INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

6. **MANUSCRIPT:** Manuscript must be in *BRITISH ENGLISH* prepared on a standard A4 size *PORTRAIT SETTING PAPER*. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.

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9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES &TABLES:** These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

11. **EQUATIONS:**These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
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BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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AN IMPACT OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOR OF YOUTH

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ABSTRACT

The crescendo of celebrities endorsing brands has been steadily increasing over the past 20 years or so. Marketers overtly acknowledge the power of celebrity in influencing buyer's purchase decision. They have firm believe that likeability or a favorable attitude towards a brand is created by the use of a celebrity. Celebrity endorsement can bestow unique features or special attributes upon a product that it may have lacked otherwise. Marketers had identifies this need and had come up with the concept of celebrity endorsements which is a very potential mean of alluring and enticing the youth towards their product or service offerings. Marketers are spending huge amount of money for celebrity endorsements so it is of utmost importance to understand the credibility of these advertisements. Because if young population is not influenced by the celebrity endorsers then the money spent is nothing but a waste. Objectives of this study behind this research paper which we are going to conduct on the Impact of Celebrity Endorsement on the Buying Behavior of Youth are: (1) To study the youth's attitudes and beliefs towards celebrity endorsement. (2) To study the impact of celebrity endorsement on instant brand awareness and recall. (3) To find out the relationship between the celebrity endorsement and youth buying behavior if any. In this study, the research design will be Descriptive Research Design.

KEYWORDS

Celebrity endorsement, Consumer buying behavior, Brand Awareness, Advertising.

INTRODUCTION

In India from late 1970's and early 80's the new trend in advertising started. Brands started being endorsed by celebrities. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. Advertisements featuring stars like Late Jalal Agha (Pan Parag), Tabassum (Prestige cookers), and Sunil Gavaskar for Dinesh Suiting, Ravi Shastri and Vivian Richards (Vimal), Kapil Dev (Palmolive Shaving cream) became Common man.

Though marketers should remember that celebrities are mere living beings like us and if they can highlight the benefits or advantages of a brand they can also have some uncanny negative impact. Theory and practice suggests that the use of stars and their unleashing power in advertising generate a lot of publicity and attention from the public but the underline questions are, do these stars really help a brand by increasing its sales? On the other hand, can they really have an Impact on the person's consumption pattern, thereby changing his brand preference? How an advertisement featuring a celebrity can influence consumers buying decision and can create an association between a brand and a common man.

To answer these questions, the research paper will examine the relationship between celebrity endorsements and brands, and the Impact of Celebrity Endorsement on Buying Behavior of Youth. We will apply a wide range of accepted principles of how consumers brand attitudes and preferences can be influenced, how buyer's behavior can be influenced, how buyer's behavior can be molded. We will use the principles of credibility of source and attractiveness, the match-up hypothesis, the consumer decision-making model to understand this phenomenon.

BRAND- A LAYMAN PERSPECTIVE

Brand is the proprietary visual, emotional, rational and cultural image that you can associate with a company or the product. Few examples will bring the meaning i.e. Amul - utterly butterly delicious; Coke – thanda matlab coca-cola; Pepsi – Yeh dil mange more; Kurkure- Masti bole to kurkure and Daewoo ka India. These examples convey one message that when people watch advertisement a connect is being created and result is that people go for experience of buying. People feel by using the brand they will portray certain traits or characteristics that otherwise they do not have. This generates a certain level of emotional affiliation and a sense of fulfillment. It is this emotional relationship with brands that make them so powerful.

CELEBRITY

Celebrities are the people who enjoy public recognition and mostly they are the experts of their respective fields having wider influence in public life and societal domain. Attributes like attractiveness, extraordinary life style or special skills**,** larger than life image and status can be associated with them. Celebrities appear in public in different ways. To start, they appear in public when fulfilling their professional commitments **example:** Mahendra Singh Dhoni, who played cricket in front of an audience in Twenty-Twenty World Cup. Furthermore, celebrities appear in public by attending special celebrity events, **example:** the movie award nights; special screening; world premieres of movies or for social causes. These celebrities have universal presence and appeal, they are present everywhere, in news, fashion shows and magazines, tabloids and above all advertisements.

