

A Study on Gen Z Consumer Perception Towards Celebrity Endorsement and Its Impact on Brand Building

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Abstract

Brands are what people purchase, not individual things. The strength of their own brands is the primary factor that contributes to the achievements of successful marketers. The field of marketing is one that is dynamic, which means that it includes change; this is an essential phenomenon that must not be ignored. Because of this, many people believe that modern businesses need to shift their focus from their Unique Selling Proposition (USP) to their Unique Consumer Perception (UCP). It has been hypothesized that a significant gap exists in our knowledge of the generation Z customer's assessment of endorsement tactics as well as the celebrity check that is based on the characteristics and variables that are allocated by the consumer. As a result, the statement of the issue that will be investigated, which has been chosen, is the Gen Z Consumer Perception for Celebrity Endorsement and its Impact on Brand Building.

Keywords: Brand, Celebrity endorsement, Marketing, Consumers, Endorsement.

1. Introduction

As the number of people who have access to the internet grows, so does the contemporary Indian consumer class. Marketers now see customer interaction as more important than ever because of the dynamic nature of today's consumers. There have been a number of noticeable shifts in marketing tactics and approaches in recent years, including the rise of interactive content in which customers can read and interact in real time and the rapid expansion of mobile video as a marketing platform (Rashid, 2021). This has led to an increase in the prevalence of video content and live streaming on social media platforms like Facebook, where it now accounts for approximately 95% of users' news feeds (Barger, 2013).

Robots are used in marketing, and in many cases, they perform as well as humans do behind the scenes of digital platforms, leaving just a thin line between virtual and augmented reality material. Investment in digital marketing will increase by more than 21%, with social media marketing and email marketing at the top of the list of marketing activities (Bui, et. al., 2018).

The usage of a marketing strategy called "Influencer Marketing" reflects the current trend toward a more specialized approach seen all over the world. Here, marketers focus on reaching people rather than predetermined demographics, but the effort doesn't come cheap. According to Forbes' latest poll, 84% of marketers aim to launch at least one influencer campaign within a 12-month time frame.

Typically, this refers to a company paying a popular and prominent social media user to promote the company's products or services. One endorsement campaign, according to a claim made by Market

Watch in Social Media Week, may boost sales by 4 percent. For this reason, no company, no matter how modest, can afford to ignore the value of having a well-known face attached to their product. A well-known face may inspire trust in a product or service, leading to greater brand loyalty. Celebrity endorsements provide an air of credibility to a product, which may boost share prices by at least 0.25 percentage points just by making the connection public.

In a nation like India, where celebrities are treated with the utmost reverence, it's no surprise that advertisers are ready to capitalize on the strong ties of fandom that their target demographic has developed with their favourite stars. This is now a standard component of any effective marketing communication plan for large businesses.

Stem cell companies are expanding their market share fast thanks to the involvement of Aishwarya Rai Bachchan and A.R. Rehman, among others. Big B is even making its way into government public service initiatives. Invoking the name of Bollywood icon Amitabh Bachchan Mr. Perfectionist Amir Khan has endorsed Incredible India's Atithi Devo Bhava campaign and Swachh Bharat Abhiyan, while Sachin Tendulkar has supported the National Mission for Clean Ganga. The Security Exchange Board of India (SEBI) has also just added a feather to the crown by allowing celebrity sponsorships in Mutual Funds beginning in March 2017, although with additional advertising regulations (Chung, et. al., 2018).

Ads for mutual funds are required to include information about the funds' past performance, therefore SEBI has allowed for industry-wide rather than brand-specific endorsements. Co-ownership models, in which celebrities also possess a stake in start-ups, are becoming more popular, and are expected to grow in popularity as a result of the Make in India Campaign pushed by the Indian government. After an endorsement arrangement has ended, many celebrities continue to hold a part of the company.

This year, the Chinese smartphone manufacturer VIVO used a more aggressive marketing strategy by linking its recently released V5 with Ranvir Singh to promote the device's 20-megapixel night camera. Since Ranvir Singh's character mirrors that of the VIVO brand, the company plans to have him serve as an endorsement. In 2016, the company spent INR 350 crore, and it has great hopes for 2017 spending (Arora, 2019).

