**EXPLORING THE IMPCT OF CELEBRITY ENDORSEMENTS ON YOUTH’S**

**LUXURY BRAND CONSUMPTION: A COMPREHENSIVE STUDY**

DISSERTATION

Submitted by

ANNU MARIA CHERIAN (SM22JMC004)

Under the guidance of

ANSA JOSE

*In partial fulfilment of requirements for award of the degree*

*Of Master of Arts*

St. Teresa’s College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with ‘A++’

Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

March 2024

Declaration

I do affirm that the dissertation “EXPLORING THE IMPCT OF CELEBRITY ENDORSEMENTS ON YOUTH’S LUXURY BRAND CONSUMPTION:A COMPREHENSIVE STUDY**”** submitted in partial fulfilment of the requirement for the award of the Master of Arts in Journalism and Mass Communication has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam Annu Maria Cherian

Date SMJMC004

MA inJournalism and Mass Communication

Department of Communicative English

St. Teresa’s College (Autonomous)

Certificate

I hereby certify that this project entitle ‘‘EXPLORING THE IMPCT OF CELEBRITY ENDORSEMENTS ON YOUTH’S LUXURY BRAND CONSUMPTION: A COMPREHENSIVE STUDY”by ( ANNU MARIA CHERIAN) is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam Ansa Jose

Date. Department of Communicative English

St. Teresa’s College (Autonomous)

Acknowledgement

I take this opportunity to offer my humble prayers and thanks to God Almighty for His mercy and blessings for the completion of this project.

I am deeply grateful to Rev. Dr. Sr. Vinitha, CSST, Provincial Superior and Manager, St. Teresa’s College (Autonomous), Ernakulam, for her kind cooperation and I am highly indebted to Rev. Sr. Emeline, CSST, Director, St. Teresa’s College (Autonomous), Ernakulam and Dr.Alphonsa Vijaya Joseph, Principal, St. Teresa’s College (Autonomous), Ernakulam for their unconditional support and encouragement during my course of study in this institution.

I am extremely grateful to Allu Alfred, Head of the Department of Communicative English, St. Teresa’s College (Autonomous) for the valuable suggestions and guidance provided by her in fulfilling this project. I am profoundly indebted to my guide for her constant support and help for the successful completion of this project.

I am extremely thankful to my supervising guide,( Name), Department of Communicative English for her guidance and for all the teachers of the department for their valuable help rendered for the successful completion of this project.

Last but not the least, I wish to express my gratitude to my friends and family for their love and support.

Annu Maria Cherian

**TABLE OF CONTENTS**

**Chapter 1. Introduction** 1

1.1 Objectives 2

1.2 Keywords 3

1.3 Theories 4

1.3.1 Gatekeeping Theory 5

1.3.2 Social Responsibility Theory 6

**Chapter 2. Review of Literature** 7

2.1 Deepfake Detention Challenge

2.2 Deepfake Harms and Threats

2.3 Deepfake Voice used for Scam

2.4 Raise of Deepfake Technology

**Chapter 3. Research Methodology**

3.1 Research Title

3.2 Research Questions

3.3 Research Design

3.3.1 Sampling Technique

3.3.2 Data Collection

3.3.3 Data Analysis

3.4 Theoretical Analysis

**Chapter 4. Analysis and Interpretation**

4.1 Prevalence of the Deepfake Technology

4.2 Negative Impact of Deepfake Technology

4.3 Ethical Considerations regarding Deepfake Technology

4.4 Limitations

**Chapter 5. Findings and Discussion**

5.1 Ubiquity of Deepfake Technology among Youth

5.2 Negative Effects of Deepfake Technology among Youth

5.3 Preventive Measures against Deepfake Technology

5.4 Conclusion

**Bibliography**

**Appendix**

**CHAPTER 1**

**INTRODUCTION**

The present-day technology has witnessed an unparalleled upward push within the effect on celebrities on purchaser behavior, specially many of the young people. This paper, titled “Exploring the Impact of Celebrity Endorsements on Youth’s Luxury Brand Consumption: A Comprehensive Study” is all about information this connection. We all understand how celebrities are used to sell the whole thing from fragrance to vehicles. But have you ever stopped to think about how this influences the manner younger human beings spend their money? Especially about luxurious brands?

This observes dives deep into this topic. It seems at how the glitz and glamour of celebrities could make younger humans need to shop for the luxurious manufacturers they advocate. It is like they’re not simply shopping for a product, however additionally a bit of the life-style that the superstar represents.

By exploring this, the look at goals to present entrepreneurs a higher understanding of a way to reach young purchasers. After all, information how film famous person endorsements have an effect on the youth’ shopping for alternatives might be the key to efficiently selling a costly brand

The realm of luxury manufacturers has gone through a extraordinary transformation in current years, fuelled by a surge in digital connectivity and the emergence of influential figures within the on line area. As clients navigate the ever-evolving panorama of luxury intake, the position of celebrities, especially those thriving on social media systems, has grow to be increasingly pivotal in shaping alternatives and buy selections. This dissertation embarks on aadventure to discover the tricky dynamics among celeb endorsements and the intake patterns of luxurious manufacturers some of the teenagers demographic.

As the posh industry maintains to enjoy extraordinary boom, propelled with the aid of the omnipresence of digital platforms and the proliferation of social media, know-how the nuanced dynamics of celebrity affect turns into imperative for logo managers, entrepreneurs, and researchers. The youth, constituting a critical market segment aged between 18 to 25, emerges as a focal point in this exploration, representing a demographic characterized by evolving tastes, heightened connectivity, and an unprecedented receptivity to the sway of influential figures.

