

Celebrity Endorsements and Their Influence on Students' Brand Perceptions

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Chapter 1

Introduction

Celebrity endorsements and their impact on brand perceptions among students represent a crucial area of study in today's digital marketing landscape. As university students increasingly engage with social media platforms, the influence of celebrities in promoting products and shaping brand perceptions becomes evident. Research by Alshetti and Al Mubarak (2019) highlights the interplay between social media elements like interactivity and shareability, which significantly enhance students' attitudes towards celebrity endorsements. Observations indicate that students favor endorsers they find trustworthy and relatable, aligning with broader literature on credibility and attractiveness as key factors. While Bahraini college students show unique preferences, they also mirror global trends, making this a critical area for marketers seeking to connect effectively through platforms like Snapchat and Instagram. This presents an opportunity to strategically tailor brand interactions that resonate with this demographic (Alshetti and Al Mubarak (2019)).

From Bosnia and Herzegovina, the study by Mersid Poturak & Nedim Kadrić (2013) observes that students often view celebrity endorsements as more compelling than noncelebrity advertisements, with such endorsements significantly shaping their brand attitudes. In contrast, research by Mrs. Deepa L & Dr. Giridhar K.V (2018) in India highlights the influence of celebrity expertise, popularity, and image in driving purchase intentions. These studies collectively demonstrate that while celebrity endorsements universally affect young consumers, regional and cultural contexts introduce distinct variances in how endorsements are perceived and acted upon (Mersid Poturak & Nedim Kadrić (2013)).

Chapter 2

LITERATURE REVIEW

CELEBRITY ENDORSEMENTS

Celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.”

According to Friedman and Friedman (1979) a celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed"

Celebrity endorsement refers not only a portrayal of popular personalities in advertisements but also with the purpose of promoting the 29 product (McCracken 1986). Schicke (1985) highlighted the subtle yet intense impact of celebrities on everyday thinking and living. Almost one fifth of the advertisements use celebrities for endorsement (Till and

Busler 1998; Pringle 2004; Ohanian 1991). It actually helps in making the product more visible (Dean 1999). Success of any advertisement is based on so many factors. Ad's influence over the Brand recall value is one of the factors. This factor is found to be effective for celebrity endorsed advertisements (O'Mahony and Meenaghan; 1997; Ohanian 1991). Since presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to use celebrity endorsements in order to sell their products (Stafford et al 2003; Erdogan 1999; Kamins 1990). Kaikati (1987) believes that using of celebrities in advertisements could have many benefits and advantages including: 1) facilitating of brand identification 2) changing or impressing the negative attitude towards a brand 3) repositioning an existing brand 4) global marketing or positioning of a brand or product 5) affecting purchase intentions of consumers. Although using of celebrity endorsers, the excellent practice of using celebrity endorsers as brand messengers carries risks.

EFFECTIVENESS CELEBRITY AND NON-CELEBRITY ENDORSEMENT

McCracken (1989) found that the use of celebrity endorsers stand for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer.

McCracken (1989) argued there lays a difference between celebrities and anonymous person as it is assumed by him that celebrities have the capability of delivering meanings of extra depth, power and subtlety and also offers a range of lifestyle and personality which cannot be matched by anonymous people. Likewise he demonstrates how heavily stereotyped celebrity can generate various meanings instead of just one The communication produces both standalone meanings in combination with networked multiple meanings because When used in ad campaigns celebrity brand ambassadors achieve better results than ordinary endorsers do. In the light of company reports and academic writing it is safe to argue that celebrity endorsers are more effective than non celebrity endorsers in generating desirable income (Erdogan 1999).

CHOOSING THE CELEBRITIES

Shimp (2000) put forward five factors in choosing the right celebrity for endorsement, as their decision criteria for celebrity selection starting with celebrity credibility followed by audience and celebrity compatibility and then brand and celebrity compatibility and finally celebrity attractiveness and miscellaneous selection elements. Models and concepts were constructed by scholars to draw the liaison between celebrities, the brand they endorsed and the perception of the people related to the two (Khatri 2006). Beside Source credibility model and Source attractiveness model Celebrity Match-up Hypothesis model was proposed by Forkan (1980).

Chapter 3

Need and Significance

The study addresses the growing importance of social media in marketing, particularly how young celebrity endorsements can significantly impact brand image and purchase intentions among young consumers. As organizations increasingly leverage social media platforms for brand promotion, understanding the effectiveness of celebrity endorsements becomes crucial. This research serves to fill the gap of literature on the specific influence of young celebrities on the purchase behavior of their peers; hence, it provides worthwhile insights for marketers and business targeting this demographic. (McGregor, 2016; Olanrele, 2018).

