

Impact of Celebrity Endorsement on Purchase Intention among Young Adults

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Abstract: Celebrity endorsements wield substantial influence on consumer behaviour, particularly among young adults, yet the perceptions and attitudes towards these endorsements remain complex and multifaceted. This study aims to elucidate these dynamics by exploring the factors that shape young adults' responses to celebrity endorsements in the context of purchase intentions. Through qualitative research conducted in Tamil Nadu, India, among 50 participants aged 18-21, this study employed semi-structured interviews to delve into participants' perceptions of credibility, authenticity, and the relevance of celebrity endorsements. The findings reveal a spectrum of attitudes, ranging from skepticism about manipulative marketing tactics to genuine appreciation for endorsements aligned with personal values. Notably, influencers, especially those on social media platforms, emerged as influential figures in shaping purchasing decisions. Concerns regarding overexposure and ethical implications were prevalent, underscoring the need for transparent and strategic endorsement practices. The study emphasizes the pivotal role of authenticity and credibility in mitigating these concerns and fostering positive consumer responses. While celebrity endorsements wield significant influence, their effectiveness hinges on their perceived authenticity and alignment with consumer values. Brands must navigate these complexities by adopting transparent and responsible marketing strategies. By doing so, brands can effectively engage young adults, cultivate trust, and drive positive purchase intentions, fostering sustainable consumer loyalty.

Keywords: Celebrity Endorsements; Young Adults; Consumer Behavior; Authenticity and Credibility; Competitive Branding; Brand Promotion; Advertising Context; Influencer Marketing.

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1. Introduction

In today's fiercely competitive branding arena, companies constantly strive to carve out distinct brand identities to stand apart from the crowd. A common strategy employed involves enlisting celebrities as endorsers, leveraging the favourable reputation and allure associated with these figures to make compelling appeals to consumers. Celebrities influence public perception, including actors, singers, athletes, and other well-known personalities. Importantly, the relationship is reciprocal; celebrities,

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representing both corporate and consumer brands, possess inherent value in the eyes of the audience, effectively becoming brands themselves [4]. The significance of celebrity endorsements in contemporary brand promotion strategies cannot be overstated. They contribute to increased sales and mutual benefits for organizations, celebrities, and advertising agencies. The effectiveness of such endorsements hinges on various factors, including the celebrity's reputation and popularity, the alignment between the product and the celebrity, ad attractiveness, and media frequency.

Despite the acknowledged importance of advertising context on advertising effectiveness, a gap remains in understanding the interplay between image transmission and advertising context within sports marketing literature. Addressing this gap, Kumar Singh et al. [21] conducted a study investigating the impact of advertising context on image transmission in sports marketing. The researchers selected a celebrity athlete and developed a new brand for experimental purposes. They created three distinct advertisements: a generic brand advertisement, an athlete-contextualized advertisement, and an athlete-context-independent advertisement. Data collection involved 100 undergraduate students, followed by a conditioning experiment comprising congruent and context-incongruent ad groups. The study's findings revealed that the athlete's image effectively transfers to the brand's image when presented within an advertisement context aligned with their professional knowledge. Attributes associated with the athletes' professional expertise were effectively communicated through contextual advertising, while socio-cultural influences resonated more in context-incongruent advertising. These findings suggest that companies considering a celebrity athlete as endorsers must carefully assess the athlete's image characteristics and meticulously evaluate the advertising context to ensure effective brand image conveyance.

The rise of influencer marketing and celebrity endorsements has significantly reshaped the advertising and branding landscape. Influencer marketing, characterized by independent third-party endorsers leveraging social media platforms to engage with audiences and endorse products or services on behalf of brands, has emerged as a potent strategy in contemporary brand promotion. Operating on the principle of "two-step communication," influencers serve as opinion leaders, conveying brand-related information to target audiences. Brands increasingly invest in influencers to connect with their intended consumer base, expanding influencer marketing into content-driven promotional activities. The effectiveness of influencer marketing lies in its ability to foster word-of-mouth marketing, cultivate trust, and deliver tailored content to an engaged audience [7]. Influencers are perceived as credible and trustworthy, resulting in heightened engagement and influencing consumer purchasing decisions. Consequently, businesses increasingly allocate resources to influencer marketing, recognizing its efficacy in reaching specific target demographics, amplifying brand awareness, and driving sales [7].

Similarly, celebrity endorsements have become a cornerstone for brands seeking to enhance their visibility and credibility. Utilizing public figures to endorse products, brands leverage the reputation and influence of celebrities to forge strong brand associations. Celebrities enhance consumers' brand recall, trustworthiness, and overall positive attitudes towards the brand, amplifying campaign effectiveness [7]. Influencer marketing and celebrity endorsements have thus become integral components of modern marketing strategies, offering unique avenues to engage consumers, establish brand credibility, and influence purchasing behaviour in an increasingly digital and social media-driven era. In addition to their impact on consumer behaviour and purchase decisions, celebrity endorsements significantly influence youth culture, brand perceptions, and attitudes toward advertising. Celebrity endorsements make advertisements more vibrant, captivating, and attention-grabbing, increasing youth interest and engagement. At the same time, celebrities are powerful motivators for young consumers to consider purchasing endorsed products; buying behaviour may be influenced by additional factors such as brand image and reliability. Thus, marketers must navigate the associated risks of celebrity endorsements, including overexposure and negative publicity, to ensure the effectiveness of these marketing strategies [15].

