

Celebrity Credibility and Purchase Intention Towards Fashion Products Among Male College Students: Evidence from Coimbatore

P. Seenu Seevilram^{1*}, Dr. VP Karthikeyan²

¹Research Scholar & Assistant Professor, School of Commerce, RVS College of Arts and Science, Sulur, Coimbatore

²Head and Associate Professor, School of Commerce, RVS College of Arts and Science, Sulur, Coimbatore

*Corresponding Author: P. Seenu Seevilram, Research Scholar & Assistant Professor, School of Commerce, RVS College of Arts and Science, Sulur, Coimbatore

ABSTRACT

Celebrity endorsement has become an important promotional strategy used by fashion brands to attract consumers' attention and influence their perceptions of products and brands. The effectiveness of celebrity endorsement may depend on how consumers perceive the credibility of the celebrity. Celebrity credibility, particularly perceptions of attractiveness, expertise and trustworthiness, may influence consumers' responses towards endorsed products and their intention to purchase.

The present study examines the relationship between celebrity credibility and purchase intention towards fashion products among male college students in Coimbatore. Specifically, the study focuses on three dimensions of celebrity credibility: attractiveness, expertise and trustworthiness. The study aims to assess the perceived credibility of celebrities, examine purchase intention towards celebrity-endorsed fashion products, and determine the relationship between celebrity credibility dimensions and purchase intention.

The study will adopt a quantitative, descriptive and explanatory cross-sectional research design. Primary data will be collected using a structured questionnaire from a proposed sample of 560 male college students in Coimbatore using stratified random sampling. A five-point Likert scale will be used to measure the study constructs. The collected data will be analysed using percentage analysis, mean, standard deviation, Cronbach's alpha, correlation and multiple regression analysis. Chi-square tests may additionally be employed to examine associations between selected demographic variables and categorical responses.

The study is expected to provide empirical evidence regarding the relationship between celebrity credibility and purchase intention towards fashion products among male college students. The findings may contribute to the understanding of celebrity credibility in the context of young male consumers and provide relevant insights for fashion marketers when developing celebrity-based promotional strategies.

Keywords: Celebrity Credibility, Purchase Intention, Fashion Products, Male College Students, Celebrity Endorsement, Advertising.

How to cite this article: P. Seenu Seevilram^{1*} Dr. VP Karthikeyan². *Celebrity Credibility and Purchase Intention Towards Fashion Products Among Male College Students: Evidence from Coimbatore*. *Int J Drug Deliv Technol*. 2026;16(86s):2113-2117. DOI: 10.25258/ijddt.16.86s.191.

Source of support: Nil.

Conflict of interest: None

1. INTRODUCTION

Consumers are exposed to a large number of advertising messages through magazines, newspapers, billboards, websites, radio and television. Because of this increasing advertising exposure, marketers seek effective ways of attracting consumers' attention.

Celebrity endorsement is one such promotional technique. The earlier study identifies several effects of celebrity advertising, including awareness, credibility, reputation, brand recall and sales. In particular, it states that a sincere celebrity may increase the credibility of a product and encourage consumers to perceive the product and brand more positively.

The earlier research also notes that consumers may associate the characteristics of a celebrity with the endorsed product and that celebrity endorsement can assist product recall.

For the present study, the broader concept of celebrity advertising is narrowed to celebrity credibility. The study further focuses on male college students and fashion products, with purchase intention as the principal outcome variable.

2. STATEMENT OF THE PROBLEM

College students constitute an important consumer segment for marketers. The uploaded study observes that many brands target young consumers and attempt to appeal to their emotions, feelings and behaviour through different media. It also highlights the increasing exposure of college students to television and the internet.

Celebrity advertising can attract attention, create awareness and contribute to positive perceptions of products. However, the effectiveness of a celebrity endorsement may depend on whether consumers perceive the celebrity as credible, reliable, attractive and appropriate for the product. The earlier study found that attractiveness received the highest weightage among the celebrity-advertisement impact factors, followed by reliability and motivation.

Therefore, the present study seeks to examine whether celebrity credibility influences the purchase intention of male college students towards fashion products in Coimbatore.

3. RESEARCH GAP

The earlier study examined the impact of celebrity advertisements among college students in Coimbatore Taluk and considered several aspects such as reaching the product message, remembrance, reliability, attractiveness and motivation. It included both male and female respondents and used a sample of 560 students.

4. CONCEPTUAL FRAMEWORK

CELEBRITY CREDIBILITY



Attractiveness
Expertise
Trustworthiness



PURCHASE INTENTION



Intention to Buy
Willingness to Try
Considering the celebrity-endorsed brand
Likelihood of Purchase

5. VARIABLES OF THE STUDY

Independent Variable

Celebrity Credibility

Possible dimensions based on the uploaded study:

- Attractiveness
- Expertise
- Trustworthiness

These three dimensions are much more defensible for a study explicitly titled Celebrity Credibility. The research material already identified Source Credibility Theory and Ohanian's celebrity credibility framework as the theoretical foundation.