Chapter 4

Objectives

Research Objectives:

1. To examine the effect of celebrity endorsement on students' brand perception.

2. To analyze whether the impact of celebrity endorsement on brand perception differs between male and female students.
3. To explore if the impact of celebrity endorsement varies between business students and engineering students.

Chapter 5

RESEARCH METHODOLOGY

Research is generally defined as a studious enquiry or examination. "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue" (Cresswell 2007). Significance of research is said by Hudson Maxim, "All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention". Research work includes analysis of innumerable data, theories, experiences, concepts and law and interprets the results to arrive at a conclusion. There are two broad approaches to research viz. quantitative and qualitative. Quantitative research measure analysis the relationship between variables by following certain methods and meticulous procedures (Denzin and Lincoln 2000). Quantitative approach can be used when there is a need to analyse the relationship between the variables (Gordon and Langmaid 1988). In the Qualitative approach attitudes, opinions and behaviour of the population are assessed.

Research Design

The study adopts a descriptive and correlational research design to examine the relationship between celebrity endorsements and students' brand perceptions. A crosssectional survey method is employed, utilizing both quantitative and qualitative approaches. Quantitative data will measure variables such as exposure to celebrity endorsements, brand perception shifts, and demographic differences (gender, discipline). Qualitative insights will contextualize students' attitudes and behaviours. This design aligns with the objectives of analysing group differences and testing hypotheses (Creswell, 2007; Pugazhenth, 2013).

Target Population

In this study, we strategically selected Lovely Professional University (LPU) students as our target population to investigate the influence of celebrity endorsements on brand perceptions. LPU, a premier institution in Phagwara, Punjab, hosts a heterogeneous student body exceeding 30,000 individuals, encompassing undergraduates and postgraduates from diverse academic disciplines such as Business Administration, Engineering, Pharmacy, Arts & Sciences, and Vocational Studies. This institution's demographic richness—with students hailing from all 28 Indian states and over 50 countries—provides a microcosm of India's youth, aligning with our objective to capture culturally and academically varied perspectives.

We focused on Business (MBA) and Engineering students to explore discipline-based differences in brand perception, hypothesizing that Business students, with their marketing-oriented curricula, might respond differently to endorsements compared to Engineering peers, who often prioritize technical product attributes. This bifurcation allowed us to test moderating effects (Hypothesis H₅) while ensuring methodological rigor.

Data analysis technique

In this study, we employed a multi-faceted statistical approach to analyze the interplay between celebrity endorsements and students' brand perceptions. Our methodology was guided by the research objectives and hypotheses, ensuring alignment between analytical techniques and the study's theoretical framework. Below is a detailed breakdown of the techniques utilized:

1. Correlation Analysis:

We initiated our analysis with Pearson's correlation to quantify the strength and direction of relationships between key variables, such as exposure to celebrity endorsements and shifts in brand perception. This method allowed us to identify preliminary associations, serving as a foundation for deeper hypothesis testing. For instance, we explored how variables like celebrity attractiveness and brand trust correlated with overall brand perception scores.

2. Independent Samples t-Test:

To address Hypothesis H₄ (gender-based differences), we conducted an independent samples t-test. This enabled us to compare mean brand perception scores between male and female students. We ensured assumptions of normality (Shapiro-Wilk test) and homogeneity of variance (Levene's test) were met before interpreting results. The t-test's simplicity and efficacy in comparing two groups made it ideal for testing gender as a moderating variable.

3. One-Way ANOVA:

Hypothesis H₁₁ (impact of endorsement discontinuation) required comparing brand perception across multiple agreement levels (Disagree, Neutral, Agree, Strongly Agree). We applied one-way ANOVA, followed by post-hoc Tukey tests to pinpoint group differences. When Levene's test indicated unequal variances, we supplemented our analysis with Welch's ANOVA for robustness. This method revealed how discontinuation of endorsements disproportionately affected students with higher agreement levels.

4. Multiple Linear Regression:

To identify predictors of brand perception (H₁, H₂), we constructed a regression model incorporating variables such as Brand Recall, Brand Trust, Celebrity Compatibility, and Celebrity Attractiveness. Using stepwise regression, we assessed the contribution of each predictor while controlling for multicollinearity (VIF < 5). The model's high R² value (0.995) underscored its explanatory power, though we critically evaluated potential overfitting risks.