2. Review of Literature

Kapferer (2019) customers' priorities have changed since the good old days. Whereas in the past they would have just purchased a chocolate or pasta brand, today's consumers have much more precise preferences and are looking for brands like Kit Kat and Buitoni. He goes on to say that companies began to focus on establishing this unique identity after they began to realize that customers' perceptions of their commercials and the brand's economic value were key to whether or not the brand was successful. Therefore, investing time and energy into the brand and its development is crucial for producing brand value. It has been shown that

Mahira Rafique, (2020) Customers' attitudes about endorsed products improve when the endorser's physical beauty, the endorsee's compatibility with the product, and the endorser's credibility all align.

Abdul Rashid, (2021) one research perception of commercial and celebrity endorsement in Malaysia found that ads featuring celebrities did have an effect on consumers' purchasing decisions.

Dr. P. S. Chandhini & Krishna B. (2022) It has been suggested that celebrities not be used to endorse clothing and automobile brands because the presence of an endorser is less likely to influence a consumer's decision to purchase these products than the quality of the product itself or the quality of the

product compared to its competitors. Customers care not just about the product's quality but also about the celebrity endorsers, and television is the most persuasive advertising medium there is.

3. Purpose of the study

This study's objective is to research the consumer perceptions of members of Generation Z (Gen Z) about celebrity endorsements and the influence those endorsements have on the development of brands. The consumer demographic known as Gen Z is a big demographic with a great deal of purchasing power and influence. Understanding the perspectives and actions of this generation's consumers with regard to celebrity endorsements is becoming increasingly important for effective brand management and marketing strategies as this generation becomes an increasingly dominating force in the marketplace.

4. Research Methodology

Methods and processes for collecting representative samples of populations via surveys are the focus of survey methodology research. In this case, a questionnaire was used to collect information, and cities were chosen based on whether or not they met the criterion of being a highly populated urban area. In this study employs a non-probabilistic sampling strategy based on convenience. The high school Gen z girls in each city were contacted via their respective institutions of higher education. This was done to facilitate data gathering and to lessen the burden of the otherwise difficult process. The questionnaire had to be self-administered and the information had to be taught to each responder individually. By reaching out to Gen z girls at universities and colleges, we were able to limit our sample to those with an English language background and collect data from a manageable number of participants in a single session.

For this study, we took into account both high school and college freshmen, since they both fell within our target age range of 18-25 years old. Gen z girls were collected in groups of 26–30 at a time so that they could be kept updated on the progress of the survey and so that they could continue to have their questions answered; on average, each school with a range of ages participated in the survey 5 times in order to collect data from 125 Gen z girls in each of the specified locations. On average, each round lasted 120 minutes. The same methodical planning, previous permissions, and appointments were used to cover the four cities.

4.1 Sample Design

The criteria and procedures by which a representative subset of a population is chosen for study are known as sampling techniques.

Sampling Technique:

This research makes use of non-probabilistic, convenience sampling. Non-probabilistic convenience sampling is used to choose high school Gen z girls from across Rajasthan's four major urban centers; we believe this sample adequately represents the universe's indivisible building blocks.

Sampling Unit:

The Alwar, Ajmer, Kota, and Jaipur were the chosen locations. The four most populous cities in Rajasthan were selected for the research based on data from the 2011 Rajasthan state census. The demographic and economic expansion in these cities is only one factor for their attractiveness. Cities such as Alwar, Ajmer, Kota, and Jaipur are included because their wealthy populations have increased the need for a wide variety of brands.

Sample Size: 330 Gen z girls

Only 500 of the total responses were usable since they were fully filled out. A total of 500 high school Gen z girls from various cities in the Indian state of Rajasthan were surveyed; however, only 330 of them met the criteria for inclusion in the final sample.

4.2 Statistical tool

1. Chi square test

The data has also been statistically examined using the Chi-square test. The test of independence and the test of goodness of fit. Goodness-of-fit measures how well a sample represents the population distribution that was assumed.

2. ANOVA test

Jim Forst and Minitab (2016) state that "analysis of variance" (ANOVA) may be used to test for statistical significance when comparing the means of three or more groups. It's a tool for examining similarities and differences among various groups. "The primary presumption of the test is that the population is normally distributed from which the samples are obtained. The second is that the sample instances are independent of each other; the third is that the variance within the group is constant; and the fourth is that the group as a whole is normally distributed."

