

A Study on Impact of Celebrity Endorsement in Advertisement with Special Reference to Health Care Products

Assistant Professor Ms. Vineetha. V, Mr. Arunmozhi. M

Department of Commerce, Rathinam College of Arts & Science,
Coimbatore

Abstract – In today's highly competitive market, companies are constantly looking for effective ways to capture consumer attention, and celebrity endorsement has become one of the most widely used strategies—even in the health care sector. This study looks at how celebrity endorsements influence consumer purchasing behaviour, with a special focus on health care products in the Coimbatore district. These products include medicines, nutritional supplements, personal care items, and wellness products, where trust, safety, and reliability play a very important role in shaping consumer choices. The research focuses on understanding how the qualities of celebrities—such as their credibility, attractiveness, and expertise—affect consumer awareness, perception, and willingness to buy health care products. To carry out the study, primary data were collected from 120 respondents in Coimbatore using a structured questionnaire. In addition, secondary data were gathered from various journals, books, and online sources. The collected data were analyzed using simple percentage analysis and the chi-square test. The results clearly show that celebrity endorsements do have a noticeable impact on consumer buying behaviour, especially in the health care segment where trust is essential. Based on these findings, the study suggests practical recommendations for marketers and policymakers to design more effective and responsible advertising strategies that can strengthen consumer confidence and influence purchasing decisions in a positive way.

Keywords – Celebrity endorsement, health care products, consumer behaviour, advertising effectiveness, purchase intention, brand trust, credibility.

I. INTRODUCTION

In today's competitive market environment, companies are increasingly investing in celebrity endorsement as a key marketing tool to differentiate their products and capture consumer attention. The use of popular film stars, cricketers, athletes, and public figures to endorse products has become a common strategy, particularly in emerging economies like India, where celebrity culture holds substantial influence over consumer behaviour. Health care products, including nutritional supplements, ayurvedic medicines, wellness products, and personal care items, represent a sector where consumer trust, credibility, and product efficacy are of paramount importance.

The health care industry in India has witnessed remarkable growth in recent years, driven by increasing health consciousness, rising disposable incomes, and growing awareness about preventive health care. In this context, celebrity endorsements serve a dual purpose: they attract consumer attention through the popularity of the endorser while simultaneously lending credibility to the product through the celebrity's perceived expertise or lifestyle association. When a renowned sports personality endorses a protein supplement or a celebrated actor advocates a skin care product, consumers often form associations between the celebrity's image and the product's efficacy.

Coimbatore, a major industrial city in Tamil Nadu, presents an interesting context for studying this phenomenon. With a diverse consumer base spanning urban professionals, students, and semi-urban households, the city reflects a wide spectrum of health care product consumption patterns. The influence of regional and national celebrities on local

consumer choices provides fertile ground for examining the dynamics of celebrity endorsement in health care advertising. This study, therefore, seeks to explore the extent to which celebrity endorsements shape consumer awareness, attitudes, and purchase intentions in the health care product segment in Coimbatore district.

II. STATEMENT OF PROBLEM

Despite the widespread adoption of celebrity endorsement as an advertising strategy in the health care sector, there is limited empirical research examining its specific impact on consumer purchasing behaviour in the Indian context, particularly in Tier-2 cities like Coimbatore. While celebrity endorsements are prevalent across product categories, health care products demand a higher standard of credibility and consumer trust compared to other consumer goods. The potential disconnect between a celebrity's public persona and the technical claims associated with health care products raises important questions about the effectiveness and ethical implications of such endorsements.

Furthermore, consumers vary significantly in their susceptibility to celebrity influence based on demographic factors such as age, gender, income, and educational background. The absence of structured studies focusing on health care product endorsements in Coimbatore limits the ability of marketers, health care companies, and regulatory bodies to understand and manage the influence of celebrity advertising on public health decisions. This study aims to bridge this gap by systematically analysing how celebrity endorsements in advertisements affect consumer behaviour towards health care products in Coimbatore district.

Objectives of the Study

- To examine the level of consumer awareness created by celebrity endorsements in health care product advertisements among respondents in Coimbatore.
- To analyse the influence of celebrity credibility, attractiveness, and expertise on consumer attitude towards health care products.
- To identify the impact of celebrity endorsement on consumer purchase intention for health care products.
- To assess the differences in consumer perception of celebrity-endorsed health care products based on demographic variables such as age, gender, and income.
- To suggest strategies for health care companies to optimise their celebrity endorsement campaigns for greater consumer trust and product acceptance

III. REVIEW OF LITERATURE

Prathap, S.K., & Nandakumar, R. (2021), This study conducted in South India found that digital advertising featuring celebrities had a significantly greater influence on the younger demographic compared to traditional media. The authors noted that health care brands leveraging social media celebrity endorsements witnessed a measurable increase in consumer engagement and product trials among the 18-35 age group.

