**"The Impact of Celebrities as Brands on Consumer Behavior in the Indian Market"**

**Twinkle Rastogi Dr. Kajal Thakuriya**

Ph. D Scholar , Fashion Design , Professor, Faculty of Design ,Interior and Product Design,

Vivekananda Global University, Jaipur Vivekananda Global University, Jaipur

**Tanu Singh Dr. Kalpana Munjal**

Assistant Professor, School of Design, Associate Professor , Faculty of Design , Fashion Design,

Lovely Professional University, Phagwara Vivekananda Global University, Jaipur

**ABSTRACT**

Fame refers to an attribute of a person who is well known to the public, such as Bollywood actors, athletes, entertainers and others, for their achievements in areas other than those of the recommended product class (kannan, 7 july 2017) . The general belief among advertisers is that advertising messages delivered by celebrities offer a higher level of attraction, attention and possibly news recall than those delivered by non-celebrities. This article explains how celebrity endorsements have emerged as one of the most popular promotional tools of late. It has become a trend and is perceived as a winning formula for product marketing and brand building. It's easy to pick a celebrity, but difficult to create a strong connection between the product and the endorser. This paper helps to analyze the impact of celebrities on brands and examine the relationship between them, as well as the impact of celebrities on consumer purchasing behavior and consumer brand preferences.

**Keywords**: Fame, Celebrity, Celebrity Endorsement, Brand, Brand equity, Advertisement.

**I. INTRODUCTION**

Every day consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio and television. Every brand tries to steal at least a fraction of a person's time to educate him or her about the amazing and different features of the product in question. In this modern age, people tend to ignore all commercials and advertisements while browsing through the magazines and newspapers or watching TV. But even then, the glamour of a celebrity rarely goes unnoticed. Therefore, celebrity endorsement in advertising and its impact on the overall brand is of great importance. In this process, companies hire celebrities from a certain field to appear in their advertising campaigns. The product's promotional features and imagery are matched with a celebrity's image, which tends to persuade a consumer to make their choice from a variety of brands.

Each product has an image. The consumer tries to consume a brand that best suits their own personality. The celebrity endorser fits in between these interactions, where they attempt to bring the product's image closer to what the consumer expects by projecting some of the cultural meanings inherent in their image onto the product. The common belief among advertisers is that brand communications messages delivered by celebrities and celebrities generate greater appeal, attention and recall than those delivered by non-celebrities. The quick reach and impact of messages are all too important in today's competitive environment.

Celebrity endorsement is a way to get brand exposure amidst the hustle and bustle in the market. There is a great influence of celebrity endorsements among consumers through TV advertising in India as Indians are very fond of celebrities and there is a huge fan base. A consumer reading promotional messages for products from two different companies, one product message containing a celebrity endorsed product and the other not believing that the celebrity endorsed product will have more purchases and therefore greater value. (Kumar, May 2011). More and more companies prefer the celebrities of different fields in India like the cricketers, bollywood celebrities and other sports personalities to endorse their brands. Marketers spend enormous amounts of money on celebrity endorsement deals because they believe celebrities are effective spokespersons for their products or brands (Katyal). Television is something watched across India by people of all classes, whether they are lower class, middle class or upper class, they all watch TV for entertainment. In India, the power of celebrities can rightly be measured by their successful endorsement. Celebrities such as movie stars and cricketers have not only attracted a great deal of public attention here, but also increased sales. The practice of using celebrities in advertisements to promote products dates back more than a hundred years and continues to this day. Sports and film celebrities have a number of recommendations under their belts. Products ranging from cement to pens are used by celebrities to communicate. Celebrity advertising uses the image of a famous person to sell products or services by focusing on the person's money, popularity or fame to promote the product or services. In today's fast-growing, media-obsessed culture, celebrity endorsements have skyrocketed. India and Taiwan are two examples that have seen tremendous growth in celebrity-targeted media fashion, with celebrities appearing in 24 percent and 45 percent of ads, respectively. People tend to follow or buy products recommended by their favorite celebrity. Sometimes people used to buy products that didn't even suit them, just because their favorite movie star or athlete is promoting that product, they end up buying those products. Nowadays, many ads are endorsed by celebrities. Even celebrities support multi brands. It has created a lot of confusion in the minds of customers regarding purchasing the product.

**II. OBJECTIVE AND METHODOLOGY**

The objective of the above study is to investigate and analyze the influence exerted by celebrities operating as brands on consumer behavior within the Indian market. The study aims to explore the multifaceted impact of celebrities on consumer choices, preferences, and brand perceptions, providing insights into the strategic role of celebrities in shaping the dynamics of the Indian consumer market.

