



INFLUENCE OF CELEBRITY ENDORSEMENTS ON EMPLOYER BRANDING

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Abstract

This paper attempts to investigate the effect of celebrity endorsements on employer branding. It is important that the endorser must have very high integrity, and credibility which in turn influence customers' brand preference and buying intention. Celebrity endorsements are one of the important strategies used by the marketers for enhancing the corporate image and also for branding their products and services.

Critical outcomes were reasoned to uphold the speculations that celebrity supports truly do affect customers' buying intentions and brand preferences.

Keywords: Celebrity Endorsement, Source Credibility, Congruence, Customer Purchase Intention

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INTRODUCTION

Regular shoppers are introduced to countless voices and pictures in magazines, day to day papers, sheets, locales, radio and television, etc. Each brand tries to take in any event of a man's an extraordinary chance to teach him/her of the staggering and various qualities of the ongoing item. The trial of the sponsor is to find a catch that will hold the subject's thought. In achieving this, use of superstar for underwriting of a brand is extensively used promoting strategy. VIP Underwriting is an extremely one-of-a-kind and advance procedure for brand advancements. This Procedure is used as a piece of the Advancement of the items either private or lifestyle stamped items.

As of now daily this sort of Promoting Technique is for the most part gotten by various stamped firms. This reach is used to influence the buyers. Firms understand that this scope of headway is incredibly exorbitant and achieved significant expense anyway some spot it is helpful for the expansion of their business and offers of the firm so keeping this point of view in their thinking each firm agreements and fix a concurrence with different presumed and Uber famous people to get embrace their way of life items quickly in the market among their regarded shoppers.

In the present extremely forceful business sectors, tremendous brands are at logger heads with respect to items, each having an equivalent item to that of a rival. Where does one brand get that quintessential ideal position - publicizing, benefit, assurance of trust, or even the massively fundamental worth parts? Advancing is apparently the best stage where brands like to battle on - suitable from acquiring the best publicizing associations to getting the best VIPs. What may be the recipe to accomplishment by then? In light of everything, an extraordinary imaginative association, an adequately significant restricted time spending plan and a titanic star to embrace your picture would ensure in the minds of a brand organization bunch an opinion security, accomplishment and a victory over the contender's image. The best backings achieve a blended congruity between the item (brand) and the superstar. Giving a brand a "face" is something past a displaying procedure to develop arrangements or pick slice of the pie; a decision can change the inevitable destiny of the brand until the cows come home. Choice of the VIP, consequently, is of most outrageous importance and is by and large finished considering a great many boundaries - demand, looks, conspicuousness or even just a fantasy figure to

help a brand. The unmistakable models associated by brands to achieve the greatest limit of such backings, feature the prerequisite for a joining between the speculative and down to business philosophies of brand building and commonsense advancing. The meaning of a superstar brands facilitates and the various parts played by them as brand-accomplices show the energy this framework has gotten in the latest 10 years or close. We put forth unambiguous considerations like 'arranging by association', 'reducing VIP utility' and the Multiplier Impact which shows the three-sided association between the brand, the purchaser and the big name.

Numerous scientists have done different concentrate in the very region and expressed that big name support sensibly affects customers according to their disposition and buy aim. Actual engaging quality, believability and compatibility of superstar regarding the embraced notice all affect the purchaser's discernment about the publicized item. Big name supports will be more powerful when utilized reliably over the long haul to expand the strength of the connection between the superstar and the embraced brand and VIP underwriting definitively gives greater perceivability to the item supported.

The primary target of this study is to break down the effect of different builds of superstar underwriting on the purchasing expectation of youthful customer. There are two additional goals of this concentrate, for example, to distinguish the different builds of VIP underwriting and to now the purchaser discernment towards superstar support.

Objectives

- Identifying the constructs of celebrity endorsement that influences the buying intention of consumers.
- Study the impact of various constructs of celebrity endorsement on consumer buying intention.
- To know the consumer perception towards celebrity endorsement.

Statement of Research Problem and Gaps Identified

- Aims to provide the image of the company
- Building brand equity all together helping people to remember the advertising
- The retail targets get more responses and is monotonous
- Advertising is the main target focus where the company and the products are displayed to get responses
- Make people believe the product contributes to

superstar status and stand out in the market

- Time to time image of the branding and the star's change
- Celebrities can be over exposed and overshadowed by the brand they choose

LITERATURE REVIEW

Celebrity endorsement: Conceptual clarifications, critical review, and future research perspective by Laure Ambroise and Noël Albert published on October 29, 2019

Albeit the writing on big name underwriting is plentiful and complicated, not many examinations have given a survey on this issue. Our article subsequently looks to supplement this lack of concentration by introducing a basic, forthcoming, and inventive survey of superstar support writing. Really focusing on current administration rehearsals, we will initially expand on the ideas of underwriting and superstar. Second, we will zero in on the components of the adequacy of big-name underwriting and feature their restrictions. We will likewise propose a hypothetical structure that recommends that considering purchasers' associations with both the brand and the big name might give reciprocal data on the impacts of superstar support. At long last, we will expand the customary perspective on the typical impacts of support by dissecting its ramifications for both the VIP and the customer. Through this article, we desire to help expand after the existing grant and revive the scholarly vision of superstar support.

The Economic Value of Celebrity Endorsements by Anita Elberse, Jeroen Verleun Published on 1 June 2012

Despite the fact that consequences for stock returns are generally legitimate, little is had some significant awareness of any effect on deals — seemingly a measurement of more straightforward significance to publicizing specialists. This investigation of competitor support finds there is a positive result to a company's choice to sign an endorser, and that supports are related to expanding deals from an outright perspective and comparative with contending brands. Besides, deals and stock returns hop perceptibly with each significant accomplishment by the competitor. Notwithstanding, though stock-return impacts are somewhat consistent, deal impacts display diminishing returns over the long run. Suggestions for experts are framed.