Against the backdrop of this evolving landscape, the dissertation seeks to bridge the space among traditional notions of luxurious brand merchandising and the present-day truth shaped by using the ascendancy of online influencers. By scrutinizing the intensity of movie star impact, the elements amplifying the efficacy of endorsements, and the differential impacts of diverse celeb archetypes, this comprehensive look at aspires to contribute a nuanced information that is going past superficial perceptions.

This studies journey is anchored in the acknowledgment that they have an impact on of celebrities on the adolescents’ luxurious brand consumption is not always a unidimensional phenomenon. Instead, it is far a complex interaction of social, mental, and cultural factors that form the complex tapestry of customer choice-making. Through a rigorous exploration of the underpinnings of this phenomenon, this dissertation pursuits to offer insights that increase past the confines of person emblem techniques, presenting a broader angle which can tell industry practices and educational discourse.

**1.1 INFLUENCERS**

In the current digital age, influencers have risen to a status comparable to that of modern celebrities, wielding the power to engage vast audiences and transform ordinary products into sought-after commodities. Influencers have the ability to alter brand perceptions thereby creating an impact for a particular brand.

Uniqueness and prestige are some important factors in luxury sector. Influencers uplift brand identity thereby attracting audience. They act as a bridge between luxury brands and consumers.

The influencers are the trend setters, they can make any fashion, brand, product trending in different new medias thereby attracting common people. By effective collaborations advertising, marketing and strategic partnerships with influencers , luxury brands can efficiently adapt new values.

**1.2 FUTURE OF LUXURY MARKETING**

**1.2.1 The Rise of Influencers**

   Even although influencers may have less than 10,000 fans, their influence have to now not be miscalculated. They frequently have a community of fans who cost their critiques. Collaborating with influencers offers luxurious brands an opportunity to attain an engaged audience and construct genuine relationships.

**1.2.2 The Shift Towards Long-Term Partnerships**

   Instead of campaigns, brands are expected to shape lasting partnerships with influencers. This approach permits for a greater actual integration of the brand into the influencer's content material, giving the influencer time to cultivate an appreciation for the emblem amongst their followers.

**1.2.3 Broadening the Scope Across Multiple Platforms**

While Instagram has been the desired platform for influencer advertising, various brands are predicted to expand their influencer campaigns to encompass structures like TikTok, YouTube, etc.. Brands which could adapt to those traits and preserve to innovate their influencer advertising strategies are set to face out within the ever-changing digital panorama.

**1.3 SOCIAL MEDIA AND INFLUNCER MARKETING**

Social media advertising and marketing lets in brands to deliver custom content directly to clients. Brands can engage with their fans on platforms like Instagram, responding to consumer posts and alternatives in real time. This approach is fee-powerful, mainly as social media marketing frequently attracts new clients thru shared content. The -manner nature of social media interactions allows foster stronger connections among manufacturers and purchasers, permitting agencies to pleasant-music their products and services based on client comments.

Social media, with its roots in public interest and technical aid, affords a space for individuals to explicit their identities, possibilities, and broaden social relationships. Nowadays influencers are like celebrities that play a widespread position in shaping public opinion.

The high-end producers of luxury brands invest in advertising and marketing with popular influencers in various mass media and new media as well. Popular and reputed influencers globally promote different brands which creates a tendency to buy the products which these influencers and that may help the luxury brands to grow their stage really well.

Many of these social media influencers are getting a huge amount of payment for their promotion that could tend them to make highly invested content which influencers these audiences.

**1.4 OBJECTIVES OF RESEARCH**

* Measure the Impact of Celebrities: By analysing  survey, we will determine the frequency with which young customers buy luxury brands because of celebrity endorsements. Establishing a direct connection between consumer behaviour in the luxury market and celebrity suggestions is the goal of this project.
* Examine Perception and Authenticity: We will examine the accuracy of celebrity endorsements by evaluating respondents' perspectives. It is vital for the research to comprehend whether consumers see these endorsements as authentic or motivated by financial incentives.
* Social Media's Role in Endorsements: We will look at how social media sites affect young people's preferences for luxury brands. Which websites most influence their perceptions? We will also look at the ways traditional celebrity endorsements and influencer culture interact.

**1.5 RESEARCH THEORY**

Social Influence Theory: This theory posits that individuals’ behavior, attitudes, and decisions are moulded by their social environment, including celebrities. Celebrity endorsements are a type of social influence that impact how consumers view and select luxury brands.

Source Credibility Theory: According to this theory, the credibility of the source (in this case, the celebrity endorser greatly affects the effectiveness of communication. Messages from reliable sources are more likely to be accepted and followed up on by customers. It is imperative to examine the impact of celebrity reputation on the consumption of premium brands.

Consumer Attitude Theory: It's critical to comprehend how consumers feel about luxury companies. Attitudes have a crucial role in determining behavioural intentions, according to the theories of reasoned action (TRA) and planned behaviour (TPB). We can investigate the ways in which celebrity endorsements affect consumers' perceptions of luxury.

**1.6 KEYWORDS**

**Youth:** In this survey the keyword youth is categorised from the age group 18-25.

**Celebrities:** This focuses on social media influencers, the individuals through online platforms like Instagram, Twitter, and Facebook.

