



Influence Of Celebrity Endorsements On Brand Equity Of Nutritional Drink With Special Reference To Coimbatore

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ABSTRACT: This research analyzes the effect of celebrity endorsements on the brand value of nutritional beverages in Coimbatore. It investigates the effects of endorsements on consumer attitudes, brand awareness, loyalty, and purchase intention. Focusing on the youth population, the study assesses the efficacy of endorsements through various media, especially social media. Through a sample of 120 participants, data was analyzed using percentage analysis, Likert scale, and rank analysis. The research indicates that although popularity among celebrities increases purchasing intention and brand recall, product knowledge and credibility contribute more towards influencing consumer behavior and loyalty.

Keywords: Celebrity Endorsement, Brand Equity, Nutritional Drinks.

I.INTRODUCTION

In the fast-paced competitive marketplace of today, brands are looking for the best ways to be noticed and make a connection with consumers. One of the most popular methods is celebrity endorsement, where a famous public figure endorses a product. This strategy operates by capitalizing on the fame, trustworthiness, and believability of the celebrity to enhance brand recognition, trust, and emotional connection. This research investigates the influence of celebrity endorsements on brand equity, which is defined as the value a brand possesses in the consumers' minds. Important aspects like brand awareness, perceived quality, associations with the brand, and loyalty are analyzed to determine how endorsements impact buying behavior and brand image. The study also points towards some of the possible risks involved, including celebrity-brand mismatches, overexposure, or scandals, which can hurt the brand image. With social media becoming the central platform in the digital era, celebrity power has become even more prevalent, and so it is crucial that brands select the right endorser. In general, the results try to offer some insightful information about how endorsements influence consumer behavior, especially in the nutritional drink category. With an effective strategy, celebrity endorsements can be an extremely effective tool for boosting brand strength, loyalty, and long-term success in an ever-changing and consumer oriented market.

OBJECTIVES

To evaluate how celebrity endorsements, influence consumer awareness of nutritional drink brands in Coimbatore.

STATEMENT OF THE PROBLEM

With the current competitive environment, brands more and more turn to celebrity endorsements to enhance exposure, influence brand perception, and increase brand equity. Although endorsements have the power to improve consumer perception, they do not all have the same effect. Moreover, the rise of social media has changed the dynamics of consumer and celebrity interaction with brands, bringing in unprecedented challenges and opportunities. This analysis focuses on celebrity endorsement and brand equity, attempting to measure both from the viewpoint of brand perception and consumer behavior. It also examines the emerging potential threats as well as the evolving role of social media on endorsement influence outcomes.

SCOPE OF THE STUDY

This research analyzes the influence of celebrity endorsements on brand value, specifically on attributes such as brand familiarity, connotations, perceived quality, and loyalty. It investigates the effects of celebrity attributes such as believability, appeal, and relevance on consumer behavior in industry sectors such as fashion, technology, and entertainment. The contribution of social media in promoting the effectiveness of endorsement, particularly for younger consumers, is also studied. Through examining successful and unsuccessful campaigns, the research provides marketers with insights to optimize endorsement strategies and create strong, long-term brand equity in the current competitive market.

LIMITATIONS OF THE STUDY

II. REVIEW OF LITERATURE

Ladas, S., et. al., (2024) Influence of Celebrity Endorsement – An Effective Tag-Line. The study explores the impact of celebrity endorsements on brand image, emphasizing that endorsement acts as a form of co-branding where meaning transfers from the celebrity to the brand. It highlights that celebrity-product congruence enhances brand equity and credibility. The research identifies major factors such as attractiveness, credibility, and match-up between celebrity and product as key determinants of endorsement effectiveness.

Kimera, T., et. al., (2024) Celebrity Endorsement, Brand Equity, and Sales Performance of Alcoholic Beverage Companies in Kampala, Uganda. The study explores the relationship between celebrity endorsement, brand equity, and sales performance, emphasizing that endorsements positively impact brand perception and consumer purchasing behaviour. The research, based on a survey of alcoholic beverage companies in Uganda, found that celebrity endorsement and brand equity explained 29.3% of the variations in sales performance, highlighting the need for strong endorser-brand fit.

