

THE IMPACT OF CONSUMER BUYING BEHAVIOR ON BEAUTY PRODUCTS THROUGH CELEBRITY & INFLUENCER ENDORSEMENT MARKETING IN SUBCONTINENT

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ABSTRACT

Advertisers and organizations should look at how young people behave since they have more options than ever before and tend to choose descriptors that fit them. Youth are influenced by the status and accomplishments of real and fictional celebrities, athletes, and movie stars. Younger consumers pay more attention to advertisements than older consumers do, and the influence of celebrities on young people is far greater than it is on members of the baby-boomer generation. Due to celebrity resistance to brand support, advertisers are more interested in analyzing the various effects of endorsers and item inclusion's significant effects on youngster's mentality and buy intentions.

The impact of consumer buying behavior on beauty products through celebrity and influencer endorsement support was analyzed in the three countries based in the subcontinent, i.e India, Pakistan, and Afghanistan. Investigating the effects of item class (high and low) and endorsement impact on teenage purchase behavior was the goal of this study. The study for this evaluation included business undergraduate and graduate students from India, Pakistan, and Afghanistan. Additionally, about 150 samples were acquired to assess the outcome of 200 questionnaires that were floated to the generation Z population in India, Pakistan, and Afghanistan. Samples were obtained for this investigation by using the qualitative method approach.

The data from 300 respondents were collected. 100 response each from the three countries India, Pakistan, and Afghanistan was received. This data was then used to form variables and models to analyze the proposed hypotheses. Our research aimed to determine the impact of endorser type on consumers' perceptions of advertisements, brands, and intended purchases. The second involved examining how the engagement of the product affected these characteristics, and the third considered how the two variables interacted. To build regression models, we employed the OLS assumption technique. The results from the three countries were distinct, demonstrating that each country's population has a distinct attitude regarding the celebrity and the product.

Keywords:

Celebrity Endorsement, VIP, Endorsement Marketing, India, Afghanistan, Pakistan

INTRODUCTION

According to (Karasiewicz & Martyna, 2014), VIP underwriting in advertising originally appeared in the nineteenth century and continued to grow during the twentieth century as new promotional platforms like radio (1930s), TV (1950s), and the Web debuted (1990). Furthermore, it was emphasized how this advertising process has developed over time to become the most popular public relations strategy ever. (Erdogan, 1999) also observed that celebrity branding is currently one of the most efficient ways to reach people. According to (Solomon, et al., 2002), just a small portion of advertising spending is currently devoted to compensating celebrities for their participation in marketing, and it is estimated that more than a fifth of advertising campaigns in the USA today feature famous persons. As a result, this has produced excellent results in developed nations, and major corporations like Pepsi and Nike have used this concept of using famous individuals to market their goods. Because of their fruitful relationships with illustrious great names, these firms continue to dominate their respective displaying specializations.

For instance, the link between renowned basketball player Michael Jordan and the company Nike had a significant role in the development of the Nike Jordan brand, which has generated and continues to generate significant amounts of money for the company even at this time. Furthermore, celebrities underwriting affects consumer purchasing behavior in developed nations like the US, England, and Australia, to name a few, according to (Choi & Berger, 2010), (Gupta, et al., 2015), even though this hasn't been focused on in developing

nations like India, Pakistan, and Afghanistan. To decide how celebrity underwriting benefits the young generation in developing countries, the study of Chavadi, Sirothiya, and Yatgiri will be used as a contextual analysis in the review. Having said that, it is critical to recollect that big-name support is a type of promoting, consequently characterizing showcasing here to help the article's readers is essential.

A. Study Questions

The following questions will each have a particular answer that this study will offer:

- What impact do various endorsers have on young consumers Attitudes toward ads, Attitudes toward brands, and Purchase intentions?
- Does the presence of a product serve as a moderator between an endorser and young purchasers Attitude toward Ads, Attitude towards brands, and Purchase intentions?
- Under the influence of endorsers, do young customers' preferences for Attitude towards Ad, Attitude towards brands, and Purchase intentions low- or high-involvement of products vary?

