
**A STUDY ON INFLUENCE OF CELEBRITY ENDORSEMENT
TOWARDS CONSUMERS ON BOOST BRAND**

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ABSTRACT:

Celebrity endorsement has become the one of the most effective promotional strategic tool in modern marketing .Hence, it is significantly influencing the consumer buying behaviour and brand image. This study aims to analyse the influence of celebrity endorsement on consumer perception and brand image with special reference to the boost brand in Tirupur City. The research also focuses on understanding how the celebrity attributes such as attractiveness ,expertise, trust and popularly impact the consumer attitude, brand awareness and purchase intention of consumer. This study adopts a quantitative research design and the primary data were collected through a structured questionnaire from 100 response who are the consumers of the boost brand in Tirupur City. The secondary data were gathered from journals, books and online sources. The study concludes that the appropriate celebrity brand fit and credible endorsement can positively influence consumer buying behaviour and also strength and the brand image. The result of this study provides the valuable insight for marketers in designing the effective celebrity endorsement strategies.

KEYWORDS: Celebrity Endorsement, Brand Image, Consumer Perception, Buying Behaviour, Brand Awareness.

1. INTRODUCTION:

In the modern era of marketing, branding has become the important strategic tool for

organisations to make them unique themselves in the highly competitive markets. One of the most important and powerful promotion strategy is celebrated endorsement to improve their brand awareness and brand image. The celebrity endorsement means the practice of using well known personalities like sports stars and film actors. The advertisements with celebrity endorsement or more likely to be noticed, shared, remembered and especially through the television and social media platforms. Celebrity endorsement is mostly based on the factors like frequency of advertisement, frequency of endorsements , trust and attractiveness. In the recent years, the young customers become more aware and selective.

2. REVIEW OF LITERATURE:

- **Sharma and Verma (2026)** - The study revealed that celebrity attributes such as trustworthiness, expertise, and public image significantly enhance brand credibility. The researchers concluded that consumers tend to associate the values and personality of the celebrity with the endorsed brand, leading to a stronger and more positive brand image.
- **Kumar, Singh, and Rao (2026)**- The study found that repeated exposure to celebrity-endorsed advertisements across television and digital media improves brand recall and emotional attachment among consumers. The study emphasized that celebrity endorsement is more effective when there is a strong match between the celebrity's image and the brand's positioning.
- **Patel (2026)** - The research highlighted that consumers develop higher trust and preference for brands endorsed by celebrities they admire. However, the study also cautioned that excessive endorsements by a single celebrity may negatively affect brand credibility.
- **Iyer and Mehta (2026)** - explored the ethical and strategic dimensions of celebrity endorsement. The study concluded that ethical behaviour and consistency in a celebrity's public image are crucial for sustaining a positive brand image. Any controversy related to the celebrity was found to have a direct negative impact on consumer perception of the brand.

3. OBJECTIVES OF THE STUDY:

- To analyse how the celebrity endorsement influences in consumer decision and to examine the emotional connection of consumers towards the celebrity endorsed brand and to analyse consumer attitude towards repeated celebrity endorsements of multiple brands.
- To study the media platforms where consumers are most exposed to celebrity endorsements and to examine whether consumers prefer celebrity endorsed brands over non-endorsed brands.

4. STATEMENT OF THE PROBLEM OF THE STUDY:

In the modern marketing world, the companies face intense competition and increasing difficulty in attracting and retaining the consumers. This study aims to analyse the extent to which celebrity endorsement influences brand image and consumer perception within a specific geographical area, and to identify the key factors that determine the effectiveness of the celebrity endorsement in today's competitive market.

5. SCOPE OF THE STUDY:

The study is narrowed to a specific geographical area. The opinions and the responses of consumers within this area are considered for analysis. It focuses on examining the influence of celebrity endorsement on brand image. It specifically analyses the consumer awareness, perception, and attitude towards the celebrity-endorsed advertisements. The research also includes the consumers from different demographic groups such as age, gender, and occupation in order to understand varied consumer perceptions.

