

A Study on the Impact of Celebrity Endorsements of Clothing Brands in Advertisements upon Consumer Attitude of Young Adults

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ABSTRACT:

The media-saturated environment of the 21st century has made celebrity appeals in advertisements one of the many tools at the disposal of apparel brands for attracting customers, particularly young adults. This descriptive study's overarching goal is to learn how advertisements featuring celebrity endorsements affect teenagers' attitude towards such brands. This study aimed to analyze the role and impact of celebrity endorsements on teenagers' attitudes towards apparel brands as well as on its persuasiveness. A descriptive design was adopted to conduct the research with the help of a quantitative methodology to understand the effect of celebrity endorsements on the affective and conative component of attitude towards the apparel brands. The data was collected from 224 young adults, which had an equal percentage of males and females, using Likert scale based close-ended questionnaire. The findings indicated that celebrity-endorsed apparel advertisements significantly impact the attitudes of teenagers toward such brands. This established that the presence of celebrities endorsing apparel brands in advertisements affects the purchase intention and liking towards the apparel brands.

Keywords: Celebrity Endorsements, Celebrity Appeals, Apparel Advertisements, Young Adult Attitude, Consumer Attitude

INTRODUCTION

In the 21st-century, media-saturated world, celebrity endorsements are but one ubiquitous tool used by apparel brands to attract the attention of their consumer base, especially teenagers. Of course, as adolescence is a period fraught with identity crises, people in this age group are most influenced by everything from media channels to popular culture existing outside of themselves. Style icons and taste trendsetters hold a significant influence over teens' preferences and actions. The consumer behaviour effects of celebrity endorsements have long been studied, but teenagers' attitudes toward apparel brands because of this endorsement are worth further research. Adolescents, during this period of imitation, strive to mimic in style and look at their most favoured celebrities and icons, thus developing into certain favoured brands, which not only further motivates buying actions but also fashions their expressions and self-images.

This descriptive research aims to develop a comprehensive understanding of the influence of celebrity endorsements in advertisements on teenagers' attitudes toward the apparel brand. This research will attempt to understand the degree of brand preference and perceived fashionability by teenagers due to celebrity influence by looking at quantitative and qualitative data. The objectives are to describe general trends in adolescents' attitudes toward apparel brands endorsed by celebrities and to find out the reasons behind the attitudes. Both surveys and a series of open-ended questions will allow one to reveal the dynamics of celebrity influence on the adolescent consumer.

These insights are crucial for marketers who must successfully target the aforementioned demographic group. Furthermore, this could form the basis for parents, educators, and policymakers to understand other implications these celebrities may have on teenagers' consumer behaviour and identity formation. This research, therefore, is not only of academic interest but also has practical applications in actually devising and implementing marketing strategies targeted at young consumers.

LITERATURE REVIEW

Celebrity endorsements in advertising have long been a part of marketing strategies to improve customer behavior and brand impression. This literature review examines the effects of celebrity endorsements on viewers' attitudes toward apparel brands in TV commercials. It explores how the existence of endorsements from celebrities affects a number of aspects, including purchase intention, customer trust, and brand perception.

IMPACT OF CELEBRITY ENDORSEMENTS

Grewal (2020) study shows that such celebrity endorsements can make the brand stand out in advertising clutter, providing memorability to the consumers (Grewal, 2020). Cheng (2023) investigated the influence that celebrity endorsements have on Luckin Coffee's bottom line. Results indicate that such endorsement significantly increases the product's sales and brand image. In the research by Cheng (2023), it was identified that through the endorsement of celebrities, economic benefits can be generated for the brands (Cheng, 2023).

Mehmood et al., (2022) highlighted the effect that celebrity endorsements have on consumers' perceptions of a company, brand loyalty, and consumer buying behaviour. It was found in the study that celebrities, and thus very much influence youth, celebrity endorsements work best with this population (Mehmood et al., 2022). Jain et al., (2021) conducted a study on the effects of celebrity endorsements on consumer behaviour in India. The authors note that the contemporary use of social media has escalated the impact of celebrity endorsements as one of the most essential elements in contemporary practices for marketing (Jain et al., 2021). When Saputra et al. (2019) evaluated the impact of celebrity endorsements on Instagram, they discovered that, while the effectiveness varies in the same manner, trustworthy celebrities have a favorable influence on customer views and buying inclinations. (Saputra et al., 2019). A further study by Amichai-Hamburger et al. (2021) researched the influence of celebrity endorsements on Instagram through personality traits. This research demonstrates that only those with specific personality characteristics, such as high openness and high internal locus of control, were resistant to celebritization (Amichai-Hamburger et al., 2021).

Malik and Guptha (2014) studied the impact of celebrity and brand mascot featuring in advertisements on consumer buying behaviour. The study inferred that such endorsements improve brand recall, believability, and intention to purchase (Malik & Guptha, 2014).

The studies analyzed provide a complete understanding of how celebrity featuring in advertisements impact consumer behaviour. Grewal (2020) and Cheng (2023) highlight the economic benefits and increased brand recognition resulting from celebrity endorsements. Mehmood et al. (2022) and Jain et al. (2021) focus on the influence of endorsements on brand perception and consumer behavior, emphasizing the role of social media. Saputra et al. (2019) and Achmad et al. (2023) provide insights into how endorsements affect purchase intentions, particularly on digital platforms. Amichai-Hamburger et al. (2021) offer a nuanced view of how personality traits affect susceptibility to celebrity influence, while Malik and Guptha (2014) underscore the overall effectiveness of endorsements in enhancing brand recall and purchase behaviour.

