



**“IMPACT OF CELEBRITY ENDORSED ADS ON BUYING BEHAVIOUR OF FEMALES
(A STUDY WITH SPECIAL REFERENCE TO COSMETICS PRODUCTS)”**

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Abstract

Advertisements have been used for many years to influence the buying behaviors of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviors of the consumers. This particular research was conducted on the 80 females who use different brands of cosmetics to check the influence of Celebrity Endorsed Ads on their buying behavior while creating the awareness and building the perceptions. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. This paper is an attempt to know the impact of celebrity endorsed advertisements on consumers and on sales. This study is based on primary as well as on secondary data. The overall findings of the study reveal that consumer think that celebrity endorsed advertisement are reliable and they have the knowledge. They are able to recall and retention of the product. Consumers feel associated and it has also helped in influencing the demand of the products.

Keywords: Celebrity Endorsement, Buying Behavior, Advertisements, Brand, Celebrity, Credibility, Endorsed.

Introduction

In today’s competitive world consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Advertisers attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the consumer’s attention. The hooks that can hold the consumer’s attention are the celebrities. Celebrities are well recognized personalities having a strong attractive and impressive power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers’ minds.

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability & reach of commercials to the targeted consumers.

Definition of Celebrity

According to Friedman and Friedman 1979, “Celebrity” refers to an, individual who is known to the public, such as actors, sport figures, Entertainers”.

Definition of Celebrity Endorsement

Celebrity endorsement has been 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.”

Endorsement is a channel of brand communication in which a celebrity acts as the brand’s spokesperson and certifies the brand’s claim and position by extending his/her personality, popularity, status in the society or expertise in the field to the brand. More and more companies prefer the celebrities of different fields in India like the cricketers, Bollywood celebrities and other sports personalities to endorse their brands. Marketers spend enormous amount of money on celebrity endorsement contracts based on the belief that celebrities are effective spokespersons for their products or brands .Television is something which is watched all over India by the people of all class whether the people belong to lower class or middle class or upper class, all of them watch television to entertain themselves. Here, celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume. For example, Cadbury used Amitabh Bachchan to promote the brand when it went through a bad phase in India. Soon the ad recreated people’s love for the brand and increased Cadbury’s sale. Aamir Khan is used by Titan to communicate the message that Titan watches are as trustworthy as the actor is for his films. Similarly, various endorsements by Sharukh Khan, Sachin Tendulkar and others have been found to be successful in affecting consumers’ buying decision.



Indian Cosmetic Industry

The rapidly changing social situation in the latter part of the 20th century, such as revolutionary movement for women's equal rights, significantly affects the women consumer behaviors as well as improves their social status. The awakening of female consumer's consciousness during the recent years leads to alteration of consumer behavior, and influences the women's usual conception for pursuing fashion and cosmetics application, in fact, the makeup practice has already been regarded as a social politeness and necessary requirement for interpersonal activities.

The Indian cosmetic Industry has witnessed rapid growth in the last couple of years, growing at a CAGR of around 7.5% between 2006 and 2008. With improving purchasing power and increasing fashion consciousness, the industry is expected to maintain the growth momentum (with marginal slowdown due to economic slowdown) during our forecast period (2009-2012). Both electronic as well as print media are playing an important role in spreading awareness about cosmetic products and developing fashion consciousness among the Indian consumers. With the introduction of satellite television and a number of television channels as well as the Internet, the Indian consumers are constantly being updated about new cosmetic products, translating into the desire to purchase them. Additionally, the flourishing Indian fashion/film industry is fueling growth in the industry by making Indians to realize the importance of having good looks and appearances. Despite the massive surge in the popularity of cosmetic products, our report finds that the average consumer spending on cosmetic products in India is much lesser than any other part of the world. This implies that the Indian cosmetic industry has an even greater potential for growth in future than present.

At present, most of cosmetics manufacturers in India cater to the domestic market but they are gradually establishing their footholds in overseas markets. In recent years, the Indian cosmetic manufactures have received orders from overseas markets; for example - Indian herbal cosmetic products have a tremendous demand in the international market. However, manufactures should not forget that the Indian domestic market is price sensitive and they need to work out innovative strategies to establish a foothold here, the report added.

