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The Effectiveness of Celebrity Endorsement in Advertising

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ABSTRACT: This study explains the effectiveness and attractiveness of the celebrity affect the attitude towards the advertisements through the mediating role of imitation behavior, implying that celebrity advertisements can be created in ways that simulate customer imitation. Generally, celebrity endorsement means a well-known celebrity or influential person advertise a product to sell. In advertisement, an endorsement means an famous or influential person encourages and supports a product by advertising them. Celebrities and influencers are used in advertising to promote a public trust, reputation, or awareness of product. It studies the effectiveness of celebrity endorsement in advertising, exploring the impact of celebrity credibility, attractiveness, and trustworthiness on consumer attitudes and purchase intentions. It investigates the mediating function of imitation behavior in the relationship between customer purchasing behavior and the variables of effective celebrity endorsements. Celebrity endorsements can impact brand awareness, image, and sales, but their effectiveness depends on factors like relevance, authenticity, and alignment with the target audience and brand messaging.

KEYWORDS: Celebrity endorsement, Credibility, Attractiveness, Purchase intention

I. INTRODUCTION

Celebrities feature in advertisements to endorse a wide range of products including perfumes, fast food, vehicles and clothing. Normally people will be influenced by seeing their favorite actor/actresses, musician, athletes or someone who endorse the product. Nowadays celebrity endorsements are mostly available in social media. Many people follow these celebrity accounts, which allow them to see every message the star posts. Most significantly, celebrity use their hashtags to tweet in order to get additional endorsements. This benefit raises the question of how effective celebrity endorsements on social media and how they might influence the purchasing decision of customers. Social media fans intimate relationship with celebrity may be more advantageous than the more conventional usage of celebrity endorsements in print media and broadcast.

Nowadays, customers especially young generations are addicted to their favorite idols, so that automatically leads to influence of their purchase decisions. Young generations generally like to imitate their favorite idols, so when their favorite idols promote the product in advertisement that will consequently affect the buying decision of consumer. The hypothesis in the study is that consumer buying behavior is influenced by the extent to which actions and behaviors of celebrities in the advertisements are imitated.

II. REVIEW OF LITERATURE

Ashwini K Aswathi (2015) in their study, Celebrity endorsed advertisements are likely to be imitated by their fans especially young generations. Imitation is a common phenomenon in everyone's daily lives, especially in complex or



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unexpected environments. Imitation is a behavioral norm with soft assumptions of rationality, and people pick actions that are evaluated as effective.

Subhankar DAS(2018) defines in their study, Celebrity appears in advertisements to promote a different of products. However, in recent period, the inception of social media as a famous source of day to day media consumption has provided a new way to advertise or endorse the different products on an even more personal level.

SCOPE OF THE STUDY

The scope of the study for the effectiveness of celebrity endorsement in advertising includes consumer perception, brand image, purchase decisions, celebrity endorsers, consumer behavior and brand associations. A celebrity can serve as a spokesman for a brand through celebrity endorsements, which are a form of brand communication. They can be useful to attract consumer attention and considered as a mindful strategy to increase brand popularity.

III. CHALLENGES OF THE STUDY

1. The challenges faced in celebrity endorsement in advertising is mismatch of celebrity and product which causes the confusion and reduce effectiveness for the particular product.
2. The reputation and credibility of the brand may suffer if a celebrity is involved in scandal or dispute.
3. Multiple products endorsement by celebrities can lessen their influence and credibility, making the endorsement less distinctive or compelling.

CELEBRITY ENDORSEMENT IN ADVERTISING

Celebrity endorsement in advertising refers to the practice of using a famous person to promote a product, service, or brand. Celebrities can help reach a larger audience and generate buzz around a product. Fans often admire and trust the celebrities, transferring that trust to their endorsed product which is influencing the buying behavior. Celebrities can create an emotional connection with the audience, making the brand more relatable.

Celebrity endorsement in advertising is a strategic marketing technique where a famous person promotes a product, service, or brand, leveraging their fame, influence, and credibility to drive consumer engagement and sales. By partnering with a celebrity, brand aim to tap into their massive fan base, creating an emotional connection with the target audience and generating buzz around the product. Effective celebrity endorsements can increase brand awareness, credibility, and trust, ultimately driving businesses results. However, it's crucial to ensure authenticity and relevance in the partnerships, as misaligned or overexposed endorsements can harm both the brand and celebrity's reputation.

