

Evaluating The Impact of Celebrity Endorsements in Advertising on Consumer Perception in Gujarat

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ABSTRACT

Celebrity endorsements hold significant value in the field of advertising due to their powerful ability to attract consumer attention and influence buying behaviour. In India, where celebrities command immense social and emotional influence, their presence in advertisements can strongly impact how a brand is perceived by the public. Celebrity endorsers lend their credibility, popularity, and aspirational appeal to the products they promote, which can result in greater brand visibility, stronger emotional connections, and increased consumer trust. Celebrity endorsements have become a dominant strategy in modern advertising, particularly in culturally diverse and media-influenced markets like India. This study seeks to evaluate the impact of celebrity endorsements on consumer perception in the context of Gujarat. With a sample size of 208 respondents, the research explores how consumers perceive celebrity-endorsed advertisements and whether these perceptions vary across different demographic groups. The findings reveal that consumers believe celebrity endorsements make advertisements more entertaining and engaging, enhance interest in the brand, and build trust. Furthermore, the study examines the influence of demographic variables such as age, gender, education, and income on these perceptions. The results provide valuable insights for marketers, advertisers, and brand strategists who aim to create effective advertising campaigns using celebrity endorsements in regional markets like Gujarat.

Keywords : Celebrity Endorsement, Advertising Effectiveness, Consumer Perception, Gujarat Market, Brand Trust, Demographic Influence, Marketing Strategy

1. INTRODUCTION

Celebrity endorsements have long been a powerful marketing tool in the Indian advertising landscape. In a country where cinema, sports, and television personalities enjoy immense popularity and emotional influence, leveraging their fame to promote products and services has become a mainstream strategy. Indian consumers often view celebrities as role models, and their association with a brand can significantly enhance its visibility, appeal, and perceived trustworthiness. The rise of mass media, social media platforms, and digital marketing has further amplified the reach and impact of celebrity endorsements in recent years.

Historically, Indian advertising witnessed the early use of celebrity figures like cricketers and Bollywood actors in the 1980s and 1990s, a trend that has since evolved into a multi-crore industry today. Icons such as Amitabh Bachchan, Shah Rukh Khan, Virat Kohli, and Deepika Padukone are regularly seen endorsing everything from luxury brands and automobiles to personal care products and financial services. Their public image, fan following, and perceived credibility play a vital role in creating a psychological connection between the brand and the consumer. A well-executed celebrity endorsement can lead to higher brand recall, emotional bonding, and a strong differentiation in competitive markets.

However, the use of celebrities in advertising is not without challenges. The effectiveness of such endorsements depends heavily on the relevance of the celebrity to the product and the target audience. A mismatch can result in consumer skepticism or even backlash. Moreover, controversies involving celebrities can adversely affect the brand's reputation. The case of certain celebrities facing legal or moral scandals has led to brands either distancing themselves or facing criticism for poor judgment. To mitigate this, advertisers in India are becoming more cautious, ensuring that brand ambassadors align well with the brand's values and message.

Recent years have also seen the emergence of regional celebrities and influencers as powerful endorsers, especially for products targeting localized markets. Brands increasingly recognize that regional film stars, musicians, or social media influencers can have a deeper and more authentic connection with specific

linguistic and cultural communities. This trend is particularly evident in states like Gujarat, Tamil Nadu, and West Bengal, where local celebrities often command more loyalty than national figures.

Furthermore, the legal and ethical framework around celebrity endorsements in India has seen significant developments. Guidelines issued by the Advertising Standards Council of India (ASCI) and other regulatory bodies emphasize the need for truthfulness in advertising and hold celebrities accountable for the claims they endorse. This is especially important in sectors like health, education, and finance, where misleading advertisements can have serious consequences. With increasing consumer awareness and digital scrutiny, both brands and celebrities are expected to demonstrate greater responsibility in their advertising collaborations.

Overall, celebrity endorsements remain a central and influential element of advertising in India. While they offer substantial benefits in terms of visibility and brand building, their success hinges on strategic alignment, authenticity, and credibility. As the Indian market becomes more discerning and digitally active, the future of celebrity endorsements will likely move towards greater personalization, data-driven targeting, and ethical transparency.

2. RATIONALE OF THE STUDY

In the rapidly evolving landscape of marketing and advertising, celebrity endorsement has emerged as a strategic tool to influence consumer behaviour and shape brand perceptions. In a culturally diverse and emotionally driven market like India, celebrities possess immense persuasive power owing to their visibility, popularity, and aspirational value. Gujarat, one of India's most economically vibrant states, has witnessed a surge in advertising campaigns that feature celebrities across various sectors such as FMCG, apparel, electronics, financial services, and e-commerce. However, despite the extensive use of celebrity endorsements in advertisements, the actual influence on consumer perception—especially at the regional level—remains an area that has not been sufficiently explored.

