

# A Study on the Role of Celebrity Endorsement in Building Brand Image

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## ABSTRACT

This study examines the impact of celebrity endorsements on brand image, trust, emotional connection, and purchase behaviour among young adults in urban Bangalore. Based on responses from 70 participants, analysed through correlation and regression, results show that endorsements enhance emotional engagement and brand perception, with celebrity credibility playing a key role in building trust and driving loyalty. Although trust and emotional appeal strongly influence purchases, stated preferences often differ from actual behaviour. Brands are advised to select credible, emotionally resonant celebrities and suitable media channels to achieve maximum impact, as strategic endorsement choices can significantly boost market competitiveness. The study also highlights that alignment between the celebrity's image and the brand is crucial for authenticity, and that social media and television remain the most effective platforms for reaching consumers.

**KEYWORDS:** Celebrity Endorsement, Brand Image, Consumer Trust, Emotional Connection, Purchase Behaviour, Brand Loyalty, Credibility, Marketing Strategy, Media Platforms, Consumer Perception

## TITLE

A study on the Role of celebrity endorsement in building brand image.

## 1. INTRODUCTION

In today's fast-moving and competitive marketplace, brands constantly seek ways to connect with their audiences meaningfully and lastingly. One popular strategy is celebrity endorsement. When a well-known public figure promotes a brand, it can generate instant recognition, attract attention, and build emotional connections with consumers. Celebrities are often viewed as role models, and their support can influence public perception, making a brand appear more trustworthy.

Yet, the actual effect of celebrity endorsements on brand image often remains uncertain. While some campaigns succeed in driving consumer engagement, others fail or even harm the brand—especially if the celebrity faces controversy. The growth of social media and shifting consumer behavior suggest that earlier assumptions about endorsements may not remain valid. This study aims to explore how celebrity endorsements affect brand image today, focusing on consumer perceptions, endorsement effectiveness, and the role of different media platforms, helping marketers make informed decisions when choosing celebrity representatives.

## 2. REVIEW OF LITERATURE

**1. Adriana Opreș, Corina Pelău, and Laura Lazar (2020)** examined how celebrity endorsements affect brand image in their research, "The Role of Celebrities for the Image of Endorsed Products," published in the Proceedings of the International Conference on Business Excellence. According to the research, celebrity endorsements can increase brand attractiveness, but how effectively they work relies on how well the brand's identity and the celebrity's persona mesh. They came to the conclusion that preserving authenticity and customer trust requires a strategic alignment between the brand and the celebrity.

**2. Mina Jun, Jeongsoo Han, Zhimin Zhou, and Andreas B. Eisingerich (2023)** looked at the efficacy of celebrity endorsements and found that they are most successful when a celebrity's characteristics

complement a brand's basic principles. The study emphasizes emotional appeal, celebrity relevance, and consumer identification as key factors. Rather than relying on fame alone, endorsements are more effective when the endorser is credible and emotionally engaging. The research concludes that successful endorsements depend on a strong match between the celebrity, the brand's image, message, and target audience.

**3. Manu and Charles Nkansah (2016)** explored the role of celebrity endorsement on brand image in the telecommunications industry. Through survey findings, the study revealed that celebrities improve brand recall and create a positive impact on customer attitudes. The authors emphasize that the right celebrity can create emotional connections and boost brand loyalty. Additionally, celebrity endorsements help telecom companies differentiate from competitors. The study concludes that celebrity endorsement is a powerful strategy for enhancing brand image, provided the celebrity aligns with the brand's values and target audience.

**4. Dodi Ria Atmaja, Mohamad Rizan, Karuniana Dianta A. Sebayang, and Setyo Ferry Wibowo (2024)** investigated how brand image functions as a mediator between celebrity endorsements and purchase intention in their study, "Unveiling the Mediating Role of Brand Image." Conducted with respondents from Indonesia, the research found that although celebrity endorsements can affect purchase decisions, their success is significantly influenced by the brand image. The study concludes that brand image plays a pivotal mediating role and must be a core element in endorsement strategies for achieving lasting marketing success.

