



International Journal For Multidisciplinary Research

E-ISSN: **2582-2160** • Impact Factor: **9.24**

A **Widely Indexed** Open Access **Peer Reviewed** Multidisciplinary **Bi-monthly** Scholarly **International** Journal

Call for Paper **Volume 5 Issue 6 November-December 2023** * [Submit your research](#) before



An Explanatory Study on Assessing the Impact of Celebrity Endorsement on Consumer Buying Behavior

Author(s)	SAURABH GUPTA
Country	India
Abstract	<p>This research paper presents an in-depth analysis of the Impact of celebrity endorsement on consumer buying behavior. Celebrity endorsements have become a prominent marketing strategy, leveraging the popularity and influence of celebrities to promote products and brands. The research employs a mixed-methods approach, including surveys and case studies, to comprehensively understand the relationship between celebrity endorsement and consumer buying behavior.</p> <p>Objective: The study delves into the theoretical framework, reviews existing literature, explores the psychological mechanisms underlying celebrity endorsements, and investigates their effects on consumer attitudes and purchase intentions.</p> <p>Methodology: This study aims to investigate the Impact of celebrity endorsement on buying behavior with particular reference to boat speakers. The data of 250 respondents from the Kanpur region has been collected through a questionnaire, and results have been analyzed with the help of SPSS. The respondents of the Kanpur region have been taken to know their Perceptions regarding the celebrity and its attributes and the Impact of celebrity endorsement on their buying behavior.</p> <p>Practical Implications: After completing this research, it has been concluded that celebrity-endorsed advertisements are more attractive than non-endorsed advertisements. This study helps identify the attributes of fame which positively affect buying behavior and brand</p>

	perception. The results of the study confirmed that there is a significant impact of celebrity endorsement on the buying behavior of boat speaker consumers.
Keywords	Celebrity endorsement, Celebrity credibility, Brand image, Consumer buying behavior
Field	Business Administration
Published In	Volume 5, Issue 4, July-August 2023
Published On	2023-08-17
Cite This	An Explanatory Study on Assessing the Impact of Celebrity Endorsement on Consumer Buying Behavior - SAURABH GUPTA - IJFMR Volume 5, Issue 4, July-August 2023. DOI 10.36948/ijfmr.2023.v05i04.5453
DOI	https://doi.org/10.36948/ijfmr.2023.v05i04.5453
Short DOI	https://doi.org/gsmnm7

 [View / Download PDF File](#)

Share this

[About IJFMR](#)

[Fees & Payment](#)

[Current Issue](#)

[Publication Archive](#)

[Submit Research Paper](#)

[Track Submission Status](#)

[Publication Guidelines](#)

[Publication Ethics](#)

[Peer Review & Plagiarism](#)

[Join as a Reviewer](#)

[Editors & Reviewers](#)

[Reviewer Referral Program](#)

[Get Reviewer Membership Certi.](#)

[Website/Journal Policies](#)

[Usage Policy](#)

[Content Policies](#)

[Privacy Policy](#)

[Contact Us](#)



[+91-9898-5948-55](tel:+919898594855)

editor@ijfmr.com

DOI: 10.55041/IJSREM25413



ISSN: 2582-3930

Impact Factor: 8.176

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING & MANAGEMENT

An Open Access Scholarly Journal || Index in major Databases & Metadata

CERTIFICATE OF PUBLICATION

International Journal of Scientific Research in Engineering & Management is hereby awarding this certificate to

Rajeev Upadhyay

in recognition to the publication of paper titled

Personality Traits about job satisfaction of Faculties working in Management Colleges

published in IJSREM Journal on Volume 07 Issue 08 August, 2023

Editor-in-Chief
IJSREM Journal

www.ijsrem.com

ijsremjournal@gmail.com



ISSN: 2582-3930

ACCEPTANCE CERTIFICATE

Impact Factor: 8.176

DOI Prefix: 10.55041

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING & MANAGEMENT (IJSREM)

An Open Access Scholarly Journal || Index in major Databases & Metadata

----- * * * -----

We are pleased to inform you that your Research Paper titled

A STUDY ON MEASURING THE LEVEL OF WOMEN'S STRESS WORKING IN BANKS

has been ACCEPTED for publication in

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING & MANAGEMENT (IJSREM)

VOLUME 07 ISSUE 08 AUGUST - 2023

We are delighted to see your commitment & hardwork to share your research is being recognized. We look forward

to helping you with all of your publication needs. Thank you for choosing IJSREM!!




Editor-in-chief
IJSREM



ISSN: 2582-3930

Impact Factor: 8.176

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING & MANAGEMENT

An Open Access Scholarly Journal || Index in major Databases & Metadata

CERTIFICATE OF PUBLICATION

International Journal of Scientific Research in Engineering & Management is hereby awarding this certificate to

Dr. Sudhir Kumar Singh

in recognition to the publication of paper titled

The Analysis of Applications and Tools Used in Different IoT Technologies in Current and Future Worlds

published in IJSREM Journal on Volume 07 Issue 09 September, 2023

Editor-in-Chief
IJSREM Journal

www.ijsrem.com

ijsremjournal@gmail.com

DOI: 10.55041/IJSREM25410



ISSN: 2582-3930

Impact Factor: 8.176

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING & MANAGEMENT

An Open Access Scholarly Journal || Index in major Databases & Metadata

CERTIFICATE OF PUBLICATION

International Journal of Scientific Research in Engineering & Management is hereby awarding this certificate to

