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A Study on the Impact of Celebrity Endorsement in Surrogate Advertising on Purchasing Behaviour of the Youth: With Special Reference to Guwahati City

KUSHAL BORA¹ AND SUSHNATA GOSWAMI²

ABSTRACT

The study investigates the impact of celebrity endorsement in surrogate advertising on the purchasing behaviour of youth, with a focus on Guwahati City. Surrogate advertising, often employed by alcohol and tobacco companies, promotes alternate products under the same brand names due to legal restrictions on direct advertising. This research highlights how youth, frequently exposed to such advertisements, are influenced by the celebrities endorsing these products. A majority of respondents are familiar with alcohol-based surrogate advertisements, associating them with brands like Kingfisher and Royal Stag. The study further explores the ethical concerns raised by such marketing practices, as 61.2% of respondents perceive surrogate advertising as unethical. Moreover, celebrity endorsements in these advertisements are found to have a significant impact on consumer buying behaviour, with 66% of participants acknowledging their influence. Despite ethical debates, the study concludes that celebrity endorsements in surrogate advertisements remain a potent marketing tool, shaping consumer preferences and encouraging brand loyalty among the youth. Further research and stricter regulations are suggested to balance the ethical implications and marketing strategies.

Keywords: *Celebrity Endorsement, Surrogate Advertising, Youth Purchasing Behaviour, Ethical Concerns.*

I. INTRODUCTION

The average modern person is exposed to 600 ads a day on many media platforms, including print, radio, television, and the Internet. As a possible way to get consumers' attention in the face of this deluge, marketers have turned to the idea of celebrity worship. According to research, people frequently develop strong emotional bonds with celebrities and use them as standards for defining who they are and how valuable they think they are. Fans often try to

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imitate the looks, skills, morals, and dispositions of the celebrities they look up to, which makes celebrity endorsements more important as a tactical element of marketing communications.

In today's hyper-connected world, where media channels bombard consumers with messages at every turn, celebrity endorsement has emerged as a powerful tool for marketers to capture attention and influence consumer behaviour, particularly among the youth demographic.

The purpose of this study is to examine the complex relationship between celebrity endorsement and youth surrogate advertising, offering insights into the effects on marketing tactics, society, and the welfare of the youth. Celebrity endorsement, the technique of using well-known individuals to market goods or services, has a big influence on how consumers think and what they buy. famous influence, charisma, and aspirational lifestyles can all work together to build a powerful association between the endorsed brand and the desired qualities or ideals that the famous figure embodies.

This association can be particularly influential for the youth, who often idolize and emulate their favourite stars, shaping their attitudes, preferences, and consumption patterns. Celebrity endorsement extends beyond traditional advertising avenues, infiltrating various forms of surrogate advertisement, where brands indirectly promote themselves through sponsored events, social media endorsements, or product placements in entertainment content. Surrogate advertisements cleverly circumvent regulations on the promotion of certain products, such as tobacco or alcohol, by using tangentially related products or brand extensions, yet they still leverage the appeal of celebrities to capture attention and drive consumer engagement. Celebrity endorsement has become a prevalent marketing strategy, particularly in the realm of surrogate advertisement, where brands indirectly promote themselves through various channels. Despite its widespread adoption, there exist several gaps in our understanding of the impact of celebrity endorsement on surrogate advertisement among youth. These gaps warrant further investigation to comprehensively elucidate the dynamics at play and their implications. Existing research primarily focuses on the effects of celebrity endorsement in traditional advertising contexts, overlooking the unique nuances of surrogate advertisement. While numerous studies highlight the persuasive power of celebrity endorsements, limited attention has been directed towards the potential drawbacks and ethical considerations associated with this practice, especially concerning its influence on impressionable youth. Exploring the potential negative consequences, such as unrealistic expectations, materialism, and susceptibility to harmful messages, is crucial for developing a balanced understanding of celebrity endorsement's effects on youth. Understanding the Influence of Celebrity Endorsement on Traditional Advertisement Context, By applying the Elaboration Likelihood Model (ELM), it seeks to explore the cognitive

and peripheral routes to persuasion activated by celebrity endorsements in traditional advertising contexts. This theoretical framework contributes to our understanding of the psychological mechanisms underlying the impact of celebrity endorsement on consumer attitudes and behaviours. Examining the Ethical Implications of Celebrity Endorsement, this study investigates the ethical considerations associated with celebrity endorsement practices. By applying Utilitarianism, it assesses whether the benefits of celebrity endorsements outweigh potential ethical concerns, contributing to discussions on marketing ethics and consumer welfare. Moreover, by employing Deontological Ethics, it evaluates the ethicality of celebrity endorsement based on principles of honesty, autonomy, and respect for individuals. Finally, through the lens of Social Contract Theory, it examines how societal norms and expectations shape perceptions of the ethicality of celebrity endorsements, providing insights into the broader socio-cultural implications of marketing practices.

(A) Review of literature

Dash S and Sabat D (2012) researched the most influential factors The impact of celebrity-endorsed television (TV) commercials, underscores how celebrity endorsements play a pivotal role in influencing consumer behaviour and elevating brand visibility. It emphasizes the need for a careful selection of celebrities who resonate with the product or brand to yield substantial benefits, while mismatches can prove detrimental. Additionally, the study highlights the significant impact of celebrity endorsements on consumer purchase decisions, presenting an opportunity for companies to effectively steer consumer choices through strategic celebrity partnerships. Furthermore, the research suggests that leveraging celebrities in TV ads can amplify media exposure, provided that the endorsement aligns with the audience's demographic profile.

Munjal M *et al.*, (2019) studied the Impact of TV commercial endorsements by celebrities on youth buying behaviour. The research emphasizes the importance of tailoring marketing campaigns, selecting suitable endorsers, enhancing brand image, and improving marketing ROI. These implications underscore the value of leveraging celebrity endorsements to target the youth demographic effectively and maximize brand impact. On the other hand, the conclusions from the research reaffirm the effectiveness of celebrity endorsements in influencing youth purchasing decisions, particularly in the fashion industry. They stress the need for brands to align celebrity endorsers with their brand image and products to optimize their impact on young consumers.

Deepika G *et al.*, (2020) studied the Effectiveness of Celebrity entrepreneur endorsement in

advertisements. The research on celebrity entrepreneur endorsement in advertisements reveals the significant impact these endorsements can have on both brand credibility and consumer behaviour. By enhancing brand credibility and influencing consumer behaviour, celebrity entrepreneur endorsements provide businesses with a potent tool for nurturing trust and satisfaction among their target audience. Key factors such as elegance, source credibility, and customer expression emerge as crucial elements in shaping consumers' perceptions and driving purchasing decisions. By effectively leveraging these factors, marketers and advertisers can unlock the full potential of celebrity entrepreneur endorsements to propel brand growth and achieve success in the competitive marketplace.

According to a report by Hussain I (2020) the impact of Celebrity Endorsement on Consumers' Buying Behaviour. The research paper underlines the considerable impact of celebrity endorsements on university students' attitudes towards endorsed products and their subsequent purchase intentions. Marketers can leverage this influence by carefully selecting celebrities who possess attributes like likability, credibility, personality, and attractiveness to endorse their products, as these traits are pivotal in building consumer trust and interest. Furthermore, the study emphasizes the intermediary role of consumer attitude between celebrity endorsements and purchase intentions. Consequently, marketers should focus on fostering positive consumer attitudes towards endorsed brands through celebrity endorsements to effectively drive purchase intentions. These practical implications furnish marketers with valuable insights into utilizing celebrity endorsers to promote products, empowering them to craft more precise and successful marketing strategies, especially when targeting university students or similar demographics. The conclusions drawn from the research affirm the substantial impact of celebrity endorsements on consumer behaviour, decisions, and perceptions of products. Attributes such as likability, credibility, personality, and attractiveness of celebrities emerge as critical factors shaping consumer behaviour and purchase intentions.