Revisiting the Match-Up Hypothesis: Effects of Brand-Incongruent Celebrity Endorsements by Fredrik Törn Published on 18 May 2012

Writing on VIP supports demonstrates that

interchange impacts are improved when there is a fit, or coordination, between the endorser and the brand. This thought ought to be especially applicable to new brands. For laid-out brands, then again, it could really be more helpful to choose a VIP endorser with not exactly ideal coordination with the brand. Expanding on the pattern congruity hypothesis, this article recommends that choosing a brand-incongruent endorser further develops correspondence impacts. Results show that brand-incongruent superstar endorsers produce longer promotion seeing times, higher brand perspectives and brand interest, higher buy aims, and more sure informal exchange correspondence.

Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility, and corporate loyalty by Samuel Seongseop Kima, Jinsoo Lee, and Bruce Prideaux published on February 2014

This study investigates the viability of utilizing Korean superstars to support Korean lodging in the Japanese market. In particular, Japanese vacationers' impression of the lodging's corporate picture and corporate validity were tried alongside corporate devotion. This investigation discovered that confidence in superstar endorsers by purchasers is adaptable to the impression of the picture of the inn, its believability, and devotion to the lodging. Primary condition demonstrating was utilized to make sense of the distinction in the connections between builds that distinguished the adequacy of every VIP. One significant finding was that a particular superstar endorser may not interest the whole objective market and consequently, more than one endorser might be expected to advance an item.

An examination of multiple celebrity endorsers in advertising by Chungkue Hsu and Daniella McDonald was published on 1 February 2002

Superstar underwriting promotion is an overarching publicizing procedure. A few advertisers decide to use different superstars to advance their items or brands. By and by, it is astounding that so little exploration has zeroed in on this peculiarity. This exploration talked about the benefits and expected worries of multi-celebrity support publicizing and archiving the real utilization of various superstar endorsers in the milk mustache crusade in the USA. We investigated the substance of the 50 milk mustache promotions showing up on the rundown of a celebrity or product-related aspects. Generally, we found that these milk mustache advertisements have matched their big names' orientation, age, and sort of milk credits in speaking to their

female/male, adolescent/grown-up shoppers. The outcomes that fit between the embraced item and different big names is a vital element for involving numerous superstar endorsers in promotion.

The value of personified celebrity endorsers to brand endorsement and their effect on the brand and the personified celebrity endorser by Haefele, Edward published in 2014

The examination project investigated the worth of the represented VIP endorser to mark support and the impact on the first brand and the exemplified VIP endorser. Underwriting has shown to be a compelling promoting device to increment buy purpose and decidedly impact purchaser mentalities towards a brand and, thus the utilization of endorsers, especially VIPs, has developed. Anyway the utilization of superstars has its difficulties as adjusting the VIPs brand with one's own image can be a gamble. Beating these difficulties normally brings about brands utilizing represented endorsers, characters intended to exemplify the brand, intended to reflect, and share elements of, the brand's character through support. These characters require a lot of interest in time and money, which later are in many cases ended after a period bringing about sunk expenses and loss of the characters' value. This deficiency of value thus prompts these embodied endorsers losing validity on the lookout and hence losing monetary worth when made repetitive, especially assuming they have big name status. While many examinations have been finished on embodied endorsers, few have zeroed in on human exemplified endorsers. Subsequently, to comprehend the likely effect of the embodied VIP endorser's validity on shoppers and different brands, a quantitative report was embraced that took a gander at the source believability of a unique brand (Hansa Pilsener) and a represented superstar endorser (The Vuyo character). The source validity was estimated across three credits: allure, reliability and aptitude. These characteristics were estimated pre and post-respondents being shown fictitious stories including Vuyo supporting different brands or items. The fundamental finding of the examination was that the represented VIP endorser has his/her own validity that is discrete from the first brand and assuming the embodied VIP endorser advances another brand or item, the first brand's believability stays safe. This proposes that the represented VIP endorser's worth can be stretched out to different brands to acquire further financial worth

Effect of celebrity endorsement on tourists' perception of corporate image, corporate

credibility, and corporate loyal by Samuel Seongseop Kima, Jinsoo Lee, Bruce Prideaux published on February 2014

This study investigates the viability of utilizing Korean big names to embrace Korean lodging in the Japanese market. In particular, Japanese travelers' impressions of the inn's corporate picture and corporate validity were tried alongside corporate reliability. This investigation discovered that confidence in big-name endorsers by customers is adaptable to the view of the picture of the inn, its validity, and unwaveringly to the inn. Underlying condition displaying was utilized to make sense of the distinction in the connections between builds that distinguished the adequacy of every superstar. One significant finding was that a particular superstar endorser may not engage the whole objective market and hence, more than one endorser might be expected to advance an item.

Moderating Role of Education and Gender on the Effects of Celebrity Endorsement on Strength, Uniqueness, and Favorability in Brand Association: Evidence from India by Aarti Saini and Satyanarayana Parayitam published on June 10, 2021

Volumes of examination archived the beneficial outcomes of big name underwriting in affecting the customers in their buy choices. One region that has been understudied, as far as anyone is concerned, is the impact of level of schooling and orientation on big name underwriting. The current review thinks about the degree of training as a mediator in the connection between the impact of VIP underwriting and its results. What's more, we likewise concentrate on orientation as a mediator in the connection among dependability and favorability. Utilizing an organized instrument, information was gathered from 678 respondents in a cosmopolitan city in northern India and dissected subsequent to really taking a look at the psychometric properties of the instrument. A calculated model was created and assessed utilizing progressive relapse. Results showed that degree of training assumes a significant part in changing the strength of connection between saw qualities of big names and client-based brand value with regards to strength, uniqueness, and favorability of brand affiliation. Results uncover that purchasers with lower levels of training are bound to get affected by qualities of famous people when contrasted with buyers with more significant levels of instruction. Aside from training, orientation likewise assumes a significant part as a mediator in the connection among reliability and favorability. The ramifications are talked about.

