

Celebrity Endorsement as Brand Promotion Tool: Using and Misusing Consumer Innocence

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Promotion of brands across all categories of products and services is there ever since competition is a part of any business. In this direction, celebrities of different professions and expertise who have excelled in their respective domains have contributed significantly in making the business/companies/brands endorsed by them grow from time to time. At the same time, the impact of these celebrity endorsements appears huge on the innocent consumers who either buy more of the endorsed brands or start buying them afresh. The words 'innocent consumers' with respect to celebrity endorsement imply existing or potential consumers who just go by the words of the celebrity because they literally adore them due to their personality, talent, expertise, and anything which makes these celebrities command the lives of such consumers also known as fans. Other than fans are the consumers or potential consumers who apply their logic, understanding, experiences, etc. in deciding to go with the celebrity endorsement or not. In simple words, latter cannot be fooled around by the aura or the status of the celebrity promoting the brand. At the same time, celebrities endorsing two or more than two competing brands of the same industry, one after the other with very less gap between the endorsements and claiming every brand as the best in its category points towards questionable ethical conduct on their part specially when their fans literally follow them unconditionally.

Keywords: Celebrity, Endorsement, Brand, Promotion, Innocent, Consumer.

Introduction

BRAND promotion through using celebrity regularly in advertisements, around special events, through media activities, and various other forms and formats has happened, is happening and can be safely assumed to happen in future without fail. At times it appears as a genuine concern for the targeted consumers on behalf of the company owning the brand and at some other times, consumer benefit or health does not seem to matter at all. It boils down to the awareness levels of consumers which in turn affects the

degree to which they get influenced by celebrity brand endorsements. It is this awareness or lack of awareness of the consumers which defines whether there are innocent consumers among the targeted whole or not. It is assumed here that consumers who do not apply their knowledge and understanding and just go by their complete trust and faith on the celebrity fall under the category of innocent consumers and rest are not innocent. Fans of celebrities also fall under the category of innocent consumers.

Literature Review

Ms. Anmol Randhawa¹ Mr. Javeed Ahmed Khan² (2014)¹ The objective is to illustrate or investigate whether a celebrity

actually affects how people buy products. This research will also investigate the influence of celebrity endorsement on customer purchasing behaviour. To our total curiosity, we are also eager to examine whether customers' purchasing habits are changed by their celebrity-following, which may be either positively or negatively. The study is based on both primary and secondary data. Percentage method is used to analysis the data. The conclusion states that celebrity endorsement improves product knowledge and raises consumer awareness. It aids in their memory of the names of the products that are recommended. Quality of the items influences purchasing behaviour more than endorsements, the cost of the

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product, discounts, and other incentives. More than sports figures and other movie stars, famous people have a significant part in making an influence.

Muhammad Amir Adam and Nazish Hussain (2017)² This study examines the “effect of celebrity endorsement on consumer’s buying behaviour,” which assesses customers’ intentions to buy cosmetics. It only focuses on female consumers because they make up the majority of the market. Credibility, attractiveness, product match-up, and meaning transfer are the four basic pillars that make up a celebrity endorsement. The combination of these four components is known as celebrity endorsement. The results of this study demonstrate that consumers’ intentions to buy cosmetics are positively influenced by the celebrity’s element of credibility, which is made up of knowledge and dependability. According to this research, consumers are more drawn to celebrity-endorsed advertisements than those without celebrities, which eventually makes it easier for them to remember the products (cosmetics) they saw in those adverts. Primary and secondary data is used and Spss and Excel software is run to do the data analysis.

Xintong Fan, Siqu Wu, Qingyuan Yang (2022)³ This article primarily examines three issues: *First*, how customers’ perceptions of celebrities influence their purchasing decisions; *Second*, how fast-food social subjective norms influence consumers’ decisions to buy products promoted by celebrities; *Third*, the impact of consumers’ perceptions of control

behaviour on their purchasing decisions. In this study, brand attitude and purchase behaviour are treated as dependent variables whereas consumer attitudes toward celebrities, subjective social norms, and consumer perceptions of control behaviour are treated as independent variables. Quantitative Research method is used according to this study, there is a correlation between celebrity endorsement likability, favourable attitudes about the fast-food category and a particular fast-food company, and consumers’ intentions to buy fast food.

Jingyue Yang (2022)⁴ This Paper focuses on two types of luxury brand reconstruction tactics from the marketing and communication perspectives, which can be summarized as celebrity endorsement and collaboration with non-luxury brands. According to this argument, celebrities’ appeal and trustworthiness, along with the compatibility of luxury brands with consumers, would enhance the benefits of luxury companies’ brands and increase consumer demand in the age of new media. Consumer perception of cooperative items is typically influenced by their limited edition features, however, ineffective cooperation can also diminish consumer loyalty and the reputation of premium businesses. This paper’s compilation and overview of earlier studies will serve as a resource for luxury marketing research and premium brand marketing.

Deepika Chhajjer, Kanchan Naidu, Neeta V. Shah (2015)⁵ The article’s objective is to comprehend

how customers’ perceptions of celebrity endorsements have changed. Only advertising starring Bollywood actors have been considered for this study’s purposes. Additionally, only television, radio, magazine, and newspaper advertisements have been taken into account. The research conclude people don’t believe these advertisements since now a days celebrities will endorse any product as long as it pays well. People frequently lose faith in such things over time, as well as the performer. People are persuaded by actors in large part due to their fame and credibility. People are starting to lose faith in performers since they now endorse so many products.

Humaira Mansoor Malik, Muhammad Mehtab Qureshi (2016)⁶ This study aims to investigate how celebrity endorsement affects consumers’ intent to purchase. By examining the many aspects of celebrity endorsement in relation to consumers’ purchasing intents, this study focused on learning what Pakistani consumers think about it. A quantitative technique is used to determine the effect of various celebrity traits on customer purchasing behaviour. With the aid of a standardized questionnaire, data from 150 respondents was gathered, and SPSS was used for analysis. It was discovered that some features of celebrity endorsement, such as gender, attractiveness, credibility, endorser type, and multiple celebrity endorsement, proved to be useful with regard to purchasing intents, while multiple product endorsement has not. Negatively

related to consumer purchasing habits. The study's findings demonstrate that the overall effect of influence of celebrity endorsement on customer purchasing inclinations is favourable.

*D. Rajasekar (2018)*⁷ The aim of research is to analyze the relationship between fame and the desire of the consumer to purchase while accounting for the celebrity's experience and to examine the connection between a celebrity's endorsement and a consumer's propensity to purchase. Study was based on primary data, 110 questionnaires was distributed Factor analysis method was used to analysis the data. The finding says that the relationship between a celebrity endorser's credibility and purchasing intentions is positively moderated by their experience using a support brand. Customers feel that celebrities using the supported product boosts consumer intent to buy that thing and the consumer intentions of consumers who exhibit attractiveness, reliability, and experience. Consumers don't care about experience because a credible, appealing personality can have a bigger impact on audiences. The companies' top priorities when choosing an entertainment or sports figure are their attractiveness and dependability.

