

**THE ROLE OF CELEBRITY ENDORSEMENT IN FASHION TO FASHION
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ABSTRACT

Celebrity endorsement in fashion uses famous individuals to promote brands, increasing visibility, credibility, and driving consumer interest and sales. In India, celebrity endorsements began in the 1940s with Bollywood actors and sports stars promoting products. This paper examines the impact of celebrity endorsements on fashion students, focusing on how they influence personal style, purchasing behaviour and design inspiration. By analysing the role of celebrities in brand perception, trendsetting and marketing strategies, the study highlights the interconnection between celebrity culture and fashion education. Using surveys and case studies, it explores the influence of different types of celebrities, such as actors and musicians, on emerging fashion professionals. The aim of study is to provide insights into how future designers and marketers can navigate the evolving relationship between celebrity endorsements and the fashion industry.

Keywords:

Celebrity endorsements, fashion students, brand perception, design inspiration, marketing strategies.

INTRODUCTION

Celebrity endorsements have long played a pivotal role in shaping the fashion industry, with stars from film, music and social media often dictating trends that permeate mainstream culture. For fashion students, who are not only consumers but also the next generation of designers and industry professionals, understanding the influence of celebrity endorsements is crucial. Celebrities lend credibility to brands and enhance their visibility, making them impact their personal style, purchasing decisions and creative processes. To explore the multifaceted relationship between celebrity endorsements and fashion students, focusing on how these endorsements influence both their buying behaviour and their design inspirations for example in 2021, Levi's collaborated with Deepika Padukone not only as a brand ambassador but also for a special collection where she co-designed a line of jeans. Her influence in fashion and her association with modern, stylish, and empowered women helped Levi's connect with younger, fashion-forward consumers in India. Her endorsement elevated the brand's visibility, making Levi's a preferred choice for both casual and trendy clothing. Given the rise of social media and influencer culture, celebrities now have direct access to millions of followers, allowing their fashion choices to have a profound and immediate impact. This introduction sets the stage for an in-depth analysis of how celebrity collaborations and endorsements affect fashion student's perspectives on brands and how these influences are reflected in their future career goals and creative endeavours within the fashion industry.

The influence of celebrities, particularly those from film, music, and social media, has permeated mainstream culture, dictating what is fashionable, desirable, and pertinent. Understanding the influence of celebrity endorsements on the purchasing behaviour, design inspirations, and creative processes of fashion students is essential, as they are not only consumers but also future designers and industry professionals. This comprehension can offer valuable insights into the manner in which marketing strategies influence the next generation of industry executives. Celebrities are not only promoting products but also shaping personal style, aesthetics, and the broader cultural landscape as they collaborate with fashion brands more frequently. For instance, in 2021, Levi's partnered with Bollywood actress Deepika Padukone to create a unique collection in which she co-designed a line of denim. The aim of Levi's to establish a connection with a younger, fashion-forward consumer base in India was strongly aligned with Padukone's association with modern, stylish, and

