

## Celebrity Endorsements of Men's Fashion wear: A Filed study

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### Abstract

Celebrity endorsement as a marketing strategy has become quite prominent in contemporary India because of the shift from traditional promotional mix elements to the emerging integrated marketing communication concept. Celebrities have been found to extend their popularity and personality through endorsements which go on to certify a brand's claim and position. The present study aims at understanding the influence of endorsements of men's fashion wear brands by leading male movie stars of the country and it analyze the efforts of endorsement on brand , association, loyalty and various other elements of brand equity and it also analyze the effect of endorsement on the consumer purchase behavior of men's fashion wear brands.

**Keywords:** Celebrity endorsement, differentiated promotion, Brand awareness, Brand Recall, Consumer Behavior

### 1.0 Introduction

"Celebrities aspire to happiness through their public fame, leveraging attributes such as good looks, refined lifestyles, and unique talents that set them apart from the general populace. These distinctive features capture the public's attention, marking celebrities, including actors, sports figures, and entertainers, as individuals distinguished not merely by their accomplishments but also by their public persona. Companies utilize celebrity endorsement as a powerful method for brand communication, strategically employing well-known personalities to represent their brands. By associating their products with celebrities, firms secure their brands' position within society, capitalizing on the stars' personality, fame, and influence over public decisions. Celebrity endorsement plays a pivotal role in shaping public opinions, particularly in markets flooded with numerous local, regional, and international brands. In recent years, the use of celebrity endorsements in brand promotions has gained significant traction.

This study delves into the impact of celebrity endorsements on men's fashion wear brands, categorizing men's fashion wear into three sub-categories: vests, briefs, and formals. Notably, prominent national fashion wear brands like Rupa Frontline, Lux Cozi, Dollar Bigboss, and Amul Macho have embraced celebrity endorsements as a marketing strategy. Renowned film stars such as Sunny Deol, Shah Rukh Khan, Akshay Kumar, Salman Khan, Saif Ali Khan, and Ranveer Singh have been identified endorsing various men's fashion wear brands. According to brand communication experts, consumers' mindset regarding men's fashion wear purchases has evolved. While comfort remains significant, equal emphasis is now placed on style and design. Given the array of brand choices available, marketers have recognized celebrity endorsements as a potent tool to promote men's fashion wear brands."

## 2.0 Literature Study

Sandhya, K & Praveen, Shilpa. (2020): Celebrities, as iconic figures, possess the unique ability to significantly influence a brand's success. Their styles are easily imitated by the masses, creating a connection between consumers and products or services endorsed by the celebrity. Consequently, many brands opt to associate themselves with celebrities to advertise their products and cultivate a positive image in the minds of customers.

Wachyuni, Suci & Priyambodo, Tri & Priyambodo,. (2020): In the realm of digital media, electronic word-of-mouth (eWOM) or word-of-mouth communication has emerged as a potent marketing tool, profoundly impacting purchasing decisions.

Venkata Ramana, J., Sreekanth, C.V.V.D., Hanuma Reddy, D.(2020): The satisfaction and channel structure of Vijaya Diary distributors in Vijayawada are significantly influenced by endorsements from Indian celebrities, leading to substantial benefits for distribution channels.

Anusha, K., Poojitha, S., Rao.podile, V.(2020): Online content and interactions have a positive influence on Generation Z consumers' perception of celebrity endorsements, particularly in the realm of online shopping.

R.Pradeep Kumar Patnaik, B.Kishore Babu, M.V.A.L Narasimha Rao,(2019): The buying behavior of engineering students in E-Shopping (with special reference to Vijayawada) is greatly impacted by celebrity endorsements. South Indian students, in particular, are highly attracted to products endorsed by celebrities.

Kishore Babu, B., Pavani, P.(2019): Engineering students perceive social media advertising for social causes positively, especially when endorsed by celebrities. Celebrity endorsements play a vital role in social media marketing and significantly influence purchasing decisions.

### 3.0 Research methodology

The study was conducted in Vijayawada City among 100 respondents(51 male and 49 female) having various age profiles viz. 21-30, 31-40, 41-50 and above age brackets using convenient sampling techniques. Although convenient sampling technique has been used utmost consideration to seek as diverse respondent opinions as possible have been attempted by researcher. Researcher have attempted at studying the perceived effects of endorsements of men's fashion wear's brands across genders and age profiles of respondents and also have analyzed the consumer purchase behavior related to men's fashion wear brands on similar lines. The communication content for men's fashion wear brand was considered as the independent variables while the effects of celebrity were the dependent variable for the survey. Independent sample t test and ANOVA were employed to test the hypotheses formulated.