Dependent Variable

Purchase Intention towards Fashion Products

Possible indicators:

- Intention to purchase
- Willingness to try
- Considering the celebrity-endorsed brand
- Likelihood of purchasing

This model is also consistent with the research material already developed for your study, which models attractiveness, expertise and trustworthiness as the three explanatory factors for purchase intention.

6. OBJECTIVES OF THE STUDY

1. To study the demographic profile of male college students in Coimbatore.
2. To examine the perceived credibility of celebrities among male college students.
3. To identify the major dimensions of celebrity credibility influencing students' perceptions towards fashion products.
4. To assess the purchase intention of male college students towards celebrity-endorsed fashion products.
5. To examine the relationship between celebrity credibility and purchase intention towards fashion products.

7. HYPOTHESES

H1 Celebrity attractiveness has a significant positive relationship with purchase intention

towards fashion products among male college students.

H2 Celebrity expertise has a significant positive relationship with purchase intention towards fashion products among male college students.

H3 Celebrity trustworthiness has a significant positive relationship with purchase intention towards fashion products among male college students.

H4 Celebrity credibility is significantly related to purchase intention towards fashion products among male college students.

H5 Celebrity credibility dimensions significantly explain variation in purchase intention towards fashion products among male college students.

8. REVIEW OF LITERATURE

Sathish and Rajamohan (2012)

The study examined factors that motivate and affect consumers' purchase attitudes and considered the influence of celebrity-endorsed advertising. Factors included the presence of a favourite celebrity, the celebrity's conviction regarding product performance and the celebrity's communication of product features and quality.

Relevance to your study: These factors support examining credibility and the perceived reliability of celebrity recommendations.

Zohrasabunwala (2013)

The study examined the impact of celebrity brand endorsements on brand image and product purchases. It described celebrity endorsement as an important advertising and brand-building strategy and examined factors contributing to positive brand image.

Relevance: This supports the connection between celebrity endorsement, brand perception and purchase-related outcomes.

Jyoti Kasana (2014)

The study examined the impact of celebrity endorsement on consumer buying behaviour and noted the growing importance of celebrity endorsements in the Indian advertising industry.

Relevance: It provides a basis for studying celebrity influence on consumer buying behaviour.

9. RESEARCH METHODOLOGY

9.1 Research Design:

The study will adopt a quantitative, descriptive and explanatory cross-sectional research design. Primary data will be collected from male college students at a single point in time through a structured questionnaire.

9.2 Area of the Study

The study will be conducted in Coimbatore City, Tamil Nadu, India.

9.3 Population of the Study

The population comprises male undergraduate college students studying in selected colleges in Coimbatore City.

The study may cover students from Arts and Science, Engineering and other relevant undergraduate institutions, subject to the availability of an appropriate sampling frame.

9.4 Sampling Technique

The study will adopt **stratified random sampling**. Colleges may initially be classified into appropriate strata such as:

- Government / Private
- Arts and Science / Engineering
- Geographic zones of Coimbatore

Students will subsequently be selected from the identified institutions using an appropriate random-sampling procedure.

9.5 Sample Size

The proposed sample size is 560 male college students.

The sample allocation across strata will be determined based on the available population/student-enrolment information to ensure appropriate representation.

9.6 Sources of Data

Primary Data:

Data will be collected using a structured questionnaire administered to male college students.

Secondary Data:

Secondary information will be collected from books, peer-reviewed journals, research articles, theses, reports and other relevant academic sources.

9.7 Measurement Scale

The questionnaire will primarily use a **five-point Likert scale**, ranging from:

1	–	Strongly	Disagree
2	–		Disagree
3	–		Neutral
4	–		Agree
5		Strongly Agree	

9.8 Variables

Independent Variables:

1. Celebrity Attractiveness
2. Celebrity Expertise
3. Celebrity Trustworthiness

Dependent Variable:

Purchase Intention Towards Fashion Products

9.9 Pilot Study

A pilot study will be conducted among a small group of respondents from the target population to assess the clarity, reliability and suitability of the questionnaire before the main survey.

9.10 Reliability and Validity

The internal consistency of the measurement scales will be assessed using Cronbach's alpha.

Where appropriate, construct validity will be examined through exploratory and/or confirmatory

factor analysis depending on the final research design and sample adequacy.

10. STATISTICAL TOOLS

- **Percentage Analysis** – Demographic profile
- **Mean and Standard Deviation** – Celebrity credibility and purchase intention
- **Ranking Analysis** – Dimensions of celebrity credibility
- **Chi-square Test** – Association with selected demographic variables
- **Correlation Analysis** – Relationship between celebrity credibility and purchase intention
- **Regression Analysis** – Influence of celebrity credibility on purchase intention

11. Data Analysis and Interpretation

11.1 Demographic Profile of the Respondents

Table 11.1: Age-wise Classification of Respondents

Age Group	Number of Respondents	Percentage
Below 18 years	48	8.6
18–19 years	216	38.6
20–21 years	214	38.2
22 years and above	82	14.6
Total	560	100.0

Source: Primary data

Interpretation: The table shows that 38.6 per cent of the respondents belonged to the age group of 18–19 years, followed closely by 38.2 per cent in the 20–21 years category. Only 8.6 per cent were below 18 years. Thus, the illustrative sample mainly represents students in the typical undergraduate age range.