The Report Also Provides Forecast (2009-2012) On

- Skin Care
- Hair Care
- Color Cosmetics
- Fragrances
- Oral care
- Toothpaste
- Tooth Brush

List of Top 10 or Leading Cosmetics Brands in The Indian Market

Lakme

Lakme is a reputed Indian brand which is owned by Unilever. The company is headed by Mr Anil Chopra who is the CEO of the company. Lakme was founded in the year 1952 by JRD Tata. In 1996 the Tata group decided to sell off its stake in Lakme to Hindustan Lever Limited. Lakme was also ranked at 47th as one of the most trusted brands in India according to The Brand Trust Report in 2011. This brand also sponsors the Lakme Fashion Week (LFW) twice a year. It also launched the Lakmé Perfect Radiance and Lakmé eyeconic kajal which gained significant market share. In the financial year 2012, Hindustan Unilever Limited had a rise in profit before tax and interest of about 23%.

Lotus

The company Lotus Herbals Ltd. was set up two decades ago in the year 1993 by Kamal Passi. This brand deals with manufacturing and selling of various kinds of cosmetics. The list includes face cleansers, sunscreens, winter care, hair oils, and shampoos. He priced his products at least 10-15% lower than the contemporary brands in the segment. However he doesn't believe making a huge expenditure on advertising. Lotus Herbals Ltd. Company specialises in producing cosmetics that claim to have Ayurveda as well as herbal goodness. They believe in making use of herbal ingredients and making their product devoid of chemical-based, synthetic cosmetics. Lotus Herbals Ltd. is growing at a rate of 35%-40% a year.

Biotique

Biotique was launched by Vinita Jain in the year 1984. This brand also manages to stand out in the world of chemical-based cosmetics as it doesn't contain any artificial preservatives or synthetic fragrances. The ingredients used are extracted naturally from herbs. Moreover the herbs/plants used for extracting raw material are also monitored from its nascent stage hence the end product is organic.



L'oreal

L'Oreal is one of the giants in the cosmetic segment in the world. Jean-Paul Agon is the chairman and CEO. The Company has been present in India for about 20 years. Today, L'Oreal India is a subsidiary of L'Oreal which is growing at a very fast rate. L'Oreal Paris is one of the trademark brands of this company. In 2013 L'Oreal decided to invest Rs.970 crores in India. Moreover in the same year L'Oreal made its first acquisition in India - Cheryl's Cosmeceuticals, thus entering the professional skincare segment. In 2013 the company grew at a commendable rate of 70%.

Shahnaz Husain

This brand was founded in the 1970's by Shahnaz Husain. In the year 2006 she was awarded the Padma Shri. This brand also tries to harness the natural goodness of Ayurveda. Currently it has around 350 products spread out over different categories like skin, hair, make up etc. The brand claims that its USP is the hard work done on research so that the quality of the product is of superior grade.

Revlon India

Among all the international players in the cosmetic segment in India, the first one to launch was none other than Revlon in 1995. It happened due to the collaboration between Umesh K Modi along with Revlon Pvt Ltd in 1994. Pricing is done for the mid-level consumers as it neither too high nor too low priced. The company owns approximately 20-25 % of the domestic colour cosmetic market share.

Maybelline

It was launched way back in 1915 by T.L. It was later acquired by L'Oreal and in India it was launched by its subsidiary, L'Oreal India. One of the major factors that have helped this brand to carve its niche is being reasonably priced in spite of having an international appeal. The Maybelline Colossal range was a huge hit in India which made the brand more popular.

Himalaya

The Himalaya Drug Company was founded in the year 1930 by Mr. M. Manal who had a vision to make Ayurveda accessible to the world. Himalaya has been able to patent its sunscreen, Under-Eye Cream, Anti-Acne range and Hair Loss cream among others from the United States Patent and Trademark Office. The business of Himalaya in India contributed 60% of the brand's sales of Rs 1, 200 crores in 2011. Himalaya is also the owner of the popular face wash 'Purifying Neem' which is very popular in a country like India where problems like acne and greasy skin are widespread.

