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## The Impact of Celebrity Endorsements on Consumer Behavior in India

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**Abstract:** Celebrity endorsements, an advertising strategy, is used in a variety of industries today, counting fashion, cosmetics, sports, food, and a myriad of others. With the popularity of social media platforms and the increased penetration of viewership of digital cable television, it is indeed a growing mascot for brands today. In an age where people spend substantially long hours on social media and around technology, there's no dilemma for the fact that celebrities and influencers have a constant effect on a consumer's decision-making. From solely depending upon the products' characteristics as the key point of selling to making use of an influencer's brand value in the dynamic market, today it is most importantly about how a company is using its resources to educate consumers about the assistance, quality, and value of their offering that in turn, helps the consumers to make their buying decisions smoothly.

**Index Terms -** Celebrity Endorsements, Consumer Behavior, Brand Marketing, Influencer Marketing.

### I. INTRODUCTION

Celebrity endorsements, an advertising strategy, has been around for nearly a century. It is a way of attaching a celebrity's fame to a brand or a product. This strategy is used in a large variety of industries including fashion, cosmetics, sports, food and a myriad of others. Since celebrities are often synonymous with trend-setters, it is natural for them to be a big part of advertising campaigns. They are especially prominent in India. A country with a booming movie industry, a sport whose players are worshipped like Gods, and regular people constantly gaining fame from reality shows, it certainly has no scarcity of celebrities. No ad-break in India would be complete without at least a few of them containing celebrity brand ambassadors. Although these endorsements aren't limited to television advertisements, they are expansive, ranging from print ads in newspapers all the way to content being posted on newer platforms like social media. There is a range of celebrities who endorse products differ greatly, sometimes the endorser is also an expert in the field (for example-Virat Kohli endorsing Puma) an athlete working with a sports brand, however in the majority of cases the celebrity has no notable association with the product. People often want to replicate the actions of their favorite stars; these ads allow the mass consumers to feel like they have received an opportunity to have a taste of their luxurious life by using the products they recommend. The inclusion of celebrities in Indian marketing has been a long-standing tradition, and is also considered a key aspect due to the fact that 50% of ads in India feature celebrities which is significantly higher than the US at 20%. (Jain, 2019)

Consumer behavior is influenced by various different factors, this includes psychological, social, cultural, economic and personal factors. (Ramya & Ali, 2016) Celebrity endorsements affect how an individual perceives the brand or product, so these affect the psychological factor. More recently with the boom in data being available and consumers getting access to information like reviews from past users, the opinions of "social media influencers" and bloggers, the effect of this marketing strategy remains under question and we found a lack of in-depth study on it, especially for India. With a population of over a billion, this data would be highly relevant to a large variety of organizations looking to make the decision of whether it would be worth their money to get a star endorser.

Within this paper, we seek to explore if this century old marketing trick is still able to hold its ground. Through our research, we hope to attain further understanding on the intensity of its effects on consumer behavior on the citizens of India.

### II. OBJECTIVES

The objectives of the study are as follows:

- [1] To analyze the evolution of the popularity of celebrity endorsements.
- [2] To evaluate the views of regular consumers on the effects of celebrity endorsements.
- [3] To study the effects of celebrity endorsements on brand loyalty.

### III. STATEMENT OF PROBLEM

The occurrence of creative advertising has certainly paved the way for numerous inventive advertisements. Due to the nature and prominence of the topic, a wide range of studies have been conducted on the subject. Studies on the subject are often either a general view of a certain set of respondents from a specific area for primary research studies or are more conducive from the celebrity's and the brand image and perception point of view for secondary research studies. Studies have explained and spoken about how celebrity endorsements affect consumer buying behavior in general and not explicitly. Having evolved into being such an important part of marketing programme for most companies, we believe that everybody should have a clear understanding of how brand endorsements evolved to become as popular as it is right now and how it changes the perception about the brand.