**Social Media:** They are online platforms such as Facebook, Twitter, Instagram, YouTube etc, helps individuals to connect, and engage with others globally.

**Luxury Brands:**  internationally well-known brands and premium brands that are associated with high-quality products, appealing to consumer base.

**Influencers:** Social media content creators who influences over their audience influencing through their selected contents with huge followers.

**CHAPTER-2**

**LITERATURE REVIEW**

Studies in customer psychology have diagnosed numerous mechanisms underlying the effectiveness of celebrity endorsements. Consumers recognize celebrities as honest and credible, leading to pleasant emblem associations. Additionally, the "aspirational identification" precept posts that purchasers aspire to emulate the lifestyles and behaviors of their favored celebrities, using them to purchase endorsed products, together with luxury manufacturers.

Research has always showed the impact of movie celebrity on logo belief and buy cause amongst youngsters’ customer. Many studies had made a note that these celebrity endorsements had played a major role in shaping these public with various influencing technique. Majorly people are having a question of authenticity and truth when it comes to celebrity influencing. The past research indicates that costumers of various brands may question the sincerity of endorsements.

The development of new media platform transform the style of celebrity endorsements that changed costumer perceptions and opportunities for influencers. General public tend to be attracted by their favourite influencers when they arose about brands thereby creating an interest to buy new products.

However, the effectiveness of those endorsements may also variety relying on elements which encompass the authenticity of the influencer-emblem relationship and the alignment of logo values with the influencer's non-public emblem.

Studies have explored the differential impact of celebrity endorsements on online and offline purchases of highly-priced manufacturers. While social media endorsements may additionally strain on-line engagement and e-alternate income, traditional types of celebrity endorsements, including endorsements in print or television advertisements, keep to persuade offline purchase conduct, specifically in-store purchases among children consumers. Moreover, this literature review emphasizes that celebrity influence on youth luxury consumption is not a unidimensional phenomenon.

**2.1 PARTICIPANTS**

Influencers have an impeccable effect on nearly all genders and a while. The ones that are crucially tormented by the influencers and the content material they create are frequently kids. The have a look at focuses on Instagram customers belonging to the age organization 18-25 years as they may be eating extra influencer-related content material and are making purchase selections and lifestyle adjustments based on it. Instagram is available to all genders and as a result, everybody can get admission to content material with none impediments. The

Study specializes in genders including women and men and the way the content material by means of influencers impacts their purchase choices and way of luxury brands (Thomas & Evi, 2020.)

**2.2IMPACT OF INFLUENCERS**

Influencer marketing features using influencers to propel a brand’s message to attain the goal market (Shubhamandotra& Dr. Binodsinha, 2020). In this age of the internet, social media influencers have evolved as endorsers.

**2.2.1 LIFESTYLES AND ADVERTISEMENTS**

According to Margareta et al. (2020), influencer advertising is a form of advertising communique that leverages influencers to target customers. Based on consumers agree with in an character they understand and recognize, facilitates corporations developtheir logo and consumer loyalty. The motive of the have a look at changed into to outline the theoretical underpinnings of the way influencer advertising and marketing impacts client lives. This contains a questionnaire have a look at centered at Slovak consumers elderly 15 and older and an examination of purchasers' perceptions of influencer advertising in connection to client lifestyles.

The effective utility of influencer advertising represents a number of advantages, such as building a agency’s photograph and goodwill, increasing logo price, dissemination of first-class content to consumers, effective remarks from clients, and increasing the number of clients. As technologies retain to evolve and alternate, so do the structures used by influencers. On the alternative hand, the most critical fee which allows influencers to thrive isn't always the platform at the social community, but greater exactly their courting with the target audience in addition to the increasing consider they have established and upheld.

**2.2.2 Customer Involvement**

The integration of the net into the users ‘life gave an alternative size to their each day habitual’ (Thomas & Evi, 2020.) Internet improvement transferred the conversation among clients and groups to the web environment. Influencers play a significant role in the life of consumers that can affect the purchase intentions in any product they buy. Today’s influencers know the pulse of their audience, therefore the marketing techniques of any product will be in a way that is favorable to the followers. The analysis conclude that shopping behavior of a everyday costumer will be based on inspiration the get from various social media influencers.

Personnel loyalty to their face is shaped via various different elements which can be the professionalism that is proven through the managers of Insta – Stores and the way of managing the orders and product exceptional. An target audience that accepts product promotions from an Influencer who works with a reputable store with already satisfied clients has a larger percent of influence in comparison to someone else who promotes goods on behalf of a commercial enterprise that has negative scores. Users acquire and method Influencer commercials and tend to reveal a mild boom in loyalty to perspectives. They do now not take into account them successful; they do now not want to imitate them or wish to replicate their way of life.

**2.2.3 Adaptations of Brands**

The way humans view advertising inside the gift technology has completely modified thanks to influencer advertising (Talwar, 2022).

But as influencer advertising has grown in reputation, new and better strategies for manufacturers to engage their goal audiences have emerged. Digital media retailers like reels, blogs, vlogs, and stay streaming have changed print and tv commercials. Nowadays, clients are much more likely to note and respond to a service or product that has been evaluated with the aid of considered one of their favored influencers than to one which has been featured on different marketing platforms.

Thanks to influencer advertising and marketing, entrepreneurs no longer need to invest a substantial amount of money to begin their enterprises. The influencer that the emblem works with will supply precise figures on sales and consumer engagement which can be used to analyses how well the emblem is acting in the marketplace. As a end result, you could use that records to trade the content the influencer promotes and work.