empowered women. Levi's visibility was significantly increased by her endorsement and active involvement in design, rendering it the preferred option for individuals in search of both casual and fashionable attire. The emergence of social media influencers has granted celebrities direct access to millions of followers, thereby amplifying their fashion choices and increasing the immediate and extensive reach of their influence, in addition to traditional celebrity endorsements. Fashion students, who are a significant portion of this social media-driven culture, are particularly vulnerable to these changes in consumer behaviour. Consequently, it is imperative to comprehend the intersection of fashion trends, celebrity endorsements, and the creative processes of future designers in order to investigate the impact of this dynamic on the industry as a whole. The objective of this investigation is to investigate the multifaceted relationship between fashion students and celebrity endorsements, with a particular emphasis on the ways in which these endorsements affect their career aspirations, design inspirations, and purchasing behaviour. By examining the ways in which celebrities influence their attitudes toward fashion brands and the design process, we can acquire valuable insights into the broader implications of celebrity culture in fashion and its long-term impact on emerging designers. The Function of Celebrity Endorsements in the Fashion Industry Celebrity endorsements in the fashion industry have progressed from mere product promotion to comprehensive collaborations, in which celebrities influence the design, marketing, and overall positioning of a brand. Celebrities are indispensable in the process of influencing public perception by acting as intermediaries between the brand and its target audience. Their endorsement is particularly important in the highly competitive fashion industry, as it elevates the prestige of a brand by positioning it as trendy and desirable. The fundamental strength of celebrity endorsements is their capacity to humanize the brand. In the fashion industry, celebrities frequently elicit emotions that resonate with consumers and lend credibility to brands. Brands endeavour to leverage the celebrity's influence, demeanour, and image by associating themselves with a specific celebrity. This collaboration contributes to the development of a narrative that establishes a connection between the product and the celebrity's lifestyle, thereby increasing its appeal and reliability to the target market. The capacity of celebrity endorsements to increase brand visibility is a noteworthy benefit. For instance, Deepika Padukone's partnership with Levi's was a success due to her extensive popularity in India, which rendered her the ideal ambassador to embody the brand's values of empowerment and modernity. Padukone's influence was not restricted to her capacity as a spokesperson; it also encompassed her active involvement in the design process, which enhanced the authenticity of the collaboration. This type of endorsement transcends the mere act of endorsing a product and becomes an integral component of the brand's identity. The Impact of Celebrity Endorsements on the Purchasing Behaviour of Fashion Students The images that celebrities project in media and advertising have a significant impact on fashion students, as well as other consumers. Nevertheless, their relationship with celebrity culture is frequently more profound, as they are not only as consumers but also as future professionals in the industry, and they are responding to celebrity influence. The purchasing behaviour of fashion students is influenced by a variety of factors, such as their social environment, media consumption, and prominently, the celebrities they follow and revere. Research indicates that celebrity endorsement frequently elicits an emotional response in consumers, fostering a sense of aspiration or connection with the brand. These emotional stimuli are substantial for fashion students. They may regard specific celebrities as role models or sources of inspiration, which in turn influences their own perceptions of fashion. For example, when a prominent celebrity, such as Deepika Padukone, endorses a specific brand, it not only motivates students to purchase the associated items but also encourages them to contemplate how they can integrate similar styles into their own wardrobes and design concepts. The aspirations of fashion students to achieve success in the industry are inextricably linked with the decision-making process. They may align their purchasing decisions with the brands that reflect the aesthetic values they aspire to manifest in their work as future designers. The trends that fashion students aspire to follow are frequently influenced by celebrity endorsements, which frequently reflect current cultural and style movements. This influence also extends to the emotive bond that students develop with the products. Because fashion students associate these brands with success, creativity, and status, they are more inclined to invest in high-end brands that are endorsed by their favoured celebrities. Additionally, this influence has been expedited by the digital era. Fashion students now have direct access to a broader range of style inspirations, as the distinction between traditional personalities and influencers has been blurred by social media platforms such as Instagram, YouTube, and TikTok. An immediate and consistent source of fashion inspiration is provided by celebrities who post daily content that showcases their ensembles, accessories, and collaborations with brands. This access enables students to observe the most recent trends in real time and incorporate these concepts into their own designs, thereby establishing a feedback cycle between student creativity and celebrity culture. Fashion Design Inspirations and Celebrity Endorsements