Celebrity endorsements are powerful, has become evident from the above two examples but, why is it so? This power is offered by the following elements, which also creates a "Top of the Mind Position".

• Instant Awareness, knowledge about the brand and easy recall
• Values and image of the brand is defined, highlighted and refreshed by the celebrity
• The celebrity adds new edge and dimension to the brand
• Credibility, trust, association and connectivity to brand
• Belief in efficiency and new appearance that will result in at least trial usage

UNDERSTANDING CONSUMER BEHAVIOR

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

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The study and knowledge of consumer behavior helps firms and organizations to improve their marketing strategies and product offerings. Following are the important issues that have significant influence on consumer's psyche and their ability to take decisions:

• The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products)

• The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media)

• The behavior of consumers while shopping or making other marketing decisions

• Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome

• How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer

• How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer

• Their Age, Religion, Culture, Income, informal group and Referent Group

CELEBRITY ENDORSEMENT IN INDIA

➢ **PHASE 1: THE PIONEERING PHASE (1950-1980)**

This phase was characterized by: -

1. Limited channels of communication

2. Demand exceeded supply

3. Heavy regulation and governmental regulations

Some bigger companies from their global experience introduced the concept of celebrity endorsement. HLL has used Hindi film stars to endorse their beauty soap Lux since the fifties.

➢ **PHASE 2: THE GROWTH PHASE (1980-1990)**

The introduction of television added a variable effective medium of communication. Indian stars going global with events like World Cup victory. Vimal, Thums-Up, Gwalior and Dinesh are some of the other brands that used star-appeal in the early days of mass advertising.

There was a spurt of advertising, featuring stars like Tabassum (Prestige Pressure-cooker), Jalal Agha (Pan Parag Pan-masaala), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings)

➢ **PHASE 3: GLOBALIZATION**

In highly competitive markets, the following realities about brand management exist: -

1. Product differentiating factors are duplicable and imitable

2. All long existing and successful brands imbue their products with a meaning

REVIEW OF LITERATURE

Byrne, Whitehead and Breen (2003) has observed in their study on "The Naked Truth of Celebrity Endorsement" that the use of celebrity endorsement in the formation of the retail image of leading European grocery distribution group J. Sainsbury, in particular, the process of transference of celebrity images to the product's image. The incorporation of Jamie Oliver (well known as television celebrity The Naked Chef) into the promotions of one of Britain's leading grocery chains involves a high profile campaign that has been adopted in order to imbue the company's products with an image of quality.

Combs (2008) observed in his study on "Impact of Celebrity Endorsement on overall Brand" that "Overall, celebrities has the power to motivate civic engagement regardless of their own grasp of the issues at hand," the researchers concluded. "Celebrity' presence and support of political involvement continue to be prominent in our society today, especially during this 2008 Presidential election."

Dwane Hal Dean (1999) has conducted a study "Capitalizing on the Value of a Brand Name for Manufacturer Prospective" and he observed that the effects of 3 extrinsic cues viz. Third party endorsement, event sponsorship and brand popularity on brand/manufacturer evaluation. It was observed that endorsement significantly affected only product variables (quality and uniqueness) and one image variable (esteem). The third party endorsement hence may be perceived as a signal of product quality.

Forkan (1975) has observed in his study on "Importance of Celebrity Endorsement" that use of celebrity spokespeople has been on the rise. A 1975 Gallup and Robinson study estimated that 15 percent of prime time television commercials featured celebrities. By 1978, the number was reported to be over 20 percent. According to a recent report, individuals in the advertising field were said to agree that celebrities are being sought out to endorse products as never before. Given this increase in use, research on celebrity endorsements becomes increasingly important to advertisers. This is especially true since past empirical research has shown celebrities to be well liked and oftentimes attractive, though not always credible and effective spokespeople.