Towards a better ROI. Influencer marketing is the approaching large factor for new-age corporations as it gives them the threat to meaningfully engage with the public, construct relationships with them, and enlighten customers about their existence, which in flip influences their buying choices. As improvements are going on it is secure to say that influencers in reality have an impact on the arena of marketing; hence, it is essential for manufacturers to gear up and parent out the first-rate use of it.

**2.3 CONSUMER BUYING DECISIONS**

In order to conduct a thorough analysis of the subject, it's far critical to consider each internal and outside influencer. The consumer buying behaviours is generally inspired by social, cultural, personal, psychological factors. Today new media platform such as Instagram associated in clients who can change the alternatives and live up to the trend by accepting new developments.

**2.3.1 Influencer Marketing**

From the previous knowledge the term influencer marketing is a kind of promotion for any goods or services that often belongs to reputed brands done by familiar faces called influencers who tend to shape costumer opinions and descions. It increases the brand value and make the logs and emblem of any luxury product familiar through partnership. The partnership will be profitable to each by creating a growth in influencer marketing.

**2.3.2 Authenticity**

Influencers communicate to a specialized audience interested in their informed recommendation on a specific subject matter; fans agree with influencers' mind to be nicely-researched and correct. Anyone can be paid to sell a enterprise, however following an influencer approach you want to listen their unvarnished thoughts on matters which might be crucial to a specific enterprise. Genuine influencer placements or collaborations are eventually a hit at inspiring peer-to- peer action because of this idea. In the end, it's far because of this concept thatgenuine influencer placements or partnerships are so a hit at spurring peer-to- peer activity.

If the brand is not true to their words no influencers will be taking an initiatives to promote their goods. Maintaining authenticity with influencers plays a crucial role increasing the effectiveness of a marketing campaign.

**2.3.3 Impulse Buying Behaviour**

The use of social media, such as Twitter, Instagram, Facebook, YouTube, and Pinterest, has dramatically extended in latest years (Bedi, 2020). It has come to be an vital channel of communication for entrepreneurs. Today, social media is all about validating oneself with the number of likes and remarks on images. Due to such systems and influencers, the teens’s shopping for strength and their tendency to impulse buy on Instagram have increased rather.

As the internet has grown expeditiously, many people use the internet also for jogging their agencies and use one of the most powerful systems on the internet, that is social media (Gunawan & Iskandar, 2020). One of the principle motives why people buy a product is because of the recommendation of influencers on social media.

**CHAPTER 3**

**RESEARCH METHODOLOGY**

* The methodical shape and method researchers they use to organize, perform, and examine their research is called research methodology. It plays a crucial role in the research.The main objective of this research is to examine the influence of Luxury brand on public opinions, youth engagement in influencing, and credibility of the brand. The study further delves intocelebrity endorsements by evaluating respondents' perspectives. The structured analysis of the data examines whether consumers see these endorsements as authentic or motivated by financial incentives.

**3.1 RESEARCH TITLE**

Exploring the Impact of Celebrity Endorsements on Youth'sLuxury Brand Consumption: A Comprehensive Study

**3.2 RESEARCH QUESTIONS**

* What is the frequency of younger customers buying luxury brands motivated throughcelebrity endorsements? Is it feasible to set up a right away correlation between patron behavior in the luxurious marketplace and celebrity endorsements?
* How do purchasers interpret the genuineness of celebrity endorsements? Do they consider these endorsements as sincere and through economic advantages?
* How does social media shape young customers’ preferences for luxury brands? Which structures exert the most sizable influence on their perceptions? How does the interaction between conventional superstar endorsements and influencer subculture affect consumer behavior?

**3.3 RESEARCH DESIGN**

In-depth information about the research design, sample selection, data collection procedures, and data analysis techniques may be found in the section on research methodology. After reporting the study's findings, a discussion that evaluates them in light of the research questions and the literature review follows. A summary of the findings, their ramifications, and suggestions for more research complete the paper. The bibliography correctly cites every source that was used during the study. This design provides a comprehensive way to understand how youth luxury brand consumption is impacted by celebrity endorsements.

**Variables Used In The Study**

**INDEPENDANT VARIABLE**

|  |  |  |
| --- | --- | --- |
| **SI NO** | **INDEPENDENTVARIABLES** | **LEVELS** |
| 1. | AGE | Under 18, 18-25, 26 and above |
| 2. | GENDER | Female, Male, Other |

**DEPENDANT VARIABLE**

|  |  |
| --- | --- |
| **SI NO** | **DEPENDANT VARIABLE** |
| 1. | Frequencies of luxury brand purchases |
| 2. | **Amount Spent on Luxury Brands** |

**3.3.1 Sampling Technique**

The data collection method utilized in this study is random sampling. The expected response from the respondents for the questionnaire is around one hundred and fifty, hence the participant count is set at 150. Given that the research study is centred on the youth, the age range is defined from 18 years and below to above 25 years. The demographic divisions in this investigation are determined by age and gender.

**3.3.2 Data Collection**

A questionnaire consisting of 17 items was used, with each question linked to the study’s objectives and the major theme of celebrity endorsement among the youth. The questionnaire was mixed with a variety of question types including closed-ended, multiple-choice, and descriptive questions, all of which were pertinent to the topic at hand.

