

Impact Of Celebrity Endorsements on Brand Loyalty Among Garment Consumers in Rajasthan

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Abstract—The appraisal of promotional campaigns that feature celebrity endorsements has become part of mainstream advertising strategies within the apparel industry. Within the context of Rajasthan, a region characterized by a unique blend of tradition and modern consumer culture, celebrity endorsements are a growing determinant within the construction of consumer attitudes towards brands. This study examines the scope of celebrity endorsements and brand loyalty within the garment industry across four major cities of Rajasthan: Jaipur, Jodhpur, Udaipur, and Kota. The study utilized a structured survey distributed across 300 individuals in which key endorsement variables like attractiveness, expertise, and trust worthiness and loyalty variables of repurchase intention, positive word-of-mouth, and premium price purchase were integrated. This study differs from existing literature, which primarily relied on chi-square analysis, by employing multiple regression and correlation analysis to determine the strength of a relationship. Trustworthiness and expertise are observed to have the most considerable positive influence on various aspects of brand loyalty. The study illustrates the importance of strategically selecting celebrity endorsers who align with the brand image and bolster consumer loyalty

Index Terms—Celebrity Endorsement, Brand Loyalty, Apparel Marketing, Consumer Behaviour, Rajasthan

I. INTRODUCTION

Apparel industry marketing has shifted away from a focus on competition in price and quality, and instead emphasizes more symbolic and emotional facets. In a cluttered and complex media space, celebrity promotion emerges as one of the most influential marketing strategies to gain consumer attention. In a culturally significant environment, where both cinema and sport personalities are part of the broader popular culture, celebrity endorsements do more than gain

attention they construct attitudes and foster consumer attachment.

This context speaks to the potential of celebrity marketing as Rajasthan is an amalgamation of the old and the new, culture and heritage with urbanization and a modern consciousness toward fashion. Value and pride in celebrity culture and fashion differ regionally: urban centres like Jaipur and Jodhpur confer 'style and prestige', while Udaipur and Kota question celebrity culture as inauthentic and unworthy. This contrast presents a unique opportunity to study the influence of celebrity endorsements on brand loyalty in an emerging and competitive environment. Earlier studies conducted in Rajasthan have explored the relationship between brand loyalty and purchase decisions, but few have considered the ways in which loyalty is influenced by communication strategies involving celebrities. This paper seeks to fill this gap by assessing the impact of celebrities' characteristics on loyalty, particularly on the metrics of repeat purchases and advocacy, focusing on the dimensions of celebrity attractiveness, trust, and expertise.

II. IMPORTANCE OF CELEBRITY ENDORSEMENTS

Celebrity endorsements appear to depend on how emotionally and psychologically brands build relationships on the aspirational value of the people brands collaborate with. Also, when it comes to advertising, unlike common advertising appeals, campaigns that rely on sponsorship seem to take, and thus, the qualities associated with the celebrity, the endorsed brand, and the endorsements.

1. Aspirational Appeal

As role models, celebrities and sponsorship seem to be most powerful and influential in the fashion and apparel market. Sponsors build brand associations and celebrity endorsement contracts to be your target

consumers. From clothing and homework to branded apparel and celebrity figures, young urban professionals and students in Rajasthan view clothing and homework as manifestations of identity.

2. Trust and Credibility

Endorsers' credibility hinges people's loyalty to the brand. Sponsors build brand associations and celebrity endorsement contracts to be your target consumers. For example, sponsorship contracts with and endorsements from powerful and respected social actors such as film actors or athletes sponsor clothing and apparel celebrities, thus, clothing brands become reputable and lower risk when consumers purchase them.

3. Perceived Expertise

When talking about perceived expertise, we are speaking about the knowledge or experience a celebrity has about a product. Sports personalities or fashion icons boost consumer confidence because they are seen as credible specialists in their fields. Endorsers who are appreciated for their fashion styles increase the likelihood of apparel brands developing long-standing brand loyalty.

4. Emotional and Cultural Resonance

Rajasthan is a locale in which cultural congruence is important. For example, celebrity sponsorship that elicits local cultural sentiments, such as promotions featuring personalities dressed in traditional clothing during holidays, is more effective for building loyalty than general advertisements.

Strategically speaking, this is why celebrity endorsements are designed to function as loyalty-building tactics as much as awareness-building tools. This study seeks to understand the ways in which these elements of sponsorship influence loyalty among apparel consumers in the state of Rajasthan.

