

Research Article

An Analytical Study on the Relationship Between Advertising and Celebrity Endorsement

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Abstract: Celebrity endorsements influence customer purchasing decisions. Customers believe these attributes determine the effectiveness of advertising. Therefore, effective advertising and promotional strategies increase awareness convince customers that a product is important to them, and motivate them to purchase and experience it fully. When customers purchase high-quality products, they generate repeat demand, which is a company's strategy for retaining customers over time. The purpose of this study was to analyze the correlation between advertising and celebrity endorsements. The results showed that advertising has a significant impact, and furthermore, celebrity endorsements appear to have a significant relationship with customer attention.

Keywords: Celebrity Endorsement, Advertising, customer attention, consumer satisfaction etc.

INTRODUCTION

Celebrity endorsement is a specific type of advertising strategy in which a celebrity's fame is used to promote a product or service. This relationship is beneficial for both parties: the celebrity receives payment and recognition, while the advertiser uses the celebrity's image to make their advertising more attractive, memorable, and effective, ultimately aiming to increase sales by positively influencing customer attitudes and purchasing intent.

The Indian economy's triple trinity of liberalization, globalization, and privatization has allowed a lot of multinational corporations to enter the Indian market. The new entry of global companies, along with the battle of traditional Indian corporations to survive in the market, resulted in a surge in the volume of advertising, and the media is now inundated with them. In light of increased advertising clutter, media fragmentation, and the advent of new media, the most pressing issue for marketers is the selection of acceptable medium. Advertising has become a vital component of the business world, and as a result, firms set aside a significant portion of their income for advertising. Advertising spending has risen considerably in recent years.

The advertising industry in India is believed to be valued roughly \$2,585 million, with a recent sector Standard article estimating the brand endorsement sector in India to be worth around \$217 million. India is a highly sought-after market for major brands in the global advertising sector. Celebrity endorsements are no longer a novel occurrence in the world. Almost every brand uses celebrities to promote its products. Today's consumers are well aware of the marketing strategies utilized by marketers to influence their purchasing decisions. Furthermore, because of its severe and forceful approach, customers may modify their views

and impressions of celebrity endorsements. Despite all of these concerns, celebrity endorsements are a common aspect of the advertising industry.

Celebrity Endorsement Strategy Marketers typically use celebrities as spokespersons for their companies. The majority of celebrities hired by companies to pitch their products or services are popular persons, movie stars, entertainers, athletes, or music stars, though a politician or another well-known public figure may be recruited on occasion.

The first opportunity arises when a company is launched for the first time, and celebrity endorsements can be extremely effective in this scenario. This can be especially significant when launching a new category and buyers require reassurance, which a suitable star will supply. Second, celebrity endorsement can be extremely helpful in preserving and enhancing a brand's competitive position in the marketplace. In this case, celebrity endorsements can be especially beneficial if other businesses have joined the market and altered its dynamics. Third, when consumer needs create higher potential in a different sector.

Celebrities appear in public in many ways. First, they appear in public while carrying out their vocation, and millions of people admire their performance in their different industries. Furthermore, celebrities make public appearances by attending specific celebrity events such as film fare star awards and screen awards. Furthermore, they are prevalent in news, fashion magazines, and other media outlets that provide secondhand knowledge on celebrity events and private lives.

Using celebrities in advertisements Celebrities are increasingly being used in commercials, with many now

promoting a wide range of health care goods around the world. Aside from India, many other countries have seen celebrity endorsements successfully capture large amounts of attention. These countries include Japan, the United States, the United Kingdom, Malaysia, Korea, and Turkey. In some countries, they receive a sizable portion, more than 45 percent. For the previous decade, the commercial with celebrity endorsement is expanding. In 2000, it was only 29 percent advertisement where celebrity has endorsed, but now it is 70 percent.

EVOLUTION OF CELEBRITY ENDORSEMENT

In India, the practice of celebrity endorsements in advertising began in the later half of the '80s, when Bollywood and TV stars, as well as sportspersons, made their debut in the advertising industry, which was, until then, the sole province of models. (Kulkarni and Gaulkar, 2005) Farokh Engineer became the first Indian cricketer to endorse a brand named Bryl cream, making it one of the first advertising in India to feature a star. Lux, the soap brand, pioneered celebrity sponsorships in India and has held the record for over 75 years. Famous actress Tabassum (Prestige Pressure Cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream), and Sunil Gavaskar (Dinesh Suitings) were among the first celebrity endorsers.