In addition to influencing purchasing decisions, celebrity endorsements are a crucial source of design inspiration for aspiring fashion professionals. Fashion students frequently draw inspiration from the visual sensibilities and style preferences of celebrities in order to inform their own creative endeavours. In numerous instances, emergent designers utilize the celebrity's public persona, fashion choices, and collaborations as a point of reference when developing collections that are in alignment with the current cultural zeitgeist. Additionally, celebrity endorsements motivate fashion students to consider fashion beyond conventional boundaries. The participation of celebrities in the design process, as evidenced by Deepika Padukone's partnership with Levi's, offers students the chance to contemplate the potential of collaborative design as a tool for inclusivity and innovation. Fashion students are frequently motivated to explore novel approaches to their work, including materials, aesthetics, and marketing strategies, as a result of these collaborations, which frequently integrate a variety of perspectives into the design process. The Influence of Celebrities on the Career Aspirations of Fashion Students Celebrity endorsements can significantly influence the career aspirations of fashion students. Fashion brands not only increase their visibility but also provide opportunities for young professionals to enter the fashion industry when they collaborate with celebrities. These collaborations may serve as an illustration of how students can capitalize on their own creativity and abilities in the future. Many fashion students aspire to collaborate with a major brand or even a celebrity, and witnessing these collaborations come to fruition can inspire them to pursue their own objectives within the industry. How celebrity collaboration can motivate students to consider their own potential in the fashion industry is illustrated by the partnership between Levi's and Deepika Padukone. Students who aspire to become designers are inspired by the potential to influence fashion beyond conventional boundaries by witnessing a celebrity such as Padukone participate in the design process. It also underscores the growing significance of personal branding and brand-building in the contemporary fashion industry. Celebrities are not merely endorsers; they are frequently collaborators in the development of a brand's products and image. Additionally, these partnerships underscore the influence of social platforms and media on the professional development of emerging fashion professionals. Students who engage with celebrities on platforms such as Instagram may regard them as mentors, as they provide real-time insights into how they have successfully navigated the fashion industry. This connection has the potential to serve as a potent source of career guidance and motivation. In conclusion, Not only do celebrity endorsements in fashion have a significant impact on consumer behaviour, but they also influence the creative processes and career aspirations of fashion students. These endorsements are potent instruments for inciting design innovation, influencing purchasing decisions, and shaping trends. The influence of celebrities—through brand collaborations, social media, and their personal style—remains a significant force in influencing the aspirations, design inspirations, and understanding of the fashion world of fashion students as they navigate their education and prepare to enter the industry. The relationship between fashion students and celebrity endorsements is expected to intensify as the digital age continues to develop and social media influencers become more prominent. This will generate new opportunities for creative expression, collaboration, and innovation. In order to achieve success in the industry, students must comprehend how to incorporate celebrity culture into their own work, whether through personal branding or collaborations. Ultimately, the intersection of fashion design and celebrity endorsements provides a dynamic environment for students.

OBJECTIVE OF THE STUDY

LITERATURE REVIEW

Mayank Jha, Kishore Bhattacharjee, Chetna Pritil Wee Huat Heng (2020): The Role of Consumer Involvement in Celebrity Endorsement

Jha.(2020) explored the relationship between celebrity endorsement and consumer evaluation of brands. The study aimed to assess how celebrity endorsement influences consumer attitudes toward advertisements and purchase intentions, focusing on the role of consumer involvement. The research emphasized that consumer involvement plays a critical mediating role in the effectiveness of celebrity endorsements. The study found that for high-involvement products (i.e., expensive, significant purchases like cars or electronics), celebrity endorsements significantly shape the consumer's attitude toward the advertisement. In these cases, the involvement of consumers was directly linked to stronger emotional responses and more favourable attitudes toward the product. Conversely, low-involvement products (everyday items like snacks or personal care products) saw less impact from celebrity endorsements but still benefited from the familiarity and trust established by the endorser. Furthermore, Jha. (2020) noted that high-involvement products benefit from endorsers who are perceived as credible and relatable. For low-involvement products, however, the

effectiveness of the endorsement largely depends on the celebrity's popularity and the consumer's emotional connection to them. This distinction suggests that while celebrity endorsements can have a broad impact, their success is contingent on the type of product being marketed and the level of consumer involvement. The study's conclusions highlight the importance of understanding the consumer's psychological state—whether they are emotionally or cognitively engaged with a product—when evaluating the effectiveness of celebrity endorsements.

Gurpreet Kaur, Vijit Chaturvedi, D. S. Yadav, Shalini Sharma, & Seema Wadhawan (2022): The Factors Affecting Brand Purchase and Long-Term Sustainability

