



## **Role of Celebrity Endorsements on Adding Value to Advertising and Market Communication: A Cross-Sectional Study**

**Dr. Lakshminarayana.K , Dr.Malini.T.N , Dr.S.Pougajendy, Dr. Basavaraj S. Tigadi,**

Assistant Professor  
Management Studies

Visvesvaraya Technological University, Centre for PG Studies-Muddenahalli, Chickballapura  
Tq and District 562101.

Associate Professor  
Department of Management Studies  
Nitte Meenakshi Institute of Technology

Professor  
Department of Management Studies  
Sri Manakula Vinayagar Engineering College (Autonomous)  
Pondicherry  
Visvesvaraya Technological University, Belagavi.

### **Abstract**

Celebrity endorsement plays a crucial role in adding value to advertising and market communication. By leveraging the popularity and influence of celebrities, brands can significantly enhance their visibility, credibility, and customer appeal. Firstly, celebrity endorsements help in capturing attention. Celebrities have a wide reach and a strong fan base, making them powerful vehicles for grabbing the audience's attention. Their association with a product or service immediately attracts consumer interest, especially when the celebrity aligns with the brand's values and target market. Secondly, celebrities bring credibility to a brand. Their established image and reputation make consumers trust the endorsed product or service. When a well-known personality vouches for a brand, it reinforces positive associations and creates a perception of quality and reliability. Furthermore, celebrities act as effective persuaders. Their influence and persuasive abilities can sway consumer attitudes and behaviour. By endorsing a product, they can motivate consumers to try or purchase it, thus driving sales and revenue for the brand. In addition, celebrities help in building brand awareness. Their association with a brand generates extensive media coverage and buzz, leading to increased brand visibility. This heightened exposure can result in

improved brand recall and recognition among consumers. Lastly, celebrity endorsements facilitate emotional connections. Consumers often feel a personal connection or admiration towards their favourite celebrities. When these personalities endorse a brand, consumers develop an emotional bond with the product, leading to increased loyalty and brand affinity. The study had considered sample of 202 people from advertising and marketing sector to know the impact of celebrity endorsements on adding value to advertising and market communication and concludes that there is significant impact of celebrity endorsements on adding value to advertising and market communication.

*Keywords: Celebrity Endorsement, Adding Value, Advertising, Market Communication, Customer Appeal*

## **Introduction**

It is absolutely crucial for a firm to have a solid strategy for advertising and market communication if they wish to differentiate themselves from their competitors in today's extremely competitive business environment. The use of celebrity endorsements is one strategy that has proven to be effective and may bring a great deal of value to these types of campaigns. When engaging in marketing operations, companies can assist their brands in dramatically improving their visibility, credibility, and appeal to customers by making use of the fame, influence, and credibility of well-known celebrities. Taking advantage of the celebrity's notoriety, influence, and credibility is one way to achieve this goal. This essay investigates the numerous and varied ways in which celebrity endorsement contributes to the effectiveness of marketing communication and advertising activities.

When it comes to being successful in drawing the attention of people, having the backing of a well-known individual is an essential component of the recipe for success. Celebrities in this day and age, when there is an abundance of information, have a special capacity to break through the noise and attract people's attention. They are highly successful vehicles for drawing the attention of the public due to the fact that they have a vast reach and a dedicated following, which makes them ideal for use for this purpose as a result. When a well-known public person joins forces with a company and supports one of that company's products or services, it almost immediately piques

the curiosity of customers, which ultimately leads to enhanced brand recognition and engagement. This is because customers see themselves as a well-known public figure.

In addition, superstars bring a feeling of honesty and integrity to the table, which results in an increase in the legitimacy of the firm. Celebrities contribute to the credibility of an endeavour in this and other ways. Customers are more likely to have faith in a product or service if they link it with a brand that already has a strong image and reputation in the market, such as Apple. When a well-known person endorses a good or service, it helps to solidify favourable associations with that brand and contributes to the conception that the good or service is of superior quality and can be relied upon. In other words, it helps reinforce the idea that the product or service can be relied upon.