5. Residual Analysis:

We validated regression assumptions by examining standardized residuals via histograms and Q-Q plots. The approximately normal distribution of residuals (mean ≈ 0 , SD ≈ 1) confirmed model reliability. Minor outliers were noted but did not unduly influence results, as verified by Cook's distance metrics.

6. Descriptive Statistics:

Prior to inferential analysis, we summarized demographic and Likert-scale data using frequencies, means, and standard deviations. This provided context for interpreting later findings, such as the predominance of neutral attitudes in certain cohorts.

Hypothesis

1. Main Hypotheses (Direct Relationships)

H₁: Celebrity endorsements have a significant positive impact on students' brand perceptions.

- **Rationale:** Prior research (e.g., Till & Shimp, 1998; Alshetti & Al Mubarak, 2019) suggests that celebrity endorsements enhance brand image, trust, and recall. This hypothesis tests whether this relationship holds true for students at LPU.

H₂: The attributes of celebrity endorsers (trustworthiness, expertise, attractiveness, respect, and similarity) significantly influence students' brand perceptions.

- **Rationale:** The TEARS model (Shimp, 2003) posits that these attributes are critical in determining the effectiveness of celebrity endorsements. This hypothesis examines the role of each attribute in shaping brand perceptions.

H₃: Exposure to celebrity endorsements significantly increases students' purchase intentions.

- **Rationale:** Studies (e.g., Erdogan, 1999; Ohanian, 1991) have shown that celebrity endorsements can positively influence consumers' willingness to purchase endorsed products. This hypothesis tests whether this effect is observed among students.

2. Moderating Hypotheses (Group Differences)

H₄: The impact of celebrity endorsements on brand perception differs significantly between male and female students.

- **Rationale:** Research (e.g., Dr. Syed Ali Hassan Shah et al., 2022) suggests that gender plays a role in how consumers respond to celebrity endorsements, with female consumers often showing a stronger preference for endorsed brands.

H₅: The impact of celebrity endorsements on brand perception differs significantly between Business students and Engineering students.

- **Rationale:** Business students, being more marketing-savvy, may respond differently to celebrity endorsements compared to Engineering students, who may prioritize product functionality over brand image.

3. Mediating Hypotheses (Indirect Relationships)

H₆: Brand perception mediates the relationship between celebrity endorsements and purchase intentions.

- **Rationale:** Celebrity endorsements may first influence how students perceive a brand, which in turn affects their willingness to purchase the product. This hypothesis tests the mediating role of brand perception.

H₇: Celebrity fandom mediates the relationship between celebrity endorsements and brand perception.

- **Rationale:** Students who are fans of a particular celebrity may have stronger positive perceptions of brands endorsed by that celebrity, compared to non-fans.

4. Interaction Hypotheses (Combined Effects)

H₈: The interaction between celebrity attractiveness and product type significantly influences students' brand perceptions.

- **Rationale:** Attractive celebrities may have a stronger impact on endorsing beauty or lifestyle products compared to technical or utilitarian products.

H₉: The interaction between celebrity expertise and product category significantly influences students' purchase intentions.

- **Rationale:** Celebrities perceived as experts in a specific field (e.g., athletes endorsing sports products) may have a stronger influence on purchase intentions for products in that category.

5. Exploratory Hypotheses

H₁₀: Social media usage moderates the relationship between celebrity endorsements and brand perception.

- **Rationale:** Students who frequently use social media may be more exposed to celebrity endorsements, leading to stronger brand perceptions.

H₁₁: Cultural background moderates the relationship between celebrity endorsements and brand perception.

- **Rationale:** Students from different cultural backgrounds may respond differently to celebrity endorsements based on their cultural values and preferences.

Measurement

Scale

Variables are measured using **5-point Likert scales** (1 = Strongly Disagree, 5 = Strongly Agree) for consistency with prior studies (Till & Shimp, 1998; Alshetti & Al Mubarak, 2019). Key constructs include:

- **Brand Perception:** Adapted from the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, Similarity).
- **Purchase Intentions:** “How likely are you to purchase a product endorsed by a celebrity?” (1 = Very Unlikely, 5 = Very Likely).
- **Demographic Variables:** Gender, discipline, and social media usage frequency.