The study adopts a review paper methodology to comprehensively investigate the impact of celebrities functioning as brands on consumer behavior within the Indian market. Through an exhaustive literature review, various academic and industry sources have been examined to identify key studies, theories, and frameworks related to the intersection of celebrity branding and consumer behavior in the Indian context. Employing reputable academic databases and publications, a systematic selection process, guided by inclusion and exclusion criteria, has been implemented to ensure the inclusion of high-quality and pertinent literature. The extracted data has been meticulously organized to synthesize insights, identify recurring themes, and assess the existing gaps in the literature. This synthesis forms the basis for the development of a conceptual framework that structurally outlines the relationships and interactions between celebrities as brands and consumer behavior in the Indian market. The review critically evaluates the methodologies employed in the selected studies, ensuring a robust and rigorous analysis. Ultimately, the study aims to provide a nuanced understanding of the subject matter, offering valuable insights and implications for both academic research and industry practices. By employing this methodology, the review paper aims to offer a comprehensive and nuanced understanding of the subject matter by synthesizing and analyzing existing knowledge on the influence of celebrities as brands on consumer behavior in the Indian market.

**III. DISCUSSION**

1. **Brand**

The Dictionary of Business & Management defines a trademark as: a name, term, sign, symbol or design, or combination thereof, intended to identify the goods or services of a seller or group of sellers and obtain them from which distinguish competitors. A brand is a unique identifier associated with a product, service, organization, or individual. It goes beyond just a logo or a name; a brand encompasses the overall perception, values, personality, and reputation of whatever it represents. It is a combination of tangible and intangible elements that distinguish it from others and create a lasting impression in the minds of consumers or the audience.

Key components of a brand include:

* Name: The chosen word or words used to identify the brand.
* Logo: A visual symbol that represents the brand.
* Tagline or Slogan: A short and memorable phrase that encapsulates the essence of the brand.
* Brand Colors: Specific colors associated with the brand for visual recognition.
* Brand Personality: The human traits and characteristics attributed to the brand.
* Values: The principles and beliefs that the brand stands for.
* Consistency: The uniformity in messaging, design, and customer experience associated with the brand.
* Reputation:The overall perception and image of the brand in the eyes of the public.

Effective branding helps create trust, loyalty, and recognition among consumers. It plays a crucial role in marketing and differentiating products and services in a competitive market. Brands can be associated with various entities, including companies, products, services, individuals, or even places.

1. **What does Celebrity means?**

The term celebrity refers to a person who is well known to the public, such as B. Actors, athletes, entertainers and others, for their achievements in areas other than those of the supported product class (Friedman, 1979). A celebrity is a person who is widely recognized and well-known, typically in the fields of entertainment, sports, politics, or other areas of public life. Celebrities often achieve fame and prominence due to their accomplishments, talents, or public visibility. They are frequently featured in the media, including television, movies, music, sports events, and social media. The term "celebrity" is derived from the word "celebrated," indicating that these individuals are celebrated or widely acknowledged by the public. Celebrities can be actors, musicians, athletes, politicians, business leaders, or individuals known for their contributions in various fields. The level of celebrity status can vary, ranging from local or niche fame to global recognition. With the rise of social media, individuals can also gain celebrity status through platforms like Instagram, YouTube, or TikTok. Celebrities often have a significant influence on popular culture, fashion, and public opinion. They may use their platform for various purposes, including advocacy, promoting social causes, or endorsing products and services. Celebrity culture is a prominent aspect of modern society, shaping trends and influencing the way people perceive and interact with the world.The general belief among advertisers is that advertising messages delivered by celebrities offer a higher level of attraction, attention and possibly message recall than those delivered by non-celebrities. Marketers also claim that celebrities could detract from the credibility of the claims being made, increase the memorability of the message, and have a positive effect that could be generalized to the brand (ANJUM, DHANDA, & NAGRA, IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON, 2012) . Celebrities are positioned as marketing tools, valued for their interconnected meanings that can be associated with products and then passed on to consumers. This approach positions consumers as relatively passive recipients of celebrity meanings, representing a top-down model (celebrity to consumer), and celebrities as meaning bearers. The approach is outdated in a fragmented modern world where social media and mass media give the consumer more control in choosing between celebrities and prominence (Emma N. Banister, A cultural exploration of consumers’ interactions and relationships with celebrities, 2013)

1. **Rise of celebrity culture**

Celebrities play an important role in modern culture. For many people, film and television stars, athletes, pop stars, the royal family, chefs, and business tycoons serve as arbiters of taste, morality, and public opinion, thereby influencing purchasing behavior. Celebrities range from world famous Alisters to reality TV stars who sometimes become overnight hits by appearing on shows like The X Factor, Big Brother, Master Chef or on MTV celebrities who sometimes appear with no discernible talent video sharing websites have made a name for themselves.