Hence, we have identified the following research gaps: the un-surveyed effect of celebrity endorsements on brand loyalty, the unexplored impact of celebrity endorsements on culture and society, the views of the respondents of most of the research studies were limited to a particular region of India, hence, lacking comprehensiveness, lack of published material on the evolution of the popularity of adopting celebrity endorsements for marketing purposes and the untraversed importance of social media on celebrity endorsements and the influence of social media celebrities on consumer behavior.

Having come across the general observations, we've aimed this study to touch upon several important aspects of this subject right from its very beginning. The main objective of this study is to provide sufficient information to form a more regular consumer-oriented view on this topic.

### IV. RESEARCH METHODOLOGY

#### 4.1 Population and Sample

The participants in the survey included 101 people. The demographic consisted 65 females and 36 males, varying in age from 14 to 65. All participants in this study were primarily students and regular corporate employees. We also included the views of some respondents who are homemakers and unemployed. Additionally, prior to the survey, we looked at the suitable age group, gender, and other characteristics that we should consider based on previous research studies, to get the best results.

#### 4.2 Data and Sources of Data

For this study primary and secondary data has been collected. The survey acts as complementary information to the primary report which is based on the overall growth and evolution of celebrity endorsements since the 1900s. The secondary research is dependent on research papers, articles and data taken from other secondary sources. The overall aim of this study is to highlight significant events in the journey of how celebrity endorsements first came into existence as a marketing tool that could be used by firms and companies to drive sales and consumer purchase intention and the current sensation and power of social media celebrities on consumer behavior. The secondary research also focuses on the several key aspects of consumer behavior and the impact of celebrity endorsements on these aspects that in turn lead to consumer purchases.

#### 4.3 Theoretical framework

To conduct the research, a self-compiled survey was done via the questionnaire method to collect primary data. Participants were informed prior to the survey about the purpose of the research. The questionnaire was divided into 2 sections. The first section of the questionnaire was designed to know about the demographics of the participant such as gender, occupation and age group. The second section consisted of 8 questions that were multiple choice and Likert scale based in order to understand their basic views, purchase intention, and motivation when they see or hear about a brand (both known and unknown) that is endorsed by a celebrity and how likely they are to switch to those brands. Additionally, questions related to the impact of the current milieu of social media influencers endorsing brands and their credibility were also part of this section. In the end, participants were asked for suggestions in the subject matter and were thanked for their cooperation.

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### V. RESULTS AND DISCUSSIONS

#### 5.1 Evolution and Advancement

With the popularity and the mass appeal of Indian celebrities, celebrity endorsements have been a go-to for brand marketing right from start-ups to renowned organizations. It is even now, a key aspect of Indian marketing, with social media's growing popularity and the increased penetration of viewership of digital cable television, it is indeed a growing mascot for brands today.

### 5.1.1 1900s:

Celebrity endorsements adopted as marketing strategies go back to as far as the beginning of the 20th Century. Back in the day, authors, publishers, musicians were all appealed to by the public as 'celebrities'. In the early 1900s, the American writer Mark Twain, who is till date best remembered for his work as the writer of *The Adventures of Tom Sawyer* (1876) and *The Adventures of Huckleberry Finn* (1885), was one of the first known figures to co-brand a pen brand in the early 1900s. Additionally, American's Major League Baseball Outfielder, Ty Cobb had his own Tobacco brand. With the power and fame that the celebrities had back then, these brands really allured consumers and attracted them to make purchases.

In the 1900s, most Indian advertisements were targeted at sahibs and memsahibs who ruled the pre-independence era. Lux was launched way back in 1929, perhaps the first brand to ever be endorsed by a celebrity. Renowned Indian film actor Leela Chitinis was the first brand ambassador of Lux. Movie stars back in those days were put on a pedestal and there was a far-fetched distance and enormous difference in the perceptions between 'stars' and people. Lux saw this as an opportunity and marketed their brand as 'beauty soap of the stars' which drove huge purchases and boosted sales to a new level. Since then, the brand has never looked back. An endorsement contract with Lux has been the yardstick of success for cinema artists and actresses since Leela Chitinis was initially featured in the first print commercial in 1941.

