From Star Power to Brand Impact: Exploring Charisma Effect in Celebrity-Endorsed TV Commercials in Tamil Nadu

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ABSTRACT

Celebrity endorsement is widely used in advertising to attract consumer attention and influence perceptions of advertised products. This study examines respondents' perceptions of celebrity-endorsed television advertisements in Tamil Nadu, focusing on public regard for celebrities, perceived celebrity appeal, preferences for advertisements featuring different categories of celebrities, and perceived purchase influence.

Data were collected from 800 respondents across four districts of Tamil Nadu using purposive and quota sampling and a structured questionnaire. Descriptive statistics were used to examine responses to selected questionnaire items. The findings indicate that 87.0% of respondents agreed or strongly agreed that people in Tamil Nadu have high regard for celebrities, while 78.0% perceived celebrity appeal as having a high impact on viewers. Agreement with liking advertisements was 57.8% for film-star advertisements, 59.8% for sports-star advertisements, and 63.1% for advertisements featuring other celebrities.

Furthermore, 60.5% agreed or strongly agreed that people buy products recommended by celebrities. The study proposes a conceptual framework linking Celebrity Perception, Celebrity Appeal, Advertisement Liking, and Purchase Influence. The study provides insights into celebrity endorsement perceptions among the surveyed respondents and identifies directions for future research using validated measurement scales and appropriate multivariate analysis.

Keywords: Celebrity Endorsement, Brand Impact, Television Commercials, Consumer Behaviour, Advertisement Liking, Purchase Influence.

INTRODUCTION

In today's competitive marketplace, even products and services that offer exceptional quality, attractive pricing, and enhanced features require a well-crafted advertising campaign to stand out. Advertising has emerged as a powerful and indispensable tool in the modern era, significantly influencing various dimensions of marketing. Regardless of the scale of operations, every business—large or small—must adopt a strategic and effective approach to advertising to ensure its visibility, success, and sustained presence in the market.

While various professional models are featured in advertisements to promote a wide range of products and services, it is widely believed that advertisements featuring celebrities tend to have a greater influence on consumer behaviour. Celebrities, due to their popularity and public image, are often perceived as more credible and relatable, thereby increasing the persuasive power of the advertisement. This phenomenon is grounded in the psychological principle of endorsement, where consumers are more likely to trust and adopt products associated with well-known personalities.

The following tables present an analysis that explores consumer preferences and perceptions regarding celebrity-endorsed advertisements and how these endorsements impact purchasing decisions compared to advertisements featuring non-celebrity models.

METHODOLOGY

The present study adopts an Empirical Research Method, which is a data-driven approach that derives conclusions through direct observation or experimentation. This method allows for findings that are verifiable and replicable, lending credibility and robustness to the research outcomes. Empirical research is often characterized as an experimental or evidence-based approach, making it suitable for exploring real-world consumer perceptions and behaviours.

Research Design and Analytical Approach

The study adopted a descriptive research design to explore respondents' perceptions of celebrity endorsement and television advertising. Data were collected from 800 respondents across four districts of Tamil Nadu using purposive and quota sampling techniques. The collected data were analysed using descriptive statistics, including frequencies and percentages, to summarise respondents' views on celebrity perception, celebrity appeal, advertisement liking, and perceived purchase influence. The findings were interpreted in relation to the study's objectives and the broader context of celebrity endorsement in television advertising. A conceptual framework was developed to organise the key constructs and provide a basis for future empirical investigation.

Sampling Technique

To ensure a diverse and representative dataset, the researcher selected four districts in Tamil Nadu, engaging a total of 800 respondents from these selected regions. Given that the total population for this study is not finite or fully defined, a purely random sampling method was not feasible. However, in order to enhance the reliability and accuracy of the findings, a composite sampling plan was employed, integrating multiple techniques.

The study utilized a combination of Purposive Sampling and Quota Sampling:

1. Purposive Sampling was applied to deliberately select districts and participants based on their relevance to the research objectives.