CELEBRITY ENDORSEMENTS AND CLOTHING BRANDS

For clothing brands particularly, the use of celebrity endorsements has been a popular method to elevate brand perception and engage consumers effectively (Rahman, 2020). This phenomenon is especially evident in today's digital age, where online platforms play a significant role in shaping consumer preferences and behaviours. Research has indicated that e-satisfaction, often influenced by recognizable brands and celebrity endorsements, plays a crucial role in forming e-loyalty among online apparel shoppers (Kesavaraj & R.B., 2023). The impact of

well-known companies and celebrities on e-satisfaction underscores the importance of strategic brand partnerships in the contemporary consumer landscape.

Moreover, the influence of celebrity endorsements extends beyond mere visibility, delving into the realm of brand loyalty and purchase intentions among different consumer segments. Studies have shown that Gen Y individuals, known for their brand-conscious nature, are particularly swayed by celebrity endorsements that promote key brand attributes like image, quality, and status. For clothing brands targeting this demographic, leveraging celebrity endorsements to create emotional connections and build lasting competitive advantages has been emphasized as a strategic imperative (Fernandez & Lean, 2009)

It is also essential to consider the nuanced effects of celebrity conformity on consumer behavior and purchase intentions, especially in the context of luxury fashion products. Celebrity conformity has been found to positively influence the purchase intention of celebrity sponsorship brands, with different age groups displaying varying responses to the dimensions of conformity. This highlights the intricate interplay between celebrity influence, consumer behavior, and brand perception in the competitive landscape of the fashion industry (Park & Yang, 2010).

Furthermore, the advent of internet celebrities and their impact on brand marketing strategies have added a new dimension to the role of influencers in shaping consumer purchase intentions. Internet celebrities, with their significant social media presence and engagement, have redefined how brands interact with consumers and promote products. Their ability to attract a large following and drive traffic to online stores exemplifies the evolving dynamics of influencer marketing in the digital age (Wang, 2023).

CELEBRITY ENDORSEMENTS OF APPARELS AND CONSUMER ATTITUDE

Celebrity endorsements have always been very abundant as marketing practices influence consumer behaviour and attitude toward products or brands. Several researchers studied numerous dimensions of celebrity endorsements, including expertise, trustworthiness, attractiveness, and gender, within their effects on consumer perception—for example, a study by R. Lavuri and V. Aileni investigated television advertisements' effect on children's pestering behaviour and how they moderate parents' purchase decision-making process. They stressed how such an advertisement will make the child curious and therefore impact children's buying behaviour patterns (Lavuri & Aileni, 2021).

Other researchers, Qiu, Chen, and Lee, conducted how the celebrity endorsement effect might have a usage in customer engagement, and their research was mainly targeted at the tourism industry. Their study emphasizes that the charisma, trustworthiness, and attractiveness of celebrities will build up the trust and engagement of consumers to elicit an extension of their knowledge of the effects of celebrity endorsements in new contexts (Qiu & Lee, 2021).

Besides, the study by Wan Mat et al. examined the attitudes and intentions of young Malaysian consumers towards imitating Korean celebrity endorsement. It highlighted that the issue of celebrity characteristics like trustworthiness and attractiveness do matter in affecting consumer behaviour, which would give attitudes towards endorsing after celebrities. This research represented the individual characteristics affecting consumer attitudes to imitating celebrity endorsements (Mat et al., 2022).

In another turn, the work of Bauer et al. brought back the match-up hypotheses at the forefront in celebrity endorsements and advertising messages, indicating that the fit between social judgments of endorsers and advertising appeals can enhance consumer responses. Their findings opened a fresh look at the possibility of utilizing celebrity endorsements based on the fit between endorser and advertising messaging (Bauer et al., 2022).

It follows, then, that extant literature provides for a complete understanding of the multiple ways in which celebrity endorsements shape consumer attitudes and behaviours towards products or brands. Marketers could thus develop

effective strategies in building message appeals that have a high degree of expertise, trustworthiness, social influence, and match between the endorser and advertisement appeals in a way that enhances consumer purchase engagement and decisions even further.

CELEBRITY ENDORSEMENTS AND YOUNG ADULTS

Celebrity endorsements have been quite famous among advertisements, especially ones directed towards the young adult market. In 2018, Phua et al. examined the impact that featured celebrity Instagram e-cigarette brand advertising has on the attitudes of young adults towards e-cigarettes and their intentions of smoking. The study found that, in comparison to non-celebrities or product endorsers, celebrity endorsers significantly improved positive sentiments toward e-cigarettes and smoking intentions. (Phua & Hahm, 2018). Similarly, Lueck and Poe (2023) examined the impact of news reports of celebrity suicide versus non-celebrity peer suicide on young adults' help-seeking intentions. Their research highlighted the complexities of the causal relationships between news reports and intentions to seek help, especially among young adults with higher levels of depression (Lueck & Poe, 2023).

Another online experiment by Chen et al. (2022) discussed the potential impacts of social endorsement cues, message source, and responsibility attribution on vaccination intentions toward COVID-19 among young adults. The study found a positive impact of social endorsement cues on interaction effects and perceived susceptibility to COVID-19 on vaccination intentions (Chan & Zhang, 2019).

