

Effect of Celebrity Endorsements and Social Media Influencers on Brand Loyalty: A Comparative Study

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Abstract : This research is showing the use of celebrity endorsement and social media influencers and how they help in enhancing the brand loyalty of the consumers. The study aims at keeping brand image of the brand as the link between the two. However, choosing the right celebrity or social media influencer is not an easy task and it is very essential for a brand to select the right ambassador for advertising their products and for selling the product to the ultimate consumer. The purpose of the study is to create a relationship of Celebrity endorsement with brand image and with brand loyalty and creating a relationship of Social media influencers with brand image and with brand loyalty and then making a comparison between the two by measuring the effects of both simultaneously. And then by analyzing which among the two has a greater impact on brand loyalty of the consumers. The study mainly focuses on four major variables namely Celebrity endorsement, Social media influencers, Brand image and Brand loyalty. The study also focuses on interdependence and relationships that these variables have with each other and how they are linked with each other. The study also aims at looking which among Celebrity endorsement and Social media influencer has a greater impact on increasing or enhancing the loyalty for a brand. Earlier celebrity endorsers had a major impact on brand loyalty of the consumers but with time social media influencers are also playing a very vital role in impacting the brand loyalty of the consumers and are giving a fight to the celebrity endorsers as well. Also, Brand image also has a very vital role to play in enhancing the brand loyalty of a brand in the minds of the consumers as a well-known and a better perception of a brand leads to retention of more and more consumers. Also, both Celebrity endorsement and Social media influencers are two-way swords as both have a number of positives and a number of negatives as well, so these are to be compared keeping in mind their adverse effects. Examination of the current market situation has shown that the recommendations of celebrities when properly integrated by comparing product strengths. Advertisers agree that celebrity authorization does not guarantee sales but it can create buzz and make the consumer feel better by-product, which is also what customers should expect as a real star by delivering the promise. On the other hand, depending on the results of the studies, there should be a variety of conclusions planned. Some of the influential people on social media had a positive impact on the product portrait. One of the conclusions is that the product image had a positive impact on consumers. Moreover, the results of the following study states that the most influential influencers consumers in their intended purpose of the purchase, but instead produced a positive result indirectly with Brand image which would further lead to brand loyalty .

Keywords : brand image, brand loyalty, celebrity endorsement, social media influencer

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