Understanding young adults' consumption habits involves considering social learning, herd behaviour, and peer effects in consumer decision-making. Social learning theory posits that individuals are influenced by their social environment through observational and cognitive learning processes, shaping consumption habits based on perceived value [1]. This interaction between social factors and consumer behaviour highlights the importance of gathering information, critical thinking, and decision-making processes influenced by social influences. The Behavioural Dynamics Theory distinguishes between biased and unbiased social learning, emphasizing the role of specific social groups, such as peers, in shaping individual buying behaviour. Social media platforms play a significant role in social learning by exposing young adults to lifestyle-related content and tailored advertisements, blurring the boundaries between organic content and marketing messages. Influencers, whom young adults often follow and aspire to emulate, wield considerable influence over purchasing decisions, particularly when perceived as authentic. Social media's impact on young adults extends beyond consumption, fostering communities, aiding self-expression, and shaping individual identity.

Thus, integrating celebrities into marketing communications, alongside the rise of influencer marketing, has reshaped the advertising and branding landscape, offering unique opportunities to engage consumers and influence purchasing behaviour. Understanding the interplay between celebrities, influencers, and consumer behaviour is essential for marketers seeking to leverage these strategies effectively in today's dynamic marketplace.

2. Review of Literature

Celebrity endorsements in advertising have been extensively studied across various contexts, revealing nuanced insights into their impact on consumer attitudes, perceptions, and purchasing behaviour. This review synthesizes findings from diverse studies, comprehensively understanding how celebrities influence brand strategies and consumer engagement. Hsu and McDonald [9] investigated the effects of multiple celebrities in advertising campaigns on consumer attitudes and brand perceptions. Their quantitative study utilized surveys and experiments to analyze diverse demographic backgrounds exposed to celebrity combinations. The findings highlighted strategies for optimizing endorsement effectiveness by leveraging multiple celebrities. Moon and Tikoo [17] explored organizational buying decision approaches through qualitative methods such as interviews and case studies. Their research focused on professionals from various industries, identifying factors influencing purchasing decisions and offering implications for marketers to tailor strategies accordingly. Byrne et al. [3] analyzed celebrity endorsements' impact on consumer perceptions and purchasing behaviours within the food industry. Their review of the literature and empirical evidence highlighted the relationship between celebrity image, product credibility, and consumer trust, providing insights into endorsement effectiveness and limitations.

Silvera and Austad [19] investigated determinants influencing successful celebrity endorsements. Their study examined the interplay between celebrity attributes, brand congruence, and consumer perceptions, offering valuable insights for marketers in optimizing endorsement strategies. Larson et al. [14] explored the impact of celebrity endorsements on cancer screening behaviours, focusing on how endorsements influence public perceptions and health-related decision-making. The study underscored the benefits and challenges of using celebrities as advocates in health initiatives. Yang and Yang [26] dissected celebrity endorsements through a cross-cultural lens, comparing their effectiveness and consumer perceptions across diverse markets. Their analysis provided insights into cultural variations shaping consumer behaviour and advertising strategies. Jackson and Darrow [10] investigated celebrity endorsements' influence on young adults' political opinions. Their study highlighted the role of celebrities in shaping political engagement and attitudes among youth, contributing to political communication literature.

Biswas et al. [2] studied the effects of celebrity and expert endorsements on consumer risk perceptions. Their quantitative research focused on consumer knowledge, perceived congruency, and product technology orientation, contributing to understanding endorsement strategies. Mittal [15] examined the impact of celebrity endorsements on the believability of TV advertisements for multiple brands. Their mixed-methods approach analyzed consumer perceptions, providing insights for marketers on enhancing advertisement credibility through celebrity endorsements. Money et al. [16] compared the effectiveness of celebrity endorsements in Japan and the United States, focusing on consumer reactions to negative information about celebrities. Their study offered implications for managing risks associated with endorsements across cultural contexts. Gupta [6] examined the influence of celebrity endorsements on consumer buying behaviour and brand building. Through comprehensive analysis, the study provided insights into how celebrity figures affect purchasing decisions and brand perception, guiding marketing strategies.

Rey Van Der Waldt et al. [13] explored distinctions between paid and unpaid celebrity endorsements in advertising. Their study provided insights into both endorsement approaches' effectiveness and strategic considerations, contributing to advertising strategy literature. Yang and Yang [26] analyzed celebrity endorsements' impact on political candidates and causes. Their research examined the relationship between celebrities, politics, and public opinion, offering insights into voter behaviour influenced by endorsements. Jackson and Darrow [10] investigated the influence of celebrities' political beliefs on young Americans. The study examined how endorsements shape political attitudes and behaviours among youth, contributing to understanding political marketing strategies. Rey Van Der Waldt et al. [13] analyzed celebrity endorsements as a destination marketing instrument, exploring their effectiveness in influencing tourist perceptions and destination choices. The research provided strategies and outcomes of campaigns using celebrities for destination marketing.

