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**EFFECT OF CELEBRITY ENDORSEMENT ON
CONSUMER BUYING BEHAVIOUR FOR AERATED
DRINKS WITH REFERENCE TO MUMBAI
SUBURBAN AREA**

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Keywords	Abstract
<i>Celebrity Endorsement, One Sample t-test, Consumer Buying Behavio..</i>	Celebrity endorsement has been a widespread marketing approach used to sway customer views and purchase behaviour, particularly in fiercely competitive industries such as aerated drinks. Hence, the focus of this study is to evaluate the effect of celebrity endorsement on consumer buying behaviour for aerated drinks with reference to Mumbai suburban area. The technique used in the current study is one sample t-test. The findings of the study indicated that Increased Brand Awareness, Higher Brand Recall, Emotional Connection, Aspirational Value, Global Reach, Brand Loyalty, Social influence, Perceived Popularity, Word-of-Mouth Promotion, Stronger Ad Impact, Competitive Advantage and Higher Market Share are significant effects of celebrity endorsement on consumer buying behaviour for aerated drinks.



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1. INTRODUCTION

Companies are looking for fresh strategies to draw client attention and influence purchase decisions in the competitive marketing scene of today. Celebrity endorsement is a common strategy used since the late 19th century to support traditional products and companies (Knoll & Matthes, 2017). This approach has evolved into a powerful tool for marketing that links consumer items to public personalities of celebrities, therefore increasing brand visibility and appeal. According to McCracken (1989), celebrity endorsement is a marketing tactic whereby a well-known person links his reputation and resemblance with a product through commercial appearances. This strategy assumes that the brand will acquire the qualities and attraction of the celebrity, therefore influencing consumer opinion and behavior (Hussain et al., 2020). Advertisers often set aside large amounts of their budgets—about 10%—for celebrity-driven campaigns, therefore underscoring the financial value assigned to star power (Bergkvist & Zhou, 2016; Wang & Scheinbaum, 2018).

Many foreign companies, especially in the carbonated beverage industry, have always used celebrity sponsorships to boost product visibility and raise market share. Millions of dollars spent on celebrity sponsorships by companies like Nike and PepsiCo have greatly raised consumer interaction and sales (Bergkvist et al., 2016; Ding, Molchanov & Stork, 2011). Studies show that about 25–30% of company advertising use celebrity endorsers; in nations like China, Japan, and India, this ratio rises to as high as 70%. Many times, the success of this approach is linked to the reputation, popularity, and relevance of the celebrity. Particularly when the celebrity's character fits the product category, consumers usually have positive impressions of products pushed by well-known public personalities (Chung, et al. 2013; Wang & Scheinbaum, 2018). In the field of carbonated drinks, where brand recognition and customer loyalty rule, celebrity sponsorships greatly affect consumer buying behavior.

This study aims to investigate the impact of celebrity endorsement on customer purchasing behaviour in the aerated drinks sector in Mumbai Suburban Area. This research examines the correlation among celebrity credibility, customer perception, and purchasing intent to elucidate the mechanisms by which celebrity endorsements affect consumer decisions in a competitive marketplace. The Mumbai Suburban Area, characterized by its diverse population and rapid urban lifestyle, embodies a dynamic consumer demographic with diversified preferences shaped by media and popular culture. The combination of residential, business, and recreational areas offers a comprehensive environment to examine advertising efficacy and brand impact in practical scenarios.



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2. REVIEW OF LITERATURE

2.1 Issa, B. O., et al. (2024)

Investigated the influential factors of celebrity endorsement deemed crucial for the efficacy of marketing communications related to Carbonated Soft Drinks among university students in North Western Nigeria. Previous research has employed and evaluated the tools in various temporal and contextual settings, deeming them suitable. The reliability test findings indicated that all constructs had high reliability coefficients, ranging from .877 to .741; hence, they are deemed appropriate for the primary data collection in the study.

2.2 Farooq, M. W., et al. (2024)

Investigated two primary research objectives: (i) the influence of sports celebrity endorsements on consumer purchasing behaviour and engagement in sports, and (ii) the function of consumer purchase intention as a mediator between sports celebrity endorsements, consumer purchasing behaviour, and sports engagement. The findings indicated that (i) endorsements by sports celebrities positively and significantly influenced consumer purchasing behaviour and sports engagement, and (ii) consumer purchase intention served as a partial mediator in the relationship among sports celebrity endorsements, consumer purchasing behaviour, and sports engagement.

2.3 Patel, H., et al. (2024)

Examined the impact of demographic variables on consumer perceptions of celebrity endorsements within the soft drink sector. Research demonstrates a notable correlation between age and the frequency of soft drink intake, with younger populations exhibiting elevated consumption rates. Nonetheless, gender and employment do not substantially influence brand choices or endorsement views. Consumers from various demographics have comparable receptivity to celebrity endorsements, indicating a universal appeal that transcends gender and career. Notwithstanding demographic differences in purchasing behaviours, celebrity endorsements exert similar effect across various customer sectors.

2.4 Dissanayaka, N. (2020)

Analysed the influence of celebrity endorsement on brand credibility and customer purchasing behaviour of Elephant House Cream Soda in the Sri Lankan market. The study revealed that all variables were reliable, and a neutral negative correlation was present among them, with a substantial association shown in the willingness to pay a price premium. Regression analysis revealed that the independent variables accounted for 29.9% of the variance in the dependent variable, but the ANOVA test validated the model.



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Of the evaluated components, only awareness, attitudes, and social image proved to be important. Moreover, the beauty, trustworthiness, and knowledge of celebrities favourably impacted brand credibility, underscoring the significance of celebrity endorsement in augmenting brand credibility and buy intention.