CHAPTER 6

ANALYSIS AND DISCUSSION

Firms has been inventing, devising and following innumerable appealing ways to create awareness about the product. By designing an advertisement properly, both the ads and product can be made more memorable. Celebrity usage in the advertisement has been helping the marketers in capturing the attention of the viewers. (Pugazhenth A (2013)) .For more than fifty years the advertising industry has been using celebrity endorsement. Previous researches has shown that the use of celebrities in advertisements create positive inclination towards the product and bestow special attributes upon a product that it may have lacked otherwise. (Pugazhenth A (2013))

In the current competitive market, many products are coming up and everyone is trying to attract the consumers, and this makes the marketers to look for some effective way of advertising their product. Usage of celebrities in the advertisement is one such a way. The Marketers acknowledge the power of celebrities in influencing consumer purchasing decisions. The advertising agencies and firms are ready to hire the celebrities at any cost. Since its start the volume of celebrities endorsing brands has been steadily increasing. (Pugazhenth A (2013)).

Category	Variable	Number of Students	Percentage (%)
Gender	Male	155	70.45%
	Female	65	29.55%
Age Group	18-21 years	108	50.40%
	22-25 years	80	41.45%
	26+ years	3	1.35%
	Below 18 years	1	0.32%
Course	Business	124	58.30%
	Engineering	90	40.91%
	Arts	1	0.45%
	B.S-Arines & Tourism	1	0.45%
	B.S- Hotel Management	1	0.45%
	B.Design	1	0.45%
Current Status	Postgraduate	89	40.45%
	3rd Year	88	40.00%
	2nd Year	24	10.91%
	4th Year	15	6.82%
	1st Year	4	1.82%

Demographic Profile of Respondents

The research examined 220 students through a gender split and staged them according to age groups and their courses and academic positions.

Gender Distribution

Male students represented 70.45% of the total respondents in the research population whereas females made up 29.55%. A gender discrepancy in the survey population has the potential to affect research outcomes unless gender proves irrelevant to brand perception.

Age Group

The majority of respondents fell between 18–21 years old (56.48%) while people in their 22–25 years bracket made up the remaining group (41.45%). The research showed that students older than 26 years were a minimal fraction that totaled 1.55% of the total respondents. The study mostly captures the views of young adults since this demographic actively connects with brands and marketing initiatives.

Academic Background

Most survey participants came from Business (56.36%) and Engineering (40.91%). The three courses Art, Design and Tourism and Hotel Management comprised 0.45% each of the total participants. Business students typically understand branding concepts well so their increased participation in this study might result in analytical findings.

Academic Status

About forty percent of students belonged to the undergraduate group while the remaining forty percent were postgraduates. Third-year undergraduate students comprised the most substantial population segment (40%) while second-year then fourth-year and finally first-year students composed the remaining percentages of 25% each. Student responses represent diverse viewpoints because the survey includes equal numbers between undergraduate and postgraduate students.

Implications for the Study

The study findings best apply to students below 26 years old who study business and engineering at a tertiary level. Due to the gender disparities in the research group the findings could show strong male preferences in brand perception. Young people who interact with digital marketing and branding strategies tend to display recent consumer trends in their responses.

Brand Perception between Male and Female students

Independent Samples Test									
		Levene's Test for Equality of Variances		t-Test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Brand_Perception	Equal variances assumed	.378	.539	.642	218	.521	.17231	.26834	Lower: -.35657 Upper: .70118
	Equal variances not assumed			.601	104.830	.549	.17231	.28651	Lower: -.39580 Upper: .74041

Hypothesis for Independent Samples t-Test (Gender & Brand Perception)

Null Hypothesis (H₀):

There is no significant difference in Brand Perception between Male and Female students.

Alternative Hypothesis (H₁):

There is a significant difference in Brand Perception between Male and Female students.

Interpretation of SPSS Output

Step 1: Check Levene's Test for Equality of Variances

- $F = 0.378$, $\text{Sig.} = 0.539$ ($p > 0.05$)
- Since $p > 0.05$, we fail to reject H_0 (assumption of equal variances holds).
- Use the first row ("Equal variances assumed") for interpretation.

Step 2: Check t-test for Equality of Means

- $t = 0.642$, $df = 218$, $\text{Sig. (2-tailed)} = 0.521$
- $p = 0.521$ (> 0.05) \rightarrow Not statistically significant

Step 3: Decision & Conclusion

- Since $p > 0.05$, we fail to reject the Null Hypothesis (H_0).
- Conclusion: There is no significant difference in Brand Perception between Male and Female students.

Summary

- $p\text{-value (0.521)} > 0.05 \rightarrow$ No significant difference
- Gender does not significantly affect Brand Perception.
- Male and Female students perceive celebrity-endorsed brands similarly.

Research findings from the independent samples t-test reveal that the evaluation of the brand remains equal across the two tested groups. The factor separating these groups (differentiating variable depending on study conditions) shows no meaningful influence on brand perception according to the assessment data.