Ahmed A *et al.*, (2022) in their study, which they illuminate the vital role that celebrity endorsements play in fortifying brand image within Pakistan's FMCG industry. It highlights key factors like Celebrity Attractiveness, Matching, Expertise, and Trustworthiness, which significantly shape consumer perceptions, empowering marketers with actionable insights to enhance brand image and consumer appeal. Strategic celebrity selection, aligned with brand values, emerges as a cornerstone strategy to positively influence consumer perception and secure a competitive advantage in the market. Additionally, the study provides practical advice for salespersons and publicists, offering strategies to effectively leverage celebrity endorsements to both attract customers and elevate brand image.

Azmi N *et al.*, (2022) the research findings suggest several avenues for enhancing marketing strategies and brand management through celebrity endorsements, particularly within the Malaysian youth demographic. Marketers can leverage components such as attractiveness, credibility, and product match-up to tailor campaigns that resonate with this audience, potentially increasing purchase intentions. By understanding these factors, businesses can make informed decisions about celebrity endorsements, selecting endorsers who align with their brand values and target audience, thus enhancing brand loyalty and consumer perception of quality. Furthermore, while the focus was on Malaysian youth, the study hints at the broader applicability of these findings across different demographic variables, indicating opportunities for targeting specific consumer groups more effectively. Additionally, there's a call to transition towards qualitative research methods to gain deeper insights into the dynamics between celebrity endorsements and purchase intentions. The study reaffirms the importance of celebrity attractiveness and credibility in influencing consumer attitudes, while also emphasizing the significance of consumer perception of quality in stimulating purchase intentions.

Gordana M *et al.*, (2022) they made a study on the impact of celebrity endorsements on shaping destination image within the tourism industry. It emphasizes the significance of factors like celebrity attractiveness, trustworthiness, and expertise, which serve as key elements for tourism service providers to enhance the appeal of their destinations. Moreover, understanding models such as the source attractiveness model, source credibility model, and Match-up model is essential for devising effective destination marketing strategies. These models enable providers to align the right celebrity with the destination, thereby positively influencing tourists' perceptions and driving growth and competitiveness in the market.

Khanam M *et al.*, (2022) in their study highlights the critical influence of celebrity traits, specifically expertise and trustworthiness, on consumer perceptions and behaviors, particularly among young consumers in the Barishal region of Bangladesh. This understanding offers valuable insights for producers, marketers, and advertisers seeking to optimize celebrity endorsements. By identifying the traits that contribute to positive brand attitudes, loyalty, and purchase intention, decision-makers can make informed choices when selecting celebrities for endorsements. Moreover, the research underscores the significant impact of celebrity expertise and trustworthiness on brand attitudes and loyalty. This suggests that marketers should prioritize collaborations with credible and knowledgeable celebrities to enhance consumer perceptions of endorsed brands. Furthermore, the study emphasizes the importance of brand loyalty in influencing purchase intention, highlighting the need for marketers to cultivate strong customer loyalty through effective celebrity endorsements.

Dharmadhikar et al., (2023) studied the impact of surrogacy advertisements on consumer psychology and attitudes. The study emphasizes how these ads effectively evoke positive emotions, enhance empathy, and spark interest in surrogacy services. This understanding underscores the importance of leveraging advertising content to shape perceptions and drive societal acceptance, providing marketers with valuable insights for effectively communicating the emotional rewards of surrogacy and aligning with consumers' values.

Wuisan D (2023) studied the impact of celebrity endorsement on consumer behaviour with in the shopes online shopping platform. The research provides valuable insights for marketers on how to effectively leverage celebrity endorsements to influence consumer behaviour and drive purchase decisions, particularly in the context of online shopping platforms like Shopes. Understanding the impact of celebrity endorsement on consumer behaviour allows marketers to tailor their advertising strategies accordingly. By recognizing the significance of endorser credibility, they can design campaigns that resonate better with the target audience. The research emphasizes the importance of consumer perception in driving purchase decisions. Marketers should prioritize enhancing consumer perception through credible celebrity endorsements, as this positively influences ad recall and purchase intention.

(B) Objectives of the study

- 1) To understand the perception of the youth towards surrogate advertisement.
- 2) To determine the impact of celebrity endorsement in surrogate advertisement among the youth of Guwahati city.
- 3) To analyze the relationship between celebrity endorsement in surrogate advertisements and the purchasing behaviour of young consumers.

(C) Research Methodology

Research design: In this study descriptive research procedure is used for describing the impact of Celebrity endorsement in Surrogate Advertising in the purchasing behaviour of the Youth, to study the purchasing decision of youth of Guwahati.

- **SAMPLING UNIT:** For this study sampling unit is different part of Guwahati (Ganeshguri, Zoo road, Basistha, Beltola)
- **SAMPLE SIZE:** Under this research study, the researcher has distributed a questionnaire through google form. 103 responses have been received where 49 are male and 58 are female.

- **SAMPLING TECHNIQUE AND DATA ANALYSIS:** In this research study, the researcher has adopted convenient sampling technique. The questionnaire was distributed 103 respondents for collecting data and simple percentage analysis and bar diagram was used for analysis and interpretation of data.
- **SOURCES OF DATA:** For the purpose of carrying out the study data are collected mainly primary sources.
- **COLLECTION OF PRIMARY DATA:** The primary data for the study was mainly collected by means of questionnaire.

II. DATA ANALYSIS

In this chapter, data collected from questionnaires and in-depth interview will be presented and analysed according to different topics in theoretical framework and research questions.

(A) Demographic of respondents

Table 1:- Demographics of respondents

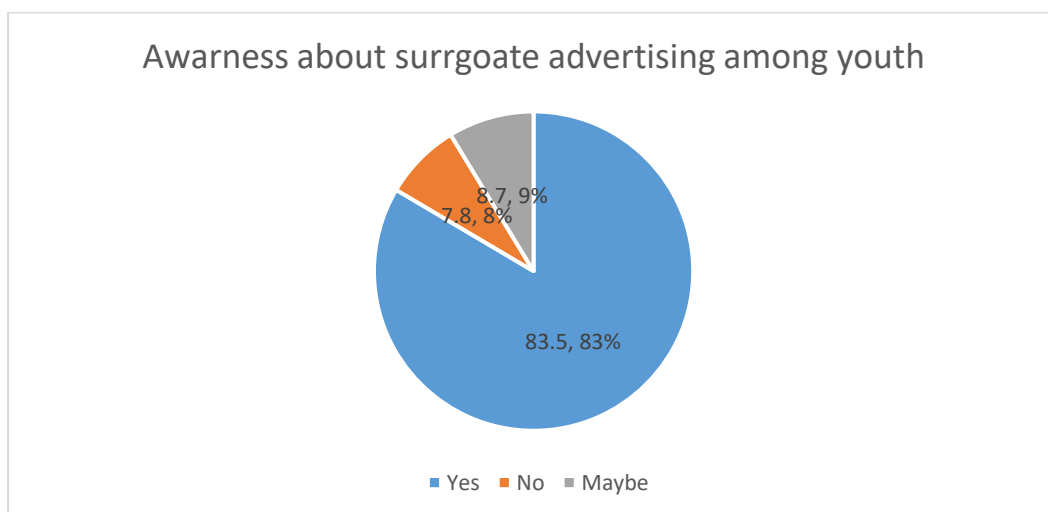
		Number of respondents	Percentage
GENDER	Male	49	47.60%
	Female	58	52.40%
AGE GROUP	21-30	86	83.50%
	31-40	15	14.60%
	41-50	2	1.90%
	51 or above	0	0%
INCOME(Monthly)	20,000-30,000	87	84.50%
	31,000-40,000	8	7.80%
	41,000-50,000	3	2.90%
	51,000 or more	5	4.90%