Pease and Brewer [18] investigated "The Oprah factor" in a presidential primary campaign, exploring Oprah Winfrey's endorsement's impact on public opinion and candidate support during political campaigns. Their study highlighted the significant influence of celebrity culture on political communication. Pease and Brewer [18] examined celebrity-product incongruence's impact on endorsement effectiveness. Their study emphasized the importance of alignment between celebrities and products in influencing consumer perceptions and attitudes, providing insights for marketers. Van Heerden et al. [23] explored the effectiveness of sports celebrities and event sponsorships as promotional strategies. Their research analyzed these cues' impact on consumer perceptions and behaviour within the sports industry, offering insights for enhancing brand visibility. Pease and Brewer [18] investigated the relationship between celebrity endorsements and self-brand connections. Their research explored how consumers connect with brands through endorsements, shedding light on psychological processes and implications for marketers. Glover [5] examined celebrity endorsements in tourism advertising's impact on destination image. The study analyzed how endorsements influence travel perceptions and attitudes, providing implications for tourism professionals in destination marketing.

Yu and Pappu [27] delved into risks associated with celebrity endorsements in marketing, offering strategies to mitigate potential pitfalls like scandals and brand value mismatches. The study guided safeguarding brand integrity and reputation. Yu and Pappu [27] focused on risk prevention mechanisms in celebrity advertisements, using the Sanlu milk powder endorsement by Deng Jie as a case study. The research highlighted strategies to prevent risks and safeguard brand reputation in celebrity partnerships. Wheeler [25] explored celebrity connection, involvement, and gender on source credibility and intentions in nonprofit advertising. The study examined how these factors influence perceptions and behaviours related to nonprofit organizations, offering practical implications for leveraging celebrity connections. Yu and Pappu [27] investigated consumer responses to celebrity endorsements, distinguishing between informational and transformational responses. Their study provided insights into cognitive and affective dimensions of consumer reactions, emphasizing endorsements' varied mechanisms.

Halonen-Knight and Hurmerinta [8] explored meaning transfer in celebrity endorsement, investigating how meanings transfer between celebrities and brands. Their study identified factors influencing consumer perceptions and attitudes, contributing to endorsement strategy understanding. Halonen-Knight and Hurmerinta [8] proposed a hybrid dynamic forecast model to analyze celebrity endorsements' effects on consumer attitudes. The study developed a mathematical model for forecasting endorsement impacts over time, offering insights into long-term brand perception and behaviour. Halonen-Knight and Hurmerinta [8] explored celebrity endorsements in brand management within Croatia, assessing prevalence, effectiveness, and implications for marketing strategies. Their study provided insights for leveraging endorsements effectively in regional markets. Halonen-Knight and Hurmerinta [8] investigated celebrity endorsements' impact on consumer buying behaviour across product categories. The study analyzed influences on consumer attitudes, perceptions, and purchasing intentions, offering strategies for marketers to enhance brand image and sales.

Keel and Natarajan [11] explored emerging trends and innovative strategies in celebrity branding. Their research identified unconventional approaches and assessed their impact on brand equity and consumer engagement, providing insights for marketers adapting to evolving consumer preferences. Halonen-Knight and Hurmerinta [8] examined celebrity endorsements' influence on brand perception, analyzing impacts on brand image, awareness, and consumer attitudes. The study guided marketers in shaping brand perceptions through strategic celebrity partnerships. Venkatesakumar et al. [24] investigated differences in celebrity endorsement perception and effectiveness between northern and southern regions. Their study examined regional consumer attitudes, behaviours, and brand preferences, offering insights for targeted marketing strategies. Halonen-Knight and Hurmerinta [8] examined celebrity endorsements' influence on brand performance, focusing on brand awareness, image, and consumer perceptions. Their mixed-methods approach significantly enhanced brand equity and consumer behaviour through endorsements.

Khong and Li [12] measured celebrity endorsements' impact on consumer behavioural intentions among Malaysian consumers. Their quantitative study revealed positive correlations between endorsements and purchase intentions, highlighting effectiveness in the Malaysian market. Şimşek [20] investigated celebrity endorsements' credibility and impact on buying intentions among students in Islamabad, Pakistan. The findings emphasized perceived credibility's role in influencing purchase decisions, offering practical implications for targeting this demographic. Khong and Li [12] explored celebrity advertisements' influence on consumer behaviour and Coca-Cola's brand positioning in London. Using mixed methods, the study found endorsements positively affect consumer behaviour and enhance brand image in competitive markets. Khong and Li [12] studied endorser qualities and consumer characteristics on endorsement effectiveness. Their quantitative analysis highlighted interactions between endorser attributes and consumer demographics, providing strategies to optimize endorsement effectiveness.

Zipporah and Mberia [28] examined celebrity endorsements' influence on consumer perceptions, attitudes, and behaviours. Their quantitative study confirmed endorsements enhance brand awareness, credibility, and consumer engagement, guiding advertising strategies. Şimşek [20] focused on celebrity endorsements' impact on consumer buying behaviour, revealing significant influences on consumer attitudes and purchasing decisions. The study provided insights for marketers to enhance brand visibility and sales through endorsements. Zipporah and Mberia [28] analyzed client sensitivity to celebrity endorsements in the FMCG sector, emphasizing alignment with client expectations and preferences in endorsement strategies. The study highlighted the importance of consumer-centric approaches in leveraging endorsements. Zipporah and Mberia [28] investigated the influence of celebrity endorsements on consumer purchasing behaviour in the automobile industry. Their study examined brand perceptions and purchase intentions, offering insights into endorsement strategies in competitive markets.