**5. Muhammad Abdullah, Sidra Ghazanfar, Rakhshan Umam, and Rizwan Shabbir (2022)** The researchers examined how celebrity endorsement affects employees' organizational identification in their study titled "Role of Celebrity Endorsement in Promoting Employees' Organization Identification." Conducted in Pakistan, the study revealed that associating a respected and trustworthy celebrity with an organization boosts employees' sense of pride, loyalty, and emotional bond with the brand. The authors conclude that celebrity endorsement functions not only as a promotional tactic but also as an effective approach to reinforce employees' connection to the organization.

### 3. OBJECTIVES OF THE STUDY

- To understand the influence of celebrity endorsements on consumer perception and emotional connection with brands.
- To identify key marketing and branding principles determining the effectiveness of celebrity endorsements.
- To analyze how a celebrity's credibility influences consumer trust and buying decisions.
- To examine the role of different media channels-like TV, print, and social media-in the success of celebrity-endorsed campaigns.

### 4. HYPOTHESES

#### Hypothesis 1

**H<sub>0</sub>:** There is no significant influence of celebrity endorsements on consumers' perception and emotional connection with brands.

**H<sub>1</sub>:** There is a significant influence of celebrity endorsements on consumers' perception and emotional connection with brands.

#### Hypothesis 2

**H<sub>0</sub>:** There is no significant relationship between a celebrity's credibility and consumer trust or buying decisions.

**H<sub>1</sub>:** There is a significant relationship between a celebrity's credibility and consumer trust or buying decisions.

## RESEARCH METHODOLOGY

A quantitative approach was adopted to examine the impact of celebrity endorsements on brand image among consumers aged 18 to 35 years residing in urban Bangalore. The target population comprised individuals in this age bracket who had encountered celebrity-driven marketing efforts via television, print media, and social media platforms. A sample size of 70 respondents was selected using non-probability sampling techniques, specifically convenience sampling, to collect data from respondents. Data was gathered using a structured questionnaire designed to assess consumer perception, emotional connection, trust, and buying behavior related to celebrity endorsements. To analyze the data, various statistical methods such as correlation, regression, chi-square tests, ANOVA, and t-tests were employed using SPSS software. This methodology facilitated a thorough and systematic exploration of the factors influencing brand image through celebrity endorsements.

## LIMITATIONS

- The study is limited by a small sample size of 70 respondents, which might not accurately represent the broader population.
- Since convenience sampling was employed, the participants may not fully represent all consumers aged 18 to 35 living in urban Bangalore.
- The research only focused on celebrity endorsements, not other kinds of advertising.

## 5. DATA ANALYSIS AND INTERPRETATION

### Hypothesis 1 Testing

**H<sub>0</sub>:** There is no significant influence of celebrity endorsements on consumers' perception and emotional connection with brands.

**H<sub>1</sub>:** There is a significant influence of celebrity endorsements on consumers' perception and emotional connection with brands.

**Table 1: Descriptive Statistics on Emotional Connection and Brand Image through Celebrity Endorsements**

Emotional Connection and Brand Image	Minimum	Maximum	Mean	Std. Deviation
Celebrity endorsements make me feel emotionally connected to a brand.	1	5	3.9143	1.23644
Favourite celebrity give a positive image to the endorsed brand.	2	5	3.9714	0.94748

### Analysis:

The data reveals that respondents generally agree that celebrity endorsements create an emotional connection with brands (mean = 3.91) and contribute positively to the brand's image (mean = 3.97). The moderate standard deviation of 1.24 for emotional connection indicates some variation in responses, while the lower deviation of 0.95 for positive brand image suggests more consistent agreement among participants. Additionally, The evidence suggests that frequent exposure to celebrity-endorsed campaigns may strengthen recognition and recall, reinforcing the overall brand impression. This indicates that endorsements not only create immediate perceptions but also support long-term brand familiarity.

