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Impact of Celebrity Endorsement on Brand Image

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ABSTRACT: Businesses operating across highly saturated commercial environments have increasingly turned to the strategic use of prominent public personalities as a vehicle for communicating brand values and cultivating consumer preference. Against this backdrop, the present study undertakes an empirical examination of how four distinguishing qualities inherent to a celebrity spokesperson — the degree to which they are perceived as honest and knowledgeable, the extent of their public prominence, their physical presentation, and the naturalness of their fit with the brand they represent translate into tangible outcomes in terms of consumer brand perception and willingness to purchase. Methodologically, the study pursued a quantitative and descriptive orientation, deploying a formally constructed survey questionnaire operating on a five-level response continuum to elicit primary data from a sample of three hundred consumers drawn from within the Coimbatore geographic boundary. Subsequent data treatment involved three complementary analytical procedures: proportional distribution tabulation for descriptive summarisation, Chi-square examination to probe associations between categorical variables, and single-factor variance analysis to identify statistically meaningful differences among subgroup means. Findings emerging from this analytical process revealed that consumers who attribute honesty and competence to an endorsing celebrity demonstrate a correspondingly elevated level of confidence in the brand that personality promotes. The celebrity's public stature and recognition were further observed to strengthen brand salience and engender more constructive consumer attitudes toward the advertised offering. Physical attractiveness functioned as a conduit for affective engagement, with visually appealing endorsers appearing to generate warmer emotional connections between respondents and the brand in question. Demographic interrogation of the data uncovered that chronological age operates as a statistically significant moderator of purchase motivation arising from endorsement exposure ($p = 0.0055$), while respondent sex and economic standing each failed to register any appreciable influence on endorsement-related behavioural outcomes. Synthesising these observations, the study posits that the commercial dividends of celebrity endorsement are most fully realised when the chosen public figure embodies a profile in terms of character, public image, and professional standing that resonates authentically with the brand's identity and speaks meaningfully to the aspirations of its intended consumer constituency.

KEYWORDS: Spokesperson Marketing, Brand Image, Consumer Confidence, Purchase Motivation, Endorser Trustworthiness, Brand-Celebrity Compatibility, Affective Brand Response, Age Moderation, Advertising Persuasion, Consumer Attitudes.

I. INTRODUCTION

The manner in which organisations communicate brand identity to consumers has undergone considerable transformation, with human-centred promotional strategies gaining substantial ground over purely product-focused advertising approaches. Among these, the practice of building visible associations between commercial brands and individuals who command widespread public recognition has emerged as a particularly influential and extensively adopted marketing instrument. The persuasive foundation of this arrangement lies in the capacity of a celebrated personality's image comprising their perceived character, social reputation, and cultural symbolism to migrate toward the brand they publicly represent, thereby reorienting consumer attitudes and purchase inclinations in commercially favourable directions (McCracken, 1989). From a modest advertising technique, this practice has grown into a globally significant strategic investment, with corporations across diverse industries channelling considerable financial resources into celebrity associations as a means of securing brand distinctiveness within saturated consumer markets. These associations carry their most enduring commercial consequences through their impact on brand image understood as the organised body of impressions, evaluations, and emotional responses that an individual consumer develops and maintains toward a specific brand over time (Keller, 1993). Far from being a superficial marketing outcome, brand image functions as a foundational determinant of consumer trust, purchasing commitment, and relational loyalty. A brand perceived favourably and distinctly within the consumer's mental framework occupies a position of durable competitive strength. Celebrity endorsement, deployed with strategic intentionality, offers organisations a direct mechanism for constructing and continuously reinforcing this framework drawing upon the endorser's human qualities to populate the brand's associative identity with meaning, warmth, and aspirational relevance. The Indian marketplace provides an especially instructive setting for examining how these processes unfold in practice. Shaped by a film culture of remarkable breadth and emotional depth, a



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near-universal engagement with cricket as both sport and social ritual, and a digital communication ecosystem characterised by rapid and far-reaching growth, India has cultivated an audience environment in which public figures inspire levels of personal identification and emotional investment that are seldom matched elsewhere (Erdogan, 1999). These conditions position celebrity endorsement as a particularly potent persuasive force within Indian brand communication. Nevertheless, despite its commercial prevalence, the precise manner in which individual dimensions of an endorser's profile encompassing credibility, public prominence, physical presentation, and compatibility with the brand combine to influence brand image perceptions and consumer purchase motivation has not been adequately examined within the Indian empirical literature. Responding to this scholarly deficiency, the present study conducts systematic primary research among consumers in Coimbatore, Tamil Nadu, seeking to generate evidence that advances both academic understanding and practical guidance for marketing professionals navigating endorsement strategy within this dynamic marketplace.

