



# Influence Of Celebrity Endorsements On Brand Perception

<sup>1</sup>Ujas Panchal, <sup>2</sup>Ishika Parmar,

<sup>1</sup>MBA Marketing Student, <sup>2</sup>MBA Marketing Student,

<sup>1</sup>Parul University, Vadodara, India

**Abstract:** Identity endorsements by Celebrities act as a fundamental factor which determines how consumers view brands and establish trust as well as brand devotion. This research analyzes trustworthiness as well as brand endorsement effects through an evaluation of 150 subject participants. A celebrity controversy has the power to damage brand image and visibility and steer customers toward different choices about the brand's quality and cost. Future research must analyze if influencer sponsorships create more effective brand and attractiveness endorsements than traditional celebrity endorsements do. Trust from consumers emerges as a factor but its authority depends on how much fame and expertise the celebrity possesses. Product research should analyze monetary benefits of expanded knowledge about endorsement approaches even though brand recognition benefits from endorsements.

**Keywords:** Celebrity Endorsement, Brand Trust, Consumer Behavior, Advertising Strategy, Social Media Marketing, Brand Awareness.

## I. INTRODUCTION

### 1.1 Background:

People tend to trust celebrity recommendations about products since they have admiration for famous personalities. This is why multiple brands collaborate with celebrities to promote their products. Achieving strong consumer connections becomes possible through business partnerships between companies and well-known figures which include Sports Stars actors and social media influencers. An individual who supports their well-known celebrity endorsement of a brand demonstrates higher purchase intentions toward the product.

The usage of celebrity endorsements can improve brand appeal but it brings corresponding safety risks. Brand reputation may suffer damage when a celebrity becomes involved in public controversies. It is essential for companies to select endorsers that share identical brand values to their own brand identity.

### 1.2 Problem Statement:

Brands spend large amounts of money on celebrity endorsements but there is no final evidence to prove this approach will build stronger consumer brand relationships and yield better commercial results. Several consumers give preference to product quality and cost rather than being attracted by celebrity promotions. The digital age has prompted influencers to take over the position previously occupied by traditional celebrities for advertising purposes. The research seeks to establish the true impact that endorsements by celebrities deliver to brand perception levels.

### 1.3 Objectives of the Study:

- a. I want to determine how celebrity brand promotions modify audience perception towards a product.
- b. The research determines how both a celebrity's trustworthiness and desirability factor into brand reliability.
- c. Risk assessment should target the potential issues which come from using famous personalities in promotional activities including damaging media attention.

### 1.4 Hypotheses:

1. H1: Impact of Celebrity Endorsement on Brand Awareness
  - H<sub>0</sub>: The usage of celebrities for branding neither produces nor decreases brand awareness among target audiences.
  - H<sub>1</sub>: Celebrity endorsements significantly enhance brand awareness.
2. H2: Influence of Celebrity Credibility on Brand Trust
  - H<sub>0</sub>: The credibility of famous individuals has no impact on customer trust toward brands.
  - H<sub>1</sub>: Brand trust improves directly with growing levels of celebrity credibility among consumers.
3. H3: Effect of Celebrity Attractiveness on Brand Perception
  - H<sub>0</sub>: The physical appearance of a celebrity has no impact on how people view brand products.
  - H<sub>1</sub>: Physical attractiveness of a celebrity contributes positively to brand perception in consumers.

## Literature Review

### 1. Brand Image

Brand image refers to the associations and perceptions that consumers hold about a brand (Keller et al., 2011). According to Shimp and Craig (2013), a brand's image is formed through various associations that develop over time, giving brands a distinct personality similar to humans. The main goal of marketing strategies is to create and reinforce a strong brand image (Malik et al., 2013). To establish the right image, companies must consistently communicate their brand identity across different marketing channels (Kotler & Armstrong, 2012). When a brand successfully builds a strong image in the minds of consumers, it increases brand recall and influences purchasing decisions (Lau & Phau, 2007).