2. Quota Sampling ensured that key demographic groups were adequately represented in the sample, maintaining proportionality and diversity across the selected districts.

This hybrid sampling approach allowed the researcher to balance practical constraints with the need for methodological rigor.

Essential Viewers' Profile Summary (N = 800)

Variable	Category	%
Gender	Male / Female	43.9 / 56.1
Age	≤35 years / >35 years	54.6 / 45.4
Education	Below Degree / Degree & Above	45.8 / 54.2
Marital Status	Married / Unmarried	65.9 / 34.1
Family Type	Joint / Nuclear	44.4 / 55.6
TV Viewing (Weekly)	Daily Viewers	78.4
TV Viewing (Daily)	<2 Hours / ≥2 Hours	50.2 / 49.8
Prime-Time Viewers	Yes	74.2
Reading Habit	Yes	80.5

The summarized profile of viewers reveals key demographic and behavioural insights:

1. Gender Representation: Female viewers slightly outnumber males (56.1% vs. 43.9%), possibly due to the intentional inclusion of housewives in the sample.
2. Youth Dominance: Over half the respondents (54.6%) are 35 years or younger, indicating that the study captures the preferences of a younger demographic with higher media exposure.
3. Educational Background: A majority (54.2%) of respondents hold a degree or higher qualification, suggesting a relatively well-educated sample that can critically assess media content.
4. Marital Status and Family Type: Most participants are married (65.9%) and belong to nuclear families (55.6%), reflecting changing social dynamics in the region.

Media Consumption Patterns:

- A significant majority (78.4%) watch TV daily, and 74.2% view during prime-time, highlighting a high level of exposure to advertisements.
- Half the respondents spend less than 2 hours daily on TV, indicating short but consistent engagement.
- A notable 80.5% have a reading habit, suggesting cognitive engagement that could influence how they interpret advertising messages.

The sample is diverse yet media-aware, with strong representation from educated, urban family settings. The dominance of daily and prime-time viewers, especially among the youth and educated, indicates that television advertising still holds substantial influence—making it a potent medium for marketers aiming at these demographics.

Reliability Testing: Cronbach's Alpha

To assess the internal consistency and reliability of the collected data, the Cronbach's Alpha Test was applied. This coefficient evaluates how closely related a set of items are as a group, essentially measuring the extent to which they collectively capture a single, underlying (unidimensional) construct.

Case Processing Summary			
		N	%
Cases	Valid	800	100.0
	Excluded[a]	0	.0
	Total	800	100.0
a. List-wise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.759	101

To evaluate the internal consistency and reliability of the research instrument, Cronbach's Alpha Test was conducted on a set of 101 items. The resulting alpha value was 0.759, which exceeds the widely accepted threshold of 0.70 for social science research.

This indicates a high degree of internal consistency, confirming that the items are well-aligned in measuring the underlying constructs related to viewer perceptions of celebrity-endorsed advertisements. The result suggests that the instrument is statistically reliable and suitable for further analysis. Notably, the alpha value could potentially increase with refinement or reduction of less-correlated items, which points to a robust but optimizable scale.

In summary, the reliability of the dataset is strong, lending confidence to the validity of subsequent findings and interpretations derived from the survey.

Table 1: Public Regard for Celebrities

"People in Tamilnadu have high regards for Celebrities"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	1.5	1.5	1.5

	Disagree	92	11.5	11.5	13.0
	Agree	322	40.2	40.2	53.2
	Strongly Agree	374	46.8	46.8	100.0
	Total	800	100.0	100.0	

The data reveals that an overwhelming 87% of respondents perceive that celebrities are highly respected in Tamil Nadu. This finding underscores the deep-rooted cultural and emotional connection that the public shares with celebrities, particularly film and sports personalities. Such reverence forms a strong foundation for celebrity endorsements to influence consumer attitudes and behaviours in this region.