Consumer attitude and perception towards celebrity endorsed products. -A study with reference to Chennai city by Durga V, Dr. Prassanth R. Thanga published on 5th March 2019

Superstar support has become an extremely well known component in the commercial these days. Corporate purposes this chance to get the market and to extend their activity and advancement of their image and item. In excess of a modest amount of TV promotion incorporates superstar support. The reason for this exploration paper is to investigate client discernment towards superstar underwriting. Nine elements were controlled in this exploration paper which is allure, dependability, actual appearance, fame, and picture/Generosity, and unwavering quality, negative job of superstar, goal, and brand for result. For that 103 examples from Chennai, Tamil nadu were taken. Result shows that engaging quality of a VIP supporting a specific item/brand firmly impacts a client's insight and effect of the item and brand are more sure on the client's purchasing choice contrast with VIP underwriting. So superstars' expert achievements and mastery might act as a consistent association with the items, and thus make the support more convincing to shoppers.

Celebrity and foreign brand names as moderators of country-of-origin effects by Paul Chao, Gerhard Wührer and Thomas Werani Published on 06 Jan 2015

While latest nation of-beginning (COO) research has zeroed in on multi-sign plans to conquer shortcomings related with single-prompt models by consolidating both extraneous and natural prompts other than the COO signal in assessing shopper reactions, barely any examinations have been accounted for that address the issue of whether an unfamiliar superstar or an unfamiliar brand name can upgrade or decrease customer disposition, item quality discernment and buy a goal in another country. This study shows that in a nation (Austria) where customers communicate in an alternate language with totally different social legacy, the utilization of an unfamiliar (US) VIP and an English brand name can be an obligation. Purchaser ethnocentrism is a conceivable clarification for this perception.

Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude and Purchase Intention by Ramendra Pratap Singh and Neelotpaul Banerjee published on September 23, 2018

The superstar validity scale created by Singh and

Banerjee [Singh, R. P., and Banerjee, N. (2018). A concentrate on investigating the variables impacting superstar support validity. *Worldwide Business Survey*, 19(2), 494-509.] which is approved in the Indian setting with the expansion of certain things in light of Indian culture and psychometric properties is additionally tried. The scale things are prior tried in everyday terms with no reference to a VIP. For this review, four significant bike brands in India, which are embraced by VIPs, are thought of. The current review comprises 380 members. This study attempts to investigate the impact of big name validity on customers' image demeanor and notice disposition. Accordingly, the impact of brand demeanor and noticed disposition on shoppers' buy expectation is contemplated. The review uncovers VIP validity affects customers' demeanor towards the brand and promotion, likewise on account of procurement goal; both brand mentality and notice disposition based on superstar believability has positive critical impact. The current review upholds the superstar validity scale of Singh and Banerjee (2018). The general impact of superstar validity is emphatically critical with different developments; this demonstrates that the scale things are hearty and applicable in explaining big name believability appropriately.

RESEARCH METHODOLOGY

Scope of the Study

The purpose of this survey was to obtain new information on the products that celebrity has endorsed. Perceived intention is to help the employers to configure branding and help the customers to choose or giving a choice of buying

Research Objectives

The primary goal of this research is to find answers to the following ~~qns~~ **qs**

- Does your buying behavior changes if it is not endorsed by celebrity?
- Are they willing to pay the price for the branded?
- Buying difference when it is endorsed by an icon
- Should the endorser be present in the employer branding?
- influence to be handled only by the celebrity or others like (commercial actors).

This will assist me in understanding that influence of celebrity endorsements in employer branding has done some change for the customer buying.

Research design

The quantitative research method is used to collect data. It is the systematic investigation of

phenomena through the collection and analysis of quantifiable data using statistical and mathematical techniques. This method collects information from existing potential respondents using any sampling method. Quantitative research is frequently used to standardize data collection and generalize results and looks at measurable and numerical relationships.

This method provides the following advantages:

1. **Testing and checking:** requires careful experimental design and the ability for anyone to replicate both the test and the results. By the data this can be more argumental and reliable to gather some of the data.
2. **Prestige:** many people do not comprehend the research that involves complex statistics and data analysis is regarded as valuable and impressive. Quantitative research is connected to technological advancements like stock selection, portfolio evaluation, computer modeling, and other data-based business decisions. Your small business may benefit from the association of prestige and value with quantitative research.
3. **Straight forward:** The kind of results you get will tell you which statistical tests to use when you collect quantitative data. Therefore, it is easier to interpret your data and present your findings, and there is less room for error and subjectivity.

Disadvantages of quantitative research:

1. **False focus on numbers:** because quantitative research tends to focus on specific statistical relationships, it can miss out on more general themes and relationships. If you only focus on the numbers, you could miss out on important or unexpected information that could help your business.
2. **Research model set up Is not easy:** model for data collection and analysis must be carefully developed when conducting quantitative research. All of your results may be invalidated by mistakes in execution, bias on the part of the researcher, or mistakes in your setup. Even if you have a specific question that you already know you want to prove or disprove, coming up with a hypothesis can be subjective.

Misleading: Many people believe that observational, qualitative research is more credible or scientific because it is based on statistics. However, both kinds of research has the potential to be arbitrary and deceptive. Quantitative approaches to information gathering are just as likely to be influenced by a researcher's opinions

and biases. In point of fact, quantitative research has experienced the impact of this bias earlier than qualitative research does.

Methods that can bring the change by implementing it:

1. **Working with an expert:** Survey research and the operation of statistical models are taught to professional market researchers and data analysts. Work with a professional to ensure that your research is well-designed and that your findings are accurate. Look for someone who can only assist with setup or analysis if you cannot afford to hire researchers for the duration of the project.
2. **Clarifying research question:** Before you begin your research, have a clear idea of the question you want answered to save time and resources. Examining your marketing strategy and identifying areas where you struggle to make an informed decision can help you identify areas that require further investigation.
3. **Change model if necessary:** Because research is a process, you won't fail or do something wrong if you have to start over or change your course. Successful research frequently prompts new inquiries. Keep track of those brand-new inquiries so that you can keep responding to them as you move forward.
4. **Combine both quantitative qualitative research:** Understanding people is essential for running a small business, as customer and competitor behaviour cannot be quantified. This can be done through open-ended survey questions, panel discussions, or simply keeping track of customer opinions and concerns. You'll get the most accurate picture of your company's growth and success in its market if you combine the two types of research.

