

Impact of Celebrity Endorsement on Consumer Behavior in the State of Goa

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, “**Impact Of Celebrity Endorsement On Consumer Behavior In The State Of Goa**” is based on the results of investigations carried out by me in the Discipline of **Commerce** at the **Goa Business School, Goa University** under the supervision of **Asst. Prof. Vishal K. Gaonkar** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given in the dissertation.

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This is to certify that the dissertation report “**Impact Of Celebrity Endorsement On Consumer Behavior In The State Of Goa**” is a bonafide work carried out by **Ms. Pearl Maggie Godinho** under my supervision in partial fulfillment of the requirements for the award of the degree of **Master of Commerce** in the Discipline of **Commerce** at the **Goa Business School, Goa University**.



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Date: 30/04/2024

Place: Goa University



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ABBREVIATIONS USED

Entity	Abbreviations
Actual Behavior	AB
Attitude	ATD
Attractiveness	ATR
Expertise	EX
Familiarity	FM
Ordinary Least Square	OLS
Partial Least Square- Structural Equation Modelling	PLS-SEM
Perceived Behavioural Control	PBC
Purchase Intension	PI
Subjective Norms	SN
Theory of Planned Behavior	TPB
Trustworthiness	TR
Variance Inflation Factor	VIF
Word of Mouth	WOM

Impact of Celebrity Endorsement on Consumer Behavior in the State of Goa

ABSTRACT

Every day, we are subjected to commercials. It could be while watching a movie on TV or a video on YouTube. Celebrity endorsement plays a significant role in our daily lives. This study is being conducted solely to determine the effects of celebrity endorsement on the consumer base. This study investigates the Impact of Celebrity Endorsement on Purchase Intention and Consumer Behavior in the state of Goa. The research began with reviewing the available literature, and a total of 9 variables were used namely: Attractiveness (ATR), Expertise (EX), Trustworthiness (TR), Familiarity (FM), Attitude (ATD), Perceived Behavioural Control (PBC), Subjective Norms (SN), Purchase Intention (PI) and Actual Behavior(AB). A questionnaire was distributed to 400 respondents out of which 365 were used for the study. Descriptive statistics was used to summarise the demographic profile of respondents and Structural Equation Modelling was used to assess the impact of celebrity endorsement on the actual behavior, by using Smart PLS. The test revealed that Attractiveness (ATR), Expertise (EX), Trustworthiness (TR), and Familiarity (FAM) were found to be insignificant. Whereas, Attitude (ATD), Perceived Behavioural Control (PBC), Subjective Norms (SN), Purchase Intention (PI) and Actual Behavior (AB) were found to be significant. Since all requirements were met, the test findings were considered satisfactory.

Keywords: Celebrity Endorsement, Theory of Planned Behavior, Purchase Intention, Actual Behavior, Goa

CHAPTER 1: INTRODUCTION

“Creative without strategy is called ‘art.’ Creative with strategy is called ‘advertising.’”

– Jef I. Richards

1.1 BACKGROUND OF THE STUDY

Since the seventeenth century, celebrities have endorsed a variety of causes (Gauns et al., 2018). In the days of Doordarshan, advertising in India was a straightforward process. They just utilized any "model" they could find—a handsome regular man, lady, or kid (Varadarajan, 2005). The Indian market has changed significantly in the last few years. At present, the Indian advertising sector is experiencing growth due to its visually appealing celebrity-endorsed ads, which are well-known locally and internationally in common phrases. It has developed into a full-fledged industry from a modest business. It has grown to be one of the largest tertiary sectors and industries, expanding in all directions in terms of staffing, capital used, and creative aspects (Dayala Rajan, 2015). New methods of sales promotion and advertising have been introduced to consumers (Wadhwa & Chawla, 2015). Businesses must take all reasonable steps to influence, convince, and create a desire to purchase in customers in a market where advertising plays a major role in driving consumer purchases (Nagdev & Singh, n.d.). The modern marketplace is challenging and dynamic. Marketers make every attempt to maintain their brands and get consumers to make purchases (Anmol Randhawa, 2014). This is where they utilize celebrities to endorse their products to stand out. Because marketers believe celebrities are good brand ambassadors, hence they lavish a significant amount of money on celebrity endorsement campaigns (G. Malik & Gupta, 2014). In a highly competitive market, using celebrity endorsements to set a product apart from rival companies has become standard practice (Mittal, 2017). Celebrity endorsers are valuable not because they help businesses make more money, but rather because of how they enhance the company's, brand's, and product's

benefits (Sufian, 2021). Also, celebrities are thought to increase audience focus, give beauty to the product, and make the commercial memorable, believable, and appealing (G. Malik & Guptha, 2014).

The main benefit of hiring celebrities in advertising is that, in a market full of hundreds of rival advertisements, they increase brand recognition (Varadarajan, 2005). Famous endorsements are likely to draw more attention to a company, raise its profile, and foster favorable perceptions of it (Osei-Frimpong et al., 2019). Marketing managers ought to take into account the optimal alignment between a celebrity who is acknowledged as an authority in a particular product area and seems to be a credible fit with a particular brand (Moraes et al., 2019). Celebrity endorsements affect the mindset and behavior of final customers (Chavadi et al., 2021). Thus, it is possible to conclude that endorsers' endorsements will significantly contribute to raising awareness, boosting sales, and creating differentiation provided the appropriate criteria are applied when choosing them (Anwar & Jalees, 2017).

However, employing celebrity endorsements carries several potential hazards as well (Tanjung & Hudrasyah, 2016). Celebrity support does not necessarily translate into success (Mittal, 2017). Celebrities frequently wind up marketing themselves more than the brand (Patel, 2016). Scandals, bad press, or unethical actions of celebrities can damage the reputation of the brand they support (Mittal, 2017). A celebrity's unacceptance by the general population will hurt the product and result in unfavorable consequences (Sufian, 2021). Unfavorable facts about the celebrity could cause people to feel negatively about the brand (Nagdev & Singh, n.d.). Choosing a celebrity to represent a brand is rather simple, but creating a solid connection between the brand and the endorsement is more difficult. Because of this, it is true to say that celebrity endorsements are a double-edged sword: When used well, they may greatly benefit a company, but when used improperly, they can damage the firm's reputation and the brand itself (Adam & Hussain, 2017).

1.2 CONCEPT OF CELEBRITY

According to Mccracken & Mccracken, (1989) the celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Politicians, talk show hosts, athletes, movie stars, and everyone else with charm are considered celebrities (Makwana, 2015). The advertisement's message provides details about the product's characteristics, cost, and other aspects. Celebrities frequently draw notice and spark rumors, which boosts their notoriety and produces a self-energizing bandwagon effect (Franck & Nüesch, 2006). Therefore, a celebrity is someone who gains more awareness from the general public and uses that recognition to appear in numerous advertisements and inform consumers about products (Anmol Randhawa, 2014). In this day of fierce competition, where it's very difficult to carve out a place in consumers' minds, celebrity endorsements give businesses an advantage in keeping viewers' attention (Kaur & Garg, 2016).

1.3 CELEBRITY ENDORSEMENT

According to Saleem, (2017), celebrity endorsement is a "widespread and essential" feature of "modern-day marketing" and has been used as a popular marketing tactic for a long time. Celebrity endorsements witnessed a 21% growth in share during Jan-Jun'22, and a 11% growth in share during the same period in 2023, compared to January-June 2021 (the financial express). 28% share of the ads' telecast on TV was endorsed by celebrities in January-June 2023. Film stars contributed more than 80% of advertising during January-June 2023, followed by sports personalities and television stars, who contributed 11% and six percent, respectively (the financial express). The fundamental tenet of celebrity endorsement is that the company gains from the celebrity's worth, which helps to establish a recognizable brand that people can readily reference. Celebrity-starring advertisements help firms stick around since they are easier for viewers to remember (Sonwalkar et al., 2008). It is crucial to capture consumers

interest and attention by showcasing a celebrity with distinctive qualities who can spark their desire to buy, which will ultimately result in a purchase choice (Tielung, 2014).

1.4 IMPORTANCE OF CELEBRITY ENDORSEMENT

One of the best strategies to capture a customer's interest and persuade them to communicate the intended message in a condensed amount of time and space is to use a celebrity (Anmol Randhawa, 2014). To make the commercial more appealing and effectively convey the intended message, it should be crafted so that the connection between the celebrity and the product being supported is made clear (Patel, 2016). This choice has the power to permanently alter the brand's future (Makwana, 2015). In today's extremely congested environments, celebrities not only help to draw and hold attention, but they also achieve high recall rates for marketing communication messaging. Therefore, the value of celebrity endorsement in advertisements and its effect on the company as a whole cannot be overstated (Kaur & Garg, 2016). Without a doubt, a celebrity endorsement could support and symbolize a brand for a corporation in its marketing communications (Tielung, 2014). Celebrity endorsements affect the mindset and behavior of final customers (Chavadi et al., 2021). The primary goal of having celebrity endorsers is to sway consumer behavior, particularly purchase intentions that are closely related to the business's revenue (Tielung, 2014).

