



THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE DECISIONS: A STUDY OF URBAN CONSUMERS IN BENGALURU

Veeresh Gorawar¹, Dr. Santhosh²

¹Student, RVIM

²Associate Professor, RVIM

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ABSTRACT

In today's competitive and brand-driven market, celebrity endorsements have become a powerful tool for influencing consumer behavior. Brands strategically leverage the popularity and persona of celebrities to capture attention, enhance credibility, and drive purchase decisions. However, the effectiveness of such endorsements depends not merely on the celebrity's fame but on multiple psychological and contextual factors. This study aims to examine how various celebrity endorsement attributes – **credibility, attractiveness, expertise, and celebrity-brand alignment** – affect consumer attitudes and purchase intentions in the urban setting of Bengaluru, India. The research adopts a **quantitative, cross-sectional approach** using **primary data collected from 284 respondents** through a structured online questionnaire. The study employed a **5-point Likert scale** to measure perceptions across different constructs and analyzed the data using **SPSS**. Techniques such as **descriptive statistics, correlation analysis (Pearson and Spearman), and multiple regression** were used to explore the relationships between endorsement attributes and consumer behavior outcomes. The results indicate that **celebrity-brand alignment (CBA)** is the most significant predictor of **brand development via endorsement (BDA)**, with a standardized beta coefficient of $\beta = 0.336$ ($p < 0.01$). This confirms the **Match-Up Hypothesis**, which states that endorsements are more effective when there is congruence between the celebrity's persona and the brand's identity. Although **celebrity attractiveness (CEA)** and **advertisement impact via attractiveness (AIA)** were positively correlated with BDA ($r = 0.287$ and $r = 0.180$, respectively), they were **not statistically significant** in predicting brand development in the regression model. The model's **adjusted R^2 value of 0.160** suggests that the selected endorsement attributes explain 16% of the variance in brand development. Demographic analysis reveals that **male consumers** are more influenced by the **expertise** of the celebrity, while **female consumers** tend to value **trustworthiness and attractiveness**, aligning with prior research. These insights support the importance of **segment-specific endorsement strategies**, especially in culturally diverse and economically varied urban markets like Bengaluru. The study offers significant **practical implications** for marketers. It emphasizes the importance of choosing celebrities who authentically align with the brand rather than selecting endorsers based on fame or attractiveness alone. It also highlights the need to manage risks related to **celebrity overexposure** and **reputation**, and to consider **demographic preferences** when designing campaigns. Despite its valuable contributions, the study has some limitations. The use of **convenience sampling**, the **urban-only focus**, and the **cross-sectional design** limit generalizability and causal inference. Future research should consider **longitudinal methods**, include **social media influencers**, and explore **cross-cultural or rural contexts** to deepen understanding. In conclusion, while celebrity endorsements remain a highly effective branding tool, their success lies in **strategic alignment and credibility**. The findings of this study offer a framework for marketers to develop impactful endorsement strategies tailored to consumer expectations in India's evolving urban markets.

KEY WORDS: Celebrity Endorsement, Consumer Purchase Decision, Brand Alignment, Advertising Effectiveness, Urban Consumers, Consumer Attitudes, Bengaluru Market

INTRODUCTION

Celebrity endorsement has become an integral component of contemporary advertising, with companies leveraging the appeal of public figures to influence consumer perceptions and behaviour. The effectiveness of celebrity endorsement as a marketing strategy lies in the ability of a well-known individual to capture the audience's attention, enhance brand credibility, and influence consumer attitudes toward the product or service being endorsed (Erdogan, 1999). Over the years, celebrity endorsements have proven to be particularly effective in boosting brand visibility and recall, with consumers associating the product with the positive traits of the celebrity (McCracken, 1989). However, while celebrity endorsement is a widely used and powerful tool, its impact is not always uniform, and its

success depends on a variety of factors such as the celebrity's credibility, attractiveness, expertise, and the congruence between the celebrity's image and the brand's identity (Hovland & Weiss, 1951; Kamins, 1990). Thus, the challenge lies in understanding how these factors interact to influence consumer behavior and decision-making. Despite the popularity of celebrity endorsements, research on their effectiveness yields mixed findings. On one hand, some studies highlight the positive influence of celebrity endorsements on brand perception, customer loyalty, and purchasing decisions (Schlecht, 2003; Clark & Horstman, 2003). On the other hand, some scholars caution that mismatched endorsements or overuse of celebrity endorsers can undermine the effectiveness of such campaigns (Tripp, Jensen, & Carlson, 1994; Till &



Busler, 1998). For instance, while a celebrity's expertise or attractiveness may enhance consumer attitudes toward a brand, the celebrity's credibility and relevance to the product category are crucial for ensuring that the endorsement resonates with consumers (Hsu & McDonald, 2002). Moreover, when a celebrity's personal brand is tarnished by negative publicity or controversial behavior, it can negatively affect consumer attitudes toward both the celebrity and the endorsed brand (Zabid Abdul Rashid & Nallamuthu, 2002). Several theoretical frameworks have been proposed to explain the underlying mechanisms of celebrity endorsements. The Source Credibility Model (Hovland & Weiss, 1951) emphasizes the importance of the celebrity's trustworthiness and expertise, suggesting that consumers are more likely to be influenced by endorsers who are perceived as reliable and knowledgeable. The Source Attractiveness Model (McGuire, 1985) further elaborates on the role of the celebrity's physical appeal and likability in shaping consumer attitudes. Additionally, the Product Match-Up Hypothesis (Kamins, 1990) highlights the importance of ensuring that the celebrity's image aligns with the product being endorsed. According to this hypothesis, a celebrity's credibility and appeal are more likely to influence consumer behavior if there is a strong match between the celebrity's persona and the product's attributes. Beyond these theoretical models, numerous empirical studies have examined the impact of celebrity endorsements across different cultural and regional contexts. For example, research conducted in Karachi has shown that celebrity endorsements significantly influence consumer purchase decisions for face care products, with consumers perceiving endorsed products as of higher quality (Shah & Khan, 2013). Similarly, studies in Nigeria and Addis Ababa have found that celebrity endorsements enhance brand perception and consumer buying behavior, particularly when the celebrity's image aligns with the brand (Odionye et al., 2021; Berhe, 2019). In India, particularly in metropolitan areas like Bengaluru, studies have explored the role of gender and demographic variables in shaping consumer responses to celebrity endorsements. Research by Sharma and Kumar (2023) revealed that male consumers are more influenced by the celebrity's expertise, while female consumers are more influenced by trustworthiness and physical appeal, reinforcing the importance of tailoring celebrity endorsements to specific consumer segments.