### 5.1.2 1950s:

The 1950s was a period when the world of cinema started booming and emerging. It was a period where celebrity endorsements became beneficial in terms of marketing tools to both celebrities and marketers alike. The 1950s saw every type of celebrity endorsements from all major products. When the chocolate company, Whitman's developed the Whitman sampler, the company recruited spokespeople as well-known as John Wayne and Elizabeth Taylor. In return, these celebrities were paid with free chocolates and an agreement to promote their latest films in the advertisements. Since social media was not very rampant at the time, celebrities searched for avenues in which they could promote their celebrity profile and celebrity stature.

In India, the 1950s was the decade when advertisers started taking baby steps towards creative advertising. One of the best examples of this is Mahatma Gandhi's praise for Singer sewing machines, which he described as "one of the few useful things ever invented." When the machinery was first introduced in 1870, Gandhi carried them from jail to jail. Singer sewing machines in the 50s used this as an opportunity to use this as an effective way to promote their brand and because Gandhi was worshipped and remembered by commoners during that period; i.e immediately post his death. Additionally, cinema during the time was something people would go to cheer up and escape from depression. Consumers felt that they got a high status when they purchased a product endorsed by a celebrity since glamour at that time was characterized as a fantasy and unrealistic. Endorsing brands was a way to gain an easy income for celebrities during this period and they were endorsed in such a way that consumers found brands to be really credible.

### 5.1.3 1960s:

The proliferation of Television sets led to a massive increase in advertising expenditure. Since TV came into being and appealed to a mass audience, it was a time of immense creativity and artistic expression in the advertising and marketing world. Advertisements were humorous and resonant. Audiences found such advertisements to be creative and innovative and they found it rather appalling to see their favorite celebrities marketing brands on their television set. Despite the rise of commercials in the television space, most celebrity ads were only in print even in the 1960s. Brand sponsorships of TV shows and daily soaps were very common during this period and most of the actors while in character were promoting these brands.

In India, the 1960s was a period where professionalism by companies and advertising agencies was at its peak because firms and advertising agencies forged long-term relationships with most of its consumers and clients, and consumers sought reality in advertisements endorsed by celebrities to find credibility and advertisers developed ways to do just that.

### 5.1.4 1970s:

The 1970s saw a period with stringent and systematic advertisements with the rise in Government regulation. There was fierce competition from foreign companies as well, and hence companies were willing to only invest in marketing expenditure if the celebrities were renowned or loved or known worldwide. A great example of this is known to be to date, is the great battle between Pepsi and Coca Cola. The battle began in 1975 and lasted decades and featured many celebrities endorsing both brands.

The 1970s was also a period where there was an ineffective or mismatch between the celebrity and the product right from Muhammed Ali who did an advertisement for a brand selling roach traps to American baseball pitcher Jim Palmer being the face of Jockey Underwear and being known as 'Jockey Underwear Pitchman'. Bollywood actress Rekha was known for her Parle's Gold Spot advertisement because shortly right after that period she morphed every generation by wearing and pulling off chic sarees and she went onto creating that kind of image about herself. In 1976, Britannia, a biscuit brand that primarily targeted kids, used Amjad Khan, who at that time was Bollywood's most popular villain because of his role as Gabbar Singh in *Sholay* to be the face of its glucose biscuits. This campaign became really popular and kids and the elderly immense amount of consumer purchases that drove the sales of Britannia's new product. Consumers found some of these product-celebrity combinations quirky while some dismissed them as something that was not sensible. Nevertheless, there was still a boost of sales with the faces of these celebrities and consumers still looked forward to these advertisements and made purchases.

**5.1.5 1980s:**

This was a period where advertising agencies were developed. Co-branding and integrated marketing were prevalent and most of the endorsement contracts of companies were long-term. Gone were the days when actors and celebrities were a part of commercials to get more exposure. Celebrities became brands themselves. They were envisioned by audiences as sole brands and marketers and companies lost no opportunity to cash in on these brands. Pepsi, in 1980 signed 2 separate deals with Micheal Jackson totaling more than \$20 million to integrate the brand of Micheal Jackson to the brand of Pepsi. With this, music was incorporated into Pepsi advertisements and these advertisements definitely engaged the youth and caught their attention. This campaign was game-changing for Pepsi.