B. Study Hypothesis

H1a: There is a significant relationship between endorsement type and attitude towards ads.

H1b: There is a significant relationship between endorsement type and attitude towards brand.

H1c: There is a significant relationship between endorsement type and attitude purchase intentions.

H2a: Product involvement has a moderation relationship between endorsement type and attitude towards ad.

H2b: Product involvement has a moderation relationship between endorsement type and attitude towards brand.

H2c: Product involvement has a moderation relationship between endorsement type and attitude purchase intentions.

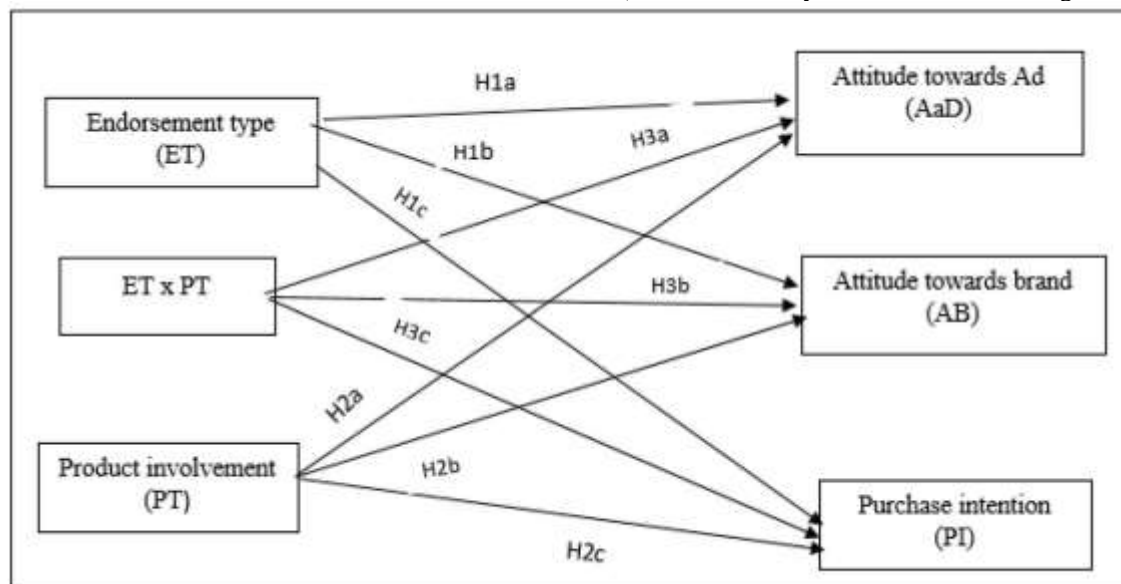
H3a: An increase in product involvement will reinforce the negative relationship between endorsement type and attitude towards ad

H3b: An increase in product involvement will reinforce the negative relationship between endorsement type and attitude toward brand

H3c: An increase in product involvement will reinforce the negative relationship between endorsement type and purchase intentions.

C. Conceptual Framework of Study

This theoretical framework was driven from the article of: (Chavadi, Sirothiya, Vishwanatha, & Yatgiri, 2021)



OBJECTIVES

The objective of this study is to acquire a more profound comprehension of what celebrity endorsement has meant for the purchase decision as a way of dealing with client buying conduct. And it is being conducted to decide the reasons that are causing a change in purchaser conduct about celebrity endorsement in the

subcontinent. To evaluate the efficiency of the advertisements, this study employed an experimental approach. It will support a superior comprehension of the change in conduct and what is driving it, as well as help important associations in investigating the impact of celebrity endorsement on consumer buying behavior.

METHODOLOGY

A. Research Strategy

The purpose of this study was to investigate the influence of item class (high and low) and endorser impact on the purchasing behavior of adolescents. Business undergraduate and graduate students from India, Pakistan, and Afghanistan were used for this review study. These impartial responders prefer notifications with mascot support and are more receptive to those with celebrity support (Knoll & Matthes, 2017); (Trivedi, 2018).