In light of these diverse findings, this literature review aims to explore the relationship between celebrity endorsements and consumer behavior, synthesizing key theoretical models and empirical studies. By examining the factors that influence the effectiveness of celebrity endorsements, including the celebrity's credibility, attractiveness, expertise, and product alignment, this review seeks to provide a comprehensive understanding of how celebrity endorsements shape consumer perceptions and purchasing decisions in modern advertising.

REVIEW

The literature review in this paper explores the effect of celebrity endorsement in advertisements on consumer perceptions. Celebrity endorsement has become a popular advertising form, grabbing audience attention and aiding in message recall. However, negative information about a

celebrity can damage consumer evaluation of both the celebrity and the endorsed brand. The effectiveness of celebrity endorsements is influenced by factors such as the celebrity's credibility, trustworthiness, attractiveness, and the match between the celebrity's personality and the product's attributes. The research paper "Influence of Celebrity Endorsement on Consumer Purchase Decision: A Case of Karachi" explores the impact of celebrity endorsements on consumer purchasing decisions for face care products in Karachi. Past research has shown mixed conclusions on the effects of celebrity endorsements. Some studies suggest that celebrity endorsements positively influence brand image, awareness, recall, and credibility. However, others warn that the effectiveness of celebrity endorsements depends on various factors, including the celebrity's fit with the product, message, execution, and media. Celebrity endorsement has emerged as a prevalent marketing strategy used to enhance brand visibility and consumer engagement. Erdogan (1999) provides a comprehensive review, examining its historical roots, theoretical models, and strategic implications. Historically, celebrity endorsement dates back to Queen Victoria's endorsement of Cadbury's Cocoa, evolving with the advent of mass media (Kaikati, 1987; Shennan, 1985). By the 1990s, it was estimated that 25% of US advertisements employed celebrities (Shimp, 1997). Erdogan outlines several key models that underpin endorsement effectiveness. The *Source Credibility Model* emphasizes trustworthiness and expertise as pivotal (Hovland & Weiss, 1951), while the *Source Attractiveness Model* highlights similarity, familiarity, and likability (McGuire, 1985). Additionally, the *Product Match-Up Hypothesis* advocates for congruence between the celebrity's image and the product (Kamins, 1990), and McCracken's (1989) *Meaning Transfer Model* explores how celebrities transfer cultural meaning to products and ultimately to consumers. The study reveals that endorsements by favourite celebrities, especially when highlighting product quality and price, significantly influence purchase attitudes. This supports Clark and Horstman's (2003) assertion that celebrity-endorsed products are perceived as higher in value. However, there are limitations. Tripp et al. (1994) argue that multiple endorsements can erode a celebrity's credibility, while Till and Busler (1998) note that favourable attitudes don't always translate into purchases. Still, effective brand-celebrity alignment fosters brand recall and positive perceptions (Zabid Abdul Rashid & Nallamuthu, 2002). Muda et al. (2014) explored the effectiveness of celebrity entrepreneur endorsements, emphasizing that celebrity credibility—comprised of attractiveness, trustworthiness, and expertise—significantly enhances attitudes toward ads and brands. Using Dato' Siti Nurhaliza's skincare brand, the study confirmed that both celebrity and advertisement credibility positively affect consumer perceptions. However, while brand attitude influenced purchase intention, ad attitude did not directly do so. The research extends traditional endorsement models by incorporating the entrepreneur role, showing that credibility and attitude mediate purchase decisions, especially in culturally distinct markets. Odionye et al. (2021) investigated the influence of celebrity endorsement on consumer buying decisions, focusing on Globacom in Nigeria. Using the Meaning Transfer Model, the study found that celebrity