### Interpretation:

The results imply that celebrity endorsements effectively enhance consumers' emotional engagement and improve their perception of the brand's image. While emotional connection varies somewhat between individuals, the overall positive and consistent views on brand image imply that celebrities play a key part in shaping favorable attitudes of consumers regarding endorsed brands. This also highlights the importance of choosing celebrities whose Persona fits well with the brand values for maximum impact.

## Hypothesis 2 Testing

H<sub>0</sub>: There is no notable link between a celebrity's credibility and consumer trust or buying decisions.

H<sub>1</sub>: A clear relationship is observed between a celebrity's credibility and consumer trust or buying decisions.

**Table 2: Pearson Correlation Matrix of Trust, Purchase Behavior, Loyalty, and Influencing Factors in Celebrity Endorsements**

	Increase Brand Trust.	Most Important Factor	Buy If Favourite Celebrity Endorses.	Loyal To Idol-Backed Brands
Pearson Correlation	1	-0.09	.503	.692
Sig. (2-tailed)		0.46	0	0
Pearson Correlation	-0.09	1	-0.194	-0.146
Sig. (2-tailed)	0.46		0.108	0.227
Pearson Correlation	.503	-0.194	1	.505
Sig. (2-tailed)	0	0.108		0
Pearson Correlation	.692	-0.146	.505	1
Sig. (2-tailed)	0	0.227	0	

## Analysis:

A strong positive relationship exists between trust in celebrity-endorsed brands and both purchase behavior ( $r = 0.503$ ) and brand loyalty ( $r = 0.692$ ), indicating that when consumers find endorsements trustworthy, they are more likely to buy and stay loyal to those brands. Purchase behavior also correlates positively with loyalty ( $r = 0.505$ ). However, the factor consumers say matters most in celebrity endorsements shows no significant relationship with trust or purchase.

## Interpretation:

The data shows that consumers who perceive celebrity endorsements as making brands higher trustworthiness correlates with a greater tendency to purchase products endorsed by their favourite celebrities and develop loyalty towards those brands. Trustworthiness appears to be a key factor that strengthens both buying and customer loyalty within the realm of celebrity culture endorsements. Conversely, the precise aspect that consumers say matters most when seeing an endorsement does not significantly relate to their loyalty behaviours.

## 6. FINDINGS

- Celebrity endorsements serve as a major factor in shaping how consumers view a brand and influence their purchase, as the celebrity's favorable qualities are linked to the product.
- A strong emotional connection with well-known personalities improves brand recognition and preference by making consumers feel personally linked to the brand.
- The credibility and image of the celebrity enhance consumer confidence, giving assurance about the product's quality and reliability.
- Buying products promoted by celebrities often leads to consistent brand loyalty, especially when the customer's usage experience is positive.
- Platforms such as social media and television remain the most impactful mediums for endorsements due to their wide audience reach.
- Endorsements achieve the best results when the celebrity's persona matches the brand's image, making the promotion appear natural and convincing.

## 7. SUGGESTIONS

- Select celebrities with an image and values that resonate with the brand to build authenticity and trust.
- Emphasize celebrity credibility in campaigns to boost consumer trust, purchase, and loyalty.
- Monitor celebrity reputation continuously and have contingency plans to manage risks from scandals.
- Use emotional appeal to strengthen consumer connections and enhance brand engagement.
- Tailor endorsement campaigns to preferred media platforms to maximize reach and effectiveness.

## 8. CONCLUSION

The research validates that celebrity endorsements have a significant impact on consumers' perceptions, emotional bonds with brands, and long-term loyalty. Among all factors, trust in the celebrity emerges as a decisive driver of purchase intentions and repeat patronage. However, not every aspect of an endorsement has equal weight—credibility and the ability to forge an emotional link with consumers are more impactful than the specific elements people claim to value most. For brands aiming to enhance their image through endorsements, the choice of celebrity must be strategic, maintaining alignment with brand principles and audience expectations. Additionally, maintaining the celebrity's reputation and authenticity is critical for sustained success. While endorsements remain a powerful promotional tool, their effectiveness ultimately depends on careful planning, consistent brand credibility, and the creation of meaningful connections for the intended audience.

## 9. REFERENCES

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