

Do celebrities influence buying habits?

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Abstract

Millions of dollars are spent each month to pay celebrities to be a spokesperson or have their name used to promote various goods and services. Therefore, it is important to determine the effectiveness and benefits for corporations to pay celebrities to promote their goods and services. This study examines the influence of celebrities in the buying habits of individuals in all age groups in the Greater Houston, Texas MSA. Additionally, it breaks down the influence of celebrities by various age groups. Other factors influencing buying habits are also reviewed and analyzed.