

## **Effect of Celebrity Endorsements and Social Media Influencers on Brand Loyalty**

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### **ABSTRACT**

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. This research compares the use of celebrity endorsement and social media influencers for enhancing the brand loyalty of the consumers. The study aims at evaluating if brand image acts as a mediator. The study aims to compare which among the two - celebrity endorsement and social media influencers, has a greater impact on brand loyalty of the consumers.

This study focuses on four constructs namely Celebrity endorsement, Social media influencers, Brand image and Brand loyalty. Celebrity endorsement refers to a marketing strategy where one or more celebrities are used to advertise products of different brands with a primary aim of reaching a large target audience as celebrities have a major fan base. Social media influencers are the people who are very famous at social media sites and have established credibility with time and also has a major fan base and can influence people to act according to their recommendations. Brand image is the view point or perception of an individual regarding a particular brand or in other words A set of belief towards a particular brand. Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. The study 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.

Celebrity endorsers used to have a major impact on brand loyalty of the consumers but with time social media influencers have started playing a very vital role in impacting the brand loyalty of the consumers and are competing with celebrity endorsers for the share of advertising spend. Brand image has a very vital role to play in enhancing the brand loyalty of a brand in the minds of the consumers since a well-known and a higher perception of a brand leads to retention of more consumers. Celebrity endorsement and Social media influencers need to be compared keeping in mind their potential adverse effects. Examination of the current market situation recommends celebrities when properly integrated with product strengths. Advertisers agree that celebrity authorization does not guarantee sales but it can create buzz and make the consumer more receptive to the product and expect that the product to deliver the promise. Some of the influential people on social media have a positive impact in the product portrait. We conclude that the brand image has a positive impact on consumers. The results of the study state that the most influencers produce a positive result indirectly with brand image which would further lead to brand loyalty.

**Keywords:** Celebrity endorsement, Social media influencers, Brand image, Brand loyalty