The 1980s also saw the golden age of Indian advertising since color telecasts emerged and slowly, but steadily started to become prevalent in televisions. Advertisements were colorful and were made to cater to consumers in a very different way because of the color telecast. Brands in India were also latching western-style advertisements as they were catching on with audiences then and were being more resonated with consumers. Taj Mahal Tea, on the other hand, debuted the Wah Taj ad, which featured Tabla prodigy, Zakir Hussain. This campaign not only attracted the public's curiosity, but the usage of Zakir Hussain gave a luxury tea brand an Indian touch. Advertisers also used the names of celebrities in their advertisements even when the celebrities were not necessarily featured. Nirma for example created the peppy jingle for its very first advertisement 'Hema, Rekha, Jaya aur, Sushma, sabki pasand Nirma' advertisement which immensely helped the brand gain huge market share.

**5.1.6 1990s:**

The 1990s saw a period of developing technologies and market segmentation. Brands started catering to niche market needs and introduced a brand line or a product chain. There were specialized marketing agencies and consultants that most brands sought since consumers needs became more diverse. Most brand ambassadors and endorsers were world-renowned and wide-reaching and the advertisements were tuned and developed to be more real and believable since consumers expected that from brands. The endorsements were also set on certain trends that were common at a particular point in time. For example; the world of hip hop in the mid-90s became extremely popular and it opened the eyes to the possibility of other music genres. Many brands tried to establish a relationship between themselves and hip hop. Sprite is one of the most enduring examples that actually catered and curated their advertisement and brand to that section of the market that listened to rap. They did this by seeking out underground rap artists. This campaign actually established credibility and developed a hip-hop movement called 'The Tribe of Quest'.

In 1990, Indians loved talking about celebrities and aspired to be like them or be like some of the iconic roles that movie actors had played in films. Advertisers tried to establish the credibility of the brands without tarnishing the glamour image that celebrities have. Liril, a soap brand, cashed onto Priety Zinta's 'cute and bubbly' image as the Liri girl in their commercial. This advertisement was not only iconic because of the face of the brand but also because of its jingle 'la, la, la...' that brought a smile to everybody's face. The Colgate Gel Ad featuring Aishwarya Rai was also very popular because Aishwarya came from a huge 60mm screen to a small TV screen which was a huge deal at that time.

**5.1.7 2000s:**

Marketing, advertising, and PR in India have transformed in the past 70 years, demonstrating the revolution that the country's economy, and culture has undergone. From calling out community-based stereotypes to encouraging national harmony, a few iconic campaigns have done way more than just marketing their own products and services. The 2000s have marked the progress of the Indian language press and its success to connect tier II and tier III cities. They have effectively been a crucial part of the growth of literacy and awareness amongst the crowd.

The brand collaborations promoted a shift from the 'hyper-ritualization' of gender labels. Women were lesser shown in sarees, in roles of pleasing their mothers-in-law whereas men were made known as "Fair and Handsome" too. In the advisements, men were better ready to buy their wives a diamond. The 2000s unfolded for brands a prospect of appealing to consumers via extensive story set-ups. The span of the 2000s led on the Claude Hopkins statement that read as- a brand is nothing but 'A Name that tells a story.'