Freiden (1994) has conducted a study on "Celebrity Endorser as Credible Spokesperson" and He concluded that celebrities are particularly effective spokespersons because they are viewed as highly trustworthy, believable, persuasive, and likeable. A credible spokesperson is, other things being equal, more effective than a less credible spokesperson.

Friedmen (1976) has conducted a study on "The Power of Brand" and he analyzed in his study that Using advertisements with celebrities and non-celebrities for a fictitious brand of sangria wine, found that the celebrity version of the advertisement had higher scores on probable taste, advertising believability, and purchase intention – the three dependent variables. However, the wine was a fictitious brand, and the celebrity simply brought recognition to the name. The paucity of research comparing celebrity with non-celebrity spokespersons highlights the need for continued investigation into this area. It is important for advertisers to clearly understand both the pros and cons of using such individuals to represent their products, causes, or organizations; and ultimately the advertisers must assess the effectiveness of such a message.

Gupta (2007) has conducted a study on "Impact of Celebrity Endorsement on Consumer

Buying Behavior" and has analyzed in the study that the field of consumer behavior is the study of individuals, groups or organizations. Understanding the consumer behavior is the prime and very difficult task for every marketer. There are a lot of factors, which influence consumer buyer behavior. Marketers pay millions of dollars to celebrity endorsee hoping that the stars will bring their magic to brand they endorse and make them more appealing and successful. Celebrity attracts more attention through the advertisement than other local advertisements without the celebrity. Consumers may identify with or desire to emulate the celebrity.

Hovland (1953) has conducted a study on "Whom to Choose as Celebrity?" and has observed that in encoding the message in the context of celebrity endorsement, perhaps the most important decision to be made, besides choosing whether or not to use celebrity endorsers at all, is the choice of celebrity. Much research has been made in this area and several models have been made to explain and assist in the celebrity endorsement selection process.

Kambitsis (2002) has conducted a study in which he studied that Celebrity endorsement is a billion dollar industry today with companies signing deals with celebrities hoping that they can help them stand out from the clutter and give them a unique and relevant position in the mind of the consumer. The reason for using celebrity endorsement involves its potential to create awareness, positive feelings towards their advertising and brand. Advertisement featuring celebrity endorsement is often also perceived to be entertaining.

Katyal (2008) has conducted a study on "Successful celebrity endorsements for a brand- An Indian perspective" and has analyzed that India is one country, which has always idolized the stars of the celluloid world. Therefore it makes tremendous sense for a brand to procure a celebrity for its endorsement. In India there is an exponential potential for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product. This would especially prove true if the endorser and the category are a natural lifestyle fit like sportspersons and footwear, Kapil - Sachin and Boost or film stars and beauty products.

King (1991) argues that a good strategy to build strong brand equity is to create an "original metaphor for the brands' personality" They talk about the factors involved in building a brand such as: Presence, Relevance, Differentiate, Credibility, and Imagery. The credibility factor especially has been looked at by several

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researchers in celebrity endorsement the same has presence and also to some extent imagery and differentiate. Relevance in this context can be looked at as a result of success in the other areas, as it concerns being perceived as relevant for the consumer.

King (1998) has conducted a study on "The Relative Effectiveness of Celebrity Endorsement for Beauty, High and Low Involvement Product Print Advertisements" and has analyzed that the paper consists of two research projects. In the first research project, the matches between the products concerned and a number of celebrities were analyzed. In the second research project advertisements with the best and worst product-celebrity matches, respectively, are compared with advertisements with a picture of an anonymous person and advertisements without a celebrity or picture.

Mukherjee (2009) has conducted the study on "Impact of Celebrity Endorsements on Brand Image" and has observed in his study that Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser.

Obanian (1990) has conducted a study "The Role of Emotions in Marketing" and he analyzed in his study that developed a source credibility measure that operationalizes credibility as consisting of the underlying dimensions of expertise, trustworthiness and attractiveness.