### 4.0 Research Objectives

- To analyze the effects of celebrity endorsements on men's fashion wear brands advertised
- To analyze the consumer purchase behavior of men's fashion wear brands advertised

### 5.0 Research Hypotheses

The following hypotheses were developed for the purpose of the study:

H<sub>10</sub>: Effects of celebrity endorsements of men's fashion wear brands have been perceived similarly across genders of respondents

H<sub>20</sub>: Effects of celebrity endorsements of men's fashion wear brands have been perceived similarly across age profiles of respondents

H<sub>30</sub>: Consumer purchase behavior of men's fashion wear brands is significantly different across genders of respondents

H<sub>40</sub>: Consumer purchase behavior of men's fashion wear brands is significantly different across age profiles of respondents

### 6.0 Research Findings

This section deals with analyzing the responses gathered from the informants of the study and also tests the four hypotheses developed for the study using statistical tool (SPSS- Version 21)

#### 6.1 Descriptive Statistics

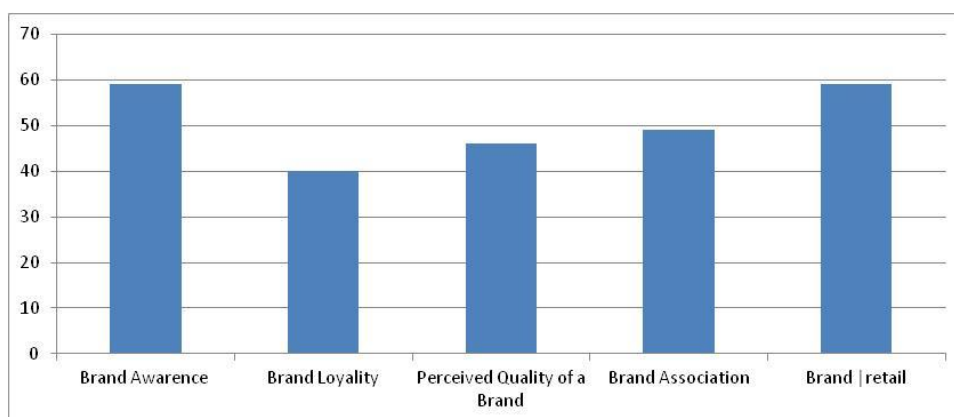
Respondents of the study were asked to express their opinion regarding the effects of celebrity endorsement on men's fashion wear brand and also on their purchase behavior related to men's fashion wear brand. Majority of the respondents( 59%) were found to agree that celebrity endorsement of men's fashion wear brand enhance brand awareness. 40% of responded stated that celebrity endorsements stated that celebrity endorsement influenced the brand loyalty for

men's fashion wear brands in a positive way. 46% of the respondents opined that celebrity endorsement enhanced perceived quality of brand and brand association among men's fashion wear brands. 58% of the respondents stated that celebrity endorsements of men's fashion wear brand enhanced brand recall.

Majority of the respondents (61%) mentioned that they did have specific brand choice in their minds when they went to purchase fashion wear at retail outlets. However when the respondents were asked that whether the brand choice was shaped by the advisements that they saw in the media only 49% agreed to this view point. It was further observed that 65% of the respondents opined that they did not buy a particular brand because their favorite celebrity was endorsing it. 63% of the respondents also disagreed to the view point that they buy a particular brand of fashion wear.

Exhibit 1.1 presents the perceived effects of endorsements and the percentage of responses that mentioned the enhancement of the effects due to endorsements in graphical format.

**Exhibit 1.1: perceived Effects of Endorsements by Respondents**



## 6.2 Testing of Hypotheses

Four null hypotheses were developed for the purpose of the study.

H<sub>10</sub>: Effects of celebrity endorsements of men's fashion wear brands have been perceived similarly across genders of respondents

To test the first null hypotheses an independent sample t test was adopted to measure the perceived effect of endorsement across genders of respondents. The mean score of the genders of respondents were found to be 3.26 for male and 3.62 for females. Thus suggesting the absence of significant difference between the mean score of the gender profiles considered for the study. The p-value of the independent sample t test was found to be 0.118. Since the p-value obtained is greater than 0.05 ( $p > 0.05$ ), the null hypotheses viz. Effects of celebrity endorsements of men's fashion wear brand have been perceived similarly across genders of respondents stands accepted.