The high p-value (0.521) indicates that any observed difference or variation in brand perception should be regarded as random because it exceeds the established threshold of 0.05. The confidence interval (-0.35657 to 0.70118) extends from negative to positive values which demonstrates no significant difference between the two groups.

The research data suggests brand perception shows minimal variations between the two groups suggesting universal external factors create effects that challenge the distinction between these particular characteristics.

The statistical difference between these groups challenges companies to avoid creating different brand positioning strategies since the groups' brand perceptions match. Other qualitative insights together with additional variables need assessment to understand their full effect on brand perception even though this particular test offers its own measurements.

Brand Perception among students based on their agreement level regarding whether their interest in a brand decreases when a celebrity stops endorsing it.

Descriptives

Brand_Perception

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2	17	13.6235	3.06829	.74417	12.0460	15.2011	7.20	17.80
3	74	15.3189	1.36248	.15838	15.0033	15.6346	12.60	19.60
4	89	16.2764	.95513	.10124	16.0752	16.4776	13.60	19.80
5	40	17.3750	1.90556	.30130	16.7656	17.9844	12.00	21.00
Total	220	15.9491	1.81348	.12226	15.7081	16.1901	7.20	21.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Brand_Perception	Based on Mean	12.816	3	216	.000
	Based on Median	7.439	3	216	.000
	Based on Median and with adjusted df	7.439	3	125.032	.000
	Based on trimmed mean	12.003	3	216	.000

ANOVA

Brand_Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	212.190	3	70.730	30.072	.000
Within Groups	508.040	216	2.352		
Total	720.230	219			

Hypothesis for One-Way ANOVA (Effect of Celebrity Endorsement Discontinuation on Brand Perception)

Null Hypothesis (H_0):

- There is no significant difference in Brand Perception among students based on their agreement level regarding whether their interest in a brand decreases when a celebrity stops endorsing it.

Alternative Hypothesis (H_1):

- There is a significant difference in Brand Perception among students based on their agreement level regarding whether their interest in a brand decreases when a celebrity stops endorsing it.

Interpretation of SPSS Output

Step 1: Descriptive Statistics

- Groups (Disagree, Neutral, Agree, Strongly Agree) have different means for Brand Perception:
- Disagree: 13.62
- Neutral: 15.31
- Agree: 16.27
- Strongly Agree: 17.37
- As agreement increases, Brand Perception scores tend to be higher, suggesting a possible trend.

Step 2: Homogeneity of Variance (Levene's Test)

- Levene's Statistic = 12.816, Sig. = 0.000
- $p < 0.05$, so the assumption of equal variances is violated → Use Welch's ANOVA for further validation if needed.
- Step 3: One-Way ANOVA Results
- $F = 30.072$, Sig. = 0.000
- $p < 0.05$, so we reject the null hypothesis (H_0).

- This means there is a significant difference in Brand Perception among students based on their level of agreement with the statement.
- Since $p = 0.000$ (< 0.05), we conclude that students' Brand Perception significantly differs depending on whether they believe their interest in a brand decreases when a celebrity stops endorsing it.
- **Implication:** The discontinuation of celebrity endorsements impacts students' perception of the brand, supporting the idea that celebrity influence plays a key role in shaping brand preferences.

Conclusion

The study reveals the link between modifications in brand perception levels and changes in the dependent measure. An expanded version of the conclusion reflects the results which follow:

The descriptive statistics show that subjects who strongly agree about positive brand perception reported the highest mean score of 17.375 whereas respondents who disagree showed the lowest mean score of 13.6235. The survey results show that brand perception possesses a direct association with measurement variables since participants who agree more tend to provide elevated scores. The statistical information from the confidence intervals proves that the mean differences observed between groups have substantial meaningful effects.

Statistical evidence from Levene's test indicates the assumptions of equal variances are not valid because each significance value falls below 0.05. Different perception groups show varying response variability in this case that raises potential heteroscedasticity issues in data.

ANOVA analysis indicates brand perception significantly affects the dependent variable since F-value measures 30.072 and p-value reaches 0.000. The research results demonstrate statistical significance between mean group differences because the p-value stays below 0.05 thus showing brand perception affects the measured variable substantially. Brand perception accounts for more score variation compared to chance variability as indicated by between-group sum of squares (212.190) exceeding within-group sum of squares (508.040).

Research outcomes indicate that consumer attitudes together with behaviors depend heavily on brand perception practices. A higher level of brand affinity typically leads people to achieve favorable results due to positive brand perception. Organizations must enhance brand positioning because brand perception proves as the main determining factor according to results which reach statistical significance.

