

# A Study on Impact of Celebrity Endorsement with Reference to Bharathi Cement Corporation Private Limited, Nallalingayapalli

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**Abstract:** *This study focuses on analysing the impact of celebrity endorsement on consumer behaviour with reference to Bharathi Cement Corporation Private Limited. The research examines how celebrity endorsements influence purchase decisions, brand perception, and consumer attitudes. Data was collected from 120 respondents using a structured questionnaire and analysed through percentage methods. The findings reveal that celebrity endorsements significantly enhance advertisement attractiveness, brand recall, and consumer confidence. However, the study also indicates that not all consumers are equally influenced, and some remain sceptical about product quality and credibility. Factors such as celebrity credibility, attractiveness, trustworthiness, and celebrity-product fit play a crucial role in determining the effectiveness of endorsements. The study concludes that while celebrity endorsement is a powerful marketing tool, it must be strategically implemented to achieve desired outcomes.*

**Keywords:** Celebrity Endorsement, Consumer Behaviour, Brand Perception, Purchase Decision, Brand Recall, Advertisement Effectiveness, Celebrity Credibility, Consumer Attitude

## 1. Introduction

In today's highly competitive market environment, companies use various promotional strategies to attract consumers and build strong brand recognition. One of the most popular and effective marketing strategies is celebrity endorsement, where well-known personalities are used to promote products and services. Celebrity endorsement helps in capturing consumer attention, enhancing brand image, and influencing purchase decisions by leveraging the popularity and credibility of celebrities.

Consumers often associate the personality, lifestyle, and success of celebrities with the brands they endorse, which creates a positive impact on their perception. This strategy is widely used in industries such as cement, FMCG, fashion, and electronics to differentiate products and gain competitive advantage. However, the effectiveness of celebrity endorsement depends on several factors such as trustworthiness, expertise, attractiveness, and the match between the celebrity and the product.

This study aims to analyze the influence of celebrity endorsement on consumer behavior, particularly focusing on purchase intention, brand recall, and perception. It also examines whether celebrity endorsements truly enhance consumer confidence or if other factors like product quality play a more significant role. The research provides insights into how companies can effectively utilize celebrity endorsements to strengthen their marketing strategies and improve overall brand performance.

## 2. Review of Literature

**Atkin & Block (1983)** examined the effectiveness of celebrity endorsers in advertising, particularly in the context of alcoholic beverages. Their study found that advertisements featuring celebrities gained higher levels of attention compared to non-celebrity advertisements. The research showed that celebrity endorsements improve advertisement recall and brand recognition. The authors also found that celebrities enhance the perceived believability of advertising messages. The study suggests that celebrities reduce consumer resistance to persuasive messages. Atkin and Block observed that younger consumers are especially influenced by celebrity-endorsed advertisements. The research concluded that celebrity endorsement is a powerful tool for increasing advertising effectiveness and consumer awareness.

**Erdogan (1999)** conducted an extensive review of existing research on celebrity endorsement and identified key theoretical models used to explain its effectiveness. These include the **Source Credibility Model**, **Source Attractiveness Model**, and the **Match-Up Hypothesis**. The study highlights that trustworthiness, expertise, and attractiveness are critical characteristics that influence consumer attitudes toward endorsed brands. Erdogan argued that consumers are more likely to accept advertising messages from celebrities they perceive as honest and knowledgeable. The review also discusses potential risks such as negative publicity, celebrity scandals, and overexposure. Erdogan emphasized that endorsers promoting too many brands may lose credibility. The study further explains that celebrity endorsement involves high financial investment and reputational risk. Erdogan concluded that while celebrity endorsement can enhance brand image and recall, it must be carefully planned and continuously monitored.

**Gupta (2009)** focused on the impact of celebrity endorsement in the **Indian advertising context**. The study revealed that Indian consumers are highly influenced by film stars and sports personalities. Gupta found that celebrity endorsement improves brand recall and brand recognition significantly. The research also showed that consumers associate celebrity-endorsed brands with higher quality and social prestige. However, the study warned that excessive reliance on celebrities may reduce brand originality. Gupta emphasized the importance of selecting celebrities who align with Indian cultural values. The study concluded that celebrity endorsement is highly effective in India when supported by strong product performance.

**Kamins (1990)** empirically tested the **Match-Up Hypothesis**, which states that celebrity endorsement is most effective when there is a strong fit between the celebrity and the product. The study demonstrated that attractive celebrities are more effective when endorsing beauty and appearance-related products. Kamins found that congruence between the celebrity's image and the product enhances advertisement credibility and brand attitudes. The research also revealed that poor fit can lead to consumer skepticism and reduced persuasion. Kamins emphasized that fame alone is not sufficient for endorsement success. The study suggests that marketers must evaluate the relevance of a celebrity's image to the product category. Kamins concluded that strategic alignment between celebrity and brand significantly improves endorsement effectiveness.