Companies harness the power of celebrities and use them to promote almost anything. Because celebrities are instantly recognizable and capture consumer interest, they can draw attention to a brand in a way no other type of advertising can. As long as the celebrity is authentic, he or she can help bring credibility and influence to a brand in how it is perceived. Many consumers believe that if a product is good enough for a star, it's good enough for them. While celebrity influence is most evident among the younger generation, it is present across all age groups. Teenagers adore the icons of the moment (e.g. Justin Bieber, Taylor Swift or One Direction), while adults tend to admire older, more enduring celebrities ambitious as well as playful driven motives to engage in celebrity entertainment experiences. Non-fans have no ambitious motive and are predominantly driven by playful motives. In both situations, celebrity entertainment experiences reinforce recommended brand attitudes (Hung, Why Celebrity Sells: A Dual Entertainment Path Model of Brand Endorsement, 2014 )

The lifecycle of celebrity popularity varies a lot. People tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value Celebrity. Brand association like Garnier endorsed Tara Sharma & Simone Singh, Agni Diamonds & Riama Sen don't get much brand recall. On the other hand, HPCL has had increased popularity and share of voice due to the endorsement of the brand through Tennis star Sania Mirza (Mukherjee, Impact of Celebrity Endorsements on Brand Image, 2012).The rise of celebrity culture refers to the increasing prominence and influence of celebrities in various aspects of society, including entertainment, media, and popular culture. Several factors have contributed to the emergence and growth of celebrity culture over the years:

* Mass Media: The advent of mass media, including newspapers, magazines, radio, television, and later the internet, played a significant role in disseminating information about celebrities to a widespread audience. This allowed for the rapid spread of celebrity news and images, contributing to the development of a celebrity-focused culture.
* Entertainment Industry Growth:\*\* The expansion of the entertainment industry, particularly in film, music, and later television, created a platform for individuals to achieve widespread fame. The success of celebrities in these industries contributed to the notion of fame and stardom.
* Cultural Shifts: Societal changes, such as increased urbanization, globalization, and a shift towards individualism, influenced the way people viewed and idolized public figures. Celebrities became not only entertainers but also aspirational figures embodying certain values or lifestyles.
* Social Media: The rise of social media platforms in the 21st century further accelerated celebrity culture. Platforms like Instagram, Twitter, Facebook, and TikTok provided direct access for celebrities to connect with their fans, share personal moments, and control their public image.
* Celebrity Endorsements: Advertisers began to recognize the marketing potential of celebrities, leading to an increase in celebrity endorsements. The association of a celebrity with a product or brand became a powerful tool for marketing and advertising.
* Reality TV and Personal Branding: The popularity of reality television shows allowed audiences to follow the personal lives of individuals, turning everyday people into celebrities. Additionally, celebrities began actively cultivating and managing their personal brands, contributing to a more curated and controlled public image.
* 24/7 News Cycle: The constant availability of news through 24-hour news channels and online platforms ensures a continuous flow of celebrity-related content. This perpetual coverage reinforces the visibility and influence of celebrities.
* Globalization:The interconnectedness of the world through globalization has facilitated the international spread of celebrity culture. Celebrities from one part of the world can become global icons, influencing trends and preferences globally.

While celebrity culture has its positive aspects, such as entertainment and inspiration, it also raises concerns about the impact on societal values, privacy, and the elevation of fame for its own sake. The dynamics of celebrity culture continue to evolve with advancements in technology and changes in societal norms.

1. **What is celebrity endorsement?**

The use of celebrities to increase sales and brand awareness is called celebrity endorsement. Celebrities often name advertisements for products and services that may or may not be professional. Browsing TV channels reveals that some celebrities endorse multiple brands, or one brand is endorsed by another speaker. For example, Amitabh Bachchan introduces Parker, Hymora, Nablatan Oil, Cadbury Daily Milk and more. Cork, on the other hand, was supported in this category by Hrithik Roshan, Aishwarya Rai, Aamir Khan, Virendra Sehwag and others (Jain, Celebrity Endorsement And Its Impact On Sales: A Research, 2011)

Today, marketers want to not only maximize product sales, but also create brand equity. To create brand equity, they use celebrities in their advertising (ANJUM, DHANDA, & NAGRA, IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON, October 2012). Prominent attributes are the main component for them to be selected as approvers. Consumers are always trying to choose the product that suits their image. As a result, the majority of respondents prefer the style and appeal of celebrities, influence their purchasing decisions, and enhance the effectiveness of celebrity-supported advertising. Respondents conclude that celebrity-approved ads influence purchase decisions. (Afsheen Khan, 2016) . Celebrity endorsement is a marketing strategy where a well-known personality, often a celebrity or public figure, is used to promote a product, service, or brand. The idea is to leverage the popularity, credibility, and influence of the celebrity to enhance the visibility and appeal of the endorsed product or brand. This type of marketing approach capitalizes on the positive associations and recognition that the celebrity has with their audience. Key elements of celebrity endorsement include:

* Credibility: Celebrities are often seen as trustworthy and credible figures. When they endorse a product, their positive image can transfer to the brand, lending it credibility and legitimacy.
* Visibility: The use of celebrities can significantly increase the visibility of a product or brand. Celebrities have large fan bases and are often in the public eye, making their association with a brand a powerful tool for exposure.
* Influence: Celebrities have the ability to influence the opinions and purchasing decisions of their fans. Fans may be more inclined to try or buy a product if it is associated with a celebrity they admire.
* Brand Recall: Associating a celebrity with a brand can enhance brand recall. Consumers are more likely to remember a product or advertisement if it features a well-known face.
* Emotional Connection: Celebrities often evoke strong emotions from their fans. The emotional connection fans feel towards a celebrity can be transferred to the endorsed product, creating a positive association.
* Product Launches: Celebrities are frequently involved in launching new products or endorsing existing ones. Their involvement in marketing campaigns can generate buzz and excitement around the product.
* Diversification: Celebrities are often associated with a particular field, such as sports, entertainment, or fashion. Brands can strategically choose a celebrity whose image aligns with the target market or the values of the product.

While celebrity endorsements can be highly effective, it's important to carefully consider factors such as the celebrity's image, reputation, and relevance to the target audience. An incongruent or forced association can lead to negative perceptions. Additionally, the credibility of the celebrity and their genuine belief in the product can impact the success of the endorsement. As consumer preferences evolve, brands may also explore collaborations with influencers and personalities who connect with audiences in a more relatable and authentic manner.

1. **Celebrity endorsements as a strategy**

Celebrity endorsements are employed as a marketing strategy to leverage the popularity, influence, and credibility of well-known personalities to promote a product, service, or brand. This strategy is rooted in the belief that the positive attributes associated with the celebrity will transfer to the endorsed product, influencing consumer perceptions and behaviors. Here are key aspects of how celebrity endorsements function as a strategy:

* Brand Awareness and Visibility: Celebrities, being highly visible figures, can significantly enhance brand awareness. Their association with a product or brand helps in capturing the attention of a wide audience, leading to increased visibility.
* Credibility and Trust: Celebrities are often seen as credible and trustworthy figures. When they endorse a product, their positive image can instill trust in consumers, especially if the celebrity is perceived as genuine and authentic.
* Influence on Consumer Behavior: Celebrities have the ability to influence consumer behavior. Fans may be more likely to try or purchase a product if it is associated with a celebrity they admire, leading to increased sales.
* Emotional Connection: Celebrities often evoke emotional connections with their fans. By associating a celebrity with a product, marketers aim to tap into these emotional bonds, creating a positive and memorable association.
* Differentiation and Positioning: Celebrity endorsements can help differentiate a product or brand in a competitive market. The unique characteristics and qualities of a celebrity can be aligned with the brand's positioning, setting it apart from competitors.
* Product Launches and Promotions: Celebrities are frequently involved in product launches and promotional campaigns. Their participation can generate excitement, media coverage, and buzz around the product, leading to a successful launch.
* Target Audience Alignment: Brands strategically choose celebrities based on their appeal to the target audience. The alignment between the celebrity's image and the demographic or psychographic characteristics of the target market is crucial for the success of the endorsement.
* Enhanced Recall:Consumers are more likely to remember an advertisement or product if it features a well-known face. Celebrity endorsements contribute to enhanced brand recall, increasing the likelihood that consumers will remember and consider the product.

Marketers agree with that big name endorsements have numerous benefits, key amongst them being constructing credibility, fostering agree with and drawing interest or all or any of that may translate into better emblem sales. As with branding, agencies ought to attempt to hold consistency among the endorser and the emblem to set up a robust character and identity. More importantly, agencies ought to view celeb endorsements as long-time period strategic selections affecting the emblem. A international emblem need to admire nearby needs, wants, and tastes even as endorsing. An endorsement have become maximum a success while the endorser is likewise inquisitive about the affiliation with the emblem now no longer most effective for economic benefit, however additionally for his/her personal photograph constructing additionally. Several celebrities have ventured into the style and add-ons companies and greater are at the way. Jennifer Lopez, Sean Combs, and Jessica Simpson all have apparel lines; Victoria Beckham designs jeans; Elizabeth Hurley has released a swimming gear emblem even as Kylie Minogue already has a flourishing underwear emblem, referred to as Love Kylie. In addition, the listing of celebrities which have released perfumes named after them is gradually increasing: Jennifer Lopez, Britney Spears, Paris Hilton, Celine Dion, Mary-Kate and Ashley Olsen, Cindy Crawford, etc. Major stars do now no longer honestly paintings for the endorsement fee, however are influenced via way of means of true affection for the product (Mukherjee, Impact of Celebrity Endorsements on Brand Image, 2012). Despite its advantages, it's essential to consider potential risks associated with celebrity endorsements, including controversies that may impact the celebrity's image and, consequently, the brand's image. Moreover, the effectiveness of this strategy can vary based on the fit between the celebrity and the brand, as well as the authenticity of the endorsement. As consumer preferences evolve, brands may also explore collaborations with influencers and individuals who connect with audiences in a more relatable and authentic manner.