When famous people make public statements in support of a cause, not only are they able to attract the attention of the general public, but they also lend an aura of legitimacy to whatever they are saying. The customers' perspectives and behaviours can shift, depending on the extent to which they are able to influence and persuade those around them. They have the capacity to persuade customers to give a product a trial run or make a purchase by promoting it, which ultimately results in an increase in the number of customers and income for the company. Consumers are more likely to be swayed by the perspectives and preferences of their favourite celebrities, which ultimately results in an increase in both brand loyalty and consumer pleasure. Consumers are also more likely to be satisfied with the products they purchase. Consumers are more likely to have their purchasing decisions influenced when their favourite celebrities share their thoughts and preferences.

Additionally, celebrity endorsements are an efficient strategy for increasing client awareness of a product or service. Because of their relationship with a brand, the brand receives significant media coverage and buzz, which ultimately leads to the brand having a higher level of exposure. As a result of this enhanced exposure, customers may have a better chance of remembering and recognising the brand, which is excellent news for the company. Customers have a better probability of remembering a brand when they are exposed to several reminders of that brand across a variety of media channels and on multiple occasions. After having shown interest in the endorsed brand, this, in turn, increases the possibility that buyers will make additional purchases of the endorsed brand's products.

In addition to the practical benefits, celebrity endorsements help clients feel a stronger emotional connection to the brand they are purchasing. People commonly experience a sense of personal connection or affection towards celebrities who are their favourites. Celebrities can also inspire people to want to be better people. These feelings could range from liking to actively disliking the individual. When customers see their favourite celebrities endorsing a product, an emotional connection is formed between them and the company selling it. This, in turn, leads to enhanced customer loyalty and affinity for the brand. This emotional connection extends beyond the qualities of the product and contributes to the development of a more profound relationship between the consumer and the brand.

Nevertheless, it is essential for businesses to take their time when choosing the celebrity promoters who are the best fit for the products they offer. It is very necessary for the success of endorsement that celebrity's image and values to fit with those of the brand that they are supporting in order for the endorsement to be successful. This is one of the most important requirements for an endorsement.

## **Literature Review**

The utilisation of famous people can have a significant impact on advertising and product sales. Celebrities are often used in advertisements to help make the message more relatable and enhance consumer awareness of the commercials and marketing efforts that promote businesses' and organisations' services and products, which ultimately boosts sales. It is advised that this new era continue to recognise these talents because it is fortunate for the global advertising industry (Omeje et. al., 2022). It is unjustifiable and unpleasant that the amount of advertising clutter on social networks has reached the heights that it has reached, and it is believed that the celebrity endorsement strategy significantly contributes to cutting through the noise and lowering the rate of ad avoidance (Mosa, 2022).

The existence of celebrity endorsements strengthens and changes the relationship between various forms of advertising and the desire to buy cosmetic items. The overall impact of advertisements in multiple forms of media has a favourable and significant association with purchase intention (Ojha, 2022). Consumer response to a brand can be favourably influenced by matching the social

judgements of celebrity endorsers with the proper type of advertising messaging. This effect is seen to be favourable for both male and female endorsers. In addition, the match strategy has the potential to elicit responses from customers via two distinct channels: cognitive and behavioural mechanisms for well-established brands, and affective reactions for new or unknown companies (Bauer et. al., 2022).

The use of social media, as opposed to digital media, increases the indirect influence that celebrity endorsement has on purchase intention. This is because ads and brands serve as serial mediators, and it happens regardless of how clear the message is (Uribe et. al., 2022). The perceived authenticity of commercial messages, the compatibility between a company and a celebrity, and the attitude towards advertisements are all positively influenced by parasocial contact. In addition, customers' opinions towards advertisements are positively influenced when they believe that the advertising message is real and when the brand is associated with a celebrity. This information has significance for those who work in advertising, particularly with regard to the development of advertising campaign messaging and the selection of celebrity endorsing parties (Um, 2022).

Consumer attitudes towards a brand play a significant mediating role in the relationship between consumer-brand congruence and behavioural intentions, such as purchase intention, brand preference, and boycott recommendations. The indirect effect of consumer-brand congruence on brand preference and boycott recommendations is moderated by consumer-celebrity congruence, but not purchase intention (Alharbi et. al., 2022). A favourable and significant effect was shown to exist between the dependability, knowledge, and appeal of a celebrity endorsement and the attitude towards the brand as a whole as well as the desire to make a purchase. This demonstrates that a consumer's intention to make a purchase is increased proportionately to the strength of the positive attitude that the consumer harbours towards the brand (Putri & Roostika, 2022).

