



The Effect of Online Customer Reviews and Celebrity Endorsement on Purchasing Tendency of Young Women

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Abstract:

This study explores the attitude of young women towards celebrity-endorsed advertisements and online customer reviews. The purpose of this dissertation is to determine if Instagram influencer posts have an impact on the purchasing decisions of young adult women. Today, young women aged 18-23 years are greatly influenced by online customer reviews and endorsements when making purchases. With the growth of social media and e-commerce sites, these consumers experience a plethora of information and recommendations related to products and services. The findings suggest that online customer reviews have a greater influence on developing perceptions of products and services, purchasing intent, and brand selection than celebrity endorsements. This research advances the understanding of consumer behaviour and marketing communication strategies and is particularly relevant for digital marketing.

Keywords: online customer reviews, celebrity endorsements, consumer behaviour, young women, purchasing decisions

1.Introduction

The main purpose of this study is to explore the attitude of young women towards celebrity-endorsed advertisements. In this research work an attempt will be made to study how the effect of online customer reviews and celebrity endorsement on the purchasing tendency of young women. In the digital era, the buying behaviour of young women from the ages of 18-23 is greatly influenced by customer reviews seen online and celebrity endorsements. Social media platforms and e-commerce sites facilitate young women are given greater access to information and recommendations about products and services. Over the past few years, young women's buying behaviour has changed radically as a result of online platforms and celebrity culture. These young women are likely to base their buying decisions of cosmetics and fashion on online reviews and the celebrity endorsements attached to the products. Although there is a wealth of research studies that focus on reviews and celebrity product endorsements, the majority of these studies are global, focusing on various demographics but not on the demographic of young women in India, or the heightened presence of online shopping or the celebrity influence on young women in India. Therefore, this study brings a contribution of relevance to the growing attitude of Indian women in their 18-23 entries.

2.LiteratureReview

Research highlights the significance of online customer reviews and celebrity endorsements in shaping consumer behaviour. It was established that most people are more inclined towards liking a product because it was from a third party's recommendation like celebrities or influencers than the brand itself (NadanyIova, Gajanova, Majerova, & Lizbetinova, 2020). Atkin & Block (1983) stated that celebrity endorsers have gained popularity because they are highly dynamic, attractive, and likable. Aaker (1996) opined that celebrity endorsers were most valuable when launching a product, especially in the early part of its lifecycle. Petty and Cacioppo (1983) examined that the effectiveness of a celebrity endorser in an advertisement depended on the receiver's involvement level. McCracken (1989) identified a new approach to celebrity endorsement through the meaning transfer model, showing how cultural meanings pass from celebrity to product and consumer. Hennig-Thurau et al. (2004) stated that web-based consumer-opinion platforms focus on consumption-related opinions and experiences. Goldsmith & Horowitz (2006) noted that consumers seek opinions of others online to reduce risk and secure information easily. Chen & Xie (2008) affirmed that online consumer reviews, as user-generated content, play an increasingly significant role in the purchase process. Cheung and Thadani (2012) added that electronic word-of-mouth is seen as more credible than traditional media. Sheila O'Mahony & Tony Meenaghan (1997) confirmed that perceived credibility and expertise of endorsers strongly influence product purchase intentions. Ronald E. Goldsmith et al. (2000) assessed that corporate credibility also plays an important role in consumer attitudes. Together, these studies provide a foundation for understanding the role of online reviews and celebrity endorsements in shaping young women's purchasing behaviour.

3. Methodology

3.1 Objective:

To examine the effect of online customer reviews and celebrity endorsements on young women's purchasing tendency.

3.2 RESEARCH DESIGN:

The research design is QUANTITATIVE Research Design.

Quantitative research is a method used to collect numerical data and measure variables in order to study patterns, relationships, and trends. It helps to analyse results statistically and draw conclusions based on the data collected.

3.3 SAMPLE DESIGN:

The total sample size of the study is 102.

Convenience sampling was used, targeting young women in their early 20's through an online questionnaire. Participation was voluntary, with informed consent obtained, and responses kept anonymous.

3.4 NATURE OF THE DATA:

The study uses **Primary Data**.

Primary data is collected specifically for this study through structured surveys and questionnaires administered to the target population of young women. The data is obtained either online or through physical distribution, ensuring anonymity and confidentiality. This data provides firsthand insight into respondents' opinions, behaviours, and preferences regarding online reviews and celebrity endorsements.

3.5 RESEARCH METHOD:

Questionnaire method.

A structured questionnaire will be prepared and circulated to gather information on participants' attitudes toward online reviews, celebrity endorsements, and purchasing behaviour.

3.6 LIMITATION OF STUDY:

The sample size for the study is 102 which is not accurate number for survey. The main source of data for the study was primary data with the help of self-administered questionnaires. Hence, the chances of unbiased information are less. ^[1]_{SEP} The accuracy of the analysis and conclusions drawn entirely depends upon the reliability of the information provided by the women's.