5. Results

5.1 Statistical methods for describing and analyzing patterns

Table 5.1: Gen z girls in a subset of Rajasthan's urban areas, categorized by age

18-25 Year	176
26-30 Year	154

There are two subgroups of Gen z girls based on age. First, 176 of the total sample of Gen z girls polled are comprised of those between the ages of 18 and 25. The remaining 154 responders are all Gen z girls between the ages of 26 and 30. Gen z girl’s population totals in Alwar, Ajmer, Kota, and Jaipur, four of Rajasthan's most populous cities.

This categorization of ages serves a research goal of examining how different generations of Gen z girls see celebrity endorsement. Additionally, research the varying and, if any, lasting effects of celebrity endorsements on brand development.

The appeal of a celebrity endorsement to Gen z girls

Table 5.2: Popularity contest: superstars win out in advertising

Strongly Disagree	2
Disagree	3
Neutral	80
Agree	215
Strongly Agree	30

Thirty-one Gen z girls strongly believe that they would rather see a celebrity support a product than any

other kind of promotion. Overall, the findings lean in favour of acceptance, with 215 Gen z girls agreeing for their choice of celebrities in a commercial and 80 Gen z girls remaining neutral since they have no opinion either way. In addition, just five young people voice their objection to the use of a celebrity in a commercial. In all, 247 Gen z girls express their opinions on the importance of celebrity endorsements.

5.2 Using the Customer-based Brand Equity Model as a foundation, we provide descriptive data on the influence of celebrities on brand development.

Table 5.3: Impact of Celebrities on Brand Development: A Descriptive Analysis

	N	Minimum	Maximum	Mean	
Awareness of the brand's salience	330	1	5	3.551205	4
Salience Brand comprehension goes deeper	330	1	5	3.536145	4
Brand awareness is boosted by mental images	330	1	5	3.73494	4
Differentiating based on performance is simple.	330	1	5	3.825301	4
Evaluation is Key to Brand Adoption	330	1	5	3.701807	4
Attachment on an emotional level to the brand	330	1	5	3.195783	3
Sense of belonging that reverberates	330	1	5	3.138554	3
Intense resonance of loyalty	330	1	5	3.150602	3
Acceptable N (in a list)	330				

With the only developed model studying the differential affect of brand knowledge and marketing programs on brand building from the customer's perspective, this question analyzes the impact of celebrity in brand building. To elaborate, when a business uses a celebrity to reach out to its audience, it accomplishes a variety of goals, including raising brand recognition and inspiring brand loyalty. For example, the mean score for the salience stage is 3.55, the mean score for the deeper understanding stage is 3.53, and the mean score for the imagery stage is 3.73. The average score in this category is (3.82), and the presence of a celebrity helps consumers differentiate between companies. The average begins dropping below 3.5 when a celebrity is involved with a brand (3.70), but it remains above the average of 2.5, which represents a neutral condition.

5.3 Effect of Age on Gen z girls' Attitudes Toward Celebrity Endorsements

H0: There is no association between Influence of Age on Opinions Regarding Celebrity Endorsements.

H1: There is an association between Influence of Age on Opinions Regarding Celebrity Endorsements.

Table 5.4: The Chi-Square test shows that consumers are more likely to pay attention to advertisements that include well-known faces.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.874 ^a	4	.096
N of Valid Cases	330		

To determine whether the appearance of a celebrity in an advertising increases that advertisement's visibility, it has been hypothesized that the statement "Celebrity in an ad makes notice the ad" above is true. This statement contributes to the perception selection process since, in compared to other competing companies, more brand awareness is beneficial. Knowing whether and how z girls' perceptions of celebrity endorsement change Gen with maturity is also important. Here, we keep the null hypothesis and reject the alternative since the significance value (.096) is larger than the alpha of.05 (P.05). According to the findings, there is no correlation between the age of the Gen z girls and how they respond to the advertisement. Gen z girls of all ages respond similarly to an advertisement.