EDUCATION BACK GROUND	Class X	3	2.90%
	Class XII	7	6.80%
	Under Graduate	62	60.20%
	Post Graduate	31	30.10%

Table 2:- showing the awareness level of surrogate advertising among youth

Awareness level	Number of respondents	percentage
Yes	86	83.50%
No	8	7.80%
May be	9	8.70%
Total	103	100%

Figure 2:- showing the awareness level of surrogate advertisement among youth



Source: Field survey

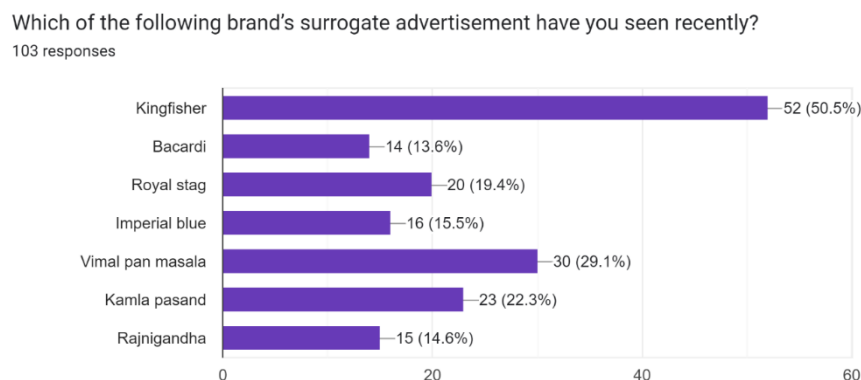
Interpretation

The above pie chart shows that 83.5% of respondents are aware of surrogate advertisements. It can be informed that most respondents know what a surrogate advertisement is. On the other hand 7.8% of respondents are unfamiliar with the concept of surrogate advertisement and other 8.7% of respondents are neutral, not agreeing nor disagreeing.

Table 3:- shows respondents, which of the following brand's surrogate advertisement have you seen recently

Brands	Number of respondents	Percentage
Kingfisher	52	50.5%
Bacardi	14	13.6%
Royal stage	20	19.4%
Imperial blue	16	15.5%
Vimal pan masala	30	29.1%
Kamla pasand	23	23.3%
Rajnigandha	15	14.6%

Figure 3:- shows respondents, which of the following brand's surrogate advertisement have you seen recently



Source: Field survey

Interpretation

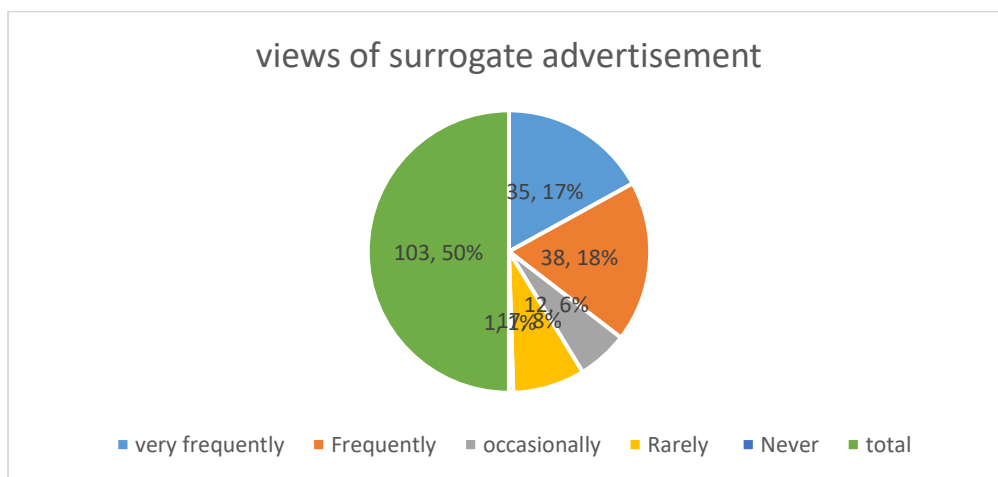
Out of these respondents, a majority of 50.5% respondents were familiar with the alcohol brand

kingfisher followed by 19.4% familiarity towards royal stage. However, significantly less population is familiar with Bacardi alcohol brands which include 13.6% and 15.5 of imperial blue 29.1% respondents were familiar with the brand vimal pan masala , 22.3% respondents aware kamla pasand and other 14.6% familiar with the brand Rajnigandha. From the above analysis, it can be inferred that respondents in question are more familiar with surrogate advertisement of alcohol products.

Table 4: Table showing respondents views about surrogate advertisement in their daily life

Views	Number of respondents	percentage
Very frequently	35	34%
Frequently	38	36.9%
Occasionally	12	11.7%
Rarely	17	16.5%
Never	1	1%
Total	103	100%

Figure 4:- showing the views of surrogate advertisement in their daily life



Source: Field survey

Interpretation

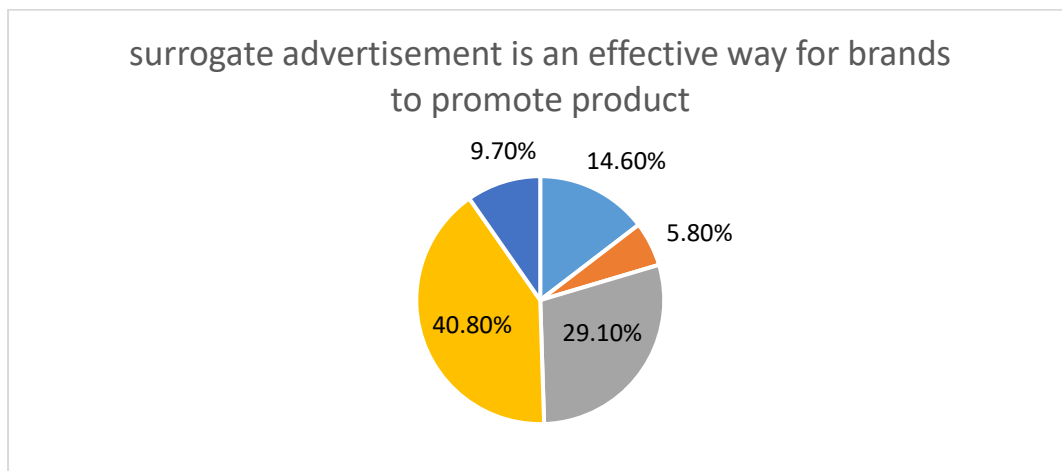
According to the survey taken out of 103% it was found out that 36.9% of people said that frequently they come across surrogate advertisement in their daily life and 34% people said

very frequently and other 11.7% occasionally and 16.5% rarely only 1% denied the statement above.