6. RESEARCH METHODOLOGY:

- **Primary sources and secondary sources:** The information is collected from the respondents directly through self-constructed questionnaire and the secondary source of information was gathered from various websites, reference books and journals.
- **Sample unit:** For studying the consumer buying behaviour towards the influence of celebrity endorsement on brand image in Tirupur City.
- **Sample size:** 100 respondents were selected from Tirupur City of different age group, gender and occupation.
- **Statistical tools:** Data gathered from respondents are analysed and interpreted with the help of percentage analysis.

7. IMPACT OF CELEBRITY ENDORSEMENT:

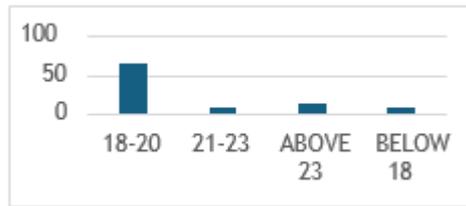
Celebrities attract the public attention due to their popularity. Their presence in advertisements helps brands reach a wider audience quickly and increases brand visibility. It also increases the brand loyalty and it helps the consumers to recall the brand. The celebrity will attract the consumers through advertisements. Celebrity-endorsed advertisements are more memorable. Consumers emotionally connect with brands endorsed by their favourite celebrities.

8. DATA ANALYSIS AND DATA INTERPRETATION:

TABLE1: Age group of the respondents.

S.No	age group	no of respondents	percentage %
1	below 18	10	10
2	18-20	65	65
3	21-23	10	10
4	above 23	15	15
	Total	100	100

SOURCE: PRIMARY DATA CHART 1



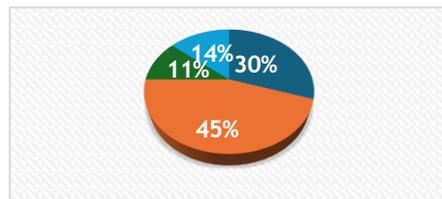
INTERPRETATION:

Table1 displays that 100% of the respondents,65% belong to the 18-20 years age group ,about 15% of the respondents fall under the above 23 years category, while 10% each belong to the below 18 years and 21-23 years age groups. Hence the majority respondents are received from the 18-20 age group.

TABLE2: Type of celebrity influences the most of the respondents

s.no	Particulars	no of respondents	percentage%
1	Actors	30	30
2	sports personalities	45	45
3	social media influencers	11	11
4	Others	14	14
	Total	100	100

SOURCE: PRIMARY DATA CHART 2



INTERPRETATION:

The table 2 shows that most respondents are influenced by sports personalities with45%. Actors influence 30% of the respondents. Only 11% are influenced by social media influencers, while 14% are influenced by others. Hence, sports personalities have the highest influence on

consumers.

9. FINDINGS OF THE STUDY:

The majority of respondents (65%) belong to the 18–20 years age group, showing that young consumers are highly exposed to celebrity endorsements. The majority of respondents (90%) are female, indicating higher participation and influence among female consumers. The most of the respondents (45%) are influenced by sports personalities, followed by actors (30%), showing sports celebrities have the strongest impact. Most respondents (41%) are exposed to celebrity endorsements through television, followed by social media (33%).

10. SUGGESTIONS:

- Companies should choose celebrities whose image matches the brand to avoid negative impact and the brands should limit the number of products endorsed by the same celebrity to avoid consumer confusion. Marketers should regularly study consumer opinions to understand changing preferences towards celebrity endorsements.
- Companies should avoid celebrities involved in controversies, as it may harm brand image. Different celebrities can be used for different product categories to improve effectiveness. Brands should measure the effectiveness of celebrity endorsements regularly through consumer feedback. Companies should focus on long-term brand building rather than short-term sales through celebrity endorsement.

11. CONCLUSION:

The study was examining the impact of celebrity endorsement on brand image and consumer buying behaviour. The findings clearly indicate that celebrity endorsement plays a significant role in influencing consumer perception, enhancing brand awareness, and shaping purchase decisions. The study reveals that sports personalities and film actors are the most influential endorsers, as consumers tend to associate their success, credibility, and public image with the brands they endorse. Celebrity attributes such as attractiveness, trustworthiness, and expertise were found to have a substantial impact on brand image.

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