1. **Is celebrity advertising effective?**

The effectiveness of celebrity advertising can vary and depends on several factors, including the match between the celebrity and the brand, the authenticity of the endorsement, and the target audience. Here are some considerations regarding the effectiveness of celebrity advertising:

* Brand Fit and Relevance: The alignment between the celebrity and the brand is crucial. If there is a natural fit and relevance, the endorsement is more likely to be effective. For example, a sports star endorsing sports-related products may have a more authentic connection than an unrelated celebrity.
* Authenticity: Authenticity is key to the success of celebrity advertising. Consumers are more likely to respond positively to endorsements where it feels like the celebrity genuinely uses and believes in the product. If the endorsement comes across as forced or insincere, it may be less effective.
* Credibility and Trust: The perceived credibility and trustworthiness of the celebrity play a significant role. If the celebrity is respected and has a positive public image, their endorsement is more likely to be trusted by consumers.
* Target Audience: Understanding the target audience is crucial. The celebrity should have appeal and influence within the specific demographic or psychographic group that the brand is trying to reach. If the celebrity resonates with the target audience, the endorsement is more likely to be effective.
* Product Type: The nature of the product or service being endorsed can influence the effectiveness of celebrity advertising. Some products, such as fashion and beauty items, may be more naturally suited for celebrity endorsements, while others may require a different approach.
* Media Channels: The choice of media channels also matters. Celebrities may be more effective in traditional media like television and print, but their impact on social media platforms can be substantial, especially with younger audiences.
* Public Perception and Trends: Public perception of the celebrity at the time of the endorsement can affect its success. Additionally, staying attuned to current trends and cultural shifts is essential to ensure that the endorsement remains relevant.
* Risk of Controversy: Celebrity endorsements come with the risk of controversy. If a celebrity faces negative publicity or controversy, it can adversely affect the brand associated with them. Brands must carefully consider the potential risks and benefits.

While celebrity advertising can be highly effective in enhancing brand visibility and influencing consumer behavior, it's not a one-size-fits-all strategy. Successful celebrity endorsements often involve a strategic selection process, considering the factors mentioned above, to create a meaningful and resonant connection with the target audience. Additionally, measuring the impact of celebrity endorsements through market research and analytics is essential for evaluating their effectiveness. Marketers now are seeking for to undertake 360 diploma emblem stewardship wherein the emblem sees no limits at the range of touch factors viable with a goal client. Advertising ideas, thus, revolve round this approach, and the celeb endorsement selections are made via those strategic motives. Celebrities do have a few not unusualplace traits which consist of their recognition, their reputation or their reputation however every celeb may also have his or her very own specific photograph or cultural meaning (Mukherjee, Impact of Celebrity Endorsements on Brand Image, 2012) .In the cutting-edge and current duration marketing and marketing messages have inspired client behavior of youngsters, in addition to their social behavior. Nowadays youngsters are endorsed to be independent, assertive, dynamic and cool. These messages with which purchasers are continuously beset delivered approximately cultural adjustments and have been seemed as a client phenomenon standard of the western society. youngsters and younger people`s being uncovered to marketing and marketing messages designed through mass-media and marketers. Behavior adjustments are because of marketing and marketing messages having been construed taking into consideration age businesses and the younger people`s interests, desires and aspirations (Adriana Anca Cristea, 2014) .The take a look at concluded that the ones merchandise have greater marketplace proportion which can be encouraged through celebrities in that regular celebrities. Consumer has visible the classified ads through celebrities as reliable, knowledgeable. And they have got additionally affected and related to celebrities and furthermore they sense that celebrities are capin a position to steer the call for of the merchandise. So we are able to say that the celeb endorsement has high quality effect on organisation in addition to emblem and customers. (ANJUM, DHANDA, & NAGRA, IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON, October 2012)

1. **Compatibility of the Celebrity’s Persona with the Overall Brand Image**

The compatibility of a celebrity's persona with the overall brand image is a critical factor in the success of a celebrity endorsement. When selecting a celebrity to represent a brand, it's important to ensure that their personal image aligns with the values, messaging, and target audience of the brand. Here are key considerations for evaluating compatibility:

* Brand Values: The celebrity's values should align with the core values of the brand. If there is a mismatch, it can lead to a lack of authenticity and may confuse consumers about the brand's identity.
* Target Audience: Consideration should be given to whether the celebrity resonates with the target audience of the brand. The celebrity's appeal should align with the demographics and psychographics of the intended consumer base.
* Brand Personality: Brands often have distinct personalities that they wish to convey. The celebrity's persona should complement or enhance the brand's personality rather than clash with it. For example, if the brand aims to be perceived as youthful and dynamic, the chosen celebrity should embody those traits.
* Consistency Across Platforms: The compatibility should extend across various platforms and media channels. Whether it's TV commercials, print advertisements, or social media, the celebrity's persona should consistently reflect the brand image.
* Authenticity: An authentic connection between the celebrity and the brand is crucial. Consumers can often sense when an endorsement feels forced or insincere. If the celebrity genuinely uses and believes in the product, it enhances authenticity.
* Relevance to Product or Service: The celebrity's image should be relevant to the type of product or service being endorsed. For instance, a fitness enthusiast might be a good fit for a sports apparel brand, while a tech-savvy personality may be suitable for endorsing electronic gadgets.
* Risk Assessment: Evaluate potential risks associated with the celebrity's image. Consider past controversies or public perceptions that could impact the brand negatively. Conduct thorough research to assess the overall reputation of the celebrity.
* Long-Term Commitment: For a successful endorsement, the celebrity should be willing to commit to a long-term partnership with the brand. This helps in building a consistent brand image over time.
* Brand Image Evolution: Consider how the brand's image may evolve over time and whether the chosen celebrity's persona will still be compatible with the brand in the future.
* Market Research: Conduct market research to understand consumer perceptions and preferences. This can help in identifying celebrities who are likely to resonate positively with the target audience.