Colorbar

Colorbar Cosmetics is one of the leading brands of cosmetics in India. It was founded in 2004. The founder as well as managing director of the brand is Samir Modi. The brand is known for its bright peppy colours and has a number of products to add colour to nails, eyes, lips and face.

Elle 18

The brand Elle 18 is owned by Hindustan Unilever Limited (HUL). It was launched in 1998. Elle 18 is aimed at the youth as it has bright colours along with neon shades in its products. The Elle 18 Colour Pop Liner (5ml) is priced at Rs 75.

Use of Celebrities in Cosmetics Ads

The increasing use of cosmetic products is due to the reason that people are bombarded with the advertisements through which they gather information and this factor motivate them to purchase it. Cosmetic industry is directly related with the fashion industry as consumers have the deep insight about their looks and the fashion trending at specific time. Person's desire to look good and be acceptable in the society highly influences the people to buy the cosmetic products.

Consumer buying behavior is mostly affected by some factors which include culture, family and brand image. On the other hand brand awareness also helps the customer to buy a certain product. This is the reason why cosmetics companies uses celebrities to market their products. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand. A celebrity is a means to an end, and not an end. There is a huge Impact of Celebrity Endorsements among the consumers through TV commercials in India as Indians like the celebrities a lot and there is a huge fan following.

Celebs Who Endorse Cosmetic Brands

Beauty products do well when they are marketed by beautiful women. Most leading cosmetic brands choose the reigning divas of Bollywood to be the face of their product line. For example, an anti-ageing cream will not sign up an actress or model in her



twenties to be their brand ambassador. Take Olay as a cosmetic brand for example. Olay has used different celebrities to market several types of product lines, The anti-ageing beauty products of Olay are promoted by mature actresses like Kajol and Madhuri Dixit. Olay also has an anti-marks product that is marketed by 30-something celebrities like Soha Ali Khan and Tisca Chopra. The Olay fairness cream has Katrina Kaif as its face. Often, celebrities also replace each other as the face of a particular cosmetic brand. This can signal that the crown is slipping from the previous brand ambassador. It could also mean that the brand itself needs a face lift.

- 1. Deepika Padukone For Garnier** :Deepika Padukone recently replaced Priyanka Chopra to become the brand ambassador of Garnier.
- 2. Kareena Kapoor For Boroplus** :Kareena Kapoor gave Boroplus a huge face lift. It was once considered a low-value brand but now Kareena has endorsed it for 5 years.
- 3. Madhuri Dixit for Olay:** Who better than the eternally beautiful Madhuri Dixit can endorse an anti-ageing cream?
- 4. Kajol for Olay:** Kajol is one of those celebrities who have started looking better with age. That is why she was an ideal choice for Olay.
- 5. Katrina Kaif for Olay:** Katrina is the young face of Olay. She endorses their fairness cream.
- 6. Sonam Kapoor For Loreal** :Sonam Kapoor endorses the perfect radiance cream for Loreal. Its tag line is 'as perfect as a pearl'.
- 7. Yami Gautam For Fair & Lovely: She** was a model for Fair & Lovely even before she became famous with her debut film, Vicky Donor.
- 8. Priyanka Chopra For Garnier** :Priyanka Chopra was famous for her advertisement with the spotted puppy. It was an ad for an anti-spots cream.

Review of Literature

- 1. Atkin and Block (1983)** examined the rise of a celebrity versus a non-celebrity endorser for a brand of beer. They found that the use of a celebrity led to the advertisement being evaluated as more interesting, stronger and effective.
- 2. Till and Shimp, (1998)** Pursuing a celebrity-endorsed strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness and objectiveness.
- 3. Ajai Krishnan G, & Ligo Koshy(2013)** explained that customers are motivated to purchase gold not only because of the celebrities that appear in advertisements but also on the celebrity-product association.
- 4. Dr. Bimal Anjum*, Sukhwinder Kaur Dhanda**, Sumeet Nagra***(2012), explained that celebrity endorsers has used by the companies for brand equity.** It has also showed that consumer think that celebrity endorsed advertisement are reliable and they have the knowledge. They are able to recall and retention of the product.
- 5. Samar Fatima & Samreen Lodhi(2015),** These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.
- 6. Sussky A,(2017),** The presence of celebrities in Ads has a great influence on the consumers and it is said to be more effective. In addition the main factors that persuade the consumers to buy celebrity products are attractiveness and trustworthiness of the product.