endorsements positively affect consumer perceptions, enhance brand image, and significantly influence purchasing behavior. Most respondents believed that products endorsed by celebrities are of higher quality and preferred such endorsements over those by non-celebrities. The research concluded that celebrity endorsement is an effective marketing strategy that boosts brand patronage and subscriber growth, especially when the celebrity's image aligns with the brand. Berhe (2019) explored the influence of celebrity endorsement on consumer buying behavior in Addis Ababa's FMCG market. The study used the Ohanian Source Credibility Model, examining celebrity attractiveness, trustworthiness, expertise, and product-celebrity match-up. Findings revealed that attractiveness, trustworthiness, and match-up significantly affected consumer behavior, while expertise had a positive but insignificant impact. Celebrity endorsement enhances brand perception, especially when there is congruence between the endorser and the product. The research highlights the strategic role of celebrities in advertising FMCGs, emphasizing consumer trust and recognition as key drivers of purchase behaviour's study by Febrian and Fadly (2021) investigates the role of brand trust in moderating the impact of celebrity endorsement on brand attitude and purchase intention. Using a quantitative method with 249 respondents, the research reveals that while celebrity endorsement significantly affects brand attitude, it does not directly influence purchase intention. However, brand trust strengthens the relationship between celebrity endorsement and brand attitude, thereby indirectly supporting purchase intention. The study emphasizes that marketers should consider a brand's existing trust level before employing celebrity endorsers, as trust enhances endorsement effectiveness (Febrian & Fadly, 2021). Keel and Natarajan (2012) conducted an extensive literature review on celebrity endorsements, highlighting their influence on advertising attitude, brand recall, and purchase intent. They identified mixed results regarding celebrities' effectiveness compared to non-celebrity endorsers. The review emphasized key models like source credibility, source attractiveness, and product match-up to assess endorsement effectiveness. Additionally, the authors introduced the concept of "eclipsing," where a celebrity's prominence overshadows the brand. They also suggested new directions for research, including celebrity-branded products, ethical concerns with marketing to vulnerable consumers, and celebrity philanthropy (Keel & Natarajan, 2012). The study by Kamins et al. (1989) examines the effectiveness of two-sided versus one-sided celebrity endorsements in advertising. Drawing on Kelman's (1961) social influence theory, the authors argue that two-sided messages, which acknowledge product limitations, enhance credibility and effectiveness. Their experiment compared one-sided and two-sided celebrity ads for a consulting service, finding that two-sided ad significantly improved ad credibility, sponsor evaluation, and purchase intention (Kamins et al., 1989). The results suggest that two-sided endorsements leverage both identification and internalization processes, making them a robust advertising strategy. Future research directions include exploring product types and spokesperson status (Kamins et al., 1989). Celebrity endorsements significantly influence brand perception and consumer behavior. Schlecht (2003) outlines critical theories including

source credibility and attractiveness, where consumers are swayed by an endorser's trustworthiness and appeal. The match-up hypothesis stresses congruence between celebrity and product, influencing endorsement success (Till & Busler, 1998). McCracken's (1989) meaning transfer model explains how celebrity traits shape brand identity in consumers' minds. However, overuse in endorsements may dilute credibility (Tripp et al., 1994). Using multiple celebrities can enhance audience targeting (Hsu & McDonald, 2002). Overall, strategic selection is vital for effective branding through celebrity influence. Lear, Runyan, and Whitaker (2009) explored the impact of sports celebrity endorsements on retail advertising, finding increased use of athletes in print media compared to previous decades. Endorsements were shown to boost consumer recognition, store image, and pre-sale demand (Agrawal & Kamakura, 1995; Bush et al., 2004). However, risks arise when endorsers exhibit negative behavior, which can harm brand and retailer reputation (Till, 2001). Despite this, celebrity-athlete campaigns continue to thrive, especially when the endorser aligns with brand values (McCracken, 1989). Retailers can benefit from enhanced brand association and consumer loyalty, particularly among youth (Bush et al., 2004). Celebrity endorsement in China is increasingly prevalent, especially among Generation Y consumers, who are both brand-conscious and influenced by Western ideals. This study adopts a relational perspective, exploring how consumer-celebrity relationships, including entertainment-based admiration and intense attachment, affect brand evaluations and purchase intentions (Hung, Chan, & Tse, 2011). It finds that these relationships significantly influence value-transfer, and that over-endorsement can dampen or enhance these effects, depending on the type of bond. The study also differentiates between sports and entertainment celebrities, with over-endorsement having a greater negative impact on sports figures (Hung et al., 2011).

Gap

Celebrity endorsements have become a key component of advertising strategies across India, including in metropolitan areas like Bengaluru. They influence consumer buying behavior by tapping into psychological elements such as trust, attractiveness, and credibility. Sharma and Kumar (2023) conducted a comparative study to evaluate the impact of celebrity endorsements on male and female consumers, specifically within the mobile phone industry. The study found that celebrity credibility, attractiveness, and expertise are crucial in shaping consumer preferences. Interestingly, male consumers were more influenced by the expertise of the celebrity, while female consumers leaned more toward trustworthiness and physical appeal. The researchers emphasized the importance of the "match-up hypothesis," which suggests that the effectiveness of a celebrity endorsement increases when there is congruence between the celebrity's image and the product category (Sharma & Kumar, 2023). This finding is particularly relevant in Bengaluru, where consumers are highly brand-conscious and influenced by public figures, especially in tech-related markets. Arora, Prashar, Vijay, and Parsad (2022) took a different approach by developing a consumer typology based on how individuals respond to celebrity endorsements. They classified buyers into three