*Afsheen Khan and Samreen Lodhi (2016)*⁸ The study's primary goal was to determine how celebrity endorsements in advertising affected customer purchasing behaviour. Numerous brands of face care products utilized in Karachi metropolis were the subject of the study. The study concentrated on the criteria and

characteristics of celebrities that marketers use to recommend them for endorsement. These characteristics and circumstances affect customer purchase decisions. According to the research's conclusions, celebrity endorsements are used in advertisements not only to increase brand recognition and awareness, but also to draw in the target market. Celebrity alone does not make an advertisement effective; rather, it is other elements such as product performance, brand image, celebrity personality, and trustworthiness that influence a consumer's decision to select a specific face care product. Additionally, these components are crucial to the success of an advertisement and in influencing consumer purchase decisions.

*Chioma Dilifeanyichukwua (2016)*⁹ Consumer product launches have increased, which is good for the Nigerian economy. Without a doubt, the fierce competition in the economic world between various goods and services has caused organizations to support deals and ambassadors. The phrase "brand ambassadors" is used more frequently than usual these days. One of the numerous characteristics of contemporary marketing is celebrity endorsement. This study aims to ascertain how celebrity endorsement affects consumer product purchases. 200 young adults were judiciously chosen as study participants. To determine the relevance of the developed hypotheses, regression was employed. Consumers use celebrities as role models, as seen by the positive and significant

association between celebrity expertise, attractiveness, and respect relative to purchase decisions. Erdogan (1999) draws the conclusion that, provided the suitable celebrity is identified, celebrity endorsement strategies can be an effective competitive weapon in mature and saturated marketplaces to distinguish items from rivals.

*Imran Hussain (2020)*¹⁰ The study investigates how customer purchase intention in a developing nation is impacted by celebrity endorsement and the mediating role of consumer attitude. A self-administrated structured research questionnaire was used in this study's quantitative research approach. 100 college students that responded to the survey and provided the data. The results show that celebrity endorsements have a significant impact on college students. Consumers' intents to make purchases are positively influenced by celebrity endorsers who exhibit qualities including likeability, attractiveness, believability, and personality. Additionally, celebrity endorsements have a favourable effect on consumers' perceptions of the endorsed companies and items, which increases the likelihood that they will make a purchase. For scholars and marketers interested in the usage of celebrity endorsers, this study offers some useful theoretical and practical implications.

*Roshan Priyankara, Sudath Weerasiri, Ravindra Dissanayaka, Manoj Jinadasa (2017)*¹¹ The purpose of this study is to ascertain how celebrity endorsement affects consumer propensity to purchase

perfume brands. The research method used was the survey approach. Information from the respondents in Colombo and Gampaha, Sri Lanka, was gathered using a questionnaire. 100 people were chosen as the sample size using cluster sampling, and the SPSS 20.0 version was utilized to analyze the acquired data descriptively. To determine the type of connection between celebrity endorsers and customer purchase intent, correlation analysis was done. The findings demonstrated a strong correlation between celebrity endorsement (likability, credibility, personality, attractiveness, and knowledge) and consumer purchase intention, supporting the validity of all five hypotheses.

Muhammad Waqas¹, Sikander Ali Qalati², Shakir Hafeez, Luqman Tauheed Rana, Sheikh Muhammad Farhan (2020)¹² In the Pakistani cosmetics business, this research intends to investigate the connections between celebrity endorsement, promotional activities, packaging, brand image, and green consumer purchasing behaviour. Additionally, it looks at the brand image's function as a bridge between celebrity endorsement and green consumer purchasing patterns. Female students at Pakistan's four most prestigious universities completed surveys with a 5-point Likert scale, which was largely used to collect the data. The sample size was 190 respondents, and the data analysis method employed was partial least square structural equation modelling (PLS-SEM) with ADANCO 2.0.1. The research found a strong connection between

green consumer buying behaviour and celebrity endorsement, advertising campaigns, product packaging, and brand image (Green CBB). Celebrity endorsement and green consumer purchasing behaviour were found to somewhat mediate.

Supandeep Kaur and Dr. Kapil Sharma (2018)¹³ In the advertising sector, using famous people as interpreters is a method that is increasingly used. Due to the highly competitive environment in which businesses operate, maintaining excellent communication is unquestionably one of the most important factors in capturing consumers' attention. A range of communication tactics are available to help advertising hit their mark. The study's goal was to investigate how celebrity endorsements affect customer behaviour. 139 clients made up the study's sample. The findings demonstrated that celebrity endorsement significantly influenced customer behaviour. Thus, the business can employ this tactic to boost sales volume.

Radhika Wadhwa, Nishu Chawla (2017)¹⁴ This study paper set out to investigate the effects of celebrity endorsements on businesses and consumer purchasing patterns. An empirical study was created with the goal of achieving the current research's purpose. On the basis of customer convenience, a sizable sample was chosen. Both rural and urban respondents were given a questionnaire, and there were 50 total valid responses gathered. Four components made up the questionnaire. The substantial discrepancy between the general

opinion of the respondents' Z-test was used, along with additional percentage, average, and standard deviation analysis. We can draw the conclusion that celebrity endorsement has a chance of getting the attention and approval of the audience. The data clearly shows that celebrities do draw customers' attention. It was also discovered that the involvement of celebrities in marketing had a positive impact on consumer decision-making, enhanced the social standing of businesses, increased their profits, increased their sales, expanded their markets, and altered consumer behaviour. Additionally, it was discovered that using celebrities in marketing did not enhance the brand image of businesses, raise their computing power, or draw more attention from viewers while still conveying all of the benefits of the product.

Giehlito Cammayo Dulin (2016)¹⁵ The research sought to understand how advertising affected consumers' purchasing decisions. In the study, a sample of 150 respondents from various Tuguegarao City community sectors was taken into account. The study employed a descriptive research design. The questionnaire served as the primary tool, along with in-person interviews, for gathering pertinent data for the study. The study's findings showed that the importance of the product marketed, the quality of the product advertised, the usefulness of the product, and the price of the product are considered by the respondents to be the top 4 key factors, with celebrity endorsement coming in last. The overall quality of the product is the first of the

seven product characteristics that influence consumer purchasing behaviour, followed by personal pleasure and economic value, with familiarity and popularity of the product coming in last.

Nadia Nasir, Shabnam Khan, Pirzada Sami Ullah Sabri and Sobia Nasir¹⁶ (2016) The focus of this article is to assess the value of celebrity endorsement in influencing consumer purchasing intentions in Pakistan's FMCG market. While several aspects of brand performance, such as brand image, brand awareness, and brand favorability are considered as mediating variables. 350 customers from Pakistan were used in the data collection process, which involved a self-administered, closed-ended questionnaire. Celebrity endorsement and consumer purchase intent have been compared using regression analysis, with brand performance serving as a mediating factor (comprises of brand image, brand awareness and brand favourability). The results of the study demonstrate that celebrity endorsement considerably and favourably influences customer purchasing intentions. While many brand performance metrics also function as a mediating factor between celebrity endorsement and consumer purchase intention. The aforementioned study made a significant contribution to the body of knowledge on the subject.