Table 5.5: According to a chi-square analysis, I am more likely to like brands associated with well-known people.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.397 ^a	4	.355
N of Valid Cases	330		

To determine if the presence of a celebrity in advertising makes that company substantially more accepted and wants a special approval, the following statement, "Brands with celebrity's increases my acceptance," has been requested to check. The statement's addition to the selecting process of perception leads one to wonder whether there's a correlation between Gen z girls age and how they see celebrity endorsements. "Here, we keep the null hypothesis and reject the alternative hypothesis since the significance value (.355) is bigger than the alpha of.05 (P.05). The findings show that the brand's acceptance among Gen z girls does not increase with the age of the target demographic."

Table 5.6: Chi-Square Test Finding: Celebrity Endorsement Increases My Brand Loyalty

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.346 ^a	4	.361
N of Valid Cases	330		

Gen z girls have been asked to respond to the statement "Presences of celebrity gets me more involved with the brand" to see whether they become more invested in the product because of the celebrity's association with it. The statement is meant to provide light on how Gen z girls make their selections and

whether or not there is a correlation between Gen z girls' perceptions of celebrity endorsements and their ages. Keeping the null hypothesis and rejecting the alternative is the correct decision here since the significance level (.361) is larger than the significance level of.05 (P.05). The findings show that the appearance of Gen z girls' favourite celebrities does not increase the target demographic's interest in the brand.

Table 5.7: Celebrity endorsing has been shown to be profitable via a chi-square test.

	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	2.975 ^a	4	.562
N of Valid Cases	330		

To determine whether the assertion "Celebrities increase the value of the endorsed brands" holds true, it has been put to the test above. Having a famous face associated with your brand gives it instant credibility. The purpose of this statement is twofold: (a) to explore whether or if Gen z girls' perceptions of celebrity endorsements change as they become older and (b) to understand the interpretation process of perception. Here, we accept the null hypothesis and reject the alternative hypothesis since the significance value (.562) is larger than the alpha of.05 (P.05). According to the findings, Gen z girls' opinions on the value that celebrities provide to brands do not increase as they become older.

Table 5.8: Analysis of Chi-Square Data for when my favorite star endorses a product, I immediately switch to it.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.920 ^a	4	.571
N of Valid Cases	330		

Gen z girls have been asked to respond with "I switch to the brand that is endorsed by my favorite celebrity" to see whether they feel a connection to these public figures and would be willing to buy products that are endorsed by their favorite celebrities. How much do these famous people truly mean to them? The purpose of this statement is twofold: (a) to explore whether or if Gen z girls' perceptions of celebrity endorsements change as they become older, and (b) to understand the interpretation process of perception. "Here, we keep the null hypothesis and reject the alternative hypothesis since the significance value (.571) is larger than the alpha of.05 (P.05). According to the data, Gen z girls of all ages idolize celebrities and purchase anything that their favorite star promotes."

5.4 Gen z girls' Attitudes toward Celebrity Endorsements and Their Gender

H0: There is no association between Celebrity Endorsement and Sexual Preferences.

H1: There is an association between Celebrity Endorsement and Sexual Preferences.

Table 5.9: Chi-Square Test Result of Celebs in an admakes notice the ad

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.308 ^a	4	.054
N of Valid Cases	330		

To determine whether the appearance of a celebrity in an advertising increases that advertisement's visibility, it has been hypothesized that the statement "Celebrity in an ad makes notice the ad" above is true. To understand whether there is a correlation between Gen z girls girls' and boys' attitudes regarding endorsements from famous people, and to see how this affects the selection process of perception, consider the above statement. Here, we keep the null hypothesis and reject the alternative since the significance value (.054) is larger than the alpha of.05 (P.05). According to the findings, there is no variation in the ad's visibility across gender among Gen z girls. This means the commercial appeals to both male and female Gen z girls equally, regardless of their gender.

Table 5.10: According to a chi-square analysis, I am more likely to like brands associated with well-known people.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.773 ^a	4	.019
N of Valid Cases	330		

To determine if the presence of a celebrity in advertising makes that company substantially more accepted and wants a special approval, the following statement, "Brands with celebrities increases my acceptance," has been requested to check. With this remark in mind, we may examine whether or not Gen z girls' perceptions of celebrity endorsements differ depending on their gender. As the P value of.019 is smaller than the threshold of significance set at.05 (P.05), the alternative hypothesis is accepted. According to the data, Gen z girls are more likely to identify with and purchase products from a celebrity-based business than are Gen z girls boys.

