

INVESTIGATING THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS' PURCHASE INTENTION TOWARDS PERSONAL CARE & HYGIENE INDUSTRY IN AHMEDABAD

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Abstract

The study deals with investigating the effectiveness of celebrity endorsers' reputation on the buying intentions of customers towards Personal care products in Ahmedabad. The study used the common TEARS model to understand the effect on purchasing intentions. To achieve the desired objectives, a descriptive study was conducted in which a standardized questionnaire was administered using convenience sampling to 122 respondents residing in the Ahmedabad district of Gujarat. Using SPSS and AMOS, data was analysed. As a test of statistics, Measurement model and Structural Equation Modelling were applied. The results of the study have validated the (limited) application of the TEARS model in personal care products market in Ahmedabad. The purchasing intentions of consumers for the use of personal care products in Ahmedabad were significantly influenced by two source reputation constructs and accounted for 61 percent of the variance in purchasing intentions.

INTRODUCTION

Celebrity endorsement, also known as celebrity branding or celebrity advertising is a marketing strategy that uses a celebrity's fame and image to promote a brand or product. According to Forbes contributor Steve Olenski, celebrity endorsement helps increase sales in the short term and brand awareness in the long term. Nowadays, each company is making an attempt to get a brand ambassador to promote their brand. Customers tend to recall those advertisements and products more which are endorsed by famous celebrities, thus influencing their purchase intentions and buying decisions. Since celebrity endorsers create a great impact on purchase call of customers, thus retailers and producers invariably favour to pay handsome amount to urge celebrities to endorse their goods and services. Celebrity acceptance has also been highly common in Indian landscape. Some studies prove that the employment of acceptable celebrities helps to establish the brand, helps to position the product in the market and target a particular segment which helps influence the acquisition intentions of the customers.

In India, celebrity endorsement as a strategy has the ability to influence the consumer's attitude and purchasing decisions, especially in the case of products. India is a country where people are motivated by film actors, sportsmen, politicians, nowadays even social media influencers. The factors that have helped celebrity endorsement estimate well in India are the respect people have for the celebrities and their expertise. The customers often provide high value to the celebrities supported their experience in their own fields. The customers feel that if a brand is supported by celebrities, it offers high quality.

CELEBRITY ENDORSEMENT IN PERSONAL CARE AND HYGIENE INDUSTRY

In this new era of globalization, improvement in science, economy, society, education, economy and improved technology gives people a chance to have better life style and living standards. Development in the purchasing power of consumer and the new emerging market trends made people more aware and more conscious towards hygiene and beauty (Souiden & Diagne, 2009). The personal care market has high competition even then companies were investing into this market so as to fulfil the high demand from the customers. The new generation pay more attention towards their looks and health. The global world we are living in sets stereotypes that become role models. In daily life models were widely spread such as on the television, in the commercials, in the magazines, on the billboard, in the fashion shows, in the streets and even at school or at workplace. Now a day role models play an important both men and women, a smooth and bright skin with an ideal body shape is an idea to live a wonderful life (Nair et al, 2007). Personal care and hygiene sector claimed the second spot and emerged as the sector with second highest celebrity endorsement ads with 17% share of the overall ad volumes, according to the data released by AdEx India, a division of TAM Media Research.

Personal care products are consumer products which are applied on various external parts of the body such as skin, hair, nails, lips, external genital and anal areas, as well as teeth and mucous membrane of the oral cavity, in order to make them clean, protect them from harmful germs and keep them in good condition. According to Statista, the personal care market in India was valued at US\$11.5 Bn in 2019 and is expected to cross US\$15 Bn by 2023. The personal care industry constitutes nearly 46% market share of total beauty and personal care industry in India in 2019. Procter & Gamble, L'Oreal, Johnson & Johnson, Unilever, Colgate-Palmolive, Gillette, Avon, Natura & Co, Kimberly-Clark and Shiseido are some of the world-leading companies in personal care products industry.