4. Data Analysis:

Sample and Data Preparation: Data were collected from 102 respondents. The sample is majority unmarried (90.2%) and largely composed of students (~69%). Family income distribution is skewed towards the lowest category (0–5 L per annum: 56.9%). All analyses were performed on the coded Likert responses (1 = lowest; 5 = highest). Descriptive statistics, reliability analysis, and inferential tests (Levene's test for homogeneity of variances and one-way ANOVA) were used to examine the relationships between demographic variables, online review influence and celebrity endorsements.

Reliability Analysis: Cronbach's alpha for the full set of items was $\alpha = 0.70$ (Table 4.R), which indicates acceptable internal consistency for exploratory research. Due to data limitations, separate reliability values for each construct (reviews, celebrity endorsements, and sharing behaviour) could not be computed. This is noted as a limitation of the study, and future research should calculate construct-level reliabilities to strengthen measurement validity.

Table 4.R
Item-Total Statistics

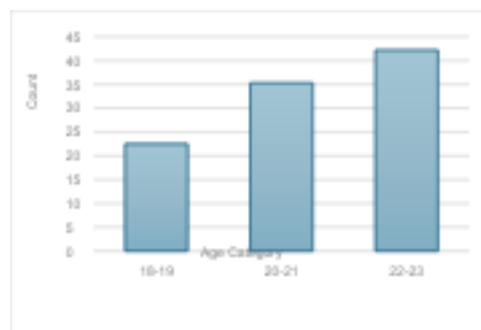
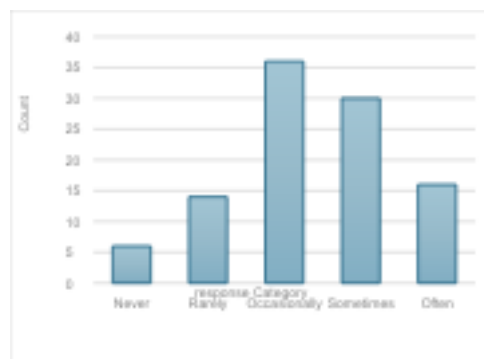
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
How often do you purchase online?	29.35	33.854	0.303	0.715
How often do you share your own online shopping experiences?	30.12	31.372	0.426	0.697
How often do you consider celebrity endorsements when deciding what to buy?	30.41	32.819	0.363	0.706
How likely are you to try a product with positive online customer reviews?	29.09	30.259	0.67	0.663
Have you ever been influenced to purchase a product because a celebrity endorsed it during a celebratory event?	30.46	33.261	0.349	0.708
Do negative online reviews affect your willingness to purchase a product?	29.66	33.337	0.276	0.721
Do you find online customer reviews to be more reliable than traditional advertising?	29.34	34.089	0.359	0.707
Do you think that online customer reviews provide a more authentic and unbiased perspective compared to celebrity endorsements?	29.31	34.059	0.349	0.709
Have you ever purchased a product solely based on a celebrity endorsement, without considering online reviews?	30.64	34.055	0.251	0.723
How satisfied are you with the overall quality of products you have purchased based on online reviews?	29.24	33.924	0.432	0.7
Do you often share online reviews with friends or colleagues to help them make informed purchasing decisions?	29.44	31.992	0.375	0.705

Psychometrics uses statistical measures to evaluate survey items' reliability and validity. These include "Mean if Item Deleted" and "Variance if Item Deleted." We also use "Corrected Item-Total Correlation" and "Cronbach's Alpha if Item Deleted" to assess internal consistency reliability. All survey items have positive correlations measuring online shopping behaviour. The survey covers consumer behaviour aspects such as celebrity endorsements, online reviews, and experience sharing.

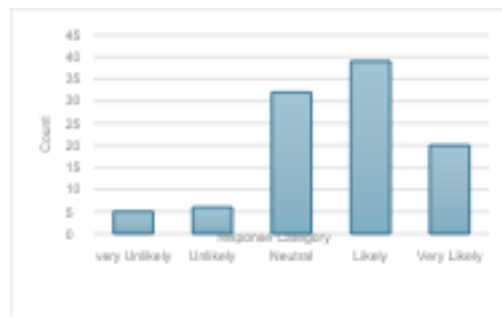
Descriptive Statistics:**Table 4.1: Summary of Key Variables (n = 102)**

Variable (short)	Estimated mean (1–5)	Modal response (top category)
Frequency of online purchases	3.4	Often / Sometimes
Frequency of sharing shopping experiences	2.9	Sometimes
Consideration of celebrity endorsements	2.6	Never / Rarely
Likelihood to try product with positive reviews	3.8	Likely / Very likely
Influence of celebrity during celebratory events	2.5	Never / Sometimes
Effect of negative reviews on purchase willingness	3.3	Strongly/Moderately affects
Perceive reviews as more reliable than ads	3.6	Agree
Perceive reviews as more authentic than celebrity	3.7	Agree
Purchased solely on celebrity endorsement	2.1	Never (but 44.1% reported Yes at least once)
Satisfaction with purchases guided by reviews	3.6	Satisfied / Very satisfied

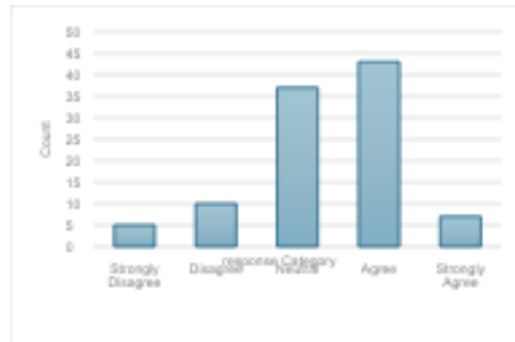
(Notes: Means are computed by mapping ordinal categories 1–5 to numeric scores and taking weighted averages of response frequencies. The modal category is the most frequent response.)

