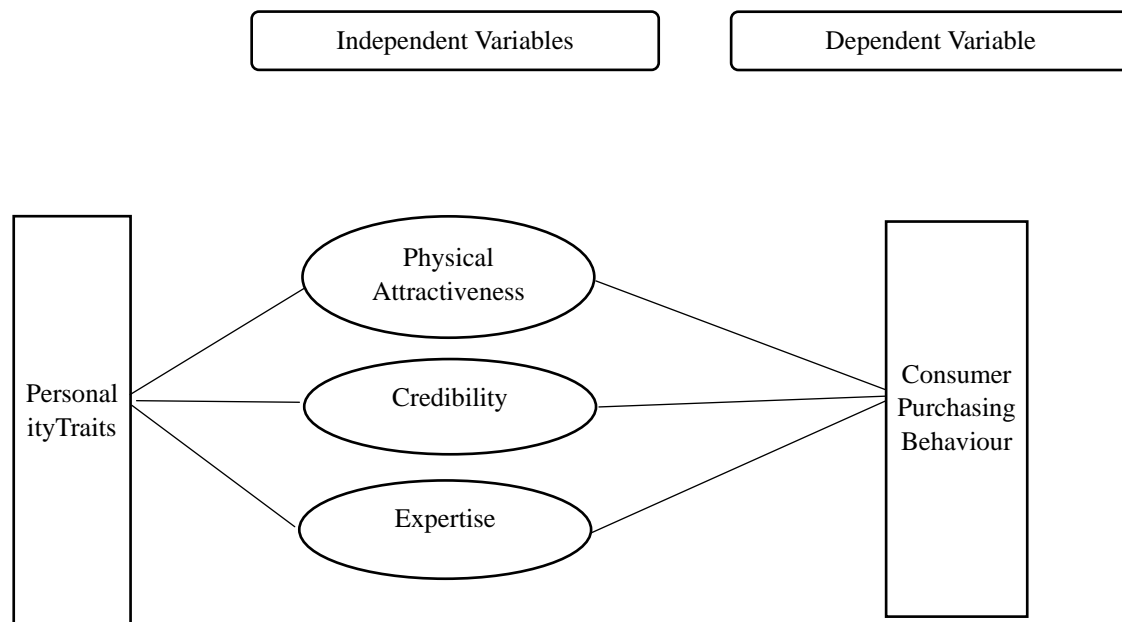


Figure 1: Conceptual Framework showing the impact of Personality Traits on Consumer Buying Behaviour

Source: Developed by the Researchers

Objectives of the Study

1. To compare the degree of impact of celebrity endorsement on buying decisions of cosmetic products by Generation-Z Girls across their schooling.
2. To compare the degree of impact of celebrity endorsement on buying decisions of cosmetic products by Generation-Z Girls across their media preference.
3. To compare the degree of impact of celebrity endorsement on buying decisions of cosmetic products by Generation-Z Girls across their monthly family earning.

Hypothesis of the Study

1. **H₀:** Celebrity Personality traits has no impact on buying decision of cosmetic products based on respondents schooling.
2. **H₀:** Celebrity Personality traits has no impact on buying decision of cosmetic products based on respondents' media preference.
3. **H₀:** Celebrity Personality traits has no impact on buying decision of cosmetic products based on respondents' monthly family earning.

Research Methodology

The study has been conducted using descriptive research technique. The convenience sampling technique is used the responses from 150 high school passed out Generation-Z girls of Cachar District, Assam. The respondents' opinions have been collected with a well-structured questionnaire with five-point Likert scale and were inputted into the computational software i.e., MS Excel for calculating the Mean score and Standard Deviation. SPSS software was used to calculate U test, Chi-square value and p-value.

Table 1: Profile of the Respondents

Variables	Distribution	Frequency	Percentage
Type of school	Funded by government	48	32.00
	Not-funded by government	102	68.00
Media preference	Television	28	18.67
	Internet	94	62.66
	Display boards	6	4.00
	Others	22	14.67
Monthly Family Earning (in Rupees)	Up to 40,000	50	33.33
	40,001 to 80,000	94	62.67
	80,001 and above	6	4

Source:Field survey

Scope of the Study

1. The respondents' responses are based on their personal experiences.
2. The present study relies on the opinion of young Generation-Z girls in Cachar District, Assam.

Result and Discussion

The table below illustrates how the respondents perceive the impact of celebrities' personality traits on their decision to purchase cosmetic products. It analyses the mean score, standard deviation, U test, chi-square value and p-value.