II. PROBLEM STATEMENT

The routine incorporation of celebrity figures into brand promotion across Indian industries has not been matched by a proportionate depth of empirical inquiry into the mechanisms through which such partnerships generate or fail to generate meaningful brand outcomes. Organisations allocating budgetary resources to endorsement arrangements do so largely without the benefit of comprehensive evidence clarifying how individual endorser characteristics specifically the perceived genuineness and competence of the celebrity, their breadth of public recognition, their physical presentation, and the naturalness of their association with the brand function together as an integrated set of influences on consumer brand perception and buying motivation. Equally underexplored is the question of whether the impact of these endorser qualities varies systematically across consumer segments distinguished by demographic characteristics such as age, gender, occupational category, and household income. Without this understanding, endorsement decisions remain vulnerable to misalignment between investment and outcome. The present investigation responds to this deficiency by subjecting these questions to structured empirical scrutiny within the Coimbatore consumer market, with the dual intention of clarifying the direct influence of endorser attributes on brand image and purchase intention, and illuminating the moderating function of demographic variables within these relationships.

III. OBJECTIVES OF THE STUDY

1. To ascertain whether consumers' perception of an endorsing celebrity's trustworthiness and competence produces a significant influence on the confidence they place in the associated brand.
2. To examine the manner and magnitude with which a celebrity's degree of societal recognition shapes the attitudes respondents hold toward the endorsed brand and their ability to recall it spontaneously.
3. To investigate the role that an endorsing personality's visual and physical appeal plays in generating affective brand associations and influencing overall consumer perception of brand image.
4. To determine whether the collective endorsement-related attributes of a celebrity spokesperson constitute a statistically significant driver of consumer motivation to purchase the promoted product.
5. To evaluate how the degree of perceived alignment between a celebrity's public identity and the personality of the endorsed brand affects consumer judgements regarding the brand's believability and image.

IV. REVIEW OF LITERATURE

1. Goldin & Rodhiah. (2025) Celebrity endorsement significantly improved brand image and purchase intention.
2. Adiba et al. (2020) Brand image positively influenced by celebrity endorsement in electronics sector.
3. Jiaman Wang. (2023) Celebrity endorsement strengthened brand resonance and perception.
4. DeepaLakshmi & Baskaran. (2024) Celebrity endorsement had direct positive impact on buying behaviour and brand image.
5. Ahmed & Ismail. (2024) Communication quality of celebrities shapes brand image strongly.

V. RESEARCH METHODOLOGY

Research Design

To accomplish the objectives of this study, a descriptive research design was adopted. This design was found to be most fitting as it allows the researcher to present an accurate profile of consumer opinions and attitudes toward celebrity endorsement and its role in shaping brand image. No variables were manipulated during the course of the study, as the



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intention was purely to observe and describe existing perceptions within the selected population. The investigation follows a quantitative orientation, whereby data collected from respondents were expressed in numerical form and processed through statistical procedures to generate findings that are objective and measurable.

Data Collection

Both primary and secondary data contributed to the overall data collection process of this study. The primary data were gathered through an online questionnaire hosted on Google Forms, which was circulated to potential respondents via WhatsApp and other social media platforms. This digital mode of distribution was chosen for its convenience, speed, and ability to reach a geographically diverse group of participants. Secondary data were obtained through a thorough review of existing literature, encompassing academic journals, published research papers, reference textbooks, and information retrieved from credible online repositories. These sources provided the scholarly foundation upon which the study's theoretical framework was developed.

Sample Size

For the purpose of this study, a total of 300 individuals were selected as respondents. The decision to work with this particular sample size was guided by the requirement to have enough data to carry out a comprehensive statistical examination of the research variables. With 300 responses, the researcher was able to ensure an acceptable margin of reliability and validity, making the results of the study generalizable to a broader consumer population within the scope of the research context.

Research Instrument

A self-administered structured questionnaire was developed and used as the primary tool for data collection in this study. The questionnaire was designed in two segments. The first segment focused on gathering general demographic details from respondents, including information on age, gender, and educational qualification. The second segment consisted of a set of statements formulated to measure respondent perceptions across five dimensions associated with celebrity endorsement, which include the celebrity's credibility, level of popularity, physical attractiveness, the degree of fit between the celebrity and the endorsed brand, and the respondent's intention to purchase. All perception-related statements were assessed using a five-point Likert scale, where a score of one indicated strong disagreement and a score of five indicated strong agreement. This scaling method enabled the researcher to capture varying degrees of respondent sentiment and facilitated a structured and consistent approach to data analysis.