1.5 FACTORS INFLUENCING THE EFFECTIVENESS OF CELEBRITY ENDORSEMENT

Mukherjee, (2012) highlighted the importance of matching the target audience with celebrity in terms of geography, demographics, and other factors in addition to the product-celebrity fit. Mukherjee, (2012) also stated that the celebrity who is or will be endorsed ought to be well-liked by the faculty in their respective fields. A celebrity cannot provide the organizations with the benefits they want if they are not well-liked.

Celebrity credibility is also a crucial component of a successful celebrity endorsement. Making the most of an endorsement depends in part on how credible the individual celebrity is. A celebrity's credibility may renew the product or service marketing campaign that it is promoting (Sardar, 2021).

Since celebrity branding is all about the transfer of value from the person to the product they promote, celebrity values are also a key component of an effective celebrity endorsement strategy (Sardar, 2021).

The most crucial component of a successful celebrity endorsement is celebrity controversy risk. Celebrities with a bad reputation have a detrimental effect on the intended audience, which has the opposite effect (Sardar, 2021).

Mukherjee, (2012) further emphasized the need for a celebrity's attributes to align with the advertising concept in order for celebrity endorsement to be successful. While fame, popularity, and status are among the traits that celebrities share, each celebrity may have a distinct image or cultural significance that contributes to the effectiveness of the advertisement and benefits the endorsers most.

1.6 CONSUMER BUYING BEHAVIOR

The study of people, groups, or organizations and the methods by which they choose, employ, and discard goods, experiences, or concepts to fulfill their wants, as well as the effects that these methods have on the consumer and society, is known as consumer behavior (Rai & Sharma, 2013). Marketers should prioritize understanding consumer demands and desires before designing products and promotions that would satisfy customers in a way that surpasses that of competitors (Patel, 2016). Consumer behavior focuses on the choices that consumers make while purchasing a product; these choices can be made individually or in groups (Anmol Ranhawa, 2014). Consumers think that because the brands and goods are endorsed by their celebrities, they must be of a high caliber (Anwar & Jalees, 2017). The ways in which

consumers interact with celebrities have changed over the past few decades (Moraes et al., 2019). The frequency and quality of perceived two-way interactive conversations between fans and celebrities have altered as a result of popular social media networks (Moraes et al., 2019). New methods of sales promotion and advertising have been introduced to consumers. More and more Celebrity endorsements are being used by marketers to attract Indian customers' attention (Wadhera & Chawla, 2015). Consumers assess the celebrity's persona, and if the celebrity chosen to represent a business is viewed as credible by the public, the brand is likely to do better than the competitors (Osei-Frimpong et al., 2019).

1.7 FASHION MARKETING CONCEPT

This study focuses on celebrity endorsement with respect to fashion marketing. One of the most valuable sectors of the global economy is the fashion business (Zahra Shah, 2020) Fashion gives people a platform for experimentation and self-expression. To their tribes and culture, it was also among the oldest forms of communication. Additionally, it accepts and makes room for everything that is preferred over personal style (Sardar, 2021). Fashion items are frequently bought for their symbolic worth and the social implications attached to their consumption.(Matthews 2010). It has been discovered that using celebrity endorsers to market fashion items positively affects consumers' intentions to make purchases. Numerous studies have demonstrated that well-known celebrities, such as artists and successful fashion designers, can have a beneficial impact on consumers' intent to buy fashion items (Timur et al., 2022). Consumer purchasing behavior and the tendency to make impulsive purchases have been proven to be significantly influenced by the celebrity endorser's qualities, including their dependability, beauty, credibility, and knowledge (Liu, 2022). Celebrities represent the essence of fashion businesses and serve as inspiration for designers by serving as brand ambassadors and muses (Barron, Lee 2021) .

1.8 RESEARCH QUESTIONS AND OBJECTIVES OF THE STUDY

RQ 1: “Do the identified attributes of Celebrity Endorsement Impact the Purchase Intention of Consumers?”

This RQ tries to find out whether the attributes of celebrity endorsement i.e. (Attractiveness, Expertise, Trustworthiness, Familiarity, Attitude, subjective norms, Perceived behavioral control) impact the purchase intention of consumers in Goa. The objective relating to this RQ is as follows:

O1: “To analyse the Impact of Celebrity Endorsement on the Purchase Intention of Consumer.”

RQ 2: “Does Purchase Intention Impact Actual Behavior?”

This RQ tries to find out whether the Purchase Intention Impacts Actual Behavior of Consumer. The objective relating to this RQ is as follows:

O2: “To understand the Impact of Purchase Intention on Actual Behavior of Consumer.

1.9 SCOPE OF THE STUDY

The purpose of this study is to comprehend how celebrity endorsement affects purchase intention and customer behavior, by taking into account both the North and South Goa districts of Goa. A structured questionnaire with a 5-point Likert scale was utilized to gather primary data from 400 respondents; 365 of those responses were employed in the study. Nine variables are considered in this study: Attractiveness, Expertise, Trustworthiness, Familiarity, Attitude, Subjective Norms, Perceived Behavioral Control, Purchase Intention, and Actual Behavior. SEM was used in the Smart-PLS 4 program to carry out the investigation. The consumers who have watched celebrity endorsements and are inclined to purchase things because of the impact of celebrities are the main subjects of this study. The information on the most well-liked celebrity and the media outlet where celebrity endorsements are most frequently viewed will be added to the amount of research already in existence by this study. It will also help the fashion industry to select the best celebrity endorser and will help optimise the marketing strategies.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION TO CELEBRITY ENDORSEMENT

A celebrity endorser is defined as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" by Mccracken & Mccracken, (1989) in (Tielung, 2014a). According to Friedman and Friedman (1979), a celebrity endorser is a person who is well-known to the public for accomplishments outside of the product category they are endorsing. Celebrity endorsement is a "ubiquitous feature of modern marketing," he continued. Utilizing well-known people to endorse goods or services is a common marketing tactic. It entails using a celebrity's popularity and renown to sway consumers' decisions to buy by linking the celebrity to the product or brand being advertised (Sharma & Bohra, 2023).

2.2 THEORY OF PLANNED BEHAVIOR

Theory of planned behavior, a theory created to forecast and clarify how people would behave in particular situations. The theory of reasoned action is expanded upon by the theory of planned behavior (Ajzen, n.d.). Similar to the first theory of reasoned action, the intention of the individual to carry out specific conduct is a key component of the idea of planned behavior. It has been observed that intentions serve as a mediator between attitudes and subjective standards and actual behavior and that intentions and behavior are strongly predicted by perceived control (Sharma & Bohra, 2023). It is believed that intentions capture the driving forces behind conduct (Ajzen, n.d.). According to the idea of planned conduct, intention is determined by three conceptually distinct factors (Ajzen, n.d.). Attitude, Subjective Norms, Perceived Behavioral Control. Every single one of these elements symbolizes a person's views or understanding of a certain kind of behavior (Sharma & Bohra, 2023).

2.3 THEORETICAL FOUNDATION AND HYPOTHESIS

DEVELOPMENT

2.3.1. Attractiveness

Most people could be drawn in by something attractive. It includes all aspects of a person's physical makeup and is not restricted to body size. For instance, physical attributes, facial characteristics, and hair color. Furthermore, the perception of attractiveness would also be influenced by the endorser's likeability, personality, and likeness to the recipient as well as the recipient's perceived social value. "One's ideas, beliefs, attitudes, and society can have an impact on how attractive celebrity endorsers are."(Tielung, 2014). Celebrity endorsers are selected by marketers based on their physical appearance to profit from their combined standing as celebrities and their physical attraction (Kishore, 2021). Consumers always strive to select products that fit their image, which is why the majority of respondents said that a celebrity's style and attractiveness affected their decision to buy and increased the impact of the celebrity-endorsed commercial.(Anmol Randhawa, 2016) While all forms of beauty are advantageous to a brand that they support, physically appealing endorsers can boost acceptability (Zahra Shah, 2020). Certain features of the attractiveness of celebrities' endorsements were found to be significant in influencing consumers' intentions to buy (H. M. Malik & Qureshi, 2016). Therefore the following hypothesis was formulated

H1: There is a significant impact of attractiveness on the consumer purchase intention

2.3.2 Expertise

"The extent to which the endorser is perceived to be knowledgeable, skillful, and experienced". And it usually proves to be true (Hovland & Weiss, 1951). The degree to which a communicator

is regarded as a reliable source of information is known as their expertise. They typically provided professional knowledge and skills to back up their promises, which made the product more persuasive to customers. According to some academics, an endorser with experience would have greater influence than someone who is just physically appealing (Tielung, 2014a). Studies examining the persuasive communication experience of sources often show that the source's perceived expertise positively influences attitude change (Ohanian & Ohanian, 2013). Customer willingness to buy a promoted brand can be increased by knowledgeable and skilled celebrity endorsers who are seen as authorities in a certain field (June et al., 2001). The study found that a celebrity's perceived level of knowledge in the public's eyes had a greater bearing on consumers' intentions to make purchases (Macheka et al., 2023). Therefore, the following hypothesis was formulated.