Given that most illustrative assessment is quantitative, the researchers advised using a quantitative approach to evaluate these components. Determining the relationships between various sections also requires the use of the quantitative evaluation approach.

According to "Quantitative Assessment," data should be gathered such that it may be examined and subjected to verifiable research to support or refute claims of elective data (Leedy & Ormrod, 2001). Being able to "impartially survey the variable(s) of interest... furthermore, be separated from the investigation members so they may make honest finishes" makes it more appropriate (Leedy & Ormrod, 2001)

B. Targeted Population

According to (Lancaster, 2005), population refers to "the complete set of items or topics under inquiry". The total population consists of approximately 300 Gen Z shoppers purchasing beauty products through celebrity and influencer endorsement in India, Pakistan, and Afghanistan. Every buyer is typically between the ages of 23 and 25, according to the participants in our survey.

C. Sampling Population

It is "the method by which a researcher selects a sample of respondents for a survey from the pool of interested inhabitants" (Leary, 2004). It gives academics the ability to examine the audit population's inactive contrasts. The population's diversity or heterogeneity, the typical error rate, and the degree of confidence are the three most important factors to consider when choosing the model size (Zikmund, 2003).

In addition, almost 300 samples were gathered to test the result in the return of 200 floated questionnaires in the population of generation Z residing in India, Pakistan, and Afghanistan. In this study, samples were recruited by implying the qualitative method technique.

D. Research Instruments

Inside discussions or opinions about the workplace might serve as the basis for estimating or information gathering; nonetheless, polls were preferred by most studies because to their superior impartiality and evaluating ethos (Spector, 2000). The survey was taken from the piece of writing named, "Analyzing the Moderating Effects of Product Involvement and Endorsement Type on Consumer Buying Behaviour: An Empirical Study on Youth Perspective".

Questionnaires will be used to communicate with them to collect data. Closed-ended questionnaires will be used to collect the data, and respondents who are taking part in the study will get them to complete it. A five-point Likert scale measuring Strongly Agree, Agree, Not Sure, Disagree, and Strongly Disagree will be used to design the questionnaire. The questionnaire is broken into two portions, the first of which contains questions about the respondents' biographical information, the second of which includes questions about the respondents' attitudes about advertisements and brands as well as their intentions to make purchases. The instrument will be chosen on purpose since it asks for the respondents' personal opinions and allows them to use their expertise to provide a variety of facts.

A questionnaire is "a collection of highly developed questions, chosen after extensive testing, with an aim to inspire precise replies from a picked test." The goal is to determine what a certain group of people do, believe, or feel (Collis & Hussey, 2003). The study's questionnaire is included in the appendices.

RESULTS AND DISCUSSION

300 people from India, Pakistan, and Afghanistan helped us gather data. The information is presented on a Likert scale of 1 to 5, with 1 denoting strong disagreement and 5 denoting strong agreement. Every inquiry on the survey is changed into a variable. A total of 15 discrete variables were formed as follows; *Endorser personality, Endorser reliability, Endorser Knowledge, Inquiry required, Thinking required, Risk involvement, liking of endorser featuring ad, Creativity of endorser featuring ads, Pleasantness of endorser featuring ads,*

Liking of endorsed brands, Quality of endorsed brands, Pleasantness of endorsed brands, Intention to purchase brands, Planning to purchase brands & Search for brands in stores.