Ruchi Gupta, Nawal Kishore, D.P.S. Verma (2015)¹⁷ The current study aims to determine the effect of celebrity endorsements on customers' purchase intentions using a survey of 336 Indian

respondents who have been exposed to celebrity endorsements for various products/brands. For this, Roobina Ohanian's three-dimensional scale from 1990 has been applied. Therefore, the three characteristics of celebrity endorsements – beauty, trustworthiness, and knowledge – as proposed by Ohanian are taken into account in the current study. The study also aims to determine how each of these variables affects consumers' intention to buy. The factor structure was verified using exploratory factor analysis. Using confirmatory factor analysis, the model's unidimensionality, reliability, convergent validity, and discriminant validity were empirically validated. To determine the effect of celebrity endorsements on purchase intention, structural equation modelling was used. The findings show that celebrity endorsements significantly affect customers' purchase intentions. The beta coefficients, however, show a weak relationship between celebrity endorsements and propensity to buy. Additionally, it was discovered that trustworthiness and attractiveness had a substantial impact on the purchase intention, while competence did not.

Zenit Raval, Dushyant Tanna (2014)¹⁸ In this research paper, we'll talk about how celebrity endorsements came to be over time. It has nowadays become a necessary component of the advertising sector in particular, and this business has grown to be a multi-million dollar industry in India. Marketers employ celebrities to sway consumers' purchasing decisions, resulting in a large profit

margin or high turnover for the sales. Therefore, this study will discuss the consequences of celebrity endorsement using the well-known statistical method, the Chi Square Test. We will also use this tool to determine if male or female celebrities are more dominant in the market from an endorsement standpoint. Additionally, a few tables have been provided to help users understand the current state of the consumer in relation to the brand name and image. Normally, it was seen that consumers would try to avoid commercial advertisements by turning the pages of magazines or switching the channel of a TV commercial programme, but this analysis will show that it still has a powerful impact on purchases.

Deepa L., Giridhar K.V. (2018)¹⁹ A celebrity's appearance in an advertisement is likely to have an impact on consumers' purchasing decisions. Additionally, these advertisements raise knowledge of the product, which may lead to increased purchase intentions and, ultimately, higher sales. For this study, the researcher has only focused on three key factors: celebrity expertise, which refers to the level of expertise the celebrity is perceived to have regarding the topic being discussed, celebrity popularity, which refers to the name and notoriety of the celebrity as an endorser, and celebrity image, which refers to the perception the celebrity has developed in the public eye. The sample size for this study, which looks at how celebrity endorsement affects students' purchasing decisions, is 250 student

respondents. 250 respondents' responses to a questionnaire were gathered, and SPSS was used to analyze the responses to determine behaviour. Additionally, the tested celebrity qualities indicate a favourable association with both brand perception and purchasing behaviour. Additionally, it demonstrated the importance of celebrity endorsements in influencing consumer behaviour. Finally, the study's findings further demonstrated that celebrity endorsement had a considerable influence on consumers' purchasing decisions.

Mwendwa Mildred Zipporah and Hellen K. Mberia (2014)²⁰ The aim of this document is to aid businesses, business people, and the media in comprehending the value of advertising as well as the greatest approaches and resources to use in creating messaging for advertisements to reach their target audience. This study will assist marketers in selecting the best celebrities to utilize in endorsing advertising and in taking into account the extent to which advertisements would be impacted. In contrast to other forms of advertising, this article will critically examine how celebrity endorsement in advertising affects consumer perceptions and has an impact on society. Secondary research will be the approach used to gather the data for this paper, and it will involve reading relevant literature from this field of study, including journals, articles, texts, print media, social media, and electronic media. Both qualitative and quantitative data will be gathered, processed, and displayed as graphs and tables.

Method: A google form questionnaire was created and shared by the author with his students of MBA programme from the class of 2020-22 and 2021-23. The number of respondents targeted were 240 but only 121 respondents returned the filled questionnaire.

Discussion

Brand ambassadors have all along maintained a constant presence in the promotion of brands of all types across products and service categories. One can easily note the presence of celebrities of almost every discipline promoting different brands at different points of time as long as their active careers last. In this direction, audiences, whether potential consumers or active consumers follow these brand ambassadors blindly or logically depending upon the belief or trust which they have on them. Various stakeholders are to be discussed in this direction:

Companies: Companies offering physical products as well as services have always used celebrities to promote their offerings using various appeals in order to make impact on audiences who could be consumers or potential consumers. In this direction, the concern for the health, safety, as well as overall well-being of the audience could never be taken for granted and can at the most be researched. Of course, companies have all along claimed to have end user interest as paramount but the very nature of certain products and services makes the claim doubtful. Even if the products/services and brands

of many companies are useful from the end user angle, the mismatch between celebrity credibility and brand endorsed becomes obvious. Here also, it boils down to the company culture wherein business only or business along with consumer well being is the norm in the company. It does not require rocket science to judge whether a company has a benevolent approach to its consumers or not. One of the indicators among many to make ones opinion about any company's approach towards its consumers is the way in which it is promoting its brands through any tool of Integrated Marketing Communications. It is also worth mentioning here that the mandatory aspect of Corporate Social Responsibility (CSR) makes many companies do it and use celebrity brand endorsement to highlight it through some or the other cause from time to time. Here also, companies demonstrating CSR practices only because of legal obligations and companies doing so even when it was not legally binding on them are different.

Audiences: 'Audiences' word here implies literally the whole universe of anyone or everyone who is touched by any marketing communication activity organized by any company using celebrity endorsement for their products or services. This stakeholder may be the most vulnerable among all the stakeholders as it may take for granted the word of the celebrity in many cases. A section of this makes him or her fall in the category of 'innocent consumer' as he or she believes anything and everything said by the celebrity in the promotion by virtue of being a

fan of the celebrity and taking the latter's word as final about any brand endorsed by him throughout his or her active career. Another section of the 'audiences', not in the category of 'innocent consumer' is the one who does not follow the celebrity blindly as he or she is not a fan, applies his or her own knowledge, logic, and experience in deciding to go or not go with the brand promoted. It is assumed here that this 'non-innocent consumer' is in a minority across the world and 'innocent consumer' comprises a big majority. This majority of consumers are continuously taken for granted from the promotion angle by companies and anything gets promoted in the name of health, wealth, security, protection, growth, etc. Moreover, this positive word of mouth by such consumers in their families, networks, taking their words for granted out of respect, or seniority, etc. adds further to the volumes of business for the products/brands promoted. However, at times, when a celebrity gets into any controversy through some media exposed scandal, scam, etc., this fan following gets further sub-divided. A section of this following keeps on having hypnotic faith in the celebrity projecting him or her as a victim of some conspiracy of their rivals, Another section of this fan base which is more emotional gets shattered and moves away not only from the celebrity but also from the brand promoted by him or her as to this fan, celebrity and brand mean one and the same.

