



## A STUDY ON PERCEPTION OF YOUNG CONSUMERS TOWARDS CELEBRITY ENDORSED ADVERTISEMENT

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### Abstract

Celebrities have long been used to endorse products and services in advertising, and their impact on consumers, particularly young consumers, is a topic of much interest. Celebrity endorsements can be effective in increasing brand awareness and sales, others have questioned their effectiveness, particularly among younger consumers. Perception of young consumers towards celebrity endorsed advertisements can be influenced by several factors. One of the most important is authenticity. Young consumers are often drawn to celebrities who they perceive as authentic and genuine. Another important factor is relevance. Young consumers are more likely to respond positively to celebrity endorsements when the celebrity is someone they admire or look up to. For example, if a celebrity endorses a product that is relevant to a young consumer's interests or lifestyle, such as fitness or fashion, they may be more likely to consider purchasing it. Objectives of the Study are to examine the preference of the young consumers on buying behavior regarding celebrity endorsed product. Primary sources are heavily relied upon for this analysis. This research relied on data acquired in the field. The information was gathered with the use of a well-structured questionnaire. The research is qualitative. Students from liberal arts institutions as well as technical universities are included on purpose. Google forms are used to create and disseminate the survey for primary data collection. Gupta (2007). 250 sample respondents are selected by using convenient sampling technique.

**Keywords:** Perception, young consumers, celebrity, endorsed advertisement, status and role model

## Introduction

One of the marketing methods used by the company to attract new customers is advertising. The previous several decades have seen explosive expansion. Promoting one's wares, services, or ideas via advertising (ad) is an efficient and successful method. It's a paid method of broadcasting impersonal business information to interested parties. Images capture our focus, amplify our feelings, and shape our perspectives. Visuals are processed 60,000 times more quickly than text by the human brain. It's potent as a means of appealing to customers' senses of sight, sound, and culture. Commercials have an effect on customers because they are a kind of visual communication. The demand and success of a company are directly tied to its customers. Advertisements featuring well-known people can drive interest in a product or service. Marketing campaigns that include one or more famous people endorsing a product or service are known as "celebrity endorsements." The main objective is to increase exposure to the celebrity's devoted following. The use of celebrities in advertising has been more important in recent years since it promotes brand awareness and ultimately sales. Companies invest heavily on celebrity endorsement, using the chosen celebrity as the face of the product in advertising. Endorsements from experts in their fields, such as Sachin Tendulkar for sports items or movie stars for fashion accessories, have a significant influence on consumers. If there is bad press about the celebrity, it reflects poorly on the product and ultimately hurts sales. The use of celebrities in television commercials is essential in the modern age of digital media. Companies spend a lot of money in this area, so understanding how well celebrity endorsements sell products and whether or not unfavorable press

about celebrities hurts sales is important information to have.

## Background of the study

In India, the term "celebrity" may apply to more than only the entertainment industry. The television industry has matured to the point that its appeal rivals that of the film industry. Regular sightings of TV stars throughout the week are commonplace since soap opera viewing is so deeply embedded in Indian society. One of the most common forms of advertising is using well-known athletes as spokespeople. However, in today's society, it appears that even a single impressive performance by a rookie is enough to draw them into commercials. This pattern is often seen nowadays. Cricket players get a respectable living income for their services. It's safe to conclude that India's celebrity culture has achieved a great deal of success in conveying messages and shaping consumers' purchasing decisions. A rise in both brand recognition and sales volume for the sponsored businesses is evidence that celebrity endorsements in India have had a favorable effect on consumer buying habits. Sales of celebrity-endorsed items tend to rise when such celebrities are involved in the promotion. An advertisement's persuasive power increases when it features not just the product's promotional value and photographs of the product itself, but also the likeness of a celebrity endorsing the product. Although simple in concept, successful campaign design necessitates in-depth familiarity with the product, the brand's mission, a method for evaluating the campaign's efficacy. Modern advertising aims to sway customers who are not only well-informed but also selective in their purchasing decisions. Because of this, competition is quite fierce in many fields.

