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### **From fame to frame: An analysis of celebrity attributes and the rationale behind their use as brand spokespersons**

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#### **Abstract**

This paper is an attempt to analyze the various attributes of celebrities that influence the effectiveness of the endorsement process. Celebrity endorsements play a pivotal role in shaping consumer perceptions, building brand awareness, and enhancing purchase intentions. The research focuses on attributes such as credibility, attractiveness, trustworthiness, expertise, and congruence between the celebrity and the brand. Data collected from consumer responses highlight that these attributes significantly impact the audience's trust and emotional connection with the endorsed product. The study concludes that selecting the right celebrity with aligned personal and brand values strengthens marketing effectiveness and consumer brand loyalty.

**Keyword:** Economic and financial crimes commission (EFCC), forensic accounting, access to justice

#### **Introduction**

Celebrity endorsements have become a powerful marketing strategy that bridges the gap between brands and consumers. In an age of media saturation, celebrities serve as influential figures who can shape perceptions, influence purchase decisions, and enhance brand recall. The effectiveness of an endorsement largely depends on the attributes of the celebrity, such as credibility, attractiveness, trustworthiness, popularity, and congruence with the brand image. Analyzing these attributes helps marketers understand how and why certain celebrities resonate with target audiences more effectively than others, thereby contributing to the overall success of brand communication and consumer engagement. In today's highly competitive market landscape, brands are continuously seeking effective strategies to capture consumer attention and build lasting impressions. One such strategy that has gained significant traction is celebrity endorsement. The use of celebrities as brand spokespersons is not merely a trend but a powerful marketing tool that can influence consumer perception, enhance brand recall, and drive purchasing behavior. This research article explores the dynamic relationship between celebrity endorsement and brand awareness, examining how the credibility, attractiveness, and popularity of celebrities can impact a brand's visibility and identity in the minds of consumers. By analyzing relevant theories and real-world case studies, the study aims to understand the effectiveness of celebrities as spokespersons and their role in shaping brand narratives in contemporary marketing.

#### **Significance of the study**

Celebrity endorsement plays a crucial role in promoting the brand awareness and brand recall. Recently a good number of marketers are adopting the services of celebrities for promoting their brands. By examining the impact of celebrity endorsement on brand awareness, the research provides insights into how celebrities can be effectively utilized as spokespersons to enhance brand visibility, recall, and consumer trust. In a media-driven world where public figures wield considerable influence, understanding the psychological and strategic implications of celebrity endorsements can help businesses make informed decisions in selecting the right endorsers to align with their brand identity. Additionally, the study contributes to the academic discourse by bridging theoretical frameworks with

practical applications, offering a comprehensive understanding of endorsement effectiveness across various industries and consumer demographics. Ultimately, the findings may serve as a guideline for developing more impactful branding strategies in an increasingly competitive and image-conscious market.

### Statement of the problem

In the modern marketing landscape, celebrity endorsement has become a widely adopted strategy to promote brands and influence consumer behavior. However, despite its popularity, there remains a lack of clarity regarding what specific attributes of celebrities contribute to the effectiveness of an endorsement. Marketers often invest substantial resources in celebrity partnerships without fully understanding which traits such as credibility, attractiveness, trustworthiness, or expertise truly resonate with target audiences. Furthermore, while the use of celebrities as brand spokespersons is widespread, the underlying motivations for this choice require deeper analysis. It is important to examine whether this strategy is driven purely by the celebrities' public appeal or if there are strategic branding considerations involved, such as brand positioning, audience alignment, or message reinforcement. This study seeks to address these gaps by analyzing the key attributes of celebrities that influence endorsement effectiveness and investigating the reasons why brands opt to use celebrities as their spokespersons. Understanding these factors is crucial for ensuring that endorsement strategies are both impactful and aligned with brand goals.

### Objectives of the study

1. To analyze the various attributes of celebrities in endorsement process.
2. To analyse the reason for using celebrities as spokesperson

### Methodology

This study is based on primary data collected through a structured questionnaire survey conducted among 120 respondents from Ernakulam district in Kerala. The respondents were selected using a convenient sampling method to gather insights on the impact of celebrity endorsement on brand awareness. The questionnaire included both closed and open-ended questions focusing on consumer perceptions, attitudes, and preferences related to celebrity endorsements and their influence on brand recognition and recall. The collected data was analyzed using descriptive statistical tools to identify trends and draw meaningful conclusions relevant to the study objectives.

### Result and Discussion

The study revealed that celebrity endorsements have a significant impact on brand awareness, with most respondents showing higher recall and preference for brands endorsed by well-known personalities. It was also found that attributes such as trustworthiness, popularity, and relevance of the celebrity to the product played a key role in influencing consumer attitudes. The following table shows the summarized general profile of the respondents.

**Table: 1** General profile of respondents

Age group	No. of Respondents	Percentage
20-35	18	1.6
36-45	54	45
46-60	42	35
Above 61	8	4.1
Total	120	100
Educational Qualification		
Below Graduation	15	12.5
Graduation	50	41.6
Post-Graduation	28	23.3
Technical/Professional	27	22.5
Total	60	100
Monthly Income		
Less than 20000	29	24.1
20,000-30000	60	50
30001-50,000	21	17.6
Above Rs,50001	10	8.4
Total	120	100

**Source:** Primary Data

The above table reveals the summarized general profiles of the respondents. It can be observed from the table that 45% come under the age group of 36- 45 followed by 45- 60 category. With respect to qualifications of the respondents 41.6 percent are graduates and the Post graduates account for 23.3 percent of the total sample. As far as monthly income is concerned only 8 percent belongs the groups of

income above Rs.50000 and 50% of the respondents come under the 20,001 to 30,000 category.