The rationale behind undertaking this study stems from the need to understand how consumers in Gujarat respond to celebrity-endorsed advertisements. While national-level trends may provide a general understanding, consumer perception can vary significantly across states due to differences in language, culture, media exposure, and regional celebrity influence. Gujarat, with its strong consumer base, unique socio-economic profile, and increasing digital penetration, presents a compelling case to examine how celebrity associations affect advertising effectiveness in this specific context.

Moreover, brands invest significantly in celebrity endorsements, expecting a positive impact on brand recall, trust, loyalty, and purchase intention. However, these outcomes depend on several factors, including the credibility, attractiveness, and relevance of the celebrity, as well as the consumer's attitude toward both the celebrity and the brand. There is a growing need to assess whether this investment translates into measurable changes in consumer perception and decision-making, particularly in semi-urban and urban regions of Gujarat.

This study is also important from an academic perspective, as it contributes to the growing body of literature on advertising effectiveness and consumer behaviour in regional markets. By focusing on Gujarat, the research aims to bridge the knowledge gap regarding the psychological and emotional responses of regional consumers to celebrity-endorsed campaigns. The findings of this study will help marketers, advertisers, and brand strategists tailor their endorsement strategies more effectively in the Gujarati market.

In essence, the study is grounded in the objective of gaining empirical insights into the impact of celebrity endorsements on advertising perception, thereby offering practical recommendations for brands operating in Gujarat. It also intends to contribute to the theoretical framework of consumer psychology and regional marketing communication strategies in India.

3. LITERATURE REVIEW

Sharma, S., & Bohra, N. S. (2023), authors suggested that Celebrity endorsement advertising utilizes famous individuals to promote products, leveraging their fame to influence consumer purchasing

decisions. Effectiveness hinges on the celebrity's credibility and perceived fit with the product, impacting consumer trust and brand loyalty. Consumers' perceptions of CE commercials are influenced by the legitimacy of the celebrity endorsement. Variables that affect consumers' perceptions of CE include the celebrity endorser's authority, perceived fit between endorser and product, and consumer's level of participation with the product.

Rudzewicz, A. (2024), authors suggested that Celebrity endorsement advertising involves using famous individuals to promote products or services, enhancing brand recognition and sales. Key attributes influencing consumer decisions include credibility, respect, and attractiveness, with sports and film stars deemed the most trustworthy by respondents. Celebrity endorsements enhance brand recognition and sales volume. Credibility and respect are key attributes influencing purchasing decisions.

Sharma, S., & Kumar, P. (2024), authors suggested that Celebrity endorsement advertising leverages the fame and appeal of celebrities to attract consumers, enhancing product perception and influencing purchasing decisions. The study reveals that women generally trust these endorsements more than men, who tend to be more skeptical. Celebrity endorsement effectiveness varies by customer gender. Women trust celebrity endorsements more than men.

Ince, M. et. al. (2019), authors suggested that Celebrity endorsement in advertising significantly influences Generation Y consumers' materialist tendencies, as they seek happiness, focus on gain, and define success through material possessions. The effectiveness relies on the celebrity's attractiveness, honesty, and expertise, impacting consumer behaviour and purchasing decisions. Celebrity endorsement affects materialistic tendencies of Generation Y consumers. Generation Y consumers value attractiveness and expertise of celebrities in advertising.

Murugesan, S. (2023), authors suggested that Celebrity endorsement advertising leverages the popularity of celebrities to influence consumer purchasing decisions. The research indicates that brand-endorser congruence and frequent appearances of endorsers significantly enhance sentiment scores, emphasizing the importance of strategic celebrity selection in marketing. Brand-endorser congruence leads to high sentiment scores. Highly frequent endorsers receive high sentiment scores.

Qaisar, A. R. et. al. (2022), authors suggested that Celebrity endorsement advertising involves using famous personalities to promote brands, significantly influencing brand choice and perception, particularly among female consumers. The study indicates that such advertisements are more effective than those without celebrities, especially in cosmetics and fashion sectors. Celebrity endorsed advertisements have a significant impact on brand choice of female students. Female students prefer social media over TV and print media for acquiring information about products and brands.

Sufian, A. et. al. (2021), authors suggested that Celebrity endorsement advertising involves using well-known figures to promote products, enhancing brand awareness and consumer interest. This study highlights that attractiveness, trustworthiness, and product fit significantly influence consumer purchase intentions in online advertisements featuring celebrity endorsements. Attractiveness, trustworthiness, and product fit are important in celebrity endorsement. Celebrity endorsement is an effective marketing tool.

