

Influence of Celebrity Endorsements on Purchase Intention in Sportswear Products

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Abstract: Celebrity endorsement is frequently used by marketers to design the brand identity which in turn can build their brand equity. This paper uses celebrity endorsements by sportswear brands in India to study the influence of celebrity on purchase intention of customers. The study measures the effectiveness of celebrity endorsements; the impact of brand identities on purchase intention and to connect the identity of a brand with the profile of the customer. In this paper primary data using convenience sampling are collected through structured questionnaire in which constructs such as celebrity credibility, celebrity attractiveness and celebrity expertise are measured to comprehend the impact of endorsements on purchase intention of consumers. The findings of the study can be utilised by marketers to get a clarity on the impact celebrity endorsements have on purchase intention of consumers.

Keywords: Celebrity Endorsements, Celebrity Credibility, Celebrity Attractiveness, Celebrity Expertise, Purchase Intention

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