Dalziel (2019), for instance, studied how salesmen and celebrities affected the opinions of female Generation Y students regarding cosmetics. The findings demonstrated that female Generation Y students' attitude of cosmetic goods are directly and significantly impacted by celebrities and salespeople (Dalziel, 2019). For example, McNeill and McDonald-Mair (2024) explored the effectiveness of young women who act as influencers on social media compared to celebrities in endorsing luxury fashion goods and further indicated a more substantial influence of celebrities in developing positive attitudes in young females regarding luxury products and ads (McNeill & McDonald-Mair, 2024).

In summation, literature on celebrity endorsement with young adults testifies to the celebrities' powers in driving attitudes, intentions, and behaviors in this age group. Further insight into the implications of such endorsements can help marketers and policy implementers in best reaching young adults.

HYPOTHESES:

H₁: Celebrity-endorsed apparel advertisements impact the attitudes of teenagers toward such brands

H₂: Female teenagers exhibit significantly more favourable attitudes towards apparel brands endorsed by female celebrities in its advertisements compared to male teenagers

H₃: Male teenagers exhibit significantly more favourable attitudes towards apparel brands endorsed by male celebrities in its advertisements compared to female teenagers

RESEARCH DESIGN AND METHODOLOGY

Statement of problem

Celebrity endorsements are now used in the fashion industry, particularly, the apparel sector. Celebrity advertisements are simply omnipresent in the current fashion industry, and they deeply influence teenage consumers. Though it is taken for granted that the fashion industry markets through celebrities, proper understanding is lacking as to how the attitudes and perceptions of teenagers are being changed through celebrity endorsements. This would be an essential study to be conducted due to its connection with the influence that celebrity endorsements have on teenagers' attitudes toward branded apparel. It will look into how effective these endorsements are in changing teens' perceptions of fashion trends and whether they vary across different demographic characteristics such as age, gender, and socio-economic status. The problem is more complex:

Impact on Attitude: It has been established that celebrity endorsements are impactful. However, the extent and nature of their impact on teenagers' attitudes towards the apparel brand being endorsed is not. This is a matter of

prime importance for brands involving this consumer group.

Effectiveness Factors: The need arises to establish the specific factors contributing to the effectiveness of celebrity endorsement. These factors may relate to the celebrity's image, relevance with the brand, authenticity, and presentation style of the endorsement. Brands who understand these elements can design more efficient marketing strategies.

Demographics as Moderating Role: Teenagers are not a homogenous group. Given their demographics, the impact of celebrity endorsement on them varies significantly. The detailed insight into how age, gender, and socio-economic status impact adolescents' attitude toward apparel brands could be used for tailoring marketing approaches for segments in this market.

These are important issues for both marketers and researchers. From the point of view of marketers, this knowledge of the dynamics of celebrity endorsement would add value to their campaigns by making them more effective and consumer-branded toward brand loyalty. It is this implication that the study presents an addition to the broader field of consumer behavior and empirically tests how celebrity endorsement develops brand perception for teenagers. The research, therefore, closes knowledge gaps and offers valuable information for the industry.

Research Questions

How do celebrity endorsements in apparel advertisements influence teenagers' attitudes toward the endorsed brands?

How do teenagers' frequency of exposure to celebrity-endorsed apparel advertisements affect the persuasiveness of such advertisements?

Research Objectives

To assess the impact of celebrity endorsements on teenagers' attitudes towards apparel brands as well as on its persuasiveness

To analyse how demographic characteristics of teenagers influence the relationship between celebrity endorsements and their attitudes towards apparel brands.

Research Design

Descriptive research design was chosen for the study to systematically and accurately describe phenomena around celebrity endorsement in apparel ads and its impact on teenagers' attitudes. This approach allows a comprehensive description to be made of teenagers' perceptions and behaviours, with collected detailed data on how such endorsements affect the attitude and effectiveness of various factors like celebrity popularity and relevance. Descriptive research does an excellent job of analysing demographic information by indicating how such features as age, gender, and status relate to the attitude towards endorsed brands. This is a research design that focuses on giving a clear and factual account, making it clear for one to understand the link that celebrity endorsements have towards teenage attitudes.

METHODOLOGY

A quantitative methodology for the data collection for answering the research questions and testing the hypotheses. This approach allowed for the objective measurement and statistical analysis of data, providing a robust framework for testing the proposed relationships between variables. The study utilized a cross-sectional survey method to collect data from a sample of teenagers. This method involved collecting data at a single point in time, enabling the assessment of current attitudes and perceptions among the target population. The cross-sectional design was particularly suitable for this research as it facilitated the capture of a snapshot of teenagers' responses to celebrity-endorsed apparel advertisements. A structured questionnaire was developed as the primary instrument for data collection. The questionnaire was meticulously designed to ensure it effectively measured the constructs of

interest. The development process included adapting and refining existing scales to suit the context of celebrity-endorsed apparel advertisements and developing new items where necessary, ensuring they were clear, concise, and relevant to the research questions. The survey was administered online, leveraging an online survey platform to reach a broad and diverse sample of teenagers

SAMPLING

This study used a non-probability sampling procedure referred to as convenience sampling to source data from the target 224 adolescents, with 112 males and 112 female young adults. A convenience sample is best described as participants who are easier to locate for the researcher and willing to take part in the study while making it practically viable and cost-effective. This method helps in collecting relevant data about the attitudes of adolescents towards celebrity endorsements in clothing brand advertisements. Although the convenience sampling followed in the present research is unlikely to give a statistically representative sample of the adolescent population, it is quite well-suited for exploratory studies where the objective is to draw some primary insights and indicate some trends to be taken up in future. A sample size of 224 was decided as adequate to draw a meaningful understanding of how celebrity endorsements impact consumer attitudes in this specific age group.