Prasad and Girdhar (2005) has conducted a study on "Impact of Celebrity Endorsement on Overall Brand" and has analyzes that Celebrity endorsements are an omnipresent feature of present day marketing. The modern corporation invests significant amounts of money to align itself and its products with big-name celebrities in the belief that they will (a) draw attention to the endorsed products/services and (b) transfer image values to these products/services by virtue of their celebrity profile and engaging attributes. The consumer of today is becoming smarter and takes well informed decisions.

Solomon (2002) has conducted the study on "Celebrity Endorsement in Risk Regime" and has observed that celebrities being most effective in situations involving high social risk, where the buyer is aware of the impression peers will have of him or her. According to him, a celebrity endorser is relatively more effective for products high in psychological or social risk, involving elements as good taste, self image, and opinion of others, compared to a "normal" spokesperson. Expert opinions were considered most useful when the product endorsed was perceived to involve high, financial, performance, or physical risk.

OBJECTIVES OF THE STUDY

1. TO STUDY THE YOUTH'S ATTITUDES AND BELIEFS TOWARDS CELEBRITY ENDORSEMENT

This objective will try helping understand about the attitudes and beliefs of young population towards celebrity endorsement. Definitely positive attitudes and beliefs will show that the celebrity endorsement has some positive impact on the young consumers.

2. TO STUDY THE IMPACT OF CELEBRITY ENDORSEMENT ON INSTANT BRAND AWARENESS AND RECALL

The rationale behind this objective is to determine if celebrity endorsement help in creating brand awareness and recall for a particular brand or not. The objective of advertisements is to create awareness amongst the customers regarding a particular offering. Hence studying this as an objective will help in determining the importance of celebrity endorsement in brand awareness and brand recall.

3. TO FIND OUT THE RELATIONSHIP BETWEEN THE CELEBRITY ENDORSEMENT AND YOUNG CONSUMERS' BUYING BEHAVIOR IF ANY

The rationale behind this objective is to find out if there is some relation between celebrity endorsement and young population's buying behavior. Positive relation will show that celebrity endorsement can help driving the sales of particular product or service by influencing the buying behavior.

NEED FOR THE STUDY

Humans have always been attracted by role models. India is a growing and young country because most of the population in India is young and for these young population celebrities act as role model who they try to match in cloths, accessories and many other things.

Marketers had identifies this need and had come up with the concept of celebrity endorsements which is a very potential mean of alluring and enticing the youth towards their product or service offerings. Marketers are spending huge amount of money for celebrity endorsements so it is of utmost importance to understand the credibility of these advertisements. Because if young population is not influenced by the celebrity endorsers then the money spent is nothing but a waste.

As in this competition era you must be aware about the customer needs & wants and what a consumer expects from the company. You must have this information or a customer data base if u wants to stay in the market to get competitive edge in the market. After conducting this study we must be able to understand: what is the impact of celebrities, advertising the product of the company, on the buying behavior of the customers, what are the factors which forces them to purchase that particular brand. So the study is very important in assessing the importance of celebrity endorsement. The study will try to throw some light on the various aspects of the celebrity endorsement.

SCOPE OF THE STUDY

The study will be conducted on the young population so as to know the impact of celebrity endorsements on them and their buying behavior. This study will be conducted only on youth and hence will be one of its kinds in the region of Jalandhar city (Punjab).

The study will try to throw light on this topic of Celebrity Endorsement. This study will be helpful for the companies who are in their respective business segment. They will be able to know the attitudes, beliefs of young consumer towards celebrity endorsement & also will help them to change the non user into user of their brand & retain their existing customer by providing them the products which they want from the company. This study will help them to formulate & implementing the marketing strategies.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research Design is a map or blueprint according to which the research is to be conducted. In the present study, the research design will be **Descriptive Research Design**. Descriptive research includes survey and fact finding enquiries. The research design specifies the method of data collection and data analysis.