III. REVIEW OF LITERATURE

Celebrity endorsements remain influential within various fields of communication. The Source Credibility Concept, Source Attractiveness Concept, and Match-Up Hypothesis create the fundamentals of understanding the impact of endorsements on consumers perceptions and loyalty.

Source Credibility Concept (Hovland & Weiss, 1951) states that the persuadability of any communication

message is dependent on the perceived expertise and trustworthiness of that communication message and its source. For example, in the marketing of apparel, consumers tend to trust and rely on celebrities as style and fashion experts, persuading them to adopt the promoted brand and remain loyal to it.

In the Source Attractiveness Model (McGuire, 1985), it is stated that the message effect is enhanced by the communicator's physical attractiveness, likability, and audience's similarity. In the Indian apparel industry, younger consumers, primarily targeted by marketers, are socialized to equate social recognition and stylishness, thereby increasing aspirational value of the endorsed apparel. Indian marketers aim to build aspirational value and social recognition.

Match-Up Hypothesis (Kamins, 1990) asserts that endorsements are most impactful when there is logical congruity and relevance between the celebrity and the product being endorsed. The congruity in association of an athlete with sportswear or Bollywood art with ethnic attire is relatable, increases brand loyalty, and is more likely to resonate with the consumers.

IV. RESEARCH RELEVANT TO INDIA

- Sahu & Gupta (2022) noted celebrity endorsements in Indian apparel retailing has an effect in the formation of purchase intention and customer loyalty over time. Trustworthiness was noted to be the strongest predictor for continued patronage.
- Mishra & Sharma (2021) noted celebrity attractiveness in advertisements gained consumer interest but only short-term and did not guarantee lasting consumer loyalty, which was attributable to the product and emotional branding, which were noted to be absent.
- Kaur & Singh (2020) noted that regional culture can play an important moderating role. For instance, in the culturally rich state of Rajasthan, endorsements that were aligned to the prevailing traditional values and festive attire, were more successful in customer loyalty retention.
- Dwivedi et al. (2018) noted in India's fashion sector, consumers built emotional attachments to the fashion brands due to repeated celebrity endorsements and these consumers became brand advocates.

V. WORLDWIDE PERSPECTIVES

Research in the world also notes the effect endorsements have on loyalty.

- Spry, Pappu & Cornwell (2011) showed celebrity credibility enhances brand equity which cascades on to loyalty in an indirect way.
- Erdogan (2019) points to the risks of brand 'overexposure' which in turn weak celebrity endorsements, and subsequently loyalty.
- Shimp and Andrews (2013) stated that endorsements yield the best results when the endorsed product performs uniformly. This suggest that on experience branding loyalty is built in addition to the celebrity endorsements.

VI. OBJECTIVES OF THE STUDY

This study assesses how celebrity endorsements influence brand loyalty among garment consumers in Rajasthan. The specific objectives are:

- 1 Identifying whether celebrity attractiveness has a considerable impact on brand loyalty among consumers in the ready-made garments segment.
- 2 Investigating the extent to which celebrity trustworthiness encourages repeat purchases, advocacy, and price premium in the context of garment purchases.
- 3 Outlining the effects of celebrity perceived expertise on consumer loyalty to apparel brands.
- 4 Examining the joint effects of the endorsement triad (attractiveness, trust, and expertise) on total brand loyalty through regression.
- 5 Examining age, gender, and income based demographic differences in consumer responses to celebrity endorsements in Rajasthan's clothing industry.

VII. RESEARCH METHODOLOGY

Research Design

Assessing the impact of celebrity endorsements on brand loyalty of garment consumers in Rajasthan, the study adopts descriptive and analytical research design. The quantitative methodology was used to assess the correlations and the nature of the

relationships between the endorsement characteristics and the loyalty dimensions.

Sampling

- Sample Size: 300 respondents
- Sampling Method: Stratified random sampling
- Study Area: Four major cities of Rajasthan Jaipur, Jodhpur, Udaipur, and Kota
- Respondent Profile: Urban garment consumers aged 18–45 years, comprising students, working professionals, and homemakers

Data Collection

A structured questionnaire was developed with two sections:

1. Demographics (age, gender, income, city of residence)
2. Measurement Items:
 - Celebrity Attractiveness (e.g., stylish, appealing, relatable)
 - Celebrity Trustworthiness (e.g., honest, reliable, consistent)
 - Celebrity Expertise (e.g., knowledgeable, skilled, fashion sense)
 - Brand Loyalty (measured through repurchase intention, willingness to pay premium, positive word-of-mouth)

All variables were measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Tools for Analysis

Unlike earlier studies relying on Chi-square, this research applies:

1. Pearson's Correlation Analysis – to examine the bivariate relationships between celebrity endorsement attributes and brand loyalty.
2. Multiple Regression Analysis – to assess the combined effect of celebrity attributes on loyalty and to identify the strongest predictors.
3. SPSS (v.25) was used for data processing.