Table 5.11: Chi-Square Test Finding: Celebrity Endorsement Increases My Brand Loyalty

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.358 ^a	4	.025
N of Valid Cases	330		

Gen z girls have been asked to respond to the statement "Presences of celebrity gets me more involved with the brand" to see whether they become more invested in the product because of the celebrity's association with it. The statement is an attempt to deduce whether or not Gen z girls or boys have

different attitudes on the influence of celebrity endorsements based on their gender. “Here, we reject the null hypothesis and accept the alternative since the significance value (.025) is smaller than the alpha of.05 (P.05). The findings show that the appearance of certain celebrities has a different effect on Gen z girls of different genders when it comes to their interest in the business.”

Table 5.12: Celebrity endorsing has been shown to be profitable via a chi-square test.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.448 ^a	4	.486
N of Valid Cases	330		

To determine whether the assertion "Celebrities increase the value of the endorsed brands" holds true, it has been put to the test above. Having a famous face associated with your brand gives it instant credibility. This interpretation seeks to learn whether or whether Gen z girls or boys have different attitudes on the influence of celebrity endorsements based on their gender. “Here, we keep the null hypothesis and reject the alternative hypothesis since the significance value (.486) is larger than the alpha of.05 (P.05). According to the data, Gen z girls and boys do not differ in their views on how celebrities may boost a brand's worth.”

Table 5.13: Chi-Square Test Result of I switch to the brandthat is endorsed by my favourite celebrity.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.823 ^a	4	.019
N of Valid Cases	330		

Gen z girls have been asked to respond with "I switch to the brand that is endorsed by my favourite celebrity" to see whether they feel a connection to these public figures and would be willing to buy products that are endorsed by their favourite celebrities. Do they have an unhealthy obsession with these people? This interpretation seeks to learn whether or whether Gen z girls or boys have different attitudes on the influence of celebrity endorsements based on their gender. The significance level of.019 is lower than the significance level of.05 (P.05), hence the null hypothesis is rejected and the alternative hypothesis is accepted. The data show that young people of different sexes have different levels of celebrity worship and different levels of interest in the things that their favourite celebrities promote.

5.5 To investigate whether or not the influence of celebrities varies across demographic categories.

H0: There are no significant difference young consumers congregate and the influence that celebrities have on establishing brands.

H1: There are significant difference b young consumers congregate and the influence that celebrities have on establishing brands.

Table 5.14: Branding's effect on location and celebrity: an ANOVAs analysis

	Levene Statistic	df1	df2	Sig.
Awareness of the brand's salience	4.257	3	328	.006
Saliency Improved generic recognition	3.501	3	328	.016
The power of suggestion in ring-branding	6.334	3	328	.000
Differentiating based on performance is simple.	1.547	3	328	.202
Evaluation Aids Brand Appreciation	.164	3	328	.021
Attachment on an emotional level to the brand	1.183	3	328	.016
Sense of belonging that reverberates	2.588	3	328	.053
Loyalty intense resonance	3.276	3	328	.021

“The assumption of homogeneity of variance, where the null hypothesis implies no difference between the areas from which the Gen z girls belong on celebrity's influence on brand creation, is tested as the first stage of the one-way Anova test.”

We adopt the alternative hypothesis rather than the null since the significance value is smaller than the significance level (P.05). We may thus deduce that the effect of fame on Gen z girls in the Saliency stage of brand creation varies greatly according to the region to which they belong.

6. Discussion

It was investigated whether or not there is a correlation between Gen z girls' course of study, gender, and age, and their attitude toward celebrity endorsement. According to the data, we know that there is a robust correlation between Gen z girls' Gender, Age, and perception of celebrity endorsement, but no correlation between the courses they take and their perception of celebrity endorsement.

Overall, the influence of celebrity endorsements on Gen z girls brand creation was studied by looking at the correlation between the presence of the celebrity and several demographic factors including age and gender. According to the results, the presence of a celebrity has a significant beneficial effect on brand

development across the board, with the exception of the number of breadwinners in a family, for which the presence of a celebrity has no discernible effect.

One-way analysis of variance and the Gen z girls'-test were used to determine if there was a significant difference in the influence within the group at each level of brand creation based on demographic data of the celebrities studied. Both One-way anova and Gen z girls T-test results showed that the impact of a brand varies not only by gender but also by location within Rajasthan amongst Gen z girls. This was true for each of the brand's seven stages of development: salience; imagery; performance; emotions; judgment; and resonance.