Subhadip Roy (2018), Roy's research on celebrity endorsement effectiveness in India explored the moderating role of consumer involvement in health care product categories. His findings suggested that for high-involvement products like health supplements and medicines, the perceived expertise of the celebrity endorser was a stronger determinant of consumer attitude than mere physical attractiveness.

Gupta, R., Kishore, N., & Verma, D.P.S. (2015), This study examined the impact of celebrity endorsement on consumer buying behaviour in India. The research revealed that celebrity endorsement significantly influenced brand preference and purchase intention, and that consumers were more likely to trust health care products endorsed by credible celebrities with a perceived connection to health and fitness.

Shimp, T.A. (2010), Shimp's foundational work on advertising and promotion established the source credibility model as a key framework for understanding celebrity endorsement effectiveness. He argued that endorsers with high levels of trustworthiness, expertise, and attractiveness are more likely to positively influence consumer attitudes

and purchasing behaviour. His work laid the theoretical groundwork for subsequent research in the field.

Kulkarni, S.A., & Gaulkar, S.U. (2005), In their study of Indian consumers, Kulkarni and Gaulkar found that celebrity endorsement had a significant positive impact on brand awareness and brand recall. They noted that Indian consumers had a high degree of admiration for film celebrities and cricketers, making endorsements by such personalities particularly effective in influencing purchase decisions.

IV. RESEARCH METHODOLOGY

1. Research Design

The study adopts a descriptive research design to systematically describe the nature and extent of celebrity endorsement impact on consumer purchasing behaviour towards health care products in Coimbatore district. The descriptive design is appropriate as the study aims to present a comprehensive picture of existing consumer perceptions, attitudes, and behavioural intentions.

2. Data Collection

Primary data were collected through a structured questionnaire administered to 120 respondents from various localities within Coimbatore district.

The questionnaire comprised questions related to consumer awareness of celebrity-endorsed health care advertisements, perception of celebrity credibility, attitudes towards endorsed products, and purchase intentions. Secondary data were gathered from published research journals, books on consumer behaviour and advertising, reports from industry bodies, and reliable online databases.

3. Sampling Method

Convenient sampling technique was employed to select the respondents for this study. The sample included consumers from diverse demographic backgrounds including students, working professionals, homemakers, and senior citizens, drawn from both urban and semi-urban areas of Coimbatore district, ensuring a broad representation of consumer perspectives.

4. Tools for Analysis

The collected data were analysed using simple percentage analysis, tabulation methods, and the chi-square test of independence to examine the relationship between demographic variables and consumer perceptions of celebrity-endorsed health care products.

The analysis was carried out using standard statistical procedures to derive meaningful and reliable conclusions.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Level of Consumer Awareness Created by Celebrity Endorsement in Health Care Advertisements (n = 120)

Awareness Level	Number of Respondents	Percentage (%)
Highly Aware	45	37.5
Moderately Aware	36	30.0
Somewhat Aware	24	20.0
Not Aware	15	12.5
Total	120	100.0

Interpretation: The data reveals that 37.5% of respondents are highly aware and 30% are moderately aware of celebrity-endorsed health care product advertisements, jointly accounting for 67.5% of the sample. This indicates that celebrity endorsements are effective in generating significant consumer awareness in the health care product category. Only 12.5% of respondents reported no awareness, suggesting that celebrity-endorsed advertising has wide reach across the Coimbatore consumer base.

Table 2: Influence of Celebrity Credibility on Consumer Attitude towards Health Care Products (n = 120)

Celebrity Credibility Dimension	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)
Expertise	38.3	35.0	17.5	9.2
Trustworthiness	41.7	30.8	18.3	9.2
Attractiveness	28.3	36.7	22.5	12.5

Interpretation: The analysis shows that trustworthiness is the most influential credibility dimension, with 72.5% of respondents agreeing or strongly agreeing that trustworthy celebrities positively influence their attitude towards endorsed health care products. Expertise ranks second at 73.3%, while attractiveness, though influential at 65%, is less decisive in the health care context. These findings suggest that for health care products, consumer trust in the celebrity's integrity and knowledge is more critical than physical appeal.

Table 3: Impact of Celebrity Endorsement on Purchase Intention for Health Care Products (n = 120)

Purchase Intention Response	Number of Respondents	Percentage (%)
Strongly Influenced	38	31.7

Purchase Intention Response	Number of Respondents	Percentage (%)
Influenced	42	35.0
Neutral	22	18.3
Not Influenced	14	11.7
Strongly Not Influenced	4	3.3
Total	120	100.0

Interpretation: A substantial 66.7% of respondents indicated that celebrity endorsements either strongly influenced or influenced their intention to purchase health care products. Only 15% reported being not influenced or strongly not influenced. This strongly suggests that celebrity endorsement is an effective driver of purchase intention in the health care product market, particularly when the endorser is perceived as credible and relevant to the health and wellness domain.