Celebrities as Brand Ambassadors: These personalities are from various fields viz., sports, films, media, business, public

service, etc. At times, it becomes very difficult to connect any one sector with such people as he or she may be a sportsperson as well as a film maker. Since the beginning of the 21st century, this boundary of fame for which celebrities are known has become blurred. It may be because of ever increasing competition in every field or their own decision of pedaling many boats simultaneously as every boat has equal chance of getting drowned. Whatever may be the reason for their name, fame, and money making game, they literally command the lives of their fans, many of whom having hypnotic craze for these celebrities. This craze, known very well to celebrities literally transforms fans into big market for brands and services consumed by them regularly. There is nothing wrong in this phenomenon and it is not new. However, the conduct of the celebrity in recent times generates lot of unanswered questions viz., their loyalties towards brands, concern for their fans, social responsibility, etc. It requires point-wise discussion:

(a) *Celebrity Brand Loyalty:* Loyalty of the celebrity towards a brand even after the contract gets over is important. Even after he or she is free of any technical or legal obligation towards a brand, his or her responsibility towards not endorsing any rival brand of the same industry for a particular period from the day of termination of the contract of the endorsed brand, as per the terminated contract, is to be followed. In case, he or she violates it, the company could go for legal action against him/her.

Off-course, he/she is free to endorse even a rival brand once that contracted period of no-rival brand endorsement gets over. The question here is not of legality but of values on the part of the celebrity. When the celebrity does not do rival brand endorsement but proceeds with endorsements of any brand of an altogether different product category as part of his/her career decisions, it portends his loyalty towards one brand in every category although it is not researched and only assumed. It is further assumed that such conscious celebrities are more respected as compared to others and they generate real loyalty towards brands across product categories. Unfortunately, such celebrities are very rare. It can be further argued that a celebrity is perfectly right in making money and securing his or her future as well as the future of his/her family members, just like any other non-celebrity. The argument starts appearing hollow when some of these celebrities acquire godly position and this very position gets misused by them and their hired managers with impunity. In the current times of 24/7/365 media existence across forms and formats, exploitation of 'innocent consumers' certainly helps the brand endorsed and the celebrity endorsing it, at a big cost to the health, safety and wellbeing of these very 'innocent consumers' who adore and worship such celebrities. It is a matter of concern as neither brands nor their celebrity endorsers appear concerned for the same. Off-course, there may be exceptions.

(b) Celebrity Concern for their Fans:

Taking a cue from the previous discussion, the celebrity concern for their fans requires in depth research. Barring few, most of the examples indicate indifference or complete unconcern for the fans as consumers. At certain times, it is apparent that the product/service profile matches the celebrity considerably and the appeal used in the communication may create a favourable impression about brand/s. The area of concern is where the celebrity credibility and experience has no match with the brand promoted. Numerous examples raise numerous questions about the whole concept of celebrity endorsement.

- Someone known for fitness and health consciousness all over, seen promoting a carbonated soft drink.
- A film personality with millions of fan following but ordinary academic credentials is seen endorsing knowledge and learning brands.
- Another film personality promoting pan masala brand consciously aware of its harmful effects.
- Celebrities from the worlds of sports, films, etc. promoting online gaming brands where the scope of monetary loss on the part of players cannot be denied.
- A very senior celebrity from the film industry known for conservatism and safe investments promoting private banks, gold loan schemes, etc.

- Celebrities endorsing one brand and using a rival brand of the same industry in their own lives.

These are just some examples wherein it appears that celebrities, regardless of their stature among fans endorse brands not in line with their claim to fame. Moreover, the aura and respect which they command among the 'innocent consumers' strongly increases the sales of otherwise harmful brands which generates and keeps on generating demand for brands seen as cure for diseases resulting from usage of harmful brands. The height of hypocrisy is visible when the celebrity earlier endorsing an unhealthy brand is found endorsing a healthy or useful brand which takes care of the harmful effects of the earlier unhealthy brand. All these examples are beaming 24/7/365 right there on the television screens, mobiles, and other gadgets like tablets, and computers due to literally free internet data available everywhere. It shows totally unethical and opportunistic role of many celebrities. Off-course exceptions are everywhere, but such ethical celebrities are a rare species.

(c) Social Responsibility: The aspect of social responsibility from the side of corporate organizations is also promoted in the form of cause marketing using celebrities. Here also, the relationship between the cause and celebrity credibility is worth noting as it is always not in sync. Moreover, as an when, elections to parliament, and state

legislative assemblies are held, the campaign period sees advertisements by companies highlighting importance of one's vote in such a manner as if their brand/service is as useful as casting one's vote. In such cases, the company is seen as a responsible body reminding citizens of their duty as voters in a democracy, besides promoting their own brands. Here also celebrities are used in a big way. It is a positive communication wherein the voter is targeted with a message that as he or she has selected the right product/service, same right decision in voting for the right person should be there. When such a message comes out from a renowned celebrity, it carries further weight. Another dimension is important here when the celebrity officially campaigns for a political party without joining it or after joining it. Here, the fan following of the celebrity gets further divided as some may endorse the decision of the celebrity and some may get surprised to the extent of getting shocked. It may so happen that once the election gets over, celebrity moves on with his/her work whether his/her endorsed party wins or loses the election. At times, the celebrity dabbles in politics as well as in his claim to fame thereby taking advantage of both the fields, in the name of social responsibility. It needs research whether social responsibility aspect happens or not. However, the 'innocent consumer' may feel betrayed at times, if not always.

DATA
STATEMENTS FIGURE WISE

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Blank	Total
Companies are concerned for the consumer welfare when resorting to celebrity endorsement.	9	29	45	34	4	0	121
Consumers give importance to celebrity endorsement when they are a fan of the celebrity in the brand promotion.	2	9	20	65	25	0	121
Consumers give importance to celebrity endorsement even when they are not a fan of the celebrity in the brand promotion.	4	23	55	34	5	0	121
Consumers purchase the products endorsed by the celebrity for showing their social status.	2	14	23	67	15	0	121
Celebrities are sensitive towards their fans while endorsing a brand.	15	36	36	29	4	1	121
Celebrities are sensitive towards the audience in general.	13	42	33	29	4	0	121
Celebrity in an advertisement encourages to buy the product.	1	5	15	57	43	0	121
Celebrity has the power to change the perception of the end users.	1	4	29	67	20	0	121
Celebrities help more to remember the brand/product.	1	2	7	66	45	0	121
Celebrities are loyal towards brands endorsed by them.	21	54	30	12	4	0	121
Celebrities are concerned only with money making.	2	4	30	39	46	0	121
Involvement of celebrities in scandals affect the purchasing behaviour of consumers.	0	9	21	69	22	0	121
Celebrities have a social responsibility towards their fans.	2	8	17	53	40	1	121
Government should not use celebrities in promoting their public welfare schemes.	14	27	44	22	14	0	121