Gagandeep Kaur

in recognition to the publication of paper titled

**A Study Analyzing the Financial Performance of Life Insurance Companies
and its Impact on the Indian Economy**

published in IJSREM Journal on Volume 07 Issue 08 August, 2023

Editor-in-Chief
IJSREM Journal

www.ijsrem.com

ijsremjournal@gmail.com



International Journal For Multidisciplinary Research

An International Open Access Peer Reviewed Journal

E-ISSN: 2582-2160

Certificate of Publication

The editorial board of IJFMR is hereby awarding the certificate of publication to

SAURABH GUPTA

in recognition of publication of paper titled

An Explanatory Study on Assessing the Impact of Celebrity Endorsement on Consumer Buying Behavior

Published In: Volume 5, Issue 4 (July-August 2023)

Paper Id: 5453

www.ijfmr.com • editor@ijfmr.com

A handwritten signature in blue ink, appearing to read 'GyB', is positioned above a horizontal line.

Editor / Publisher

IJFMR

Home (<http://www.ijmbs.com>) / Vol 7 Issue 4

VOL - 7 ISSUE 4, (Oct-December 2017)		
S.No.	Research Topic	Paper ID
01	Innovation and Performance of Commercial Banks in Kenya (http://www.ijmbs.com/Vol7/issue4/1-john-kiptui.pdf)John Kiptui, Martin Ogutu, Dr. John Yabs, Dr. Fred Jonyo	IJMBS/74/1/A-0261
02	How Instagram is Changing the Way Marketing Works? (http://www.ijmbs.com/Vol7/issue4/2-raj-vinaika.pdf)Raj Vinaika, Dhruva Manik	IJMBS/74/1/A-0262
03	Review on the Recent Measures of Financial Inclusion (http://www.ijmbs.com/Vol7/issue4/3-krishnaveni-kandasamy.pdf) Krishnaveni Kandasamy	IJMBS/74/1/A-0263
04	Assessment of Customer Satisfaction Regarding Housing Loans: With Special Reference to Punjab National Bank (http://www.ijmbs.com/Vol7/issue4/4-saurabh-gupta.pdf)Saurabh Gupta, Shweta Awasthi	IJMBS/74/1/A-0264
05	Dynamic Management - Research and Development (http://www.ijmbs.com/Vol7/issue4/5-kadambari.pdf)Kadambari	IJMBS/74/1/A-0265

IJMBS Impact Factor



EVALUATION 2016

5.932



ScienceCentral.com

EVALUATION 2018

27.92

Universal Impact Factor

Scientifically derived Journal Impact Factor

EVALUATION 2013

0.8701



(<http://scholar.google.com/>)

SEARCH

Google Scholar Help

(<http://www.alverno.edu/media/alvernocollege/library/pdfs/databasehelp/GoogleScholarHelp.pdf>)

f)

Copyright © All Rights Reserved, IJMBS

International Journal of Management and Humanities



Exploring Innovation | ISSN: 2394-0913(Online) | A Periodical Journal | Reg. No.:
Blog - Latest News
Humanities (IJMH)

C/1383209 | Published by BEIESP

Volume-3 Issue-9, May 2019

May 30, 2019

Download	55
File Size	4.00 KB
Create Date	May 30, 2019
. [#]	

Volume-3 Issue-9, May 2019, ISSN: 2394-0913 (Online)

Published By: Blue Eyes Intelligence Engineering & Sciences Publication

Techno Stress Creators -An Exploratory Research on Teaching and Non Teaching Staff Working in Colleges

[<https://www.ijmh.org/portfolio-item/i0241043919/>]

Pooja Sareen

Employees Engagement through Personal Fitness and Health

[<https://www.ijmh.org/portfolio-item/i0242043919/>]

J. Arthi

A study on the Effects of Sales Promotion of Herbal Products on Consumer Buying Behavior at Nagpur City
[<https://www.ijmh.org/portfolio-item/i0262043919/>]

Taffajulali M. Sayyad¹, Snehal Godbole²

Investigating The Relationship between Employee's Emotional Quotient and Their Job Performance: With Special Reference to Private Management Institutions [<https://www.ijmh.org/portfolio-item/i0263043919/>]

Saurabh Gupta

A Study on Environmental Awareness and Responsibility of Disposal of Old Mobile Phones [<https://www.ijmh.org/portfolio-item/i0251043919/>]

Nanda Prakash

Nato's Relevance in The New Security Environment
[<https://www.ijmh.org/portfolio-item/i0261043919/>]

S. Krishnan

The Heart and Soul of Higher Education
[<https://www.ijmh.org/portfolio-item/i0265043919/>]

Rajarethinam Emmanuel¹, S. Chandrachud², S. Thangamayan³

Assessment of Creativity in Fashion Design Education in India
[<https://www.ijmh.org/portfolio-item/i0267043919/>]

Arindam Das¹, Sibichan Mathew²

Enhancing Indigenous Agricultural Management Techniques: A Framework to Minimize Post-harvest Losses in Potato Farming in Bui Division, North West Region of Cameroon
[<https://www.ijmh.org/portfolio-item/i0268043919/>]

Louis Mosake Njomo¹, Cecils Arnolds², Shillie Peter Ngek³

Fin Tech: A New Avenue of Banks to Enhance Customer Digital Experience (DX)
[<https://www.ijmh.org/portfolio-item/i0271043919/>]

Landa Ramesh

Share this entry