The questionnaire was digitally constructed using Google Forms, a versatile tool for creating online surveys. The target respondents for this survey were primarily students and working-class individuals, reflecting the demographic most likely to be influenced by celebrity endorsements.

To ensure maximum reach and participation, the questionnaire was disseminated through popular social media platforms such as WhatsApp and Instagram. These platforms were chosen due to their widespread use among the target demographic, thereby increasing the likelihood of a robust and representative response rate. This comprehensive approach ensures a thorough exploration of the impact of celebrity endorsements on youth consumption of luxury brands.

**3.3.3 Data Analysis**

The information gathered from the questionnaire will undergo a comprehensive analysis. Google Forms, the tool utilized for this purpose, provides a detailed examination of the collected data. It presents the analytical data in three distinct formats - pie charts that offer a visual representation of the data, individual responses that give specific details, and a count of the responses each question received. This multi-faceted approach ensures a thorough understanding of the data, aiding in the interpretation and subsequent conclusions of the study.

**3.4 THEORETICAL ANALYSIS**

The aggregate of Celebrity Endorsement Theory, Consumer Behavior Theory, Luxury Brand Consumption Theory, Social Identity Theory, and the Theory of Reasoned Action gives an all-encompassing framework to realise this difficulty count number.

Owing to their extended social status and recognition, celebrity endorsements can extensively influence the young people’s outlook and attitude towards luxurious brands. In their undertaking to uphold a tremendous social identity, the youngsters might also mimic the behaviours of celebrities, which include their endorsement of luxury brands.

Moreover, the significance of social media systems can't be not noted as they serve as a number one conduit for movie star endorsements within the current virtual generation. The theoretical evaluation emphasizes the need for empirical studies to degree the effect and decipher the subtleties of superstar endorsements on children’s luxury brand consumption. This could grant useful insights for entrepreneurs and logo strategists in devising efficacious movie star endorsement techniques.

**CHAPTER 4**

**DATA ANALYSIS AND INTERPRETATION**

The data analysis for the research paper "Exploring the Impact of Celebrity Endorsements on Youth's Luxury Brand Consumption: A Comprehensive Study" is covered in detail in this chapter. Quantitative surveys were used to collect the data, which offered insightful information about respondents' perceptions on young celebrity endorsements. The questionnaire's comprehensive design addressed the topic's applicability to young people.

The majority of the study's participants are young people, namely those in the 18–25 age range. The age distribution of the responders is as follows:

* Just 2.3% of the sample, or 2 people, are younger than 18, which is unrelated to the study's main objective.
* The target age range of 18 to 25 years old is occupied by the majority, or 67.3% (103 individuals).
* The remaining 48 people, or 31.4%, are over the age of 26.

When we look at the gender distribution of the respondents, we discover a slight discrepancy. Out of the whole 152 respondents, 51.6% (79 people) are female, while 43.7% (73 people) are male. This record offers a comprehensive evaluation of the demographic profile of the respondents concerned in the study. Also, the qualification of the respondents was also an important factor in the study and most of the respondents were working class 55.6% (85 people. Student category comes net with 37.3% (57 people) and others were of 7.2% (11 people). The findings could be instrumental in knowledge the impact of celebrity endorsements on the shopping behaviour of luxury brands among youth.

* 1. **Assessing how celebrity endorsements sway young consumers’ luxury brand purchases.**

Forms response chart. Question title: 4. How often do you purchase luxury brands?
. Number of responses: 153 responses.

**Figure 4.1**

As per figure 4.1 out of 153 responses Monthly Frequency of Luxury Brand Purchases is 11.8% of respondents reported making monthly purchases from luxury brands.41.8% of participants said they occasionally purchase luxury goods. According to 36.6% of respondents, they do not often buy luxury brands. Just 9.8% of participants said they never purchase high-end brands.

Forms response chart. Question title: 6. Have you ever purchased any luxury brand because a celebrity recommended it?
. Number of responses: 153 responses.

**Figure 4.2**

In Figure 4.2 we can clearly see that out of 152 respontants 36.6% of the people answered yes in ever Purchased Based on Celebrity Recommendation. And the rest 63.4% of the people answered no.

As evidenced by the survey results, consumers' aspirations to purchase sustainable luxury goods are significantly influenced by celebrity reputation. Positive consumer behavior is impacted when a celebrity supports a brand. Consequences for corporate procedures Companies can improve their brand image and draw in customers that care about sustainbility by strategically using celebrity endorsements.

* 1. **Assessing consumer perceptions of celebrity endorsements—authenticity vs. fiancial motives.**Forms response chart. Question title: 7. To what extent do you believe celebrity influence impacts your choice to buy luxury brands?
     . Number of responses: 153 responses.

**Figure 4. 3**

According to the figure 4.3 wee could clearly see that the celebrity influence is slightly influencing the young generation. Almost 37.3% of the people voted slightly influentials. **Least Influential (26.8%)**, a significant portion of respondents considers celebrity influence to be minimal. For them, a famous face doesn’t significantly impact their luxury brand choices. **Moderately Influential (27.5%)** Nearly one-third of participants recognize a moderate effect. Celebrities do sway their luxury brand preferences, but other factors also play a role. **Extremely Influential (8.5%)** A smaller segment believes that celebrity endorsements hold substantial sway. For them, a famous name acts as the ultimate seal of approval for a luxury brand.

Forms response chart. Question title: 11. Do you consider it worth to spend more on a luxury brand that a celebrity backs?
. Number of responses: 153 responses.