Jha, M. et. al. (2020), authors suggested that Celebrity endorsement advertising is a marketing strategy where well-known individuals promote products or services, leveraging their fame to enhance brand visibility and consumer appeal. It significantly influences consumer buying behaviour, making ads more eye-catching and increasing purchase intentions. Celebrity ads are more eye-catching than non-celebrity ads. Regular changes in celebrity negatively affect purchasing decisions.

Jolly, R. (2016), authors suggested that Celebrity endorsement advertising leverages the popularity of celebrities to enhance brand recognition and recall among consumers, significantly influencing their purchasing decisions. It is particularly effective in the travel and tourism sector, promoting destinations and increasing competitiveness in the market. Celebrity endorsement impacts consumer behaviour and

purchase decisions positively. Celebrities endorsing destinations influence consumer motivation to visit advertised places.

Sulehria, R. A. et. al. (2022), authors suggested that Celebrity endorsements significantly impact brand image in FMCG. Strong relationship between celebrity traits and brand perception.

Zipporah, M. M. et. al. (2014), authors suggested that Celebrity endorsement has a positive impact on customers' buying intention. The study examines the factors and effects of celebrity endorsement in advertisements.

Ford, J. B. (2018), authors suggested that Celebrity endorsers enhance advertisement credibility, liking, brand image, awareness. Celebrities can influence purchase behaviour positively in advertising. Nabil, M. et. al. (2022), authors suggested that Celebrity endorsement has a significant impact on the purchase intention of luxurious brands. Trustworthiness has the most significant impact on purchase intention.

4. RESEARCH OBJECTIVES

- 1) To examine the perception of consumers towards celebrity endorsement in advertisement.
- 2) To analyse the association between demographic profile of the consumers and their perception towards celebrity endorsement in advertisement.

5. SAMPLE SIZE

In this study, 208 consumers from Gujarat has been targeted.

6. DATA ANALYSIS

6.1 Frequency Analysis

VARIABLE	FREQUENCY	%
GENDER OF THE RESPONDENTS		
Male	112	53.85%
Female	96	46.15%
TOTAL	208	100.00%
AGE OF THE RESPONDENTS		
18 to 25 Years	84	40.38%
26 to 40 Years	62	29.81%
41 to 55 Years	38	18.27%
More than 55 Years	24	11.54%
TOTAL	208	100.00%
EDUCATION OF THE RESPONDENTS		
Diploma	28	13.46%
Graduate	90	43.27%
Post-Graduate	66	31.73%
Other	24	11.54%
TOTAL	208	100.00%
INCOME OF THE RESPONDENTS		
Less than 20,000Rs	44	21.15%
20,000Rs to 35,000Rs	64	30.77%
35,000Rs to 50,000Rs	57	27.40%
More than 50,000Rs	43	20.67%
TOTAL	208	100.00%

The demographic profile of the respondents provides valuable insights into the diversity and composition of the sample population for this study on the impact of celebrity endorsements on consumer perception

in Gujarat. The gender-wise distribution reveals a relatively balanced representation, with male respondents accounting for 53.85% and female respondents comprising 46.15% of the total sample. This near-equal split enhances the generalizability of the findings, as it captures opinions from both genders, offering a comprehensive view of how celebrity endorsements influence male and female consumers differently or similarly.

Age-wise analysis indicates that the majority of respondents (40.38%) fall within the age group of 18 to 25 years. This is followed by 29.81% of respondents in the 26 to 40 years bracket. Together, these two younger age segments make up over 70% of the total sample, highlighting a predominantly young respondent base. This is particularly relevant for a study on advertising perception, as younger consumers are generally more exposed to media and celebrity culture and are more likely to be influenced by digital and social media marketing channels. The middle-aged group of 41 to 55 years accounts for 18.27%, while only 11.54% of respondents are above 55 years. The lower representation of older age groups suggests that the findings will primarily reflect the preferences and attitudes of younger generations who tend to be more engaged with celebrity-endorsed content.

In terms of educational qualifications, the largest group of respondents are graduates, constituting 43.27% of the sample. Post-graduates follow with 31.73%, while diploma holders and respondents with other forms of education make up 13.46% and 11.54% respectively. The high proportion of educated respondents implies that the survey participants likely possess a good understanding of advertising strategies and may have more informed and critical views about celebrity endorsements. This education profile adds strength to the reliability of the responses, as it reflects consumer perception shaped by knowledge and media literacy.