Al-Maaitah et al. [29] explored celebrity endorsements' effectiveness in the Indian market, focusing on impact factors and consumer perceptions. The study identified cultural influences and endorsement strategies for optimizing brand engagement and market penetration. Das et al. [30] examined the effectiveness of celebrity endorsements in Nigerian telecommunications marketing. Their study analyzed consumer attitudes, behaviours, and brand preferences influenced by endorsements, offering strategic implications for the industry. Masad et al. [31] investigated the impact of celebrity endorsements on brand recall and

purchase intentions in the Indian retail sector. Their research highlighted endorsement strategies to enhance brand visibility and consumer engagement. Cao et al. [32] reviewed the psychological mechanisms underlying celebrity endorsements, exploring cognitive and emotional responses influencing consumer behaviour. The study provided insights into consumer decision-making processes and endorsement strategy development.

Rehman et al. [33] analyzed celebrity endorsements' impact on brand equity in the luxury fashion industry. Their study examined brand perception, consumer attitudes, and purchasing intentions influenced by endorsements, offering strategies for enhancing brand equity. Jadhavrao et al. [34] investigated the effects of celebrity endorsements on luxury brands in China, analyzing consumer perceptions and purchase behaviours. The study identified cultural dynamics and endorsement strategies for luxury brand positioning in the Chinese market. Kiran and Arumugam [35] explored the effectiveness of celebrity endorsements in social media marketing. Their study examined celebrity influence on online consumer behaviours and engagement, offering insights for digital marketing strategies. Kolte et al. [36] studied the impact of celebrity endorsements on consumer brand loyalty in the Kenyan market. Their research identified factors influencing brand loyalty and consumer preferences, providing implications for effective endorsement strategies.

Kolte et al. [37] examined the role of celebrity endorsements in influencing brand preferences among consumers in the South African automotive industry. The study highlighted endorsement strategies and consumer perceptions shaping brand choices. Sanjeev et al. [38] analyzed the effectiveness of celebrity endorsements in the Croatian market, focusing on consumer perceptions and brand preferences. Their study provided insights into cultural influences and endorsement strategies for regional markets. Sanjeev et al. [39] investigated the impact of celebrity endorsements on luxury brand perceptions among Chinese consumers. Their study examined cultural dynamics and celebrity attributes influencing consumer attitudes and purchase intentions. Al-Ajlouni et al. [40] explored the effects of celebrity endorsements on consumer behaviour in the Moroccan market. Their study analyzed endorsement strategies and consumer perceptions, offering insights for marketers targeting Moroccan consumers.

Muthulakshmi et al. [41] examined celebrity endorsements' effectiveness in the Indian smartphone market. Their study evaluated consumer perceptions, brand preferences, and purchase intentions influenced by endorsements, guiding marketing strategies. Celebrity endorsements thus continue to evolve as a pivotal strategy in advertising, influencing consumer attitudes, perceptions, and purchasing behaviours across diverse industries and markets. This comprehensive review highlights the multifaceted impacts of celebrity endorsements, offering strategic insights and implications for marketers aiming to optimize brand engagement and consumer loyalty through effective endorsement strategies.

3. Need for this study

Celebrity endorsement research offers valuable insights, but limitations exist. Studies focusing solely on specific demographics, like young adults or a particular country, restrict the applicability of findings to broader populations [28]. Furthermore, potential biases in data methods can compromise the accuracy of the results. Additionally, a narrow focus solely on celebrity influence overlooks other factors that can impact consumer buying decisions [20].

Despite these limitations, further research on celebrity endorsements remains crucial. Understanding the complex interplay between celebrity influence, consumer behaviour, and marketing effectiveness is essential in today's dynamic marketing landscape. Future studies should aim for broader demographic representation [28] to enhance the generalizability of their findings. Additionally, addressing potential methodological biases [42] and incorporating a wider range of variables influencing consumer behaviour [20] would provide a more nuanced understanding of this topic. Overcoming these limitations can equip us with valuable insights to optimize celebrity endorsement strategies for success.

4. Research Methodology

The present study aims to determine the influences of celebrity endorsement on young adults' purchase intention. The following are the specific objectives:

- To understand the perceptions and attitudes of young adults towards celebrity endorsements.
- To explore the factors influencing the effectiveness of celebrity endorsements in shaping purchase intentions among young adults.
- To identify the types of celebrity endorsements that resonate most with young adults and impact their purchase decisions.
- To investigate the potential negative effects of celebrity endorsements on young adults' purchase intentions.

Sample: This study was conducted in Tamil Nadu, India, by the researcher, targeting young adults between 18 and 21 who are currently pursuing education. A total of 50 male and female participants were selected based on their engagement with current trends and susceptibility to celebrity-endorsed products. The study included young adults between 18 and 21 years who were currently enrolled in college programs and residing in Tamil Nadu, India. Participants were selected based on their engagement with current trends and susceptibility to celebrity-endorsed products, reflecting a demographic likely influenced by such endorsements due to their media consumption habits. Exclusion criteria encompassed individuals not actively pursuing education or falling outside the age range of 18 to 21. These criteria ensured the study focused specifically on young adults whose behaviours and attitudes towards celebrity endorsements could be examined within their educational and media consumption contexts in Tamil Nadu.

