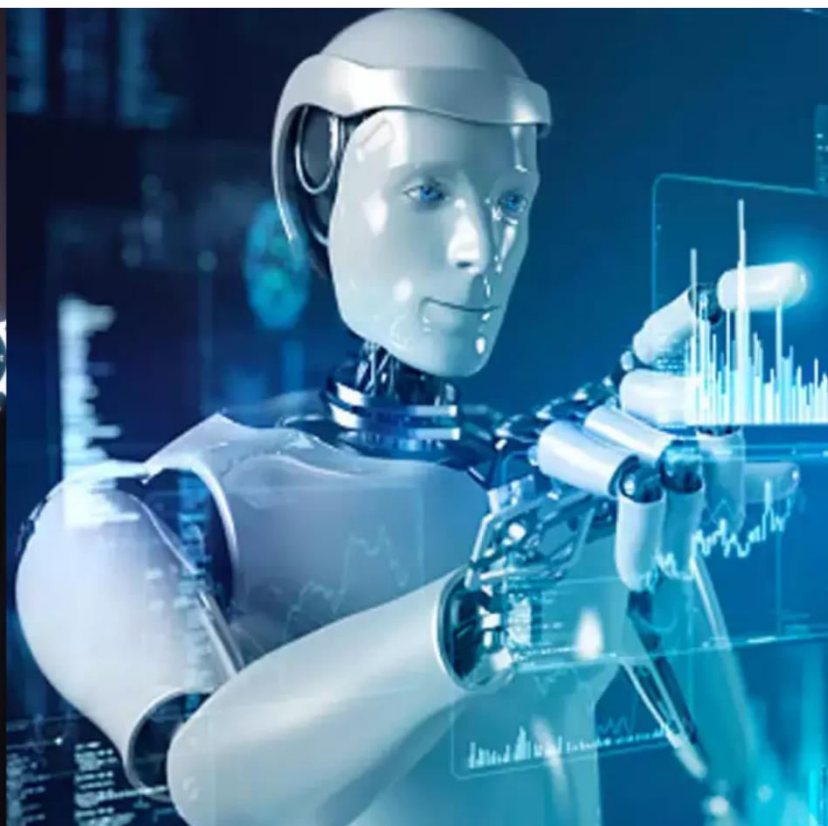




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A Study on Influence of Celebrity Endorsement on Brand Perception and Sales

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ABSTRACT: This study dives into how celebrity endorsements shape our views on brands and influence what we buy. As celebrity-driven ads become more popular, brands are leaning heavily on star power to create a strong image and grab attention. Insights gathered from 83 participants with diverse backgrounds show that traits like a celebrity's credibility, attractiveness, popularity, and how well they fit with the product can really boost brand trust, reputation, and appeal. However, when it comes to long-term behaviors like brand loyalty and repeats purchases, their impact seems to be limited. Through statistical methods like Spearman's correlation and the Kruskal-Wallis test, we found a moderate connection between trust and purchase intent, while demographic factors didn't play a significant role. Credibility emerged as the most influential factor, whereas how often a celebrity endorses a product ranked the lowest, highlighting the importance of authenticity. Overall, the findings indicate that while celebrity endorsements can enhance brand image and spark interest—especially among younger consumers—their ability to foster lasting relationships with customers is somewhat limited.

KEYWORDS: Brand Perception, Celebrity Endorsement, Consumer Behavior, Purchase Intent

I. INTRODUCTION

With the increasingly competitive and digital age of today's marketplace, companies look for creative means of standing out, and celebrity endorsements have become a prime strategy. By lending their names to familiar names like actors, sports stars, influencers companies look to increase exposure, establish credibility, and shape consumer perception. This is based on psychological principles such as the Source Credibility Theory and Match-Up Hypothesis, whereby endorsements work best when the celebrity involved is credible and consistent with the product. As social media sites such as Instagram and YouTube have come into play, celebrity endorsements have moved beyond mainstream media, making their impact greater. These endorsements are expensive and risky, though, with a possibility of harm due to celebrity scandal. They are able to build a powerful brand image and affect short-term sales but have little impact on long-term loyalty and mostly require backup from other marketing efforts. This research analyses the influence of celebrity endorsements on brand image and consumer behaviour in an attempt to provide marketers with insights on how to effectively and ethically utilize them.