EFFECTIVENESS OF CELEBRITY ENDORSEMENT IN ADVERTISING

Celebrity endorsement in advertising become more popular in recent period and especially among the young generations. It is one of the advertising tool and strategy or tactic which used to attract the consumer. Advertisement is a tool of marketing. Celebrity endorsed advertisement leads to increase in number of sales, brand reputation, high market sale. It uses the influence and popularity of well- known individuals to establish a positive relationship with a brand and its products. Celebrities hold a control over the purchase decision of customers by endorsing a product or brand, that may have an influence on them. The effectiveness of celebrity endorsements can be significant, but it's not without it's challenges. On the positive side, celebrities can increase brand awareness, improve brand image, and boost sales, especially among young consumers.

Celebrity endorsements have become a ubiquitous feature of modern advertising, with brands investing heavily in partnerships with famous individuals to promote their products. Celebrity endorsement is a popular advertising strategy used by brands to promote their products. The idea is to leverage the fame, popularity, and credibility of a celebrity to influence consumer attitudes and behaviors. Let's discuss the key factors of effectiveness of celebrity endorsement in advertising:



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KEY FACTORS:



Figure1:key factors of celebrity endorsement in advertising

IV. KEY CONSIDERATIONS FOR EFFECTIVENESS

- Celebrity Brand Fit
- Authenticity
- Consistency
- Crisis Management

CELEBRITY BRAND FIT

The celebrity’s image must reflect the brand’s ideals and target demographic. A good fit can enhance the effectiveness of a celebrity endorsement, while a poor fit can lead to negative consequences.

AUTHENTICITY

Endorsements should appear in true and genuine, as insecurity can be harmful. Alignment between the celebrity’s values, personality, and image, and the brand’s identity and messaging.

CONSISTENCY

Maintaining a long- term association between the celebrity and the brand can reinforce effectiveness. Consistency is crucial to maintain credibility, trust, and effectiveness in celebrity endorsements.



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CRISIS MANAGEMENT

Brands must have tactic in place to handle potential controversies involving the celebrity. Crisis management refers to the strategies and actions taken to mitigate the negative impact of a crisis or controversy involving the celebrity endorser on the brand.

V. COMMON TYPES OF CELEBRITY ENDORSEMENT IN ADVERTISING

❖	Explicit Endorsement
❖	Implicit Endorsement
❖	Brand Ambassador
❖	Spokesperson
❖	Testimonial
❖	Product placement
Figure 2: Types of celebrity endorsement in advertising	

There are various types of celebrity endorsements in advertising, these above mentioned types are basic and common which are in use and been seen nowadays. Celebrity hold a power and they have huge fan base. Those fans follow their favorite celebrity on social medias, so when celebrity endorse a product in social media, their fans will support them. Let's clearly discuss about those common types :

EXPLICIT ENDORSEMENT

Explicit endorsement refers to a clear and direct endorsement of a product or a service by a celebrity, where they clearly state their support or recommendation, use language that explicitly promotes the brand. Examples : testimonials or quotes from the celebrity, celebrity appearances in commercial or ads. Explicit endorsement can be effective, but may also be seen as less authentic or more sales-oriented than implicit endorsements.

IMPLICIT ENDORSEMENT

Implicit endorsement refers to a subtle or indirect endorsement of a product or service by a celebrity where they use or wear the product in public, share a photo or video with the product in social media, mention the product in an interview or conversation. Implicit endorsements can be effective because they, appear more authentic and organic, create a sense of association between the celebrity and the brand.

BRAND AMBASSADOR

A brand ambassador is a celebrity or influential person who represents a brand over an extended period, often through long term endorsement contracts, exclusive partnerships, integrated marketing campaigns. Brand ambassadors typically embody the brand's value and personality, promote the brand through various channels, provide feedback and insights to help shape the brand's strategy.



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SPOKESPERSON

A spokesperson is a person who speaks on behalf of a brand, organization, or company, typically to share information and news, respond to media inquiries, represent the brand in public forums. A spokesperson can be a celebrity endorser, company executive, professional communicator and influencer or thought leader.

TESTIMONIALS

Testimonials are statements or endorsements from satisfied customers, users, or celebrities that express their positive experiences with a product, service, or brand. Effective testimonials should be authentic and genuine, specific and detailed, relevant to the target audience, and visually engaging. There are different type of testimonials such as written testimonial, video testimonial, social media testimonial and celebrity testimonial.

PRODUCT PLACEMENT

Product placement is a marketing technique where a product or brand is featured in a movie, TV shows, video game, or other media, often in exchange for payment or other forms of compensation. Examples of product placement can be James Bond films featuring omega watches, Apple products in TV shows and movies, Brand-name cars in video games, Fashion brands in reality TV shows.