**5.1.8 2010s:**

As digital cable television grew, the adoption of social media as a marketing tool saw a boom. Since the beginning of 2010 Indian market has seen a significant rise in its endorsements space compared to the US. Popular film stars dominated the endorsements industry followed by Sports Persons with 76% and 12% market share respectively. Celebrity-led campaigns served as the major marketing component for the e-commerce, real estate, auto, smartphone, and personal care segments. Further in the 2010s celebrity endorsements evolved into ways. Firstly, it was a fixed fee endorsements where the celebrity was contracted for a specified period of time and they were then termed as the brand ambassador for the brand and the second type of engagement being a one-time engagement. In such types of engagements, the celebrities were required to appear for a single time in a specified event or a campaign. For example, like in the photoshoot of Flipkart for its big annual billion days sale in the last month of October. The engagement was one of the most trending of its time in the 2010s wherein it employed the single largest number of celebrities under one umbrella including from film stars to Sportspersons to singers. From Amitabh Bachchan to Sunil Chhetri's sports personalities from Saina Nehwal to Virat Kohli, film stars like Deepika Padukone and Salman Khan all spoke for the brands.



### 5.1.9 2020s:

In the previous decades, the film stars were often divided into categories whereas this decade stands for acknowledging influencers. Most commonly been categorized into six types based on the number of their followers. The mega influencers with more than 1 million followers on social media platforms with highly visible profiles owing to the celebrity status of these influencers. Macro-Influencers with an audience size varying from 500,000 and 1 million followers, most commonly these renowned influencers are athletes, motivational leaders and much talked about TV personalities. Mid-tier influencers With audiences between 50K and 500K, providing brands a good reach and slightly higher engagement rates than macro- or mega-influencers along with years of experience in content creation. The next segment being the micro-influencers with a comparatively lesser following concerning the mega-influencers, but with a close-knit connection with their niche... According to a survey, 82% of the viewers are likely to buy a product or a service recommended by their following micro-influencer. The last segment being the nano- influencer with the smallest follower count but a modest reach and accounts for a high engagement rate of 8.8% in general. The endorsements are known to be hyper-authentic and personalized for the audience via influencer marketing hence, the brands working with influencers realize high conversion rates and desired results out of the campaigns.

## 5.2 The Impact of Celebrity Endorsements on aspects of Consumer Behavior

### 5.2.1 Consumer Motivation

Motives are created with brand resonance. Most consumers seek relatability and advertisements that share their idea of life by fulfilling certain buying motives. The expertise of the celebrity endorser positively influences the purchase intention of the consumers. (Amit Kumar, 2010). As per studies, purchase motives can also be developed when the celebrity is an expert in the same category to which the product that he pursues belongs. Expertise is key to developing a purchase motive. Brands create trust, awareness, and familiarity when it is endorsed by a likable celebrity- regardless of whether the celebrity has a significant fan following or not. As per research studies, there seems to be a positive relationship between celebrity endorsements and purchase motives. There were no statistical differences between celebrity and non-celebrity endorsed instances in terms of buying inclinations. (Mehta, 1994)

### 5.2.2 Personality

Commercial endorsements may tend to strike a chord with those who have compliant personalities. Since they have that desire to be loved, noticed, and appreciated by others and to be like that celebrity endorsing that brand, by using a brand endorsed by somebody famous, such kinds of personalities may tend to feel that they have greater status or higher profile and will take complete advantage of that.

Celebrities have a huge impact on brand personality as well. Brand personality is referred to as the set of human characteristics that can be attributed to the brand. The brand personality of a particular brand becomes very evident and obvious when they have a commercial with a celebrity endorsement. For example, when you have magnetic stars and celebrities who are known for being adventurous like Akshay Kumar or Salman Khan endorsing a brand like Thumbs Up, it just elevates the brand image and personality; i.e., ruggedness, risk-taking, etc. Celebrity endorsements, if done right, can also boost the morality of a person to do the right things and make the right choices, which in turn boosts the person's superego.

### 5.2.3 Perception

The brand image creates perception. Consumer perception is dependent on the attributes of the consumer. Most studies have ascertained that consumer's perceptions and buying intentions are connected to the characteristics of the consumer or to emulate the celebrity endorsing it. Social media networks have enhanced brand perception and celebrities and influencers promoting it have just added onto the extent of influence on the perception of consumers. Perception can vary from one consumer to the other depending on each person's believability when an advertisement is shown and when a public figure endorses it. Not every consumer will have the same level of likeability for a particular celebrity. Culture, society, educational background, and other intrinsic and extrinsic factors all have a role. The presence of celebrities may have an impact on consumers' perceptions of the brand and their brand preferences, and their desire to make a purchase (Kumar, 2010).