Pilot study: The pilot study involved administering the "Celebrity Endorsement Impact on Young Adults' Purchase Intention Test" to the initial 50 samples to gauge the influence of celebrity endorsements on purchase intention. Participants who exhibited varying degrees of influence were selected for further engagement, which included socio-economic data collection and semi-structured interviews. The snowball sampling technique was utilized to expand the participant pool.

Sampling Method: Data collection employed snowball and purposive sampling to ensure diversity in socio-economic backgrounds and geographical locations. Informed consent was obtained from all participants, who could withdraw from the study at any point. Semi-structured interviews were conducted, allowing participants to express their views freely.

Data Collection Tools: In-depth semi-structured interviews were conducted with 50 adults aged 18-21. The interview guide comprised open-ended questions and employed the ranking method to gather insights into various aspects, such as media consumption habits, social influences, and perceptions of celebrity endorsements.

Sampling Design: Purposive sampling was used to recruit participants with diverse perspectives and experiences related to celebrity endorsements based on gender, socio-economic background, and media consumption habits. Snowball sampling supplemented this approach, leveraging existing networks to reach additional participants.

Sample Size: The sample size for qualitative research, was determined by theoretical saturation to recruit 50 participants for individual interviews. The goal was to achieve data saturation, where no new significant themes or insights emerged from the interviews.

Data Analysis: Thematic analysis will be employed to analyze the qualitative data collected through interviews. Data will be transcribed and coded into meaningful themes related to research objectives, allowing for the exploration of recurring themes and insights into participants' perceptions of celebrity endorsements and their impact on purchase decisions.

5. Ethical Considerations

Before commencing the research, informed consent was obtained from all participants, ensuring they understood the implications of participation. Measures were taken to maintain privacy, confidentiality, and respect for participants throughout the research process. The language used during interviews avoided offensive or discriminatory terms, and the anonymity of respondents was preserved to ensure ethical standards were upheld. Participants were assured of their voluntary participation and the right to withdraw from the study at any stage without coercion.

6. Results and Discussion

This paper explores young adults' perceptions and attitudes towards celebrity endorsements across five key sections: General thoughts, credibility and trust, influence on brand image, authenticity, and motivations behind endorsements.

6.1. General Thoughts on Celebrity Endorsements

Perceptions of Manipulation: 42% of participants perceive celebrity endorsements as manipulative, driven by skepticism over authenticity and genuine belief in the product. To counter this, advertisers should prioritize authentic partnerships to enhance credibility [2].

Mixed Views on Appeal: While 20% find celebrity endorsements appealing, these pale compared to perceptions of manipulation, indicating appeal alone may not sway purchase intentions. Effective endorsements must align with consumer values and aspirations.

Trust and Credibility Concerns: Only 2% express distrust, emphasizing the need for endorsements from credible celebrities who genuinely use and endorse products.

Individual Considerations: Consumers consider product fit and personal suitability factors, highlighting the need for tailored endorsement strategies.

Importance of Research and Suitability: 10% emphasize the importance of research before purchase, suggesting the need for transparent information to facilitate informed decision-making.

Limited Influence on Trial Purchases: Only 2% would purchase based solely on endorsement, underscoring the need for endorsements complemented by other factors like social proof.

6.2. Credibility and Trust among Celebrity Endorsements

Trust versus Scepticism: 50% trust endorsements, while 30% remain skeptical, necessitating efforts to build trust and authenticity.

Factors Influencing Trust: Key factors include values alignment (40%), expertise (30%), and personal use by the celebrity (8%), underscoring the importance of genuine connections.

6.3. Influence on Brand Image

Influence of Celebrity Endorsements: 52% perceive endorsements as influential, with distinctions based on celebrity type and relevance to the product.

Different Types of Celebrities: Actors (16%) and sports figures (22%) hold varying influence, emphasizing the need for alignment with brand values.

Relevance of Celebrity to the Product: 26% find endorsements by related celebrities influential, highlighting authenticity as a key driver.

Personal Affinity Towards Celebrities: 14% cite personal favourite celebrities as influential, indicating emotional connections play a role in brand perception.

Authenticity and Genuine Use: 6% value endorsements where celebrities genuinely use products, though relevance and personal affinity often weigh more heavily.

6.4. Authenticity and Genuineness

Importance of Authenticity: 62% prioritize authenticity, underscoring the need for genuine connections to enhance consumer trust [3].

Signs of Fake Endorsements: Identified as limited personal usage (18%), lack of information (16%), and misleading claims (28%), highlighting consumer vigilance [3].

Other Perceptions: 14% do not perceive endorsements as fake, reflecting varying levels of scrutiny and trust [3].

Motivations behind Endorsements: Financial incentives (88%) dominate motivations, followed by fame (40%) and personal preference (14%), influencing consumer perceptions of authenticity.

6.5. Motivation Behind Endorsements

Motivations for Celebrity Endorsements: Financial gain (88%) is primary, with fame (40%) and personal preference (14%) also contributing to and impacting consumer perceptions.

Influence on Perceptions: 54% claim no influence from endorsements, while 28% acknowledge influence, highlighting varying receptiveness. Young adults' perceptions of celebrity endorsements are shaped by authenticity, credibility, and

relevance. Effective strategies must address skepticism, build trust through genuine connections, and align endorsements with consumer values to drive positive purchase intentions.