## Celebrity endorsement

Non-personal forms of communication with a clearly defined sponsor that promote an organization, product, service, or concept are all examples of advertising. Celebrity endorsement is one of the many advertising strategies used to achieve this goal. People who have a significant public profile in various fields (such as sports or the arts) are often referred to as "celebrities." They may be used to promote a business, cause, or concept. Since many Indians admire famous people and want to be just like them, celebrity endorsements in television commercials have a sizable effect on purchasing decisions. The public's fascination in celebrities like actors and cricket players has translated into increased sales. Celebrity endorsement is a marketing strategy that involves using well-known and influential individuals, typically from the entertainment or sports industries, to promote products or services. It has become a common practice in advertising as a way to attract attention and increase brand awareness. However, it was not until the mid-20th century that celebrity endorsements became a mainstream marketing technique. The effectiveness of celebrity endorsements is often debated, with some studies suggesting that it can increase brand recognition, brand loyalty, and sales. Celebrities are seen as aspirational figures, and their endorsement can create a sense of trust and credibility among consumers. One of the key benefits of celebrity endorsements is that they can help to create a unique and memorable marketing campaign. A well-executed celebrity endorsement can capture the attention of consumers and make a lasting impression on them. It can also help to differentiate a brand from its competitors. However, there are also some potential drawbacks to celebrity endorsements. For example, if the celebrity is involved in a scandal or controversy, it can have a negative impact on the brand they are endorsing. Additionally, if the

endorsement is not perceived as authentic, it can lead to skepticism and mistrust among consumers. It can help to increase brand awareness, sales, and differentiation from competitors. However, it is important for brands to carefully consider the risks and benefits before engaging in celebrity endorsements and to ensure that the endorsements are perceived as genuine and relevant to their target audience.

#### Rise of celebrity culture

Today, celebrities can reach a wider audience than ever before thanks to advances in mass media. In search of the immense social capital that celebrity may give, some individuals actively pursue it. In spite of the fact that their jobs have nothing to do with the talents or accomplishments that made them famous, celebrities are often afforded opportunities and luxuries that are out of reach for the general public. Despite his depleted skill set, a retired athlete may still be able to command sizable "speaking fees" or other income from public appearances. It's normal for celebrities to feel that they're always being watched by fans. After their initial fame has died down, child stars still face an increased risk of substance abuse and mental health issues. Ads featuring well-known personalities are becoming common in India since they are thought to increase both product recognition and sales. Celebrity support may provide doors for achieving awareness objectives. Celebrity endorsements are used in around 20% of advertising, with the top 10 endorsers making the most of the money. The celebrity's fame has increased the brand's prestige. This shift in emphasis justifies the use of celebrity endorsements. In recent years, scholars have demonstrated a lot of curiosity in how the general public feels about celebrity endorsement. Using well-known personalities in commercials has been proved to attract greater attention from the general public. The impact of celebrity endorsements on consumers may be

broken down into distinct and overlapping parts. A consumer's exposure to a brand may rise thanks to a celebrity endorsement, but whether or not that exposure translates into a positive impression of the brand and a later purchase is less obvious. Consumers are more inclined to believe a statement made by a well-known figure, and particularly if that figure acts as a spokesman for the business. Both theory and practice support the idea that using celebrities in ads increases brand awareness and sales. Celebrities like having a huge viewership and have a large fan base. The unique qualities that set superstars apart from the rest of us are one reason why they attract so much attention from the public. Businesses often employ well-known personalities to represent their brands in the hopes that their "stopping power" would compel consumers to pay attention to their marketing campaigns.

#### Consumer Buying Intention

The first stage of the consumer decision process is "need arousal in relation to the emotional and psychological needs relevant to the individual consumer, this occurs when an individual senses a difference between their perceived ideal and actual state of affairs," which describes the reasons why consumers make purchases for themselves. The degree to which a customer will actively seek to fix a need deficit, however, depends on the magnitude of the "problem" and the gap between the ideal and actual. There may be additional steps if issue awareness is strong, including searching for information and weighing possible solutions. Consumers are motivated to make a purchase when they have an intense desire or need for a certain product or brand. Before deciding whether to buy, consumers go through a decision-making process in which they are exposed to various options, including different brands. Organizations should consider the potential influence of many elements on

consumers' motivation throughout the pre-purchase research and consideration phases when making decisions about which goods and brands to purchase. High involvement judgments need in-depth analysis and research, and this is one factor that determines how carefully a buyer will examine a certain brand. Marketers state that if a product or service lives up to customers' expectations, they will be satisfied. Household members have been hypothesized to play distinct functions in the decision-making process, including "initiator," "gatekeeper," "influencer," "decider," "buyer," and "user." It comes as no surprise that companies use celebrity endorsements and other forms of peer pressure to shape consumers' perceptions of their brands. Organizations need to know more than just what customers need in order to succeed. They must also be aware of what drives consumers to buy and how they may exert influence over the purchasing decision. Target market is essential to creating a profitable product, distributing it to the appropriate places, and advertising it to the right people. The psychology of the purchasing process has been extensively researched, and understanding this process may help businesses of all sizes succeed. Purchasing behavior trends may be seen in both businesses and individuals. Since most B2B clients will use a standardized procurement procedure, the business model is less debatable. The objective is to learn the procedure and coordinate promotional actions with each step. What this implies for the customer is that they will get timely, relevant communication.