A well-matched celebrity endorsement can create a powerful association that enhances brand awareness, credibility, and consumer trust. On the other hand, a mismatch can lead to confusion, skepticism, or even negative associations. Therefore, careful consideration of the compatibility between the celebrity's persona and the overall brand image is essential for a successful endorsement strategy. Companies should ensure a match between the brand being endorsed and the endorser so that the endorsements are able to strongly influence the thought processes of consumers and create a positive perception of the brand. Tiger Woods endorsing the Buick brand makes no sense at all. There is just no believability that Tiger is dying to drive a Buick. And without believability a celebrity endorsement is worthless. Companies should monitor the behavior, conduct and public image of the endorser continuously to minimize any potential negative publicity. Companies need to involve celebrities who do not recommend competing products or other completely different products to ensure a clear transfer of personality and identity between the recommender and the brand. If a celebrity is used to endorse a brand, the obvious result may be that the celebrity may obscure the brand. Therefore, when presenting a supporter, keep in mind that the supporter is promoting the brand, not the other way around. Celebrities are no substitute for ideas. A brand without focus will never find the right celebrity to match the brand. Once you become a celebrity, it's difficult to get out. If the brand is functioning reasonably well after interrupting the celebrity campaign, it will be difficult to separate the message role from the celebrity role in selling the brand. The Global Brand requires a Global Brand Management Team. This regional and international organization was established to maintain brand leadership through the efficient and effective use of celebrities. To expand your brand globally, you need to ensure that your recommendation strategy understands your cultural sensitivities. Even though it is challenging to measure the effects of celebrity endorsements on companies` brands, companies should have a system combining quantitative and qualitative measures to measure the overall effect of celebrity endorsements on their brands (ANJUM, DHANDA, & NAGRA, IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON, October 2012) (Mukherjee, Impact of Celebrity Endorsements on Brand Image, 2012)

**J. Whether Celebrity is a Brand User**

Yes, a celebrity can be considered a brand user, and in many cases, celebrities actively engage in brand usage and promotion. Here's how a celebrity may function as a brand user:

* Endorsing Products: Celebrities often endorse and use products as part of their public image. This may involve promoting clothing, accessories, beauty products, technology, and more through advertising campaigns.
* Brand Collaborations: Celebrities may collaborate with brands to create their own product lines or collections. This could include clothing lines, fragrances, makeup, and other branded merchandise that reflects the celebrity's style and preferences.
* Sponsorships and Partnerships: Celebrities often engage in sponsorship and partnership deals with brands. In these arrangements, the celebrity may use and promote the brand's products in various public settings, such as events, social media, and interviews.
* Public Appearances: When attending public events, celebrities often choose to wear or use products from specific brands. These choices are often intentional and can significantly impact the visibility and popularity of the brand.
* Social Media Promotion: Many celebrities actively use social media to share aspects of their lives with fans. This includes showcasing the products and brands they use. Social media platforms provide a direct channel for celebrities to promote and endorse products to a wide audience.
* Brand Ambassadors: Celebrities are frequently appointed as brand ambassadors, representing and promoting the brand in various capacities. This could involve appearing in advertisements, participating in marketing campaigns, and attending promotional events.
* Philanthropy and Social Causes: Celebrities may use their influence to support specific brands associated with philanthropic or social causes. By aligning with brands that share their values, celebrities can leverage their image to promote both the product and the cause.

It's important to note that the authenticity of the celebrity's association with a brand can impact the success of these initiatives. If the celebrity is genuinely aligned with the product or brand, their endorsement is likely to be more effective. Additionally, the public's perception of the celebrity's credibility and sincerity plays a crucial role in determining the success of their role as a brand user and promoter. Various celebrities believe in social messages and support NGOs and social activities They have to tell the audience. One of the most successful campaigns was run by PETA. In this campaign, celebrities such as Shilpa Shetty, Ameesha Patel, Yana Gupta, Sheetal Malhar and Mahima Choudhary claimed to believe in PETA's philosophy and thereby support the brand. On the other hand, some understand that Amitabh Bachchan has never used a Navratan phone. Britney Spears finds himself in favor of one brand of cola and repeatedly drinking another brand of cola on tape. (Jain, Celebrity Endorsement And Its Impact On Sales: A Research, 2011) (Mukherjee, Impact of Celebrity Endorsements on Brand Image, 2012).