Method for data collection and variables of the study

The primary data collection for the study is primary data collection, and questionnaires are the primary tools for knowledge collection. Data collection via structured questionnaires is inexpensive and cost-effective because we design and distribute the questionnaire to the target respondents. The Random Sampling technique was used to select the sample. Customers' responses were gathered using a specially designed questionnaire in order to determine purchasing behavior, with celebrity being the most important factor. Secondary data is gathered from various journals, newspapers, and research forums' websites in order to investigate their history, context, and growth opportunity. The data is collected which use google forms, and

based on the respondents' data that has been collected, and will understand the variables' interests, which will aid me in analyzing and obtaining better research outcomes, particularly regarding recognizing changes/no changes in consumer perceptions of buying the products which celebrity has endorsed.

Data analysis and interpretation

Techniques for data analysis

The following techniques were used to analyze data:

- Ratio Analysis
- Percentage Analysis
- Correlation Analysis

The following tools were used to analyze data:

- Google sheets
- Google forms

Data interpretation

In research, the term "society" refers to a diverse group of people, institutions, things, and so on with one thing in common: a scientist's advantage. The shared characteristics of the groups distinguish them from other people, institutions, things, and so on. Population and universe are also used interchangeably. Any value that can be identified or measured using the characteristics of a population as a whole is a parameter. A census is a survey of the entire population to gather information. There are millions of people who shop online. Our target audience is here. A representative sample is selected because the population is too extensive to concentrate on.

A group of people, things, or things taken from a larger population to be measured is called a sample. The sample should be representative of the population in order to ensure that the results from the study can be applied to the entire population. We need to use inferential statistics in order to draw conclusions about populations from samples. Inferential statistics enable us to identify the characteristics of a population by directly observing only a portion (or sample) of the population. Due to the fact that it is rarely feasible or cost-effective, we obtain a population sample for a variety of reasons.

Measuring entire populations would also be difficult because there are a lot of extremely large populations.

- Access to some populations is so difficult that only a sample can be used because of their inaccessibility. For instance, inmates, people with severe mental illness, survivors of disasters, and so forth. Cost, time, or simply a lack of access are all possible causes of inaccessibility.

- Destructiveness of the observation: Simply observing a product's desired feature can sometimes render it useless for its intended purpose. A good illustration of this would be quality control. A fuse, for instance, must be destroyed to determine its quality and whether it is defective. Consequently, if all of the fuses were put through a test, they would all fail.

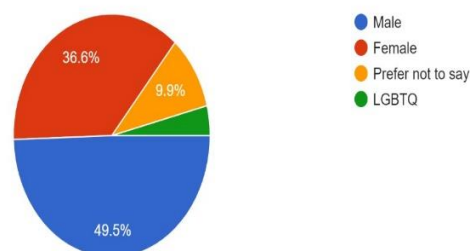
From the above population, 101 people are chosen for the survey. They speak for the entire population. Because this is an online questionnaire survey, the non-probability sampling technique of voluntary response sampling is used to collect data. Instead of selecting 15-20 participants for the study, people volunteer to respond. The survey was limited to the study's factors, and the demographic information that was most needed was requested (excluding their identity).

The survey's demographic distribution is shown below.

1. Gender?

Gender?

101 responses



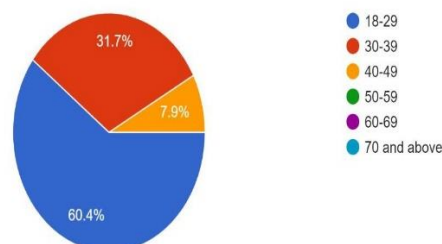
Gender	No of Respondents	% Respondents
Male	50	49.5
Female	37	36.6
LGBTQ	4	3.96
Prefer not to say	10	9.9

Interpretation: This implies that the number of male respondents is more than the number of female respondents and the number of prefer not to say are most likely men.

2. Age?

Age?

101 responses



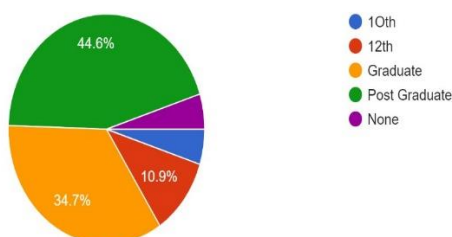
Age	No of Respondents	% of Respondents
18-29	61	60.4
30-39	32	31.7
40-49	8	7.9
50-59	-	-
60-69	-	-
70 and above	-	-

Interpretation: out of 101 respondents the majority age group are 18-29 and 30-39 and the others are comparatively less than these age group

3. Qualification?

Qualification?

101 responses



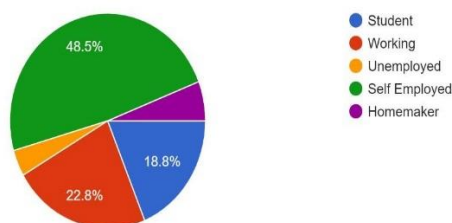
qualification	No of Respondents	% of Respondents
10 th	5	4.95
12 th	11	10.9
Graduate	35	34.7
Post graduate	45	44.6
None	5	4.95

Interpretation: out of 101 most of the respondents are of graduates and post-graduates that are more focused on responding to these kinds of questions and 4.9 % are most likely without any degrees or high school

4. Occupation?

Occupation?

101 responses



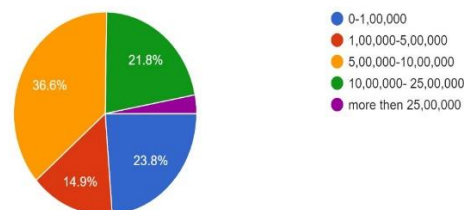
Occupation	No of Respondents	% of Respondents
Student	19	18.8
Working	23	22.8
Unemployed	4	3.9
Self Employed	49	48.5
homemaker	6	5.9

Interpretation: nearly 3.9% of the respondents of 101 are unemployed and 48.5% of most of them are self employed

5. Income pa?

Income per am?