#### Model of Consumer Buying Intension

Marketers and managers may utilize the consumer choice process model to inform their product selection, customer service practices, and approach to sales. Decision-making processes are captured in a graphical form by the model. It also demonstrates the interplay between various internal and external variables and



their impact on customers' perceptions, decisions, and behaviors. In addition, it may assist customers in resolving issues that motivate them to buy and use the items. Recognizing a need, seeking relevant information, weighing available options, and finally making a purchase are all part of the consumer decision process.

### Celebrity Branding and Its Effect

Magazines, dailies, message boards, websites, radio, TV, and so on bombard customers with many different opinions and images every day. Each company hopes to capture some of a man's precious time in order to inform him of the many wonderful qualities of their product. Finding a catch that keeps the subject's interest is the advertiser's challenge. This is why the use of celebrities to promote a product is such a common kind of advertising. Using famous people to promote your product is a cutting-edge marketing strategy. This Method is used in the advertising of consumer goods, especially those associated with the home and the way of life. Today, this type of marketing strategy is widely accepted by established businesses. Consumers are influenced by this spectrum of prices. Companies are aware that this type of innovation is extremely pricey and results in high costs, but they use it anyway because it helps them grow their business and their sales. With this in mind, they all sign endorsement deals with famous people to help spread the word about their products.

### Influence of celebrity endorsement- An Overview

Celebrity Support is a kind of brand in which a well-known person acts as a spokesperson for a company, bolstering its reputation and sales by lending the public's perception of the endorser's renowned, popularity, or expertise. Because celebrities appear to have a growing impact in the public sphere, advertising executives often try to misappropriate the power that comes from

having a celebrity endorse their products (McCracken, 1986). Celebrity endorsement influences image through transfer of importance from endorser to brand, according to the cooperative learning hypothesis's nuanced aspects. Celebrity endorsement is a common method of spreading the word about the qualities of a product. Companies use celebrity endorsement as a very effective tool for raising customer awareness of the product's features and benefits, as well as shaping favorable consumer behavior in order to increase sales of the endorsed brand. The primary indicator of celebrity's credibility is their dependability and sufficiency (Ahmed et al., 2014). Through a series of correspondence exercises, we can see how the public's perception of the brand connects with that of the celebrity. When compared to "specialists," "organization supervisors," "game stars," or the "normal consumer," it has been determined that famous people make the best endorsers. The emphasis of the author is on the use of celebrities as brand endorsers for healthy food products. It has been established that celebrity endorsing has an impact on brand value, brand awareness, and brand perception among consumers. Famous people are those who are well admired by a sizable portion of the general public. There is strong evidence that using a celebrity in advertising has a significant impact on consumers' brand perceptions and motivation to purchase. Famous people may also trade their likeness for a promotion of a certain product. The effectiveness of celebrity endorsement advertising is also affected by the compatibility of the endorser and the product. In the present moment, it is the consumer who holds the reins. In India, both multinational corporations and local firms are exploring different ways to connect with their target audience. For a number of reasons, companies are shifting their attention to global markets (Erdogan, 1999). The traditional particular blend

ingredients have been abandoned in favor of the new and evolving concept of integrated marketing communication. As more and more brands began to look the same in terms of features and quality, it became increasingly important for marketers and their PR departments to identify their brand's USP and communicate it effectively.

There are several key factors that can influence and create an impact on young consumers when it comes to celebrities. Here are some of the most important ones:

1. **Authenticity:** Young consumers are often drawn to celebrities who are seen as authentic and genuine. They want to feel like they can relate to the celebrity and that they are being honest and real.
2. **Relevance:** Celebrities who are relevant to the interests and values of young consumers are more likely to have an impact. For example, if a celebrity is known for advocating for social justice issues, they may be more likely to resonate with young consumers who are passionate about these issues.
3. **Social media presence:** Celebrities who have a strong social media presence and are active on platforms like Instagram, TikTok, and Twitter can have a significant influence on their fans.
4. **Brand partnerships:** When celebrities partner with brands, it can create a sense of trust and credibility among young consumers.
5. **Appearance:** The way a celebrity looks can also have an impact on young consumers. Whether it's their fashion sense, hairstyle, or overall image, celebrities who are seen as fashionable or stylish may be more likely to influence young consumers. Overall, these factors can all play a role in the

way young consumers view and are influenced by celebrities. It's important for marketers to understand these factors and use them strategically when targeting young consumers.