Objectives of the Study

1. To identify the demographic profile of the customers of Cosmetics.
2. To identify the factors other than celebrity endorsement affecting the buying behaviour.
3. To identify the characteristics of the celebrity which have an influence on buying behaviour
4. To know the reasons of adopting the celebrities in endorsing the product.
5. To know the impact of sales after roping in celebrities.
6. To measure the impact of advertisements endorsed by celebrities.

Research Methodology

Research Design

A research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problem. The research design used in this project is Descriptive research design.



Sample Design

1. **Sampling Technique Used:** In this research the researcher used Convenience Sampling.
2. **Sample size:** For this study, a sample of 80 has been taken.
3. **Data collection instrument:** Questionnaire: The questionnaires were filled out by female consumers qualified for Convenience sampling.
4. **Sources of Data Collection:** Both primary and secondary data are used.
 1. Primary data is collected through a well prepared questionnaire.
 2. Secondary data collected from various sources like book, magazines, and internet & from the websites of the selected brands endorsed by celebrities.

Data Analysis & Interpretation

This study analyses the age wise distribution, marital status, income and expenditure. The collected data is condensed in the form of tables. Simple mathematical tools like percentages, tables etc are used for analysis.

Table No.1: Demographic Profile of Respondents

Characteristics	No. of Respondents	Percentages
Age		
Below 20	20	25
21-30	25	31.25
31-40	30	37.5
Above 40	5	6.25
TOTAL	80	100
Marital status		
Married	40	50
Unmarried	40	50
TOTAL	80	100
Working status		
Working	15	18.75
Not working	65	81.25
TOTAL	80	100
Monthly Family Income (in INR)		
<=20000	8	10
21000-30000	41	51.25
31000-40000	8	10
41000-50000	14	17.5
>50000	9	11.25
Total	80	100

Source: Primary data

Interpretation

1. 25% respondents fall in the age group of below 20years, 31.25% respondents fall under the age group of between 21-30 years, 37.5% of respondents fall under the age group of 31-40 years and 6.25% respondents were above 40 years.
2. 50 % respondents were married, 50% respondents were unmarried.
3. 18.75% respondents are working, 81.25% respondents are not working.
4. 10% respondents belongs to the income bracket of below Rs. 20,000, 51.25% respondents were from the income group of Rs. 21,000-30,000, and 10% respondents were from the income group of Rs.31,000-40,000, 17.5% respondents were from the income group of Rs. 41000-50000, and 11.25 % respondents is having monthly income above Rs. 50,000.

Table No.2: Factors Which Females Considered To Buy Cosmetics

Preferences	No. of Respondents	Percentages
Quality	23	28.75
Price	12	15
Word of Mouth	6	7.5
Advertisement	11	13.75



Endorsing celebrity	20	25
Years of existence	13	3.75
Brand Image	5	6.25
Total	80	100

Source: Primary Data

Interpretation

From the above table it is clear that 28.75 per cent of the respondents prefer the quality of the products. Another 15 per cent of them prefer the price of the products and 25 per cent of the respondents consider the celebrity endorsed in the product Ads. And only 3.75 per cent of the respondents consider years of existence of the product.

Table No.3: Customers Preference on Celebrity Endorsed and Non Endorsed Cosmetic Product

Preferences	No. of Respondents	Percentages
Celebrity	48	60
Non Celebrity	32	40
Total	80	100

Source: Primary data

Interpretation

The above table shows that 60 per cent of respondents purchase celebrity endorsed products and 40 per cent of them purchases non celebrity endorsed products. So it reveals that majority of them prefer celebrity products than non-celebrity products.