When a celebrity promotes a single product, the endorsement is likely to be positively received, and consumers express a stronger desire to purchase the product. (Mowen and Brown, 1981). With time and with the reach and networking that social media has the gap has shortened. Multiple commendations state to two equally common occurrences in advertising: a celebrity who gives his or her endorsement to several items, and a product that is dependent on the endorsement of several celebrities for its advertisement. (Rice et al., 2012). Even if there is a match between brand and celebrity, studies on celebrity overexposure in the media reveal that the more products endorsed by a single celebrity, the less successful the endorsement is for the company (Kaikati, 1987). Other studies suggest that when a celebrity's reliability and the authenticity of his or her appeal are undermined, it has a detrimental impact on people's perceptions of the endorser's credibility, their attitude toward the commercial, and their willingness to buy things supported by overexposed celebrities. (Carrillat et al., 2013).

### 5.2.4 Learning

The process of learning that followers or fans and non-fans go through while learning is different. With non-fans, the approach is less intense to celebrity endorsements and they're most likely to not care or pay attention to the advertisement. The engagement is lighthearted and playful. The social cognitive theory states that individuals have the capacity to learn by observation. Celebrities and their lifestyles are part of the symbolic communication system that molds people's social realities, such as their lives, tastes, and consumption. (Bandura 2001). Rest can expand their knowledge and skills by studying a wide range of models, allowing them to self-organize and self-regulate their actions. (Bandura 2001). They modify their views and actions toward endorsed products

through observation and imitation while using celebrity endorsers as models. This viewpoint is also acknowledged as an important component of media acculturation (Shrum 1995). As a result, the impact would lead to good experiences among un-followers. Fans, on the other hand, make a more compelling case for learning.

According to research, an advertisement's persuasive outcome is dependent on the audience's social engagement and identification with celebrities. This is because engaging with characters lowers reactance and counterargument, resulting in persuasive effects that improve perspective and conduct. (Moyer-Gusé and Nabi 2010; Moyer-Gusé, Chung and Jain 2011). Hence, this consecutively impacts learning.

### 5.2.5 Consumer Attitude

Trustworthiness, physical attractiveness, congruence, and expertise of the celebrity in terms of the brand endorsed may affect the perception of the brand but not necessarily themselves. According to Bergkvist (2016) for the most part, the attitude consumers hold towards a brand is strongly influenced by the attitude that a consumer carries towards endorsement and PR of the brand. Endorsements could build brand awareness by creating a positive attitude and delivering a strong marketing message. According to the studies, consumers' attitudes toward celebrities' influence endorsements, which can be boiled down to consumers' perceptions of the endorser's authenticity and appeal (Erdogan, 1999).

### 5.2.6 Influence of culture and society

Culture strongly influences one's thoughts, beliefs, attitudes, and actions. It impacts the way consumers relate with the brand and its offerings, the way he/she engages with the same. The effect of culture is so imbibed and ingrained that its influence on consumer behavior is unavoidable. Over the years, brands have time and again ensured that they respect the beliefs of the culture and societies of different demographics via their advertisements and celebrity endorsements. Over the decades, there have been multiple instances where a few of the most famous brands have faced backlash from the crowd because their advertisements and endorsements were perceived as an unfavorable fit for their community and culture. Therefore, taking into consideration the demographics, gender, beliefs, and culture of the diverse groups and communities holds an integral value when devising a strategy for celebrity endorsements by the consumer behavior aspects.