Table 5: Table showing customers’ perception of surrogate advertisement being an effective way for brands to promote a product

Agreement	Number of respondents	Percentage
Strongly disagree	15	14.6%
Disagree	6	5.8%
Neutral	30	29.1%
Agree	42	40.8%
Strongly agree	10	9.7%
Total	103	100%

Figure 5: showing the agreement if surrogate advertisement in an effective way for brands to promote product



Source: Field survey

Interpretation

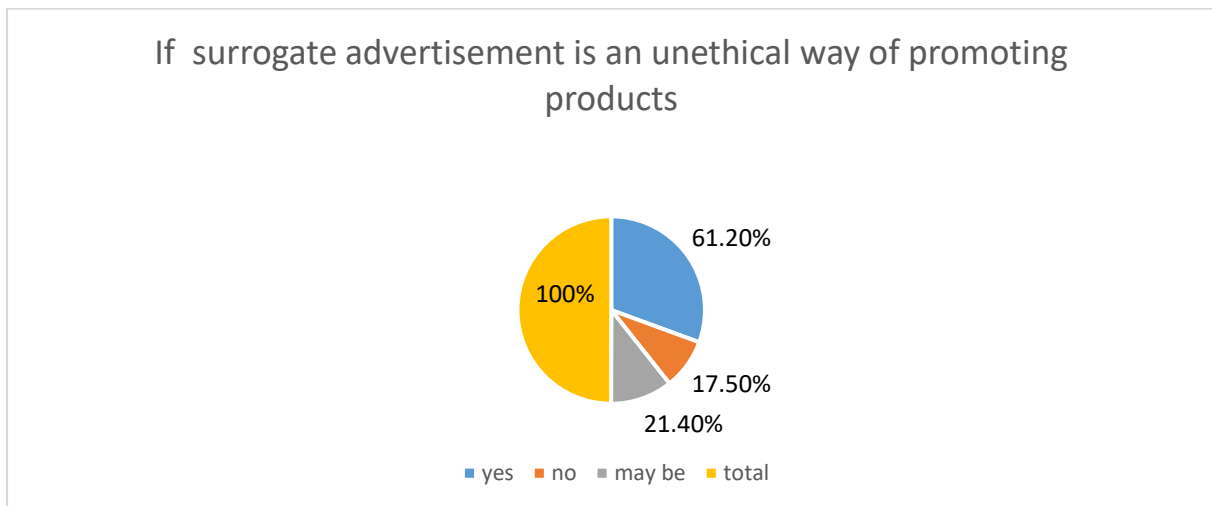
According to this survey a question was asked if surrogate advertisement in an effective way for brands to promote product and out of 103 respondents 14.6% strongly disagree 5.8% disagreed. 29.1% were neutral they did not agree as well as disagree 40.8% agreed to the statement and only 9.7% strongly agreed to the statement.

Table 6: Table showing customers’ perception about surrogate advertisement being an

unethical way of promoting products.

Promoting products	Number of respondents	Percentage
Yes	63	61.2%
No	18	17.5%
May be	22	21.4%
Total	103	100%

Figure 6: - showing customers’ perception about surrogate advertisement being an unethical way of promoting products.



Source: Field survey

Interpretation

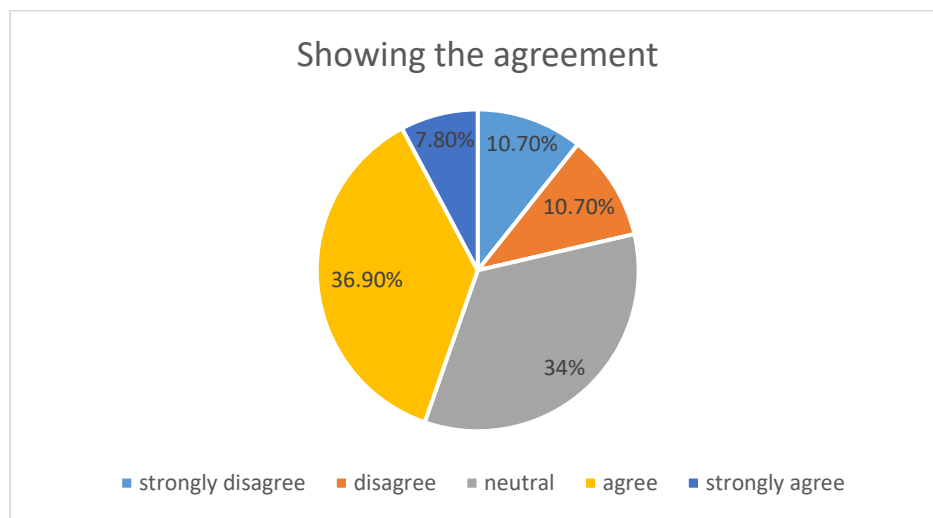
Here the respondents were asked if they feel surrogate advertisement is an unethical way of promoting products. Out of 103 respondents it was shown that 61.2% of respondents said yes and 17.5% people said no and 21.4% were neutral.

Table 7: Table showing the agreement if, Celebrity endorsing advertisements are more convincing than non-celebrity advertisements.

Agreement	Number of respondents	percentage
Strongly disagree	11	10.7%
Disagree	11	10.7%

Neutral	35	34%
Agree	38	36.9%
Strongly agree	8	7.8%
Total	103	100%

Figure 7: Figure showing the agreement if, Celebrity endorsing advertisements are more convincing than non-celebrity advertisements.



Source: Field survey

Interpretation

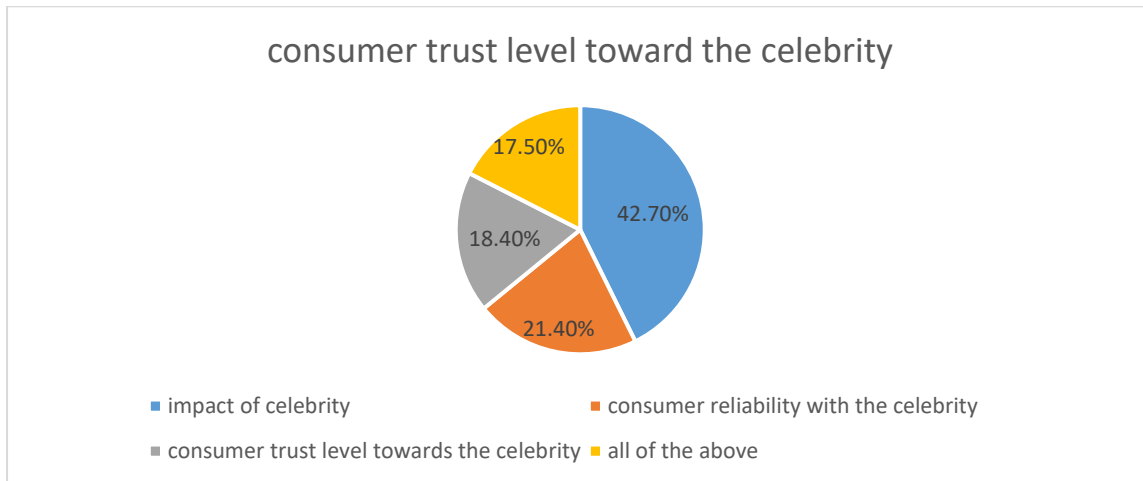
According to this survey a question was asked, Celebrity endorsing advertisements are more convincing than non-celebrity advertisements, and out of 103 respondents 10.7% strongly disagreed, 10.7% just disagreed, 34% were neutral they did not agree as well as disagree.36.9% agreed to the statement and only 7.8% strongly agreed the statement.

Table 8: Table showing the customer are more inclined toward advertisements with celebrity endorsement.