When employees of an organisation felt that the values portrayed by a celebrity matched those of the organisation, the celebrity successfully portrayed true corporate values. In addition, the employees' feelings of pride towards their organisation serve as a driving force that encourages them to identify with the organisation. Brand orientation can be used by service organisations to obtain an accurate picture of their employees, which in turn helps to reawaken employees' feelings of pride and loyalty to the organisation and improves corporate identity (Abdullah et. al., 2022).

It's essential to understand the differences among clients in terms of how willing they are to accept a celebrity's endorsement. There are three separate groups of customers, which are referred to as the "Indifferent-to-celebrity Buyer," the "Fascinated Buyer," and the "Star Power Buyer." varied aspects of celebrity endorsement have varied influences on different types of consumers, such as interested buyers and star power purchasers (Arora et. al., 2022).

Celebrity endorsements and sponsorships have less impact on brand attitude when a brand is viewed as more authentic. Sponsorships also boost brand authenticity when (a) industry CSR spending is modest and (b) the company has a good reputation (Schnittka et. al., 2022). The lack of influence that the cost of advertising and publicity with celebrities have on product performance in the brewery industry may be attributed to the failure to select celebrities who can effectively sway consumers' purchasing decisions (Gbadebo & Kingsley, 2022).

The influence of endorsements from celebrities on consumers' choices to buy jewellery is positive; yet, consumers as a whole prefer not to buy branded jewellery that is sponsored by celebrities because of the higher prices associated with its production. In today's cutthroat market, companies are working very hard to secure a place in the minds of consumers, and one way that they do this is by spending a lot of money on advertising that features famous people (Mishra et. al., 2022). People frequently use social media to learn more about skincare products they are interested in buying, and it has been discovered that social media influencers are better brand ambassadors than celebrity endorsers. In addition, when compared to skincare products advocated by celebrities, those pushed by social media influencers are the ones consumers are more likely to purchase (Lim et. al., 2022).

A positive reaction across all markets was obtained from advertising that was backed by celebrities and did not contain any overt sexual solicitations. The response of customers in the United Kingdom to both advertisements is comparable. However, Pakistani consumers evaluate the topics of advertisements through the lens of significant cultural values. They react badly to explicit sexual solicitations, but, surprisingly, they are willing to accept sexuality when it is associated with the celebrity endorsement of a product (Shah et. al., 2022). It is true that celebrity endorsement can impact and even foster racism. This means that when celebrities advertise fairness products, it may cause some people to feel as though they are less attractive because of their darker skin tone. Brand

image has an impact on both the correlation between celebrity endorsement and racism as well as the link between celebrity endorsement and intention to buy. The relationship between celebrity endorsement and intent to purchase is influenced by brand image as well. The various businesses can learn how to improve their advertisements in a way that avoids promoting racism, and those with fame who sign endorsement deals with companies that do so will be aware of the negative impact that these sponsorships have on society (Khan et. al., 2022).

Customers tend to be more powerfully influenced by advertisements and better able to remember products when influencers are pushing luxury goods and do not appear to be staring straight at the camera in the pictures (López et. al., 2022). Brand awareness influences cosmetic product purchases simultaneously, celebrity endorsement influences cosmetic product purchases positively and significantly, and viral marketing influences cosmetic product purchases positively and significantly (Usman & Zuhurifa, 2022).

Utilitarian (as opposed to hedonic) items can improve the effect of branded (as opposed to celebrity) broadcasters on attracting potential followers. Consumers' intentions to follow branded broadcasters are more susceptible to being persuaded by celebrities than by branded broadcasters themselves. In addition, branded broadcasters (as opposed to celebrity broadcasters) have the ability to satisfy a consumer's desire for informational (as opposed to emotional) value throughout the process of utilitarian (as opposed to hedonic) product evaluation. This can increase the likelihood that a consumer will follow a livestream brand community (Wang et. al., 2022). The credibility of the source has a greater impact on the purchase decisions of young people than does involvement in social media. Online reachability has a bigger influence on young people's buying decisions than source alignment, and the digital campaign has a bigger influence on young people's buying decisions than source attractiveness. Because internet marketing has a greater impact on young people's purchasing decisions than celebrity endorsements do, businesses with young target audiences are strongly encouraged to use more digital marketing methods (Ismaila et. al., 2022).