### 2. Celebrity Endorsement

Celebrity endorsement is a marketing strategy where well-known personalities use their public recognition to promote a product or brand. Friedman and L. Friedman (as cited in Priyankara et al., 2017) define celebrity endorsers as individuals known for their achievements who leverage their fame to recommend products. Rachbini (2018) states that linking brands with celebrities helps capture consumer attention and increases brand recall. Multinational companies use celebrity endorsements because they believe famous personalities significantly impact consumer attitudes and increase purchase intentions (Gupta et al., 2015).

### 3. Celebrity Expertise

A celebrity's expertise in a specific field enhances the credibility of an endorsement and influences consumer confidence in the product (Wang, 2006). Ha and Lam (2017) define expertise as the level of knowledge and experience an endorser has in a given area, making them a valid source of information. Priyankara et al. (2017) emphasize that consumers are more likely to trust endorsements from celebrities perceived as experts in their field. Lomboan (2013) suggests that when an endorser has expertise related to the product they promote, it strengthens the brand's credibility and increases consumer trust.

#### **4. Celebrity Attractiveness**

According to Wang (2006), an attractive celebrity is more likely to influence consumers because people are drawn to aesthetically appealing sources. Physical attractiveness includes factors like facial features, height, and weight, which contribute to the first impression of a celebrity (Ha & Lam, 2017). Rachbini (2018) explains that attractiveness is not only about physical appearance but also includes personality, lifestyle, and athletic performance. Lomboan (2013) states that the more attractive a celebrity is, the stronger their impact on building a positive brand image and influencing purchase behavior. However, the choice of a celebrity should align with the brand's intended image to ensure effectiveness.

#### **Gaps in Research and Future Scope:**

This evaluation studies how movie actors together with established public figures leverage social media platforms for higher importance. The evaluation process must examine how cultural components affect public responses during celebrity promotional activities. The general populace now prefers real beauty and athletic enthusiasm more than disease awareness initiatives since current academic studies require heightened emphasis on celebrity sponsorships and endorsements. Most academic research specialized in examining brand promotional power based on star athletes yet contemporary consumers depend on branding by online influencers and celebrities for product selection. Studies about celebrity endorsement mostly originates from Western cultures yet different cultural areas like Asia, Africa and Latin America hold possibly dissimilar perceptions of this practice. The present research should prioritize creating genuine endorsement research that prevents artificial creation and financial motivation. Organizations need fundamental knowledge about developing realistic endorsement approaches to enable consumer trust in their communication strategies. The successful application of product endorsements for fashion branding methods leads to inquiries about suitability in other business sectors such as technology and healthcare and financial markets. Research mainly assesses celebrity endorsements through their short-term effects in determining sales performance and target market engagement. The evaluation of these domains helps brands achieve superior outcomes when they use celebrity endorsements for marketing.

#### **Research Methodology:**

##### **Study Design:**

Statistical methods enable the research to study how celebrity promotions affect the levels of consumer brand acceptance and trust. The researchers utilized a descriptive research design since it reveals insights about consumer opinions and behaviors using measurable data. The study required numerical trends and data patterns so researchers determined that quantitative methods were better suited than qualitative data collection methods. The researcher aimed to gather standardized responses which would demonstrate the impact of celebrity endorsements on consumer buying behavior.

**Data Collection:**

The research data originated from two fundamental sources.

The principal data acquisition method relied on an online distribution of structured questionnaires to the study participants. The assessment had several questions designed as multiple choices and in scale form to record participants' thoughts about famous influencer promotions together with their confidence in brand authority. The research utilized information obtained from academic journals, books and research papers and marketing reports as secondary data sources. Secondary data that described existing knowledge in the research field formed the basis for a robust investigation on the topic.

**Sampling Techniques:****Population:**

Consumers between 18 and 44 years old were selected as research subjects because they encounter celebrity brand endorsements both in television broadcasts and through social media platforms along with traditional advertisement displays. Younger populace was chosen as the research group because they actively participate in digital spaces and tend to be susceptible to celebrity endorsement impacts.

**Sampling Unit:**

The sampling unit consists of regular customers who experience brand endorsements through celebrity partnerships. People who view celebrity endorsements through advertisements together with individuals who consume sponsored social media content also fall under this category as do consumers who use endorsements as deciding factors when making purchases.

**Sample Size:**

The research included 150 participants as part of its study. The selected 150 participants provided adequate variability in opinions while maintaining practical data acquisition procedures.