Pilgrim has announced the launch of a TVC and a digital campaign 'Pilgrim Ne Dhoond Nikale', featuring their haircare brand ambassador Yami Gautam. Mamaearth has launched its latest integrated marketing campaign for their onion shampoo, featuring Sharmila Tagore and brand ambassador, Sara Ali Khan. Since 1950s the Lux soap advertising journey featured more Sridevi Raveena Tandon, Pooja Bhatt and Alia Bhatt. Shahid Kapoor, Rana Daggubati feature in new Colgate campaign. These are some of the examples that proves that personal care and hygiene is what mostly endorsed by Indian celebrities.

This study tries to watch whether or not the celebrity endorsement has its impact in an exceedingly personal care and hygiene industry and whether TEARS model (Shimp 2003) influences the purchase intention and buying decision of people of Ahmedabad district of Gujarat state, India.

REVIEW OF LITERATURE

One of the crucial aspects of any research is the review to locate, read and to evaluate the past and present literature concerned with our research study. As it provides the researcher with necessary insights and guides them on what to do, where to being and how to do. A brief review of some important studies is presented below.

McCracken's (1989), states that a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales.

Ohanion (1990) believed that it is a communicator's source reputation that has its influence on the recipient in accepting the message. In their studies, O'Mahony and Meenaghan (1997; 98) discuss attributes such as celebrity beauty, likeability, personality, and trustworthiness; as desirable characteristics that create credibility of the source.

Existing literature is a flutter with studies highlighting celebrity performance, and most studies often adhere to the fact that celebrity endorsement affects consumers' buying intentions (Pornpitakpan, 2003; Pringle & Binet, 2005; Roy, 2006; Koththagoda & Weerasiri, 2017).

Source reliability has been assessed by numerous researchers differently. It was evaluated on the dimensions of trustworthiness, expectance and attractiveness by Ohanion (1990) and Lafferty et al. (2002). In order to measure credibility, Arora, et al. (2006) and Clow et al. (2006) used a few other metrics, such as credibility, attractiveness and liability. This was the seminal study conducted by Shimp (2003) that elaborated the notion of celebrity endorsement quite brilliantly. On the basis of two key attributes, namely reputation and attractiveness, along with their different sub-attributes, Shimp proposed calculating the efficacy of celebrity endorsement. TEARS was the term coined to describe the sub-attributes that included trustworthiness and competence (components of credibility) and physical beauty, respect and resemblance to the target audience (components of attractiveness).

Pandey Manoj (2019) Consumers are becoming more aware of appearance, beauty, grooming and the choice of Personal Care product because the growth of cosmetics and beauty products markets has become significant nowadays. As per recent study by Indian industry body ASSOCHAM (Association of Chambers of Commerce), Indian men spend approximately \$100 more than women in personal care products and are looking for separate sets of bathing and essential care products that include bath and shower gels, face wash, and deodorants.

In their respective studies, other researchers such as Karasiewicz & Kowalczyk (2014), Low & Lim (2012) and Albert & Merunka (2013) have found that celebrity endorsement has a direct effect on customer purchasing intentions. In product sectors such as Fast-Moving Consumer Goods (FMCG) and consumer durables, however, they detected the relation.

Munasinghe, U. and Weerasiri, S. (2016) tested the applicability of the TEARS model in Sri Lanka's personal care products industry of age level of 25-35 years, where they also concluded that the relationship between the build of the TEARS model and the purchasing intention of the customer exists as the product of celebrity endorsement.

STATEMENT OF THE PROBLEM

At this point in time, the researcher acknowledges that while it is profitable for organizations to use the right celebrity option for better product/service ads, customers appear to demonstrate their willingness to purchase the celebrity-endorsed products/services. But the same has still not been checked in the personal care & hygiene products sector in Ahmedabad district of Gujarat, India. The current study aims to meet this significant gap in this critical domain and wants to examine the effect of celebrity endorsement on the buying intentions of customers in Ahmedabad by applying the TEARS model to the use of personal care products. The study also aims to understand the aspect of the TEARS model most influences customers' buying intentions.