Figures:*(Figure 4.1) Age distribution:**(Figure 4.2) Frequency of online purchases:*

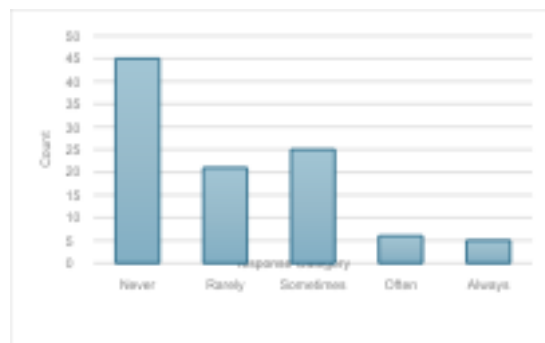
(Figure 4.3) Likelihood to try products with positive reviews:



(Figure 4.4) Perceived reliability of online reviews:



(Figure 4.5) Purchases made solely because of celebrity endorsement:



Inferential statistics

Homogeneity of variances was tested using Levene's test prior to ANOVA. For all tested combinations, Levene's test returned $p > 0.05$, indicating homogeneity of variances and allowing the use of one-way ANOVA. The ANOVA results are summarized in Table 4.2.

Table 4.2: Summary of selected ANOVA tests

Predictor (Factor)	Dependent Variable (Outcome)	df (Between, Within)	F	p	η^2	Result
Age	Likelihood to try product with positive reviews	(2, 99)	1.68	0.192	0.033	Not significant
Income	Consideration of celebrity endorsements	(3, 98)	1.04	0.378	0.031	Not significant
Qualification	Sharing product reviews online	(3, 98)	0.89	0.449	0.027	Not significant
Profession	Influence of online reviews on purchase decision	(4, 97)	2.11	0.086	0.08	Not significant

Interpretation of inferential results: The ANOVA tests indicate **no statistically significant differences** across the tested demographic groups (age, income, qualification, profession) for the dependent variables considered (tendency to try products based on reviews; consideration of celebrity endorsements; perception of authenticity). That is, within this sample, these demographic variables do not appear to influence how respondents respond to online reviews or celebrity endorsements.

RESEARCH DISCUSSION AND RESULT

The study of answers from 102 young women between 18 and 23 years old indicates that online reviews have more influence over their purchasing behaviour than endorsements by celebrities. A good part of them declared that they would quite likely try products that have good online reviews; also, most of them were happy with their purchases made based on these reviews. Negative reviews were a strong inhibitor of buying suggestions, thus, showing that the provision of unfavourable comments has a direct influence on choice-making.

Celebrity endorsements, on the other hand, exert a moderate but noticeable influence. Notably, endorsements during celebratory events were reported as influencing purchases, though this effect was less pronounced than online reviews. This indicates that event-based endorsements can generate short-term interest but may not sustain long-term purchasing tendencies. While many respondents rarely or only sometimes considered endorsements when deciding to buy, 44.1% admitted to making at least one purchase solely because of celebrity association. This demonstrates that celebrities still play a role, though less dominant than reviews. Through the ANOVA tests, there were no significant differences found between age, income, qualifications, or profession in the perception of reviews or endorsements by the respondents. In other words, the impact of online reviews and endorsements remained unchanged across different demographic segments of the sample. However, this lack of significant differences may also be due to the limited sample size, which restricts the ability to detect subtle group variations.

As a whole, the conversation reveals that the young female audience considers digital consumer ratings to be the most truthful and unbiased source of information as opposed to the celebrity endorsements. At the same time, endorsements—especially during celebratory events—continue to impact a portion of the group, confirming their relevance in integrated marketing strategies.

CONCLUSION

After a comprehensive study on the impact of online customer reviews and celebrity endorsements on the buying behaviour of young women, our research yielded significant findings. Firstly, our study showed that young women's purchasing decisions are significantly influenced by both celebrity endorsements and online customer reviews. According to our research, celebrities' endorsements during celebratory events have a considerable impact on the purchasing tendencies of this demographic. This highlights the importance of celebrity influence in marketing strategies aimed at young women.

Moreover, our study revealed a noticeable link between the perception of reviews' impact on young women's purchasing decisions and online review platforms. The availability and frequency of online reviews shape consumer perceptions and preferences, which has a direct effect on their purchasing behaviour.

Furthermore, our research clarified the varying effects of favourable and unfavourable evaluations on young women's decision-making processes. Negative reviews can considerably discourage people from making purchases, while positive reviews typically increase confidence. To effectively connect with young women, businesses must understand the subtleties of how they read and react to online reviews.

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