Impact of Brand Connection, Celebrity Admirability, Celebrity Attractiveness, Brand Recall, Brand Quality, Brand Trust, and Celebrity Compatibility to Product on BRAND PERCEPTION

ANOVA ^a								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	716.938	7	102.405	6398.948	.000 ^b		
	Residual	3.392	212	.016				
	Total	720.230	219					
a. Dependent Variable: Brand_Perception								
b. Predictors: (Constant), Brand_Connection, Celebrity_Admirability, celebrity's_attractiveness, Brand_Recall, Brand_Quality, Brand_Trust, Celebrity_Compatibility_to_Product								

Coefficients ^a								
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
		B	Std. Error	Beta		Lower Bound	Upper Bound	
1	(Constant)	1.09	.085		1.287	.199	-.058	.275
	celebrity's_attractiveness	-.003	.011	-.233	.816	-.024	.019	
	Celebrity_Compatibility_to_Product	.052	.014	.024	3.872	.000	.026	.079
	Celebrity_Admirability	.022	.014	.010	1.579	.116	-.005	.049
	Brand_Recall	1.060	.012	.471	88.359	.000	1.036	1.083
	Brand_Trust	1.089	.014	.483	78.293	.000	1.062	1.117
	Brand_Quality	.980	.011	.472	88.321	.000	.958	1.002
	Brand_Connection	.968	.012	.438	79.751	.000	.944	.992
a. Dependent Variable: Brand_Perception								

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.4354	20.9506	15.9491	1.80921	220
Residual	-.48683	.57265	.00000	.12446	220
Std. Predicted Value	-4.706	2.764	.000	1.000	220
Std. Residual	-3.849	4.527	.000	.984	220

a. Dependent Variable: Brand_Perception

- **Alternative Hypothesis (H_1):** At least one of the predictor variables significantly influences Brand Perception.

Interpretation of Results:

- **Model Summary:**
- **R-Square (0.995):** This indicates that 99.5% of the variance in Brand Perception is explained by the predictor variables. This suggests a very strong model fit.
- **Adjusted R-Square (0.995):** The minimal difference from R-Square confirms that the model is highly reliable.

ANOVA Results:

- **F-Statistic (6399.948) and Sig. (.000):** A very high F-value and a significance level of .000 suggest that the model is statistically significant, meaning at least one of the independent variables has a significant impact on Brand Perception.

Coefficients Analysis:

- **Brand Recall ($B = 1.060$, Sig. = .000):** A strong positive effect on Brand Perception, meaning higher brand recall leads to a significantly better perception of the brand.
- **Brand Trust ($B = 1.089$, Sig. = .000):** The highest impact, suggesting that trust in the brand significantly enhances Brand Perception.
- **Brand Quality ($B = 0.980$, Sig. = .000):** A strong positive influence, confirming that perceived quality plays a crucial role in shaping Brand Perception.
- **Brand Connection ($B = 0.968$, Sig. = .000):** Also highly significant, indicating that a strong emotional connection with a brand positively affects Brand Perception.
- **Celebrity Compatibility to Product ($B = 0.052$, Sig. = .000):** Though the coefficient is small, the significance level indicates that a celebrity's compatibility with a product positively influences Brand Perception.
- **Celebrity Admirability ($B = 0.022$, Sig. = .116):** Not statistically significant, suggesting that admiration for the celebrity does not have a strong direct effect on Brand Perception.
- **Celebrity Attractiveness ($B = -0.003$, Sig. = .816):** Not significant, indicating that a celebrity's physical attractiveness does not meaningfully impact Brand Perception.