**McCracken (1989)** presented a foundational framework for understanding celebrity endorsement through the **Meaning Transfer Model**. According to this model, celebrities possess culturally constructed meanings such as status, success, lifestyle, personality traits, and social identity. These meanings are transferred from the celebrity to the brand through advertising. Later, consumers acquire these meanings when they purchase and use the endorsed product. The study highlights that consumers do not merely buy products for functional benefits but also for symbolic and emotional value. McCracken emphasized that celebrities act as powerful cultural storytellers who shape brand identity. He also pointed out that endorsement effectiveness depends on the alignment between the celebrity's image and the brand's values. A mismatch may confuse consumers and weaken brand positioning. The study further explains that celebrities help brands differentiate themselves in highly competitive markets. McCracken concluded that selecting the right celebrity requires deep understanding of cultural symbolism and consumer perception.

**Ohanian (1990)** focused on developing a reliable measurement scale to evaluate the effectiveness of celebrity endorsers. The study identified three key dimensions of endorser credibility: **expertise, trustworthiness, and attractiveness**. Ohanian found that expertise has a stronger impact on purchase intention than mere physical attractiveness. The research suggests that consumers prefer endorsers who are knowledgeable and experienced in the product category. The study also indicates that attractiveness mainly helps in capturing attention but does not guarantee consumer trust. Ohanian emphasized that credibility plays a crucial role in influencing consumer decision-making. The

research further highlights that brands should avoid selecting celebrities solely based on popularity. The study concluded that selecting a credible endorser improves brand perception and increases the likelihood of consumer acceptance.

**Spry, Pappu & Cornwell (2011)** investigated the impact of celebrity endorsement on **brand credibility, brand equity, and consumer trust**. Their study found that credible celebrities positively influence brand credibility, which in turn enhances brand equity. The authors emphasized that trust acts as a mediating variable between celebrity endorsement and purchase intention. The research also showed that consumers develop stronger emotional bonds with brands endorsed by well-respected celebrities. The study highlights the long-term benefits of celebrity endorsement beyond short-term sales. The authors concluded that strategic celebrity endorsement can strengthen brand relationships and create sustainable competitive advantage.

**Till & Busler (2000)** examined the role of **celebrity-brand fit** in determining advertising effectiveness. Their study emphasized that the credibility of a celebrity endorser depends on how well the celebrity's image matches the brand's personality. The authors found that a strong fit leads to more favorable brand attitudes and higher purchase intentions. When the fit is weak, consumers tend to question the sincerity of the endorsement. The study also highlighted that product involvement moderates endorsement effectiveness. Till and Busler observed that consumers are more attentive to endorsements when celebrities are perceived as relevant to the product category. The research concludes that marketers should prioritize congruence over mere popularity when selecting celebrity endorsers.

**Tripp, Jensen & Carlson (1994)** investigated the effects of celebrities endorsing multiple products simultaneously. The study revealed that excessive endorsements negatively affect consumer perceptions of credibility and trustworthiness. When celebrities endorse many brands, consumers question the authenticity of their recommendations. The research also found that overexposure leads to confusion regarding brand associations. The authors observed that purchase intention declines when a celebrity appears in too many advertisements. The study emphasizes the importance of exclusivity in endorsement contracts. Tripp et al. concluded that limiting the number of endorsements helps maintain the effectiveness and credibility of celebrity endorsers.

**Roy (2018)** examined how celebrity endorsement affects **consumer attitudes and purchase intention** in emerging markets. The study highlighted that source credibility and attractiveness significantly influence consumer perceptions. Roy found that celebrities help reduce perceived risk associated with new products. The research also revealed that younger consumers are more responsive to celebrity endorsements than older consumers. The study emphasized the role of social media in strengthening celebrity influence. Roy concluded that celebrity endorsement remains a powerful promotional tool, especially when integrated with digital marketing strategies.

### 3. Research Methodology

The study adopts a convenience sampling method for data collection, which is a non-probability sampling technique where respondents are selected based on their easy availability and accessibility rather than through a systematic approach. Although this method is quick, simple, and cost-effective, it may not fully represent the entire population. The sample size for the study consists of 120 respondents selected using this technique. For data analysis, the simple percentage analysis method is used, as it is an easy and understandable tool for analysing data, testing hypotheses, and presenting results accurately in percentage form. The study is based on both primary and secondary data; primary data were collected directly from dealers through a well-structured questionnaire

specifically designed for the research purpose, while secondary data were gathered from company websites, newspapers, reference books, and other relevant sources to support the study.

#### Objectives

- 1) To find out the purchase drive created by celebrity endorsement in consumer mind.
- 2) To explore the factors behind celebrate influenced product purchase.
- 3) To investigate impact of celebrity endorsement on brand perception.