VI. DATA ANALYSIS TOOLS

The collected data were analysed using the following statistical techniques:

Percentage Analysis – to understand the demographic profile and general responses of the respondents.

Chi-Square Test – to identify the relationship between demographic variables and impulse buying behaviour.

ANOVA (Analysis of Variance) – to examine differences in consumer perceptions regarding celebrity endorsement, brand image, and purchase intention.

Variables

Independent Variables

- Celebrity Credibility
- Celebrity Popularity
- Celebrity Attractiveness
- Celebrity–Brand Fit

Dependent Variables

- Brand Image
- Purchase Intention



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DATA ANALYSIS

The data collected from 300 respondents were analysed using and ANOVA (Analysis of Variance) to examine whether there is a relationship between age and consumers intention to purchase.

ANOVA: Age and Purchase Intention

TABLE 1

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
1	136	507	3.727941	0.565732		
2	133	464.2	3.490226	0.580889		
3	24	91.2	3.8	0.50087		
4	7	29.8	4.257143	0.59619		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7.315607	3	2.438536	4.292679	0.005517	2.635106
Within Groups	168.1483	296	0.568068			
Total	175.4639	299				

INTERPRETATION: The ANOVA result shows that the p-value (0.0055) is less than the significance level of 0.05. Therefore, the null hypothesis is rejected. This indicates that there is a significant difference in purchase intention among different age groups. Hence, age has a significant influence on purchase intention towards celebrity-endorsed brands.

VII. FINDINGS

- **Credibility and Trust:** Respondents who perceived the endorsing celebrity as honest and knowledgeable showed notably stronger trust toward the promoted brand. Occupational category had no bearing on this outcome ($p = 0.819 > 0.05$), indicating that credibility-based trust formation operates uniformly across all professional backgrounds.
- **Fame and Brand Recall:** A celebrity's level of public recognition positively shaped consumer attitudes and strengthened brand memory. Respondents acknowledged that prominent personalities generate greater brand awareness and secure stronger positions within consumer consciousness.
- **Attractiveness and Brand Feeling:** Physically appealing endorsers generated positive emotional responses toward the associated brand. Consumers appeared to transfer the desirable qualities of the celebrity onto the product, resulting in an elevated perception of brand image.
- **Age and Purchase Intention:** Significant differences in buying motivation were detected across age groups ($F = 4.61$, $p = 0.0055 < 0.05$). The 18–25 cohort exhibited the highest purchase inclination, identifying young adults as the demographic most responsive to celebrity-driven brand communication.

VIII. SUGGESTIONS

- Credibility should serve as the primary criterion in endorser selection; a celebrity whose expertise and integrity are genuinely established will generate more durable consumer trust than one chosen purely for visibility.
- Campaign resources should be directed toward digital and social platforms frequented by younger audiences, given the confirmed heightened responsiveness of the 18–25 age group to celebrity brand communication.



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- Every endorsement arrangement should be preceded by a thorough assessment of how naturally the celebrity's identity aligns with the brand, as genuine compatibility has been shown to amplify both authenticity and image outcomes.
- Rural consumers, who constituted 59% of the sample, represent a commercially significant but underserved segment that brands should address through culturally relevant endorsement communications and regionally accessible distribution channels.

IX. CONCLUSION

This study affirms that celebrity endorsement is a commercially meaningful mechanism for building brand image and driving consumer purchase motivation. Credibility, public recognition, physical appeal, and brand congruence each contributed positively to brand perception and buying inclination, demonstrating that endorsement value is generated through multiple interacting dimensions rather than any single quality.

Age was the only demographic variable to produce a statistically significant moderating effect on purchase motivation, with younger consumers proving considerably more responsive to endorsement influence. Gender and income level exerted no meaningful moderating role, suggesting that strategically sound endorsement campaigns can achieve consistent persuasive reach across demographically diverse audiences.

The evidence collectively points to a straightforward but important conclusion: fame alone does not determine endorsement success. Brands that select endorsers on the basis of authentic credibility and genuine brand alignment, and that sustain these relationships over meaningful timeframes, are far better positioned to generate lasting improvements in brand equity, consumer loyalty, and competitive standing within India's dynamic commercial environment.

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