Data Analysis

Correlation Analysis

The correlation matrix below indicates the strength of association between celebrity attributes and brand loyalty.

Table 1: Correlation between Endorsement Attributes and Brand Loyalty (n = 300)

Variables	Attractiveness	Trustworthiness	Expertise	Brand Loyalty
Celebrity Attractiveness	1	0.52**	0.48**	0.44**
Celebrity Trustworthiness	0.52**	1	0.56**	0.68**
Celebrity Expertise	0.48**	0.56**	1	0.61**
Brand Loyalty	0.44**	0.68**	0.61**	1
p < 0.01				

The correlation analysis demonstrates a significant and positive relationship among the three examined celebrity endorsement characteristics attractiveness, trustworthiness, and expertise with brand loyalty, $p < 0.01$. Of these, trustworthiness of the endorsing celebrity correlates most strongly with the brand loyalty of the consumer ($r = 0.68$), showing that a dependable and honest celebrity endorser increases the likelihood a consumer will be loyal to the brand. A celebrity endorser's expertise also demonstrates a strong positive correlation with loyalty ($r = 0.61$), indicating that endorsers who are knowledgeable and authoritative in the fashion industry are appreciated by

consumers. Attractiveness, with the weakest correlation ($r = 0.44$), still impacts loyalty and brand trust, but to a lesser extent than trust and expertise. Overall, credibility and expertise are the major components of loyalty, while attractiveness seems to be an attention-grabbing element rather than a significant influencer of loyalty

Regression Analysis

A multiple regression model was employed to determine the collective influence of celebrity endorsement attributes on brand loyalty.

Table 2: Regression Model – Celebrity Endorsement Attributes Predicting Brand Loyalty

Predictor Variables	Beta (β)	t-value	Sig. (p)
Celebrity Attractiveness	0.18	3.42	0.001
Celebrity Trustworthiness	0.46	8.51	0.000
Celebrity Expertise	0.29	5.67	0.000
$R^2 = 0.59$			
$F = 142.73, p < 0.001$			

The results obtained demonstrate that attributes of celebrity endorsement account for 59% of the variance in predicting brand loyalty and showcases the model's considerable predictability. Within the model parameters, celebrity trustworthiness is the most impactful predictor of brand loyalty ($\beta = 0.46, p < 0.001$), which implies that consumers show greater brand loyalty to endorsers who celebrities are seen as credible and trustworthy. Expert endorsers ($\beta = 0.29, p < 0.001$) are also of considerable importance which conveys that endorsement is more effective when the celebrity is perceived as knowledgeable or skilled in the product domain. Comparatively, the effect of endorsers' Attractiveness ($\beta = 0.18, p = 0.001$) is weaker, which means that the endorsers' Attractiveness more to initial appeal than long-term loyalty, despite the fact that it is still important. All in all, the model establishes that trustworthiness and expertise are critical components of brand loyalty

within the apparel industry, with the effect of Attractiveness being more ancillary in nature.

VIII. DISCUSSION

The study's findings indicate that celebrity endorsements impact loyalty, although to different extents, depending on the endorsement characteristics. Predictably, trustworthiness emerged as the strongest predictor of loyalty. This aligns to the Source Credibility Theory because it explains that consumers are more likely to accept a message when the source is deemed honest and credible. In Rajasthan, the consumers endorse genuine looking celebrity endorsers; especially those of strong cultural reputation and high social integrity. For example, loyal brand endorsers value reputation in their sponsored image maintaining and fortified discipline and fair play.

In the second position, celebrity expertise still significantly impacted loyalty. This is because consumers value endorsers that exhibit expertise in fashion and lifestyles. As a result, endorsements are more likely to succeed when the champion is perceived as knowledgeable. This is consistent with the Match-Up Hypothesis, which focuses on a celebrity's image and the endorsed product. For example, a fashion-conscious Bollywood star promoting apparel resonates more with consumers than a celebrity with no clear association to style or clothing.