Kaur. (2022) focused on identifying various factors influencing brand purchases, particularly the role of celebrity endorsement in shaping consumer behaviour. This study aimed to determine how different factors, such as celebrity appeal, product quality, and consumer perception, contribute to immediate brand purchase decisions. The researchers found that celebrity endorsements significantly affect brand loyalty. When a celebrity is perceived as trustworthy and aligns with the brand values, consumers are more likely to engage with the brand and make repeat purchases. The endorsement boosts not only immediate sales but also the long-term viability of the brand by creating strong emotional connections between the brand and the consumers. However, Kaur. (2022) also acknowledged that the impact of celebrity endorsement on sustainability can vary across markets and cultures. In markets with high celebrity saturation, the influence of celebrity endorsements may diminish, and consumers may begin to seek out other factors like product quality and brand reputation. This underscores the need for brands to maintain a balance between the glamour of celebrity endorsements and the long-term value proposition of their products. The study concluded that while celebrity endorsements are effective in driving short-term sales, their impact on long-term sustainability depends on a deeper connection between the celebrity's image and the brand's core values. Thus, marketers must carefully choose endorsers whose attributes resonate with their target consumers to ensure continued brand loyalty.

Veda Varsha Reddy Bogollu & Sathish Arumbi Saravanan (2023): The Impact of Number of Endorsers on Consumer Attitudes

Bogollu and Saravanan (2023) investigated how the number of endorsers influences consumer attitudes toward advertisements and purchasing decisions. This research aimed to determine whether using multiple celebrity endorsers could create a more favourable consumer response compared to single-endorser campaigns. The study found that multiple endorsers can have a positive impact on consumers' perceptions of a brand. The presence of several endorsers often leads to higher levels of attention, recall, and engagement from consumers, especially if the endorsers belong to diverse categories or demographics. This diversification helps brands appeal to a broader audience and can enhance the perceived credibility of the advertisement. For example, combining a well-known athlete with a famous actor can create a sense of authenticity and appeal to different consumer. However, Bogollu and Saravanan (2023) also cautioned that there is a threshold beyond which too many endorsers may cause confusion or diminish the perceived authenticity of the campaign. When a brand uses too many endorsers, consumers might perceive the brand as less credible, and the effectiveness of the endorsement may suffer. The study highlights the importance of strategic selection and balance in choosing celebrity endorsers, as an overload of endorsers could overwhelm the message. The authors concluded that while celebrity endorsement campaigns featuring multiple endorsers can enhance consumer attitudes toward a brand, careful consideration must be given to the selection of endorsers and how they are positioned within the campaign. The endorsement strategy should align with the brand's image, message, and target audience.

P. Nandhini & Dr. R. Subashini (2024): Impact of Celebrity Endorsement on Children's Preferences

Nandhini and Subashini (2024) focused on the influence of celebrity endorsements on children's preferences, particularly in the context of confectionery products in the region of Thanjavur. The study aimed to understand how celebrity endorsements influence children's purchasing decisions, with a particular emphasis on confectionery items, which are often marketed to younger demographics. The study found that celebrity endorsements have a significant influence on children's preferences for confectionery products. Children are especially susceptible to celebrity endorsements because they often idolize celebrities and may perceive products endorsed by these figures as being superior or more desirable. This creates a strong emotional connection between children and the endorsed products, leading to higher purchase intentions. The researchers noted that celebrity endorsements targeting children are often based on emotional appeal rather than rational decision-making. In this context, celebrity endorsements serve to enhance brand image, create brand loyalty at an early age, and establish long-term consumer habits. The use of celebrities who are relatable or who possess qualities that children admire—such as humour, charm, or athletic prowess—can significantly influence

children's choices. However, Nandhini and Subashini (2024) also pointed out the ethical concerns surrounding celebrity endorsements targeted at children. These endorsements often take advantage of children's vulnerability and may lead to unhealthy consumption patterns, especially in categories like confectionery. The researchers stressed the need for ethical advertising practices to ensure that children's purchasing decisions are not unduly influenced by manipulative advertising tactics.

RESEARCH METHODOLOGY

This study explores a descriptive research design to explore the impact of celebrity endorsements on fashion students. Descriptive research is suitable for capturing the nuances of student's perceptions, preferences and behaviours in relation to celebrity influences in the fashion industry. The total population for this study comprises 140 fashion students. For this study a sample size of 103 (based on Yamane's formula) targeted but due to limitation of time only 76 samples collected. In this study respondents are from across the country that came here at NIFT Daman for their study. By Taro Yamane's in his book titled "Statistics: An Introductory Analysis" he introduced Yamane Formula for sample size calculation.

$$n = N / (1 + N(e)^2)$$

Where,

n= sample size

N= population size

e= margin of error

This approach ensures that every student has an equal chance of being included in the study, which enhances the validity of the findings.