DATA
STATEMENTS PERCENTAGE WISE

	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Blank (%)	Total (%)
Companies are concerned for the consumer welfare when resorting to celebrity endorsement.	7.4	24.0	37.2	28.1	3.3	0.0	100
Consumers give importance to celebrity endorsement when they are a fan of the celebrity in the brand promotion.	1.7	7.4	16.5	53.7	20.7	0.0	100
Consumers give importance to celebrity endorsement even when they are not a fan of the celebrity in the brand promotion.	3.3	19.0	45.5	28.1	4.1	0.0	100
Consumers purchase the products endorsed by the celebrity for showing their social status.	1.7	11.6	19.0	55.4	12.4	0.0	100
Celebrities are sensitive towards their fans while endorsing a brand.	12.4	29.8	29.8	24.0	3.3	0.8	100
Celebrities are sensitive towards the audience in general.	10.7	34.7	27.3	24.0	3.3	0.0	100
Celebrity in an advertisement encourages to buy the product.	0.8	4.1	12.4	47.1	35.5	0.0	100
Celebrity has the power to change the perception of the end users.	0.8	3.3	24.0	55.4	16.5	0.0	100
Celebrities help more to remember the brand/product.	0.8	1.7	5.8	54.5	37.2	0.0	100
Celebrities are loyal towards brands endorsed by them.	17.4	44.6	24.8	9.9	3.3	0.0	100
Celebrities are concerned only with money making.	1.7	3.3	24.8	32.2	38.0	0.0	100
Involvement of celebrities in scandals affect the purchasing behaviour of consumers.	0.0	7.4	17.4	57.0	18.2	0.0	100
Celebrities have a social responsibility towards their fans.	1.7	6.6	14.0	43.8	33.1	0.8	100
Government should not use celebrities in promoting their public welfare schemes.	11.6	22.3	36.4	18.2	11.6	0.0	100

Government: The role of Government in making celebrity endorsement of brands regulated through various institutions is also debatable. At the same time, promoting its own public schemes require strong messages with conviction for viewers, listeners, and readers to understand, and accept the scheme/s for their own good. Here, any celebrity with enormous following can do wonders in making the scheme/s highly successful through a very appealing, emotional, and realistic message across media. However, at times, it appears that the popularity of the celebrity is used by the government for promoting welfare schemes even when the welfare is not for everyone or is not reaching the target audience. Off-course, in some cases, it serves the welfare purpose brilliantly. It is worth noting here that the celebrity landing into some trouble or controversy at times while the endorsement period is on puts the government as well as welfare schemes into bad light. However, no method is there to identify the right celebrity and who knows when some controversy erupts from which quarter. This issue has made celebrity endorsement for government schemes very tricky specially in 21st century as world over, many celebrities have been found embroiled in some or other controversy while the endorsement was on and the government scheme or policy endorsed by them suffers due to it bringing embarrassment to the government. Damage control is applied at such times by changing the celebrity, but some damage does take place, thereby requiring extra efforts on the part of the government to make

the policy or scheme acceptable to the public.

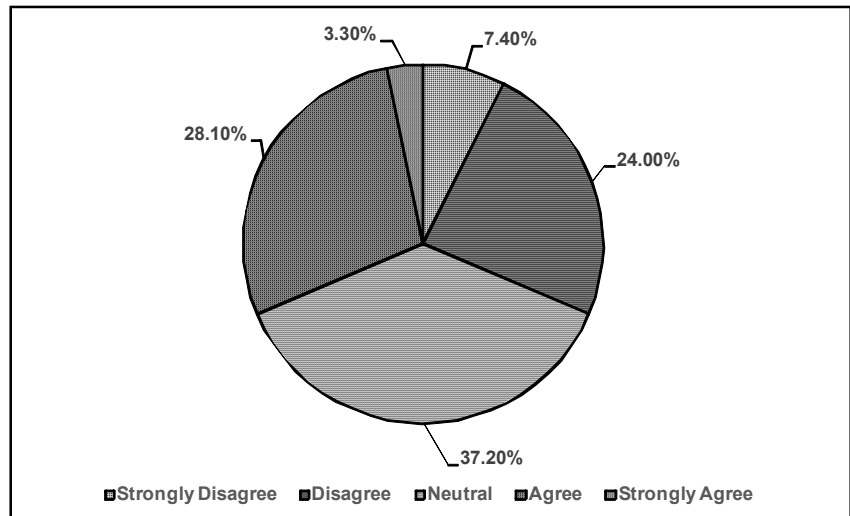
Percentage Analysis: A Simple Analysis of the Data is as follows:

(1) 31.4 per cent respondents do not agree that companies are concerned about consumer welfare while resorting to celebrity endorsement. At the same time, 31.4 per cent respondents agree to the statement. So the opinion is equally divided. (Graph 1)

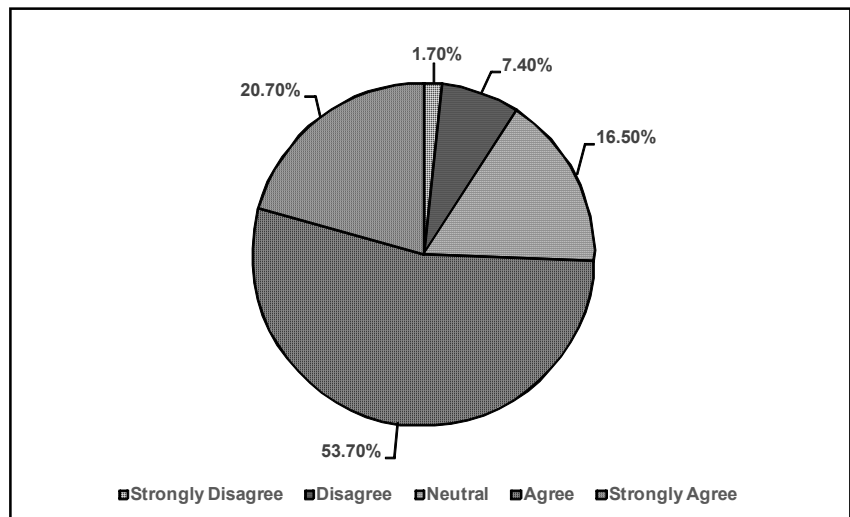
(2) 71.4 per cent respondents feel that consumers give importance to celebrity endorsement when they are a fan of the celebrity in the brand promotion whereas only 9.2 per cent respondents do not feel like that. So the fan status of the celebrity leads to more sales. (Graph 2)

(3) 45.5 per cent respondents are neutral to the statement that consumers give importance to celebrity endorsement even when they are not a fan of the

GRAPH 1



GRAPH 2



celebrity in the brand promotion. Only 32.1 per cent agree and 22.3 per cent disagree to this statement. It implies that those who are not fans are by and large indifferent towards what celebrities say for brands endorsed by them. (Graph 3)

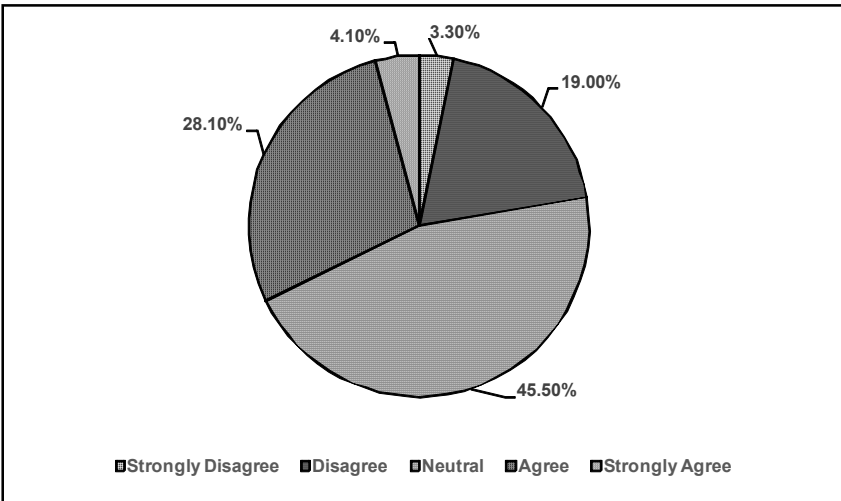
(4) 67.8 per cent respondents agree that consumers purchase the products endorsed by the celebrity for showing their social status whereas 13.3 per cent disagree to it. In other words, celebrity endorsement for brands makes consumers feel high on status while using those brands. (Graph 4)