Advertisements	Number of respondents	percentage
Impact of the celebrity	44	42.7%
Consumers reliability with the celebrity	22	21.4%
Consumers trust level	19	18.4%

towards the celebrity.		
All of the above	18	17.5%
Total	103	100%

Figure 8: Figure showing if customer are more inclined toward advertisements with celebrity endorsement



Source: Field survey

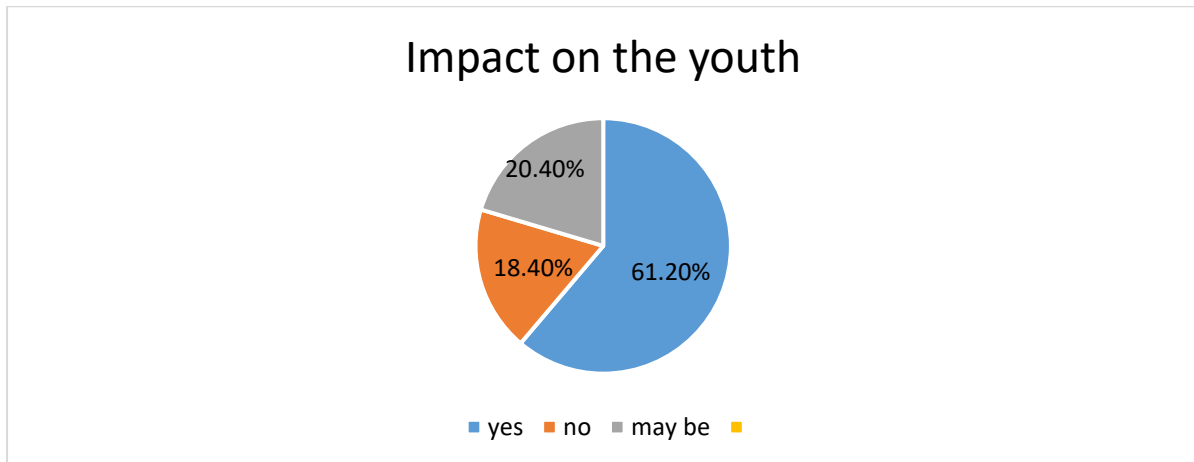
Interpretation

Here in the above figure it was asked why do you think customer are more inclined towards advertisements with celebrity endorsements and out of 103 respondents 42.7% said that customers are more inclined towards advertisements because of impact of the celebrity 21.4% said that consumers reliability with the celebrity and 18.4% said that consumers trust level towards the celebrity and other 17.5% said all aspects are important.

Table 9: Table showing the celebrity endorsing in the surrogate advertisement will have any negative impact on the youth

Impact on the youth	Number of respondents	percentage
Yes	63	61.2%
No	19	18.4%
May be	21	20.4%
Total	103	100%

Figure 9: Figure showing the celebrity endorsing in surrogate advertisement will have any negative impact on the youth



Source: Field survey

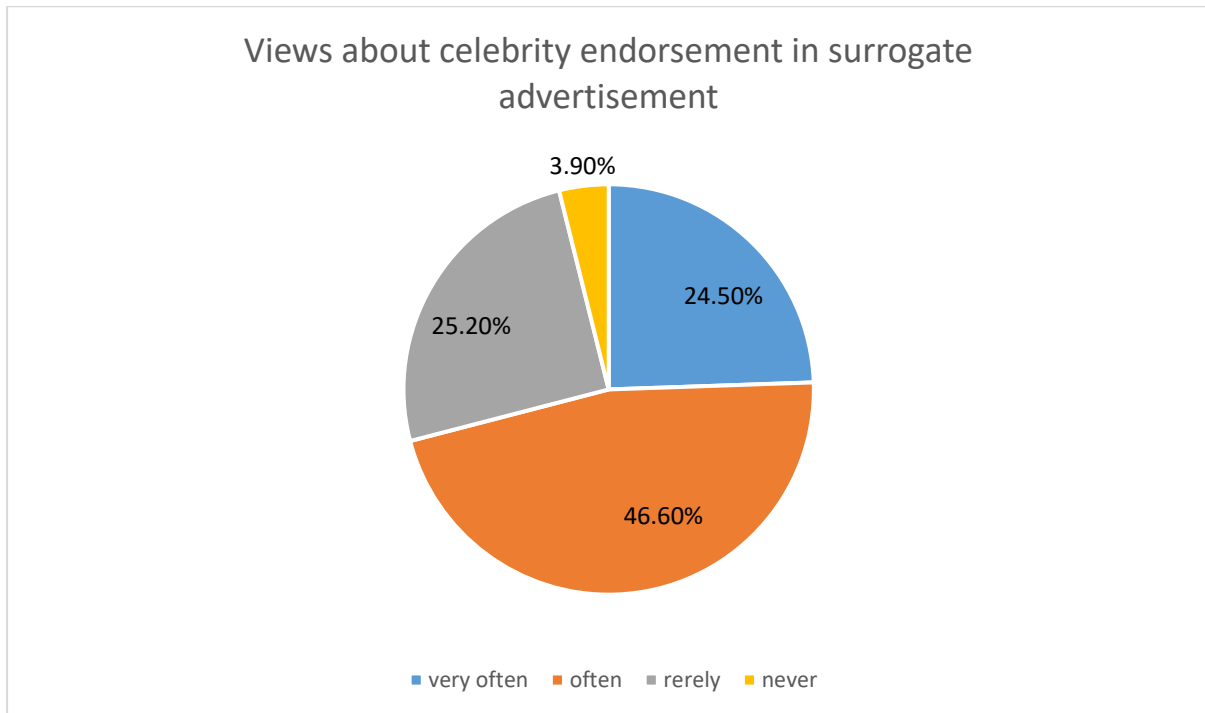
Interpretation

Now among the sample size of 103 respondents 61.2% of people feel celebrity endorsing surrogate advertisement will have negative impact on the youth .it shows that majority of the respondents are said the celebrity endorsing in surrogate advertisement will have any negative impact on the youth. On the other hand, around 18.4% of respondents are said no, whereas around 20.4% of respondents are not sure about the impact.

Table 10: Table showing respondents, views about celebrity endorsement in surrogate advertisement

Celebrity endorsement in surrogate advertisement	Number of respondents	Percentage
Very often	25	24.3%
Often	48	46.6%
Rarely	26	25.2%
Never	4	3.9%
Total	103	100%

Figure 10: Figure showing respondents, views about celebrity endorsement in surrogate advertisement



Source: Field survey

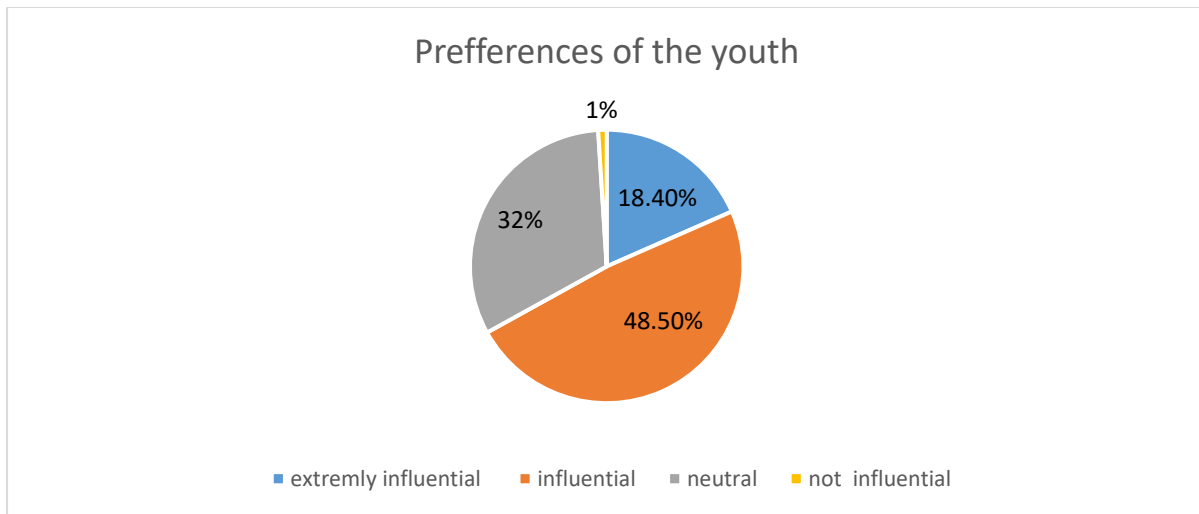
Interpretation

According to this survey a question was asked, How often do you notice celebrity endorsing surrogate advertisements and out of 103 respondents 46.6% said often, 24.3% said very often and 25.2% said rarely they notice celebrity endorsing in surrogate advertisements and only 4% respondents said never.