Data will be collected through a structured questionnaire administered via Google Forms. The questionnaire will be designed to gather both quantitative and qualitative data regarding the student's views on celebrity endorsements, their purchasing behaviours, and how these endorsements influence their personal style and design inspiration. The questionnaire is designed to gather data from participants aged 18 to 24 years. It will include both quantitative and qualitative data to provide a comprehensive understanding of the topic. The sample population will consist of more female fashion students compared to male students, ensuring representation of gender dynamics in the field. The questionnaire will feature a mix of close-ended and open-ended questions to allow for both structured responses and detailed insights. Additionally, a Likert scale will be employed to measure attitudes, opinions, or perceptions effectively. Once the data is collected, it will be analysed using statistical tools such as SPSS or Excel. Descriptive statistics will be employed to summarize demographic data and analyse the responses to the survey questions. Additionally, thematic analysis will be used for qualitative responses to identify common themes regarding the influence of celebrity endorsements on fashion students.

DATA ANALYSIS

DEMOGRAPHICS-

The data indicates that the majority of respondents (55.3%) are between 16-20 years old, followed by 43.4% in the 21-25 age groups. Only 1.3% is above 31. This suggests that the sample is predominantly young, with a significant concentration of individuals in the early twenties (table 1).

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	42	55.3	55.3	55.3
	21-25	33	43.4	43.4	98.7
	above 31	1	1.3	1.3	100.0
	Total	76	100.0	100.0	

(Table 1 – Age wise demographics)

The data shows that 80.3% of respondents are female, while 19.7% are male. This indicates a strong female dominance in the sample, suggesting that the survey may have a higher representation of female respondents compared to male respondents (table 2).

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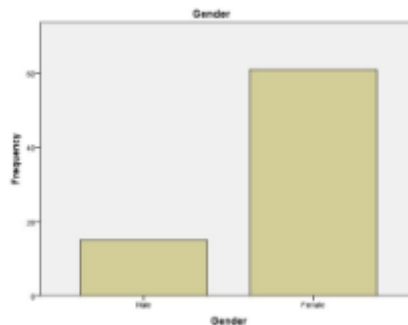
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Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	15	19.7	19.7	19.7
	Female	61	80.3	80.3	100.0
	Total	76	100.0	100.0	

(Table 2 – Gender wise demographics)



(Graph 1 – Gender wise demographics)

The data reveals that respondents are fairly distributed across departments, with 35.5% from the Foundation Program, 28.9% from the Textile Department, and another 35.5% from the Masters in Fashion Management program. This indicates a balanced representation of students from different academic backgrounds in the sample (table 3).

Department		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Foundation programme	27	35.5	35.5	35.5
	textile department	22	28.9	28.9	64.5
	masters in fashion management	27	35.5	35.5	100.0
	Total	76	100.0	100.0	

(Table 3 – Course wise demographics)

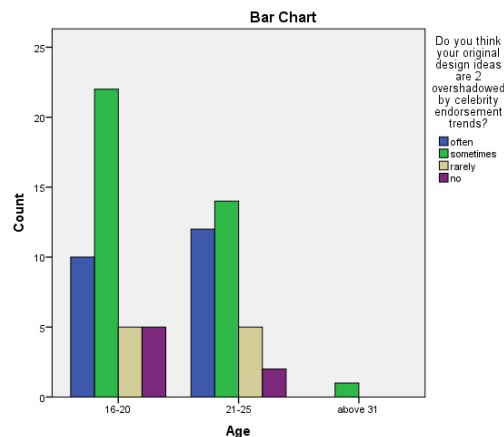
Crosstabulation- Age wise study with reference to original design ideas are 2 overshadowed

		Do you think your original design ideas are 2 overshadowed by celebrity endorsement trends?				Total
		Often	sometimes	rarely	no	
Age	16-20	10	22	5	5	42
	21-25	12	14	5	2	33
	above 31	0	1	0	0	1
Total		22	37	10	7	76

(Table 4 - Age wise study with reference to original design ideas are 2 overshadowed by celebrity endorsement)

A lump sum of 77% of respondents agreed that their design was overshadowed by celebrity endorsement trends. The data reveals that celebrity endorsement trends significantly impact fashion students’ original design ideas. Overall, 48.68% feel their creativity is “sometimes” overshadowed, while 28.95% report it happening “often.” Younger students (16-20) are moderately influenced, with 52.38% stating “sometimes” and 23.81% saying “often”.