(5) 42.2 per cent respondents disagree that celebrities are sensitive towards their fans while endorsing a brand whereas 27.3 per cent agree to it. It reflects insensitivity of celebrities towards their fans. (Graph 5)

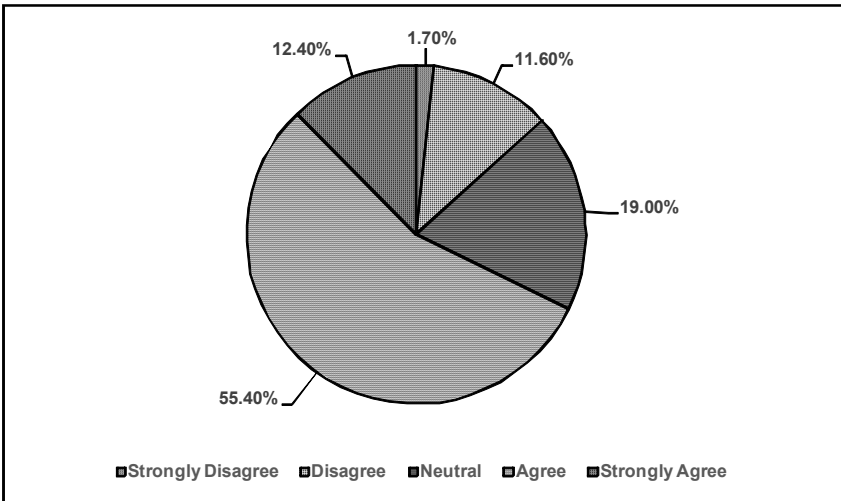
(6) 45.4 per cent respondents disagree that celebrities are sensitive towards the audience in general and only 27.3 per cent agree to it. It clearly projects that celebrities are more insensitive towards general public as compared to their fans. Moreover, in the previous point, when celebrities are found to be insensitive towards their fans, how can they be sensitive towards general public. (Graph 6)

(7) 82.6 per cent respondents agree that celebrity in an advertisement encourages to

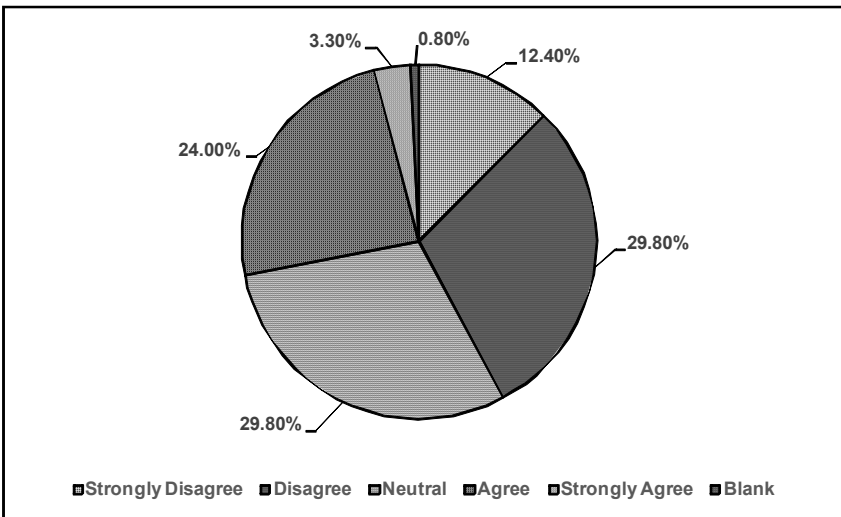
GRAPH 3



GRAPH 4



GRAPH 5



buy the product whereas only 4.9 per cent respondents disagree to it. There is no doubt that the motive of celebrity endorsement is clear for the companies. (Graph 7)

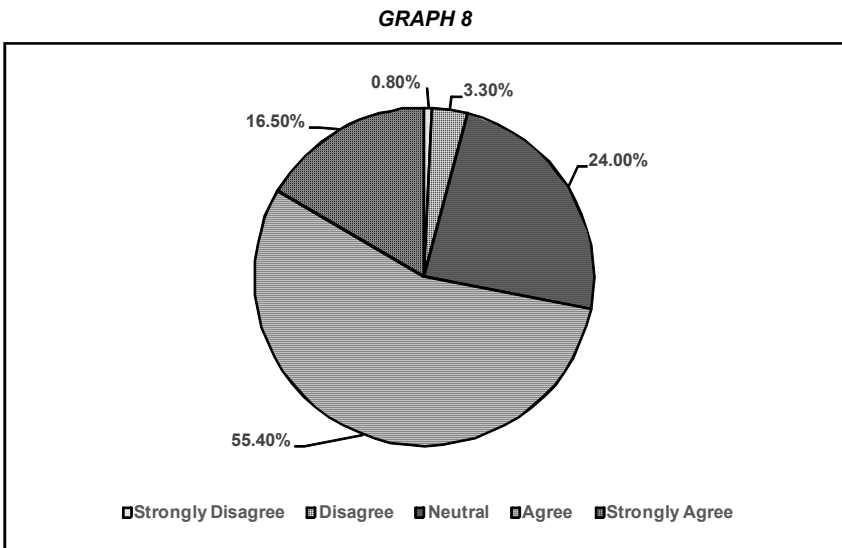
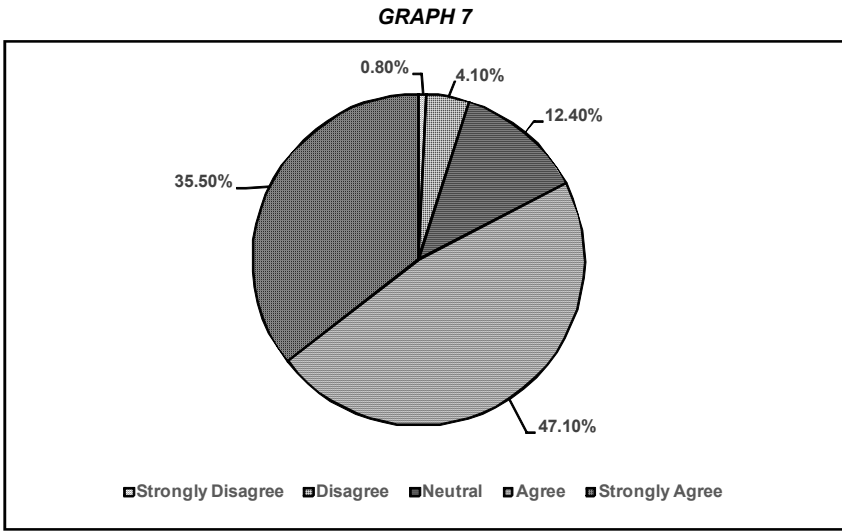
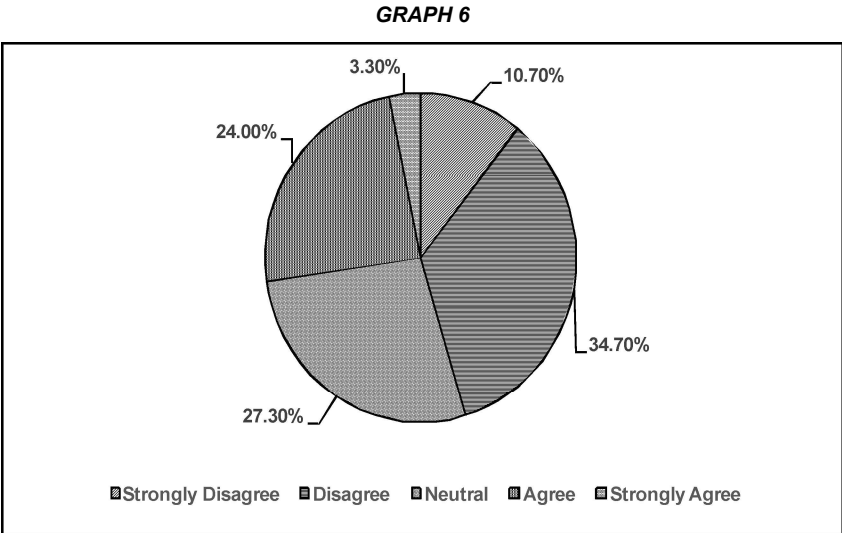
(8) 81.9 per cent respondents agree that celebrity has the power to change the perception of the end users and only 4.1 per cent disagree to it. In other words respondents know the real motive of celebrity endorsement. (Graph 8)