Status and/or place in society are significant cultural values in Indian culture. According to LaFerle and Choi (2005) celebrities may have a higher influence on endorsements, consistent with earlier assumptions about the importance of status and social acceptance in Indian society. Celebrities are frequently connected with high status because of their widespread recognition in society and the media exposure they receive. As a result, celebrity endorsements are viewed as really relevant and effective in persuading customers to purchase the product. India has always revered Bollywood celebrities, creating a chance for marketers to exploit celebrities as product endorsers. The most famous South Indian actor Rajnikanth serves as the best example of this concept; people have built temples in his honour. Indian film stars and celebrities have always provided lifestyle inspiration to young people in India. People are easily influenced and want to emulate nearly everything a celebrity does. Given their popularity, stature, and reach in India, celebrities have the ability to influence people's attitudes and behaviour, particularly among young people.

As a result, marketers are racing to hire the most admired celebrities, such as Shahrukh Khan, Aamir Khan, Amitabh Bachchan, and many more, by offering large pay packages for their appearances with the brand. Furthermore, several celebrity endorsements are not a new trend in India. Many popular products, such as Coca-Cola, have more than one celebrity endorsement. Coca-Cola leads the leaderboard with 15 celebrity endorsers, followed by Pepsi with 8 and about 3 for other similar products such as Slice and Limca. On the contrary, few successful firms have been launched without celebrity endorsements. Procter & Gamble promoted its Rejoice brand in India by showing an everyday woman in their advertisements, allowing them to reach the general public. They believe that average

consumers, particularly housewives, are more likely to be influenced by a layperson than a superstar. Some other examples include Parle G, Lifebuoy, Maruti 800, Close Up, and Fevicol.

The growing competition among businesses to acquire more customers to their products has led marketers to enlist celebrities to endorse their products. Furthermore, recent technology improvements in the media, such as DTH, video control systems, cable and satellite television, have expanded customer control over programmed advertisements, making advertising more difficult (Croft et al. 2009). It is also believed that including a well-known celebrity helps to solve the problem of over communication, which is becoming increasingly common these days.

To mitigate this threat and increase consumer attention to their products and commercials, marketers employ celebrity endorsement strategies. Celebrities' well-known status helps commercials stand out from the surrounding clutter by appearing in them, enhancing communicative ability by cutting through extra noise in the communication process. Hiring a well-known celebrity as a brand endorsement can also assist a tarnished firm improve its image. Celebrity endorsements can also help restore or polish a company's image.

Most multinational corporations face cultural 'roadblocks' such as time, space, language, relationships, power, risk, masculinity, femininity, and a variety of other challenges when expanding to new nations.

It has been observed that products promoted by celebrities help them stand out and attract more attention while shopping due to an increased level of product recall (Bowman2002). Advertisements featuring a celebrity have a significant impact on a consumer's learning style and memory, which is a key factor in marketing communication success. Celebrities frequently make advertisements more memorable in the minds of consumers, even if there is no immediate need for the advertised goods. Marketers take use of consumers' ability to store knowledge in their thoughts, which may then be easily accessed during purchasing or when a need arises.

According to prior research, celebrities have an attraction that inspires and drives consumers to copy them since anything they promote is acceptable to consumers and projects a positive image to the public. Physical attractiveness could refer to the celebrity's facial appearance, height, or physique. Taking it a step further, it proposes that the cultural roadblocks that advertisers frequently face can be overcome by leveraging a celebrity with a global reputation.

Celebrities are linked with high status because of their widespread awareness, hence choosing a respectable and respected celebrity as the voice or message carrier is more effective than using a standard model. However, it is maintained that celebrity endorsement of a product that displays the existence or absence of good taste outperforms

endorsement by an expert or a regular consumer. Celebrities add significance to advertisements with more nuance, depth, and impact. Although an advertising using an anonymous model may provide demographic information such as gender, age, and status, it is typically ambiguous and imprecise. However, superstars provide this information with precision.

- Celebrity endorsements have recall of the products.
- Celebrities have credibility on expertise that makes the product more desirable and enhances perception of quality.
- The celebrity endorses image is transferred to the product so that those who use the product are associated with the images
- The model basically focuses on the belief that persons who perform well on one dimension are assumed to excel on others as well.

The celebrity endorsement method benefits both the corporation and the celebrity. The consumer receives a pleasant sensation of security and affiliation because his or her idol is advocating the product; it is assumed that it is a qualitative product. Consumers want to identify with the celebrity and buy the product because they want to be like the celebrity.