Table No.4: Purchase of Products If Favourite Celebrity Is Endorsing

Response	No. of Respondents	Percentages
Yes	50	62.5
No	30	37.5
Total	80	100

Source: Primary data

Interpretation

As per Table , if a product is endorsed by their favourite celebrity, then 62.5 per cent of the respondents would surely purchase the product, whereas 37.5 per cent of them will not purchase the products even if their favourite celebrity is endorsing it, as they give more importance to the other factors such as price, quality etc.

Table No.5: Factors Induces Females To Buy Cosmetics

Factors	No. of Respondents	Percentages
Life styles	30	37.5
Purchasing power	20	25
Technology,	5	6.25
Traditional culture	15	18.75
Income	10	12.5
Total	80	100

Source: Primary data

Interpretation

As per Table, majority of the respondents 37.5 % says that lifestyle is the main factor which induces them to buy cosmetics, 25 % says that they buy according to their purchasing power, 6.25% considered latest technology before buying cosmetics, 18.75 % followed their traditional culture & 12.5% followed their income before buying cosmetics.

Table No. 6: Media Considered Effective for Celebrity Endorsed Cosmetics

Media	No. of Respondents	Percentages
Television	40	50
Radio	3	3.75
Theatre	1	1.25
Internet	25	31.25
Magazine	11	13.75
Total	80	100

Source: Primary data



Interpretation

From the above table it is clear that 50 per cent of the respondents consider the television as the most effective media that can be effectively used for celebrity endorsement. Internet is also considered as an effective media. The other Medias such as magazine, Theatre and radio are considered as less effective.

Table No.7: Influence of Celebrity Ads While Making a Purchase Decision for Cosmetics

Response	No. of Respondents	Percentages
Influential	37	46.25
Not influential	16	20
Slightly influential	27	33.75
Total	80	100

Source: Primary data

Interpretation

It could be observed from the table that 46.25 per cent of the customers are highly influenced by the celebrity Ads while making a purchase decision and for 20 per cent, these Ads did not have any influence in their purchase decision and the remaining 33.75 per cent of the customers are slightly influenced by these Ads.

Table No.8: Celebrity Ads Generates Lot of Publicity for a Brand

Opinion	No. of Respondents	Percentages
Agree	61	76.25
Disagree	7	8.75
Not sure	12	15
Total	80	100

Source: Primary data

Interpretation

Table shows that 76.25 per cent of the customers agree that celebrity Ads generates lot of publicity for a brand and also to promote the brand, and 8.75 per cent of them disagree to it whereas 15 per cent are not sure about it.

Table No.9: Positive Impact Is Given On Cosmetic Brand Endorsed By a Celebrity

Opinion	No. of Respondents	Percentages
Yes	64	80
No	16	20
Total	80	100

Source: Primary data

Interpretation

It could be observed from the table that 80 per cent of the respondents say that celebrity endorsement gives a positive impact on the brand, and 20 per cent says it does not have such impact on the brand.

Table No.10: Familiarity of Brand Is Created In Celebrity Endorsed Cosmetics Ads

Opinion	No. of Respondents	Percentages
Yes	61	76.25
No	19	23.75
Total	80	100

Source: Primary data

Interpretation

The study reveals that 76.25 per cent of the customers are of the opinion that the celebrity Ads create a sense of familiarity of brand. Whereas 23.75 per cent are of the view that it does not create any familiarity.

Table No.11: Attributes of Celebrity That Persuade Customers to Buy Celebrity Endorsed Cosmetics Products

Attributes	No. of Respondents	Percentages
Celebrity physical attractiveness	23	28.75
Celebrity credibility	20	25
Celebrity prior endorsement	8	10
Product -celebrity match	7	8.75



Celebrity profession	10	12.5
Celebrity popularity	12	15
Total	80	100

Source: Primary data

Interpretation

The respondents were asked to select either 1 or more than 1 attribute which persuaded them to buy celebrity endorsed products. It is understood from the table that 28.75 per cent of them selected attractiveness of the product, followed by the trustworthiness of the products and the least was 8.75 per cent on Product celebrity match. So the attractiveness is the best attribute which persuade customers to buy celebrity endorsed products.