OBJECTIVES OF THIS STUDY

General Objective

The general objective of the study was to investigate the impact of celebrity endorsement on consumers' purchase intention towards personal care & hygiene industry in Ahmedabad district of Gujarat state, India.

Specific Objective

- To determine whether celebrity credibility (trustworthiness, expertise) influences purchase intention of consumers for personal care & hygiene products in Ahmedabad.
- To determine whether celebrity attractiveness (attractiveness, respect, similarity) influences purchase intention of consumers for personal care & hygiene products in Ahmedabad.

Hypothesized Relationships

The study assessed the impact of source of credibility and source of attractiveness on Purchase Intention of consumers for personal care & hygiene products in Ahmedabad.

H₁: There is a significant impact of Trustworthiness on Purchase Intention of consumers for personal care & hygiene products in Ahmedabad.

H₂: There is a significant impact of Expertise on Purchase Intention of consumers for personal care & hygiene products in Ahmedabad.

H₃: There is a significant impact of Attractiveness on Purchase Intention of consumers for personal care & hygiene products in Ahmedabad.

H₄: There is a significant impact of Respect on Purchase Intention of consumers for personal care & hygiene products in Ahmedabad.

H₅: There is a significant impact of Similarity on Purchase Intention of consumers for personal care & hygiene products in Ahmedabad.

RESEARCH METHODOLOGY

Research Design

A research design is a blueprint used for the collection, measurement, and analysis of the data. It is a plan and structure of investigation used to obtain answers to research questions the study intends to answer (Kothari, 2004). The present study is descriptive and exploratory in nature as it aims to explain the impact of celebrity endorsement on personal care & hygiene product's buying intentions of consumers.

Target Population

A population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). The target were people of Ahmedabad district of Gujarat state in India who uses the personal care & hygiene products endorsed by celebrities.

Sampling Frame

A pilot study of the questionnaire was done with 40 questionnaires and adjustments were subsequently made. For the study 350 questionnaires were decided to be circulated for the primary data collection considering the response rate of 0.5.

Sample and Sampling Technique

According to Kothari (2004), the ultimate test of a sample is how well it represents the characteristics of the entire population. To collect the data, the digital mode of distribution was used. Using convenience sampling methods, the questionnaire was sent to 350 respondents. From 12th to 22nd Nov 2023, a total of 137 completed questionnaires were collected. 122 questionnaires were held for further review in the study after data cleaning and discarding the incomplete answers.

Data collection procedure and techniques

This study utilized primary data sources by administering close ended questionnaire and secondary sources as the main instruments for data collection. The secondary data reviewed mainly concerned review of literature from expert opinion in the area of celebrity endorsement and purchase intention from a consumer's perspective.

The questionnaire included Likert scale psychometric constructs with a scale ranging from 1-5 where each respondent was required to rate each and every statement given describing a given variable. The scale ranged from 5=Strongly Agree, 4=Agree, 3=Neutral, 2= Disagree and 1=Strongly Disagree. Each and every item in the psychometric constructs was meant to measure a certain attribute of the main variable. These constructs were set in unambiguous terms allowing the respondents to react to them without wasting time. This is the section that enabled the study to capture vital information directly from the respondents based on their understanding of the independent and dependent variables.

The study uses the five dimensions of the proven TEARS model, which are trustworthiness, expertise, attractiveness, respect and similarity. In order to see the implementation of the chosen model in a relatively unexplored category of industry in India, i.e., personal care & hygiene, the analysis relied heavily on primary data. The respondents were contacted once in order to collect the data that made this study cross-sectional in nature.

FINDINGS OF THE STUDY

The data was obtained using recipients belonging to various age groups, professions, education and income levels. The details of the respondent profile used in the study are given in Table 1.