Trustworthiness does impact persuasion, and a disreputable celebrity is never an authority figure. When people have a positive impression of a blogger's reliability, they are more likely to have a positive impression of the brand.

Taken as a whole, the studies cited show that when consumers are subjected to various forms of advertising—especially television and newspapers—they begin to think critically about the messages they are receiving and, if the results are favourable, begin to identify with the brands being promoted. Further, a poor sense of one's own worth results from harbouring unfavourable thoughts about a commercial.

7. Findings of the study

- According to research, Gen Z consumers have conflicting opinions on celebrity endorsement and how it affects brand growth. Celebrities may increase brand exposure and draw attention, but Gen Z customers are often dubious of their trustworthiness and genuineness.
- They appreciate openness and are quick to spot fake endorsements, which can damage a brand's reputation. Customers in the Gen Z demographic like celebrity endorsements from people who share their beliefs and show a sincere love for the goods or services being promoted.
- Additionally, they value the views of influencers and micro-influencers within their groups and place a lot of reliance on peer recommendations and online evaluations.
- As a result, the effect of celebrity endorsement on brand building for Gen Z customers depends on the celebrity's relatability and authenticity as well as how well it aligns with peer opinions.
- Building true relationships, encouraging user-generated content, and utilising influencers who actually share Gen Z's values and objectives are the three main strategies businesses should employ to engage this generation.

8. Conclusion

Overall, it can be determined that having a celebrity presence in the brands endorsements has a difference influence on brand creation, except for the variable, no. of income earners. In addition, celebrity endorsements have a significant brand-building effect on Rajasthan state's Gen z girl's population. We also discovered that viewers with a high preference for commercials had a higher preference for advertisements including models than viewers without a high preference for advertisements featuring models. Those who love commercials have greater brand and celebrity memory, and there is no difference between those who do and do not have the drive to remember information presented in commercials.

8.1 Limitations of the study

In "A Study on Gen Z Consumer Perception towards Celebrity Endorsement and Its Impact on Brand Building," there are a number of constraints to take into account. First off, because the study used a particular sample size and area, its results could not be applicable to the whole Gen Z population. Second, the study uses self-reported data, which is susceptible to response bias and incorrect answers. Third, the study may not take into consideration other important aspects of brand development because it only examines celebrity support. Last but not least, the short research span may have made it difficult to record long-term customer views and changes in brand sentiments over time.

8.2 Originality/value

The study on Gen Z consumer perception of celebrity endorsement and its effect on brand creation are unique and valuable since it focuses on a segment of that generation with unique traits and tendencies from earlier generations. This study closes a critical research gap and provides insightful information for marketers and advertisers by examining how Gen Z consumers see celebrity endorsements and the ensuing influence on brand creation. The research findings can help organisations make more informed strategic decisions, allowing them to maximise their marketing efforts and interact with Gen Z customers in a way that will eventually improve brand recognition and boost customer loyalty.

8.3 Practical Implications

The research on how Gen Z consumers see celebrity endorsement and its effects on brand growth has a number of real-world applications. First and foremost, Gen Z marketers need to understand the influence celebrity endorsements have on consumer perception of brands. Choosing the correct celebrity influencers to work with may greatly increase brand recognition and trust with this audience. Furthermore, it's important to comprehend Gen Z's mistrust of conventional advertising and preference for real interactions. Collaborations that represent authentic company values and connect with Gen Z's interests and goals should be given top priority by marketers. Furthermore, Gen Z largely relies on social media sites for information and suggestions, thus efficient use of these platforms is essential. Brands may engage Gen Z customers and advance their efforts at brand creation by using these findings.

8.4 Social Implications

The research on how Gen Z consumers see celebrity endorsement and its effects on brand growth has broad societal repercussions. In the first place, it clarifies how celebrities affect this powerful consumer group's tastes and behaviours. Marketers can create more engaging and successful methods to connect with Gen Z by knowing their perspectives. However, because it emphasises the importance of celebrity endorsements in business development, it also raises questions about the possible manipulation and superficiality of celebrity culture. This study urges a critical analysis of the effects of such persuasive strategies on consumer decision-making processes as well as a considered assessment of the veracity and moral implications of celebrity endorsements.

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