H2: There is a significant impact of expertise on the consumer purchase intention

2.3.3 Trustworthiness

Ohanian & Ohanian, (2013) defined Trustworthiness as “The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message”. According to Hovland & Weiss, (1951) in (Tielung, 2014a), trustworthiness is the extent of one's faith in the communicator's intention to convey the claims that they believe to be the most reliable. Businesses look for endorsers who are regarded as dependable, honest, and trustworthy by the general public. When it comes to the credibility of the source and how it affects credibility, reliability is the most crucial component (Kishore, 2021). Additionally, it referred to the trust that customers had in the source to deliver information in an unbiased and truthful way. Study done by Ohanian & Ohanian, (2013) have indicated that celebrity trustworthiness does not increase customers' inclination to try a brand, but it does support

source credibility. (Tielung, 2014b) found out that Trustworthiness has a negligible and no positive effect on consumers' decisions to buy. To test this the next hypothesis was formulated.

H3: There is a significant impact of trustworthiness on the consumer purchase intention

2.3.4 Familiarity

Celebrities can be categorized based on their demographics and degree of familiarity (local, national, or worldwide) (Kishore, 2021). Understanding the source through exposure to their physical attributes and behavior is known as familiarity (Osei-Frimpong et al., 2019). It refers to the state of being acquainted or familiar with something or someone. It suggests a degree of awareness, recognition, or comprehension attained by continuous exposure, engagement, or experience. Marketers leverage the celebrity's familiarity as a selling point for their products since consumers can relate to the celebrity because they already know who the celebrity is and what they stand for (Amakyewaa et al., 2021). Influential brand endorsements that consider the celebrity's level of familiarity positively impact consumer behavior toward the brand. Therefore, the following hypothesis was formulated.

H4: There is a significant impact of familiarity on the consumer purchase intention

2.3.5 Attitude

Attitude toward behavior, which describes how much a person thinks positively or negatively about the activity in issue. Many social psychologists interpret attitude formation as a cognitive process (Sharma & Bohra, 2023). Additionally, attitudes are created by associating ideas about behavior with particular outcomes or with the cost of engaging in the behavior (Sharma, 2023). A person's purpose in acting must be taken into consideration, and the more positively the attitude associated with the behavior, the stronger the demand to function (Ajzen, n.d.) In

certain instances, it can be discovered that attitudes can significantly influence intentions (Netemeyer & Ryn, 1991). It has been demonstrated by (Mohammad Toufiqur Rahman., 2021) that customers' attitudes regarding the advertisement and the new brand are positively impacted by a reliable endorser. Therefore, the following hypothesis was formulated.

H5: There is a significant impact of attitude on the consumer purchase intention

2.3.6 Subjective Norms

The second predictor is a social component known as the subjective norm, which describes the sense of social pressure one feels to engage in the action or not. This notion is theoretically significant in social and behavioral studies. Forecasting the goals, it has a distinct function from the attitude toward conduct and perceived behavioral control.(Ajzen, n.d.). Subjective norms are determined by the sum of an individual's drive to follow the important referent group within the context and the level of normative belief. They are also directly proportional to each other (Sharma & Bohra, 2023). Generally speaking, an individual's intention to carry out the conduct under examination should be stronger the more positive the subjective norm is about that activity (Ajzen, n.d.). Therefore, the following hypothesis was formulated.

H6: There is a significant impact of subjective norms on the consumer purchase intention

2.3.7 Perceived Behavioral Control

As we saw earlier, the degree of perceived behavioral control refers to the perceived ease or difficulty of carrying out the behavior and is thought to reflect both past experience and predicted barriers and difficulties. Because this perception is the product of multiple factors interacting, such as prior experience, self-efficacy, control belief, and an individual's ability, it frequently varies from circumstance to circumstance and from person to person, but the point

of control is constant across all actions and situations (Sharma & Bohra, 2023). This makes it the third antecedent of intention (Ajzen, n.d.). An individual's intention to carry out a behavior should be stronger, the more favorable the perceived behavioral control is concerning that action. Therefore, the following hypothesis was formulated.

H7: There is a significant impact of perceived behavioral control on the consumer purchase intention.

2.3.8 Purchase Intention

Purchase intentions are inclinations toward personal behavior associated with the brand (Gupta et al., 2015). Grewal, Monroe, and Krishnan (1998) in (Dehghani & Tumer, 2015) defined purchasing intention as a probability that lies in the hands of the customers who intend to purchase a particular product. Celebrities are typically used as brand ambassadors because of their higher ability to grab attention from the public, change consumers' perceptions, and motivate purchases (Osei-Frimpong et al., 2019). This implies that consumers readily identify with celebrity endorsements of goods or services, which aids in their retention of the message and influences their intention to purchase in the near or distant future (Osei-Frimpong et al., 2019). Dehghani & Tumer, (2015) inferred that the research sample believes that a company's brand equity has a significant role in influencing people's intentions to buy when it is included in Facebook advertising. Therefore, the following hypothesis was formulated.

H8: There is a significant impact of purchase intention on actual behavior of consumer

Collectively, these factors represent people's actual control over their behavior (Ajzen, n.d.). It is a hypothesis designed to forecast and clarify how people would behave in specific circumstances (Ajzen, n.d.). The idea holds that certain significant events shape an individual's

behavioral ideas and can ultimately lead to the intention that becomes that person's ultimate behavioral response (Macheke et al., 2023). The present research aims to expand on the TPB model by adding Attractiveness, Expertise, Trustworthiness and Familiarity.

2.4 RESEARCH GAP

A study was conducted in 2016 to understand the impact of celebrity endorsement in Goa. In this era, it is important to close the behavioral gap that exists between 2016 and the current consumer base of Goa.

With the idea of the Theory of Planned Behaviour being used for the Research model and using it as a theoretical foundation, a new research model is launched.

The combination of variables of celebrity endorsement and the Theory of Planned Behavior in this study haven't been examined together in any other research publications, this is what makes this study very unique.