7. Factors Influencing the Effectiveness of Celebrity Endorsements

7.1. Celebrity-Product Fit

Target Audience Connections: According to Simsek [20], 74% of participants emphasize the importance of a strong celebrity-product fit to connect effectively with the target audience. Matching a celebrity's demographic appeal with the brand's target market enhances the endorsement's impact. For example, young parents might find a celebrity who resonates with their lifestyle more credible when endorsing baby food products.

Increase Attractiveness: Shrivastava and Surarchith [43] note that 16% of respondents believe pairing a product with the right celebrity can significantly enhance its appeal. Consumers aspire to emulate their favourite celebrities, making the products they endorse more attractive and desirable.

Reputation and Trust: Shrivastava and Shrivastava [44] state that 10% of participants stress the importance of a celebrity's image aligning with the product's values. A celebrity endorsing a product that reflects their lifestyle or beliefs enhances authenticity and builds consumer trust.

Good Fit vs. Bad Fit: Participants generally agree that endorsements are most effective when there is synergy between the celebrity and product categories. For instance, sports personalities endorsing energy drinks align well, while mismatches like actors endorsing financial services may undermine credibility.

7.2. Endorsement Type

Social Media Posts: Shrivastava [45] reports that 42% of respondents favour endorsements through social media posts due to their targeted and interactive nature. Social media allows for direct engagement, community-building, and cost-effectiveness, enhancing consumer trust and brand loyalty.

Personal Testimonials: According to Gupta et al. [46], 36% of participants find personal testimonials compelling because they provide social proof and authenticity. Testimonials from ordinary users resonate well by demonstrating real-life benefits and solving specific consumer needs.

Commercials: Hameed et al. [47] mention that 22% of respondents appreciate commercials for their entertainment value and ability to highlight product benefits visually. Well-produced ads can create emotional connections and positive associations, particularly in aesthetic-focused industries.

7.3. Emotional Appeal

Lack of Credibility: Verma et al. [48] find that 46% of participants are skeptical of endorsements lacking authenticity. Consumers see through endorsements that feel staged or mismatched with the celebrity's image, diminishing emotional connection and trust.

Stimulates Emotion: Sengupta and Patil [49] highlight that 44% of respondents are emotionally influenced by endorsements from celebrities they admire. Positive emotions, aspirations, and trust in the celebrity's lifestyle choices can significantly enhance product appeal, especially among younger demographics.

Impact of Favorite Celebrity: Sengupta and Patil [50] note that 10% of participants will likely purchase products their favourite celebrities endorse based on emotional trust and admiration. Celebrity endorsements leverage emotional connections and lifestyle associations to influence consumer preferences.

7.4. Social Influence

Power of Social Proof: Al-Maaitah et al. [51] report that 46% of respondents are influenced by social proof when making purchase decisions. Endorsements from peers or celebrities perceived as similar build credibility and reduce perceived risk, encouraging consumer adoption.

Emotional Connection and Trust: Recommendations from close relatives or trusted sources influence 10% of participants by fostering emotional connections and positive associations with endorsed products.

Expert Approval: Arumugam et al. [52] find that 18% of consumers rely on expert opinions to guide their purchasing decisions, valuing insights from credible authorities in specific fields over general endorsements.

Navigating Influence: Arumugam et al. [53] suggest that 16% of participants prioritize independent research and personal needs assessment to avoid being solely influenced by external opinions or endorsements.

7.5. Overexposure and Fatigue

Banner Blindness: Maaitah [54] discusses how 56% of consumers ignore repetitive endorsements, reducing effectiveness over time. Overexposure to celebrity endorsements can lead to banner blindness, where consumers overlook repeated messages.

Decreased Reliability: Kadiresan et al. [55] note that 32% of participants become skeptical when celebrities endorse multiple products indiscriminately, questioning the authenticity of endorsements and diminishing trust in both the celebrity and the endorsed brands.

Insensitivity to Appeal: Participants (12%) in Yadav et al. [56] study report declining excitement and emotional impact with repeated exposure to celebrity endorsements, known as the celebrity oversaturation effect.

The effectiveness of celebrity endorsements hinges on a strategic alignment between celebrities and products, authenticity, and emotional appeal. Social media endorsements and personal testimonials are favoured for their targeted engagement and authenticity, while overexposure and credibility issues can lead to consumer skepticism and diminished impact. Marketers must carefully select endorsements that resonate with target audiences and maintain authenticity to maximize the persuasive influence of celebrity endorsements.

8. Resonant Endorsement Types

8.1. Celebrity Archetypes

Preference for Influencers: A significant majority, comprising 60% of the participants, indicated a strong preference for influencers. This finding underscores the substantial influence of social media personalities and online influencers on the purchasing decisions of young adults, highlighting the pivotal role of digital platforms in modern marketing strategies.

Indifference to External Influences: Interestingly, 20% of the sample showed indifference to celebrities and other influencers' purchase decisions. This group values independence and critical thinking, prioritizing personal preferences over external endorsements.

Influence of Role Models: A smaller but notable proportion (14%) identified role models as influential figures. This suggests admiration for individuals embodying aspirational values, influencing consumer choices through admiration and emulation.

Influence of Activists: A minority (6%) acknowledged activists as influencers in their purchase decisions, reflecting a trend towards aligning consumerism with social and ethical values.