(9) 91.1 per cent respondents agree that celebrities help more to remember the brand/product whereas only 2.1 per cent disagree to this statement. It confirms that recall of the product/brand gets aided by celebrities. (Graph 9)

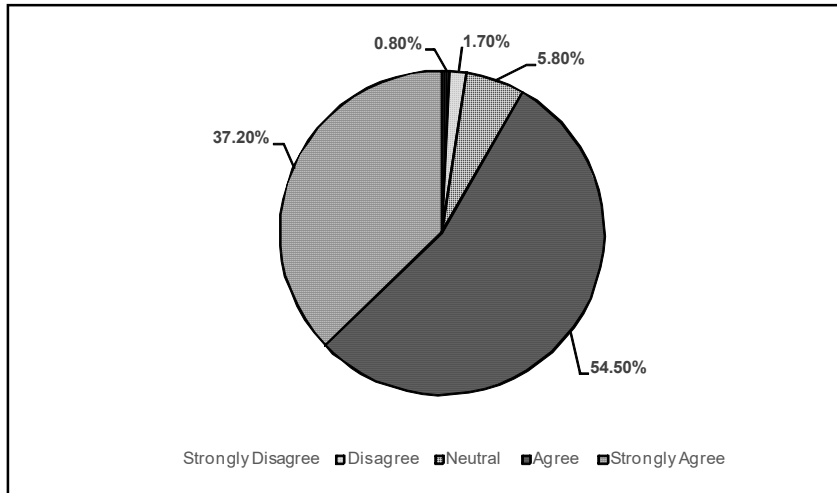
(10) 62 per cent respondents disagree that celebrities are loyal towards brands endorsed by them and only 13.2 per cent agree to it. It means that celebrities are not interested in setting an example of ideal behaviour on their part. (Graph 10)

(11) 70.2 per cent respondents agree that celebrities are concerned only with money making whereas only 5 per cent believe contrary to it. It is a clear indication of commercial interest which only guides celebrities for endorsing brands. (Graph 11)

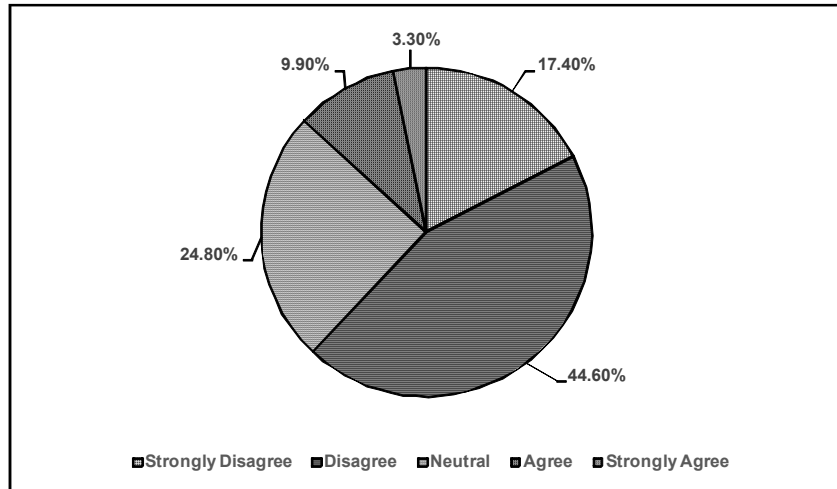
(12) 75.2 per cent of respondents agree that involvement of celebrities in scandals affect the purchasing behaviour of consumers whereas 7.4 per cent consumers disagree to it.



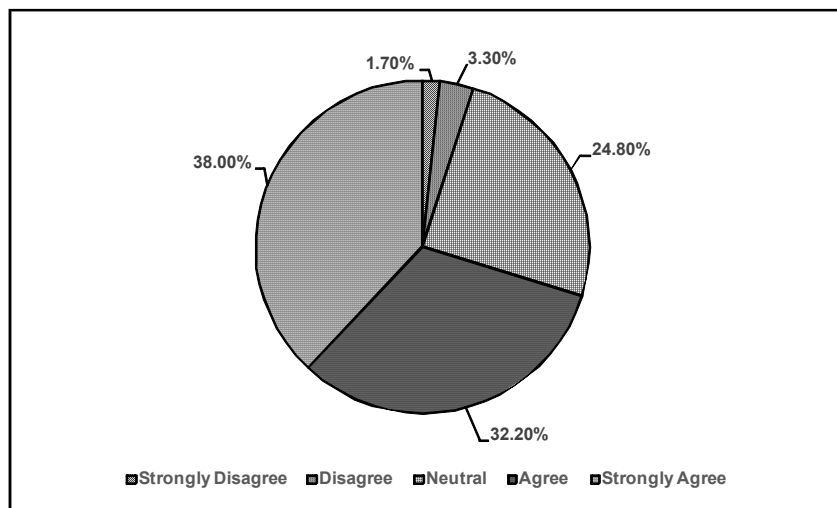
GRAPH 9



GRAPH 10



GRAPH 11



Companies need to take care of this aspect. (Graph 12)