2.5 RESEARCH MODEL

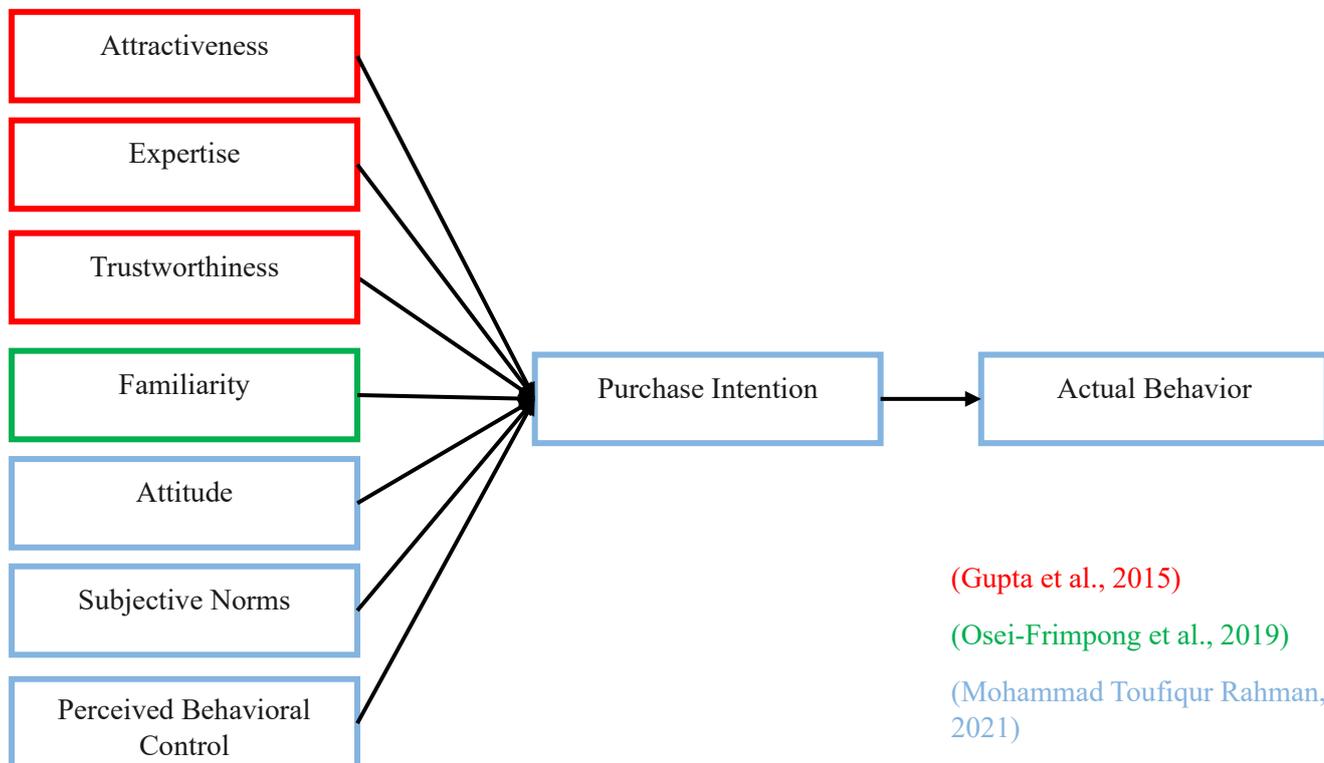


Fig 2.1 Research model

CHAPTER 3: RESEARCH METHODOLOGY

3.1 DATA COLLECTION AND SAMPLE

An analysis called the sampling process is used to take a predefined number of samples from a big population. Giving insights on the broad population based on a small sample size is helpful. One technique for choosing study participants is convenience sampling, which is based on how easily the participants can reach the researcher. Instead of employing a random or representative sample from the population of interest, it entails selecting people who are willing and able to participate. Because they are easy to use and convenient, convenience samples are frequently utilized in research studies (Terrance D. Savitsky 2023).

A questionnaire is shared with respondents' social connections in a process known as "snowball sampling," which is used to sample human populations (Cantone & Tomaselli, n.d.).

Hence, for this study, both the non-probability sampling techniques were used.

The respondents were sent the questionnaire through WhatsApp, Instagram and Google Forms and they were told to forward it further on to their acquaintances.

The frequently mentioned "10 times rule" supports this theory by stating that the sample size should be equivalent to the greater of either

1. 10 times the number of formative indicators used to measure a single construct or
2. 10 times the number of structural paths in the structural model that are targeted at a specific construct.

By extension, this rule of thumb means that, anywhere in the PLS path model, the minimum sample size should be ten times the maximum number of arrowheads pointing to a latent variable. While the 10-times rule provides a rough guideline for minimum sample size needs,

PLS-SEM requires researchers to weigh the sample size against the model and data features, just like any other statistical technique (sample size)

For the proposed study, a sample size of 360 (36 x 10) respondents was proposed to carry out the study. The respondents were from the state of Goa.

Primary data was collected from the respondents of North Goa and South Goa. This was done by distributing the questionnaire for this study. The survey was distributed through google form, WhatsApp, Instagram and distributed physically. The respondents were told to express their agreement or disagreement about the celebrity endorsement. This was done using the 5-point Likert scale. Convenience sampling and snowball sampling methods were used. The survey was distributed to 400 respondents. After data cleaning 365 responses were used for the study.

3.2 THE MEASUREMENT SCALE

To gather replies from the respondents, the current study employs a Likert scale. The original Likert scale consists of a list of assertions (items) provided for the actual or fictitious scenario that is being studied. Using a metric scale, participants are asked to indicate how much they agree or disagree with the provided statement (items). Here, the sentences are all combined to show a certain aspect of the attitude toward the problem, making them inextricably tied to one another. In this study, based on celebrity endorsements, respondents were asked to rank their agreement or disagreement by using the 5-Point Likert scale with 4 statements under each construct.

1= Strongly disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly agree

3.3 DATA ANALYSIS

Reliability - The measurement models are the main focus of model assessment. Through analysis of PLS-SEM estimates, the investigator can assess the validity and reliability of the construct measurements (Ringle, n.d.). The purpose of reflective measurement model assessment is to confirm the construct measures' validity and reliability, hence supporting the case for their appropriate inclusion in the path model. Composite reliability, and indicator reliability are the main requirements (Ringle, n.d.).

Cronbachs alpha - The average of all potential split-half coefficients coming from various means of splitting the scale item is known as the coefficient alpha, or Cronbach alpha (Gupta et al., 2015). The present study uses the cronbach alpha, composite reliability, and Average variance explained (AVE) to test the reliability of the constructs.

AVE -The 'Average Variance Extracted' quantifies the proportion of variation accounted for by the concept vs the proportion resulting from measurement error. By calculating the square of the average of the standardized regression coefficients, it may be determined. Measurement error-related variance is larger than construct-related variance if the average variance retrieved is less than 0.50 (Gupta et al., 2015).

Validity - A particular focus on the measures' content validity should be made by assessing how well the indicators capture the whole domain of the material. The degree to which variations in observed scale scores represent actual differences among objects on the qualities being assessed, as opposed to systematic or random error, is known as the validity of a scale (Gupta et al., 2015) The discriminant validity and convergent validity are two of the particular measures.

Discriminant Validity - The degree to which a measure does not correlate with other constructs that it is designed to differ from is known as discriminant validity. It entails providing evidence of a correlation with other conceptions that it is meant to be distinct from (Gupta et al., 2015).

Fornell and Larcker criterion - According to the popular Fornell and Larcker approach, discriminating validity is attained if the square root of AVE is greater than the correlations between the constructs (Henseler et al., 2015).

Structural Equation Modelling (SEM)- Two varieties of SEM exist. The main purpose of covariance-based SEM (CB-SEM) is to validate (or invalidate) theories, which are a collection of systematic correlations between several variables that may be empirically verified. This is accomplished by evaluating how effectively a theoretical model that has been suggested can estimate the covariance matrix for a sample set of data. PLS-SEM, also known as PLS route modeling, on the other hand, is mainly utilized in exploratory research to generate theories. In analyzing the model, it accomplishes this by emphasizing the explanation of variance in the dependent variables. (Ringle, n.d.) PLS-SEM aims to minimize the error terms (i.e., the residual variance) of the endogenous constructs by estimating the path linkages in the model using the available data. Put differently, PLS-SEM maximizes the R² values of the (target) endogenous constructs by estimating coefficients, or route model correlations. This feature satisfies PLS-SEM's prediction goal. Therefore, when the goal of the research is theory creation and variance explanation (context prediction), PLS-SEM is the recommended approach (Ringle, n.d.).

CHAPTER 4: ANALYSIS AND RESULTS

In the magical world of commercial marketing, celebrity endorsements are highly encouraged and receive billions and trillions of dollars annually. We see celebrities in television, movies, radio, and magazines (Adam & Hussain, 2017). The modern world is seeing an enormous amount of television advertising. Because it can reach individuals from all walks of life and has both aural and visual impacts, television is a widely popular medium for spreading information. This component offers advertising a competitive advantage. Advertising is a powerful tool for educating potential customers about a range of brands and items. Hence, television advertising promotes product purchases and expands marketing endeavors (Kumar et al., 2022). For instance, a normal Indian household likely owns at least one TV with numerous paid and free channels, meaning the family is exposed to about 3000 adverts every day (Ibne-Ali Jaffari et al., 2014). The impact of celebrity television endorsements on Indian consumers is enormous (G. Malik & Guptha, 2014). The influence of television has spread widely among individuals from many socioeconomic backgrounds (G. Malik & Guptha, 2014).

4.1 DESCRIPTIVE STATISTICS

4.1.1 Demographic Profile

The gender distribution reveals a near-equal representation of males and females, with 181 males accounting for (49.6%) and 184 females making up (50.4%) of the sample.

In the age distribution, the majority of individuals fall within the 20-29 age group, constituting (47.4%) of the surveyed population, while other age brackets include below 20 years (9.9%), 30-39 years (17.0%), 40-49 years (12.9%), and 50 years and above (12.9%).

In terms of educational qualifications, the data indicates that graduation is the most prevalent among the surveyed individuals, with (53.4%) holding this qualification. This is followed by

post-graduation (20.3%), up to 12th grade (16.7%), up to 10th (6.6%) doctoral (2.5%), and professional (0.5%) qualifications.

The marital status distribution shows that (42.7%) of the surveyed population is married, while the majority, accounting for (57.3%), is unmarried.

When considering monthly income levels, a significant portion of the population (59.2%) earns below ₹30,000, with (21.9%) falling in the ₹30,001-₹50,000 bracket, (14.2%) in the ₹50,001-₹1,00,000 range, and (4.7%) earning above ₹1,00,000.

The occupation breakdown includes students (33.2%), business owners (15.9%), government employees (7.7%), private sector employees (21.9%), unemployed individuals (3.0%), homemakers (2.1%), and retirees (6.31%).