In contrast, 21-25-year-olds experience a stronger influence, with 36.36% reporting “often” and 42.42% “sometimes.” The age group above 31 had minimal representation but reported “sometimes” as well. This suggests that as students advance in their studies or careers, celebrity trends increasingly shape their design thinking (table 4, graph 2).



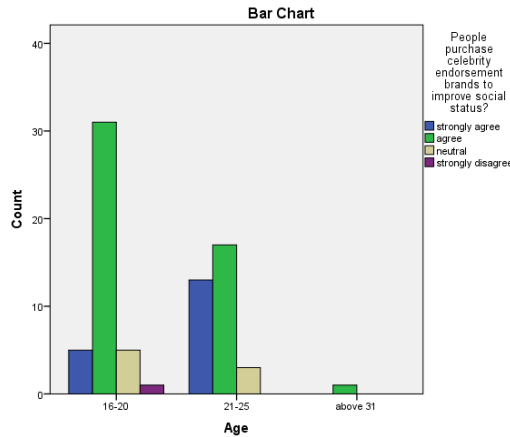
(Graph 2 - Age wise study with reference to original design ideas are 2 overshadowed by celebrity endorsement)

Crosstabulation - People purchase celebrity endorsement brands to improve social status.

Age * People purchase celebrity endorsement brands to improve social status? Crosstabulation						
		People purchase celebrity endorsement brands to improve social status?				Total
		strongly agree	Agree	Neutral	strongly disagree	
Age	16-20	5	31	5	1	42
	21-25	13	17	3	0	33
	above 31	0	1	0	0	1
Total		18	49	8	1	76

(Table 5 - Age wise study with People purchase celebrity endorsement)

A lump sum of 88% of respondents agreed that People purchase celebrity endorsement brands to improve social status. The data shows that most respondents believe celebrity endorsement brands improve social status. Among those aged 16-20 (42 respondents), 73.81% agree, with only 2.38% strongly disagreeing. In the 21-25 age group (33 respondents), 51.52% agree, and 39.39% strongly agree, indicating a stronger belief in social status improvement through celebrity endorsements. For those above 31 (1 respondent), the individual strongly agreed. Overall, 64.47% of participants agree or strongly agree with the statement, highlighting a widespread perception that purchasing celebrity-endorsed brands enhances social status, especially among younger individuals (table 5, graph 3).



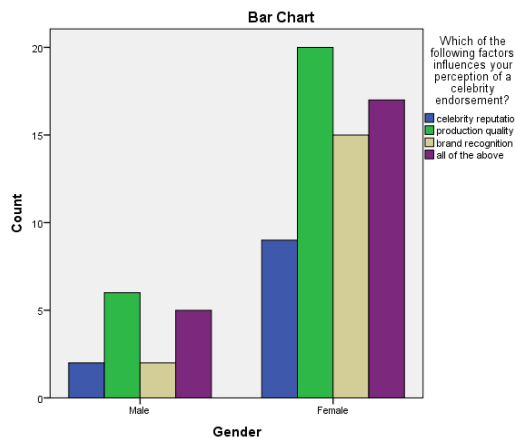
(Chart 3 - Age wise study with People purchase celebrity endorsement)

Crosstabulation - Gender wise study with factors influences your perception of a celebrity endorsement.