Table 11: Table showing the preferences of the youth

Preferences of the youth	Number of respondents	percentage
Extremely influential	19	18.4%
Influential	50	48.5%
Neutral	33	32%
Not Influential	1	1%
Total	103	100%

Figure 11: Figure showing the preferences of the youth.



Source: Field study

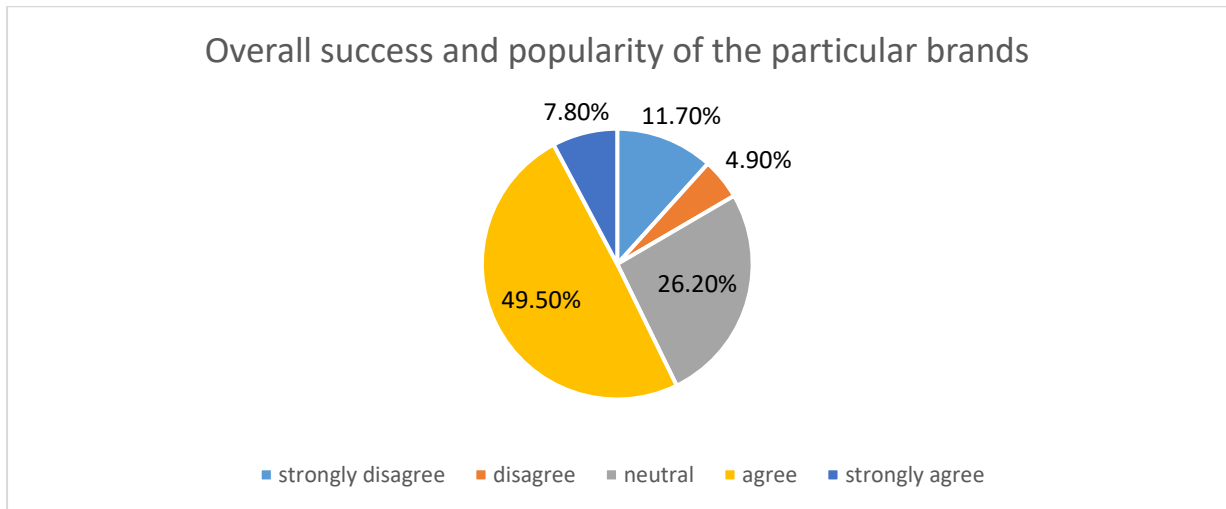
Interpretation

According to this survey, a question was asked In your opinion, how influential are celebrity endorsements in shaping the preferences of the youth out of 103 respondents 45.5% people said influential 32% were neutral they did not agree as well as disagreed, only 18.4% people said extremely influential and 1% people said not influential.

Table 12: Table showing the agreement if celebrity endorsements in surrogate advertising contribute to the overall success and popularity of the particular brand.

Brands	Number of respondents	percentage
Strongly disagree	12	11.7%
Disagree	5	4.9%
Neutral	27	26.2%
Agree	51	49.5%
Strongly agree	8	7.8%
Total	103	100%

Figure 12: Figure showing the agreement if celebrity endorsements in surrogate advertising contribute to the overall success and popularity of the particular brand



Source: Field study

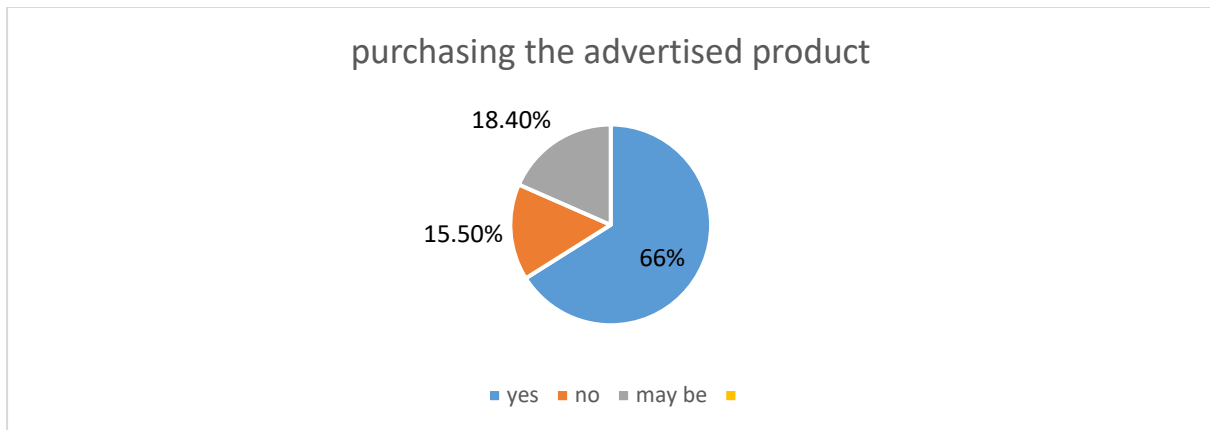
Interpretation

According to this survey a question was asked if celebrity endorsements in surrogate advertising contribute to the overall success and popularity of the particular brand and out of 103 respondents 11.7% strongly disagree 4.9% just disagree, 26.2% were neutral they did not agree as well as disagree, a majority of 49.5% agreed to the statement and only 7.8%strongly agreed to the statement.

Table 13: Table showing the purchasing advertised product

Purchasing product	Number of respondents	Percentage
Yes	68	66%
No	16	15.5%
May be	19	18.4%
Total	103	100%

Figure 13: Figure showing the purchasing advertised product



Source: Field survey

Interpretation

The above pie chart shows that a total respondent of around 66% purchasing the advertised product, the majority of respondents agreeing to the statement,. On the other hand around 18.4% of respondents are neutral about it and 15.5% of respondents did not purchased any advertised product.