#### Literature review

In a country like India, where celebrities are treated like deities, how do the endorsements of such celebrities affect the purchasing decisions of young people for products and services endorsed by those celebrities? Today's advertisers use celebrities not just to increase the company's reach, but also to pique consumers' interest; this increases the likelihood that shoppers will try out a new brand after seeing positive reviews online or in-store (Edwards et al., 2009). Every business is considering using celebrity endorsements to set their product apart from the competition, and because consumers have a greater chance of remembering and purchasing the advertised item if they associate it with a well-known face. People's perceptions of advertisements vary widely, but it's generally accepted that celebrities may provide credibility to a product's reputation by endorsing it. Still, opinions on this topic are highly subjective (Boyland et al., 2013). It's crucial to understand the impression it makes on consumers. In today's chaotic marketplace, celebrity endorsement is a very effective strategy for attracting new customers and building brand loyalty. Quality clarification from the source is another strategy for addressing endorsement influence. It recognizes the likeable, charming, and significant aspects of celebrities that make them inspirational role models for many people (Branigan & Mitsis, 2014). Customers who have favorable impressions of the celebrity may have favorable impressions of the endorsed brand if source attraction is boosted. There is an abundance of scholarly literature on endorser effects, which provides insights into the

exceptional nature of these impacts, their foundational processes, and the circumstances where they may be strengthened (Hung, 2014). Organizations may gain leverage and strengthen their financial standing with the help of celebrities. Due to its immense size, celebrity endorsement is used by 25% of American organizations. When a well-known person endorses a product, it may boost its credibility in the eyes of consumers (Kaur & Garg, 2016). Promoting a limited-time offer effectively requires a sales strategy that places primary emphasis on the product's uniqueness and novelty in order to foster a positive emotional response and higher conversion rates for the brand. Whether it's an expert, a celebrity, a group's reputation, or the charisma of an endorser, many factors might influence consumers' decision to make a purchase. A celebrity is a "outspoken figure who values public acclaim and exploits that acclaim in the pursuit of persuading consumers" (Ahmed et al., 2014). There are three primary functions of advertising: differentiation, remembrance, and information and persuasion. Consumers may learn more about a product and its features via advertising. It is important to let customers know about any changes made to an already established product (Dzisah and Ocloo, 2013). The influence of advertising permeates every aspect of modern life. There are several ways in which different demographics of society might benefit from advertising, including the dissemination of information, the swaying of consumers, and the creation of opinions (Balakrishnan and Kumar, 2011). There are a plethora of brands competing for customers' attention in today's market. Every company is on the lookout for the secret of instantaneous brand-audience connection. The task for the marketer, therefore, is to use advertising to persuade and excite consumers such that they feel compelled to make a purchase. The employment of celebrities to promote

products is a common method of accomplishing this goal. The multi-billion dollar advertising business now includes celebrity endorsing products as standard practice (Kaur and Garg, 2016). There is a wealth of information on endorser effects in the advertising literature, which sheds light on their prominence, the mechanisms behind them, and the circumstances in which they might be bolstered (Hung, 2014). The usage of celebrity endorsement helps businesses get an edge over the competition and improve their bottom line. Celebrity endorsement is so effective that 25% of American businesses employ it. When a well-known face is associated with a quality product, consumers are more likely to buy it. According to many researchers (Ahmed et al., 2014).

### Significance of the Study

The addition of celebrities spices up the attention wars and makes them more visually appealing, catching the attention of millions more people. It helps people quickly recognize the brand and refreshes the company's image. An association between a product and a famous person might boost its popularity. For a long time, the effect of celebrity endorsement on younger generations has been a concern. This study aims to disentangle the impact of celebrity endorsement on the purchasing intentions of both students and young professionals in the workforce. The current research will provide a crystal-clear understanding of the concept just mentioned. Public relations professionals, marketers, researchers, and academics may all utilize the results of this study to better understand the impact of celebrity endorsements in their respective fields.

### Scope of the Study

Presently the use of celebrity endorsement is widespread across many industries, from sports to fashion to entertainment to politics. Making money off of celebrities' notoriety has been popular recently, and there is a growing

interest in them. The views of young customers on celebrity endorsements of products are investigated. Marketers will be aided in their efforts to boost sales and bottom lines by using celebrity endorsement. Customers are more likely to make a purchase decision based on the recommendations of specialists in the same area as the product.