The income distribution of the respondents is also relatively well spread across different income brackets. Respondents earning between ₹20,000 and ₹35,000 form the largest group at 30.77%, followed by those earning ₹35,000 to ₹50,000 at 27.40%. Those with income less than ₹20,000 constitute 21.15%, while 20.67% earn more than ₹50,000 per month. This income diversity ensures that the study captures consumer perspectives from various socio-economic segments. It also enables the researcher to examine how income levels might affect consumer attitudes towards celebrities in advertising, as disposable income often plays a role in brand preference and purchasing behaviour.

6.2 One Sample Testing

1. H_0 : Consumers do not believe that celebrities make advertisements more entertaining and engaging.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Celebrities make advertisements more entertaining and engaging.	11.074	207	0.001	0.167	0.007	0.023

As per the above table it is seen that significance value is 0.001 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Consumers believe that celebrities make advertisements more entertaining and engaging.

2. H_0 : Consumers do not feel celebrity endorsements increase their interest in a brand or product.

One-Sample Test

	Test Value = 3
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	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Celebrity endorsements increase their interest in a brand or product.	15.301	207	0.049	0.548	0.014	0.470

As per the above table it is seen that significance value is 0.049 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Consumers feel more celebrity endorsements increase their interest in a brand or product.

3. H₀ : Consumers do not believe that celebrity endorsements make a brand seem more trustworthy to them.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
celebrity endorsements make a brand seem more trustworthy to them.	19.528	207	0.033	0.756	0.461	0.917

As per the above table it is seen that significance value is 0.033 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that celebrity endorsements make a brand seem more trustworthy to them.

4. H₀ : There is no association between demographic profile of the consumers and their perception towards celebrity endorsement in advertisement.

Variable- 1	Variable-2	Pearson Chi-Square	P Value	Decision
Gender	I believe celebrities make advertisements more entertaining and engaging.	10.61	0.026	There is Significant Association
	Celebrity endorsements increase my interest in a brand or product.	19.08	0.031	
	Celebrity endorsements make a brand seem more trustworthy to me.	22.68	0.001	
Age	I believe celebrities make advertisements more entertaining and engaging.	15.19	0.000	
	Celebrity endorsements increase my interest in a brand or product.	31.39	0.035	
	Celebrity endorsements make a brand seem more trustworthy to me.	1.69	0.005	
Education	I believe celebrities make advertisements more entertaining and engaging.	30.17	0.000	

Variable- 1	Variable-2	Pearson Chi-Square	P Value	Decision
Income	Celebrity endorsements increase my interest in a brand or product.	31.06	0.005	
	Celebrity endorsements make a brand seem more trustworthy to me.	13.00	0.001	
	I believe celebrities make advertisements more entertaining and engaging.	10.53	0.009	
	Celebrity endorsements increase my interest in a brand or product.	12.51	0.015	
	Celebrity endorsements make a brand seem more trustworthy to me.	29.89	0.040	

7. CONCLUSION

The findings of the study clearly demonstrate that celebrity endorsements significantly shape consumer perception in the advertising landscape of Gujarat. Consumers largely believe that the presence of celebrities in advertisements adds a layer of entertainment and engagement that ordinary advertisements may lack. This heightened engagement not only captures the audience's attention but also increases the memorability of the advertisement, leading to a more impactful brand recall. When consumers find an advertisement entertaining, they are more likely to discuss it, share it, or even remember the brand message, thereby amplifying the brand's reach and resonance.

Additionally, the results indicate that celebrity endorsements contribute to increased consumer interest in a brand or product. The aspirational appeal of celebrities, especially in a celebrity-driven culture like India, plays a major role in driving this interest. When consumers see their favorite film stars, athletes, or public personalities endorsing a product, it stimulates curiosity and emotional connection with the brand. This interest often leads to deeper exploration of the brand's offerings and, in many cases, positively influences purchase intentions.

Perhaps most importantly, the study finds that consumers associate celebrity endorsements with enhanced brand trustworthiness. When a familiar and respected celebrity endorses a product, consumers are more likely to believe in the authenticity, quality, and credibility of the brand. This trust is critical in influencing buying decisions, especially in competitive markets where consumers are flooded with choices. Celebrities act as symbolic brand ambassadors who transfer their personal image, values, and reputation onto the products they endorse, resulting in a psychological validation for the consumer.

Overall, celebrity endorsements play a vital role in not only capturing consumer attention but also in shaping how brands are perceived in terms of entertainment value, interest generation, and trustworthiness. For marketers and advertisers targeting consumers in Gujarat, these insights underscore the importance of strategically selecting celebrities who align with the brand's identity and values. If executed thoughtfully, celebrity endorsements can serve as a powerful tool to enhance brand perception and foster long-term consumer engagement.

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