**K. Brand, celebrities & consumer**

Most brands start a life without personality. Let's face it. Brands alone never walk, talk, or take pictures. However, by being associated with a celebrity, the product or company name can instantly take on glitz, charm and sophistication. D. Reeder (Green Light L.A.) states: Celebrity use stays here. But what does the unanswered question look like? Now, in order to derive a strategic path for backstory, backstory brands need to assess the impact of selected celebrities on their respective brands. For a successful brand recommendation roadmap, it is important to look at the relationship between the brand and the consumer spirit. Celebrity Recommendations Have a Great Impact on Purchase Decisions In markets where advertising regulates consumer purchases, celebrity recommendations are more likely to be selected. Products with any of the following characteristics:

• High price-to-cost margin

• Large potential customer pool

• The need to coordinate different customer groups.

According to Zafer & Baker, the use of multiple celebrities or one celebrity depends in part on the timescale used by the campaign to influence. If the campaign has a long-term strategy, the agency will be more cautious because the potential downsides outweigh the potential upsides. A brand advocate is not just a spokesperson for the brand, but a person who acts as a testimony to the benefits of the brand (Mukherjee, Impact of Celebrity Endorsements on Brand Image, 2012). Celebrities act as a navigation aid to help consumers internalize the (acceptable) cultural values ​​they need to shape and develop their understanding of identity. I accessed it. The nature of the consumer-celebrity relationship evolves over time. Some are fleeting and supported Social networks make it easier for people to get in and out of relationships and make others more permanent. Consumers deliberately negotiate their identities by a variety of means, using celebrities as a possible source of information for manipulating themselves (Emma N. Banister, A cultural exploration of consumers’ interactions and relationships with celebrities, 2013) Celebrities play an increasingly important role in modern culture and consumption patterns, acting as mediators of taste, style and public opinion around the world. Their support and creative input can bring brand attention, credibility, and other intangible benefits in ways that other types of advertising cannot. This new global report analyzes how advertisers can harness the power of celebrities to connect emotionally with consumers and increase sales (Network, April 30, 2014)

In India, as in many other parts of the world, celebrities are often treated as brands themselves. The influence of celebrities as brands on consumers in India is significant and extends across various sectors. Here are some ways in which celebrities function as brands and impact consumer behavior in the Indian context:

* Endorsements and Advertising: One of the most common ways celebrities act as brands is through endorsements. Celebrities are often associated with products and services in advertising campaigns. Their credibility and popularity can positively influence consumers' perceptions and choices.
* Fashion and Lifestyle: Many Indian celebrities, especially those in the film and entertainment industry, are considered style icons. Their fashion choices and lifestyle often set trends and influence consumer preferences in areas such as clothing, accessories, beauty products, and more.
* Product Launches: Celebrities frequently launch their own product lines, ranging from clothing and perfumes to fitness products and mobile apps. The association with a celebrity's personal brand can attract consumers who admire and identify with the celebrity.
* Social Media Presence: Social media platforms play a crucial role in celebrity branding in India. Celebrities with large followings on platforms like Instagram, Twitter, and Facebook use these channels to connect with fans, share aspects of their lives, and endorse products. This direct engagement can impact consumer perceptions and choices.
* Film and Entertainment Industry Impact: In a country where the film industry, particularly Bollywood, has a massive influence on popular culture, celebrities from the entertainment world have a significant impact on consumer behavior. Their popularity in movies and TV shows often translates into endorsement opportunities and brand collaborations.
* Brand Image and Values: Consumers often associate the values and personality traits of a celebrity with the products or brands they endorse. Aligning with a celebrity whose image resonates with the target audience can positively influence brand perception.
* Event Attendance and Promotion: Celebrities are frequently invited to events and product launches, providing an opportunity for brands to leverage their star power for promotional activities. The presence of a celebrity at an event can generate media coverage and enhance the visibility of the brand.
* Charitable and Social Causes: Celebrities in India often use their influence to support social causes. Associating with a cause or charity endorsed by a celebrity can enhance a brand's image and appeal to socially conscious consumers.

However, it's essential to note that the effectiveness of celebrity endorsements can vary, and consumers are becoming increasingly discerning. Authenticity and alignment between the celebrity's image and the endorsed brand are crucial for long-term success. In recent times, consumers in India, as elsewhere, have also shown a growing interest in influencers and personalities who are relatable and authentic, in addition to traditional celebrity endorsements.