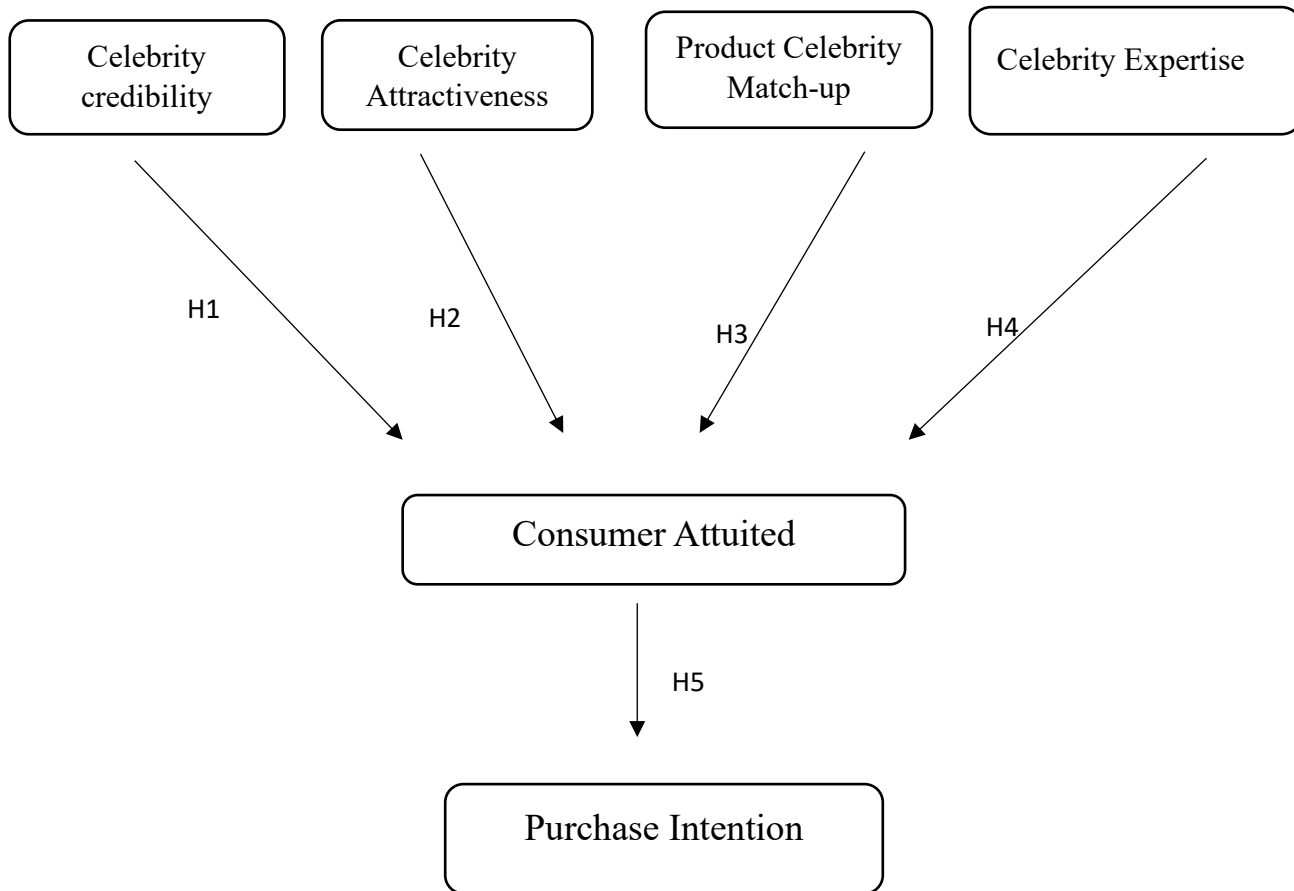


categories: Indifferent-to-Celebrity Buyers, Fascinated Buyers, and Star Power Buyers. Each group showed varying levels of responsiveness to endorsements, with "Star Power Buyers" being highly influenced by the celebrity's appeal and status. The study also reinforced that consumer response is affected by demographic variables such as age, income, and media exposure. These insights are valuable in the Bengaluru context, where the city's diverse consumer base spans various segments, from rational buyers to impulse-driven youth (Arora et al., 2022). Both studies underline the significance of using celebrities whose persona aligns with the brand and the target audience. In a vibrant and cosmopolitan market like Bengaluru, such targeted marketing can improve brand recall and customer loyalty, making celebrity endorsement a strategic tool rather than a superficial tactic. The research on celebrity endorsement has significantly expanded in recent years, but several gaps remain that require further investigation. One critical area is the interaction between different celebrity traits—credibility, attractiveness, expertise, and likability—and how these factors collectively influence consumer perceptions. While individual characteristics have been studied separately, there is a lack of research exploring how these attributes interact to influence consumer behavior (Erdogan, 1999). For example, how do a celebrity's credibility and physical appeal work together to shape consumer attitudes toward a product, especially in various product categories such as luxury goods or technical products? Research exploring the synergy between celebrity traits in influencing consumer perceptions could provide valuable insights for marketers (Hovland & Weiss, 1951). Another significant gap lies in the application of celebrity endorsement research to emerging and non-Western markets. The majority of studies focus on developed economies, such as the United States or Western Europe (McCracken, 1989), with minimal attention paid to emerging markets like India, Africa, and the Middle East. These markets often have distinct media consumption patterns, cultural values, and celebrity perceptions, which may influence the effectiveness of celebrity endorsements. For instance, the role of celebrity endorsements in collectivist societies versus individualistic cultures has not been thoroughly examined (Schlecht, 2003). Research into these markets would help marketers understand how different cultural contexts impact the success of celebrity endorsements (Berhe, 2019). Moreover, the long-term impact of celebrity endorsements on brand equity and consumer loyalty has not

been extensively studied. Most research focuses on short-term effects, such as increased sales or brand awareness (Schlecht, 2003). However, little is known about whether the impact of a celebrity endorsement persists over time, especially after the endorsement ends. Do consumers continue to associate the brand with the celebrity's image even after the endorsement contract is over? Research in this area could help marketers understand whether celebrity endorsements provide long-term benefits for brand loyalty (Zabid Abdul Rashid & Nallamuthu, 2002). Furthermore, while the positive effects of celebrity endorsements have been well-documented, the potential risks associated with celebrity endorsements remain underexplored. The impact of negative publicity or scandals involving celebrities on consumer attitudes and brand perception is a relatively unexplored area. Studies show that celebrity scandals can significantly harm brand equity and consumer loyalty (Tripp, Jensen, & Carlson, 1994). Research on the risk factors associated with celebrity endorsements, particularly in the digital age where information spreads rapidly, is critical to helping brands mitigate potential damage from negative publicity (Keel & Nataraajan, 2012). Additionally, over-endorsement, where celebrities promote multiple products across various campaigns, may dilute their effectiveness. Research on the consequences of overexposure and whether it affects the perceived value of both the celebrity and the endorsed brand is sparse. Does the constant presence of a celebrity in multiple campaigns reduce their perceived credibility and attractiveness? Exploring the effects of over-endorsement could help identify the optimal number of endorsements a celebrity should have to maintain their influence and prevent negative consequences for both the celebrity and the brand (Hsu & McDonald, 2002). In conclusion, while celebrity endorsements continue to be a dominant strategy in modern advertising, significant research gaps exist in understanding the complex dynamics that influence their effectiveness. Future studies should explore the interactions between celebrity traits, the impact of cultural differences, the long-term effects on brand loyalty, the risks associated with negative publicity, and the effects of over-endorsement. Addressing these gaps will provide more comprehensive insights for marketers looking to optimize celebrity endorsement strategies and minimize potential risks (Sharma & Kumar, 2023; McGuire, 1985).