101 responses



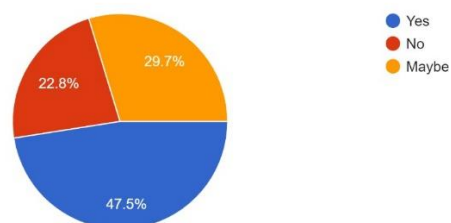
Income per am?	No of Respondents	% of Respondents
0-1,00,000	24	23.8
1,00,000-5,00,000	15	14.9
5,00,000-10,00,000	37	38.6
10,00,000-25,00,000	15	14.9
more then 25,00,000	3	2.97

Interpretation: majority of the respondents earn between 1,00,000 to 10,00,000

6. Does celebrity endorsement affect your buying?

Does celebrity endorsement affect your buying?

101 responses



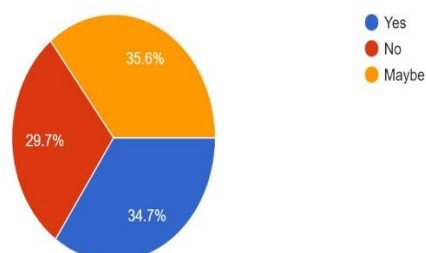
Buying	No of Respondents	% of Respondents
Yes	48	47.5
No	23	22.8
Maybe	30	29.7

Interpretation: More than half of the 101 respondents agreed with the statement that the celebrity endorse affects the buying, because when the famous celebs that endorse the brand, it tends to have more belief and trust on the products that leads for the buying of it and influencing the state of mental and emotional states.

7. Would you decide to buy the product because the celebrity endorsed it?

Would you decide to buy the product because the celebrity endorsed it?

101 responses



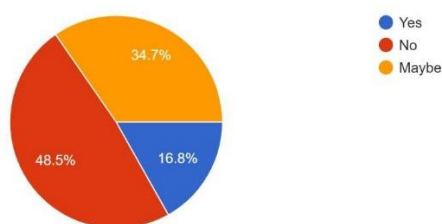
Product celebrity endorsed	No of Respondents	% of Respondents
Yes	35	34.7
No	30	29.7
Maybe	36	35.6

Interpretation: more half of the 101 prefer to buy the endorsed product because of the belief and emotional affects that leads a purchase and even the containing 35.6% maybe also prefer an yes

8. Do you believe this celebrity would use this product?

Do you believe this celebrity would use this product?

101 responses



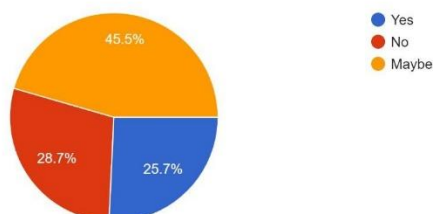
Celebrity uses this product?	No of Respondents	% of Respondents
Yes	49	48.5
No	17	16.8
Maybe	35	34.7

Interpretation: most likely the products that are endorsed are displayed and look like they are used by the celebrity but it can or cannot be since it's the highlight of people buy it and think they might use it as in 48.5% say yes for the celebrity usage

9. Does the gender of the celebrity matter in advertisement?

Does the gender of the celebrity matter in advertisement?

101 responses



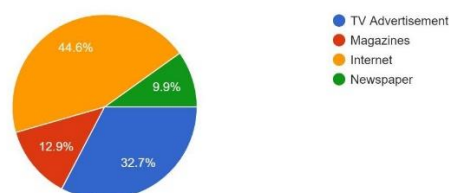
Gender of the celebrity matter?	No of Respondents	% of Respondents
Yes	26	25.7
No	29	28.7
Maybe	46	45.5

Interpretation: more of the respondents have given a maybe option chooses yes as in it's the majority that people don't want to categorize for this matter since most are likely to answer maybe containing 45.5%

10. Medium advertisement medium analysis

Medium advertisement Medium Analysis

101 responses



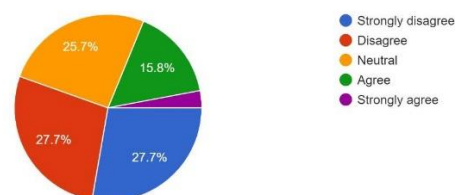
Medium ads medium analysis	No of Respondents	% of Respondents
Tv advertisement	33	32.7
Magazines	13	12.9
Internet	45	44.6
Newspaper	10	9.9

Interpretation: more of the respondent have opted for the internet because that's the latest form of advertising going in form of multiple ways so far nearly half of the population chose the internet over others containing 44.6%

11. Are celebrity endorsements misleading?

Are celebrities' endorsements misleading?

101 responses



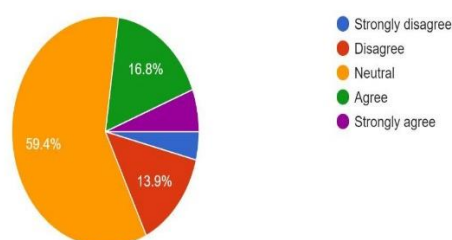
Are celebrity endorsements misleading	No of Respondents	% of Respondents
Strongly agree	3	2.9
Agree	16	15.8
Neutral	26	25.7
Disagree	28	27.7
Strongly disagree	28	27.7

Interpretation: more of the mixed responses since the majority both agree and disagree as well containing equally together 56 as difference and others are neutral

12. Do celebrities endorsements ads represent a true picture

Do celebrities' endorsements ads represent a true picture

101 responses



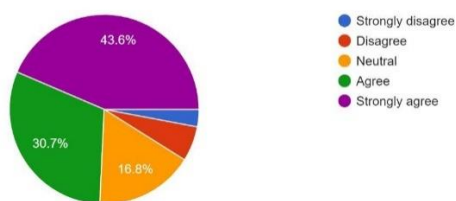
Do Ads represent true picture	No of Respondents	% of Respondents
Strongly agree	6	5.9
Disagree	14	13.9
Neutral	60	59.4
Agree	17	16.8
Strongly agree	6	5.9

Interpretation: neutral respondents are consisting of more carrying massive of 60% in responses that's more than half population in respondents

13. Should a strong celebrity propose the strong brand?

Should a strong celebrity propose the strong brand ?