DATA COLLECTION METHOD

A research design is an arrangement of conditions for collection and analysis of Data in a manner that aims to combine relevance to the research purpose with Economy in procedure. It constitutes the blueprint for collection, measurement and analysis of data.

a) **Primary data:** These are those data which are collected afresh and for the first time, and thus happen to be original in character. We will be using the structured questioners.

b) **Secondary data:** These are those which have already been collected by someone else and which have already been passed through the statistical process. We will collect it from the sources like internet, published data etc.

SAMPLING PLAN

Sampling Technique

First step in sampling plan is to decide the Sampling Technique, Universe or Population.

We will be going to choose the sample according to the "Convenience Sampling". Once the universe is decided the researcher must concern himself to find:

➢   What sampling unit should be studied?

➢   What should be the sampling size?

➢   What sampling procedure should be used?

Universe

The first step in developing any sample design is to clearly define the set of objects, technically called the universe. In present research, universe will be the ultimate consumers of the product in Jalandhar city (Punjab).

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Geographical Location

The present research will be conducted in Jalandhar city.

Sampling Unit

The basic thing is to be decided in sampling unit who is to be surveyed. In the present study, the sampling units will be the respondents who are the ultimate consumers of the product i.e. Young population ranging between the ages of 16 to 25.

Sample Size

The second issue is to be decided is 'The Sample Size'. The whole of the universe can't be studied in a single research work. The researcher has to select a relevant fraction of the population or universe. In the present study the sample size will be of 200 Respondents.

HYPOTHESIS

Objective 1: To study the youth's attitudes and beliefs towards celebrity endorsement.

H0: The Attitudes and Beliefs of Youth towards Celebrity Endorsement are negative

H1: The Attitudes and Beliefs of Youth towards Celebrity Endorsement are positive

Objective 2: To study the impact of celebrity endorsement on instant brand awareness and recall.

H0: Celebrity Endorsement does not have an Impact on Brand Awareness

H1: Celebrity Endorsement has an Impact on Brand Awareness

Objective 3: To find out the relationship between the celebrity endorsement and youth buying behavior if any.

H0: There is no significant relationship between the celebrity endorsement and buying behavior of youth.

H1: There is a relation between the Celebrity Endorsement and Youth Buying Behavior.

DATA ANALYSIS & INTERPRETATION

➢ **If the product is good, it doesn't need any advertisement by Stars/Actors/Celebrities**

$\chi 2$ Tests			
	Value	df	Asymp.Sig.2-(Sided)
Pearson $\chi 2$	9.405^2	4	.052
Likelihood Ratio	7.758	4	.101
No. of valid cases	200		

a. 2 cells (20.0%) have expected count less than 5.The minimum expected count is 1.25.

Interpretation: As per the above result, 'P' value is equal to 0.052 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significant relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Companies are laying more emphasis on celebrity endorses rather than product attributes/features**

$\chi 2$ Tests			
	Value	df	Asymp.Sig.2-(Sided)
Pearson $\chi 2$	2.882^2	4	.578
Likelihood Ratio	2.909	4	.573
No. of valid cases	200		

b. 0 cells (.0%) have expected count less than 5.The minimum expected count is 6.90

Interpretation: As we can see in the result, 'P' value is equal to 0.578 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significance relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Products & Services endorsed by celebrities are 'classy' (high class)**

$\chi 2$ Tests			
	value	df	Asymp.Sig.2-(Sided)
Pearson $\chi 2$	2.640^2	4	.620
Likelihood Ratio	2.651	4	.618
No. of valid cases	200		

c. .2 cells (20.0%) have expected count less than 5.The minimum expected count is 2.30

Interpretation: As we can see in the result, 'P' value is equal to 0.620 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significance relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Advertisements endorsed by celebrities are irritating**

$\chi 2$ Tests			
	value	df	Asymp.Sig.2-(Sided)
Pearson $\chi 2$	3.336^2	4	.503
Likelihood Ratio	3.348	4	.501
No. of valid cases	200		

d. 0 cells (.0%) have expected count less than 5.The minimum expected count is .598