Table 1: Respondent's Profile

Variable	Categories	Number of Respondents	Percentage (%) of Respondents
Gender	Male	54	44
	Female	68	56
Age	Less than 18 years	4	3
	18-29 years	103	85
	30-44 years	11	9
	45-59 years	4	3
	60 and above years	0	0
Income	Below 10,000	53	43
	10,000-30,000	47	39
	30,001-50,000	11	9
	50,001-1 Lac	7	6
	Above 1 Lac	4	3
Education	Undergraduate	24	20
	Graduate	50	41
	Post Graduate	38	31
	Professional	6	5
	Other	4	3
Occupation	Student	72	59
	Professional	23	19
	Business	3	2
	Service	16	13
	House Maker	8	7

Table – 1 indicates that 44 percent of the sample consisted of male respondents, while 56 percent consisted of female respondents. The majority of respondents (85%) belonged to the 18-29 age group, followed by 09% belonging to the 30-44 age group. Student respondents made up 59% of the survey, while 19% of the respondents came from the professional field. The 13% and 7% of the survey respectively reflected respondents in service and home-maker occupational categories. 43 percent of the sample belonged to respondents in the monthly income group below 10,000 rupees. 39 percent of respondents belonged to the revenue group of 10,000 to 30,000.

For its validity and reliability, the scale was also checked. **Exploratory factor analysis** was performed to check if all of the scale items were loaded as planned. To see the applicability of the TEARS model, the Keiser-Meyer-Olkin (.914, significant at .05 significance level) and Bartlett's Test of Sphericity (significant at .05 significance level) were performed, results in Table – 2.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.914
Bartlett's Test of Sphericity	Approx. Chi-Square	2855.557
	df	300
	Sig.	.000

Table 3: Factor Loadings and Total Variance explained

Factors	F1	F2	F3	F4	F5	F6	Communality	% of Variance
Trustworthiness:								12.584
T3	.787						.862	
T2	.769						.826	
T4	.765						.781	
T1	.728						.825	

Expertise:								17.290
E5		.812					.833	
E2		.811					.850	
E4		.807					.883	
E1		.794					.822	
E3		.793					.847	
Attractiveness:								12.758
A2			.833				.808	
A4			.796				.756	
A3			.765				.780	
A1			.710				.739	
Respect:								14.627
R1				.802			.846	
R2				.798			.865	
R4				.751			.825	
R3				.727			.818	
Similarity:								13.135
S3					.871		.863	
S1					.778		.831	
S2					.752		.836	
S4					.741		.783	
Purchase Intention:								11.761
PI2						.846	.807	
PI3						.833	.848	
PI4						.688	.805	
PI1						.664	.800	

Factors loading less than 0.55 have not been printed and variables have been sorted by loadings on each factor. Six factors explained 82.155 percentage of variance.

An EFA was performed using the principal component analysis and varimax rotation. The minimum factor loading criteria was to set 0.50. the communality of the scale, which indicates the amount of variance in each dimension, was also assessed to ensure acceptable level of explanation. The result shows that all communalities were over 0.50. The results were significant, $X^2 (n=300) = 2855.557 (p = 0.000)$, which indicates its suitability for factor analysis. Finally, the factor solution derived from this analysis yielded six factors for the scale, which accounted for 82.155 percent of variation in the data. The six factors identified as part of this EFA aligned with the theoretical proposition in this research are present in Table – 3 along with their respective factor loadings.

A **measurement model** was created from the factors extracted through EFA to check the reliability and validity of the model. The model-fit measures were used to assess the model’s overall goodness of fit (CMIN/DF, NFI, RFI, IFI, CFI, TLI, SRMR, and RMSEA) and all values were within their respective common acceptance levels (Ullman, 2001; Hu and Bentler, 1998, Bentler, 1990). Refer Table – 4.

Table 4: Model Fit Indices

Index	Structural Model Value	Recommended Value
CMIN/DF	1.428	≤ 3
NFI	.882	≥ .80
RFI	.861	≥ .80
IFI	.962	≥ .90
TLI	.954	≥ .90
CFI	.961	≥ .90
RMSEA	.059	≤ .10

Construct Reliability was assessed using Cronbach’s Alpha and Composite Reliability. Cronbach Alpha for each construct in the study was found over the required limited of 0.70 (Nunnally and Bernstein, 1994). Composite reliabilities ranged from 0.878 to 0.949, above the 0.70 benchmark (Hair et al., 2010). Hence, construct reliability was established for each construct in the study. Refer Table – 5 for CR values. Convergent validity of scale items was estimated using Average Variance extracted (Fornell & Larcker,1981). The average variance-extracted values of all factors were less than the threshold value of 0.50 (Fornell &

Larcker,1981). Therefore, the scales used for the present study have the required convergent validity. Refer Table – 5 for AVE values of constructs.