**IV. DISCUSSION**

Undoubtedly, celebrity endorsements stand as a potent marketing tool, exerting a compelling influence on the majority of consumers. The preference for celebrity-sponsored ads over their non-celebrity counterparts is evident, as consumers actively seek products that align with their self-image. Respondents overwhelmingly express a penchant for the style and allure exuded by celebrities, underscoring the profound impact on purchasing decisions and the heightened effectiveness of celebrity-endorsed advertisements. This unequivocally demonstrates the pivotal role these endorsements play in shaping consumer choices and bolstering the overall efficacy of advertising campaigns. The pervasive influence extends beyond immediate purchasing decisions, also contributing significantly to brand perception, awareness, retention, and credibility. It is evident that companies are strategically aligning with celebrities to not only enhance their product image but also to fortify brand awareness and credibility in the competitive market landscape.

#  V. REFERENCES

 Adriana Anca CRISTEA, M. S. (2014). THE IMPACT OF MASS-MEDIA ON CONSUMER BEHAVIOUR AMONG. Volume 6, No. 3, pp. 107–110.

Adriana Anca Cristea, M. S. (2014). The Impact of Mass-Media on Consumer Behaviour Among Children and Young People. *EconPapers* *, vol. 6(3)*, pages 107-110.

Afsheen Khan, S. L. (2016). Influence Of Celebrity Endorsement On Consumer Purchase Decision: A Case Of Karachi. *Imperial Journal Of Interdisciplinary Research* .

AFSHEEN KHAN, S. L. (2016). INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE DECISION: A CASE OF KARACHI. *Imperial Journal of Interdisciplinary Research* .

ANJUM, D. B., DHANDA, S. K., & NAGRA, S. ( 2012). IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON. *Asia Pacific Journal of Marketing & Management Review* *, Vol.1 No. 2*.

ANJUM, D. B., DHANDA, S. K., & NAGRA, S. (October 2012). IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON. *Asia Pacific Journal of Marketing & Management Review* .

*Celebrity Power and Its Influence on Global Consumer Behaviour*. ( 2014, March). Retrieved from www.euromonitor.com: http://www.euromonitor.com/celebritypoweranditsinfluenceonglobalconsumerbehaviour/

Emma N. Banister, H. L. (2014). A cultural exploration of consumers’ interactions. *Journal of Marketing Management* , Vol. 30, Nos. 1–2, 1–29,.

Emma N. Banister, H. L. (2013). A cultural exploration of consumers’ interactions and relationships with celebrities. *Journal of Marketing Management* *, Volume 30* ( Issue 1-2), 1-29.

Friedman, H. H. (1979). Endorser effectiveness by product type. *Journal of Advertising Research* *, 19(5)*, 63–71.

Hung, K. (2014). Why Celebrity Sells: A Dual Entertainment Path Model. *Journal of Advertising* , 155–166.

Hung, K. ( 2014 ). Why Celebrity Sells: A Dual Entertainment Path Model of Brand Endorsement. *Journal of Advertising* *, Volume 43* (Issue 2), 155-166.

Jain, D. V. ( 2011). Celebrity Endorsement And Its Impact On Sales: A Research. *Global Journal of Management and Business Research* *, Volume 11* (Issue 4).

Jain, D. V. (2011). Celebrity Endorsement And Its Impact On Sales: A Research. *Global Journal of Management and Business Research* *, Volume 11* (Issue 4).

Jain, D. V. (March 2011). Celebrity Endorsement And Its Impact On Sales: A Research. *Global Journal of Management and Business Research* .

kannan, R. R. (7 july 2017). Impact of Celebrity Endorser on Consumer. *Recent Innovations in science,engineering and management*, (pp. 876-880). Nalgonda.

Katyal, N. EQUALITY IN THE WAR ON TERROR. *Volume 59* ( Issue 5), 1365-1394.

Kumar, L. B. ( May 2011). Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products(Astudy with reference to the city of Chennai). *World Review of Business Research* *, Vol.1. No. 2.*, Pp. 98 -112.

Mukherjee, D. ( 2012). Impact of Celebrity Endorsements on Brand Image. *Indian Journal of marketing* *, Volume 42* (Issue 2).

Mukherjee, D. ( 2012). Impact of Celebrity Endorsements on Brand Image. *Indian journal of Marketing* *, Volume 42* (Issue 2).

Mukherjee, D. ( 2012). Impact of Celebrity Endorsements on Brand Image. *Indian journal of marketing* *, Volume 42* (Issue 2).

Mukherjee, D. (2012). Impact of Celebrity Endorsements on Brand Image. *Indian Journal of Marketing* *, Volume 42* ( Issue 2).

Mukherjee, D. (2012). Impact of Celebrity Endorsements on Brand Image. *Indian Journal of marketing* *, Volume 42* (Issue 2).

Mukherjee, D. (2012). Impact of Celebrity Endorsements on Brand Image. *Indian journal of marketing* *, Volume 42* ( Issue 2).

Mukherjee, D. (August 2009). Impact of Celebrity Endorsements on Brand Image.

Network, F. (April 30, 2014). *Celebrity Power and Its Influence on Global Consumer Behavior.* Thomson Reuters.