Interpretation: As we can see in the result, 'P' value is equal to 0.503 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significance relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Products & Services endorsed by celebrities are expensive**

$\chi 2$ Tests			
	Value	df	Asymp.Sig.2-(Sided)
Pearson $\chi 2$	4.863^2	4	.302
Likelihood Ratio	4.743	4	.315
No. of valid cases	200		

e. 4 cells (40.0%) have expected count less than 5.The minimum expected count is .38

Interpretation: As per the above result, 'P' value is equal to 0.302 which means that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and because there is huge difference between 'P' value and Level of Significance we can say that there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

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➢ **Celebrity Endorsement is increasing hedonism & materialism in youth/society**

χ2 Tests			
	Value	df	Asymp.Sig.2-(Sided)
Pearson χ2	1.905^2	4	.753
Likelihood Ratio	1.732	4	.785
No. of valid cases	200		

f.   **4 cells (40.0%) have expected count less than 5.The minimum expected count is .38**

Interpretation: As per the above result, 'P' value is equal to 0.753 which tells us that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significant relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Advertisements endorsed by celebrities are reliable**

χ2 Tests			
	Value	df	Asymp.Sig.2-(Sided)
Pearson χ2	1.259^2	4	.868
Likelihood Ratio	1.155	4	.885
No. of valid cases	200		

g.   **4 cells (40.0%) have expected count less than 5.The minimum expected count is 1.50.**

Interpretation: As we can see in the result, 'P' value is equal to 0.868 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and because of huge gap between 'P' value and Level of Significance we can say that there is no significance relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Advertisements endorsed by celebrities are amusing**

CHI-SQUARE TESTS			
	Value	df	Asymp.Sig.2-(Sided)
Pearson χ2	4.556^2	4	.336
Likelihood Ratio	4.229	4	.376
No. of valid cases	200		

h.   **4 cells (40.0%) have expected count less than 5.The minimum expected count is .63.**

Interpretation: As we can see in the result, 'P' value is equal to 0.336 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significant relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Celebrities should be used in advertisements**

CHI-SQUARE TESTS			
	Value	df	Asymp.Sig.2-(Sided)
Pearson χ2	7.758^2	4	.101
Likelihood Ratio	7.016	4	.135
No. of valid cases	200		

i.   **4 cells (40.0%) have expected count less than 5.The minimum expected count is .63.**

Interpretation: As we can see in the result, 'P' value is equal to 0.101 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significance relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

➢ **Use of celebrity in advertisements has any impact on purchase decision of Buyers**

CHI-SQUARE TESTS			
	Value	df	Asymp.Sig.2-(Sided)
Pearson χ2	2.777^2	4	.596
Likelihood Ratio	2.866	4	.580
No. of valid cases	199		

j.   **4 cells (40.0%) have expected count less than 5.The minimum expected count is .50.**

Interpretation: As we can see in the result, 'P' value is equal to 0.748 which states that Null Hypothesis is accepted because 'P' value is greater than Level of Significance which was 0.05. So in this case, Alternative Hypothesis is not accepted and we can say that there is no significance relation between Celebrity endorsement and Buying Behavior of Youth and also there is no Impact of endorsing Celebrity in the advertisements on Buying Behavior of Youth.

CONCLUSION

In the end we can conclude on the basis of the above research that there is a positive attitude and beliefs of youth towards celebrity endorsement because in the above research most of the respondents show positive attitude towards celebrity endorsement. But endorsing the celebrity in the advertisements doesn't have an impact on the brand awareness and it was shown in the above research with the help of Chi – square test which shows that Celebrity Endorsement does not have any Impact on Brand Awareness among the people. Again as per the above findings, there is no significant relationship between the celebrity endorsement and the buying behavior of youth which states that youth buy the products as per their own wish and not because of any celebrity.

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