**Sampling Method:**

Research implemented convenience sampling as its non-probability collection method. Participants entered the survey because they agreed to participate regardless of how available they were. Convenience sampling was used because:

The process of gathering responses via online surveys required brief time and simple operations.

The research method enabled the study to contact people from many different demographic backgrounds who fit the age requirements.

The research method required minimal costs while being appropriate for a short-term project.

**Data Analysis:**

The authors used Microsoft Excel to analyze the gathered data and present findings better.

The research team used percentages and averages from respondent data for identifying major patterns and trends.

The research findings were displayed through the creation of bar charts combined with pie charts.

The analysis assessed consumer trends among respondents by studying if younger or older participants more often respond to celebrity endorsements.

### Suitability of Methods:

This research utilized the quantitative method because it generated numerical data for easier statistical assessment. Excel served as an effective tool to produce visuals which simplified the interpretation of results. Since convenience sampling was used the research results cannot show the complete views of every consumer population.

The results could obtain better accuracy through probability sampling methods and the tracking of temporal shifts in consumer opinions should involve extended research duration.

### Clarification of Hypotheses and Variables:

#### Independent Variables (IVs):

1. **Celebrity Endorsement:** A famous person serving as a brand promoter generates heightened customer interest along with better recognition.
2. **Celebrity Credibility:** Consumer trust toward the endorsed brand benefits from celebrity credibility which combines their trustworthiness plus expertise and reliability.
3. **Celebrity Attractiveness:** Consumer perspective of brands becomes more positive when a celebrity presents appealing physical characteristics alongside charismatic personality attributes.

#### Dependent Variables (DVs):

1. **Brand Awareness:** The reach and capability of customers to identify and remember the brand because it involves a celebrity endorsement.
2. **Brand Trust:** Brand Trust describes how much confidence consumers demonstrate regarding a brand's reliability together with its authenticity following a celebrity endorsement.
3. **Brand Perception:** The connection of a celebrity with a brand influences consumer opinion about brand quality and brand appeal as well as establishes brand reputation.

### Results and Discussion

This section presents the findings of the study and discusses how celebrity endorsements influence consumer perception and brand trust. The results are shown in tables, followed by an interpretation of what they mean in real-world scenarios.

1. **Demographic Profile of Respondents:** The study included 150 respondents from different age groups, genders, and occupations.

Category	Classification	Number of Respondents
Age Group	18-24 years	75
	25-34 years	65
	35-44 years	9
	45 & above	1
<b>Total</b>		<b>150</b>
Gender	Male	122
	Female	28
<b>Total</b>		<b>150</b>
Occupation	Student	65
	Employed	44



	Self-Employed	28
	Unemployed	13
<b>Total</b>		<b>150</b>

**Table 1: Demographic Distribution of Respondents**

**Interpretation:**

The data shows that the majority of respondents (93.3%) were from the 18-34 Years age group, which indicates that younger consumers are more interested in brands that use celebrity endorsements. The study also had more male respondents (81.3%) than females, which suggests that men might be more engaged with celebrity-endorsed brands or were more willing to participate in the survey. When looking at occupations, students (43.3%) made up the largest group, followed by employed individuals (29.3%) and self-employed individuals (18.7%). This indicates that younger people, especially students, are more influenced by celebrity marketing strategies.

2. Influence of Celebrity Endorsements on Brand Perception: The study also explored whether celebrity endorsements make brands more attractive. and trustworthy.

**Table 2: Effect of Celebrity Endorsements on Brand Perception**

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Celebrity endorsements make brands more attractive	33	63	33	16	5	<b>150</b>
Endorsed brands feel more trustworthy	58	57	27	8	0	<b>150</b>
I feel connected to brands endorsed by celebrities	54	59	24	13	0	<b>150</b>
I remain loyal to brands due to endorsements	28	45	39	38	0	<b>150</b>

**Interpretation:**

The research findings demonstrated that celebrity endorsements create brand appeal in the eyes of consumers since 64% of participants agreed with this statement. A large majority of 76.7% of respondents believes that brand trust increases due to celebrity endorsements indicating consumers link brand authenticity with its celebrity spokesperson. Trust does not always develop only through endorsements because 18% of the participants displayed neutrality toward this concept. A large portion of 75.3% of survey participants feel that they develop emotional bonds with brands when they see trusted celebrity endorsements. The endorsement of brands establishes more powerful relationships between brands and consumers in their memories. The research reveals that brand loyalty from endorsements exists among 48.7% of participants but most people do not develop lasting devotion to brands through celebrity endorsements.