QUESTIONNAIRE SECTIONS AND MEASURES

This survey instrument utilized the extensive measurement grid to elicit information regarding the effects of celebrity endorsements on teenagers with respect to their attitude towards the apparel brands and their perception of fashion trends. The questionnaire was broken down into 5 different sections, each designed in response to each research question and hypothesis.

1. **Demographics:** Elicited information concerning age, gender, socio-economic status, and other relevant demographic variables. This section was also crucial because it evaluated the moderating role of demographic characteristics in the celebrity endorsement effectiveness
2. **Exposure to Advertisements:** Assessed the frequency and format of exposure to advertisements for celebrity-endorsed apparel. Items were developed to capture the extent to which teenagers have been exposed to such advertisements in a series of media exposure levels with respect to each type of media channel (Park & Yang, 2010).
3. **Attitudes Towards Brands:** The attitudes of teenagers toward the brands of apparel, endorsed or not endorsed, were recorded. The respondents rated the following statements on a series of Likert scale items. Statements were: "On a scale of 1 to 5, how much do you agree with the following statements about apparel brands endorsed by celebrities?" "I find the brand appealing," "I am likely to purchase from this brand," and "I trust the quality of this brand" gauge overall brand perception and favourability, offering direct insight into the impact of celebrity endorsements; followed by, on a scale of 1 to 5, how much do you agree with the following statements about apparel brands not endorsed by celebrities? "I find the brand appealing," "I am likely to purchase from this brand," and "I trust the quality of this brand" (Gusti & Laksmidewi, 2023).
4. **Celebrity Influence:** Tested the level of influence that teens perceive regarding celebrities and their endorsements on brand attitude and likelihood of purchasing the brand. Items captured are credibility, attractiveness, and relevance of the celebrity endorser.
 - a. Gender-Specific Celebrity Influence: "How much do you agree with the following statements?" (Likert scale: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree) "Female celebrities have a greater influence on my apparel brand choices."; "Male celebrities have a greater influence on my apparel brand choices."
 - b. Impact of Celebrity Endorsements: "How much do celebrity endorsements influence your purchasing decisions for apparel brands?" (Likert scale: Not at all, Slightly, Moderately, Very, Extremely) (Meng & Meian, 2018).

DATA & ANALYSIS

For the analysis, SPSS was used to conduct one-sample T test, independent sample T test followed by non-parametric Spearman test for testing the hypotheses and answering the research questions. The variables integral to the hypotheses and research questions were gender, celebrity-endorsed advertisements, conative component of attitude and cognitive attitude of attitude. Except the variable of gender that was nominal, all other variables are

ordinal in nature.

In order to test the first hypothesis that is teenagers exposed to celebrity-endorsed apparel advertisements significantly impact the attitudes towards the endorsed brands, a one sample-T test was conducted. The impact of celebrity-endorsed advertisements of apparel brands on the affective and conative dimensions of attitude were measured and tested. There were two indicator variables of the first dimension that was conative component and one indicator variable of the second dimension that was the affective component. The test value assumed for the test was 4, which was the hypothesized population mean against which the sample mean of 224 young adults was compared.

	N	Mean	Std. Deviation	Std. Error Mean
AFFECTIVE COMPONENT OF ATTITUDE TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	224	3.07	.935	.062
CONATIVE COMPONENT OF ATTITUDE TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	224	2.67	.979	.065
CONATIVE COMPONENT OF ATTITUDE TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	224	3.05	.974	.065

Table 1

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AFFECTIVE COMPONENT OF ATTITUDE TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	-14.867	223	.000	-.929	-1.05	-.81
CONATIVE COMPONENT OF ATTITUDE TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	-20.399	223	.000	-1.335	-1.46	-1.21
CONATIVE COMPONENT OF ATTITUDE TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	-14.550	223	.000	-.946	-1.07	-.82

Table 2

The p value was found to be 0.000 for all the three indicator variables of two dimensions of attitude, as a result the null hypothesis that the teenagers exposed to celebrity-endorsed apparel advertisements do not impact their

attitudes towards the endorsed brands stands rejected.

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of GENDER SPECIFIC CELEBRITY INFLUENCE_1 is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.011	Reject the null hypothesis.
2	The distribution of GENDER SPECIFIC CELEBRITY INFLUENCE_2 is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.026	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Table 3

The second and third hypotheses predicted the impact of gender-specific celebrity endorsements were gender specific. Therefore, the hypotheses were tested using independent samples T-test to compare the mean scores of two different groups of people, which in the above-mentioned hypotheses were males and females. This was to determine if the samples of males and females were different from each other after being exposed to gender-specific celebrity endorsements.

Independent-Samples Mann-Whitney U Test

GENDER SPECIFIC CELEBRITY INFLUENCE_1 across GENDER

Independent-Samples Mann-Whitney U Test Summary	
Total N	224
Mann-Whitney U	5082.500
Wilcoxon W	11410.500
Test Statistic	5082.500
Standard Error	469.498
Standardized Test Statistic	-2.534
Asymptotic Sig.(2-sided test)	.011