Table 2: Impact of Celebrity Appeal on Viewers

"Celebrities' appeal have high impact on viewers"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	2.6	2.6	2.6
	Disagree	155	19.4	19.4	22.0
	Agree	386	48.2	48.2	70.2
	Strongly Agree	238	29.8	29.8	100.0
	Total	800	100.0	100.0	

The results indicate that 78% of respondents believe that the presence of celebrities in advertisements significantly influences viewers. This suggests that celebrity endorsements are more than just attractive visuals—they play a persuasive role in shaping consumer engagement and recall. Such influence highlights the effectiveness of leveraging celebrity appeal in advertising strategies.

Table 3: Preference for Film Star Advertisements

"I like Film Star's ads"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	121	15.1	15.1	15.1
	Disagree	217	27.1	27.1	42.2
	Agree	273	34.2	34.2	76.4
	Strongly Agree	189	23.6	23.6	100.0
	Total	800	100.0	100.0	

While film stars traditionally enjoy massive popularity in India, only 57.8% of respondents express a liking for advertisements featuring film celebrities, indicating a relatively moderate level of appeal. This may imply that while fame adds value, the content and context of the advertisement remain critical to gaining consumer approval.

Table 4: Preference for Sports Star Advertisements

"I like Sports Star's ads"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	129	16.1	16.1	16.1
	Disagree	193	24.1	24.1	40.2
	Agree	293	36.7	36.7	76.9
	Strongly Agree	185	23.1	23.1	100.0

"I like Sports Star's ads"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	129	16.1	16.1	16.1
	Disagree	193	24.1	24.1	40.2
	Agree	293	36.7	36.7	76.9
	Strongly Agree	185	23.1	23.1	100.0
	Total	800	100.0	100.0	

Advertisements featuring sports personalities receive a positive response from 59.8% of viewers, slightly higher than film star endorsements. This suggests that sports celebrities may carry an edge in authenticity or aspirational value, especially among viewers who associate them with discipline, achievement, and national pride.

Table 5: Preference for Other Celebrity Endorsements

"I like ads by the celebrities other than Film/Sports Star"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	90	11.2	11.2	11.2
	Disagree	205	25.6	25.6	36.9
	Agree	305	38.1	38.1	75.0
	Strongly Agree	200	25.0	25.0	100.0
	Total	800	100.0	100.0	

A significant 63% of respondents favour advertisements featuring non-film, non-sports celebrities (such as social activists, influencers, or business leaders). This reflects a broadening acceptance and influence of diverse public figures in advertising, suggesting that relatability, credibility, and trustworthiness are increasingly valued alongside mainstream fame.

Table 6: Influence of Celebrity Endorsements on Purchase Decisions

People buy things if recommenced by the Celebrities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	119	14.9	14.9	14.9
	Disagree	197	24.6	24.6	39.5
	Agree	278	34.7	34.7	74.2
	Strongly Agree	206	25.8	25.8	100.0
	Total	800	100.0	100.0	

The finding that 60.5% of respondents agree that celebrity endorsements influence purchasing behaviour highlights the persuasive power of endorsements in consumer decision-making. While not absolute, this majority supports the strategic use of celebrities in marketing to enhance brand trust and drive product adoption.

DISCUSSION

The findings provide descriptive insights into respondents' perceptions of celebrity endorsements in television advertising in Tamil Nadu. The results indicate that celebrity regard, perceived advertising appeal, preferences for celebrity-endorsed advertisements, and perceived purchase influence are relevant dimensions for examining consumer responses to celebrity advertising.