**Figure 4.4**

The survey's results on spending on high-end brands that celebrities, A tiny minority (13.1%) thinks it makes sense to increase investments in high-end brands supported by celebrities. According to them, the brand gains prestige and worth from its affiliation with a well-known person.The majority (46.4%) disagrees, arguing that paying more on upscale goods is not warranted by celebrity endorsements. These respondents probably give more weight to things like personal preference, quality, or craftsmanship than to the influence of celebrities.A sizeable percentage (40.5%) is still unsure. They may be receptive to the concept but want more details or aren't sure how celebrity endorsements will affect their purchases.

* 1. **Examining how platforms shape preferences, including celebrity endorsements and influencer dynamics.**

Forms response chart. Question title: 14. Which social media platform do you find most influential in shaping your perception of luxury brands?
. Number of responses: 153 responses.

**Figure 4.5**

Social media's impact on how luxury brands are perceived. Instagram (80.4%) The vast majority of participants believe Instagram to be the most significant platform. Its prominence is partly attributed to its aspirational content, visual-centric style, and seamless integration with luxury companies.YouTube (15.7%) Considered influential by a sizable minority. Luxury lovers find resonance in brand collaborations, product displays, and video content on YouTube.Facebook (20%)Even if they are less significant, some respondents nevertheless link Facebook to premium brands. But in comparison to platforms with greater visual appeal, its significance has decreased. The least influential platform is Twitter (1.3%). Luxury brand aesthetics might not be well suited to its heavily text-based approach.TV (0.7%) is still the media with the least impact on how people perceive luxury brands. The impact of the digital transformation has diminished.

**CHAPTER 5**

**FINDINGS AND CONCLUSION**

The research report "Exploring the Impact of Celebrity Endorsements on Youth's Luxury Brand Consumption" included an analysis that explains the attitudes and actions of youth about luxury brands and celebrity endorsements.  
 The study's target population was individuals between the ages of 18 and 25, including 67.3% of participants; 31.4% of participants were over the age of 26. According to gender breakdown, there were somewhat more women (51.6%) than men (43.7%). A minor proportion of participants (7.2%) fell into the category of "others," with (55.6%) coming from the working-class population and students coming in second category (37.3%).

When it came to their spending for luxury brands, 41.8% said they only occasionally bought luxury brands, whilst 11.8% said they did so every month. Of those surveyed, 36.6% said they don't frequently buy luxury products, and just 9.8% said they never buy high-end brands. Regarding celebrity influence, 36.6% of respondents acknowledged following celebrity advice while making purchases.  
Consumer views of celebrity endorsements differed: 8.5% thought they had significant influence, while 27.5% thought they were somewhat influential. Of these, 26.8% thought they had little effect. But 37.3% thought that celebrity influence was only marginally significant.

Regarding spending on celebrity-endorsed brands, 13.1% agreed it made sense, citing increased prestige. However, 46.4% disagreed, favoring personal preferences, quality, or craftsmanship. 40.5% remained undecided.

Regarding platform preferences, 80.4% considered Instagram most significant due to its visual-centric style. YouTube was influential for 15.7%, especially for brand collaborations. Facebook held relevance for 20%, while Twitter and TV were least influential.

The research explains the relationship between influencer marketing, consumer purchasing behaviours, celebrity endorsements in context of luxury brands globally. Some factors related to new media influencing are shaped by personal experiences culture and societal values. The research analyse about how young individuals who purchases luxury brands where affected by influencer marketing. The study further reveals how social media platforms influence attitudes and actions of consumer.

Additionally, the vast majority of respondents (41.8%) admitted to occasionally buying luxury goods, suggesting a tendency towards aspirational consumption that is frequently swayed by celebrity endorsements.

The outcomes throw insight on how consumer behaviour is impacted by financial factors. Majority (46.4%) disagree, citing individual preferences and quality over celebrity influence, whereas minority (13.1%) believe that higher spending in celebrity-endorsed products are justified due to their reputation and worth. 40.5% of respondents are still unsure, which emphasises the need for more research on how celebrity endorsements affect consumers' decisions to buy.

The impressions that consumers have of luxury brands are greatly influenced by social media platforms, especially Instagram. Aspirational content and Instagram's smooth integration with luxury products are big draws for younger customers, as evidenced by the 80.4% of respondents who attributed the platform significant influence. Even if they are less powerful than Twitter and TV, YouTube and Facebook nevertheless have an impact.

**CONCLUSION**

The study highlights the complex relationship between young customers' consumption of premium brands and social media platforms and celebrity endorsements. Even though influencers are acting as major pillar in between consumers and luxury brands the final decision to buy the product or not is based upon the consumers decision. The findings conclude that Instagram is the most popular medium for influencer marketing. Where there are people purchasing products once in every month as well. The impact of celebrity endorsement and influencer marketing is so huge in today’s world that can uplift or destroy a brand identity .Costumers tends to believe what they see and hear repeatedly without cross checking about the credibility of the products. The final conclusion states that there are people who gets influenced by the social media and tends to buy luxury products.

**BIBLIOGRAPHY**

1. Khan, S. W., & Zaman, U(2021 September 30) Linking Celebrity Endorsement and Luxury Brand Purchase Intentions through Signaling Theory: A. ResearchGate.