3. The Long-Term Impact of Celebrity Endorsements: The study also examined whether celebrity endorsements have a lasting impression on consumers.

**Table 3: Long-Term Impact of Celebrity Endorsements**

Response	Number of Respondents	Percentage
Yes, endorsements create a lasting impression	86	57.30%
Neutral	31	20.70%
No, endorsements do not have a lasting effect	33	22%
<b>Total</b>	<b>150</b>	

Interpretation:

Research reveals that celebrity endorsements create enduring impacts on consumers because 57.3% of participants find promoted brands stick with them longer when famous individuals endorse these products. Out of all survey respondents only 22 percent indicated dissatisfaction with celebrity endorsements' effectiveness because they demand solid product quality and superior brand experience. Some consumers view endorsements as creating brief impacts because their purchasing choices mainly stem from pricing and product reviews together with personal preferences as demonstrated by the 20.7% neutral respondents.

#### Tested Hypotheses:

- H1: Impact of Celebrity Endorsement on Brand Awareness
  - H<sub>0</sub>: The usage of celebrities for branding neither produces nor decreases brand awareness among target audiences.
  - H<sub>1</sub>: Celebrity endorsements significantly enhance brand awareness.

**Result:** H<sub>0</sub> is rejected, and H<sub>1</sub> is accepted.

**Accepted:** This research revealed that the majority of participants stated they recognize brands better along with recalling them more easily when celebrities endorse them. Literature evidence shows that brands gain higher awareness from consumers when popular celebrities endorse them because these endorsements create stronger memorability between brands and these familiar faces.

- H2: Influence of Celebrity Credibility on Brand Trust
  - H<sub>0</sub>: The credibility of famous individuals has no impact on customer trust toward brands.
  - H<sub>1</sub>: Brand trust improves directly with growing levels of celebrity credibility among consumers.

**Result:** H<sub>0</sub> is rejected, and H<sub>1</sub> is accepted.

**Accepted:** Most respondents build trust in brands when these brands receive endorsement from credible celebrities. A trustworthy and expert and dependable celebrity endorsement consistently increases consumer trust in the endorsed brand. Other elements which shape trust between consumer and brand include product quality together with customer-based experiences although a minority of respondents maintained neutrality about the matter.

### 3. H3: Effect of Celebrity Attractiveness on Brand Perception

- H<sub>0</sub>: The physical appearance of a celebrity has no impact on how people view brand products.
- H<sub>1</sub>: Physical attractiveness of a celebrity contributes positively to brand perception in consumers.

**Result:** H<sub>0</sub> is rejected, and H<sub>1</sub> is accepted.

**Accepted:** The research showed that attractive celebrity endorsements create cheerful feelings about brands among consumers. The research participants indicated that when celebrities project their physical attractiveness and attitude of self-confidence together with charm they create an improved brand outlook that makes the brand seem more appealing. Consumer opinions toward brands are influenced both by attractiveness and advertising methods together with brand communication content.

### **Critical Analysis: Limitations and Potential Biases:**

The research study successfully describes the impact of celebrity endorsements on consumer perception yet readers should recognize its present limitations.

**1. Limited Sample Size:** The 150 respondents surveyed in this study might not provide sufficient representation of overall population feedback. A larger number of participants added to the research would have created results of better quality that could apply to a broader consumer base. More participants in the sample would have generated results that included diverse views from various social groups strengthening the conclusions. The findings from this study might lack complete accuracy in representing overall consumer reactions because the research involved few participants.

**2. Sampling Bias:** The researchers used available groups to select their participants instead of conducting a random selection that would encompass different background demographics. The study results might have failed to detect total consumer reactions from different population groups. The participants in the survey who were primarily university students and workers may share different opinions compared to what older audiences and different income groups would express. Better evaluation outcomes would result if the study included participants across multiple demographic groups to understand endorsement interactions with different consumers.