Positive influence, albeit to a lesser extent, was celebrity attractiveness. Although part of a marketing team could argue that celebrity attractiveness could capture a potential buyer's attention and stimulate a trial purchase, repeat patronage will only come if the celebrity also possesses credibility and expertise. This was also noted by Mishra & Sharma (2021), were, to put the buyer's perspective, attractiveness by itself will only produce a fleeting consumer interest.

In the context of Rajasthan, interestingly, the culture moderates the frameworks in which endorsements are understood. Respondents reminisce about their loyalty to celebrity endorsements that integrated the micro-campaign with the larger local culture such as endorsing ethnic wear for the festivals of Diwali and Tej. The integration of celebrity culture and cross-cultural marketing can serve to reinforce the loyalty of consumers in a brand.

In contrast to previous studies on brand loyalty that predominantly focused on the product quality, service and emotional appeal, this work contributes to an understudied area by introducing celebrity endorsements as an external parameter influencing loyalty. However, endorsements will not create a loyalty-in-maintaining pack if there are inconsistencies in product performance. If a brand, promoted with visible credibility, falls short of customer expectations, consumers will exit disengage.

IX. MANAGERIAL IMPLICATIONS

From the research, apparel marketers in Rajasthan can glean the following strategies

1. Trust-Worthy Celebrities

Reputation matters when selecting endorsers. Trust and loyalty, from the consumer's perspective, can be undermined when a brand endorses a repulsive or

controversial public figure. Trust and endorsements from a celebrity communicated over multiple engagements strengthens the consumer-brand relationship

2. Expertise and Congruence

Endorsements should be made considering the congruency principle. Congruence and perceived expertise fosters loyalty and brand advocacy, as in the case of a cricketer endorsing sportswear or a Bollywood fashion icon promoting designer ethnic wear.

3. Attractiveness and Loyalty

Attractiveness may not drive loyalty on its own, but it can be an asset in marketing campaigns, especially for the young, aspirational audience. Although, attractiveness should be balanced with other dimensions such as trust and credibility, especially in endorsers.

4. Endorsements with Local Culture

In Rajasthan, endorsements that feature celebrities and culturally themed improvements, such as wearing traditional dress for a regional festival, strengthens the emotional tie. Relational cues from local culture can profoundly change.

5. Endorsements and the Loyalty Gap

Marketers must realize endorsements yield loyalty at the start, but ongoing retention hinges on the quality of the product and customer experience. Loyalty programs, endorsements, and personalized marketing ought to be positioned next to disengagement after sales

6. Integration of Digital and Social Media

As social media becomes more powerful, celebrity marketing must now include Instagram, YouTube, and Reels alongside television and print. Endorsements that feature live interactions and behind-the-scenes materials, as well as influencer collaborations, can reinforce loyalty for the socially active consumers.

7. Segmentation of Target Markets

For effective marketing, consumers should be divided by age and income brackets. Younger consumers might respond more to visibility and attractiveness, while the older demographic might appreciate trust and credibility. Therefore, endorsement strategies may be tailored for each segment more appropriately.

X. CONCLUSION

This research elucidates the significance of celebrity endorsements in the formation of brand loyalty in the case of garment consumers in the Indian state of Rajasthan. Regression and correlation analyses show that trustworthiness is the most significant of the celebrity traits followed by expertise and attractiveness. This research shows that while attractiveness gets consumers' attention, it is trustworthiness and perceived expertise that helps in engendering loyalty in the long-run.

When it comes to Rajasthan, the research also speaks of the contextual influence of culture where endorsements that resonate with 'value of the day' such as celebrities endorsing ethnic wear during the festival season, work wonders. This also shows that endorsements help build loyalty provided there is the 'right celebrity' and the 'right story' to tell.

From the 'value' or 'theory' angle, it adds to the body of work on brand loyalty by positioning celebrity endorsements as external but pertinent facilitators of consumer loyalty. It also tests the source credibility and match-up hypothesis within the Indian context of apparel while bringing to attention the idea of culture and contextual influence as a adaptive moderating element.

From a management perspective, the study implies that apparel marketers need to identify trustworthy endorsers who are culturally congruent and consistent with the brand's positioning. For marketers, endorsements should not imply a transactional relationship, but rather be a component of an enduring loyalty approach that includes the consistent quality of the endorsed brand and the advocacy of the consumers.

To sum up, celebrity endorsements are more than just a novel form of advertising; they are an essential strategy to build loyalty in a competing environment. For Rajasthan apparel brands, endorsed apparel promotions will connect and build relationships with consumers and will nurture growth in an increasingly brand-conscious society.

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