Table 2: Impact of Celebrities’ Personality Traits on Buying Decision according to Respondents Schooling

Traits	Schooling				Mann Whitney Test	
	Funded by Government		Non-funded by Government			
	Mean	SD	Mean	SD	U-test	p-value
Physical Attractiveness	2.94	1.34	3.19	1.33	4.707	.062
Credibility	2.94	1.33	3.59	1.29	.643	.054
Expertise	2.75	1.19	3.06	1.34	1.435	.086

Source: Field survey

Table 2 shows the respondents’ perception based on their schooling. In this scenario, the purchase decisions of Generation-Z girls passed out from non-government schools are highly influenced by the personality traits of celebrity endorsers as compared to girls attended government schools. The computed value of U test and its corresponding p-value clearly depicts that there is no statistically significant impact of the select personality traits of celebrities’ and buying decision of Generation-Z girls.

Table 3: Impact of the Personality Traits of Celebrities in Buying Decision of Cosmetic Products according to Respondents Media Preference

Traits	Media Preference								Kruskal Wallis Test	
	Television		Internet		Display boards		Others			
	Mean Score	SD	Mean Score	SD	Mean Score	SD	Mean Score	SD	Chi-square	p-value
Physical Attractiveness	1.23	2.31	2.43	1.23	2.10	1.91	2.54	2.01	1.923	.071
Credibility	1.41	1.43	2.13	1.23	2.06	2.84	1.33	1.37	2.435	1.223
Expertise	1.67	2.87	2.65	2.30	1.52	1.02	1.35	2.03	2.761	.665

Source: Field survey

Table 3 shows the respondents’ perception based on their media preference. In this scenario, the purchase decisions of Generation-Z girls preferred internet to collect information about cosmetic

products have the maximum impact of personality traits of celebrity endorsers on their buying decision of cosmetic products. The computed value of U test and its corresponding p-value clearly depicts that there is no statistically significant impact of the select personality traits of celebrities' and buying decision of Generation-Z girls.

Table 4: Impact of the Personality Traits of Celebrities in Buying Decision of Cosmetic Products according to Respondents Monthly Family Earning

Traits	Monthly family Earning (in Rupees)						Kruskal Wallis Test	
	Up to 40,000		40,001 to 80,000		80,001 and above		Chi-square	p-value
	Mean Score	SD	Mean Score	SD	Mean Score	SD		
Physical Attractiveness	1.13	2.21	2.32	1.08	2.21	2.02	.656	.069
Credibility	2.17	1.35	1.73	1.06	1.75	1.02	2.243	.104
Expertise	1.25	2.19	2.09	2.43	1.24	1.03	2.705	.072

Source: Field survey

Table 4 shows the respondents' perception based on their monthly family earning. In this scenario, the purchase decisions of Generation-Z girls belong to the monthly family earning group of Rupees 40,001 to Rupees 80,000 has maximum impact of the Physical Attractiveness and Expertise of celebrity endorsers. Whereas, girls belong to the monthly family earning group of up to Rupees 40,000 has the maximum impact of Credibility of celebrity endorsers on their buying decision of cosmetic products. The computed value of U test and its corresponding p-value clearly depicts that there is no statistically significant impact of the select personality traits of celebrities' and buying decision of Generation-Z girls.

Summary of Key Findings

The personality traits of celebrity endorsers of cosmetic products are the most powerful factor for Generation-Z consumers in Cachar district of Assam. The personalities of celebrities play a major role in the buying decisions of Generation-Z girls who belong to non-government schools. Girls who prefer to use the internet as a source of information about cosmetic products have the greatest impact on their buying decisions from celebrities' personality traits. Additionally, individuals whose monthly family earning ranges from Rupees 40,001 to Rupees 80,000 have the highest impact of celebrities' personality traits on their buying decision of cosmetic product.

Conclusion

The study on impact of personality traits of celebrities on Generation-Z girls buying behaviour concludes that marketers need to maintain a positive relationship with celebrities to effectively reach their consumers. Cosmetic products can be perceived as more credible when celebrities endorse them. Gen-Z girls hold the belief that if celebrities they adore has agreed to associate their name and image with certain brand, then the product needs to be trusted and of superior quality. Therefore, marketers should employ celebrities who possess the skills to present the product in a way that can entice their targeted consumers and increase the sales of cosmetic products.

Limitations of the Study

1. The study relies on consumer responses and buying behaviour that may change over time.
2. The study incorporated a specific gender, sample size, and area, its findings cannot be applied to the entire Gen-Z populations.
3. The study focused and limited only to cosmetic products, so future researchers may consider other categories of products in their study.

Scope for Future Study

Celebrity endorsement is a highly debated topic. Single research would not be able to provide comprehensive findings. Hence, there is always a room for more research. As the study is focused only on Gen-Z; future research can be undertaken targeting consumer from different age groups, which would probably bring to light different perceptions regarding the topic in hand. While celebrity endorsements can be powerful, but they are not the only factor which impact the buying habits of Generation-Z cosmetic users. The significance of factors like price, quality, quantity, brand reputation and ethical considerations cannot be overstated. Therefore, in order to achieve long-term success, marketers must ensure that the products they endorse matches the value and preference of Generation-Z cosmetic users.

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