### 5.2.7 Consumer decision making

Studies have revealed that the endorsements from renowned faces in the world have made it much easier for the crowd to keep sight of the variety of products available in the market and also to narrow down the available options into concrete sets of choices and preferences. That had a huge impact on the consumer buying decision directly. In an age where people spend substantially long hours on social media and around technology, there's no dilemma for the fact that celebrities and influencers have a constant effect on a consumer's decision-making. Celebrity endorsements are prominently more striking and persuasive as compared to non-celebrity endorsements. Today it is most important about how a company is using its resources to educate consumers about the assistance, quality, and value of their offering that in turn, helps the consumers to make their buying decisions smoothly.

## 5.3 The Impact of ASCI guidelines on Influencer marketing

An influencer is "somebody who has the supremacy to move the buying choices of others because of their authority, familiarity, relationship with their audience". Recently, the Advertising Standards Council of India (ASCI) renewed its guidelines for regulating the fear of negative influence with respect to paid advertising. According to the new guidelines' influencers will have to explicitly mention the details of their paid collaborations, making it a transparent decision-making process for the consumers. Consumer Protection and awareness remain the leading driver for the new guidelines announced.

As per the directives, from June 14 onwards, influencers have to label their promotional posts. This regulation will force brands to change their mandates and guidelines for influencers. Until now, brands would direct influencers not to put the sponsored tag so that the post looks genuine but after the imposition of the new ASCI guidelines, influencers will have to label their sponsored posts compulsorily. Besides, influencers will also have to review and satisfy themselves with the claims made by the brand, it will change how influencers and content creators choose brands to work with. Until now, a few influencers worked with a brand based on the brand's budget since they didn't have to label the sponsored posts, they were ready to promote a product without verifying the claims made by the brand. Since influencers have to label the promotional posts, the followers can easily see branded collaborations. Influencers can't play with the trust of their audience by endorsing a brand which they don't trust themselves. It will "clean up" the influencer marketing field and is expected to make things more transparent for the consumers.

## 5.4 Survey Analysis

[1] The survey was answered by over a hundred respondents. The ages ranged from fourteen years all the way to sixty-nine. Amongst these, most of our sample was between the ages of 16-22 years old. As this survey was mainly shared amongst our peers, the same is reflected in the ages of the respondents. There were also a lot of responses from 46–58-year-old people. It can be inferred that this data displays the choices of our youth and the older population as well.

[2] We were able to clearly understand the characteristics of our respondents in terms of their employment status and gender. The majority of which were split between the employed and the students. The former was amounting to 34.7% and the latter being 36.6%. The other 17.8% were homemakers and 10.9% were unemployed. In terms of gender, this study is largely reflective of the views of females since they account for 64.4% of our sample whereas males are at 34.7% and 1% preferred not to share their gender.

[3] Secondary sources claim celebrity endorsements have a direct relationship to an increase in sales, (Harshaw, 2019) and one even mentions that just the announcement from the band signing with a celebrity or athlete increases sales by 4% on average. Chanel reporting an increase in global sales by 30% when Nicole Kidman began endorsing their perfume in 2003. (Creswell, 2008) Although this may be true for other countries, the reality for India appears to vary greatly. With 68.3% responding with a no to being asked if they regularly buy products endorsed by celebrities. Only a measly 31.7% responded with a yes.

[4] We further explore the impact by seeing if consumers were willing to change their preferred product in the favor of a new one if it was being endorsed by their beloved stars. Astonishingly, a whopping 27.7% chose highly unlikely with another 28.7% being on the same side. Having a favored celebrity in a marketing campaign is evidently not enough to pull the shoppers away from your competitors is what the responses on the survey tell us. Another 19.8% chose to stay neutral. 21.8% are the true fans that can be swayed and persuaded to switch their loyalty from a tried and trusted product to a new one only because of the star power attached to it, with 2% being resolute about this choice by picking highly likely.

[5] Celebrities may have been proven to increase sales, but when their behavior makes them unfavorable to the public, it can also harm the brands and products they are attached to. As the public's opinion of a star or athlete changes to the negative, it can cause deep issues, like in the case of the Tiger Woods scandal. The companies he was signed on with like Nike and Gatorade amongst others lost a collective \$5 to 12 billion dollars. (UC Davies, 2005) This concern seemingly doesn't apply much to Indian marketers, since 34.7% and 19.8% of the consumers said they were on the side of being highly unlikely to stop using a brand if their least favorite celebrity were to be endorsing it. Equal percentages of 17.8% were neutral as well as on the side of being likely. Only 9.9% were sure they would stop using a product due to this reason.

