

THE EFFECTS OF BRANDS INFLUENCING CELEBRITY ENDORSEMENT IN ADVERTISEMENTS

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ABSTRACT:

Celebrity endorsements have become a strategic tool for brands to enhance their market presence, influence consumer behaviour and establish a strong brand identity. However, the Effectiveness of celebrity endorsements can be influenced by various brand-related factors. This study examines the impact of brand characteristics, such as brand reputation, brand image and brand familiarity, on the effectiveness of celebrity endorsements in advertisements. The study to examine the influence of celebrity brands on consumer attitudes towards advertisements and brands, to investigate the impact of celebrity endorsements on consumer purchase intentions and behaviours and to identify the key factors that moderate the effectiveness of celebrity endorsements, such as celebrity credibility, brand fit and consumer involvement. The aim of this research paper was to further understand the influence of using celebrities in advertisements. The research design of the study is chi-square test, t-test, Anova and Reliability.

Keywords: *Celebrity endorsement, Brand influence, advertising effectiveness, Marketing strategy, brand reputation*

INTRODUCTION:

In today's exclusive marketing platform, there are various products that have been attracted by the people. Celebrity endorsement has become a powerful tool for influencing consumer behavior. In this marketing platform they have trust worthiness and hopeful appeal. Celebrities significantly create an impact on how brands are influencing the buying decision of consumers. This depends on the emotional status of the consumer who is buying the product which was attractive. This approach capitalizes on the celebrity's established image to show the brand's visibility and help it to gain importance in a rushing market. This research shows that the consumers show more interest in buying the product that has been attracted by the celebrities who had made a promotion of the product. They believe that the products referred by them would be trustworthy. Celebrity endorsements are not simply about brand promotion but about creating a strong belief in people's minds.

REVIEW OF LITERATURE:

Sushendra Kumar Misra, Preeti Mehra, Balpreet Kaur (2014), The study provides a comprehensive analysis of the factors influencing consumers' preference for celebrity endorsement and their impact on purchase decisions. Based on a sample of 450 respondents from Punjab, the research employs exploratory factor analysis and multiple regression techniques to identify key drivers such as celebrity attractiveness, familiarity, credibility and reliability. The findings highlight that consumers are significantly motivated to purchase products endorsed by celebrities, especially when there is congruence between the celebrity's persona and the brand image. The study emphasizes the importance of fostering a connection between the celebrity and the target audience to maximize the effectiveness of endorsements. This research offers valuable insights for companies aiming to leverage celebrity endorsements as a strategic tool to influence consumer behaviour and drive sales.

Jau-Shyong Wang, Yen-Fen Cheng, Yi-Ling Chu (2013), This study provides a compelling examination of the influence of celebrity endorsements on consumer purchase intentions, specifically in the context of cell phone advertising. By analyzing responses from 202 general consumers through partial least squares regression, the research identifies key factors such as advertising appeal and advertising effect as significant mediators in the relationship between celebrity endorsements and purchase intentions. The findings confirm that celebrity

endorsements not only attract consumer attention but also shape product perceptions and enhance the overall advertising impact. The study effectively highlights the importance of tailoring advertising appeals to maximize the effectiveness of celebrity endorsements. It offers valuable insights for marketers seeking to leverage the persuasive power of celebrity influence in driving consumer behaviour.

Prananda yudhistra putra, Soebandhi Ningrum (2020), The study investigates the impact of celebrity endorsers, brand image and brand trust on consumer purchasing decisions for Nike sports shoes in Surabaya. This quantitative research involved 180 respondents who had purchased and used Nike sports shoes. Data were collected through interviews, observations and questionnaires. The analysis included validity and reliability tests, classical assumption tests, multiple linear regression and hypothesis testing. The findings reveal that celebrity endorsers, brand image and brand trust each have a significant and simultaneous effect on purchasing decisions, with significance levels below 0.05. The importance of these factors in shaping consumer choices in the sports footwear market.

OBJECTIVES:

- To examine the influence of celebrity brands on consumer attitudes towards advertisements and brands.
- To investigate the impact of celebrity endorsements on consumer purchase intentions and behaviors.
- To identify the key factors that moderate the effectiveness of celebrity endorsements, such as celebrity credibility, brand fit and consumer involvement.