HYPOTHESES



(Proposed conceptual model, source: The author)

H1: Celebrity credibility positively influences consumer attitudes toward the endorsed product.

H2: Celebrity attractiveness positively influences consumer attitudes toward the endorsed product.

H3: Celebrity expertise positively influences consumer attitudes toward the endorsed product.

H4: A strong match between the celebrity and the product enhances consumer attitudes and purchase intention.

H5: Positive consumer attitudes toward the endorsed product increase purchase intention.

RESEARCH METHODOLOGY

Research Design

This study adopts a quantitative research design to investigate the influence of celebrity endorsement attributes—credibility, attractiveness, expertise, and product-celebrity match-up—on consumer attitudes and purchase intention. Quantitative research is appropriate for this study as it enables measurable, objective analysis of the relationships between variables (Creswell, 2014). The design follows both descriptive and causal approaches. The descriptive aspect aims to assess current consumer perceptions of celebrity endorsements, while the causal approach evaluates the extent to which various endorsement attributes influence attitudes and behavioral intentions.

The population targeted includes consumers who are regularly exposed to celebrity-endorsed advertisements through various media platforms. A non-probability convenience sampling method is employed, which involves selecting respondents who are easily accessible and willing to participate. This technique is practical for studies where the researcher aims to gather a

large amount of data quickly and cost-effectively (Etikan, Musa, & Alkassim, 2016). Although convenience sampling may limit generalizability, it is suitable for exploratory and perception-based studies.

Primary data will be collected through a structured questionnaire distributed online via email and social media platforms. The questionnaire comprises close-ended questions measured using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree." The Likert scale is widely used in social science research to measure attitudes, perceptions, and behavioral intentions effectively (Boone & Boone, 2012). The questionnaire includes sections covering demographic information, perceptions of celebrity endorsement attributes, consumer attitudes, and purchase intention.

After data collection, responses will be coded and analyzed using Statistical Package for the Social Sciences (SPSS). Descriptive statistics will summarize demographic characteristics and variable distributions. To test the hypothesized relationships, correlation analysis will be used to examine the strength and direction of associations between



variables. Additionally, multiple regression analysis will be conducted to determine the predictive power of the independent variables (celebrity endorsement attributes) on the dependent variables (consumer attitudes and purchase intention).

This research methodology allows for a structured and empirical examination of the conceptual model. The use of SPSS ensures accurate data analysis and supports meaningful conclusions that can inform both academic understanding and marketing strategies involving celebrity endorsements.

		Frequency	Percent
	18-25	108	38
Age	25-30	75	26.4
	30-35	42	14.8
	35 & above	59	20.8
	Total	284	100
		Frequency	Percent
	Female	75	26.4
Gender	Male	135	47.5
	other	74	26.1
	Total	284	100
		Frequency	Percent
	employed	99	34.9
	retired	78	27.5
occupation	student	56	19.7
	unemployed	51	18
	Total	284	100
		Frequency	Percent
	25000-50000	57	20.1
	50001-75000	49	17.3
Monthly income	75000 and above	100	35.2
	below 25000	78	27.5
	Total	284	100

Case Processing Summary

	N	%
Valid	284	100.0
Cases Excluded	0	.0
Total	284	100.0

a. Listwise deletion based on all variables in the procedure.

The Case Processing Summary output from SPSS indicates that all 284 cases (100%) were valid and included in the analysis. There were no missing values, as shown by the "Excluded" count of 0 (0.0%). SPSS applied listwise deletion, which means that only cases with complete data across all variables involved

in the analysis were retained. Since no data were excluded, this suggests a clean dataset with full responses for all relevant variables, thereby strengthening the reliability of the subsequent statistical results.



Reliability Statistics

Cronbach's Alpha	N of Items
.756	4

Reliability Analysis (SPSS Output)

The reliability of the scale was assessed using Cronbach's Alpha. The analysis yielded a Cronbach's Alpha value of .756 for the 4 items included in the scale. According to commonly accepted standards, a Cronbach's Alpha of 0.70 or higher

indicates acceptable internal consistency. Therefore, the result suggests that the items demonstrate a good level of internal consistency, making the scale reliable for measuring the intended construct.

Item Statistics

	Mean	Std. Deviation	N
CEA	3.390141	.5695836	284
CBA	3.333099	.5323754	284
BDA	3.380986	.6127541	284
AIA	3.297887	.7128273	284

Item Statistics (SPSS Output)

The table presents descriptive statistics for the four items included in the reliability analysis. The mean scores range from 3.2979 (AIA) to 3.3901 (CEA), indicating generally moderate agreement or favourable responses across items on the scale. The standard deviations range from .5324 (CBA) to .7128 (AIA), suggesting a moderate level of variability in

participants' responses. All items had a consistent sample size (N = 284), confirming that there were no missing responses for any of the items.

These results support the appropriateness of each item in contributing to the overall scale, which was further validated by the acceptable Cronbach's Alpha value (.756).