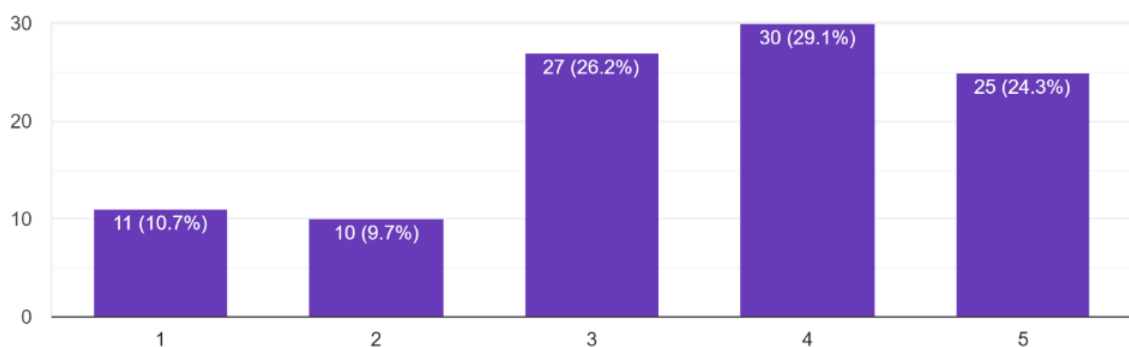
Table 14: Table showing the views of respondents' buying behaviour on the impact of celebrity endorsing in a surrogate advertisement on a scale of 1-5. (5 being the highest and 1 being the lowest)

Rate	1	2	3	4	5	Total
Number of respondents	11	10	27	30	25	100%

Figure 14:-showing the buying behaviour of consumer

On a scale of 5,how much impact do you think celebrity endorsing surrogate advertisement will have on your impulse buying behaviour? (5 being the highest and 1 being the lowest)

103 responses



Source: Field survey

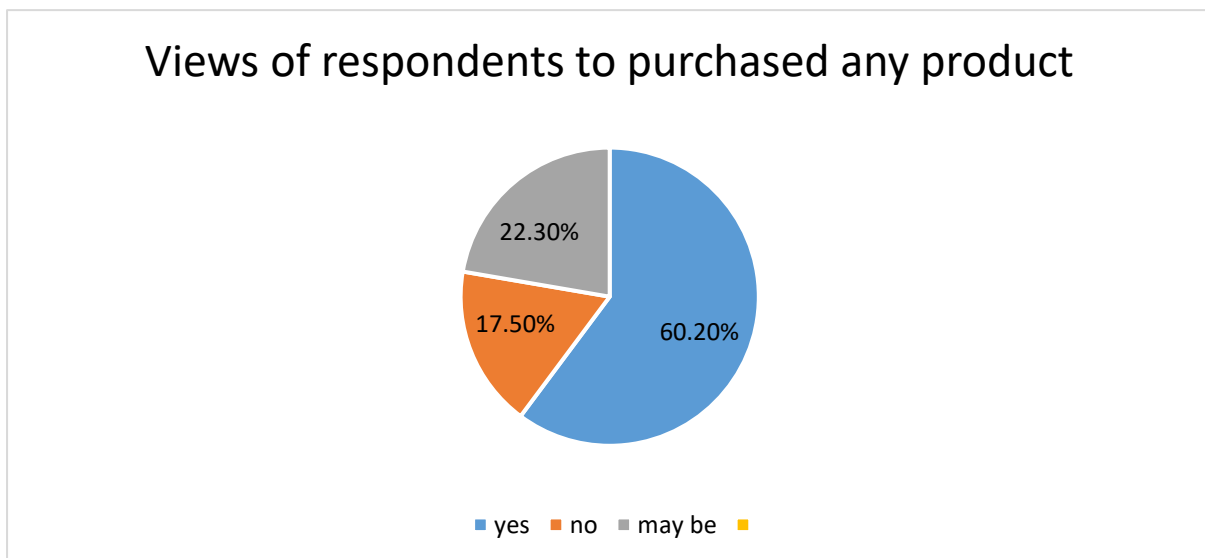
Interpretation

From the above figure it can be inferred that 29% of respondents have moderate impact on their impulse buying behaviour during the presence of celebrity in surrogate advertisement. Furthermore, approximately 24% of respondents have said that celebrity endorsing surrogate advertisement has high impact on their over all buying behaviour. On the other hand, a very less percentage of 11 has said that celebrity presence in surrogate advertisement has no impact on their buying behaviour.

Table 15: Table showing the views of respondents to purchase any product because it was endorsed by a celebrity in a surrogate advertisement

Purchased product	Number of respondents	percentage
Yes	62	60.2%
No	18	17.5%
May be	23	22.3%
Total	103	100%

Figure 15 shows the views of respondents to purchase any product because it was endorsed by a celebrity in a surrogate advertisement



Source: Field survey

Interpretation

Through the above pie chart, it can be analysed that around 60.2% respondents purchased a product because it was endorsed by a celebrity in a surrogate advertisement. On the other hand around 17.5% of respondents did not purchased any product and other 22.3% of respondents are neutral about it.

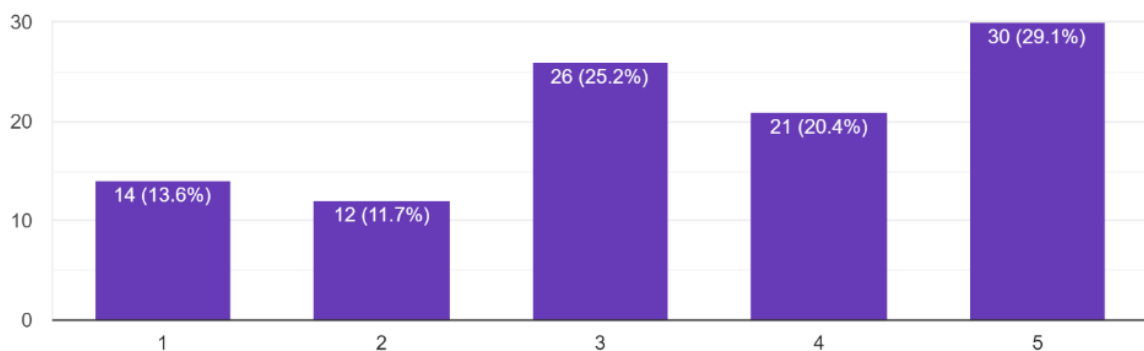
Table 16: Table showing trust the quality and effectiveness of a product endorsed by a celebrity in a surrogate advertisement

Rate	1	2	3	4	5	Total
Number of respondents	14	12	26	21	30	100%

Figure 16: Figure showing trust the quality and effectiveness of a product endorsed by a celebrity in a surrogate advertisement

On a scale of 5 , how much do you trust the quality and effectiveness of a product endorsed by a celebrity in a surrogate advertisement? (5 being the highest and 1 being the lowest)

103 responses



Source: Field survey

Interpretation

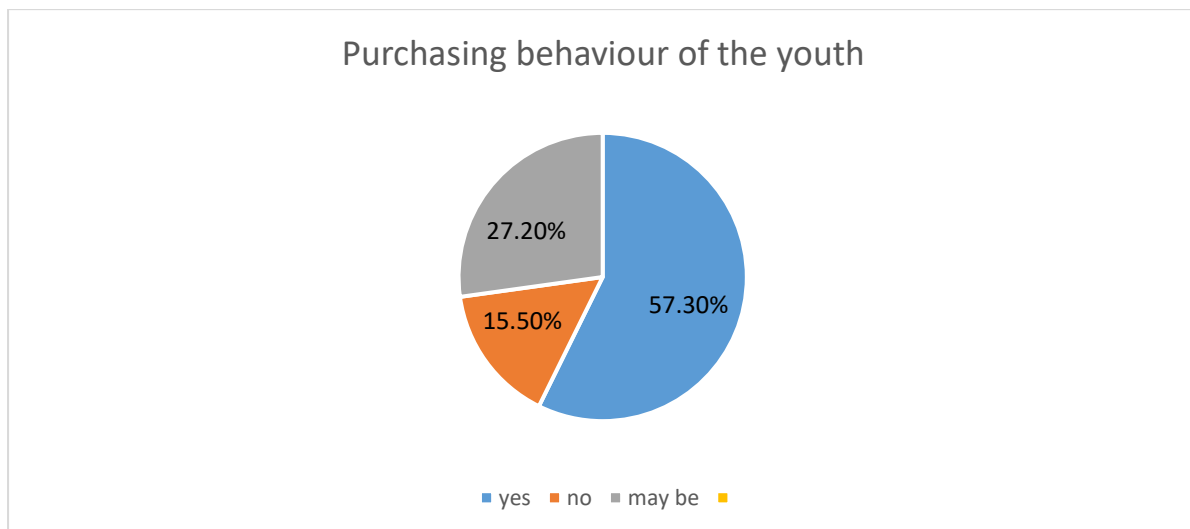
From the above figure it can be inferred that 29% of respondents have trust the quality and effectiveness of a product endorsed by a celebrity in surrogate advertisement. Furthermore, approximately 25% of respondents have said that celebrity in a surrogate advertisement has high

impact on the customer. On the other hand, a very less percentage of 12 has said that celebrity presence in surrogate advertisement has less effect.