Table 5: Reliability and Validity of the Scale

Construct	Statements	Factor Loadings	Composite Reliability	Cronbach's Alpha	AVE
Trustworthiness(T)	T1: I trust the recommendation given by the celebrity for personal care and hygiene products.	.899	.921	.920	.746
	T2: Celebrities appear in ads show their sincere interest towards the personal care and hygiene products.	.873			
	T3: Celebrities do no provide misleading statements for endorsed personal care and hygiene products.	.890			
	T4: I believe opinions of celebrities are dependable.	.789			
Expertise(E)	E1: Celebrities provide their expert opinion in personal care product ads.	.885	.949	.951	.789
	E2: Celebrities endorse only those personal care products which are genuine as per their opinions.	.864			
	E3: I consider the expertise of celebrity as influential when making a purchase decision for personal care products.	.908			
	E4: I believe that the celebrity endorser has complete knowledge of the product he/she is endorsing.	.927			
	E5: I consider that the celebrity endorser has the experience of using the personal care product being endorsed by him/her.	.854			
Attractiveness(A)	A1: I find personal care products endorsed by celebrity attractive.	.870	.898	.889	.689
	A2: Ads with beautiful/handsome celebrity have high recalling power for me.	.796			
	A3: I tend to focus more on elegance and classy looks of celebrity as compared to intelligence in ads promoting personal care products.	.880			
	A4: Celebrity with good looks is more influential in promoting personal care products to me.	.768			
Respect(R)	R1: I would like to buy personal care product just because the celebrities are associated with it.	.855	.933	.938	.776
	R2: I like to use personal care products of my role model celebrity.	.872			
	R3: I trust messages which are promoted by the highly accomplished celebrity.	.900			
	R4: I show my respect for celebrities by buying personal care products endorsed by them.	.896			
Similarity(S)	S1: I find celebrity of my age group more influencing in endorsing personal care products.	.869	.911	.919	.720
	S2: I feel connected with the celebrity by using the personal care products endorsed by him/her.	.937			
	S3: I always compare the product I own with the product that celebrities are endorsing.	.789			
	S4: I feel the sense of similarity between me and the celebrity endorser.	.791			
Purchase Intention(I)	PI1: I would like to buy the personal care product if my favourite celebrity is endorsing it.	.899	.878	.895	.645

	PI2: I remember a personal care product just because the celebrity is endorsing it.	.706			
	PI3: I believe personal care product sellers are able to sell their products by using celebrity endorsement.	.725			
	PI4: I would recommend others to buy the products endorsed by my favourite celebrity.	.864			

Discriminant validity in the study was assessed using Heterotrait-Monotrait (HTMT) Ratio, all ratios were less than the required limit of .85 (Henseler et al., 2015). Hence, discriminant validity was established. Refer Table – 6 for the HTMT values.