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CEA	284	1.0000	4.4000	3.390141	.5695836

CBA	284	2.0000	4.6000	3.333099	.5323754
BDA	284	1.8000	4.6000	3.380986	.6127541
AIA	284	1.4000	4.6000	3.297887	.7128273
Valid N (listwise)	284				

Descriptive Statistics

The descriptive statistics shown in the table provide an overview of the participants' responses across four key constructs: Celebrity Endorser's Attractiveness (CEA), Celebrity-Brand Alignment (CBA), Brand Development via Endorsement (BDA), and Advertisement Impact via Attractiveness (AIA). The data were collected from a sample of 284 respondents, and each variable is measured on a Likert scale ranging approximately from 1 to 5. Celebrity Endorser's Attractiveness (CEA) recorded a mean score of 3.39 with a standard deviation (SD) of 0.57, and a response range from 1.00 to 4.40. This suggests that participants generally agreed that celebrity attractiveness plays a significant role in shaping brand perceptions. The low minimum value indicates that a few respondents may strongly disagree, reflecting diversity in opinions. Celebrity-Brand Alignment (CBA) has a mean of 3.33 and an SD of 0.53, with responses ranging from 2.00 to 4.60. This indicates a relatively consistent perception among respondents that the credibility and congruence of a celebrity with the brand are important, though extreme negative responses are absent. Brand Development via Endorsement (BDA) shows the highest mean value of 3.38 (SD = 0.61), with a range from 1.80 to 4.60. This reflects the widespread belief that celebrity endorsements contribute significantly to the growth and image-building of a brand. Advertisement Impact via Attractiveness (AIA) had the lowest mean of 3.29, with a higher SD of 0.71 and a response spread from 1.40 to 4.60. The broader standard deviation indicates greater variability in participants' views on whether a celebrity's attractiveness directly enhances advertisement effectiveness. Overall, the mean scores fall in a relatively narrow band between 3.29 and 3.39, indicating a moderately positive perception of celebrity endorsement attributes across all variables. The variation in standard deviation, particularly for AIA, suggests that while general agreement exists, individual differences in perception are notable. This descriptive analysis justifies further inferential testing to examine the hypothesized relationships among the

constructs. These findings support the theoretical model and suggest that celebrity-related attributes play a meaningful role in consumer perception, aligning well with prior literature (McCracken, 1989; Erdogan, 1999). The descriptive statistics presented in the table summarize the mean and standard deviation for four variables—Celebrity Endorser's Attractiveness (CEA), Celebrity's Brand Alignment (CBA), Brand Development via Endorsement (BDA), and Advertisement Impact via Attractiveness (AIA)—based on responses from a sample of 284 participants. Celebrity Endorser's Attractiveness (CEA) has a mean score of 3.39 (SD = 0.57), indicating that respondents generally agree that the physical appeal and attractiveness of a celebrity positively influence their perception of the endorsed product or brand. Celebrity's Brand Alignment (CBA) has a slightly lower mean of 3.33 (SD = 0.53), which suggests a moderate agreement among respondents that the celebrity aligns well with the brand's identity and values. Brand Development via Endorsement (BDA) shows the highest mean value of 3.38 (SD = 0.61), implying that consumers perceive celebrity endorsements as an effective tool for enhancing brand image and recognition. Advertisement Impact via Attractiveness (AIA) has a mean of 3.30 (SD = 0.71), the lowest among the four, indicating slightly less agreement on the direct influence of attractiveness on advertisement impact. However, the higher standard deviation suggests greater variability in participant responses for this item. The mean scores across all variables lie between 3.29 and 3.38 on a Likert scale (likely ranging from 1 = strongly disagree to 5 = strongly agree), showing an overall positive but moderate attitude toward the influence of celebrity endorsements on consumer perceptions and behavior. These results support the basis for testing the research hypotheses (H1–H4), as the variables show sufficient variability and mean differences to justify further inferential analysis (e.g., correlation, regression, or SEM).



Correlations

	CEA	CBA	BDA	AIA
Pearson Correlation	1	.672**	.287**	.180**
CEA Sig. (2-tailed)		.000	.000	.002
N	284	284	284	284
Pearson Correlation	.672**	1	.397**	.312**
CBA Sig. (2-tailed)	.000		.000	.000
N	284	284	284	284
Pearson Correlation	.287**	.397**	1	.220**
BDA Sig. (2-tailed)	.000	.000		.000
N	284	284	284	284
Pearson Correlation	.180**	.312**	.220**	1
AIA Sig. (2-tailed)	.002	.000	.000	
N	284	284	284	284

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation Analysis

The Pearson correlation matrix summarizes the relationships between the four main variables: Celebrity Endorser's Attractiveness (CEA), Celebrity-Brand Alignment (CBA), Brand Development via Endorsement (BDA), and Advertisement Impact via Attractiveness (AIA). All correlations are statistically significant at the 0.01 level (2-tailed), indicating robust associations among the constructs. CEA and CBA share the strongest positive correlation ($r = 0.672$, $p < 0.01$), implying that the perceived attractiveness of the celebrity is highly aligned with how well the celebrity fits or matches with the brand image. This strong linkage reinforces existing research suggesting that attractive celebrities are often perceived as more credible and relevant brand ambassadors (Erdogan, 1999). CEA and BDA exhibit a moderate positive correlation ($r = 0.287$, $p < 0.01$). This suggests that attractiveness also contributes to brand development, though less strongly than alignment. It indicates that while attractiveness is important, it is possibly mediated by other factors (such as congruence or message clarity). CEA and AIA show a weaker yet significant positive correlation ($r = 0.180$, p

< 0.01). This indicates that attractiveness does influence advertisement impact, albeit modestly. This aligns with prior findings that attractiveness alone does not guarantee ad success unless it's supported by other persuasive elements (Till & Busler, 2000). CBA and BDA also have a moderate correlation ($r = 0.397$, $p < 0.01$), reflecting the role of a good match between the celebrity and the brand in driving brand equity and development and AIA present a positive correlation ($r = 0.312$, $p < 0.01$), further confirming that brand-celebrity fit enhances the perceived effectiveness of advertising campaigns and AIA reveal a low to moderate correlation ($r = 0.220$, $p < 0.01$), suggesting that while endorsement supports brand development, its direct impact on advertisement perception may be moderate. Overall, the correlation analysis confirms statistically significant and positive relationships between all variables, supporting the hypothesized model. These relationships provide empirical support for the idea that celebrity attributes and alignment significantly influence brand outcomes and advertisement impact, forming a solid foundation for subsequent regression or SEM analysis.