<https://www.researchgate.net/publication/355182643_Linking_Celebrity_Endorsement_and_Luxury_Brand_Purchase_Intentions_through_Signaling_Theory_A_Serial-Mediation_Model_involving_Psychological_Ownership_Brand_Trust_and_Brand_Attitude>

1. Gupta D. K.(2007) Impact of Celebrity Endorsement on Consumer Buying Behaviour and Brand Building.SSRN Electronic Journal.

<https://doi.org/10.2139/ssrn.1203322>

1. Yu J. Liang M &Jin,C. H.(2023, April 20). The Effects of Luxury Brand Influencer Characteristics on Self-Brand Connection: Focused on Consumer Perception. Sustainability, 15(8), 6937.

<https://doi.org/10.3390/su15086937>

1. I. (2024, February 27). Influencer Marketing Strategies for Luxury Brands. AJ Marketing.

[https://www.ajmarketing.io/post/influencer-marketing-strategies-for-luxury-brands#:~:text=The%20most%20effective%20influencers%20for,the%20eyes%20of%20their%20followers](https://www.ajmarketing.io/post/influencer-marketing-strategies-for-luxury-brands%23:~:text=The%20most%20effective%20influencers%20for,the%20eyes%20of%20their%20followers)

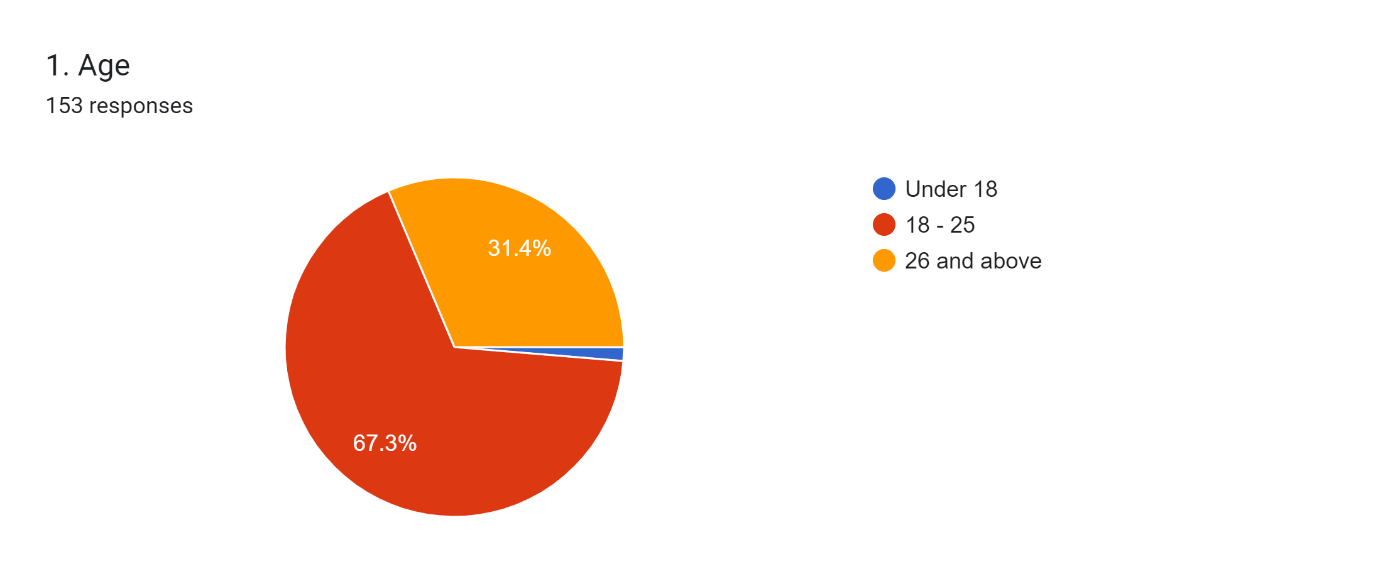
1. Celebrity Endorsement of Luxury Fashion - Luxury Fashion. (2023, September 1). Martel Fashion.

<https://www.martelnyc.com/luxury-fashion/the-celebrity-connection.html>

1. BasiounyA.(2023 May 30) The Marketing Psychology Behind Celebrity Endorsements. Knowledge at Wharton.

<https://knowledge.wharton.upenn.edu/article/the-marketing-psychology-behind-celebrity-endorsements/>

**APPENDIX**



Forms response chart. Question title: 2. Gender
. Number of responses: 153 responses.

Forms response chart. Question title: 3. Qualification
. Number of responses: 153 responses.

Forms response chart. Question title: 5. Do you follow any celebrities on social media?
. Number of responses: 153 responses.

Forms response chart. Question title: 8. Would you be inclined to buy a luxury brand if it&apos;s recommended by a celebrity you admire?
. Number of responses: 153 responses.

Forms response chart. Question title: 9. How likely are you to recommend a luxury brand endorsed by a celebrity to your friends or family?
. Number of responses: 153 responses.