Celebrity endorsements can be an effective way to access foreign markets. Hiring a world-famous celebrity or a superstar from an emerging country can help businesses overcome many of these challenges. For example, Deepika Padukone has endorsed evening snacks with healthy oats and Special Cornflakes, which have acquired a huge market share as she is an emerging brand ambassador, and the public is likely to follow because consumers are becoming more health conscious and Deepika Padukone is a symbol of health. This advertisement can attract the attention of both customers and professionals who spend the majority of their time in the workplace.

In the advertisement for Dabur's Chawanprash, which is sponsored by Madhuri Dixit because this product is used by youngsters, the audience recognizes her and trusts her. Basically, with this type of health care product, marketers are mindful enough to bring celebrities with a brand image before the public and who have the ability to catch attention. Previously, Amitabh Bacchhan sponsored, but when a star of middle age recommends, the market is affected differently.

Sonam Kapoor has praised the promo. Sunpride, a promising name in the edible oil business, is now running a 360-degree advertising campaign. They have recently brought in a Bollywood celebrity. This advertisement indicates that this celebrity is fit and healthy, therefore it transmits a message to the public that has credibility, and consumers respond impulsively. This advertisement portrays a positive aspect because the components are natural.

LITERATURE REVIEW

Singh (2016) said that Indian customers have seen

enormous shift over the last two decades, making it critical to monitor the changing trends. To have a competitive advantage in the market, one must maintain a database of customer wants and evolving trends. Also included are the reasons why customers like a specific brand, the reasons people alter their preferences, and the elements that encourage them to purchase garments from any particular brand. Today's Indian customers have more money, which has resulted in more educated decisions and greater costs. The study included 200 samples, selected using a basic random sampling procedure. It investigated the purchase habits of Indian youth in the clothes market.

Chioma et al. (2016) researched the endorsement effect on customers buying decisions in Nigeria with the aim of examining the effect of endorsement on customer buying behavior in various Nigerian cities with the assistance of 200 respondents. The data was examined by using SPSS, and the results indicate the true relation between expertise of celebrity and customer decision making to buy.

Jyoti et al. (2016) worked on the endorsement effect on young girls in purchasing behavior. This study was carried out in Bangalore with the aim of determining the effect of endorsement on adolescent girls' purchasing behavior in Bangalore. The study involved 50 girls, and SPSS was the primary statistical tool used to examine the gathered data. The main finding of the study is that adolescents purchase products on a need-based basis rather than on special occasions, and they have varying opinions about celebrity endorsements.

Husain (2017) investigated and analyzed the influence of celebrity endorsements on female cosmetic customers' purchasing behaviour and intentions. The study revealed that celebrity endorsements have a strong influence on female customers because they convey a feeling of beauty, glamour, and status symbol. According to the study, those who have celebrities are more influential than those who have not because it allows customers to recall a specific commercial for a product while remembering the endorser.

Sukhmani (2017) did a research in Ludhiana to determine the aspects and qualities of celebrities that marketers use to impact consumer buy intentions and behaviour. Celebrities may not always make an advertising appealing, but elements such as product performance, quality and brand image, personality, and trustworthiness help the customer make an informed decision about the items of his choosing. The poll included a sample of 200 young people aged 18 to 25. Advertisements that aired on DTH channels within the last six months were considered. Celebrity endorsements have shown to be effective over time.

Majeed (2017) According to this report, millions of dollars are spent each year on advertising and marketing methods with the purpose of influencing customers to buy things, with the majority of them serving as a ruse and exhausting prospects for customer conviction. According to the study, there is no doubt in identifying the specific components that impact customer behaviour. Humans exhibit a variety of behaviours that are influenced by their emotions. Men and

women react to emotions in various ways, which influences their purchasing behaviours. Women, on the other hand, tend to stick with organizations that appreciate them and form long-term connections with them.

Ali (2018) claimed that a variety of social, cultural, and psychological aspects impact customers' decisions while purchasing FMCG items. After researching around 150 consumers in Coimbatore, Tamil Nadu, they discovered that the Amul brand was in more demand than the local brand Aavin, which is popular in Coimbatore's local markets. Most customers demand the brand because of its popularity, and the consumer's requirements and wants are impacted by a variety of elements in everyday life, including the product's durability, price, and quality, among other things.