VI. POSITIVE IMPACT OF CELEBRITY ENDORSEMENT IN ADVERTISING

1. Increased Brand Awareness:

Celebrities attract attention, making advertisements stand out and increasing awareness of the product brand. Increasing brand awareness leads to high market sales. Celebrities can help increase brand recognition and awareness, especially among their fans and followers. Celebrities increase brand awareness in various ways such as mass reach, attention grabber, credibility transfer.

2. Improved Brand Image:

Collaborating with a popular or reputational celebrity leads to the increase of brand's reputation. When a celebrity endorse a product, it reaches to all level of people and brand is well-known. Celebrity endorsement can improve brand image by enhancing credibility and trust, adding prestige, and increasing brand recognition.

3. Emotional Appeal:

Celebrities can easily connect emotionally with customers, so when making of advertisement by celebrities will be more relatable and connected with customers. They emotionally connect between the brand and consumers, which increased brand loyalty.

4. Enhanced Credibility and Trust:

A celebrity's personal credibility often transfers to the brand, making consumers more likely to trust the product. Celebrity endorsement helps to build trust and credibility in advertising, and create a sense of trust.

5. Target Audience Reach:

Celebrity often have a large fan base who are loyal to them, that enable brands to effectively reach a specific demographics. Celebrity will promote the brand and product in their social media account, where fans follow their account can able to reach a targeted customers.

6. Increased Sales and Revenue:

Celebrities can increase consumer purchase decisions and intentions, especially if they are perceived as trustworthy and credible. They provide a short-term sales boost, especially during the initial stages of endorsement.

7. Brand Positioning:

Celebrities can help brands position themselves in a unique way in a competitive market, including as luxurious, affordable, or sustainable. Celebrities in advertising will have a unique and specialized way to make a brand has its own position, making it differ from their other competitors.



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8. Word-Of-Mouth Marketing:

Word-of-mouth is one of the strategy used in all time of period. People sharing a information or having a conversation is called as word-of-mouth. Celebrity endorsements spark conversations, both online and offline, which leads to organic brand promotion through word-of-mouth.

VII. NEGATIVE IMPACT OF CELEBRITY ENDORSEMENT IN ADVERTISING

1. Over-saturation:

The overuse of celebrity endorsements can lead to consumer fatigue and decreased effectiveness. Celebrities endorsing multiple products can confuse consumers and weaken the association with a specific brand. When a celebrity endorses too many brands, they loss credibility and authenticity.

2. Negative celebrity image:

A negative celebrity image can harm the brand image and decrease the effectiveness of the endorsement. If a celebrity faces a scandals or controversies, it can tarnish the image of the brand being endorsed. A negative celebrity image can harm a brand through endorsement, due to scandals, controversies, unfavorable public perception or reputation.

3. Lack of credibility:

A lack of credibility or expertise in the endorsed product or service can decrease the effectiveness of the endorsement. Audiences may view celebrity endorsements as insincere or purely monetary, reducing the advertisement effectiveness.

4. High cost:

Celebrity endorsements can be expensive, which may not be feasible for all brands. They significantly increase advertising budgets, as hiring well-known personalities is expensive. High cost is a common drawback of celebrity endorsement.

5. Short time attention:

Celebrity endorsements often generate short -term interest but may not secure long-term brand loyalty. It will only gain short-time attention to the product if the celebrity endorses in it, because of the hype of their fanbase it only last for short-time.

6. Mismatch of celebrity:

If the celebrity image doesn't align or match with the brand's value or target audience, the advertisement may fail to connect with consumers. If the customers didn't feel connection with the product and the celebrity, then it fails to reach the target.

7. Dependency on celebrity popularity:

The advertisement success often depends on the celebrity's image, current fame, which can decline over time. The brand's success becomes tied to the celebrity's public image, making it changes in their popularity. Celebrity popularity can be fleeting, their reputation can change suddenly, their appeal may not be timeless.

8. Risk of false claims:

If a celebrity endorses a product they don't use or believe in, it can lead to public backlash and even legal consequences. Celebrity should know the product details completely before endorsing it, as it may backfire them. Sometimes celebrities make exaggerated or untrue statement about a product.

VIII. CONCLUSION

In conclusion, celebrity endorsement plays a vital role in attracting of customers through advertising. The celebrity endorsement has more effectiveness among young generations. Customers are influenced by their favorite idol's advertisement which affect their buying decision. Celebrity endorsement leads to increase of brand awareness and



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improve brand image. The credibility and attractiveness of the celebrity endorser are crucial factors in determining the success of a celebrity endorsement campaign. When a celebrity endorses a product in advertisement, the customer shows most connection with that product. However, the success of a celebrity endorsement depends on various factors such as celebrity credibility, brand loyalty, brand positioning, etc.

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