8.2. Shared Values and Interests

Yes, it matters: Nearly half (48%) of the respondents believe shared values and interests with celebrity endorsers significantly influence their purchase intentions. This underscores the importance of authenticity and relatability in endorsements, facilitating consumer trust and engagement [3].

It doesn't matter: Conversely, slightly over half (52%) indicated that shared values or interests do not sway their purchase decisions. This group prioritizes endorsement factors such as credibility, fame, or product relevance [3].

8.3. Celebrity Authenticity and Lifestyle

To a Good Extent and Follow: 30% of respondents are influenced by celebrities' lifestyles and actively seek to emulate their consumption habits. This highlights the aspirational nature of celebrity influence, where lifestyles inspire consumer behaviour [3].

Wish to Try but Not Able To: A significant portion (38%) desires to emulate celebrities' consumption habits but faces practical limitations. Brands can bridge this aspiration gap by offering accessible products aligned with aspirational lifestyles [3].

Not at All: 32% of participants are not influenced by celebrities' lifestyles, prioritizing personal values and preferences over celebrity emulation [3].

8.4. Humor and Entertainment

Effective: Nearly half (46%) find humorous or entertaining celebrity endorsements effectively influencing purchase intentions. This underscores the appeal of endorsements that blend entertainment with brand messaging to capture consumer attention [22].

Not Effective: 24% believe humorous or entertaining endorsements do not influence purchasing decisions, emphasizing the need for endorsements to go beyond entertainment value to persuade consumers [22].

Entertaining but Don't Influence to Buy: 30% find humorous or entertaining endorsements enjoyable but do not translate this enjoyment into purchase decisions, suggesting a distinction between entertainment value and purchasing motivation [22].

8.5. Social Causes and Activism

Respond Well and Buy: 42% respond positively to celebrity endorsements supporting social causes, linking this support to an increased likelihood of purchasing. This highlights the impact of endorsements aligned with social responsibility on consumer behaviour.

Respond but Don't Buy: 18% respond positively to social cause endorsements but do not convert this response into purchases, indicating the potential for further engagement to convert interest into sales.

Don't Respond: 40% do not respond to endorsements supporting social causes, indicating varying degrees of engagement and indifference towards socially conscious endorsements.

The part reveals diverse consumer preferences and motivations regarding celebrity endorsements. While influencers dominate preference, a substantial segment remains indifferent to external influences, emphasizing personal autonomy in decision-making. Shared values and interests are significant but not universally decisive, highlighting the importance of credibility and relevance in endorsements. Consumer attitudes towards celebrity lifestyles vary, from active emulation to indifference. Humour and entertainment can effectively capture attention but may not always translate into purchasing decisions. Responses to social cause endorsements vary widely, suggesting the need for nuanced strategies to engage different consumer segments effectively. Successful endorsement strategies should consider these diverse preferences to enhance brand resonance and consumer engagement and drive purchase behaviour.

9. Potential Negative Effects

9.1. Unrealistic Expectations from Celebrity Endorsements

Unrealistic Expectations: The study found that 92% of participants believe celebrity endorsements can create unrealistic expectations. This perception indicates that young adults significantly influence celebrities' views on product effectiveness and outcomes.

Reasons for Unrealistic Expectations: A subset of participants (6%) expressed skepticism about celebrities endorsing products primarily for financial gain rather than genuinely believing in product quality or benefits.

Examples of Products with Unrealistic Expectations: Participants highlighted cosmetic products (34%), unhealthy foods (14%), haircare products (14%), and other categories (38%) like detergents, mobile phones, and skin care treatments as areas where endorsements may lead to exaggerated consumer expectations.

9.2. Peer Pressure and Conformity

Feel Pressured to Buy Endorsed Products: While 27% of participants reported feeling pressured to purchase endorsed products, a larger proportion (44%) did not experience such pressure. This variability suggests differing susceptibilities to peer influence among consumers.

Ways of Resisting Pressure: Participants commonly resisted pressure by asserting independence in purchasing decisions (29%), avoiding pressure-inducing situations (15%), and considering a personal interest or product need (34%).

9.3. Financial Implications

Concern about the Cost of Products Endorsed by Celebrities: A majority (61%) of participants expressed concern about the higher costs associated with celebrity-endorsed products, reflecting consumer awareness of pricing dynamics influenced by endorsements.

Perceived Impact of Endorsements on Product Cost and Exclusivity: Participants believed celebrity endorsements could increase product costs (27%) and perceived value based on celebrity popularity (20%), influencing consumer perceptions of exclusivity and premium quality.

9.4. Ethical Concerns and Exploitation

Ethical Concerns about Celebrity Endorsements: A significant majority (78%) of participants voiced ethical concerns related to celebrity endorsements, emphasizing the need for transparency and integrity in advertising practices.

Specific Ethical Concerns Raised: Concerns included authenticity (8%), misinformation (28%), endorsements related to online gambling/gaming (26%), misleading behaviours in ads (32%), legal issues (14%), and promotion of unhealthy behaviours (14%).

9.5. Brand Image Backlash

Impact of Celebrity Actions or Scandals on Brand Perception: About half (52%) of participants believed that negative actions or scandals involving celebrity endorsers could negatively impact brand perception, highlighting the interconnectedness of celebrity and brand image.

Perceived Relationship between Endorsements and Personal Life: Nearly half (48%) of participants distinguished between a celebrity's personal life and endorsement activities, viewing them as separate aspects of the public persona.