Correlations		CEA	CBA	BDA	AIA
Spearman's rho	Correlation Coefficient	1.000	.601**	.278**	.263**
	CEA Sig. (2-tailed)	.	.000	.000	.000
	N	284	284	284	284
	Correlation Coefficient	.601**	1.000	.444**	.365**
	CBA Sig. (2-tailed)	.000	.	.000	.000
	N	284	284	284	284
	Correlation Coefficient	.278**	.444**	1.000	.294**
	BDA Sig. (2-tailed)	.000	.000	.	.000
	N	284	284	284	284
	Correlation Coefficient	.263**	.365**	.294**	1.000
	AIA Sig. (2-tailed)	.000	.000	.000	.
	N	284	284	284	284

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman's Rho Correlation Results

Spearman's rho correlation analysis was conducted to evaluate the strength and direction of monotonic relationships between the following variables: Celebrity Endorser's Attractiveness (CEA), Celebrity-Brand Alignment (CBA), Brand Development via Endorsement (BDA), and Advertisement Impact via Attractiveness (AIA). The analysis was performed on a sample of 284 participants, and all correlations were significant at the 0.01 level (2-tailed), suggesting statistically meaningful associations between the constructs. CEA and CBA exhibited a strong positive correlation ($\rho = 0.601$, $p < 0.01$), indicating that an increase in perceived attractiveness of celebrity endorsers is significantly associated with better alignment between the celebrity and the brand. This finding aligns with past studies emphasizing the importance of physical appeal and credibility in driving effective brand partnerships (Erdogan, 1999). A moderate positive correlation was observed between CBA and BDA ($\rho = 0.444$, $p < 0.01$), and between CBA and AIA ($\rho = 0.365$, $p < 0.01$). These results suggest that when a celebrity is well-matched with the brand, both brand

development and advertisement impact are enhanced. It implies that congruence acts as a catalyst for maximizing endorsement effectiveness (Kamins, 1990). CEA and BDA ($\rho = 0.278$, $p < 0.01$), as well as CEA and AIA ($\rho = 0.263$, $p < 0.01$), also shared positive but weaker correlations. This implies that while attractiveness contributes to brand development and ad effectiveness, its effect may be mediated by the degree of brand alignment or message clarity. The correlation between BDA and AIA was moderate and positive ($\rho = 0.294$, $p < 0.01$), suggesting a reciprocal influence where improvements in brand perception through endorsement contribute to perceived advertising impact and vice versa. These results collectively support the research hypothesis that celebrity attributes (attractiveness and alignment) are positively associated with brand development and advertisement effectiveness. The strength of these associations, especially between alignment and outcome variables, underscores the importance of strategic endorser-brand pairing in marketing communications.

4. Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.411 ^a	.169	.160	.5615591	.169	18.984	3	280	.000

a. Predictors: (Constant), AIA, CEA, CBA

Regression Analysis

A multiple regression analysis was conducted to examine the extent to which Celebrity Endorser's Attractiveness (CEA), Celebrity-Brand Alignment (CBA), and Advertisement Impact via Attractiveness (AIA) predict Brand Development via Endorsement (BDA).

The model summary indicates that the overall regression model is statistically significant, $F(3, 280) = 18.984$, $p < .001$, suggesting that the three predictor variables collectively explain a significant proportion of variance in BDA. The multiple correlation coefficient, $R = .411$, indicates a moderate relationship between the predictors and the dependent variable. The R^2 value is .169, meaning that approximately 16.9% of the variance in brand development can be explained by the



combined influence of CEA, CBA, and AIA. The Adjusted R^2 (.160) accounts for the number of predictors in the model and reflects a more accurate measure of model fit in the population. The standard error of the estimate (.5616) suggests the average distance that the observed values fall from the regression line. These findings imply that the independent variables (CEA,

CBA, and AIA) contribute significantly to predicting how endorsements influence brand development, with CBA and AIA expected to have more weight based on their previously observed correlations.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.960	3	5.987	18.984	.000 ^b
	Residual	88.298	280	.315		
	Total	106.257	283			

a. Dependent Variable: BDA

b. Predictors: (Constant), AIA, CEA, CBA

ANOVA Table

The Analysis of Variance (ANOVA) test evaluates whether the regression model significantly predicts the dependent variable, Brand Development via Endorsement (BDA). The F-statistic is 18.984 with 3 and 280 degrees of freedom. The significance level (p-value) is .000, which is less than 0.01, indicating that the overall regression model is statistically significant at the 1% level. This means that the model with predictors AIA, CEA, and CBA provides a better fit to the data than a model with no

predictors. In other words, at least one of the independent variables is significantly related to the dependent variable (BDA). The Sum of Squares for regression (17.960) shows the variation explained by the model. The Residual Sum of Squares (88.298) is the unexplained variation. The Total Sum of Squares (106.257) represents the total variation in BDA. This supports our earlier conclusion from the regression model summary: the predictors significantly explain part of the variation in brand development due to endorsement.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.636	.246		6.654	.000
	CEA	.045	.079	.042	.566	.572
	CBA	.386	.088	.336	4.404	.000
	AIA	.093	.049	.108	1.878	.061

a. Dependent Variable: BDA

Coefficients Table

The coefficients table provides insight into the individual contributions of the independent variables (CEA, CBA, and AIA) to the dependent variable (BDA – Brand Development via Endorsement).