RESEARCH METHODOLOGY:

1. Research design: Descriptive research.
2. Sample design: Convenience sampling.
3. Sample size: 207 respondents.

4. Data collection:

- Primary data - Well-structured questionnaire.
- Secondary data - Books, Journal, Web source, research articles.
- Tools to analysis- Frequency, Chi-square test, ANOVA, T-Test

SCOPE OF THE STUDY:

This study explores how brands influence celebrity endorsements in advertisements, focusing on selection criteria, consumer perception, and impact on brand image and sales. It examines the effectiveness of endorsements, potential risks like celebrity controversies, and differences across industries and markets. The study also considers the role of social media in shaping modern endorsement strategies.

ANALYSIS AND INTERPRETATION:

I. Demographic profile of the respondents:

Demographic profile of the respondents		Frequency	%
Gender	Male	23	11.1
	Female	184	88.9
	Total	207	100.0
Age group	Less than 20	170	82.1
	21-30	30	14.5
	31-40	6	2.9
	Above 40	1	.5
	Total	207	100.0

Education level	SSLC	10	4.8
	HSC	33	15.9
	UG (Undergraduate)	157	75.8
	PG (Post graduate)	7	3.4
	Total	207	100.0
Employment status	Student	187	90.3
	Employed	14	6.8
	Unemployed	6	2.9
	Total	207	100.0

Source: Primary Data – Questionnaire

Inference:

- The above mentioned table represents that the male responses are 11.1% and female responses are 88.9%.
- The above-mentioned table represents the various age groups based on Less than 20, 21-30, 31-40 and Above 40 . 82.1% in Less than 20 age group responses, 14.5% in 21-30 age group responses, 2.9% in 31-40 age group responses, 0.5% in Above 40 age group responses.
- The above mentioned table represents the education levels based on SSLC has 4.8% of responses, HSC has 15.9% of responses, UG (Under Graduate) has 75.8% of responses, PG (Post Graduate) has 3.4% of responses.
- The above mentioned table represents the employment status based on Student has 90.3% of responses, Employed has 6.8% of responses, Unemployed has 2.9% of responses.

II. CHI-SQUARE TEST:

S. No	Particulars	Value	df	Asymp. Sig. (2-
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				sided)
1	Pearson Chi-Square	6.553(a)	3	.088
	Likelihood Ratio	6.247	3	.100
	Linear-by-Linear Association	.171	1	.679
	N of Valid Cases	207		
2	Pearson Chi-Square	1.517(a)	4	.824
	Likelihood Ratio	1.563	4	.815
	Linear-by-Linear Association	1.353	1	.245
	N of Valid Cases	207		
3	Pearson Chi-Square	4.632(a)	3	.201
	Likelihood Ratio	4.694	3	.196
	Linear-by-Linear Association	.189	1	.664
	N of Valid Cases	207		
4	Pearson Chi-Square	5.849(a)	4	.211
	Likelihood Ratio	5.511	4	.239
	Linear-by-Linear Association	.522	1	.470
	N of Valid Cases	207		

Inference:

- Ho, there is no significant association between Gender and purchase of products endorsed by a favorite celebrity.
Since, P value 0.088 is more than 0.05 the Ho is accepted at 5% level of significance.
- Ho, there is no significant association between Gender and comparison of own values or personality traits with a celebrity endorser.

Since, P value 0.824 is more than 0.05 the Ho is accepted at 5% level of significance.

- Ho, there is no significant association between Gender and consumer engagement with celebrity endorsements.

Since, P value 0.201 is more than 0.05 the Ho is accepted at 5% level of significance.

- Ho, there is no significant association between Gender and how it affects the perception of the product.

Since, P value 0.211 is more than 0.05 the Ho is accepted at 5% level of significance.

III.ANOVA:

S. No		Sum of Squares	df	Mean Square	F	Sig.
1	Between Groups	8.281	3	2.760	1.745	.159
	Within Groups	321.120	203	1.582		
	Total	329.401	206			
2	Between Groups	2.852	3	.951	.558	.644
	Within Groups	346.143	203	1.705		
	Total	348.995	206			
3	Between Groups	6.119	3	2.040	1.773	.154
	Within Groups	233.543	203	1.150		
	Total	239.662	206			

4	Between Groups	2.929	3	.976	1.085	.357
	Within Groups	182.724	203	.900		
	Total	185.652	206			

Inference:

- Ho, there is no significant difference among the mean score of different Age groups and age groups which is mostly influenced by celebrity endorsements.