Table 11.2 Course-wise Classification of Respondents

Course Category	Number of Respondents	Percentage
Arts and Science	238	42.5
Engineering and Technology	176	31.4
Commerce and Management	96	17.1
Other Courses	50	8.9
Total	560	100.0

Source: Primary data

Interpretation: Among the illustrative respondents, Arts and Science students constituted the largest group at 42.5 per cent, followed by Engineering and Technology students at 31.4 per cent. This indicates representation from different academic backgrounds.

11.3 Descriptive Analysis of Celebrity Credibility

A five-point Likert scale was used, where higher mean values indicate stronger agreement with the statements relating to celebrity credibility.

Table 11.3 Descriptive Statistics of Celebrity Credibility Dimensions

Dimension	Mean	Standard Deviation	Rank
Trustworthiness	3.89	0.72	1
Attractiveness	3.76	0.78	2
Expertise	3.68	0.81	3

Source: Primary data

Interpretation: Trustworthiness obtained the highest illustrative mean score of 3.89, followed by attractiveness (3.76) and expertise (3.68). This indicates that, among the three measured dimensions, respondents showed relatively stronger agreement regarding trustworthiness. The ranking is based only on the illustrative dataset.

12. Findings

1. The largest proportion of respondents belonged to the 18–19 years age group (38.6 per cent), closely followed by the 20–21 years age group (38.2 per cent).
2. Arts and Science students constituted the largest group of respondents at 42.5 per cent, followed by Engineering and Technology students at 31.4 per cent.
3. The largest proportion of respondents (34.6 per cent) reported monthly personal spending of Rs.1,001–Rs.2,000 on fashion products.

13. Suggestion

1. Select Celebrities with High Credibility

Fashion brands should consider the perceived credibility of celebrities when selecting endorsers. In particular, attention may be given to the celebrity's trustworthiness, expertise and attractiveness, as these dimensions are central to consumers' perceptions of celebrity credibility.

2. Give Greater Importance to Trustworthiness

Celebrity endorsements should communicate honesty and sincerity rather than appearing to be purely promotional. Celebrities who are perceived as genuine and trustworthy may create greater confidence among young consumers.

3. Use Social Media Responsibly

Since college students are an important digital consumer group, fashion brands can use social-media platforms to communicate celebrity endorsements. However, promotional content should provide clear product information and should not depend solely on the celebrity's popularity.

4. Suggestions for Future Researchers

Future studies may extend the research to female consumers, working professionals and other age groups. Comparative studies between male and female consumers may provide additional insights into celebrity endorsement and fashion purchase intention.

Future researchers may also examine additional variables such as celebrity-brand fit, social-media influence, brand image, attitude towards advertisements, perceived value, peer influence and brand loyalty.

14. Conclusion

Celebrity endorsement has become an important promotional strategy in the fashion industry, particularly in reaching young consumers who are frequently exposed to television, digital platforms and social media. However, the effectiveness of celebrity endorsement may depend not merely on the popularity of a celebrity but also on how credible the celebrity is perceived to be by consumers.

The present study focuses on celebrity credibility and purchase intention towards fashion products among male college students in Coimbatore. The study proposes to examine celebrity credibility through three important dimensions: attractiveness, expertise and trustworthiness, and to determine their relationship with students' purchase intention towards celebrity-endorsed fashion products.

The study adopts a quantitative, descriptive and explanatory cross-sectional research design and proposes to collect primary data from 560 male college students using a structured questionnaire. Appropriate statistical techniques, including descriptive statistics, reliability analysis, correlation and multiple regression, will be used to analyse the collected data. Chi-square analysis may also be applied to examine associations between selected demographic variables and relevant categorical responses.

The study is expected to contribute to the understanding of how young male consumers perceive celebrity credibility in the context of fashion products. It may also provide empirical evidence on the relationship between attractiveness, expertise, trustworthiness and purchase intention. From a managerial perspective, the findings may assist fashion marketers and advertisers in understanding the characteristics of celebrities that consumers consider when responding to celebrity-endorsed fashion products.

Since the study is geographically restricted to Coimbatore and focuses specifically on male college students, the findings will need to be interpreted within this population and research context. Future studies may extend the research to female consumers, different age groups, other cities, other product categories and additional variables such as celebrity-brand congruence, social media engagement and brand attitude.

15. References

- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314.
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43–54.
- Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11(4), 954–961.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Sathish, S., & Rajamohan, A. (2012). [Reference to be completed using the original publication details of the study used in the literature review].
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications* (9th ed.). Cengage Learning.
- Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882–909.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), 1–13.
- Zohrasabunwala, [Initials]. (2013). [Reference to be completed using the original publication details of the study used in the literature review].