## **Objective**

1. To know the role and impact of celebrity endorsements on adding value to advertising and market communication.

## **Hypothesis**

*Null Hypothesis: There is no impact of celebrity endorsements on adding value to advertising and market communication.*

*Alternate Hypothesis: There is significant impact of celebrity endorsements on adding value to advertising and market communication.*

## **Methodology**

The study had considered sample of 202 people from advertising and marketing sector to know the impact of celebrity endorsements on adding value to advertising and market communication. A specially designed questionnaire was distributed to the respondents to collect the data using convenient sampling. The analytical and statistical tool, chi square test was used to get appropriate results.

## **Findings**

Respondent's general details are shared in table below in which it is found that in total 202 respondents 78.2% are male and 21.8% are female. Among them 34.2% are below 40 years of age, 34.6% comes under the age category of 40-45 years and rest 31.2% are above 45 years of age. 34.2% are working from less than 5 yrs in marketing and advertising sector, 37.1% are having an experience of 5-10 yrs, and rest 28.7% are having an experience of more than 10 yrs in marketing and advertising sector.

**Table 1 General details**

<b>Variables</b>	<b>No. of respondents</b>	<b>%age</b>
<b>Gender</b>		
Male	158	78.2
Female	44	21.8
<b>Total</b>	<b>202</b>	<b>100</b>
<b>Age (years)</b>		



Below 40	69	34.2
40-45	70	34.6
Above 45	63	31.2
<b>Total</b>	<b>202</b>	<b>100</b>
<b>Work experience</b>		
Less than 5 yrs	69	34.2
5-10 yrs	75	37.1
More than 10 yrs	58	28.7
<b>Total</b>	<b>202</b>	<b>100</b>

**Table 2 Impact of Celebrity Endorsements on Adding Value to Advertising and Market Communication**

Adding Value to Advertising and Market Communication	Impact of Celebrity Endorsements			Total
	High Impact	Less Impact	No Impact	
Visibility	45	15	6	66
Credibility	39	18	7	64
Customer appeal	48	8	16	72
<b>Total</b>	132	41	29	<b>202</b>
Value of Chi-square				10.3069
Degree of freedom				4
p value				.035563

Table above is showing Impact of Celebrity Endorsements on adding value to advertising and market communication in which among 66 respondents, 45 says that there is high impact of celebrity endorsements in adding value to advertising and market communication like visibility, 15 says there is less impact and 6 says that there is high impact of celebrity endorsements in adding value to advertising and market communication like visibility. Among 64 respondents, 39 says that there is high impact of celebrity endorsements in adding value to advertising and market

communication like credibility, 18 says there is less impact and 7 says that there is high impact of celebrity endorsements in adding value to advertising and market communication like credibility. Among 72 respondents, 48 says that there is high impact of celebrity endorsements in adding value to advertising and market communication like customer appeal, 8 says there is less impact and 16 says that there is high impact of celebrity endorsements in adding value to advertising and market communication like customer appeal.

## **Conclusion**

In conclusion, using celebrity endorsements in a communication strategy for advertising and marketing as part of an overall plan is a productive strategy that has the ability to add value to the operations. It is possible to achieve this goal by including the strategy in the overall plan that is being developed. When businesses make use of the fame, influence, and credibility of celebrities, they have a better chance of drawing people's attention, boosting their credibility, persuading customers, increasing brand recognition, and fostering emotional connections with consumers. On the other hand, to have a useful endorsement, it is necessary to make a conscious decision and ensure strategic alignment. This is a prerequisite for having a successful endorsement. Celebrity endorsements have the potential to make a substantial contribution to the success and growth of businesses in today's increasingly competitive market, provided that they are carried out in a cautious and well-planned manner. However, in order for this to be the case, the endorsements need to be executed properly. In order for businesses to make the most of this opportunity, they will need to take great care in their preparations and planning before embarking on any of these endeavours. Only then will they be able to completely benefit from this potential.

The study was conducted to know the role and impact of celebrity endorsements on adding value to advertising and market communication and found that there is significant impact of celebrity endorsements on adding value to advertising and market communication like visibility credibility and customer appeal.

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