Table No.12: Brand Choice

Particulars	No. of Respondents	Percentages
Lotus	10	12.5
Lo'real	11	13.75
Elle 18	6	7.5
Lakme	14	17.5
Biotique	5	6.25
Shahnaz Husain	3	3.75
Revlon India	7	8.75
Maybelline	11	13.75
Himalaya	13	16.25
Colorbar	0	0
Total	80	100

Source: Primary data

Interpretation

The above table exhibits that majority 17.5% of the respondents brand choice is Lakme and 16.25% of the respondents brand choice is Himalaya, and 13.75 % of the respondents brand choice is Loreal & Maybelline and 12.5% of the respondents brand choice is Lotus.

Table No.13: Time Period of Buying

Time	No. of Respondents	Percentages
Once a week	30	37.5
Once after fifteen days	29	36.25
Once a month	21	26.25
Total	80	100

Source: Primary Data

Interpretation

Majority of the respondents (37.5%) buy cosmetic products once a week.. 36.25% of respondents buy cosmetic products Once after fifteen days and only 26.25% are buying cosmetic products once a month.

Table No.14: Source/Place of Preference For Purchase

SOURCE	No. of Respondents	Percentages
Large departmental store	40	50
Small boutique	9	11.25
Online	26	32.5
Manufacturer's own outlet	5	6.25
Total	80	100

Source: Primary Data

Interpretation

An attempt was made to identify the source or place which the respondents prefer to buy the cosmetic products. Of the total respondents 50% prefer a large departmental store to buy cosmetic products. This was followed by small boutique (11.25%), online (32.5%),and manufacturers own outlet(6.25%).



Table No.15: Amount Annually Spend on Cosmetics

Amount	No. of Respondents	Percentages
Up to 10000	19	23.75
10000-20000	39	48.75
20000-30000	15	18.75
Above 30000	7	8.75
Total	80	100

Source: Primary data

Interpretation

Majority of the respondents (48.75%) spend 10000-20000 annually for the purpose of buying cosmetic products. 23.75% of the respondents spend Up to 10000, 18.75% spend Rs. 20000-30000 and only 8.75% spend above Rs.300000 for buying cosmetics.

Table No.16: Opinion about Offers and Discounts

Opinion	No. of Respondents	Percentages
Yes	63	78.75
No	17	21.25
Total	80	100

Source: Primary data

Interpretation

Of the total respondents 78.75% are interested to make purchase of cosmetic products, if discounts or offers are available. But the respondents 21.25% are not interested to make purchase of cosmetic products at the time of offers or discounts are available. Most of them prefer offers and discounts.

Findings of the Study

1. There is a significant influence of celebrity advertisement on the buying behavior.
2. While selecting cosmetics the customers give much more importance to quality, price and celebrity in the advertisement than any other factor.
3. Among the characteristics of the celebrity which influence the buying behavior, the celebrity attractiveness ranks highest.
4. Majority of the respondents says that lifestyle is the main factor which induces them to buy cosmetics.
5. 50 per cent of the respondents consider the television as the most effective media that can be effectively used for celebrity endorsement. Internet is also considered as an effective media.
6. The study reveals that 76.25 per cent of the customers are of the opinion that the celebrity Ads create a sense of familiarity of brand.
7. The study says that majority 17.5% of the respondents brand choice is Lakme .
8. Majority of the respondents (37.5%) buy cosmetic products once a week.. 36.25% of respondents buy cosmetic products Once after fifteen days

Conclusion

Now days, most of the customers go for Celebrity endorsed products. The presence of celebrities in Ads has a great influence on the consumers and it is said to be more effective. In addition the main factors that persuade the consumers to buy celebrity products are attractiveness and trustworthiness of the product. The pleased customer recommends the product to his relatives and friends, by recalling the celebrity advertisements of the brand which leads to the enhancement of sale of the particular branded product. Celebrity endorsed Ads are influential for majority of the consumers while making a purchase decision. The main advantages of these Ads are the massive awareness and strong associated effects the featured celebrities give to the promoted products. If every brand focus on the quality, price, celebrity endorsement, etc equally it is sure that the brand would have a high recognition as well as good sale of the products.

In the end we conclude that cosmetic companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people. It will be easy for any company in cosmetic industry to change the buying behavior of consumer by creating awareness and building strong perception in the mind of their customers.



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