Table 6: Discriminant Validity of the Scale

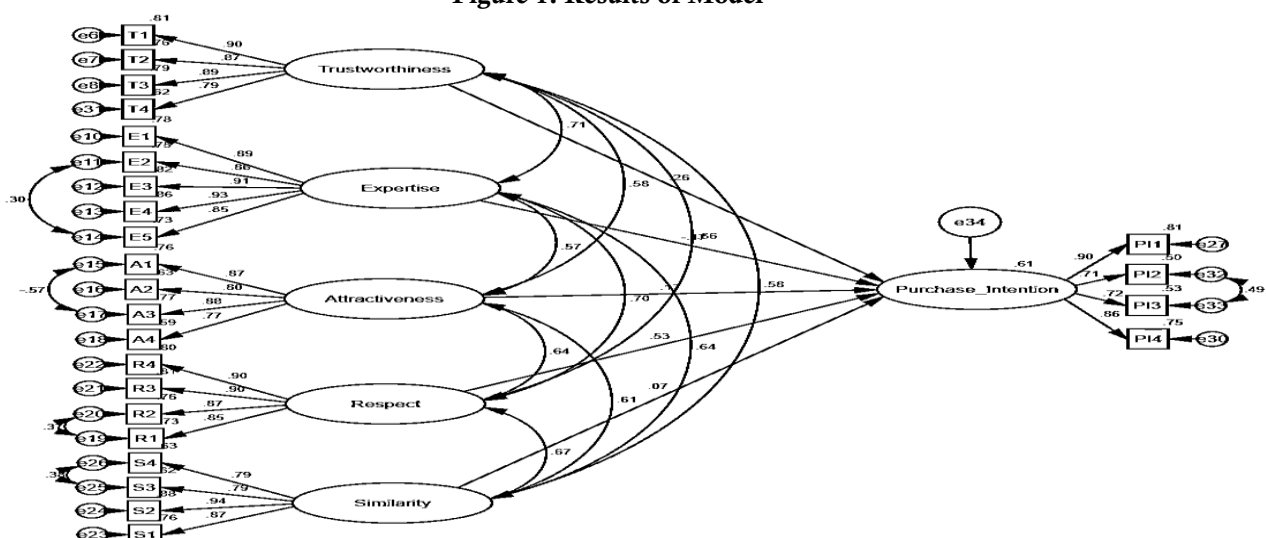
	Attractiveness	Trustworthiness	Respect	Expertise	Similarity	Purchase Intention
Attractiveness	.830					
Trustworthiness	.579	.864				
Respect	.637	.658	.881			
Expertise	.574	.711	.704	.888		
Similarity	.614	.581	.671	.641	.849	
Purchase Intention	.605	.628	.738	.532	.572	.803

Note: The diagonal bold elements are the square roots of AVEs whereas non diagonal elements represent the latent correlations

For all the constructs of the proposed model, the important findings suggested that respondents regarded celebrity endorsement as trustworthy and appealing. Respondents in the study claimed that celebrities have their expert opinion in the personal care products and their experience in the field plays an important role in purchasing decisions. They also felt that the purchasing of personal care products endorsed by celebrities was a way to display appreciation for celebrities. In the report, they agreed that they feel linked with the celebrities and also feel a sense of similarity with the celebrities by purchasing the celebrities' endorsed personal care products. Respondents in the study decided that if their favourite celebrity was affiliated with that product, they would like to purchase those brands. They were more likely to recall personal care products endorsed by celebrities.

In the personal care product market in Ahmedabad, a structural equation model generated through AMOS was used to test the relationships. A good-fitting model was accepted if the value of the CMIN/df, the goodness-of-fit (GFI) indices (Hair et al., 2010); the Tucker and Lewins (1973) index (TLI); the Confirmatory fit index (CFI) (Bentler, 1990) is ≥ 0.90 (Hair et al., 2010). In addition, an adequate-fitting model was accepted if the AMOS computed value of the Standardized Root Mean Square Residual (RMR) < 0.05 , and the Root Mean Square Error Approximation (RMSEA) is between 0.05 and 0.08 (Hair et al., 2010). The fit indices for the model shown in Table – 7 did fall within the acceptable range.

Figure 1: Results of Model



The square multiple correlation was 0.608 for Purchase Intention which is accounted by Trustworthiness with 0.260 regression

weight and by Respect with 0.527 regression weight. The impact of Trustworthiness on Purchase Intention was positive and significant ($b = 0.261, t = 2.291, p = 0.022$), supporting H_1 . The impact of Expertise on Purchase Intention was negative and insignificant ($b = -0.0169, t = -1.405, p = 0.160$), not supporting H_2 . The impact of Attractiveness on Purchase Intention was positive but insignificant ($b = 0.172, t = 1.698, p = 0.089$), not supporting H_3 . The impact of Respect on Purchase Intention was positive and significant ($b = 0.530, t = 4.153, p = 0.000$), supporting H_4 . The impact of Similarity on Purchase Intention was positive but insignificant ($b = 0.068, t = 0.632, p = 0.533$), not supporting H_5 .