101 responses



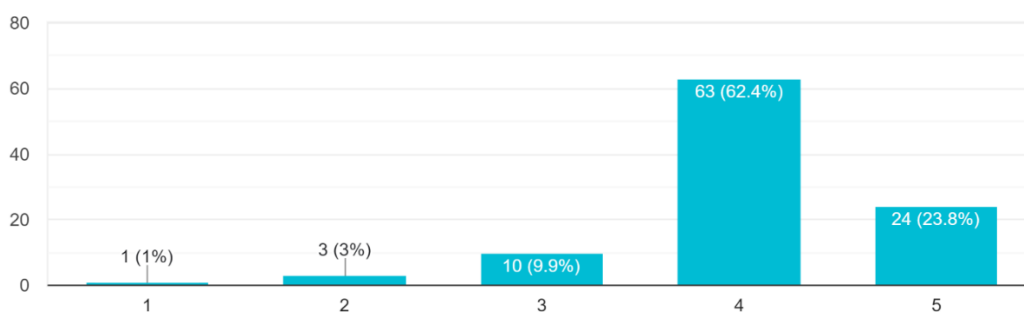
Should Strong celebrity propose the brand?	No of Respondents	% of Respondents
Strongly agree	44	43.6
Disagree	6	5.9
Neutral	17	16.8
Agree	31	30.7
Strongly agree	3	2.9

Interpretation: preference of the high influenced celebrities for the endorsements are always high. In target to get the endorsements done due to the need of their presence in a particular brand as of 30.7% of them agree for the strong belief in strong celebrities proposing the brand

14. How familiar are you with celebrity who appeared in the ad?

How familiar are you with the celebrity who appeared in the ad?

101 responses



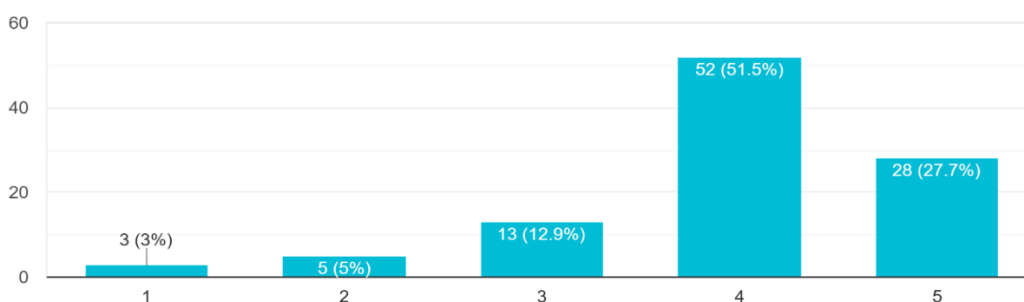
Familiar celebrity appeared on ad?	No of Respondents	% of Respondents
1	1	1.0
2	3	3.0
3	10	9.9
4	63	62.4
5	24	23.8

Interpretation: very familiar celebrities are often seen in famous ads which are represented by a strong celebrity so 63% of them are quite familiar

15. How believable is this celebrity endorsing this brand?

How believable is this celebrity endorsing this brand?

101 responses



Celebrity endorsing this brand believable	No of Respondents	% of Respondents
1	3	3.0
2	5	5.0
3	13	12.9
4	52	51.5
5	28	27.7

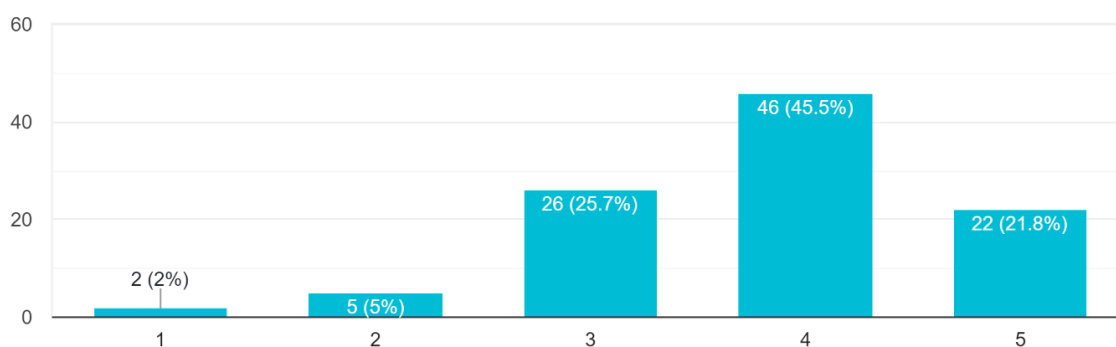
Interpretation: yes, endorsing the brands do the belief as in the presence of the brand the celebrity

actstrong too for the belief of the respondents who have answered familiar as near as 50%

16.Are celebrities' endorsements ads better than Non-celebrity commercials?

Are celebrities' endorsements ads better than Non-celebrity commercials

101 responses



Celebrity endorsementsbetter than commercials	No of Respondents	% of Respondents
1	2	2.0
2	5	5.0
3	26	25.7
4	46	45.5
5	22	21.8

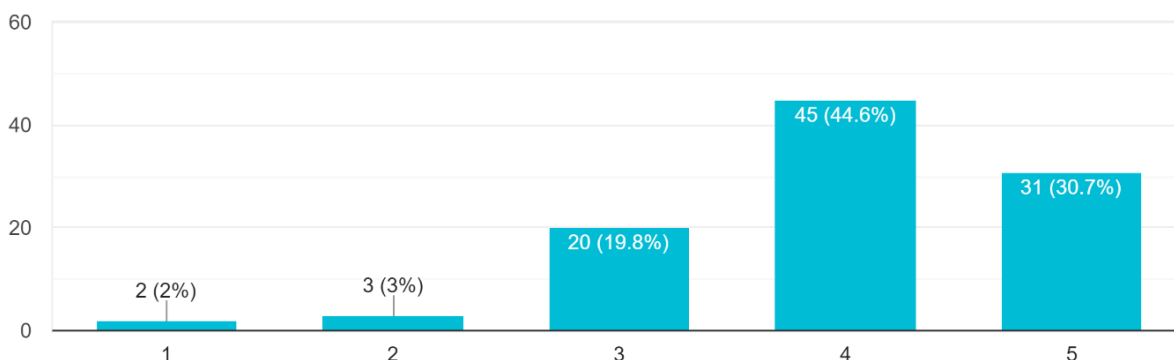
Interpretation: most of them prefer the celebrity ads more than the commercials where non-celebrities have endorsed because of the trust and

past or previous experience buys from celebrities as loyalty

17.Do celebrities' endorsements build brand trust?

