

# A Comparative Analysis of Celebrity Endorsement Vs Social Media Influencers in Modern Marketing

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**Abstract:** *In today's digital world communication pattern has changed due to introduction of new technology many things have significantly transformed. One of the commendable change is the new modern marketing strategies which include brand communication meaning creating brand awareness by using social media platforms. Earlier companies were mainly relied on celebrities such as actors and sports personalities for product promotion. These celebrities were helpful to brands to quickly grab people's attention because people admired and trusted them. However, with the introduction of social media a new form of communication became popular known as Social Media Influencers. This study focuses on the comparison between celebrity endorsement Vs. Social media influencers. Celebrity endorsement is effective because of their premium image, successful lifestyle, and status, often influence their buying decision. On the other hand social media influencers are more closer to the audience because they share their real-life experience, reviews and opinions on different social media platforms like Instagram, You-Tube ,Tik-Tok and many more. Because of this followers trust them and feel connected with them. The study highlights key differences such as fame Vs reality, cost Vs effectiveness etc. While celebrities can reach a wider audience, influencers create trustworthy relation with the people. The findings suggest that both strategies have their own importance .*

**Keywords:** Brand Communication, Modern Marketing Strategies, Social Media, Social Media Influencers, Brand Awareness, Celebrity Endorsement,

## I. INTRODUCTION

In this digital era, Marketing is an integral part of the business environment. Business is not only limited to buying and selling of product but it has changed , because of the growth of the internet . In the evolving landscape of marketing, promotional strategies have shifted from traditional celebrity endorsement to social media influencers. Both the approaches are used to influence consumer behavior. In this contemporary marketing environment, influencer is no longer connected with name and fame, it is increasingly defined by connections, credibility and content. Earlier companies used traditional methods like television, advertisements, newspapers and billboards to promote their product. One of the most popular strategy was celebrity endorsement. This idea of product promotion through celebrity endorsement was supported by marketing experts like Kotler and Keller (2016), according to them celebrities popularity is useful to create brand awareness as well as strong brand image. Their association with the brands often helpful to improve or increase the brand image. When celebrity promotes a product, consumers feels that product is of good quality as well as trustworthy. The effectiveness of celebrity endorsement can be measure through few factors, such as attractiveness, trustworthiness and emotional connection they build with the audience. However, despite of their popularity celebrity endorsement is expensive and it may lacks authenticity if they are connected with multiple unrelated brands. With the introduction of social media platforms such as Instagram, You Tube and Tik Tok a new form of marketing strategy has emerged that is Influencers Marketing. Influencers are the individuals who have fan following on digital platform by constantly creating content about specific elements such as fashion, fitness, travel or technology. Influencers are often perceived as more relatable, authentic and accessible. Their recommendations



considered as genuine opinion rather than paid promotions. Influencers are able to engage directly with their audience through messages, reviews and comments. The increased popularity of influencers has led brands to reconsider promotional strategies. Celebrity endorsement offers wide reached instant recognition, influencers marketing provides targeted communication and higher engagement rates. However both approaches have their own strengths and limitations. This study aims to study the differences, advantages and challenges associated with it.

## **II. LITERATURE REVIEW**

### **Celebrity Endorsement Vs Social Media Influencers**

**Chapa, S., & Khan, T. (2024)**- The study suggest the impact celebrity and social media influencers on Instagram. The study focuses on the consumer involvement, attitude and purchase behaviour in high and medium products. The sample size of the study is 799 based which is based upon the findings. Study suggested that celebrity have greater influence on product on Instagram. Celebrities are more influential as compared to social media influencers. Study concluded that Celebrity Endorsement are more impactful in high and medium product, as compared to Social Media Influencers. The study focuses on the several key conclusions which include, gender differences which concluded that male are more influenced by celebrity endorsement and social media influencers as compared to female. The study suggested that highest impact was observed on millennials. Study suggested that celebrity endorsement vs social media influencers both are impactful.

**Duong, T. A., & Nguyen, T. K. (2025)**- The study aims to explore the effect of celebrity endorsement and social media influencers on consumer behaviour by using credibility model and theory of reasoned action. Study concluded that attractiveness and expertise increase the intention of increasing purchase behaviour.