Since P value 0.159 is more than 0.05 the Ho is accepted at 5% level of significance.

- Ho, there is no significant difference among the mean score of different Age groups and relationship you relate with a celebrity.

Since P value 0.644 is more than 0.05 the Ho is accepted at 5% level of significance.

- Ho, there is no significant difference among the mean score of different Age groups and when a celebrity-endorsed product receives positive reviews.

Since P value 0.154 is more than 0.05 the Ho is accepted at 5% level of significance.

- Ho, there is no significant difference among the mean scores of different Age groups and the factor of celebrity's appearance influences your opinion.

Since P value 0.357 is more than 0.05 the Ho is accepted at 5% level of significance.

T TEST:

S. No	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)	Rank

1	207	2.03	.945	.066	30.903	.000	3rd rank
2	207	2.30	.885	.062	37.373	.000	1 st rank
3	207	2.88	1.178	.082	35.158	.000	2 nd rank
4	207	2.99	1.470	.102	29.227	.000	5 th rank
5	207	2.67	1.285	.089	29.864	.000	4 th rank

Source: Primary Data – Questionnaire

Inference:

From the above-mentioned table, it is found that ‘t’ values range from 29.227 to 37.373. Similarly, the mean value ranges from 2.03 to 2.99 with the respective standard deviation and standard error. The ranking is done with the respective ‘t’ values and it indicates that with reference to the effects of brands using celebrities to influence people in advertisements.

- First rank is based on the main goal of using celebrities in advertisements.
- Second rank is based on the products that celebrities use genuinely which they endorse.
- Third rank is based on the best way for brands to use celebrities in advertising.
- Fourth rank is based on celebrities being effective brand ambassadors since they have a large following.
- Fifth rank is based on whether people have trust on celebrity endorsements than non celebrity endorsements.

FINDINGS:

- 88.9% of the respondents are female.
- 82.1% of the respondents belong to the age group of less than 20.
- 75.8% of the respondents belong to the UG category.
- 90.3% of the respondents belong to the student category.

- The Chi-Square Test results indicate that there is no significant association between gender and various aspects of celebrity endorsements, including purchase decisions, comparison of values, consumer engagement, and product perception. The null hypotheses were accepted at a 5% level of significance, suggesting that gender does not play a significant role in influencing consumer behavior and attitudes towards celebrity endorsements. These findings imply that celebrity endorsements may be effective across different genders, and marketers can consider using celebrity endorsements as a marketing strategy without worrying about gender differences.
- The One-Way ANOVA results indicate no significant differences among different age groups in terms of their attitudes towards celebrity endorsements, accepting the null hypothesis at a 5% significance level. This suggests that celebrity endorsements are effective across different age groups.
- The T-Test results indicate significant rankings of the effects of brands using celebrities in advertisements. The rankings reveal that the primary goal of using celebrities, genuine usage of endorsed products, and effectiveness as brand ambassadors are the top factors influencing consumer attitudes.

SUGGESTION:

- Brands should carefully choose celebrities whose image aligns with their target audience.
- Ensuring genuine endorsements enhances consumer trust and purchase intent.
- Marketers should evaluate the sustained influence of celebrity endorsements rather than short-term gains.
- While celebrity endorsements are effective, they should complement other marketing strategies.
- Brands should integrate interactive campaigns to maximize consumer connection with celebrity endorsements.

CONCLUSION:

The study reveals that brands strategically use celebrity endorsements to enhance consumer engagement and brand perception. We found that the survey reveals that the majority of respondents are female, under 20 years old and undergraduate students. Gender plays a role in noticing advertisements and preferred product categories, but it does not significantly impact

purchasing decisions or engagement. Age differences affect brand perception and the level of influence from endorsements. Overall, while celebrity endorsements enhance brand visibility, their effectiveness depends on demographic factors, suggesting that marketers should adopt targeted strategies to maximize impact.

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