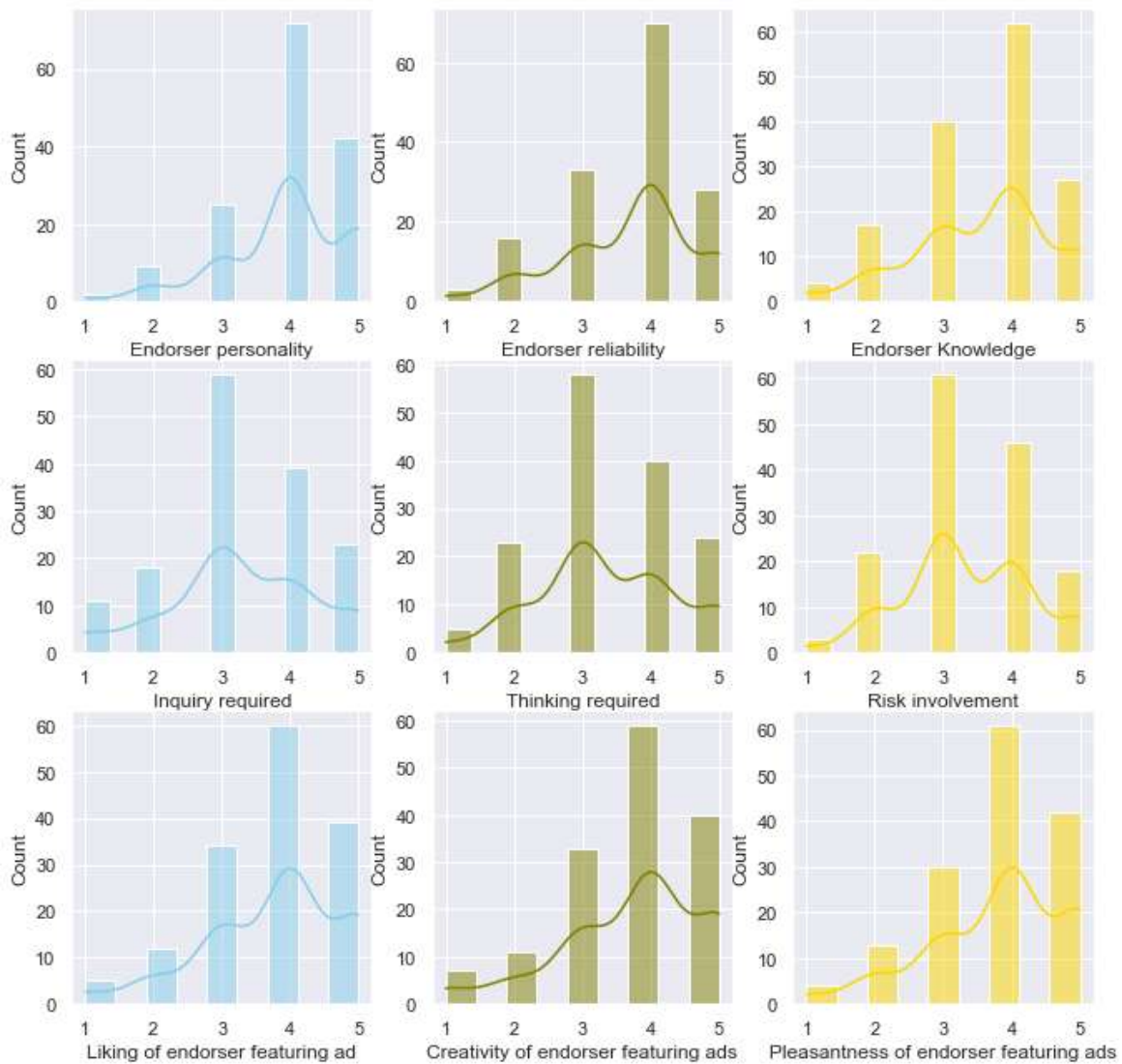
To find out the nature of the data we calculated the skewness, kurtosis, and standard deviation of all the variables using SPSS. The table below shows the values of the 3 measures for each variable:

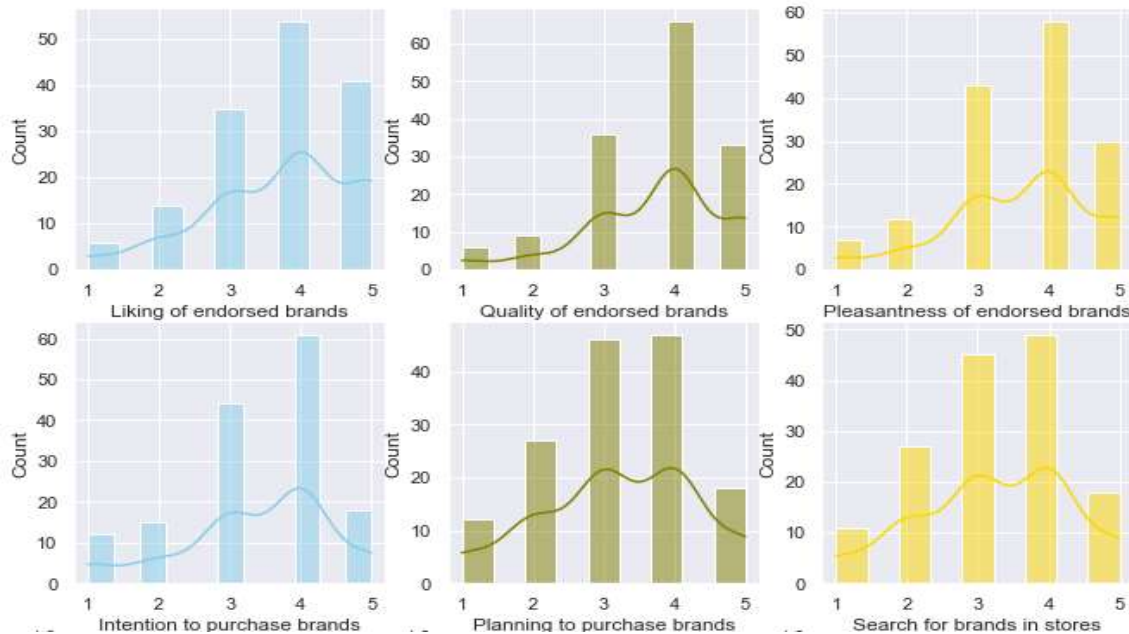
<i>Variables</i>	<i>Skewness</i>	<i>Kurtosis</i>	<i>Std.Deviation</i>
<i>Endorser Personality</i>	-0.85	0.68	0.89
<i>Endorser Reliability</i>	-0.62	0.01	0.95
<i>Endorser Knowledge</i>	-0.50	-0.19	0.99
<i>Product Inquiry Required</i>	-0.24	-0.37	1.09
<i>Product Thinking Required</i>	-0.08	-0.51	1.02
<i>Risk Involvement</i>	-0.04	-0.36	0.94
<i>Liking of Endorser Featuring Ad</i>	-0.72	0.10	1.02
<i>Creativity of Endorser Featuring Ad</i>	-0.79	0.17	1.06
<i>Pleasantness of Endorser Featuring Ad</i>	-0.75	0.08	1.01
<i>Liking of Endorsed Brand</i>	-0.66	-0.16	1.08
<i>Quality of Endorsed Brand</i>	-0.80	0.51	0.99
<i>Pleasantness of Endorsed Brand</i>	-0.61	0.04	1.03
<i>Intention to Purchase Brand</i>	-0.62	-0.11	1.07
<i>Planning to Purchase Brand</i>	-0.25	-0.64	1.11
<i>Search for Brand at Stores</i>	-0.27	-0.61	1.10

Table 1: Skewness, Kurtosis, Std, Deviation

A variable's skewness helps us understand how the data are distributed, and when skewness and kurtosis are calculated from the data, we can say that the first three variables related to the Endorser are skewed to the right because their values are close to -1, which indicates that a larger percentage of the responses are strongly agreeing. The responses obtained for attitudes toward endorsers and attitudes toward brands show the same sort of data. On the other hand, the variables related to product involvement are normally distributed as their skewness is closer to zero. It can be concluded that the responses tend to be more toward the neutral zone than the strongly agreeing or disagreeing zones.

Below, we have used histograms to show the distribution of each variable individually. The skewness and distribution can be easily observed using these graphs.





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CONCLUSION

Additionally, the reexamined model from our study advises seriously considering the relevance of the item classification among youngsters. In previous underwriting research, the concept of item collaboration has not been extensively used or investigated. This study makes a few recommendations for further research. The basic hypothesis of this study is that item cooperation, as influenced by celebrity support, may play a significant role in the buying cycle of consumers based in Afghanistan, Pakistan, and India.