Table 4

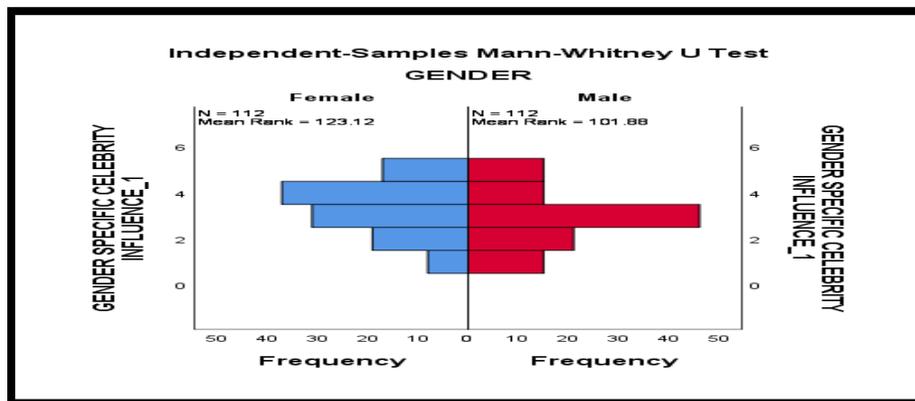


Figure 1

GENDER SPECIFIC CELEBRITY INFLUENCE_2 across GENDER

Independent-Samples Mann-Whitney U Test Summary	
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Total N	224
Mann-Whitney U	5270.000
Wilcoxon W	11598.000
Test Statistic	5270.000
Standard Error	450.616
Standardized Test Statistic	-2.224
Asymptotic Sig.(2-sided test)	.026