1.1 REVIEW OF LITERATURE

Tejashwini (2024): The work identifies important characteristics like congruence, expertise, attractiveness, and likability contributors to improve effectiveness with celebrity endorsement. These characteristics support brand recognition and, therefore, engagement. It is noted as a recommendation from the research for marketers to consider these factors when selecting a celebrity endorser.

Roy & Jain (2023): This study demonstrated that trustworthy and credible celebrities enhance brand credibility and image, establishing a beneficial outcome for brand equity. Celebrity status congruency with brand values is important. This research also emphasized credibility to support strategic frameworks.

Iriani (2021): The study illustrated that purchase intention can be influenced by celebrity endorsement. Credibility, fit and relevance to the audience all impact celebrity endorsement. The effectiveness of endorsement depends on whether the celebrity is perceived by the market similar to the celebrity target market. Brands also must scrutinize all three aspects.

Muddangala, Parayitam & Lavanyalatha (2020): A positive celebrity perception increases consumer perceptions of product quality, brand value and brand image. Trust in the endorser reduces consumer risk and increases brand purchase intention in the endorser decision-making process. Credibility has been demonstrated to be vital in developing brand trust.

1.3 NEED FOR THE STUDY

In today's competitive market, brands are attempting to engage consumers and celebrity endorsements are a medium to improve brand image and stimulate sales. This study will examine the extent to which celebrity endorsement affects consumer behavior and purchasing decisions. It will study how consumers react to endorsements, and determine whether endorsements really improve sales or simply increase brand awareness. The findings will provide businesses, advertisers, and researchers with a perspective on how effectively a celebrity endorsement sells, or at least raises awareness, and aid this decision in effectively selecting the appropriate endorser to maximize the return on their marketing investment.

1.4 OBJECTIVES OF THE STUDY

- To measure the influence of celebrity endorsement on consumers' brand perception.
- To evaluate the impact of celebrity endorsement on sales.
- To examine how celebrity endorsement contributes to building brand loyalty.
- To analyze the demographical differences in customer's response towards celebrity endorsement.
- To identify which attributes of celebrity endorsements most significantly influence brand perception and sales.

1.5 SCOPE OF THE STUDY

This study will assess celebrity endorsements, how they relate to brand perception and influence sales. The research will examine how celebrities shape brand image, develop consumer trust and ultimately impact purchase decisions. Additionally, the research will investigate whether consumers respond to celebrity endorsement differently depending on their age, gender, or income. The research will also look at the effectiveness of endorsements within industries, and identify which industries benefit most from endorsements. The study will use a combination of qualitative and quantitative research methods, including surveys, case studies, and sales data analysis, to provide businesses with useful information that can stimulate marketing strategies and maximize returns on celebrities.

1.6 RESEARCH METHODOLOGY

Research methodology refers to the logical framework used to conduct this study. It clarifies the research design, data collection, and analysis methods were used to gain valid and reliable data on the impact of celebrity endorsement on brand image and actual sales.

Research Design

The study employs a combination of descriptive and analytical research designs. The descriptive research design helps gain an understanding of perceptions of celebrity endorsements; while the analytical research design allows an investigation into relationships between trust, interest, and brand loyalty.

Sample design

The population for this study includes consumers exposed to celebrity-endorsed brands.

Sample Size:

The sample size comprised 83 respondents, representing diverse age groups, income levels, and educational backgrounds to ensure a broad understanding of the impact of celebrity endorsements on brand perception and sales.

1.7 LIMITATIONS OF THE STUDY

- Limited Data Access – Exact sales impact from endorsements is hard to measure due to lack of specific company data.
- Changing Trends – Celebrity popularity and consumer preferences change quickly, which can affect the relevance of findings over time.

II. DATA ANALYSIS AND INTERPRETATION

2.1 PERCENTAGE ANALYSIS

TABLE 2.1.1 SHOWING GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	22	26.5%
FEMALE	61	73.5%
TOTAL	83	100%

Interpretation: The survey showed that 73.5% of respondents were female and 26.5% were male, indicating a female-dominated sample. As a result, findings may reflect more of the female perspective on celebrity endorsements and buying behavior.

