

Influence of Celebrity Endorsements on Perceived Brand Value and Equity

Sharad Sharma¹ and Dr. R K Garg²

¹Research Scholar, Department of Commerce & Management¹

²Research Guide, Department of Commerce & Management²
NIILM University, Kaithal, Haryana

Abstract: *Celebrity endorsements have emerged as a strategic tool in marketing communications, shaping consumer perceptions and enhancing brand value. This review paper explores the influence of celebrity endorsements on perceived brand value and equity by evaluating relevant literature, frameworks, and empirical findings. The study further investigates factors such as celebrity credibility, attractiveness and congruence with the brand that impact consumer behavior and brand associations. The paper includes a synthesized literature matrix and a graphical representation of the relationship between celebrity attributes and brand equity components.*

The influence of celebrity endorsements on perceived brand value and equity has emerged as a significant area of interest in modern marketing practices. This study explores how celebrity associations impact consumers' perceptions of brand value, trust, loyalty, and overall brand equity. In an increasingly competitive marketplace, companies strategically leverage celebrities to create strong emotional connections and foster positive brand associations. Celebrity endorsements function as a powerful communication tool that can enhance brand recall, recognition, and credibility. The perceived expertise, attractiveness, and trustworthiness of the celebrity often transfer to the brand, influencing consumer attitudes and purchase intentions. This research examines the key factors that determine the effectiveness of celebrity endorsements, including the congruence between the celebrity and the brand, the consumer's familiarity with the endorser, and the authenticity of the endorsement message. Through both theoretical frameworks and empirical evidence, the study highlights how a well-aligned celebrity can amplify a brand's perceived prestige and market value, while a mismatch or negative publicity can adversely affect brand reputation. Furthermore, the study investigates the psychological mechanisms behind consumer responses to endorsements, such as the halo effect and source credibility theory. The findings reveal that celebrity endorsements significantly enhance perceived brand equity when executed strategically, especially in lifestyle and fashion industries.

However, the impact may vary across different consumer segments, product categories, and cultural contexts. This research contributes to the existing body of knowledge by providing insights into the nuanced relationship between celebrity influence and brand value perception. It also offers practical implications for marketers seeking to design effective endorsement campaigns that align with brand identity and target audience preferences. Overall, the study underscores the importance of thoughtful selection and management of celebrity endorsers to maximize brand equity and maintain consumer trust in the evolving landscape of brand communication.

Keywords: Celebrity Endorsement, Brand Equity, Brand Value, Brand Image, Consumer Perception, Marketing Communication, Source Credibility