Potential Consequences of Negative Impact: Concerns were expressed that negative celebrity actions or scandals could lead to a loss of consumer trust and respect for endorsed brands (46%).

Participants expressed various concerns regarding celebrity endorsements, including unrealistic expectations, peer pressure, financial implications, ethical considerations, and brand image backlash. These findings underscore the importance of transparent and responsible marketing practices to mitigate potential negative impacts on consumer perceptions of celebrity-endorsed products (Table 1).

Table 1: Summary of Key Findings

Section	Finding	Percentage
General Thoughts on Celebrity Endorsements	Perceptions of Manipulation: Participants perceive endorsements as manipulative	42%
	Mixed Views on Appeal: Some find endorsements appealing, but manipulation is a concern	20%
	Trust and Credibility Concerns: Minimal distrust, emphasize credible endorsements	2%
	Individual Considerations: Consumers consider product fit and suitability	Various factors
	Importance of Research: Emphasis on informed decision-making	10%
	Limited Influence on Purchases: Few make purchase decisions based solely on endorsements	2%
Credibility and Trust among Celebrity Endorsements	Trust versus Scepticism: Split between trust and skepticism	50% trust, 30% skeptical
	Factors Influencing Trust: Values alignment, expertise, personal use by celebrity	Values (40%), expertise (30%), personal use (8%)

Influence on Brand Image	Influence of Celebrity Endorsements: Many find endorsements influential	52%
	Different Types of Celebrities: Actors and sports figures hold varying influence	Actors (16%), sports figures (22%)
	Relevance of Celebrity: Endorsements by related celebrities seen as influential	26%
	Personal Affinity Towards Celebrities: Personal favourites influence perceptions	14%
	Authenticity and Genuine Use: Value placed on genuine use of products by celebrities	6%
Authenticity and Genuineness	Importance of Authenticity: Majority prioritize genuine connections for trust	62%
	Signs of Fake Endorsements: Identified signs include limited personal usage, misleading claims	Various factors
	Other Perceptions: Some do not perceive endorsements as fake	14%
Motivations behind Endorsements	Motivations for Endorsements: Financial gain dominates motivations	Financial gain (88%), fame (40%), personal preference (14%)
	Influence on Perceptions: Mixed reception to endorsements	54% no influence, 28% acknowledge influence
Factors Influencing the Effectiveness of Celebrity Endorsements	Celebrity-Product Fit: Importance of matching celebrity with product	74%
	Increase Attractiveness: The right celebrity can significantly enhance product appeal	16%
	Reputation and Trust: Celebrity's image should align with product values	10%
	Good Fit vs. Bad Fit: Effectiveness varies based on alignment	Synergy needed
Resonant Endorsement Types	Celebrity Archetypes: Influencers preferred by the majority	60% influencers, 20% indifferent to influencers
	Shared Values and Interests: Influence of shared values and interests	48% yes, 52% no
	Celebrity Authenticity and Lifestyle: Influence of celebrity lifestyles	30% follow, 38% wish to try but can't
	Humour and Entertainment: Effectiveness of entertaining endorsements	46% effective, 24% not effective
	Social Causes and Activism: Consumer response to endorsements supporting social causes	42% respond well, 18% respond but don't buy
Potential Negative Effects	Unrealistic Expectations: Participants believe endorsements create unrealistic expectations	92%
	Peer Pressure and Conformity: Pressure to buy endorsed products varies	27% pressured, 44% not
	Financial Implications: Concern about cost and exclusivity of endorsed products	61% concerned
	Ethical Concerns and Exploitation: Concerns about ethics in endorsements	78% of various concerns
	Brand Image Backlash: Impact of negative celebrity actions on brand perception	52% impact

10. Conclusion

Celebrity endorsements significantly influence young adults' purchase intentions, yet perceptions vary widely, influenced by factors such as authenticity and relevance to personal values. Social media influencers have emerged as potent endorsers, often surpassing traditional celebrities in their impact on consumer behaviour among young adults. There is notable skepticism among young adults regarding the authenticity of celebrity endorsements, viewing them as potentially manipulative marketing tactics rather than genuine recommendations. The endorser's credibility is crucial in shaping consumer perceptions and purchase intentions. Authentic endorsements that align with consumer values are more likely to resonate positively. Strategic celebrity endorsements can foster long-term consumer loyalty by building trust and resonating positively with target audiences. These

reflect the nuanced landscape of celebrity endorsements among young adults, emphasizing the importance of authenticity and responsible marketing practices in driving positive consumer responses and long-term brand success.

10.1. Implications

The data underscores the nuanced relationship between celebrity endorsements and brand perception, with consumers acknowledging the potential impacts of celebrity behaviour on brand image. In contrast, others perceive a separation between the two. To mitigate negative associations and uphold brand equity, brands should carefully consider endorsers' reputation and public image, conduct thorough background checks, and adopt effective communication strategies in response to negative publicity. Participants express their mindfulness of the financial implications of celebrity endorsements, potentially leading to hesitancy in purchasing endorsed products perceived as overpriced. Moreover, addressing ethical concerns through transparency, authenticity, and regulation compliance is essential to maintain consumer trust and credibility. Marketers should educate consumers on pricing factors, select endorsers resonating with the target audience, and emphasize product value to manage perceptions and foster informed purchasing decisions.

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