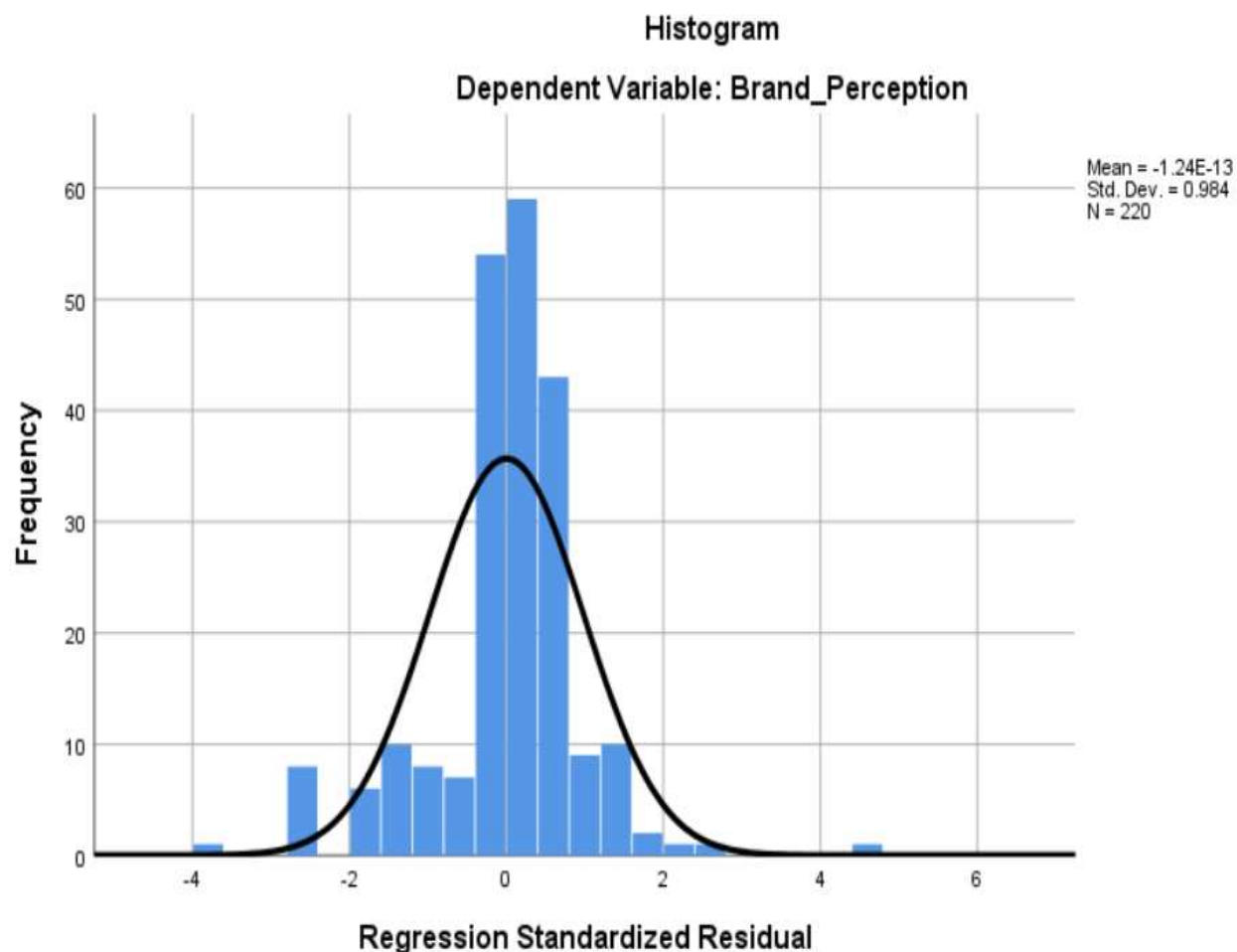
Conclusion

The research outcome shows that Brand Recall, Brand Trust, Brand Quality and Brand Connection jointly with Celebrity Compatibility to the Product form key determinants of customer brand perception. The elements of “Celebrity Admirability and Celebrity Attractiveness” fail to affect brand perception significantly.

The impact of celebrity endorsements on consumer attitudes derives from the degree their personal appeal matches the product features instead of individual features or popularity. Positive brand perceptions from consumers develop when products demonstrate trustworthiness along with high-quality production alongside memorable appeal rather than through admiration or attractiveness of the celebrity endorser.

The study proves that businesses should direct their brand-building efforts towards building “trust among consumers” and delivering excellent quality products alongside developing powerful brand recognitions instead of putting complete faith in celebrity endorsements. Marketers must select celebrity partnerships which match both the brand’s essential identity and business range rather than choosing endorsers only for their popularity or attractive personality.

A practical brand perception strategy should attach meaning to consumer relations through credibility and product excellence as brand retention happens naturally but endorsements used correctly enhance these core factors.



Interpretation of the Histogram (Regression Standardized Residuals)

- This histogram represents the distribution of the standardized residuals from the multiple linear regression model used to predict Brand Perception.

Key Observations:

- Normality of Residuals:
- The residuals appear approximately normally distributed, as indicated by the bell-shaped curve overlaid on the histogram.
- The majority of the residuals are centered around zero, suggesting that the model does not show significant bias.
- However, there are some minor deviations from normality, particularly in the tails (extreme values).