Table 17: Table showing respondents’ willingness to pay a premium price for a product endorsed by their favourite celebrity in a surrogate advertisement.

Price	Number of respondents	Percentage
Yes	58	57.30%
No	17	15.50%
May be	28	27.20%
Total	103	100%

Figure 17: Figure showing respondents’ willingness to pay a premium price for a product endorsed by their favourite celebrity in a surrogate advertisement



Source: Field survey

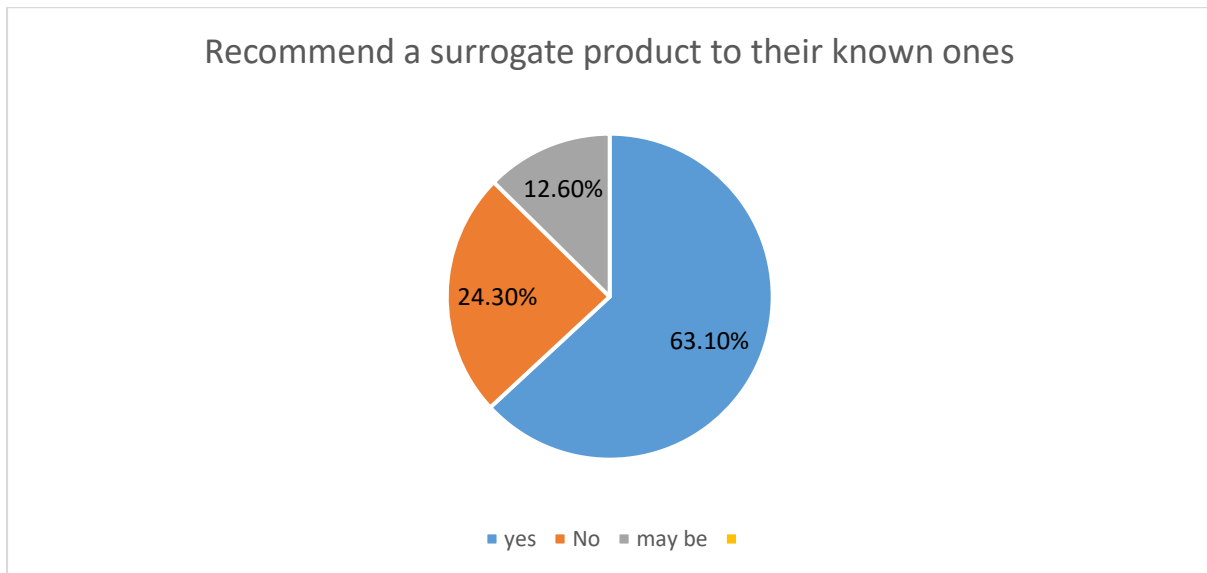
Interpretation

A majority around 57.3% of respondents pay a premium price for a product endorsed by their favourite celebrity. On the other hand other 27.2% of respondents are neutral about it and 15.5% of respondents

Table 18: Table showing if the consumer would recommend the surrogate product to anyone

Recommendation	Number of respondents	Percentage
Yes	65	63.1%
No	25	24.3%
May be	13	12.6%

Figure 18: Figure showing if the consumer would recommend the surrogate product to anyone



Source: Field survey

Interpretation

According to the study taken out of 103% it was found out that 63.1% of people said that they would recommend a surrogate product to your known ones because your favourite celebrity is endorsing it and 23.3% denied the recommendation and 12.5% were neutral, the majority of people said that they recommend a surrogate product to their known ones.

III. CONCLUSION

In conclusion, celebrity endorsements in surrogate advertising should be carefully considered, especially in light of the possible harm they could do to young people and other vulnerable groups. Surrogate advertising is viewed as unethical by a significant portion of respondents, which is consistent with broader social concerns about marketing tactics' honesty and transparency. Furthermore, the majority of participants believe that celebrity endorsements in

surrogate commercials could have a detrimental effect on young people. This calls into question the obligations of celebrities and advertisers when endorsing goods, especially ones that can be hazardous or unsuitable for children. A complex strategy involving regulation, education, and ethical advertising practices is required to address these issues. Public education campaigns on surrogate advertising and its effects are essential, especially for young people who might be more influenced by celebrity endorsements. Consumers can acquire the critical thinking abilities required to distinguish between the persuasive tactics employed in advertising, such as celebrity endorsements, by raising knowledge and fostering media literacy. To maintain openness and moral principles in the sector, laws controlling surrogate advertising must also be strengthened. This study investigates the significant impact that celebrity endorsements in surrogate advertising have on young people's purchase decisions in Guwahati City. These endorsements clearly have a significant influence on customer preferences and purchase decisions. The participants exhibited a high degree of cognizance regarding surrogate commercials, suggesting that this promotional strategy is well recognized. The familiarity with surrogate ads—especially for alcohol items like Kingfisher—highlights how commonplace they are in the examined population's day-to-day existence. This implies that celebrity endorsements in the context of surrogate advertisements are a typical aspect of Guwahati City's media environment.

Suggestions

1. It can be suggested that continue efforts to educate the public about surrogate advertising, its implications, and how to identify it. This could involve educational campaigns, workshops, or inclusion in school curricula to increase awareness, especially among youth.
2. Strengthen regulations governing surrogate advertising to ensure transparency and ethical practices. Regulatory bodies should enforce these regulations effectively to curb unethical advertising practices, especially those targeting vulnerable populations like youth.
3. Encourage brands to diversify their advertising strategies beyond surrogate advertising, especially for alcohol products. Emphasize the importance of promoting products based on their actual qualities and benefits rather than through indirect means.
4. Encourage celebrities to endorse products responsibly and ethically. Celebrities should consider the potential impact of their endorsements on vulnerable groups like

youth and ensure that they promote products aligned with ethical standards.

5. Implement media literacy programs to empower consumers, especially youth, to critically evaluate advertising messages, including celebrity endorsements. These programs can teach consumers how to recognize persuasive techniques and make informed choices.
6. Also encourage consumers to support brands that uphold ethical advertising practices and prioritize transparency and social responsibility.
7. Empower youth to resist undue influence from advertising, including celebrity endorsements, by promoting critical thinking skills and self-awareness. Provide platforms for youth to voice their opinions and concerns about advertising practices
8. Foster collaboration among stakeholders, including brands, celebrities, regulatory bodies, and consumer advocacy groups, to promote responsible advertising practices. Encourage open dialogue and cooperation to address ethical challenges in advertising effectively.
9. At the end establish mechanisms to monitor the effectiveness of advertising regulations and consumer awareness initiatives. Regularly evaluate the impact of these efforts and make necessary adjustments to ensure their effectiveness in promoting ethical advertising practices and protecting consumer rights.

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