Do celebrities' endorsements build brand trust?

101 responses



Do Celebrity endorsements build brand trust	No of Respondents	% of Respondents
1	2	2.0
2	3	3.0
3	20	19.8
4	45	44.6
5	31	30.7

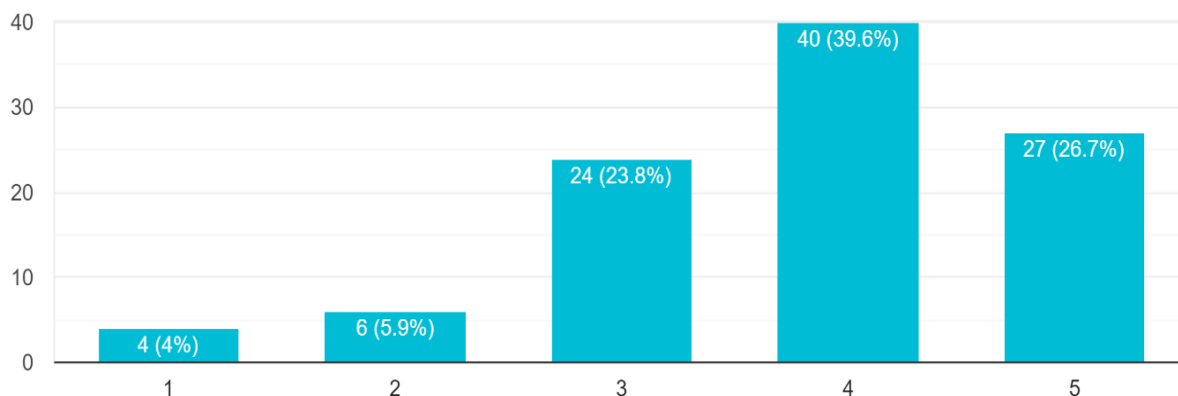
Interpretation: endorsements are mainly focused on the purchases of what a customer would make by seeing the endorse that are attracted to them and

valued so more often they choose to believe the brand which is endorsed as and yes around 44.6%

18. Trust in the celebrity?

Trust in the celebrity?

101 responses



Trust in theCelebrity	No of Respondents	% of Respondents
1	4	4.0
2	6	5.9
3	24	23.8
4	40	39.6
5	27	26.7

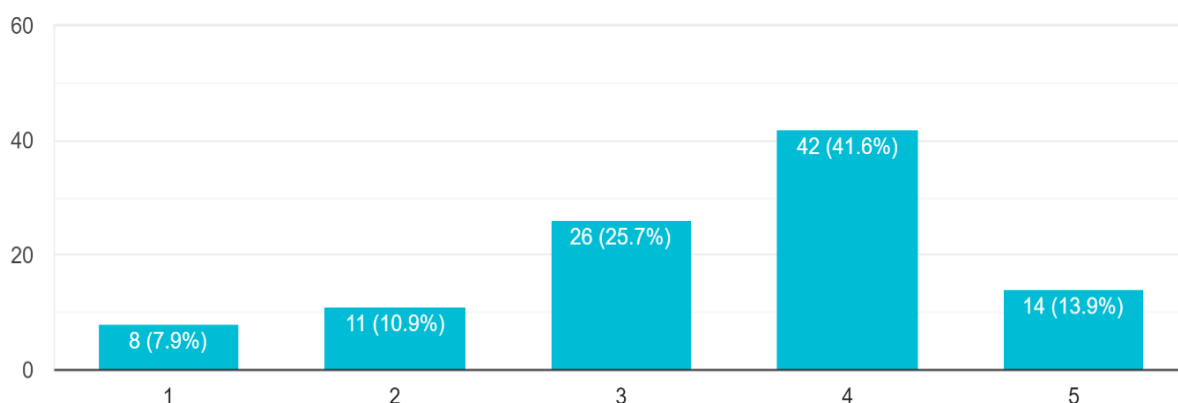
Interpretation: all of the purchases are made from the decisions where they have to trust the product

because the celebrity has displayed it

19. Purchase based on celebrity endorsements?

Purchase based on celebrity endorsement?

101 responses

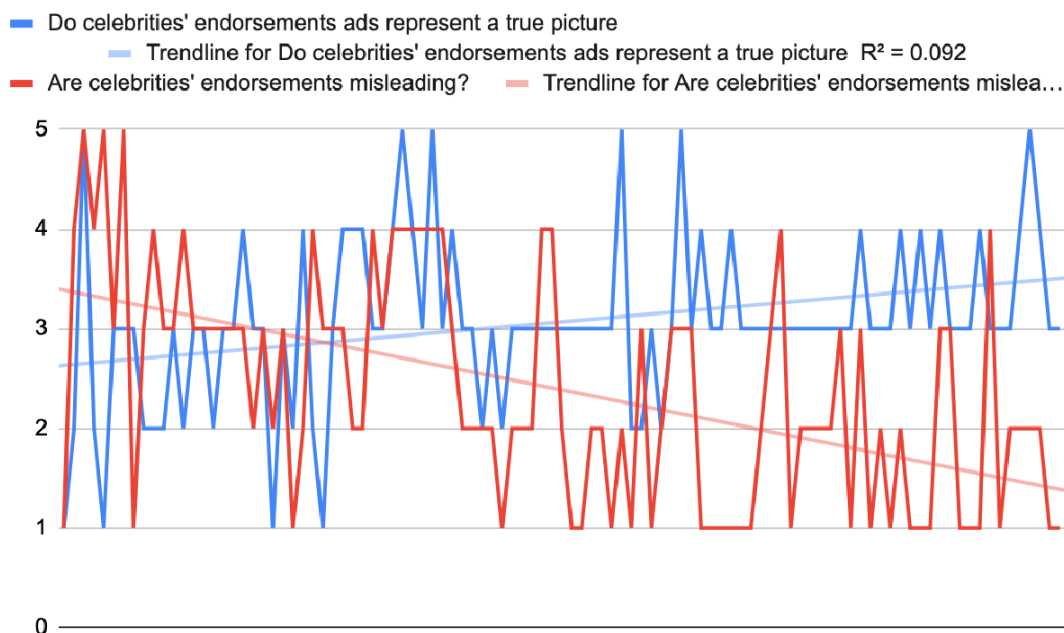


Purchase basedon celebrity endorsements	No of Respondents	% of Respondents
1	8	7.9
2	11	10.9
3	26	25.7
4	42	41.6
5	14	13.9