Lastly, the district distribution reveals that (47.1%) of the surveyed population resides in North Goa, while (52.9%) are located in South Goa.

Table 4.1: Results of Demographic Profile

Demographic Profile			
Gender	Frequency	% Total	Cumulative %
Male	181	49.6	49.6
Female	184	50.4	100
Age			
Below 20	36	9.9	9.9
20-29	173	47.4	57.3
30-39	62	17.0	74.2
40-49	47	12.9	87.1
50 & above	47	12.9	100
Education			
Up to 10 th	24	6.6	6.6
Up to 12 th	61	16.7	23.3
Graduation	195	53.4	76.7
Post Graduation	74	20.3	97.0
Doctoral	9	2.5	99.5
Professional	2	0.5	100
Marital Status			
Married	156	42.7	42.7
Unmarried	209	57.3	100
Monthly Income			

Below ₹30,000	216	59.2	59.2
₹30,001-₹50,000	80	21.9	81.1
₹50,001-₹1,00,000	52	14.2	95.3
Above ₹1,00,000	17	4.7	100
Occupation			
Student	121	33.2	33.2
Own business	58	15.9	49.0
Employed (Govt.)	28	7.7	56.7
Employed (Private)	80	21.9	78.6
Unemployed	11	3.0	81.6
Homemaker	44	2.1	93.7
Retired	23	6.31	100
District			
North Goa	172	47.1	47.1
South Goa	193	52.9	100

Source: Compilation based on Primary Data

4.1.2 Descriptive Statistics for Measurement Items

In the following table the mean values of the items range from 3.1 to 4.0 this indicates that the respondents have a positive attitude towards the celebrity endorsement and agree to the statements. The mean score of Attractiveness (ATR) ranges between 3.4 to 3.6, this indicates that the respondents find attractiveness moderate. Similarly, Expertise (EX) ranges from 3.6 and 3.9 which means that expertise is neutrally affecting the respondents. Trustworthiness (TR) ranges from 3.7 to 4, this gives us an idea that trust is a factor that the respondents fairly agree on. Familiarity (FM) ranges from 3.5 to 3.8. it means that respondents are neutral when it comes to familiarity. The mean values of Attitude (ATD) range from 3.5 to 3.7 which indicates that respondents have a positive perception. Subjective Norms (SN) are from 3.3 to 3.5. here the respondents are fairly affected by subjective norms. Perceived Behavioral Control (PBC) mean ranges from 3.1 to 3.9, this means that the respondents have control over their decisions. Purchase Intention (PI) range from 3.1 to 3.3 and Actual Behavior ranges from 3.2 to 3.6. According to (Griffin & Steinbrecher, 2013) The skewness is acceptable when it ranges between -3 and +3. Also, the kurtosis should lie between -10 and +10

Table 4.2: Results of Descriptive Statistics

	Mean	Std. Deviation	Skewness	Kurtosis
ATR 1	3.496	1.023	-0.337	-0.454
ATR 2	3.693	0.966	-0.511	-0.067
ATR 3	3.638	0.908	-0.549	0.27
ATR 4	3.674	0.964	-0.511	-0.07
EX 1	3.912	0.936	-0.652	-0.02
EX 2	3.636	1.03	-0.466	-0.421
EX 3	3.866	0.908	-0.66	0.264
EX 4	3.685	1.017	-0.581	-0.173
TR 1	3.715	0.89	-0.49	0.217
TR 2	3.836	0.871	-0.753	0.772
TR 3	4.038	0.898	-0.991	1.08
TR 4	4.063	0.895	-1.026	1.177
FM 1	3.841	0.921	-0.846	0.836
FM 2	3.827	0.923	-0.768	0.509
FM 3	3.814	0.928	-0.742	0.52
FM 4	3.578	1.01	-0.335	-0.548
ATD 1	3.718	0.929	-0.445	-0.333
ATD 2	3.696	0.91	-0.352	-0.235
ATD 3	3.603	0.943	-0.418	-0.151
ATD 4	3.501	0.937	-0.246	-0.261
SN 1	3.414	1.017	-0.331	-0.492
SN 2	3.334	1.073	-0.241	-0.736
SN 3	3.51	1.023	-0.436	-0.432
SN 4	3.329	1.062	-0.258	-0.648
PBC 2	3.586	0.944	-0.448	-0.167
PBC 3	3.551	1.003	-0.419	-0.261
PBC 4	3.107	1.13	-0.062	-0.752
PI 1	3.375	1.016	-0.362	-0.39
PI 2	3.159	1.161	-0.133	-0.915
PI 3	3.236	1.146	-0.251	-0.868
PI 4	3.375	1.029	-0.315	-0.449
AB 1	3.315	1.049	-0.314	-0.536
AB 2	3.353	1.081	-0.267	-0.704
AB 3	3.611	1.015	-0.384	-0.528
AB 4	3.208	1.156	-0.156	-0.822

Source: Compilation based on Primary Data

4.2 Measurement Model

It is a measure of how well an indicator is related to the construct. A factor loading ranging from 0.7 to 1 is considered to be very strong loading (Henseler et al., 2015). The construct loadings of this model ranges from 0.7 to 0.9 which means the loading is very strong. According to (Pallant, n.d.) A value of alpha Cronbach's greater than 0.6 is thought to be a strong sign of reliability and an acceptable index. (Nunnally & Bernstein, n.d.). Conversely, an Alpha Cronbach rating of less than 0.6 is thought to be poor. Alpha Cronbach values in the range of 0.60 to 0.80 are considered moderate yet acceptable. While a Cronbach's alpha of between 0.8 and 1.00 is considered exceptionally good. In this table we find that all the constructs have a value between 0.84 to 0.90 which are reliable, except for one that is perceived behavioural control which has a value of 0.66. To check the validity of the model the Fornell Larcker criterion was used. According to the popular Fornell and Larcker approach, discriminating validity is attained if the square root of AVE is greater than the correlations between the constructs (Henseler et al., 2015). Hence, according to this criteria the measurement model satisfies the discriminant validity requirement.

Table 4.3: Results of Factor Loading

Constructs	Indicators	Outer Loadings
Actual Behaviour	AB 1 <- AB	0.894
	AB 2 <- AB	0.911
	AB 3 <- AB	0.836
	AB 4 <- AB	0.903
Attitude	ATD 1 <- ATD	0.804
	ATD 2 <- ATD	0.902
	ATD 3 <- ATD	0.885
	ATD 4 <- ATD	0.839
Attractiveness	ATR 1 <- ATR	0.857
	ATR 2 <- ATR	0.894
	ATR 3 <- ATR	0.862
	ATR 4 <- ATR	0.860
Expertise	EX 1 <- EX	0.763
	EX 2 <- EX	0.866
	EX 3 <- EX	0.827
	EX 4 <- EX	0.826
Familiarity	FM 1 <- FM	0.804
	FM 2 <- FM	0.859
	FM 3 <- FM	0.842
	FM 4 <- FM	0.821
Perceived Behavioural Control	PBC 2 <- PBC	0.736
	PBC 3 <- PBC	0.774
	PBC 4 <- PBC	0.803
Purchase intension	PI 1 <- PI	0.851
	PI 2 <- PI	0.903
	PI 3 <- PI	0.894
	PI 4 <- PI	0.877
Subjective Norms	SN 1 <- SN	0.845
	SN 2 <- SN	0.882
	SN 3 <- SN	0.796
	SN 4 <- SN	0.864
Trustworthiness	TR 1 <- TR	0.860
	TR 2 <- TR	0.865
	TR 3 <- TR	0.814
	TR 4 <- TR	0.824

Source: Compilation based on Primary Data

Table 4.4: Results of Cronbach's alpha, Composite reliability and AVE

Constructs	Cronbach's Alpha	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
AB	0.909	0.936	0.786
ATD	0.88	0.918	0.737
ATR	0.892	0.925	0.754
EX	0.844	0.892	0.675
FM	0.855	0.90	0.692
PBC	0.664	0.815	0.595
PI	0.904	0.933	0.777
SN	0.869	0.91	0.718
TR	0.87	0.906	0.707

Source: Compilation based on Primary Data

Table 4.5: Results of Fornell-Larcker Criterion

Constructs	AB	ATD	ATR	EX	FM	PBC	PI	SN	TR
AB	0.886								
ATD	0.616	0.858							
ATR	0.358	0.528	0.868						
EX	0.279	0.512	0.634	0.821					
FM	0.405	0.647	0.582	0.6	0.832				
PBC	0.681	0.569	0.309	0.292	0.394	0.771			
PI	0.848	0.593	0.323	0.252	0.376	0.742	0.882		
SN	0.662	0.666	0.377	0.369	0.449	0.6	0.636	0.847	
TR	0.312	0.542	0.561	0.662	0.631	0.353	0.287	0.382	0.841