Budiman, A. A., & Komaladewi, R. (2024) The Influence of Celebrity Endorsements and Social Media Marketing on the Formation of Brand Equity for Yamaha Motorcycles in West Java. The study examines the combined effect of celebrity endorsements and social media marketing on brand equity, with a focus on Yamaha motorcycles in Bandung, Indonesia. Using a Structural Equation Model (SEM) with Partial Least Squares (PLS) analysis on 220 respondents, the findings indicate that both celebrity endorsement and social media marketing significantly contribute to brand equity development, with social media playing an increasingly dominant role in modern marketing.

Sutia, S., et. al., (2023) Celebrity Endorsement in Social Media Contexts: Understanding the Role of Advertising Credibility, Brand Credibility, and Brand Satisfaction. The study examines how celebrity endorsements influence consumer trust and repurchase intention in the online tutoring industry. Using a

structural equation model (SEM) with SmartPLS, the research confirms that advertising credibility has the most significant impact on repurchase intention, while attractiveness and trustworthiness play crucial roles in shaping brand perception.

Bogollu, V. V. R., & Saravanan, S. A. (2023) From Endorsers to Endorsed: Examining the Role of Celebrity Endorsements on Attitudes and Purchase Intention. The study investigates the influence of single and multiple celebrity endorsements on consumer attitudes and purchase intentions. Using survey data from 260 respondents analysed through SPSS and Smart-PLS, the research finds that while there is no direct relationship between endorsers and purchase intention, attitudes toward advertisements and brands significantly mediate the impact of endorsements. Single celebrity endorsements show a stronger positive impact on brand attitudes compared to multiple celebrity endorsements.

III. RESEARCH METHODOLOGY

The research methodology outlines the approach and methods used to conduct the study on the influence of celebrity endorsements on brand equity. It includes the design of the sampling process, the sample size, and the sources of data used to gather relevant information for the study

RESEARCH DESIGN

SAMPLING TECHNIQUE

Sample Size: 120 respondents

Sampling Method: Convenient sampling

SOURCES OF DATA

Primary Data: Collected using structured questionnaires.

Secondary Data: Derived from journals, research articles, and online databases.

TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Simple Percentage tool
- Ranking method
- Likert scale analysis

IV. ANALYSIS AND INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to find out percentage value of all entirely different questions used in finding comparison between two or more series of data.

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

TABLE 1

TABLE SHOWING THE RESPONDENTS PRIMARY REASON TO USE CELEBRITIES FOR ENDORSEMENTS

REASON	NO. OF RESPONDENTS	PERCENTAGE
TO ENHANCE BRAND RECALL	44	36.67%
TO INCREASE SALES	30	25.0%
TO ATTRACT A YOUNGER AUDIENCE	28	23.33%
TO DIFFERENTIATE FROM COMPETITORS	18	15.0%
TOTAL	120	100%

INTERPRETATION

It is inferred that 36.67% (44) of the respondents believe that brands use celebrities to enhance brand recall, while 25.0% (30) think it is to increase sales. 23.33% (28) feel it is to attract a younger audience, and 15.0% (18) believe it is to differentiate from competitors.

TABLE 2

TABLE SHOWING THE RESPONDENTS NOTICE CELEBRITY ENDORSED NUTRITIONAL DRINK ADVERTISEMENTS

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
ALWAYS	24	20.0%
OFTEN	37	30.83%
SOMETIMES	45	37.5%
RARELY	12	10.0%
NEVER	2	1.67%
TOTAL	120	100%

INTERPRETATION

It is inferred that 37.5% (45) of the respondents sometimes notice celebrity-endorsed nutritional drink advertisements, 30.83% (37) often notice them, and 20.0% (24) always notice them. 10.0% (12) rarely notice such advertisements, while 1.67% (2) never notice them.

4.2 RANK ANALYSIS

Rank analysis is used to determine the most important factors influencing consumer attention towards celebrity endorsements. Respondents were asked to rank different aspects from most to least important. The ranking is based on the average scores, with lower values indicating higher importance.