#### Statement of the Problem

Marketers in today's fast-paced world get people interested in their products by including famous people in their ads. Therefore, it is simple for marketers to boost product recognition, which in turn influences consumer purchasing behavior, especially among the young, who are particularly susceptible to the stars' persuasive powers. The researcher's interest, had lead them to seek to determine the impact of celebrity endorsement on customer behavior. Numerous studies have been conducted on the topic, and the findings all point to a positive effect of celebrity endorsement on consumers' attitudes and intentions to make a purchase. Consumers are influenced by a celebrity endorser's physical appeal, believability, and congruence with relation to the commercial being promoted.

#### Objectives of the Study

1. To examine the preference of the young consumers on buying behavior regarding celebrity endorsed product

2. To evaluate the key factors of celebrities which influence and create impact on young consumers

3. To examine the level of satisfaction towards celebrity endorsement towards celebrity endorsement and factors that

4. To study the customer perception and attitude influence purchase behavior of customer

#### Methods

Primary sources are heavily relied upon for this analysis. This research relied on data acquired in the field. The information was gathered with the use of a well-structured questionnaire. The research is qualitative. Students from liberal arts institutions as well as technical universities are included on purpose. Google forms are used to create and disseminate the survey for primary data collection. Gupta (2007). 250 sample respondents are selected by using convenient sampling technique.

#### Analysis, Findings and Results

##### ***Key factors of celebrities which influence and create impact on young consumers***

The respondents' opinion about the celebrity endorsement is analyzed in detail with statements like, taking the celebrities as role model, they give higher social status, the celebrities impress the similar personality like the students, belief that the endorses only quality products, etc. The result is given below.

**Table 1: Factors influence of film celebrities and its impact on young consumers**

Investment avenues	Mean	Std. Deviation	Mean Rank	Rank
Dynamic, social & active	3.09	1.189	4.58	VI
Role model	4.17	1.175	6.99	I
Brand become more valuable	3.08	1.069	4.50	VII
Endorses good quality	3.06	1.053	4.37	VIII
Higher social status	3.69	0.762	5.79	II
Multiple celebrities endorsement	3.12	1.167	4.71	V



Relevance	3.52	1.346	5.28	III
Similar in personality	3.18	0.776	4.74	IV
Others	2.14	1.310	4.08	IX

The above table depicts that the respondents' opinion about department celebrities. The opinion about the celebrities from the film industries are considered better as high social status, similar impression, endorses good quality products and like multiple celebrity endorsement. Role model was ranked first (4.17) by the young consumers followed by higher social status (3.69) and Relevance (3.52) second and third respectively. The belief on the sports celebrities is good about the role model, as dynamic, social and active role and brand become more valuable. The result from the t test shows that the opinion of the respondents while comparing the celebrity endorsement from film is significant except the liking the multiple celebrities endorsement. Significance in the difference in the mean rank is tested with the help of Friedman test. The result is given below.

Table 3: Friedman Test

N	250
Chi-Square	562.415
df	8
Asymp. Sig.	0.000

The result indicates that the calculated Chi-Square value (562.415) for the degree of freedom 8 is significant. The p value is 0.000 which is significant at 1% level. Hence, it is concluded that the ranks given by the respondents for *influence and create impact on young consumers* are significant.

### Conclusion

Social media presence is also a key factor that can influence young consumers' perception of celebrity endorsements. With

the rise of social media, celebrities are now more accessible than ever before, and young consumers are often exposed to their lifestyles, opinions, and product recommendations through social media platforms. If a celebrity has a large following on social media and regularly engages with their fans, young consumers may be more likely to trust their endorsements. Amit (2011), Despite the potential benefits of celebrity endorsements, there are also some potential downsides. One of the main concerns is that young consumers may be more likely to be influenced by the celebrity than by the actual product or service being advertised. This can lead to impulse buying and disappointment if the product or service does not live up to expectations. Another concern is that young consumers may become skeptical of celebrity endorsements if they perceive them as insincere or inauthentic. This can lead to a loss of trust in both the celebrity and the brand being endorsed. In conclusion, the perception of young consumers towards celebrity endorsed advertisements can be influenced by several factors, including authenticity, relevance, and social media presence. While celebrity endorsements can be effective in increasing brand awareness and sales, it is important for marketers to use them strategically and ensure that they are perceived as genuine and relevant to their target audience. By doing so, they can build trust and credibility among young consumers and create a positive perception of both the celebrity and the brand being endorsed.

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