Gender * Which of the following factors influences your perception of a celebrity endorsement?						
Crosstabulation						
		Which of the following factors influences your perception of a celebrity endorsement?				Total
		celebrity reputation	production quality	brand recognition	all of the above	
Gender	Male	2	6	2	5	15
	Female	9	20	15	17	61
Total		11	26	17	22	76

(Table 6 - Gender wise study with factors influences your perception of a celebrity endorsement)

A lump sum of 69% of respondents Celebrity in an advertisement encourages buying the product. The data reveals differences in how gender influences perceptions of celebrity endorsements. Among males (15 respondents), the most significant factor is production quality (40%), followed by all of the above (33.33%). In contrast, females (61 respondents) are more likely to be influenced by brand recognition (24.59%) and all of the above (27.87%). Additionally, a substantial number of females (14.75%) value celebrity reputation, while only 13.33% of males consider it as influential. Overall, all of the above is the most influential factor for both genders, with women more inclined toward brand recognition and reputation than men. might prioritize specific aspects like "production quality" or "celebrity reputation" (table 6, graph 4).



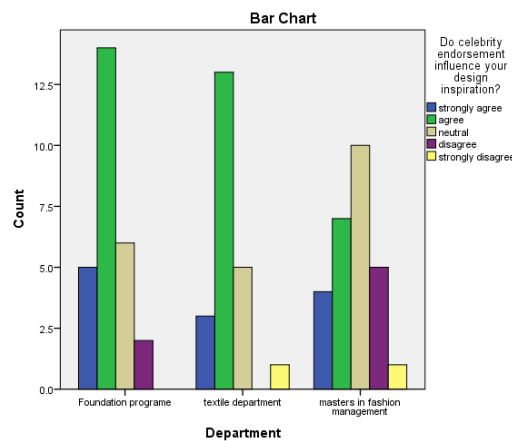
(Graph 4 - Gender wise study with factors influences your perception of a celebrity endorsement)

Crosstabulation - Department wise study with celebrity endorsement influence your design inspiration.

Department * Do celebrity endorsement influence your design inspiration? Crosstabulation							
		Do celebrity endorsement influence your design inspiration?					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Department	Foundation programme	5	14	6	2	0	27
	textile department	3	13	5	0	1	22
	masters in fashion management	4	7	10	5	1	27
Total		12	34	21	7	2	76

(Table 7 - Department wise study with celebrity endorsement influence your design inspiration)

In Table 1.4, a lump sum of 60% of respondents Do celebrity endorsement influence your design inspiration. The data shows varying influences of celebrity endorsements on design inspiration across departments. In the Foundation Programme (27 respondents), 70.37% agree or strongly agree that celebrity endorsements inspire their designs. The Textile Department (22 respondents) shows a lower influence, with 72.73% agreeing or strongly agreeing, though 4.55% strongly disagree. In the Masters in Fashion Management (27 respondents), 40.74% agree or strongly agree, but 25.93% are neutral, indicating a more divided opinion. Overall, celebrity endorsements significantly influence design inspiration for most students, with the Foundation and Textile Departments showing the strongest agreement (table 7, graph 5).



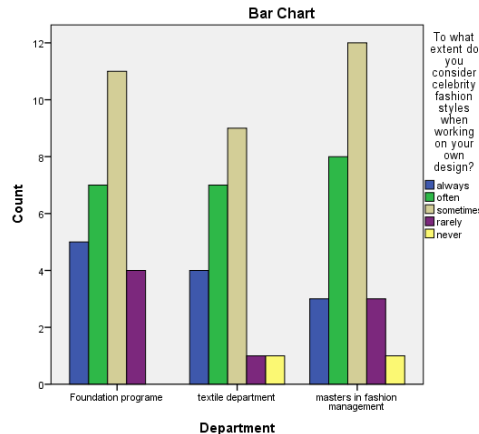
(Graph 5 - Department wise study with celebrity endorsement influence your design inspiration)

Crosstabulation - To what extent do you consider celebrity fashion styles when working on your own design.

		To what extent do you consider celebrity fashion styles when working on your own design?					Total
		always	Often	sometimes	rarely	never	
Department	Foundation programme	5	7	11	4	0	27
	textile department	4	7	9	1	1	22
	masters in fashion management	3	8	12	3	1	27
Total		12	22	32	8	2	76

(Table 8 - Department wise study with to what extent do you consider celebrity fashion styles when working on your own design)

In Table 1.5, a lump sum of 44% of respondents to what extent do you consider celebrity fashion styles when working on your own design. The data shows varying levels of influence from celebrity fashion styles across departments. In the Foundation Programme (27 respondents), 44.44% often or always consider celebrity styles, while 40.74% sometimes do. The Textile Department (22 respondents) shows a similar trend, with 50% often or always influenced and 40.91% sometimes. In the Masters in Fashion Management (27 respondents), a smaller percentage (40.74%) often or always consider celebrity styles, but 44.44% sometimes do. Overall, most students (57.89%) sometimes or more frequently consider celebrity fashion styles when designing, with the Foundation Programme showing the strongest influence (table 8, graph 6).