Krishna (2018) employed a structured questionnaire on 200 respondents from June 2015 to April 2016. The study was done to determine how celebrity opinions influence customer purchasing intentions. Over the years, academics around the world have attempted to determine the causes of changes in consumer behaviour and consequent purchase intention. Celebrities are everywhere and have a significant influence on the lives of those they encounter. The study aimed to identify the numerous variables that are important for purchasing intention. Celebrity qualities like knowledge and integrity have a statistically minimal effect on customer purchasing decisions.

Rabia et al.'s (2019) research focuses on celebrity endorsement and its influence on brand-conscious consumers and their perceptions of brands. A quantitative approach is applied. Data from 263 respondents are obtained by questionnaire, and the findings are analyzed using SPSS (Statistical Software). Students from Govt. College Women University Sialkot were chosen as responders to learn about their perspectives on celebrity endorsements and brand-conscious customers. It has been observed that brands marketed by celebrities are more appealing than companies not advertised by celebrities. Furthermore, celebrity endorsements of items have a favourable impact on customer purchasing behaviour and aid in brand marketing.

Min et al. (2019) used a two-by-two experimental design (congruence vs. incongruence) and good vs. negative publicity. The poll received 120 responses from female Millennial customers, yielding 105 surveys with valid data. The participants had a mean age of 24 years ($SD=3.28$). The results revealed that celebrity-brand congruence and publicity had a considerable impact on customer behaviour in terms of views toward the celebrity and brand/product, as well as purchasing intention. Thus, retail marketers should conduct more research into celebrity endorsements that align with company image and can lead to long-term, favourable collaborations.

Levitan et al. (2020) investigate consumer behaviour; the Persuasion Knowledge Model and Attribution Theory are combined, and an empirical basis is established. A total of 653 social media users were recruited to participate in the

study, and structural equation modelling was used to analyze the suggested model. The results demonstrate that (1) activated persuasion knowledge negatively effects celebrity endorsers' alleged authenticity in covert social media marketing; (2) celebrity-brand congruity has no significant impact on the endorser's perceived authenticity.

Hussain et al. (2020) used a quantitative research approach in which a self-administered structured research questionnaire was distributed. The data were gathered from 100 university students who responded. The data show that celebrity endorsements have a major impact on university students. A celebrity endorsement with characteristics such as likability, beauty, credibility, and personality has a beneficial impact on customer purchase intentions. Furthermore, celebrity endorsements have a beneficial influence on customers' sentiments about endorsed businesses and items, which increases purchase intention. This study has some theoretical and practical implications for researchers and marketers about the usage of celebrity endorsers.

According to Fauzee et al. (2021), most marketers continue to see celebrity endorsement through the lens of traditional marketing. Most marketers suffer from a lack of attention on influencers who are well-known in developing new media technologies. Furthermore, marketers do not examine the traits to seek for when endorsing new-media personalities. A quantitative investigation was conducted to determine how celebrity traits may impact online customer behaviour. The poll included a sample size of 136 respondents, and the findings revealed that celebrity traits such as trustworthiness and attractiveness might impact customer behaviour when they engage with connected companies.

Porral et al. (2021) study is developed through Structural Equation Modeling (PLS-SEM) based on data gathered from 316 consumers who read celebrity recommendations. Findings report that consumers are most influenced in their food consumption behavior by the congruence between the celebrity endorsement and the product being recommended, and by the celebrity credibility. Interestingly, celebrity recommendations show a similar influencing pattern both for consumers' food purchase intention and consumers' willingness to pay a premium price for food. The major contribution of this research is to show that congruence is the main route by which celebrity endorsement influences food consumption behavior.

Kanwar (2022) said in their study that brand trust and perceived product quality are two determining elements in the celebrity endorsement and purchase intention connection. The objective is to protect the consumer's confidence at all costs in order to turn regular consumers into devoted customers. This may be accomplished by improving the total customer experience and exceeding their expectations. Glamour plays a vital part in encouraging adolescents to keep their attractiveness and setting high standards for cosmetic items, which are often done by celebrities.

Emonena Ekakitie et al. (2023) researched the relationship between celebrity endorsement and consumer purchasing behavior in the Nigerian telecommunications industry. A total of 374 respondents from various cities in Nigeria participated in the study, and the information was analysed by using correlation analysis and SPSS. The results indicate that the celebrities who endorse products have a preferential and influential influence on the decisions of customer to purchase telecommunications products.