The information available on celebrity support and item investment has been expanded by this study. Youth purchasing instances differ according to the type of endorsers and item class. The type of endorsers should be determined by advertising based on the item class (high/low). Celebrity support is more anchored for low-contribution things than for high-association ones. How effective a public relations campaign is will depend on its endorsers' looks, charisma, and knowledge.

A web-based survey was utilized to accumulate information for this review according to the point of view of the customers. 300 respondents to an electronic survey have been inspected.

Using the data from this survey we divided the respondents into three groups as per their respective countries. The data from 300 entries were equally divided into three with 100 respondents from Pakistan, 100 from Afghanistan, and 100 from India. This data was then used to form variables and models to analyze the proposed hypotheses.

Our main hypothesis we to check the relationship between endorser type on customers' attitudes toward ads, brands, and purchasing intentions. The Second was to check the effect of product involvement on these variables and the third one included the interaction between the two variables.

We used the OLS assumption technique to create regression models. The results from the 3 countries were different confirming that the attitude of people towards the celebrity and product is different in all 3 countries.

The people in Pakistan are equally influenced by the celebrity endorsing the ad and need the detail about the product to change their attitude towards the ad or brand or to purchase the product. While in the other hand, the people of Afghanistan are highly influenced only by the endorser featuring ad and they do not require any risk

analysis or details about the product to change their attitude towards the product. They are highly influenced by the endorser to change their attitude as well as purchase the product without knowing the details and risk involved with the product. The customers of India are also highly influenced by the celebrity featuring the ad to change their attitude towards the brand or ad, but, unlike Afghanistan, they require product details and risk involved in the product before intending to purchase the brand.

1. Limitations

This is socioeconomic research that includes data received from the people in the social environment. Due to this reason, there are a lot of limitations with this work which results in the questioning of the research's reliability and acceptability.

One of the limitations of this is the collection of data. Since this experiment is based on three different countries, it is quite difficult to collect data from such a vast area. Collecting data from a university becomes hectic sometimes and convincing people to fill out a google form becomes difficult, hence, collecting data from three different countries is a limitation of such experiments.

Lack of data has also been a limitation of this experiment. Since we are dealing with people of three different countries we were only able to collect data from 300 respondents which is 100 responses per country. With a population of more than 1.67 billion people, a sample size of just 300 is near to negligible for any conclusions made in this experiment.

Along with the mentioned limitations of this experiment, there are some more which may or may not be a reason for the questionability of this experiment. Although, we have tried to provide as good results as possible from the data we were able to collect and calculate the statistical results from the collected data.

1. Future Workings

This socioeconomic experiment has been done by many in the past and is being worked on in present as well. There are a lot of applications for this research and the results obtained from this experiment can be used in the business industry for better marketing and developing advertising strategies for companies.

As mentioned in the limitations, there are a lot of things that can be improved about this experiment and be re-performed for much better and more accurate results. Since this is a social science experiment, the results obtained from the research and analysis can vary due to different reasons.

This research only consists of three countries in southern Asia which is quite a specific region to target. For future work, one can pick just one country like India which has a huge, one of the biggest marketplaces of the world, and collect a larger dataset from multiple states of the country and perform analysis just for the country of India to analyze the attitude of the people from different regions of India towards endorser, brand, and ads. This research can help multinational companies currently working and planning to start working in India to strategize their marketing techniques. If the people of India are more influenced by the endorser as resulted in our research, then the company can hire a well-known celebrity who is loved and idolized in India to endorse their brand which will increase their probability of getting a successful start or boost in the Indian market.

Apart from targeting just one country or three countries, one can collect data from E-commerce websites such as Amazon, eBay, Etsy, etc to learn about the attitude of different people on different modes of advertising. Since these E-commerce stores operate in most of the big marketplaces in the world this can benefit individuals as well as multinational companies to start and advertise their businesses and market their products in a specific way in a specific country.

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