Formula:

Average Rank = (Sum of all ranks assigned to an aspect) / (Total number of respondents)

TABLE 3

RANK ANALYSIS: ASPECTS OF CELEBRITY ENDORSEMENTS THAT CAPTURE ATTENTION

SOURCES	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	MEAN RANK	RANK
CELEBRITY POPULARITY	65(5)	18(4)	21(3)	2(2)	14(1)	478	I
ADVERTISEMENT CONTENT	13(5)	68(4)	17(3)	21(2)	1(1)	431	II
BRAND REPUTATION	11(5)	22(4)	70(3)	12(2)	5(1)	382	III
CREATIVITY IN THE AD	10(5)	27(4)	25(3)	51(2)	7(1)	342	IV
PRODUCT'S HEALTH BENEFITS	21(5)	14(4)	30(3)	13(2)	42(1)	319	V

INTERPRETATION

It inferred that celebrity popularity ranked as 1, advertisement content ranked as 2, brand reputation ranked as 3, creativity in the ad ranked as 4, product's health benefits ranked as 5.

4.3 LIKERT SCALE ANALYSIS

Likert scales are a common rating format for surveys. Respondents rank quality from higher to lower or worst using five levels. Likert items are used to measure the respondents "attitudes to a particular question or the statement".

FORMULA

Likert Scale = $\frac{\sum fx}{\text{Total Number of Respondents}}$

While,

f = Number of respondents

x = Likert Scale Value

$\sum(fx)$ = Total Score

MID VALUE Mid value indicates the middle value of Likert Scale.

TABLE 4

TABLE SHOWING SATISFACTION LEVEL OF THE RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL
STRONGLY AGREE	22	5	110
AGREE	5	4	20
NEUTRAL	14	3	42
DISAGREE	10	2	20

STRONGLY DISAGREE	69	1	69
TOTAL	120		261

LIKERT SCALE = $\Sigma(f_x) / \text{TOTAL NUMBER OF RESPONDENTS}$

$$= 261 / 120$$

$$= 2.175$$

INTERPRETATION

It is inferred that 110 (22) of the respondents strongly agree that celebrity endorsements increase their awareness, while 20(5) agree. 42 (14) remain neutral, whereas 20 (10) disagree and 69(69) strongly disagree.

TABLE 5

TABLE SHOWING CELEBRITIES ENDORSING SHARING THE INFORMATION OF NUTRITIONAL DRINKS.

PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL
STRONGLY AGREE	1	5	5
AGREE	24	4	96
NEUTRAL	26	3	78
DISAGREE	57	2	114
STRONGLY DISAGREE	12	1	12
TOTAL	120		305

LIKERT SCALE = $\Sigma(f_x) / \text{TOTAL NUMBER OF RESPONDENTS}$

$$= 305 / 120$$

$$= 2.54$$

INTERPRETATION

It is inferred that only 5(1) of the respondents strongly agree that celebrity endorsements encourage them to share brand information, while 96 (24) agree. 78(26) remain neutral, whereas 114(57) disagree and 12(12) strongly disagree.

FINDINGS

- The majority of respondents (36.67%) believe that brands use celebrities to enhance brand recall.
- The majority of respondents (37.5%) sometimes notice celebrity-endorsed advertisements.
- Majority of the respondents ranked celebrity popularity as highest rank among aspects of celebrity endorsements that capture attention.
- The majority of respondents (69) strongly disagree that celebrity endorsements have increased their awareness of nutritional drink brands
- The majority of respondents 114(57) disagree that celebrity endorsements encourage them to share brand information.

SUGGESTIONS

Selecting celebrities who align with the brand's values and have credibility in the health and fitness industry. Targeting local preference, since the study focuses on Coimbatore, consider regional influencers, athletes, or film stars to establish a stronger connection. Utilizing the digital marketing platforms where celebrities actively engage with their followers to create promotional campaigns. Ensure that endorsement highlights the scientific and nutritional benefits of the drink, as customer values. Monitoring brand perception that regularly assess consumer responses to celebrity endorsement through surveys and to make necessary adjustments.

CONCLUSION

Celebrity endorsements play a powerful role in shaping consumer actions and brand image in the nutritional beverage market, particularly among youth consumers. Their effectiveness, however, depends on the celebrity's appeal, endorsement authenticity, and product quality. One of the most significant media for reaching adolescents is social media, yet endorsements must be aligned with the celebrity's and target audience's lifestyles and beliefs. While celebrity endorsement is valuable, consumers are concerned about product quality, scientific backing, and word of mouth. Ethical value is crucial as counterfeit endorsements annihilate brand credibility. Synergistic combinations of celebrity power, product value, and ethical promotion generate long-term brand equity and customer loyalty.

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