2.2 STATISTICAL ANALYSIS

2.2.1 CHI SQUARE TEST:

To find the relationship between the relationship between Income level and Impulsive buying of celebrity endorsed products

(Ho): There is no association between Income level and Impulsive buying of celebrity endorsed products

(H1): There is an association between Income level and Impulsive buying of celebrity endorsed products

TABLE 2.2.1 SHOWING THE RELATIONSHIP BETWEEN INCOME LEVEL AND IMPULSIVE BUYING

	Buying_behaviour_score
Chi-Square	2.651
df	5
Asymp. Sig.	.754

Interpretation: From the above table 2.2.3, Ho is accepted and H1 is rejected as the significant value of buying behaviour score is 0.754 which is greater than 0.05. So, there is no significant relation between age groups and buying behaviour.

2.2.2 CORRELATION

To find correlation between consumers' perception of increased trust due to celebrity endorsements and their likelihood to purchase the endorsed product.

(Ho): There is no significant relation between consumers' perception of increased trust due to celebrity endorsements and their likelihood to purchase the endorsed product.

(H1): There is significant relation between consumers' perception of increased trust due to celebrity endorsements and their likelihood to purchase the endorsed product

TABLE 2.2.2 SHOWING THE CORRELATION BETWEEN INCREASED TRUST AND ENCOURAGES PURCHASE

			Increased_Trust	Encourages_Purchase
Spearman's rho	Increased_Trust	Correlation Coefficient	1.000	.492
		Sig. (2-tailed)	.	.000
		N	83	83
	Encourages_Purchase	Correlation Coefficient	.492**	1.000
		Sig. (2-tailed)	.000	.
		N	83	83

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: Ho is rejected and H1 is accepted because the results revealed a moderate positive correlation ($p = 0.492$, $p < 0.001$), indicating that as trust in the endorsed product rises, so does the likelihood of consumers making a purchase.

III. FINDINGS

- **Gender:** 73.5% of respondents were female; 26.5% male. The insights thus skew toward female perspectives.
- **Income:** 47% earn below ₹25,000, indicating a large proportion of students or early-career professionals.
- **Spearman's Correlation for Trust & Purchase:** Moderate positive correlation ($p = 0.492$, $p < 0.001$). Trust influenced by celebrity endorsement increases likelihood of purchase.
- **Chi-Square Test between Income & Impulsive Buying:** No significant association ($p = 0.440$). Impulsive buying is likely influenced more by psychological than financial factors.

3.1 SUGGESTIONS

- Brands should select credible celebrities who are perceived as trustworthy and genuine, as credibility has the strongest influence on consumer perception.
- There should be a clear alignment between the celebrity's image and the brand, as a mismatch can reduce the effectiveness of the endorsement.
- Young adults, especially those aged 19 to 24, are highly influenced by celebrity endorsements, so campaigns should be tailored to appeal to this demographic and be social media-friendly.
- Overexposure should be avoided, as frequent endorsements may reduce the celebrity's overall impact and effectiveness.
- Celebrity endorsements are effective in generating initial interest and enhancing brand value but are less useful for building long-term loyalty, which depends on product quality and customer satisfaction.
- Since a celebrity's reputation can directly affect the brand, companies must carefully vet endorsers and prepare for any potential controversies or backlash.

IV. CONCLUSION

The research indicates that having celebrities endorse brands positively impacts brand perception through improved trust, reputation, and attractiveness to younger buyers. The study also found that trust in the celebrity leads to a relatively weak association to purchase intention, thus supporting that celebrities can enhance visibility and interest in the short term. In reality, although celebrity endorsements have significant implications for sampling and purchasing differential conceptions of brands, the endorsements do have minimal implications on brand loyalty or repeat purchases. When investigating income and gender, there were no significant effects on buying behaviours. Certainly, the executives held magnitudes of agreement that credibility was the most important trait, while attractiveness and frequency were the next most important. In conclusion, the findings indicate that the most impactful celebrity

endorsements promote an authentic association, and the associations also fit well with the brands they endorse. In the end, brand loyalty and long-term profitability hinge on the quality of the brands' products and customer experiences.

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