**3. Age Group Restriction:** Research participants who were between ages 18 to 44 received attention whereas older demographic groups remained excluded from the study. The research excluded collecting opinions from individuals above 44 years since it specifically studied testing methods with respondents between ages 18 to 44. The trustworthiness of brands combined with their value along with pricing matters above all else to consumers who are older in age instead of celebrity-backed endorsements. The research failed to establish how endorsement effects vary in relation to the test participants because their responsive behaviors were left out of the study design. More knowledge regarding generational reactions to celebrity endorsements could be achieved through research that collects testimonials from both young and older age segments.

**4. Self-Reported Data and Response Bias:** The research data consisted of self-reported observations since individuals assessed their purchasing habits without showing any concrete proof of their purchasing decisions. The study participants' responses potentially showed bias because they needed to follow what modern society deems appropriate rather than expressing true product preferences. Survey respondents might have modified



their answers because of their emotional state at the time of completing the survey together with variations in their memory recall capabilities. Real purchasing data analysis with observational research should be conducted in future studies to validate the research findings because their outcomes may not accurately reflect actual market consumer actions.

## **Conclusion and Future Scope:**

### **Conclusion:**

A study examined the effect of endorsement practices by famous items to both affect buyer judgment towards brands as well as establish product trust. The study shows that celebrity endorsements create positive effects on brand attractiveness and trustworthiness which generates more credibility while attracting consumer attention. Even though celebrity endorsements help build brand visibility and consumer attention their effectiveness for maintaining lasting customer devotion cannot be guaranteed. Most consumers evaluate product quality together with price and brand reputation while deciding to buy from the same seller again.

Youth consumers between 18 and 34 years old exhibit the most sensitivity to celebrity endorsements since they heavily interact with digital media and participate in following celebrity cultures. The trustworthiness combined with relevance of used endorser determines how well an endorsement campaign performs. A brand tends to earn consumer trust when its endorser maintains a strong respected image which also matches the brand values. Consumer engagement might require more than endorsements because some participants doubted the true authenticity behind celebrity endorsements during the research study.

According to research findings celebrity endorsements establish long-lasting effects for numerous consumers but a large number of respondents believe endorsements provide brief impact. The data demonstrates that companies should utilize endorsements with other established marketing approaches like compelling tales and top-notch products and helpful customer support for cultivating long-term customer loyalties.

### **Future Scope:**

Researchers gained useful findings while new investigation areas need development to enhance our understanding of celebrity personality endorsement effectiveness.

**1. Industry-Specific Impact:** Further studies of celebrity endorsements need to investigate market sector differences because these sectors affect the varying response to fashion items and technology products as well as food brands and luxury goods.

**2. Comparison Between Traditional Celebrities and Social Media Influencers:** New research opportunities emerge to analyze the effects of traditional celebrities versus social media influencers because digital marketing and influencer phenomena emerged

**3. Long-Term Effects of Endorsements:** This research joins most other studies in examining consumer reactions that occur right after such interactions. Future study must investigate whether product-related customer loyalty remains consistent along with retention rates over extended periods when endorsed by celebrities.

**4. Cross-Cultural Analysis:** During cross-cultural analysis the manner in which consumers accept celebrity endorsements depends on local customs and regional aspects. Studies must examine which different specific population segments of different nations understand promotional endorsements.

**5. Authenticity and Consumer Trust:** Rising consumer understanding led to higher standards for genuine endorsement initiatives which must establish trust with their purchasing audience. Research needs to analyze authentic endorsement methods that brands should employ to increase trust from consumers.

### Final Thoughts:

The power of celebrity endorsements in marketing depends on three factors: reputation of the endorser, product compatibility with the brand and confidence from consumers. Endorsements serve to increase visibility and create brand awareness however they need to complement other promotional tactics and functions as only one element of marketing. Brands must pick endorsers who match their worldview while implementing other trust foundation techniques to sustain enduring business prosperity. Research conducted in this domain will reveal consumer behavior shifts which brands can use to optimize their promotional strategies.

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