Source: Compilation based on Primary Data

4.3 STRUCTURAL MODEL

Variance Inflation Factor (VIF) is used to detect the severity of multicollinearity in the Ordinary Least Square (OLS) regression analysis. As we can see here the values are all less than 5, hence no multicollinearity exists. The percentage of the dependent variable's variance that can be predicted from the independent variables is shown by the R-square value (Peterson, 2023) an R-square of 0.7 to 1 is considered to be strong (Bramante et al., 2013). The measure serves as a gauge for the predictive relevance of the model (Ringle, n.d.). When the Q² values are greater than zero, it indicates that the model is predictively relevant for a certain endogenous component. Conversely, a score of 0 or below denotes a lack of predictive significance. (Ringle, n.d.). in this table the Q² of Actual behavior is 0.561 and Purchase intension is 0.609 which indicates strong predictive power of the model

Table 4.6: Results of VIF

Constructs	VIF
ATD -> PI	2.747
ATR -> PI	1.956
EX -> PI	2.265
FM -> PI	2.322
PBC -> PI	1.712
PI -> AB	1.00
SN -> PI	2.072
TR -> PI	2.188

Source: Compilation based on Primary Data

Table 4.7: Results of R-Square and Q²

Constructs	R-square	R-square adjusted	Q ²
Actual Behavior	0.719	0.718	0.561
Purchase Intension	0.627	0.62	0.609

Source: Compilation based on Primary Data

4.3.1 Structural Model and Hypothesis Status

Attractiveness is found to be insignificant and H1 is not supported as Path Coefficient = 0.064, P = 0.154, T = 1.427. Expertise has a negative and insignificant influence on purchase intention and H2 is not supported as Path Coefficient = -0.071, P = 0.185, T = 1.326. Trustworthiness also has a negative and insignificant influence on purchase intention and H3 is not supported as Path Coefficient = -0.075, P = 0.155, T=1.421. Familiarity has a negative effect and is found to be insignificant. H4 is not supported as Path coefficient = -0.002, P = 0.966, T = 0.043. The effect of Attitude was significant and therefore H5 is supported as Path Coefficient = 0.186, P = 0.001, T = 3.266. Subjective Norms has a significant effect on Purchase Intension and H6 is supported as Path Coefficient = 0.226, P = 0.000, T = 3.999. Perceived Behavioral Control is significant and H7 is supported as Path Coefficient = 0.529, P = 0.000, T = 11.475. Lastly, Purchase Intention significantly affected Actual Behavior and H8 is supported as Path Coefficient = 0.848, P = 0.000, T = 54.397.

Table 4.8: Results of Structural Model and Hypothesis Status

Constructs	Path Coefficient	Standard deviation	T statistics	P values	Hypothesis Supported
ATD -> PI	0.186	0.057	3.266	0.001	Yes
ATR -> PI	0.064	0.045	1.427	0.154	No
EX -> PI	-0.071	0.053	1.326	0.185	No
FM -> PI	-0.002	0.054	0.043	0.966	No
PBC -> PI	0.529	0.046	11.475	0.000	Yes
PI -> AB	0.848	0.016	54.397	0.000	Yes
SN -> PI	0.226	0.056	3.999	0.000	Yes
TR -> PI	-0.075	0.053	1.421	0.155	No

*Significance at 0.05

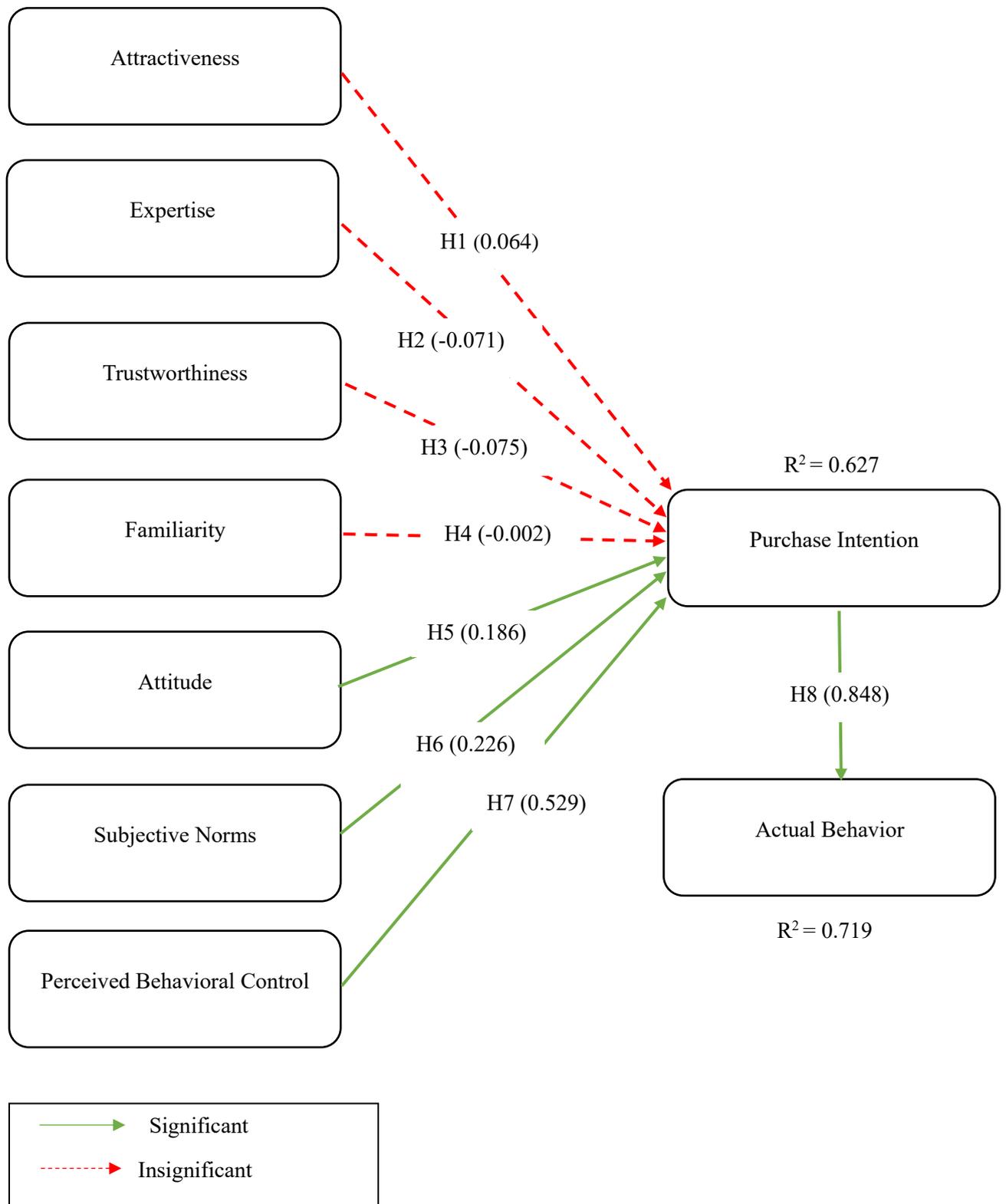


Fig 4.1: PLS-SEM results for the proposed research model

4.4 DISCUSSIONS AND CONCLUSION

The purpose of this study is to investigate how celebrity endorsements affect customer intention. Additionally, it investigates whether a consumer's intention to buy influences their actual behavior in Goa. Eight hypotheses were formulated to test this, four of which were accepted and four of which were rejected. The study's unexpected findings were obtained while keeping the fashion environment in mind. Contrary to (Rai & Sharma, 2013) the first celebrity characteristic of attractiveness (ATR) was shown to be insignificant. This implies that individuals might not think that a celebrity's physical appearance has a significant role in their endorsement. Expertise (EX) in this study related to the celebrities' product knowledge and their ability to market and enhance the product. This was likewise determined to be unimportant. It can be deduced that while purchasing a product, general people may not give expert advice priority. This finding is consistent with a research by (Sufian, 2021) which concluded that expertise was not important. It was also discovered by that trustworthiness has no beneficial effect on purchasing intention (Tielung, 2014). This could happen as a result of celebrities seeming to use products they recommend even though they don't. Regarding the celebrity endorsement, familiarity had no noticeable impact on the intention to buy. Customers might not think to check if a celebrity they watch on TV has ever endorsed anything before. Additionally, it was discovered that the theoretical factors were important, demonstrating the importance of the Theory of Planned Behavior. It was discovered that attitude positively impacted buying intention. This indicates that the respondents' opinions about celebrities are mostly favorable. Additionally, it was discovered that purchase intention was positively impacted by subjective standards as found by (Mohammad Toufiqur Rahman, 2021). This suggests that opinions and social pressure in Goa affect consumers' decisions to behave a certain way. The control over their understanding of the product, affordability, and ability to make purchases was further demonstrated by the statistically significant finding of perceived

behavioral control. The final classification of purchase intention was intermediary. Purchase intentions lead to real buying behavior, as seen by the significant results. It seems from this that SN and PBC's and attitudes influence their intention to buy, which influences their actual purchasing.