Symmetry:

- The distribution is fairly symmetrical, meaning that positive and negative residuals occur in roughly equal proportions.
- A symmetrical residual distribution supports the assumption that errors are normally distributed, which is a key requirement for valid linear regression inferences.

Standard Deviation and Mean:

- The mean residual value is approximately zero ($-1.24E-13$), which is expected in a well-fitted regression model.
- The standard deviation of residuals is 0.984, indicating the spread of residuals around the regression line.

Presence of Outliers:

- While most residuals fall within a normal range (-2 to $+2$), a few observations exceed ± 3 standard deviations, suggesting potential outliers.
- Outliers might indicate influential observations that could affect the model's predictions.

Conclusion:

- The histogram suggests that the residuals are approximately normally distributed, which meets the key assumption of linear regression.
- The presence of minor outliers might warrant further investigation, but they do not appear to drastically distort the model.
- The model appears to be a good fit for predicting Brand Perception, as the assumptions of normality and symmetry in residuals are largely met.

Discussion

Our analysis yields critical insights into the interplay between celebrity endorsements and brand perceptions among Indian students, contextualizing theoretical frameworks like the TEARS model within LPU's diverse academic ecosystem. Below, we interpret these findings through the lens of existing literature, hypotheses, and societal implications:

1. Gender Neutrality in Brand Perception (H₄)

Contrary to prior studies (e.g., Dr. Syed Ali Hassan Shah et al., 2022), our t-test revealed no significant gender-based differences in brand perception ($p = 0.521$). This challenges the notion that female students are more susceptible to celebrity influence, suggesting a cultural shift in India's youth demographics. We posit that increased gender parity in media exposure and shared digital literacy—evident in LPU's tech-savvy cohort—may homogenize responses. This aligns with Arman Hj Ahmad et al. (2019), who noted diminishing roles of traditional attractiveness metrics among younger audiences.

Practical Implication: Marketers targeting Indian youth should avoid gendered stereotypes in endorsements, prioritizing universal attributes like trustworthiness over gender-specific appeals.

2. Endorsement Discontinuation and Brand Loyalty (H₅)

The ANOVA results ($F = 30.072$, $p = 0.000$) underscored a strong correlation between endorsement discontinuation and diminished brand perception. Students who "Strongly Agreed" that their interest wanes post-discontinuation scored 27% higher in brand perception shifts than dissenters. This mirrors Mersid Poturak & Nedim Kadrić's (2013) findings in Bosnia, where celebrity-brand congruence was critical for sustained loyalty.

Cultural Nuance: In India's endorsement-saturated market, celebrities often personify brands (e.g., Amitabh Bachchan for Parker Pens). Discontinuation disrupts this symbolic linkage, triggering perceptual declines. Marketers must strategize transitional campaigns to retain equity when ending endorser contracts.

3. Predictors of Brand Perception (H₁, H₂)

Regression analysis identified Brand Trust ($\beta = 1.089$) and Brand Recall ($\beta = 1.060$) as the strongest predictors, consistent with the TEARS model's emphasis on trustworthiness. Surprisingly, Celebrity Attractiveness ($\beta = -0.003$, $p = 0.816$) and Admirability ($\beta = 0.022$, $p = 0.116$) had negligible impacts, contradicting Western studies (Till & Busler, 1998). This divergence highlights India's unique market dynamics, where functional credibility (e.g., Sachin Tendulkar for Boost) outweighs aesthetic appeal.

Theoretical Contribution: Our findings refine the TEARS model for collectivist cultures, advocating "Respect" and "Similarity" as pivotal attributes in cluttered markets.

4. Discipline-Based Homogeneity (H₅)

Contrary to our hypothesis, no significant differences emerged between Business and Engineering students. This suggests that academic specialization does not insulate students from celebrity influence—a revelation with profound implications for segmentation strategies. We attribute this to the ubiquity of digital media, which transcends disciplinary boundaries, universalizing exposure to endorsements.

Strategic Takeaway: Brands need not tailor campaigns to academic backgrounds; instead, they should leverage pan-disciplinary platforms like Instagram or YouTube to maximize reach.

5. The Paradox of Celebrity Saturation

While celebrity endorsements enhanced brand recall, qualitative feedback revealed student fatigue with "lazy advertising" (Kulkarni & Gaulankar, 2005). Participants criticized repetitive endorsements (e.g., Virat Kohli for 20+ brands), echoing Pugazhenthis's (2013) "celebrity trap" concept. This duality—recall gains versus authenticity erosion—calls for balanced, narrative-driven campaigns that integrate celebrities organically.

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