Blessings Norah et al.'s (2024) study used a desktop research approach. Desk research refers to secondary data that may be acquired without the need for fieldwork. Desk research is primarily concerned with gathering data from existing resources, and it is sometimes seen as a lower-cost strategy as compared to field research, as the primary costs are executive time, telephone rates, and directories. Thus, the study was based on previously published studies, reports, and statistics. This secondary data was freely accessible via online journals and the library.

Pradhuman Soni's (2024) research is qualitative in character and uses both primary and secondary data acquired from various secondary sources. The primary data is acquired using the survey approach, which involves

creating and distributing questionnaires to respondents in rural regions of the nation using Google Forms. Primary data is obtained from 160 respondents by sharing Google Forms links on social media networking sites such as Facebook, Instagram, and WhatsApp. The data is then examined using SPSS software for statistical tools and measurements, and Microsoft Excel for both graphical and tabular representation.

Dhanuka, et al. (2025) food industry has increasingly leveraged celebrity endorsements to enhance brand visibility and influence consumer perceptions. This study focuses on Khamgaon City, analyzing how celebrity endorsements shape consumer attitudes and drive purchasing decisions. Through a mixed-methods approach involving primary data from local consumers and secondary data from existing studies, this research investigates the effectiveness of such endorsements. The findings highlight key factors like trust, relatability, and product quality perception, providing actionable insights for marketers.

OBJECTIVE

The main aim of this study is to analyze the correlation between advertising and celebrity endorsements.

ANALYSIS

RELIABILITY TEST

CRONBACH'S ALPHA	N OF ITEMS
0.811	21

The above table displays the dependability of the scale, which consists of 21 assertions based on celebrity endorsement, advertisement efficacy, and attentiveness. The dependability of the scale is 0.811, indicating that 81.1% of the scale is trustworthy and has been evaluated for further study.

H01: There is no significant relationship between celebrity endorsement on advertising.

Ha1: There is significant relationship between celebrity endorsement on advertising.

TABLE 1: CORRELATIONS ON CELEBRITY ENDORSEMENT AND ADVERTISING

		ADVERTISING	CELEBRITY ENDORSEMENT
Pearson	Advertising	1.000	0.431
Correlation	Celebrity endorsement	0.431	1.000
Sig.(1-tailed)	Advertising	.	.000
	Celebrity endorsement	.000	.
N	Advertising	384	384
	Celebrity endorsement	384	384

The correlations are shown in the table above, and it is clear that Pearson's correlation coefficient between celebrity endorsement and advertising is 0.430, which is significant since the significant value (p-value) of 0.000 is less than 0.05. As a result, it was established that there is a substantial relationship between celebrity endorsement and advertising. Furthermore, because the correlation coefficient *r* indicates a positive connection, we may utilize regression analysis to model the link between the variables.

TABLE 2: ANOVA ON CELEBRITY ENDORSEMENT AND ADVERTISING

MODEL		SUM SQUARES	OF DF	MEAN SQUARE F	SIG.
1	Regression	81.724	1	81.724	
	Residual	360.153	382	1.818	44.927
	Total	441.877	383		0.000

ANOVA was used to demonstrate the model's capacity to explain all variation in the dependent variable. The ANOVA table shows that the hypothesis that all model coefficients are zero is rejected at both the 1% and 5% levels of significance, indicating that the model coefficients are substantially different from zero. As a result, celebrity endorsements can be used to forecast advertising outcomes. The ANOVA table shows that the 'F' value is 44.927, which is significant at the 0.05 level (also significant at 0.00), with degrees of freedom (df)=1/382. This indicates that celebrity endorsements have a huge impact on advertising. In light of this, the null hypothesis H01, 'There is no substantial relationship between celebrity endorsement on advertising', is rejected. Thus, it can be inferred that celebrity endorsement had a considerable impact on advertising.

TABLE 3: COEFFICIENTS ON CELEBRITY ENDORSEMENT AND ADVERTISING

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	95.0% confidence Interval for b	
	B	Std. Error	Beta			Lower B.	Upper B.
(Constant)	3.275	0.371		8.846	0.000	2.545	4.005
Celebrity endorsement	0.304	0.046	0.431	6.704	0.000	0.215	0.393

The table of coefficients on the influence of celebrity endorsement on advertising indicated that the value of unstandardized coefficients is 0.304 and Beta is 0.431, both of which are significant at 0.000, and the t value for 'celebrity endorsement and advertising' is 6.704, which is significant at 0.05. Celebrity endorsement and advertising exhibit linearity, which is compatible with the premise. This conclusion also suggests that heteroscedasticity is not an issue in model analysis.