In conclusion, it was shown that PI was unaffected by the characteristics of celebrity endorsement. In a comparable manner, (Makwana, 2015) discovered that the branding of FMCG products was unaffected by celebrity endorsement. (Ibne-Ali Jaffari et al., 2014) discovered that consumer behavior was unaffected by celebrity endorsement.

To sum up, the study's objectives were to examine the influence of celebrity endorsement on buy intentions and comprehend how purchase intentions affect consumer real behavior. According to the study, ATD, SN, and PBC were key factors that influence customer intentions and behavior. However, it was discovered that ATR, EX, TR, and FM were not important, suggesting that marketers should focus on other factors that will have a greater impact on Goa's consumer base..

4.5 THEORETICAL IMPLICATIONS

By incorporating a well-known theory, the TPB, this study provides a thorough framework on the usefulness of celebrity endorsement in marketing and promotion strategies. We discovered a range of results from our investigation on consumer behavior regarding celebrity endorsements. First, a new model was developed by extending the idea of planned behavior to include the characteristics of celebrity endorsement. Consumer intention was found to be unaffected by the four characteristics of celebrity endorsement: attractiveness, knowledge, familiarity, and trustworthiness. This indicates that the Goa consumer base lacks an appreciation for the attributes they consider when making goods purchases.. This study runs counter to earlier research on the appeal of celebrities. Given that the ATR variable is insignificant. While earlier research indicates that consumers frequently seek for celebrities' appearance, Goans may view celebrities differently, believing that their beauty is the primary factor that made them famous. Although celebrity expertise is thought to be a key effect, this study demonstrated that it was not statistically significant. Expertise wasn't crucial when it came to celebrity endorsement, even though it might have been in other circumstances. Our analysis further clarifies the minimal impact of familiarity on the intention to buy. Therefore, it was determined that the TPB extended model was not significant overall.. Going on to the TPB variables, it was discovered that Attitude was a major variable in influencing the consumer purchasing decision. It was discovered that the public's view of the celebrity is improved by their optimistic attitude. Extending the notion of attitude, it encompasses satisfaction, indicating that the celebrity was determined to be content with the whole experience of the public. Happy consumers are more likely to stick with the brand, which encourages repeat purchases.. Subjective norms were determined to be the next crucial component and were proven to be significant. This discovery strengthens the theory's empirical foundation. The SN emphasizes how important social influence is in determining a consumer's intention to buy a

product. It places a strong emphasis on the social dynamics and sociocultural elements affecting the way Goans respond to celebrity endorsements. This discovery strengthens the theory's empirical foundation. A person's perception, behavior, and how easy or difficult it is to carry out a behavior are all represented by their perceived behavioral control. We discovered that PBC had a considerable effect on PI. This suggests that customers are in charge of the items and possess the necessary knowledge. Additionally, a noteworthy mediation impact of purchase intention was found between consumer behavior and celebrity endorsements. Exposure to celebrity endorsements will increase consumers' intent to buy, which will lead to satisfied real product consumption behavior and increased word-of-mouth (WOM). In conclusion, our study brought to light a number of new perspectives on the idea of planned behavior and celebrity endorsements. We can conclude that, despite the traits being shown to be insignificant personal attitude, societal factors, and behavior had the greatest influence on intention and behavior.

4.6 MANAGERIAL IMPLICATIONS

The current study, which presents the viewpoint of the Goan consumer base, will provide managers with useful information. Celebrities are typically selected based on their knowledge, skill, or attractiveness. This fact is refuted by this investigation. Consumers, in general, are motivated to buy things by their personal preferences rather than by the characteristics of celebrities. Therefore, rather than focusing more on celebrities, the endorsement design should focus more on the consumer.

The results of this study on attractiveness, familiarity, expertise, and trustworthiness are surprisingly insignificant. Although those criteria are important, endorsement promoters should be aware that resources could be better used on other aspects, like how to improve consumer happiness and make the endorsement more enjoyable, rather than hiring wealthy and attractive celebrities. Celebrity endorsements are ineffective since the brand is given more attention than the celebrity promoting it. Marketers need to be aware of these things.

4.7 LIMITATIONS AND FUTURE RESEARCH

There are certain restrictions on the current investigation. Initially, the study was conducted with a single geographic area in mind—Goa. Future investigations might expand the analysis to further regions of India. Second, the respondents had very little window of time to complete the survey, which could have skewed the results. To improve response dependability, future research could pay more attention to the time component. Third, the scope of this study was limited because it concentrated on celebrities who support fashion firms. Given that a sizable consumer base uses the FMCG sector, future studies can examine celebrity endorsement in this topic. Fourth, the TPB model was expanded using a restricted set of variables. Additional factors like product match-up, meaning transfer, celebrity controversy, celebrity gender, and popularity may be included in future studies. Fifth, there was no moderating variable in this model. Subsequent research endeavors may integrate moderation and examine its impact on purchasing intention. Finally, due to time limits, this study did not examine the cross-cultural element of Goan consumers. Therefore, to bring even more value to the study and literature, future studies could go deeply into this section

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APPENDIX I: QUESTIONNAIRE**PART 1: DEMOGRAPHIC PROFILE**

Gender	Male			Female		Other	
Age	Below 20	20 - 29	30 - 39	40 - 49	50 & above		
Education	Up to 10 th	Up to 12 th	Graduation	Post Graduation	Doctoral	Professional	Other
Marital Status	Married			Unmarried			
Monthly Income	Below ₹30,000	₹30,001 - ₹50,000	₹50,001 - ₹1,00,000		Above ₹1,00,000		
Occupation	Student	Own Business	Employed (Govt)	Employed (Private)	Unemployed	Home Maker	Retired
Location	North Goa			South Goa			

PLEASE SELECT THE ADVERTISEMENT AND THE CELEBRITY ENDORSING IT THAT YOU CAN RECALL

- Adidas- Deepika Padukone
- Puma- Anushka Sharma
- Calvin Klein- Disha Patani
- Flying Machine- Kartik Aryan
- H&M- Athiya Shetty
- Levis- Deepika Padukone
- Zara- Vicky Kaushal & Sara Ali Khan
- Monti Carlo- Raveena Tandon
- Hrx- Hrithik Roshan
- Being Human- Salman Khan
- Wrogn- Virat Kohli
- Nush- Anushka Sharma
- True Blue- Sachin Tendulkar

WHICH MEDIUM DO YOU THINK IS MORE LIKELY TO CONVEY CELEBRITY ENDORSED ADVERTISEMENTS?

- TV
- Magazines
- Online platform

- Radio
- Newspaper

PART 2: FACTORS INFLUENCING PURCHASE INTENTION AND ACTUAL BEHAVIOR

Please select an appropriate answer for the following statements ranging from 'strongly disagree to strongly agree' about celebrity endorsing the brand/product

Sr. No.	Statements	1	2	3	4	5
1	Attractiveness	(Gupta et al., 2015)				
	The celebrity should be handsome/beautiful					
	The celebrity should be stylish					
	The celebrity should be elegant					
	The celebrity should be classy	(Gupta et al., 2015)				
2	Expertise					
	The celebrity should have knowledge of the product endorsed					
	The celebrity should be an expert in the product					
	The celebrity should have required skills to endorse a product	(Gupta et al., 2015)				
	The celebrity should be qualified					
3	Trustworthiness					
	The celebrity should be dependable					
	The celebrity should be reliable	(Osei-Frimpong et al., 2019) (June et al., 2001)				
	The celebrity should be honest					
	The celebrity should be trustworthy					
4	Familiarity					
	The celebrity should be familiar	(Osei-Frimpong et al., 2019) (June et al., 2001)				
	The celebrity should have recognition					
	The celebrity should have heard of before					
	The celebrity should have prior endorsements					
5	Attitude	(Mohammad Toufiquir Rahman et al., 2021)				
	I think celebrity endorsement is useful					
	I am satisfied with celebrity endorsement					
	I like to watch commercials endorsed by celebrity					
	I have positive perception of the celebrity	(Mohammad Toufiquir Rahman et al., 2021)				
6	Subjective Norms					
	My friends/family mentioned about recent/new celebrity endorsement					
	My friends/family influence me to buy the product endorsed by the celebrity	(Mohammad Toufiquir Rahman et al., 2021)				
	My friends/family help me to decide which product is better					