**Table 1.1: Independent Sample t test to Measure perceived of Respondents**

Variables		Mean	Std. dev	t-value	p-value
Gender	Male	3.26	1.101	-1.579	0.118
	Female	3.62	1.162		

H<sub>20</sub>: Effects of celebrity endorsements of men's fashion wear brands have been perceived similarly across age profiles of respondents

To test the second null hypotheses a one-way ANOVA test was adopted to measure the perceived effect of endorsement across age profiles of respondents. The mean score of the age profiles of respondents. The mean score of the age profiles of respondents were found to be 3.33, 3.66, 3.22 and 3.38 for age brackets 21-30, 31-40, 41-50 and 51 and above. Thus suggesting the absence of significant difference between the mean scores of the age profiles considered for the study. The p-value of the independent sample t test was found to be 0.488. Since the p-value obtained is greater than 0.05 ( $p > 0.05$ ), the null hypotheses viz. Effects of celebrity endorsements of men's fashion wear brands have been perceived similarly across age profiles of respondents stands accepted.

**Table 1.2: One-way ANOVA test to Measure Perceived Effects of Endorsements across Age Profiles of Respondents**

Variables		Mean	Std. dev	F-value	p-value
Age Profile	21-30 yrs	3.33	0.626	0.816	0.488
	30-40 yrs	3.66	1.485		
	41-50 yrs	3.22	1.214		
	51 and above	3.38	0.786		

H<sub>30</sub>: Consumer purchase behavior of men's fashion wear brands is significantly different across genders of respondents

To test the third null hypotheses an independent sample t test was adopted to measure the customer purchase behavior across genders of respondents. The mean scores of the genders of respondents were found to be 2.00 for males and 2.92 for females. Thus suggesting that significant difference between the mean scores of the gender profiles existed. The p-value of the independent sample t test was found to be 0.001. Since the p-value obtained is less than 0.05 ( $p < 0.05$ ), the null hypotheses stands rejected and the alternative hypotheses (H<sub>2a</sub>) viz. Consumer purchase behavior across genders of respondents stands accepted.

**Table 1.3: Independent Sample t test to Measures Consumer Purchase Behavior across Genders of Responses**

Variables		Mean	Std. dev	t-value	p-value
Gender	Male	2.00	0.791	-44.401	0.001
	Female	2.92	1.256		

H<sub>0</sub>: Consumer purchase behavior of men's fashion wear brands is significantly different across age profiles of respondents

To test the fourth null hypotheses a one –way ANOVA test was adopted to measures the customer purchase behavior across genders of respondents. The mean scores of the age profiles of respondents were found to be 2.20, 3.00, 2.04 and 2.08. Thus suggesting that significant difference between the mean scores of the age profiles existed. The p-value of the independent sample t test was found to be 0.002. Since the p-value obtained is less than 0.05(p<0.05), null hypotheses sands rejected and the alternative hypotheses (H<sub>3a</sub>) viz. Consumer purchase behavior of men's fashion wear brands is not significantly different across age profiles of respondents stands accepted.

**Table 1.4: One-way ANOVA test to Measure Consumer Purchase Behavior across age profile of Responses**

Variables		Mean	Std. dev	F-value	p-value
Age Profile	21-30 yrs	2.20	0.920	5.245	0.002
	30-40 yrs	3.00	1.424		
	41-50 yrs	2.04	0.592		
	51 and above	2.08	0.646		

## 7.0 Implications of the Study

The study revealed certain interesting insights on the perceived effects of endorsements on brands by the respondents and also the effects of endorsements on the consumer purchase behavior as far as men's fashion wear brands were concerned.

While majority of the respondents did believe that celebrity endorsements enhanced brand awareness, brand association and brand recall to great extent, they however did not subscribe to the idea that endorsements contributed enhance brand loyalty.

Also informants for the study did mention that they had certain brands in their minds when they go to shop for men's fashion wear but then not much of this is attributable to the advertisements seen in the media and definitely not attributable endorses it or to feel the celebrity or an extension of the celebrity.

No differences as such between male and female respondents considered for the study was found a far as perceived effects of brand endorsements were concerned and also no significant differences were reported in the customer purchase behavior among males and females in the context of men's fashion wear.

### 8.0 Limitation of the Study

- The study was conducted in Vijayawada market only. A pan India study could have of better insight into the topic of study.
- Effects of various parameters apart from the one studied on the influence of endorsements on the purchase behavior of men's fashion wear could have generated some more insightful findings.
- Convenient Sampling technique was used to secure responses due to various research constraints which might have created scope for research bias in some cases.

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