**Schouten, A., Janssen, L., & Verspaget, M. (2019)**- The study suggested that celebrity endorsement and social media influencers both are effective but influencers win trust, relatability and authenticity. celebrity gain advantage in TV and advertisement. The study examines the shift from traditional celebrity endorsement to social media influencer. The study aims to compare the influence of celebrity endorsement and social media marketing influencers in shaping consumer buying behaviour, which include attitude towards the advertisement, intention toward the buying product as well as the purchase intention. To draw a conclusion, two experiments were conducted including category is beauty, fitness and food and fashion to test whether the endorser fit to the product advertising effectiveness. The findings reveal that consumers strongly connect to the influencers than celebrities. Overall the study concludes that social media influencers are more effective as compared to the celebrity endorsement.

## **III. OBJECTIVES**

1. To study the comparison between celebrity endorsement Vs Social Media Influencers.
2. To examine the challenges faced by the influencers and celebrities during productMarketing.
3. To study the importance of Influencers and Celebrities in social media marketing strategy.

## **IV. RESEARCH METHODOLOGY**

The data has been collected from the secondary sources that is Articles and Journals. The data is purely secondary data.

## **V. SIGNIFICANCE**

### **1. Building trust and credibility**

Celebrity status brings status, authority and reputation, which increases brand value. On the other hand influencers are more relatable and create trustworthy relation with the consumer. Consumers often trust influencers because they seem real people.

### **2. Increase brand awareness**

Celebrities and influencers both have a large audience base. When they promote a product it instantly reaches to the wide audience which indirectly increases the brand popularity.



### **3. Affect purchase decision**

Recommendations from influencers and celebrities about a particular product strongly affect the consumer buying pattern. People are more likely to try those products which are endorsed by someone they admire or follow regularly.

### **4. Create Emotional Attachment**

Celebrities are inspiration to the most of the people as people wanted to be like them . Influencers create emotional connection, this emotional bond increases customer engagement and loyalty.

## **VI. CHALLENGES**

### **1. Brand value doesn't match with the endorsers**

When the product does not match with the endorser's image or lifestyle, the promotion doesn't look real but it looks forceful activity.

For example: a fitness freak endorser promoting a unhealthy products. Which create unreal picture in the people's mind.

### **2. Loss of credibility**

If the people feels that endorsement is done out of money and not genuine, it can reduce trust. Over-promotion or promoting too many product at one time will reduce the credibility and trust of the endorsers

### **3. Personal Reputation at Risk**

If the endorsed product turn out to be unethical, defective or controversial, it can damage the reputation of the endorsers. Which can create confusion and the feeling of betrayal among the consumers.

## **VII. CONCLUSION**

In today's dynamic environment both celebrities and social media influencers play an important role in promoting products and shaping consumer behaviour. Celebrities offer a strong brand and wide reach to the audience, which makes the brand image more effective. On the other hand social media influencers bring authenticity, relatability and higher engagement, which helps in building trust and influence consumer choices to purchase a particular product. However, study concludes that both approaches are important and come with its own challenges and benefits. Therefore, the most effective marketing strategy is not only the selection of choosing one over the other. But strategically, combination of both celebrities and influencers is based on the product and the target audience as well as campaign goal. The balanced approach will be helpful to maximize the visibility, trust and long term relationship.

## **IX. SUGGESTIONS**

Study suggest that brands should not blindly prefer celebrities or the influencers. Background check is important as well as use celebrities for mass awareness and influencers for engagement and trust. The brand value should matches with the individual preferences. Celebrities work well when they align with the brand image and values. Influencers are impactful when they have relevant followers and the target audience. When we compare celebrity endorsement Vs social media influencers, it has been noticed that influencers are often appear real and relatable as compared to celebrity. Social media influencers are more realistic as they share their genuine opinions as well as personal experiences with the followers. The effectiveness of endorsement depends upon how well the endorser matches with the target audience. Celebrities work well when they align with the brand image and values. Overuse of celebrities may reduce trust and audience may feel pure commercialization. Study suggested that instead of using one, brands can combine both that is celebrities and influencers that is celebrities at initial phase that is for initial attention and visibility and influencers for continuous engagement and conversation. Study concludes that there is no best strategy as the future of marketing lies in integration of Celebrity endorsement and Social Media Influencers.



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