	My friends/family help me decide the best celebrity endorsements	
7	Perceived Behavioural Control	
	I have control over the purchase decision of products endorsed	(Mohammad Toufiqur Rahman et al., 2021)
	I have the knowledge required about the celebrity and the product	
	I can afford a product endorsed by a celebrity	
	I would not consider buying the product if it is not endorsed by my favourite celebrity	
8	Purchase Intension	
	Brands endorsed by celebrities draw my attention easily	(Osei-Frimpong et al., 2019)
	If my favourite celebrity endorses a brand, I will buy it no matter what	
	I buy a brand because I like the celebrity endorsing it	
	I am happy to buy a brand endorsed by my favourite celebrity	
9	Actual Behavior	
	I consider myself loyal to the brand endorsed by my favourite celebrity	(Mohammad Toufiqur Rahman et al., 2021)
	I am very likely to purchase from the brand endorsed by the celebrity at the next occasion	
	I would recommend the brand to others	
	If there is another brand as good as this brand, I still prefer to purchase products of the brand endorsed by my favourite celebrity	

APPENDIX II: MEASUREMENT MODEL

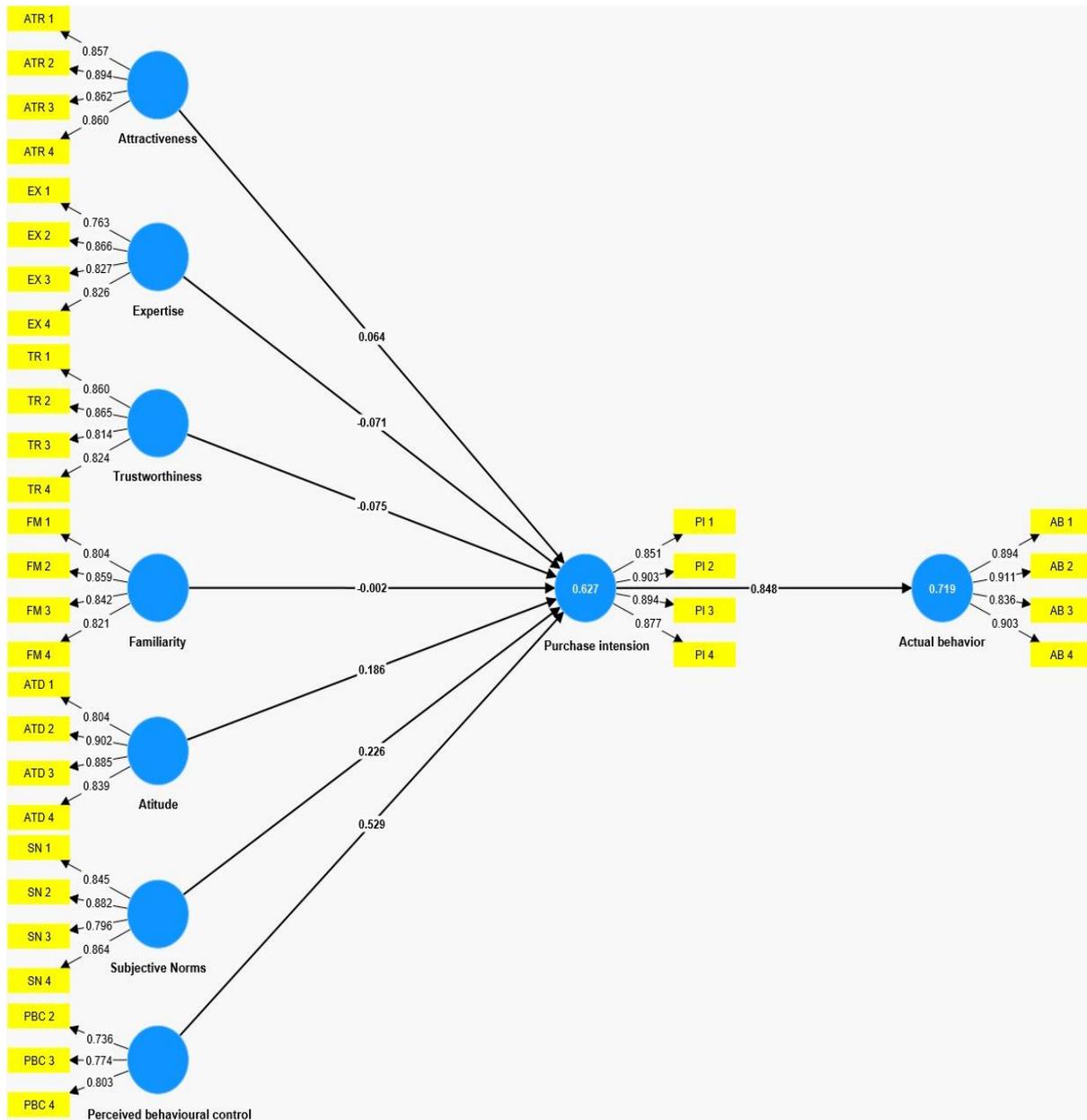


Fig 4.2: Results of PLS-SEM algorithm

APPENDIX III: STRUCTURAL MODEL

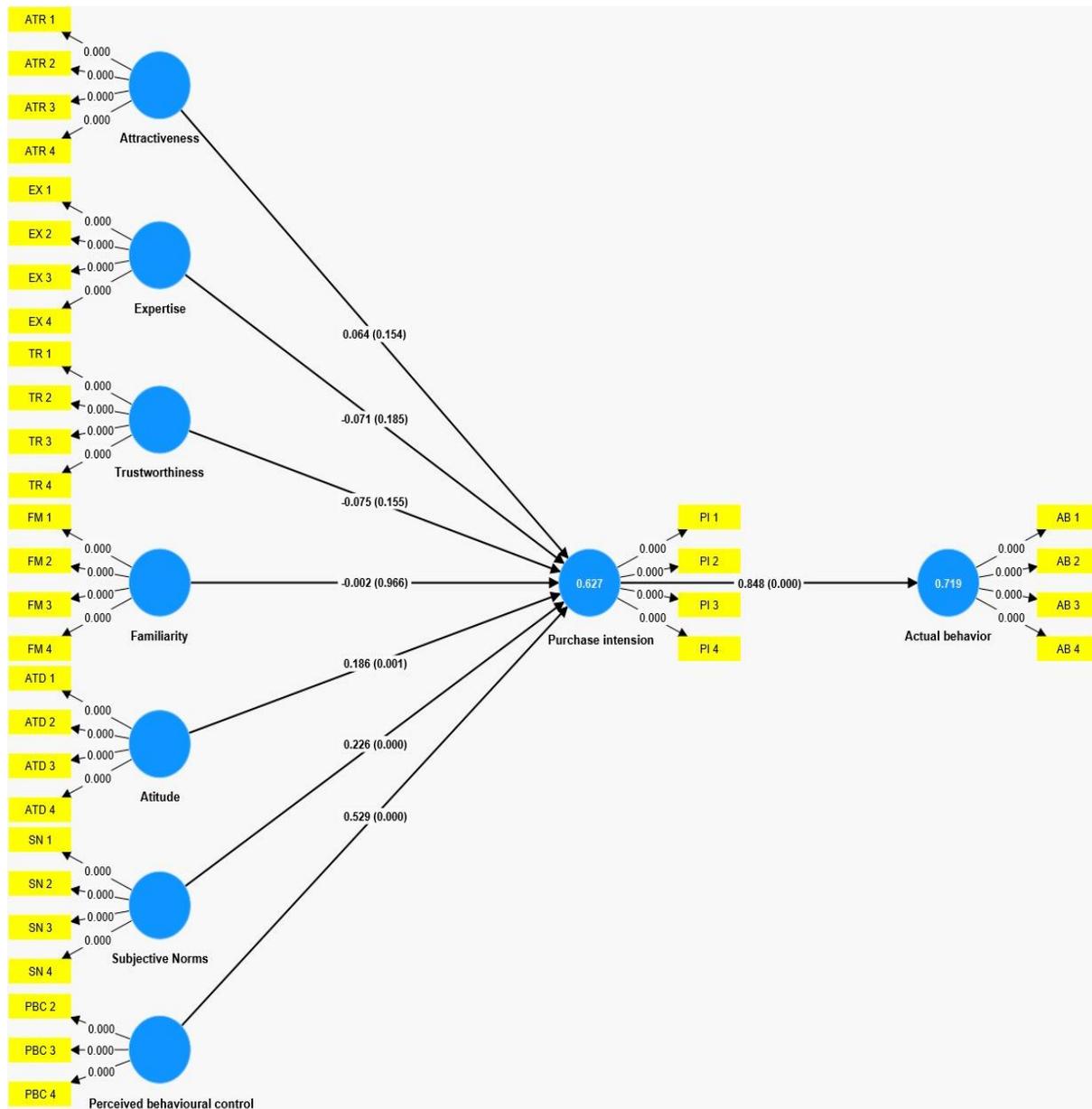


Fig 4.3: Results of path coefficient analysis from bootstrapping