Table 5

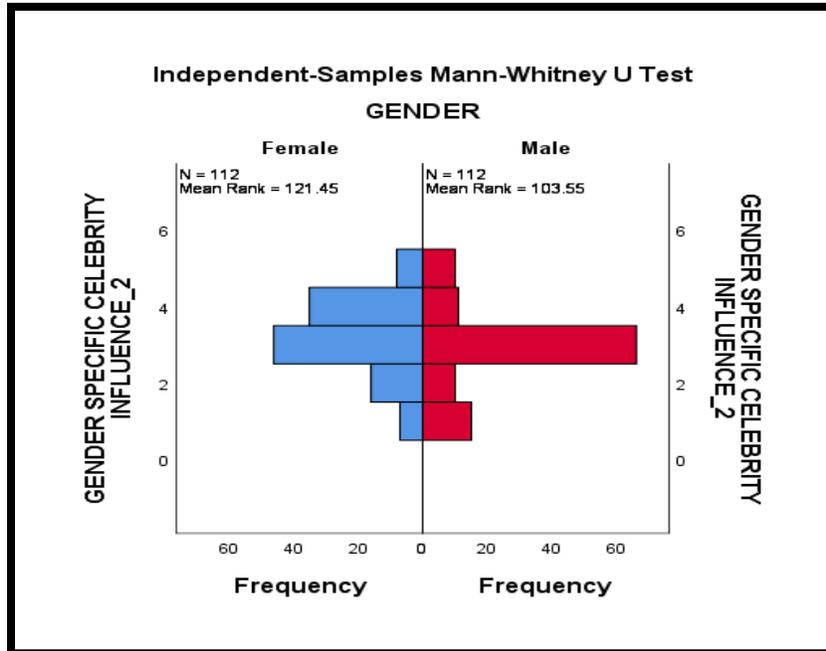


Figure 2

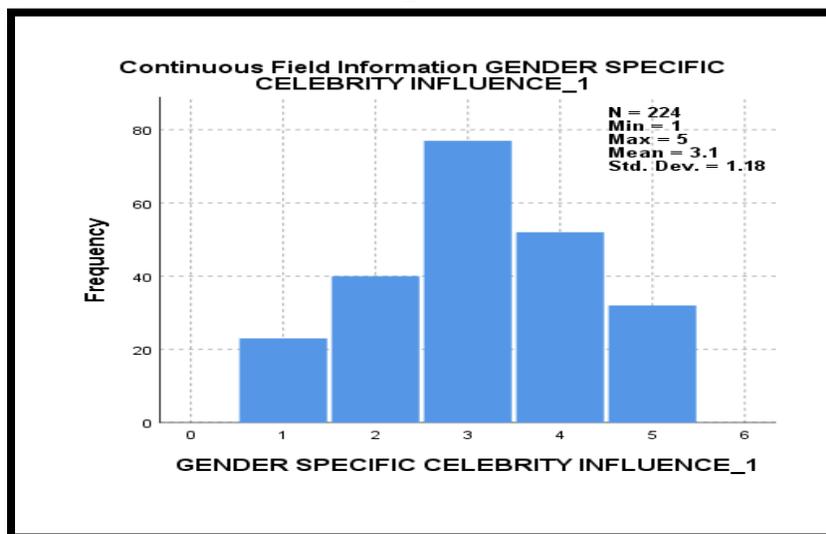


Figure 3

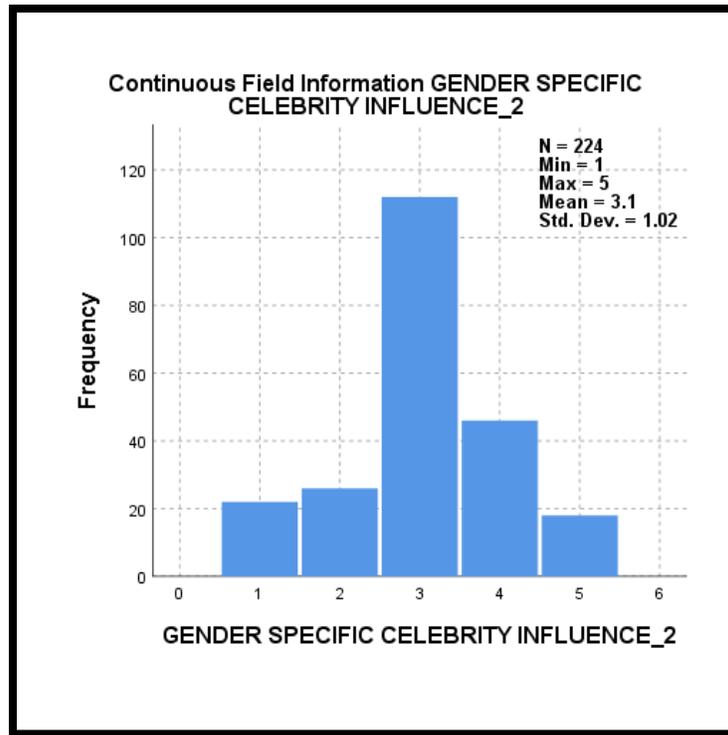


Figure 4

Interpretation of the Second Hypothesis:

Negative t-value (-2.534): The negative t-value suggests that the mean attitude score for female teenagers is lower than that for male teenagers, indicating that male teenagers have more favorable attitudes towards apparel brands with a female celebrity endorsement in its advertisements, contrary to the hypothesis.

p-value (0.011): The p-value of 0.011 is statistically significant, meaning you would reject the null hypothesis. This result suggests that the hypothesis that female teenagers exhibit more favorable attitudes is not supported.

Interpretation of the Third Hypothesis:

Negative t-value (-2.224): The negative t-value indicates that the mean attitude score for female teenagers is still lower than that for male teenagers, suggesting that female teenagers have more favorable attitudes towards apparel brands with a male celebrity endorsement in its advertisements, contrary to the hypothesis.

p-value (0.026): The p-value of 0.026 is statistically significant, meaning you would reject the null hypothesis. This result suggests that the hypothesis that male teenagers exhibit more favorable attitudes is not supported.

The hypothesis that female teenagers will exhibit more favorable attitudes towards apparel brands with a female-celebrity endorsement in its advertisements is rejected based on the significant negative t-value and p-value of 0.011. The result indicates that male teenagers actually have more favorable attitudes towards brands with a female celebrity endorsement.

The hypothesis that male teenagers will exhibit more favorable attitudes towards apparel brands with a male-celebrity endorsements in its advertisements is also rejected based on the significant negative t-value and p-value of 0.026. The result indicates that female teenagers have more favorable attitudes towards brands with a male celebrity endorsement.

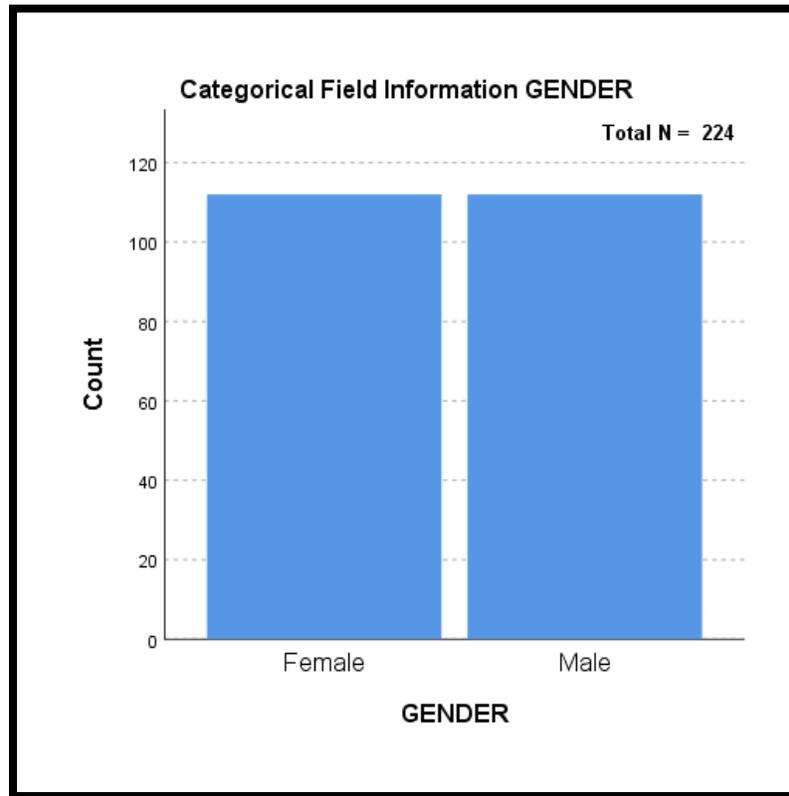


Figure 5

To answer the quantitative question "How do teenagers' frequency of exposure to celebrity-endorsed apparel advertisements affect the persuasiveness of such advertisements?" A correlational test had to be conducted.

- **Frequency of Exposure** (first quantitative variable) is likely a continuous variable (e.g., number of times exposed).
- **Persuasiveness** (second quantitative variable) can also be treated as a continuous variable (e.g., rated on a Likert scale).

However, to determine which correlational test it to be conducted, whether the data is normally distributed or not has to be first established.

A visual inspection was conducted with help of a histogram.