[6] With the emergence of the medium of social media and the practice of using social media celebrities as spokespersons to promote their products, marketers are now coming with interesting campaigns on social media that not only allow for creative advertising but also regular interactions with the followers and audiences. Social media influencers are now slowly creating the bandwagon of endorsements and traditional celebrities have taken a backseat due to the reach of several platforms on social media. Surprisingly, however, 50.5% of respondents opted for the option of not trusting either social media celebrities or traditional celebrities who are brand endorsers. 25.7% chose social media influencers while 23.7% of the respondents have a strong inclination towards buying products endorsed by traditional celebrities. This response can be ascertained due to the age disparity of the respondents.

[7] A new product/ brand becomes proprietary only via brand awareness. To boost brand awareness, it is highly important to achieve an effective marketing campaign. Keeping that in mind, 27% of consumers are neutral about the high likelihood of the hypothetical idea of trying a new brand of shampoo that is well-targeted and effectively-known to consumers. A close call of 26% is highly likely to try a new unheard brand of shampoo while 20% of the respondents are very skeptical and would not prefer to try an unknown brand at all. 13% also seem to be close to the previous view. However, 14% of respondents are innovators, have a strong inclination, and have no inhibitions towards trying new products.

[8] As per studies, celebrities do add certain credibility and glamour to brands. When the profession of the celebrity who is endorsing is opposite to the product category in which the brand belongs, the total value of the brand can hugely deteriorate if not pursued in the right manner. In contradiction, 40.6 percent of respondents believe that the endorser's profession is not important at all while 11.9% believe that the profession is of great importance while endorsing. A close 37.6% of the respondents are not sure and believe that it may or may not have adverse effects on how the brand is perceived.

## VI. CONCLUSION

Celebrity endorsements are a popular marketing ploy used by numerous countries all over the world. Through the use of primary and secondary research, we were able to understand its implications in detail and specifically how they apply to the consumer market in India. Consumer behavior was found to be affected by several things, including but not limited to culture, socio-economic background, and personal factors. Accordingly, different groups may react adversely or favorably to the same stimuli, in this case being celebrities. We discovered that celebrity endorsements may work for a plethora of reasons. It can be because the celebrity is an expert in that category, the consumer wants to imitate the star because they are enthralled by them and it could even just be the fact that the celebrity was able to leave a mark or strike a chord with the consumer, hence influencing their purchasing decision. In terms of picking a public figure to endorse a brand, the study was able to conclude that various attributes must be considered. Firstly, we found that it was unanimously agreed that endorsements work best when the particular celebrity is not an ambassador for too many other brands. Overexposure to the same celebrity over multiple different campaigns has been proved to lessen their influence and credibility. Other attributes like trustworthiness, likeability, and attractiveness come up most often as key features of a good endorser.

The survey brought to light some important findings applicable to the current market in India. Although globally endorsements have historically had a great effect on sales, our analysis led to the conclusion that most consumers in the country currently do not regularly buy products endorsed by the stars. The survey also displayed the consumers to be loyal to their tried and tested products, stating they would not stray from them even if their favorite celeb were to endorse another product. This also applies if an unfavorable figure were to endorse their preferred product, the results show that this would not be reason enough for most of them to stop using their regular product. Hence, we can conclude that the Indian market is highly loyal to their preferred brand and would not be affected greatly by the endorser. It appears that it is tough for a new brand to build trust as our studies show that a celebrity vouching for a new brand would not be enough for them to take the initial step to try it. The celebrity belonging to the industry that the product belongs to does not seem to have a consequential difference either. Overall, the impact of celebrity endorsements seems to be dwindling in India, and it appears that it is time for marketers to innovate and employ newer, more creative models to bring awareness to their brand.



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