2.5 Guesh, E. (2019)

Examined the influence of celebrity endorsement on customer purchasing behaviour within the FMCG sector in Addis Ababa. The research indicated that perceived celebrity beauty, trustworthiness, and the alignment between celebrity and product significantly and positively influenced customer purchasing behaviour in fast-moving consumer goods (FMCGs). Nonetheless, although perceived competence demonstrated a beneficial effect, it lacked statistical significance. The results were derived from data gathered from 351 FMCG consumers and examined using descriptive and inferential statistics using SPSS.

2.6 Thusyanthy, V. (2018)

Evaluated the extent of celebrity endorsement and brand reputation within the carbonated soft drink sector in Sri Lanka. The findings indicated that the extent of celebrity endorsement and brand trust was little in Sri Lanka's carbonated soft drink sector, particularly among educated young customers. The results of this empirical study can be successfully employed by marketing managers in Sri Lanka's carbonated soft drink sector to formulate and execute robust plans concerning celebrity endorsement and brand credibility.

3. OBJECTIVES OF THE STUDY

- 1) To evaluate the effect of celebrity endorsement on consumer buying behaviour for aerated drinks among the Mumbai suburban region residents.
- 2) To give recommendations to brands to use celebrity endorsement more effectively.

Hypothesis:

H0: The effect of celebrity endorsement on consumer buying behaviour for aerated drinks is insignificant.

H1: The effect of celebrity endorsement on consumer buying behaviour for aerated drinks is significant.

4. RESEARCH METHODOLOGY

Table No: 1 Research Methodology



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Research Design	Descriptive
Data Collection	Primary and Secondary
Sampling Technique	Non-Probability Purposive Sampling
Sample Size	75 consumers of aerated drinks
Sample Size Determination	According to Faul et al. a minimum sample size of 45 is required for conducting a one-tailed one-sample t-test.
Statistical Technique	Parametric One-Sample t-test
Statistical Tool	R Studio Software

Data Analysis and Interpretation:

Table No: 2 one sample t test

Items	t – statistics	P – value	Ha: mean score of Effect of Celebrity Endorsement on Consumer Buying Behaviour for Aerated Drinks among the Mumbai suburban region residents > 3
Increased Brand Awareness	23.98	0.000	Significant
Higher Brand Recall	22.43	0.000	Significant
Emotional Connection	22.90	0.000	Significant
Aspirational Value	21.67	0.000	Significant
Global Reach	21.88	0.000	Significant
Brand Loyalty	20.78	0.000	Significant
Social influence	24.44	0.000	Significant
Perceived Popularity	24.32	0.000	Significant
Word-of-Mouth Promotion	24.00	0.000	Significant
Stronger Ad Impact	22.55	0.000	Significant
Competitive Advantage	23.89	0.000	Significant
Higher Market Share	24.78	0.000	Significant



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Parametric one sample t – test (one-tailed) is applied to examine Effect of Celebrity Endorsement on Consumer Buying Behaviour for Aerated Drinks among the Mumbai suburban region residents. It is seen that $p - \text{value} < 0.05$ and $t \text{ statistics} > 1.96$ for Increased Brand Awareness, Higher Brand Recall, Emotional Connection, Aspirational Value, Global Reach, Brand Loyalty, Social influence, Perceived Popularity, Word-of-Mouth Promotion, Stronger Ad Impact, Competitive Advantage and Higher Market Share are significant effect of celebrity endorsement on consumer buying behaviour for aerated drinks.

5. CONCLUSION

The research discovers that celebrity endorsement substantially impacts consumer purchasing behaviour in the carbonated beverage industry among the Mumbai suburban region residents. Crucial results, including heightened brand recognition, enhanced brand memory, emotional engagement with customers, and aspirational value, underpin the efficacy of this marketing technique. Moreover, endorsements help firms in attaining a broader international presence, cultivating client loyalty, and augment social impact and perceived popularity. These characteristics combined result in favourable word-of-mouth marketing, enhanced advertisement efficacy, competitive advantage, and an overall augmentation of market share. Therefore, celebrity endorsement serves as an influential mechanism for influencing customer choices and enhancing sales in this very competitive sector.

6. SUGGESTIONS

Marketers and brand managers are encouraged to opt for celebrities whose values align with their brand identity and appeal to the target population, especially in varied and media-driven regions such as the Mumbai Suburban Area. To enhance the efficacy of celebrity endorsements, it is crucial to adopt strategies that guarantee the endorser's credibility, authenticity, and pertinence. These characteristics substantially enhance emotional connections and trust with customers, who are becoming more discriminating and swayed by reputable public personalities. Brands may engage in enduring partnerships with celebrities to ensure consistent message, therefore cultivating brand recognition and loyalty over time. In the dynamic consumer landscape of the Mumbai Suburban Area marked by a fusion of traditional inclinations and contemporary lifestyle aspirations consistent branding initiatives are particularly effective.



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Moreover, unifying endorsements across several platforms such as television, social media, digital marketing, and live events—can augment brand exposure, broaden audience reach, and promote organic word-of-mouth dissemination. This multi-platform strategy is very effective in suburban Mumbai, where customer engagement occurs through both digital and physical touchpoints. The strategic application of celebrity endorsements, customized to the socio-cultural context of the Mumbai Suburban Area, dramatically impacts purchase behavior, enhances consumer engagement, and fosters sustainable brand success in the aerated drinks industry. The outcomes of the current study done in the Mumbai Suburban Area substantiate this hypothesis.

8. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

9. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

10. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will be taken care by all authors. Journal and editors are not liable for aforesaid matters.

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