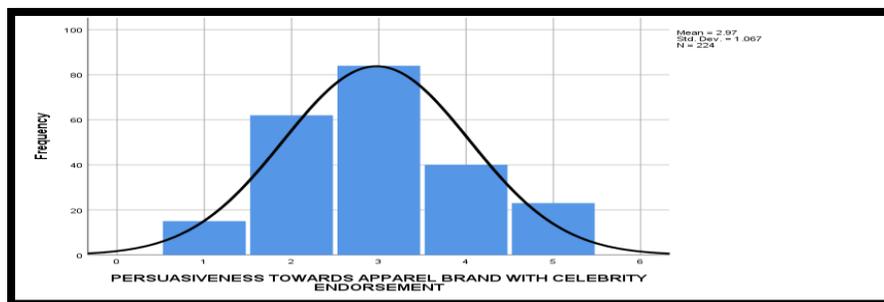


Figure 6

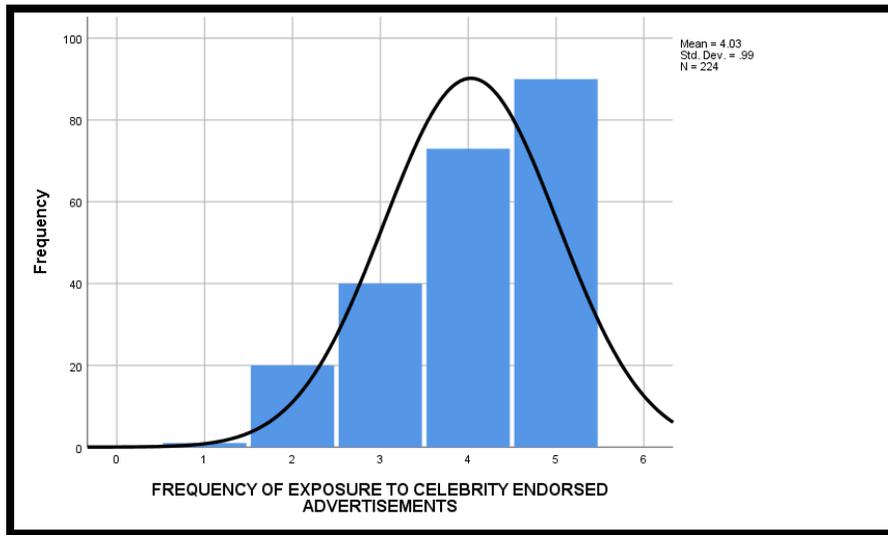


Figure 7

A bell-shaped curve was evident in the first variable, which was exposure to celebrity endorse ads but not in the second variable which was the persuasiveness of celebrity-endorsed ads. Followed by which The Shapiro-Wilk test was conducted for the test of normality

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PERSUASIVENESS TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	224	100.0%	0	0.0%	224	100.0%

Table 6

Descriptives				Statistic	Std. Error
PERSUASIVENESS TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	Mean			2.97	.071
	95% Confidence Interval for Mean			Lower Bound	2.83
				Upper Bound	3.11
	5% Trimmed Mean			2.97	
	Median			3.00	
	Variance			1.138	
	Std. Deviation			1.067	
	Minimum			1	
	Maximum			5	
	Range			4	
	Interquartile Range			2	
	Skewness			.232	.163
	Kurtosis			-.497	.324

Table 7

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PERSUASIVENESS TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	.209	224	.000	.907	224	.000

