



## **Consumers Attitude Towards Celebrity Endorsement on Advertisement**

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### **Abstract**

This study examined the influence of celebrity endorsed advertisement on consumer's purchase decision. The main purpose of this study is to investigate the relationship of the endorser's gender, credibility, attractiveness, type (celebrity vs. non-celebrity) as well as multiple endorsements and whether celebrity endorsements affect the buying behavior of the people or whether there is a shift in their perceived behavior because of celebrity endorsements by evaluating specific independent variables of celebrities. It appears from the research findings that celebrity endorsement of advertisement does have significant influence on consumers over an advertisement that is not endorsed. This research has combined various factors as independent variable and consumers' attitude as dependent variable to build a conceptual model, where some variables are taken from previous findings and adjusted in accordance with the local needs. All the correlation matrixes presented in the study, indicate that there is a positive relationship between the variables and consumers purchasing intentions. However, some of the variables used to explain the consumers' attitude towards celebrity endorsement are found to be insignificant. The study suggests the marketers or companies to ensure the gender and type of the celebrity should remain the prime concern for satisfy the consumers and generate positive attitude towards the product or brand.

**Keywords:** *Celebrity endorsement, Advertising, Consumer attitude, Purchasing decision*