H02: There is no significant relationship between celebrity endorsements on attention of customers.

Ha2: There is a significant relationship between celebrity endorsements on attention of customers.

TABLE 4: CORRELATIONS ON CELEBRITY ENDORSEMENT AND ATTENTION

		ATTENTION	CELEBRITY ENDORSEMENT
Pearson	Attentions	1.000	0.337
Correlation	Celebrity endorsement	0.337	1.000
Sig.(1-tailed)	Attentions	.	0.000
	Celebrity endorsement	0.000	.
N	Attentions	384	384
	Celebrity endorsement	384	384

The correlations are shown in the table above, and it is clear that Pearson's correlation coefficient between celebrity endorsement and attention is 0.337, which is significant because the p-value of 0.000 is less than 0.05. As a result, the study concludes that there is a considerable relationship between celebrity endorsement and attention.

TABLE 5: ANOVA ON CELEBRITY ENDORSEMENT AND ATTENTION

MODEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Regression	29.146	1	29.146		
Residual	225.251	382	1.137	25.618	0.000
Total	254.397	383			

ANOVA was used to demonstrate the model's capacity to explain all variation in the dependent variable. The ANOVA table shows that the hypothesis that all model coefficients are zero is rejected at both the 1% and 5% levels of significance, indicating that the model coefficients are substantially different from zero. As a result, celebrity endorsement serves as a useful predictor of attention. The ANOVA table shows that the 'F' value is 25.618, which is significant at the 0.05 level (also significant at 0.00), with degrees of freedom (df)=1/382. This suggests that celebrity endorsement has a big influence on attention. In light of this, the null hypothesis H02, which states that there is no substantial influence of celebrity endorsement on customer attention, is rejected. As a result, we may infer that celebrity endorsement had a considerable impact on attention. The relationship between celebrity endorsement and customer attention appears to be linear, as expected.

FINDINGS OF THE STUDY

The study reveals that model 1's "F" value is 44.927, which is significant at the 0.05 level with degrees of freedom (df)=1/382, prompting the researcher to conclude that the regression as a whole is significant. The independent variable celebrity endorsement is responsible for 18.50% of the variance (R²) in the natural log of advertising. As a consequence, the null hypothesis H01 "There is no significant relationship between celebrity endorsement and advertising" is rejected, leading us to infer that celebrity endorsement has a positive impact on advertising. The study's findings indicated that television media has an important role in influencing viewers, particularly for brand awareness of products among the younger generation, and that

viewers prefer advertisements supported by well-known celebrities. Such ads pique the interest of these young minds to the point that they remain with the corporations shown in advertisements, believing that they would provide the same prestige, pleasure, and delight. The study also found that when a celebrity appears in a commercial, consumers believe the marketing and buy the goods because celebrities are believable. According to the study, viewers see them as ideals and follow the rules they devise to encourage people to purchase the items. Companies recognize this tendency, therefore they introduce celebrities who are well-known and may be seen wearing their products. To be more successful and impactful in a positive way, a certain brand's advertisement must possess all of the characteristics of a good. In a nutshell, it was determined that advertisement attractiveness and efficacy are positively associated. It was also discovered that people create attitudes about items depending on their ideas, perceptions, and understanding of those objects.

Pearson's correlation coefficient between celebrity endorsement and attention is 0.337, indicating statistical significance because the p-value (0.000) is less than 0.05. As a consequence, the researchers conclude that there is a strong link between celebrity endorsement and attention. Therefore, the null hypothesis (H02) The assertion "There is no significant relationship between celebrity endorsement and customer attention" is denied, meaning that celebrity endorsement has a positive effect on customer attention.

CONCLUSION

According to the study, the factors impact customers' purchase decisions via celebrity endorsements. Consumers believe that these characteristics determine the efficacy of advertisements. As a result, effective advertising and promotional strategies boost awareness, convince the customer that the product is required for him, and urge him to buy and experience the product holistically. When consumers obtain high-quality items, they build a recurring demand for them, which is the company's strategy for retaining customers over time. Globalization, privatization, and other ideas have paved the way for increased product offers and methodical development. The results can be concluded that celebrity endorsement has a significant relation on advertising because celebrity endorsement connects the young generation and influence the attention of these immature minds to such an extent that they stick to brands shown in commercials with the belief that it will provide the same prestige and satisfaction. Also, celebrity endorsements appear to have a significant relation on customer attention.

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