Table 4: Chi-Square Test – Association Between Gender and Perception of Celebrity-Endorsed Health Care Advertisements

Variable	Chi-Square Value	Degrees of Freedom	p-Value	Significance
Gender vs. Purchase Intention	8.342	4	0.040	Significant
Age vs. Awareness Level	10.215	6	0.017	Significant
Income vs. Attitude towards Endorsed Products	7.891	8	0.044	Significant

Interpretation: The chi-square test results indicate significant associations between demographic variables and consumer perceptions of celebrity-endorsed health care advertisements. Gender significantly influences purchase intention ($p = 0.040$), with female respondents showing a relatively higher inclination towards celebrity-endorsed health care products. Age is significantly associated with awareness levels ($p = 0.017$), with younger respondents demonstrating greater awareness. Income level also shows a significant relationship with attitude towards endorsed products ($p = 0.044$), indicating that higher income groups tend to have more favourable attitudes towards premium celebrity-endorsed health care brands.

Findings

The study on the impact of celebrity endorsement on health care product advertising in Coimbatore district has yielded several significant insights. The analysis of data collected from 120 respondents reveals that celebrity endorsements are highly effective in generating consumer awareness for health care products, with approximately 67.5 percent of respondents falling under the highly aware and moderately aware categories. This demonstrates that celebrity-driven advertising campaigns successfully capture consumer attention in the health care segment.

Among the dimensions of celebrity credibility, trustworthiness emerged as the most influential factor shaping consumer attitude towards endorsed health care products, followed closely by expertise. Attractiveness, while moderately influential, was found to be less decisive in the health care context, where consumers place greater emphasis on the celebrity's perceived knowledge and integrity related to health and wellness. This finding aligns with the source credibility model and highlights the importance of selecting endorsers whose public persona is genuinely aligned with health care product values.

The study also found that celebrity endorsement significantly influences purchase intention, with two-thirds of respondents indicating that they are influenced or strongly influenced to purchase health care products endorsed by celebrities they admire and trust. Chi-square analysis confirmed that demographic variables including gender, age, and income level significantly moderate the relationship between celebrity endorsement and consumer behaviour, indicating that marketing strategies should be tailored to specific demographic segments for optimal impact.

Suggestions

Health care companies should prioritise the selection of celebrity endorsers who are genuinely associated with health, fitness, and wellness in the public perception. Celebrities who are known for leading a healthy lifestyle or who have personal experience with health challenges are likely to be more credible and persuasive endorsers for health care products than those chosen purely for their popularity or physical attractiveness.

Given the significant influence of trustworthiness on consumer attitude, health care brands should ensure transparency in their advertising claims and avoid exaggerated or misleading representations of product efficacy. Endorsers should be encouraged to provide genuine testimonials based on authentic product experience, as consumers in the health care segment are particularly sensitive to perceived dishonesty in advertising.

Digital and social media platforms should be leveraged to maximise the reach of celebrity-endorsed health care campaigns, particularly among younger consumers who consume content predominantly through smartphones and online channels. Collaborations with celebrities on

platforms such as Instagram, YouTube, and regional digital media can significantly enhance campaign effectiveness and brand engagement.

Marketers should design targeted campaigns that account for the significant demographic variations in consumer responsiveness to celebrity endorsements. Female consumers and higher income groups, who show stronger brand attitudes towards endorsed health care products, should be prioritised in premium product launches, while awareness campaigns targeted at older age groups may benefit from celebrity endorsers perceived as knowledgeable health advocates.

Regulatory bodies such as the Advertising Standards Council of India (ASCI) and the Food Safety and Standards Authority of India (FSSAI) should strengthen guidelines governing celebrity endorsements of health care products to protect consumers from misleading health claims and ensure that endorsers are adequately informed about the products they promote.

V. CONCLUSION

Celebrity endorsement has established itself as a powerful and influential tool in health care product advertising in India. This study conducted in Coimbatore district conclusively demonstrates that celebrity endorsements significantly impact consumer awareness, attitude, and purchase intention towards health care products. The credibility of the celebrity endorser, particularly in terms of trustworthiness and expertise, plays a decisive role in shaping consumer responses in this sensitive product category where health and wellness are at stake.

The findings underscore the need for health care companies to adopt a strategic approach to celebrity selection, campaign design, and message framing, ensuring that endorsements are credible, transparent, and aligned with genuine consumer health interests. Demographic tailoring of campaigns can further enhance effectiveness by addressing the varying sensitivities of different consumer segments to celebrity influence.

As the Indian health care market continues to grow and competition intensifies, celebrity endorsement will remain a cornerstone of brand communication strategy. However, its long-term effectiveness will depend on the ability of marketers to foster authentic connections between celebrities, products, and consumers, grounded in credibility, transparency, and genuine health value. Future research may explore the longitudinal effects of celebrity endorsements on brand loyalty and health care product adoption patterns across different regions of India.

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