Table 7: Model fit Indices and Hypothesis results

Hypothesized Relationship	Standard Estimates	t-value	p-value	Decision
Trustworthiness -> Purchase Intention	0.261	2.291	0.022	H_1 Accepted
Expertise -> Purchase Intention	-0.169	-1.405	0.160	H_2 Not Accepted
Attractiveness -> Purchase Intention	0.172	1.698	0.089	H_3 Not Accepted
Respect -> Purchase Intention	0.530	4.153	0.000	H_4 Accepted
Similarity -> Purchase Intention	0.068	0.632	0.533	H_5 Not Accepted
R-Square				
Purchase Intention	0.608			
Model Fit				
CMIN/255 = 1.428, the goodness-of-fit (GFI) = 0.822, TLI = 0.954, CFI = 0.961, SRMR = 0.048, and RMSEA = 0.059.				

DISCUSSION AND IMPLICATIONS

The goal of the study was to understand the impact of celebrity endorsement on personal care products purchasing intentions. The study concludes that celebrity endorsement’s constructs, (source of credibility) and (source of attractiveness) plays an important role in the personal care & hygiene products industry in Ahmedabad, and can significantly change the purchase intentions. Dey, V., & Gayathri, D. K. (2021) approved results endorse the fact that celebrity does play a significant role in influencing the audience positively. The study also shows the way audience receive, associate and identify the product and finally get influenced by celebrity endorsement and how celebrity endorsement in advertisement as a tool affects and influence people opinion in marketing.

Though the study results were in favour of celebrity endorsement, marketers should not jump into a conclusion that celebrity can wave a magic wand by instantly escalating sales and mere presence or recommendation of celebrity alone in an advertisement will guarantee success. These factors like similarity with the celebrity, expertise and attractiveness, which can affect the celebrity endorsement which can be tested to see the effect on purchase intention.

Despite celebrity endorsement is fast becoming a strategic marketing tool in almost every industry (Grigaliūnaitė & Pilelienė, 2015), however, there are still some considerations of choosing a celebrity endorser especially for the personal care industry. In order to ensure the effectiveness of celebrity endorsement, personal care companies may consider on the influential factors of potential celebrity endorsers, for instance the factors of reputation, physical and popularity. Therefore, personal care companies can create an effective marketing strategy to trigger consumers’ purchase intention towards their products.

The aim of the study was to see the implementation of the TEARS model for personal care & hygiene products. The results of the study confirmed its validation in the personal care & hygiene industry in Ahmedabad. In the case of different product categories, the TEARS model has been widely used, but its application in the personal care & hygiene sector has been a less researched field, especially in Ahmedabad.

CONCLUSION

The research concluded that the respect for the celebrity has good effect on purchasing intentions in the Ahmedabad market for personal care products. Consumers regard personal care products endorsed by celebrities as trustworthy, and reputable. They also feel a sort of respect for celebrities promoting the personal care products. Furthermore, there is large effect on personal care products are these products enhance the looks and personal care habits are maintained which they can easily relate with the celebrities. And the TEARS model scale validation proves the same for purchasing intention of people of Ahmedabad for personal care products.

LIMITATIONS OF THE STUDY

Such studies suffer from numerous disadvantages, and this research is no exception. Due to the prominence shown by the available literature, the TEARS model was chosen for this analysis. An exploratory analysis could reveal another conceptual

model that may offer different or better results in the area concerned. Only personal care products, has seen the implementation of the TEARS model and its generalizability can only be defined by evaluating its results in other similar product categories. The study concluded that in the case of personal care products celebrity endorsements has a limited impact. It could not, however, be determined that respondents who appeared to be influenced by the endorsement of celebrities genuinely used or did not use the products of the personal care & hygiene industry. In other terms, rather than actual actions, only intentions to do so were studied. Sample size, location, time and effort constraints also held true for this analysis.

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