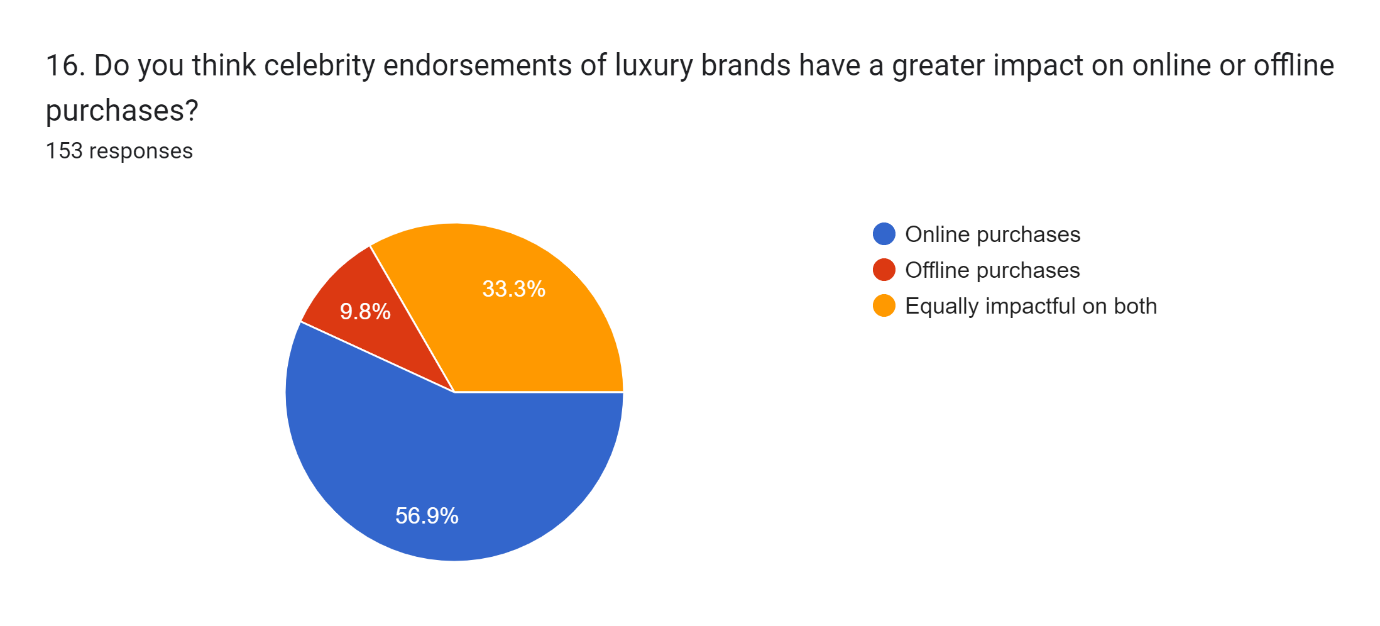
Forms response chart. Question title: 10. How do you assess the authenticity of the celebrity&apos;s promotion for a luxury brand?
. Number of responses: 153 responses.

Forms response chart. Question title: 10. How do you assess the authenticity of the celebrity&apos;s promotion for a luxury brand?
. Number of responses: 153 responses.

Forms response chart. Question title: 12. What&apos;s your impression of the bond between the celebrity and the luxury brand they promote?
. Number of responses: 153 responses.

Forms response chart. Question title: 13. How has influencer culture impacted the effectiveness of celebrity promotion for luxury brands?
. Number of responses: 153 responses.

Forms response chart. Question title: 15. What type of luxury brand products do you prefer to purchase?
. Number of responses: 153 responses.



Forms response chart. Question title: 17. Any additional comments or insights you would like to share regarding celebrity endorsements and luxury brand consumption among youth?
. Number of responses: 49 responses.

**QUESTIONNIRE**

1. Age

◦ Under 18

◦ 18-24

◦ 26 and above

2. Gender

◦ Male

◦ Female

◦ Other

3. Qualification

◦ Student

◦ Working

◦ Other

           4.          How often do you purchase luxury brands?

◦ Monthly

◦ Occasionally

◦ Rarely

◦ Never

5. Do you follow any celebrities on social media?

◦ Yes

◦ No

6. Have you ever purchased any luxury brand because a celebrity recommended

                        it?

◦ Yes

◦ No

7. To what extent do you believe celebrity influence impacts your choice to buy         luxury brands?

◦ Least influential

◦ Slightly influential

◦ Moderately influential

◦ Extremely influential

8. Would you be inclined to buy a luxury brand if it's recommended by a celebrity you admire?

◦ Yes

◦ No

◦ May be

9. How likely are you to recommend a luxury brand endorsed by a celebrity to   your friends or family?

◦ Very likely

◦ Likely

◦ Neutral

◦ Unlikely

◦ Very unlikely

11. How do you assess the authenticity of the celebrity's promotion for a luxury brand?

◦ Authentic

◦ Not authentic

◦ Not sure

12. Do you consider it worth it to spend more on a luxury brand that a celebrity backs?

◦ Yes

◦ No

◦ Not Sure

13. What's your impression of the bond between the celebrity and the luxury brand they promote?

◦ Genuine interest

◦ For financial gain

◦ Not sure

14. How has influencer culture impacted the effectiveness of celebrity promotion for luxury brands?

◦ Increased effectiveness

◦ Decreased effectiveness

◦ No change

15. Which social media platform do you find most influential in shaping your perception of luxury brands?

◦ Instagram

◦ Twitter

◦ Facebook

◦ YouTube

◦ Other

16. What type of luxury brand products do you prefer to purchase?

◦ Beauty and skin care

◦ Watches and jewellery

◦ Home decor

◦ Other

17. Do you think celebrity endorsements of luxury brands have a greater impact on online or offline purchases?

◦ Online purchases

◦ Offline purchases

◦ Equally impactful on both

19. Any additional comments or insights you would like to share regarding celebrity endorsements and luxury brand consumption among youth?

——————————————