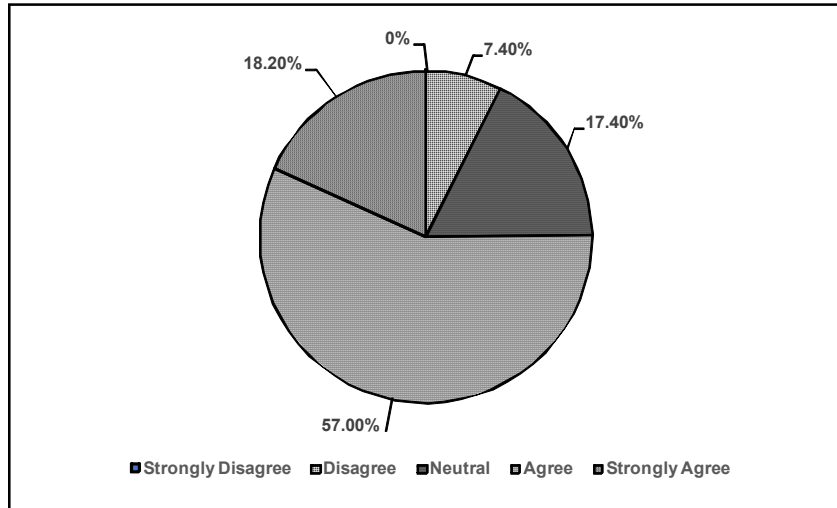
(13) 76.9 per cent respondents agree that celebrities have a social responsibility towards their fans whereas only 8.3 per cent respondents do not agree. Companies have to be careful in identifying socially responsible celebrities. (Graph 13)

(14) 33.9 per cent disagree and 29.8 per cent respondents agree that Government should not use celebrities in promoting their public welfare schemes, whereas 36.4 per cent respondents are neutral to it. In other words, the public is largely divided on the issue of government use of celebrities for promoting their public welfare schemes. (Graph 14)

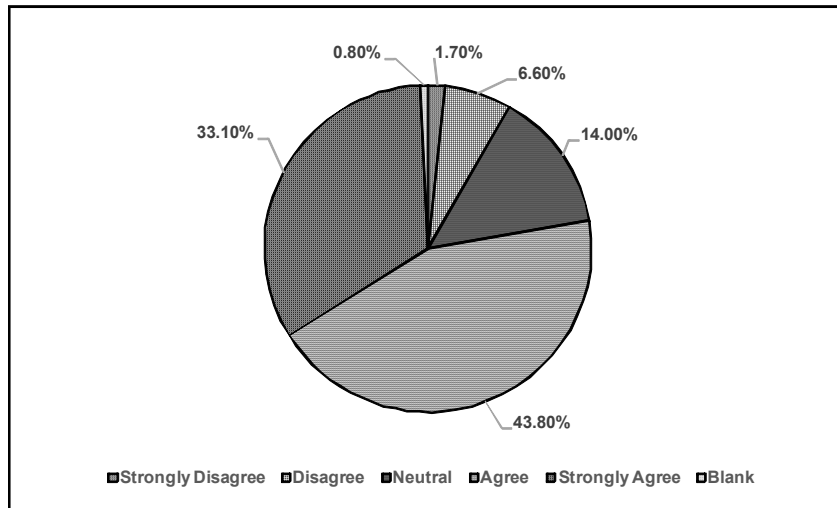
Findings: On the basis of above simple percentage analysis, following findings can be drawn which can be subjected to further research:

- (1) Consumers are divided in their opinions about company concern for their welfare while using celebrity endorsement.
- (2) The fans of the celebrity buy more of the endorsed brands.
- (3) Consumers who are not fans are by and large indifferent towards what celebrities say about brands endorsed by them.
- (4) Celebrity endorsement for brands makes consumers feel high on status while using those brands.
- (5) Celebrities are by and large insensitive towards their fans.

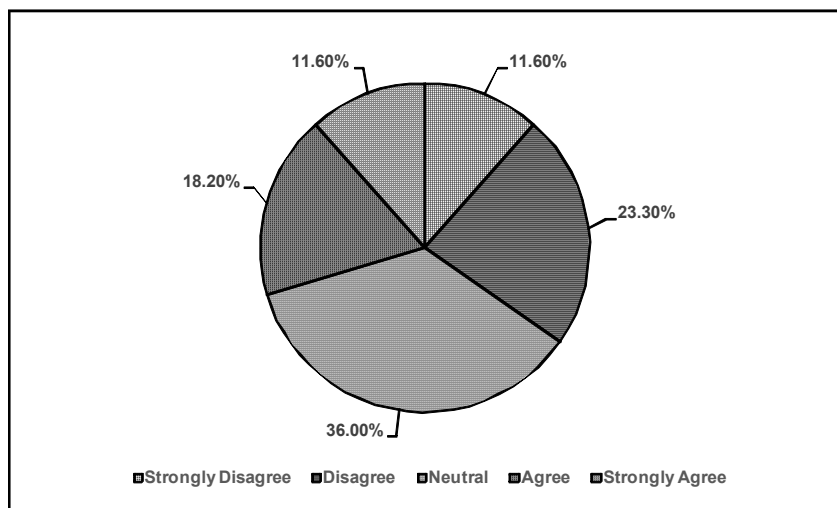
GRAPH 12



GRAPH 13



GRAPH 14



- (6) Celebrities are more insensitive towards general public.
- (7) Motive of celebrity endorsement is only to enhance sales and nothing else.
- (8) Celebrity has the power to change the perception of the end users.
- (9) Product/brand recall gets aided by celebrity endorsement.
- (10) Celebrities are not interested in setting an example of ideal behaviour on their part.
- (11) Celebrities are only guided by commercial interests while endorsing brands.
- (12) Companies need to take care of possibility of celebrities lending in scandals and the way out from it.
- (13) Companies should identify socially responsible celebrities to have far reaching impact on consumers.
- (14) Public at large is not clear on the issue that government should use celebrities for promoting their public welfare schemes or not.

Limitations of the Study

- (1) It is qualitative and lacking empirical outcomes based on statistical testing.
- (2) The sample size is only 121, thereby limiting in making findings generalized.
- (3) The respondents carry their own biases which affect every study.
- (4) The study can be called an opinion or theory which requires substantiation.

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QUESTIONNAIRE

(SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, SA-Strongly Agree)

1.	Companies are concerned for the consumer welfare when resorting to celebrity endorsement.	SD	D	N	A	SA
2.	Consumers give importance to celebrity endorsement when they are a fan of the celebrity in the brand promotion.	SD	D	N	A	SA
3.	Consumers give importance to celebrity endorsement even when they are not a fan of the celebrity in the brand promotion.	SD	D	N	A	SA
4.	Consumers purchase the products endorsed by the celebrity for showing their social status.	SD	D	N	A	SA
5.	Celebrities are sensitive towards their fans while endorsing a brand.	SD	D	N	A	SA
6.	Celebrities are sensitive towards the audience in general.	SD	D	N	A	SA
7.	Celebrity in an advertisement encourages to buy the product.	SD	D	N	A	SA
8.	Celebrity has the power to change the perception of the end users.	SD	D	N	A	SA
9.	Celebrities help more to remember the brand/product.	SD	D	N	A	SA
10.	Celebrities are loyal towards brands endorsed by them.	SD	D	N	A	SA
11.	Celebrities are concerned only with money making.	SD	D	N	A	SA
12.	Involvement of celebrities in scandals affect the purchasing behaviour of consumers.	SD	D	N	A	SA
13.	Celebrities have a social responsibility towards their fans.	SD	D	N	A	SA
14.	Government should not use celebrities in promoting their public welfare schemes.	SD	D	N	A	SA