### 4. Data Analysis

**Purchase Drive Created by Celebrity Endorsment in Consumer Behaviour**

S. No	Opinion	Strong Disagree	Disagree	Neutral	Agree	Strong Agree
1	Advertisements are more noticed when a celebrity appears	26	20	21	27	26
2	Celebrity endorsements make the advertisement more attractive.	14	29	19	37	21
3	I easily remember brands that are endorsed by celebrities	14	18	32	34	22
4	products endorsed by celebrities have more sales.	7	30	20	34	29
5	Celebrity endorsements encourage me to try new products.	27	32	26	19	16
6	Celebrity endorsement increases my confidence in purchasing a product.	16	17	28	31	28
7	Celebrity lifestyle influences my product choices.	29	39	21	19	12
8	Celebrity endorsement creates a strong desire in me to buy the product.	14	18	28	31	29
9	Celebrity endorsement plays an important role in my buying decisions.	17	13	33	27	30
10	Prefer Brands Endorsed By Celebrities Over Non-Endorsed Brands.	10	19	26	35	30

#### Interpretation

Celebrity endorsements strongly influence consumers by making advertisements more attractive, memorable, and improving brand recall and sales. Many respondents feel more confident and prefer buying celebrity-endorsed

products. However, some remain neutral or unaffected, especially regarding lifestyle influence. Overall, endorsements are effective but not equally impactful for all consumers.

**Factors that Celebrate Influence Product Purchase with Celebrity Endorsement**

S. No	Opinion	Strong Disagree	Disagree	Neutral	Agree	Strong Agree
1	Celebrity Credibility	25	17	19	36	23
2	Celebrity Attractiveness	12	27	24	26	31
3	Popularity of the Celebrity	17	16	24	29	34
4	Emotional Attachment	14	20	18	35	33
5	Advertisement Appeal and Creativity	12	21	28	29	30
6	Social Influence and Aspirational Value	29	37	18	15	21
7	Celebrity-Product Match (Congruence)	16	22	18	36	28
8	Trustworthiness	9	20	32	25	34
9	Expertise of the Celebrity	12	17	30	29	32
10	Brand Recall and Recognition	11	19	16	34	40
11	Perceived Product Quality	17	15	23	26	39
12	Brand Image	13	20	22	25	40

#### Interpretation

Celebrity endorsements positively affect brand recall, image, perceived quality, and emotional connection, with strong agreement from respondents. Factors like credibility and

celebrity-product fit also play an important role. However, social influence and aspirational value show mixed responses. This indicates that endorsement effectiveness varies across different factors.

**Impact of Celebrity Endorsement on Brand Perception**

S. No	Opinion	Strong Disagree	Disagree	Neutral	Agree	Strong Agree
1	Celebrity endorsements make a brand appear more trustworthy to me.	17	11	22	33	37
2	I perceive products endorsed by celebrities as higher in quality.	29	39	25	11	16
3	Celebrity endorsement improves my overall impression of the brand.	24	42	23	19	12
4	I tend to remember brands that are promoted by celebrities.	14	21	27	24	34
5	A celebrity's image positively influences my perception of the product.	18	14	26	17	45
6	I believe products endorsed by well-known celebrities are more reliable.	15	21	18	26	40

7	Celebrity endorsements make the advertisement more convincing.	16	14	17	36	37
8	I feel more confident about a brand when it is endorsed by a celebrity.	15	20	19	27	39
9	The personality of the celebrity affects how I perceive the brand.	16	20	22	24	38
10	Celebrity endorsement creates a positive image of the product in my mind.	12	21	17	38	32

### Interpretation

Celebrity endorsements generally create trust, positive brand image, and make advertisements more convincing. Respondents value celebrity personality and reliability in shaping their perceptions. However, some doubt the impact on product quality and overall brand impression. Thus, endorsements influence perception but not always credibility or quality beliefs.

### 5. Findings

- 1) Celebrity endorsements positively influence brand trust, confidence, and advertisement effectiveness, as most respondents show agreement.
- 2) Consumers strongly relate to a celebrity's image and personality, which significantly shapes their perception of the product.
- 3) Brand recall is higher for celebrity-endorsed products, indicating better memory retention among consumers.
- 4) However, many respondents are sceptical about product quality and overall brand improvement through celebrity endorsements.
- 5) The impact of endorsements varies, showing that not all consumers are equally influenced by celebrities.

### 6. Suggestions

- 1) Companies should select celebrities whose image and personality match the brand to build stronger consumer trust.
- 2) Marketers should focus on improving product quality alongside endorsements to reduce consumer scepticism.
- 3) Advertisements should be creative and convincing rather than relying only on celebrity presence.
- 4) Brands should target the right audience segments, as not all consumers are influenced by celebrity endorsements.
- 5) Building long-term brand value and authenticity is important instead of depending solely on celebrity promotions.

### 7. Conclusion

The study concludes that celebrity endorsement plays a significant role in influencing consumer behaviour, particularly in terms of advertisement effectiveness, brand recall, and consumer confidence. The presence of celebrities in advertisements makes them more attractive and memorable, which positively impacts consumers' purchase intentions. Many respondents show a preference for brands endorsed by celebrities, indicating that endorsements help in creating a strong brand image and emotional connection with consumers.

However, the study also highlights that celebrity endorsement does not guarantee complete consumer trust or product acceptance. A considerable number of respondents remain neutral or sceptical, especially regarding product quality and overall brand improvement. This suggests that factors such as

product performance, credibility, and brand authenticity are equally important. Therefore, companies should not rely solely on celebrity endorsements but must ensure a proper match between the celebrity and the product, along with maintaining high product quality and effective marketing strategies to achieve long-term success

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