Unstandardized Coefficients (B)

These values show how much BDA is expected to increase when the respective independent variable increases by one unit, keeping other variables constant. Constant (Intercept) = 1.636 When all predictors are 0, the baseline value of BDA is

1.636.CEA (Consumer Endorsement Awareness): $B = 0.045 \rightarrow$ For every 1-unit increase in CEA, BDA increases by 0.045 units.

However, $p = .572 > 0.05$, so not statistically significant. CBA (Celebrity Brand Alignment):

$B = 0.386 \rightarrow$ This is a strong and statistically significant predictor of BDA ($p = .000 < 0.01$).

This means as CBA increases, BDA increases considerably. Beta = 0.336 \rightarrow Strongest influence among the predictors. AIA (Advertisement Influence by Ambassador): $B = 0.093 \rightarrow$ A 1-



unit increase in AIA is associated with a 0.093-unit increase in BDA.

$p = .061$, which is marginally above the 0.05 significance level, indicating a weak or borderline significant influence. So, the variable CBA (Celebrity Brand Alignment) has the most significant and strongest influence on Brand Development via Endorsement (BDA).

DISCUSSION

The findings of this study reveal significant insights into the influence of celebrity endorsement factors—namely Celebrity Attractiveness (CEA), Celebrity-Brand Alignment (CBA), and Advertisement Impact through Attractiveness (AIA)—on Brand Development through Endorsement (BDA). The correlation results indicate that all three independent variables have a positive and statistically significant relationship with BDA, suggesting that each factor contributes meaningfully to brand development when considered individually.

However, the regression analysis presents a more nuanced understanding. While CEA and AIA showed significant correlations with BDA, they did not emerge as significant predictors in the regression model. Only CBA significantly contributed to the prediction of BDA, indicating that the alignment between the celebrity and the brand is the most influential factor in driving effective brand endorsement. This underscores the importance of strategic matching between the celebrity's image and the brand's identity, beyond mere physical attractiveness or general advertisement appeal.

The Spearman's rho analysis supported the robustness of the relationships, further validating the positive association between the studied variables. The model summary indicated that approximately 17% of the variance in brand development can be explained by the three predictors combined, with CBA being the primary driver.

These findings align with prior literature suggesting that while celebrity appeal and ad attractiveness can capture attention, it is the relevance and congruence of the celebrity to the brand that sustains consumer trust and engagement. Marketers should thus prioritize the authenticity of the celebrity-brand relationship over superficial traits like attractiveness alone.

IMPLICATIONS AND CONCLUSION

This study provides meaningful insights into the role of celebrity endorsement attributes in influencing consumer attitudes and brand development. Based on the statistical analysis of responses from 284 participants, celebrity-brand alignment (CBA) emerged as the most significant predictor of brand development via endorsement (BDA), with a standardized beta value of $\beta = 0.336$ and a significance level of $p < .01$. This finding reinforces the Match-Up Hypothesis, suggesting that consumers respond more favorably when a celebrity's persona aligns closely with the brand's identity.

Although celebrity attractiveness (CEA) and advertisement impact via attractiveness (AIA) showed positive correlations with BDA ($r = 0.287$ and $r = 0.180$ respectively), they were not statistically significant in the regression model, indicating that

visual appeal alone does not effectively drive brand development. The model's adjusted R^2 value of 0.160 indicates that endorsement attributes explained approximately 16% of the variance in BDA.

Demographic analysis further suggests that consumer responses differ by age, gender, and occupation, highlighting the importance of targeted endorsement strategies. Marketers should focus on authentic, trustworthy partnerships and avoid overexposure, which may harm brand credibility. Future research should explore long-term endorsement effects, cross-cultural dynamics, and digital influencer impact in emerging markets.

IMPLICATIONS FOR PRACTICE

The findings of this study offer several practical implications for marketing professionals and brand strategists. Most notably, celebrity-brand alignment (CBA) was identified as the strongest predictor of effective brand development, suggesting that practitioners should prioritize endorsers whose image and values closely align with the brand's identity. Selecting celebrities based purely on fame or attractiveness may not yield the desired impact, as celebrity attractiveness (CEA) and advertisement appeal (AIA) were not significant predictors in the regression analysis.

Marketers should also consider consumer demographics when crafting endorsement strategies. For example, younger consumers may respond differently than older segments, and gender-specific preferences (e.g., males favoring expertise, females favoring trustworthiness) should inform endorser selection.

Additionally, companies should manage the risk of overexposure by limiting the number of simultaneous endorsements a celebrity engages in. Regularly monitoring the public image of endorsers is essential, as negative publicity can damage brand credibility.

Overall, this research supports a strategic, data-driven approach to celebrity endorsement, emphasizing authenticity, relevance, and segmentation to maximize campaign effectiveness.

LIMITATION

Despite its contributions, this study has several limitations. First, the use of a convenience sample of 284 predominantly urban, digitally engaged consumers in Bengaluru limits the generalizability of our findings to other regions, demographic groups, and rural populations. Second, the cross-sectional survey design captures only a single point in time, preventing us from assessing causal relationships or changes in consumer attitudes and purchase intentions over time. Third, reliance on self-report measures via a 5-point Likert scale may introduce social desirability and response biases, such that stated intentions may not fully reflect actual purchase behavior. Fourth, our regression model explained only 16 percent of the variance in brand development (adjusted $R^2 = .160$), indicating that additional factors—such as prior brand equity, media channel, message framing, or competitive context—remain unexamined. Fifth, we focused exclusively on four endorsement attributes (credibility, attractiveness, expertise,



and alignment) and did not empirically test the effects of over-endorsement frequency or negative publicity. Finally, cultural nuances, varying levels of celebrity familiarity, and differences across product categories were not systematically varied, so our results may not extend uniformly across industries or markets.

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