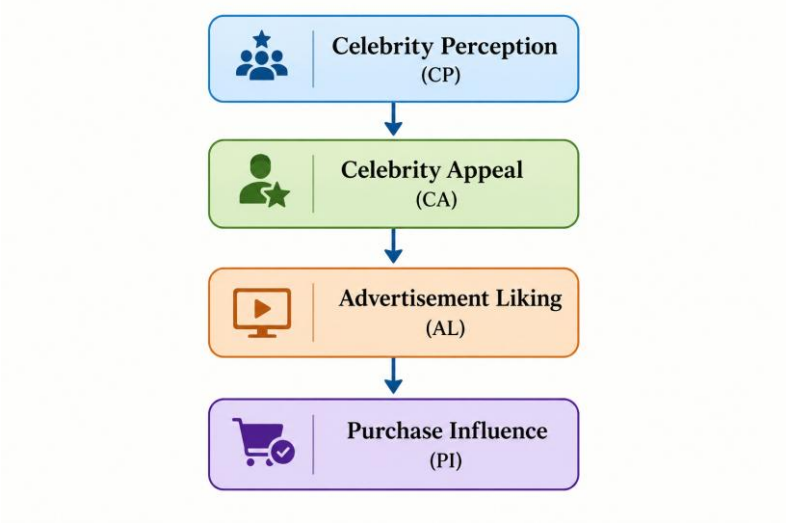
The finding that 87.0% of respondents agreed or strongly agreed that people in Tamil Nadu have high regard for celebrities indicates that favourable perceptions of celebrities are prevalent in the surveyed sample. This observation is consistent with the broader rationale for celebrity endorsement, under which a celebrity's public image may contribute to the attractiveness of an advertising message. However, the finding does not directly measure celebrity credibility, trustworthiness, or endorsement effectiveness.

Similarly, 78.0% of respondents perceived celebrity appeal as having a high impact on viewers. This indicates that many respondents attach importance to celebrity appeal in television advertising. Nevertheless, perceived influence should be distinguished from demonstrated advertising effectiveness.

The preference results indicate that advertisements featuring celebrities other than film and sports stars received the highest agreement percentage (63.1%), followed by sports-star advertisements (59.8%) and film-star advertisements (57.8%). These results suggest that stated preferences among the respondents extend beyond conventional film celebrities.

CONCEPTUAL FRAMEWORK

The study considers four interrelated constructs: Celebrity Perception (CP), Celebrity Appeal (CA), Advertisement Liking (AL), and Purchase Influence (PI). The framework proposes a sequence in which respondents' perceptions of celebrities are linked conceptually to the appeal of celebrity endorsements, their liking of celebrity-endorsed advertisements, and their perceptions of the influence of celebrity recommendations on purchasing decisions. The framework provides a conceptual representation of the study's central themes and can serve as a foundation for future research examining the relationships among these constructs.



Limitations and Directions for Future Research

The study used purposive and quota sampling to recruit 800 respondents from four districts of Tamil Nadu. The findings describe the surveyed respondents but cannot be assumed to represent all television viewers in the state. Future research should develop and validate suitable measurement scales, report construct-specific reliability and validity evidence, and estimate the proposed relationships using an appropriate statistical method.

Overall, the study provides descriptive evidence concerning celebrity endorsement perceptions among the surveyed respondents. The conceptual framework identifies directions for future research, but its proposed relationships require empirical testing before stronger conclusions can be drawn.

CONCLUSION

The study provides descriptive insights into public perceptions of celebrity endorsement and attitudes towards celebrity-endorsed television commercials in Tamil Nadu. The findings reveal favourable responses towards

celebrities and their presence in television advertisements, with a substantial proportion of respondents perceiving celebrity appeal as influential in advertising. Respondents also reported favourable attitudes towards advertisements featuring film stars, sports personalities, and other celebrities. These findings highlight the continued relevance of celebrity endorsement as a subject of interest for marketing and advertising practice. The conceptual framework presented in the study brings together Celebrity Perception, Celebrity Appeal, Advertisement Liking, and Purchase Influence, offering a foundation for further research. Future studies using validated measurement instruments and more comprehensive analytical approaches could examine these relationships in greater depth and investigate their connections with brand-related outcomes and actual consumer purchasing behaviour.

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Declaration

Disclosure of Potential Conflicts of Interest

By the journal's policy on transparency, I/We would like to disclose the following information regarding financial and non-financial interests that may be relevant to the submitted work:

- **Financial Interests:** I/We confirm that there are no financial interests, such as grants, funding, employment, consulting fees, stock ownership, or other forms of remuneration, which could be perceived as influencing the content or conclusions of the submitted manuscript.
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