Interpretation: most likely the very often customers buy the endorsed goods where its purchase based on
Eur. Chem. Bull. **2023**, 12(Special Issue 5), 3115 – 3129

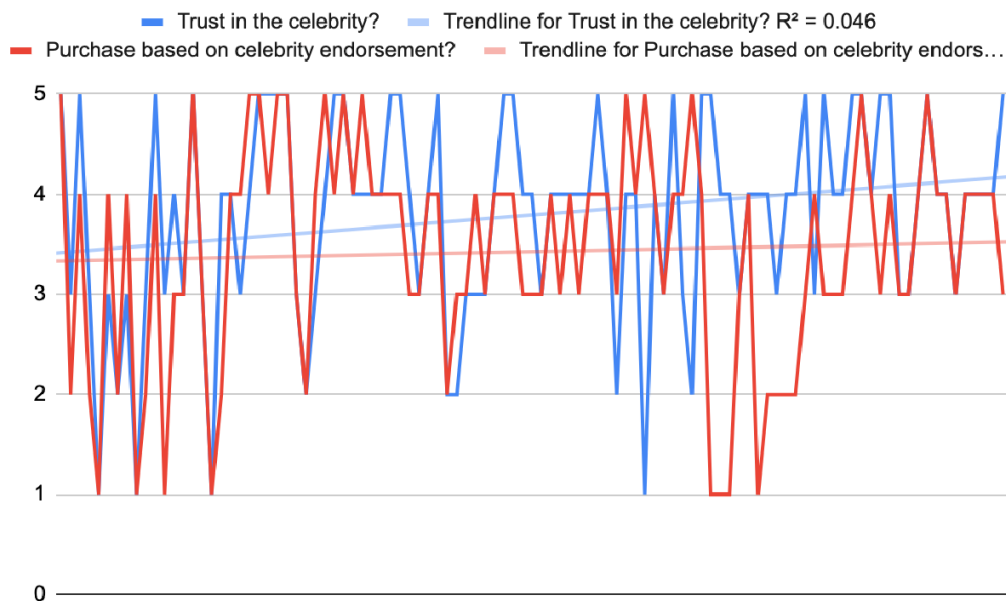
the celebrity are nearly half of the respondents

20. Correlation between Do celebrities' endorsements ads represent a true picture and Are celebrities' endorsements misleading?



Interpretation: 0.01354993463

21. correlation between Trust in the celebrity, Trust in the celebrity?



Interpretation: 0.4366128606

Findings and Recommendation

- The questionnaire includes an introduction and simple questions to collect demographic information, followed by in-depth questions to collect information about the factors of study, rating questions, and scale questions.
- The questionnaire starts with straightforward questions about demographics and moves on to more in-depth questions about the study's

components, rating questions, and a scale question.

- Respondents were required to respond to each question with their first thought because the questionnaire was designed in this way.
- The strong positive correlation between popularity and release suggests that there is a strong connection between the two.
- Several of the questions I asked the respondents

led me to believe that there were a lot of mixed responses.

- Consumers believe that if the products that are endorsed by the celebrity are tend to promote brand recognition and lead to a differentiation which are compared side by side multiple other products.
- This also helps in the branding of the product; employees of the company get the recommendations from the different sources that helps in improvising the brand standards.

Recommendations

- Should choose the best celebrity influencing figure to promote the brand
- Good employer's branding
- Maintaining the ideal image of purchase
- Test products should to be showcased by the celebrity
- Customer loyalty creation
- More indulgence of social media, frequent brand events and work culture

Limitation of the study

- Only 101 respondents represent a small proportion of the target population.
- Limited access to data
- Time constraints
- One age group responded more frequently to an online survey.
- Inadequate survey questions and careless respondents may also contribute to error.
- This research project constrained by two factors: money and time. It is possible to assert that one of the primary limitations of using primary data is that it does not contain any historical information, which hampered the research process.
- Inadequate human interaction during data collection
- A particular age group were responded frequently during this process of collecting it from online survey

CONCLUSION

Since employees are regarded as one of the primary stakeholders, it is important to investigate their concerns regarding the celebrity endorser when planning strategies. Employees use their extensive knowledge of their workplace to evaluate celebrity endorsers' efficacy. As a result, celebrities who are in line with the company's core values should only be hired by marketers and advertisers. The celebrities ought to comprehend that they are only permitted to represent the actual values of the organization and its employees.

Employee attitudes toward endorsement effectiveness were examined in this study in relation to celebrity value congruence and employee portrayal accuracy. But more research is needed to learn more about how employees feel about celebrities who endorse products. In the first place, representatives' general and explicit mentalities toward famous people ought to be contemplated to comprehend how workers' perspectives toward a VIP could work with them to relate to the association and its support crusade. Second, in order to evaluate employees' reactions to celebrity endorsement, other organizational factors, such as human resources practices, the working environment, and service delivery methods, could be studied. A company's employees should always receive up-to-date, comprehensive information through its internal communication channels. Additionally, employees' identification with their employer, commitment, and motivation to act in a more supportive manner can be bolstered by the relevance of marketing activities to the organization's values. Advertisers and marketers should hire a celebrity endorser who shares the company's values so that employees can relate to it, according to the study.

Findings of this paper helps the employees to figure the need of the right characters for the corporate brand image.

Scope for future research

Geographical outreach

Impact of celebrity endorsements on branding
Irony statements

Detecting fake opinions

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