**Medium of Advertising:** Analysis was also made to know the most preferred medium of advertisement. Different media used for advertisement are magazines, newspapers, television, Radio and internet. The result of the study is exhibited below:

**Table 2:** Ranking of Various Media

Rank Media	W1 x5	W2 x4	W3 x3	W4 x2	W5 x1	Total ( $\sum WX$ )	Weighted Average ( $\frac{\sum WX}{\sum W}$ )	Rank
Magazine	0 (0)	30 (120)	42 (126)	30 (60)	18 (18)	324	21.6	3
News Paper	14 (70)	48 (192)	22 (66)	18 (36)	18 (18)	382	25.46	2
TV	106 (530)	14 (56)	0 (0)	0 (0)	0 (0)	586	39	1
Radio	0 (0)	28 (112)	30 (90)	32 (64)	30 (30)	296	19.73	4
Internet	0 (0)	0 (0)	26 (78)	40 (80)	54 (54)	212	14.1	5
Total	120	120	120	120	120			

Source: Primary Data

The table depicted above indicates the medium of advertising by the sample respondents. The study reveals that the highest average ranking is TV (Weighted Average Score 39) among all the respondents. Newspaper is the second media (with a weighted average of 25.46), followed by magazine (weighted average 21.6) and radio with a weighted average of 19.73.

### How celebrity Endorsement Enhances Brand Awareness

Attempt was also made to analyse the influence of celebrity endorsement on brand awareness. Brand awareness means recognition of a brand and recall capacity at the time of making purchase. The details of the study are given below:

**Table 3:** Endorsement and brand Awareness

Response	Male		Female	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Strongly agree	18	23.11	16	38.1
Agree	22	28.2	10	23.8
Neutral	11	25.64	4	9.51
Disagree	6	17.95	8	19
Strongly Disagree	3	5.1	4	9.5
Total	78	100	42	100

Source: Primary Data

The table highlights that 23.11% of male and 38.1% of female respondents *strongly agree* that celebrity advertisements help in promoting brand awareness and recall. On the other hand, 17.95% of males and 19% of females *disagree* with this opinion. Moreover, 2% of both male and female respondents *strongly disagree*, indicating

their belief that celebrity endorsements do not enhance brand awareness.

**Qualities of Celebrity:** In order to analyse the various qualities of celebrities, five attributes were analysed. The selected attributes are credibility, suitability, attractiveness, popularity and expertise. The result of the analysis was given below:

**Table 4:** Ranking of various attributes of celebrity

Celebrity Attributes	W1			W2			W3			W4			W5			Composite Index	Rank
Credibility	44	5	220	34	4	136	30	3	90	10	2	200	2	1	2	468	1
Suitability	36	5	180	46	4	184	20	3	60	12	2	24	6	1	6	454	2
Attractiveness	14	5	70	10pop	4	80	44	3	132	28	2	56	14	1	14	352	3
Popularity	0	5	0	4	4	16	12	3	36	40	2	80	64	1	64	196	5
Expertise	6	5	30	28	4	112	22	3	66	40	2	80	24	1	24	320	4

Source: Primary Data

The above table shows the various attributes of celebrities to attract the respondents. The result shows that credibility is the most influencing qualities of a celebrity with a highest composite index of 468, followed by suitability of a celebrity endorser for endorsed brand. Attractiveness

popularity and expertise got third, fourth and sixth rank as per the table. Hence it can be observed that the qualities of a celebrity play a predominant role in promoting the brand recognition and brand awareness.

**Table 5:** Reasons for Preferring Celebrities in Ads

Reasons	No. of Respondents	Percentage
Product identification	31	25.8
Remembrance	43	35.8
To make ads attractive	26	21.7
Increase the brand image	20	16.6
Other reasons	0	-
Total	120	100

Source: Primary Data

The results indicate that the majority of respondents (35.8%) believe that *remembrance* is the primary reason for using celebrities in advertisements. This is followed by easy identification of the product (25%), while attractiveness is also cited as a significant factor for choosing celebrities as spokespersons in advertisements

### Conclusion

The study on *Celebrity Endorsement and Brand Awareness* reveals that celebrities play a crucial role in shaping consumers' perceptions, attitudes, and recall of brands. The findings highlight that attributes such as credibility, attractiveness, popularity, and trustworthiness significantly influence the effectiveness of endorsements. When a celebrity's image aligns with the brand's identity, it enhances recognition, recall, and emotional connection with consumers. However, the impact of celebrity endorsement is not merely dependent on fame but on the authenticity and relevance of the endorser to the product category. Moreover, the research emphasizes that while celebrity endorsements can strengthen brand awareness and preference in a highly competitive market, they must be used strategically. Overexposure, negative publicity, or mismatched endorsements can diminish the intended impact and even harm brand reputation. Therefore, marketers should adopt a balanced approach integrating celebrities who embody the brand's values and resonate with the target audience. In conclusion, celebrity endorsement, when executed with ethical consideration and strategic alignment, remains a powerful tool for building strong brand awareness and long-term consumer loyalty

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