(Graph 6 - Department wise study with to what extent do you consider celebrity fashion styles when working on your own design)

LIMITATIONS

The study is limited to fashion students, which may restrict the generalizability of the findings. Additionally, the reliance on self-reported data may introduce bias; however, the use of a structured questionnaire aims to minimize this effect. Due to time constraints, the research scope was restricted, potentially limiting the depth of analysis and the inclusion of more diverse perspectives.

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FINDINGS

- 77% of respondents agreed that celebrity endorsements overshadowed their design ideas. The majority of these respondents belong to the 16-20 age group, which suggests that younger students are more affected by celebrity-driven trends in their creative processes. This result may imply that celebrities have a stronger influence on design inspiration among younger students compared to older cohorts.
- In Study a majority of 88% respondents agreed that people buy celebrity-endorsed brands to improve their social status. Out of 88% respondents, 76% respondents are from the 16-20 age group, emphasizing that younger students are highly influenced by the status appeal associated with celebrity-endorsed brands.
- 69% of respondents agreed that celebrity endorsements in advertisements encourage them to purchase products. This impact is particularly felt by the female group. The data suggests that celebrity endorsements are particularly effective in driving purchasing decisions, especially among women, potentially due to the social and status-driven appeal of such endorsements in fashion.
- Production quality (26 responses) emerged as the most influential factor when it comes to selecting fashion brands. This was especially the case for female respondents, suggesting that women are more focused on the intrinsic quality of products, including aspects such as craftsmanship, fabric quality, and durability, when making fashion choices. Male respondents, on the other hand, had a more evenly distributed response across different factors, indicating that they may place less emphasis on production quality compared to females.
- 60% of respondents agreed that celebrity endorsements influence their design inspiration. The majority of these respondents belong to the Foundation Program. This finding suggests that students in the early stages of their academic careers are more susceptible to the influence of celebrity endorsements, possibly because they are still developing their design identities and looking for external sources of inspiration.
- 44% of respondents indicated that they consider celebrity fashion styles when working on their designs. The majority of these respondents belong to the Foundation Program, reinforcing the idea that younger students and those in earlier stages of their academic careers are more likely to look to celebrity fashion for inspiration in their design work
- A weak but significant negative correlation ($r = -0.246$, $p = 0.032$) was found between gender and the perception that celebrity endorsements overshadow design ideas. This indicates that females might perceive a stronger influence of celebrity endorsements on their design concepts than males, though the correlation is weak.
- A weak but statistically significant positive correlation ($r = 0.231$, $p = 0.045$) was found between department and the perception of celebrity endorsements influencing design inspiration. This suggests that students in different departments (e.g., Foundation, Textile, and Fashion Management) might slightly differ in how they perceive the impact of celebrity endorsements on their design processes.
- A weak negative correlation ($r = -0.228$, $p = 0.047$) was found between age and the likelihood of purchasing celebrity-endorsed brands to enhance social status. This indicates that as age increases, the tendency to purchase such brands for status decreases. Younger students (16-20) are more likely to be influenced by the social status appeal of celebrity endorsements compared to older individuals in the sample.

CONCLUSION

Celebrity endorsements strongly impact fashion students' creativity, design inspirations, and consumer behaviour, particularly those aged 16–20. Younger students often prioritize celebrity-driven trends over originality, seeking external inspiration early in their careers. Female students show greater influence, balancing product quality with celebrity appeal. Advanced students, however, emphasize independent design voices. Celebrity culture also shapes purchasing decisions, often tied to social status aspirations. While endorsements inspire innovation, fashion students must navigate these influences to balance trends with authentic creative identities, fostering growth and originality in their careers.

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