a. Lilliefors Significance Correction

Table 8

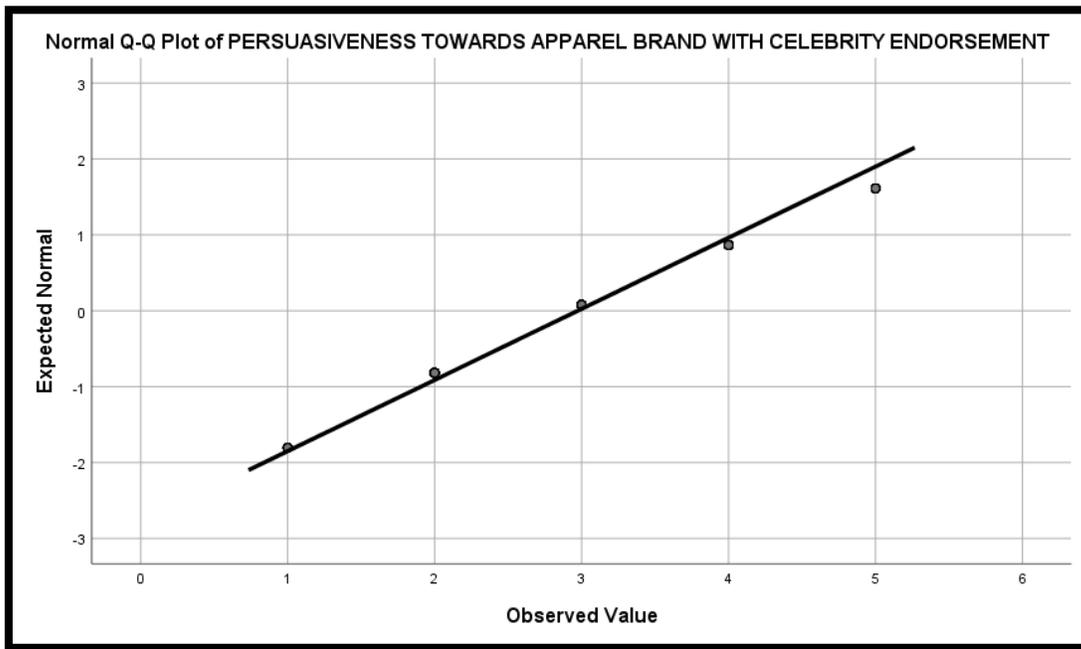


Figure 8

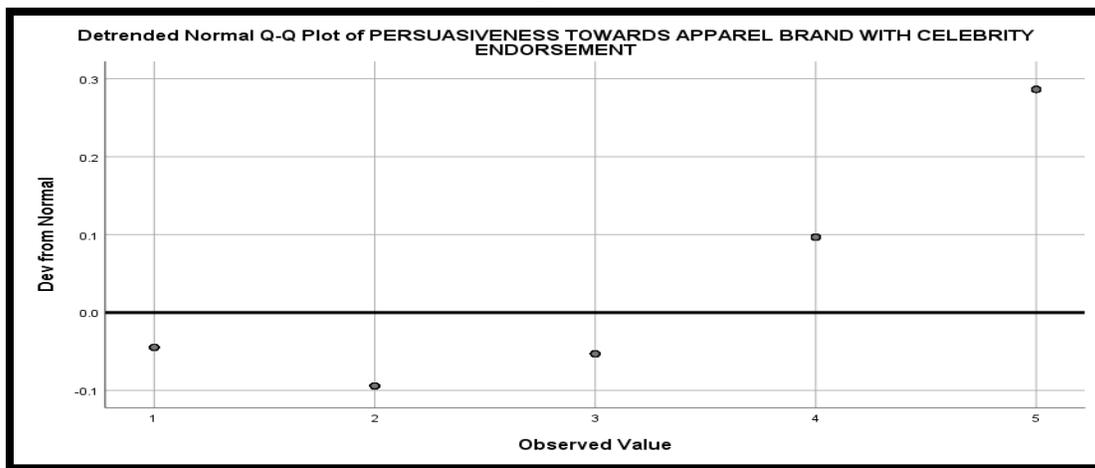


Figure 9

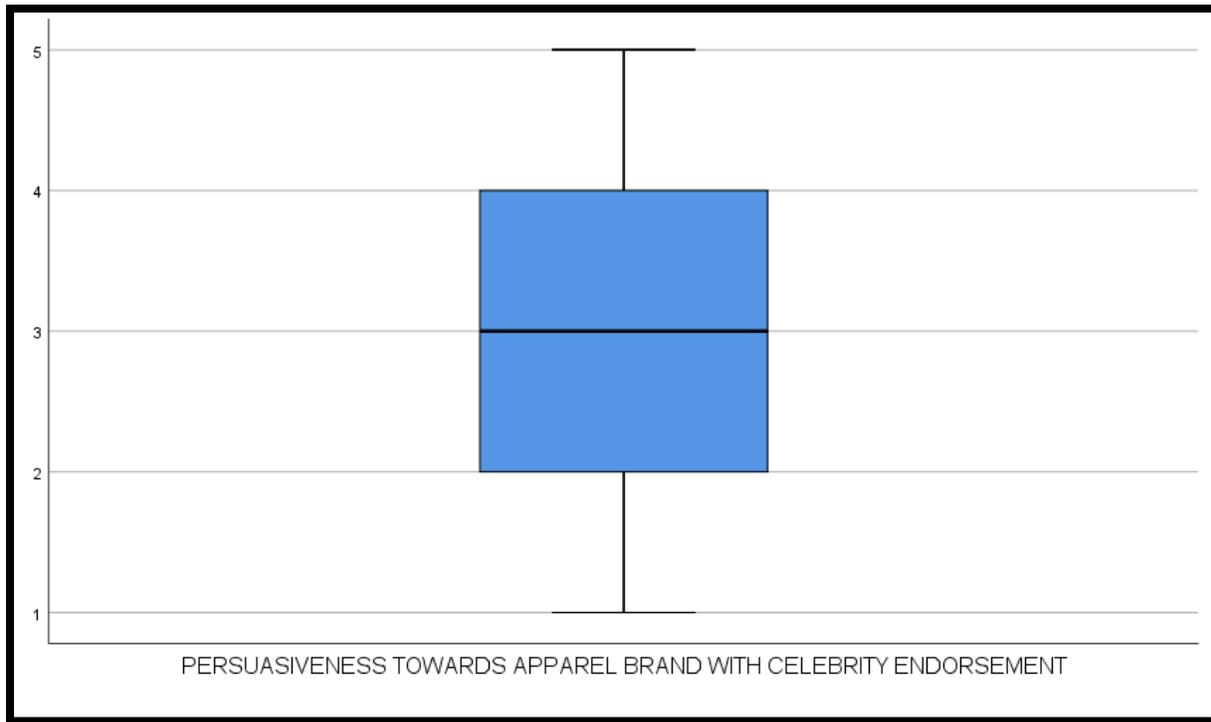


Figure 10

The Shapiro-Wilk test in SPSS shows a p-value less than 0.000 (often displayed as "0.000" in SPSS), this means that the actual p-value is extremely small and effectively rounds down to zero.

Interpretation:

p-value ≤ 0.05 : This result indicates that the data significantly deviates from a normal distribution. This implies that the data is not normally distributed. Since the p-value is less than 0.000, your data for "Frequency of Exposure" and/or "Persuasiveness" is not normally distributed.

This would suggest that using non-parametric test that is the Spearman correlation was found be more appropriate for further analysis.

Correlations				
			FREQUENCY OF EXPOSURE TO CELEBRITY ENDORSED ADVERTISEMENTS	PERSUASIVENESS TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT
Spearman's rho	FREQUENCY OF EXPOSURE TO CELEBRITY ENDORSED ADVERTISEMENTS	Correlation Coefficient	1.000	.145*
		Sig. (2-tailed)	.	.030
	PERSUASIVENESS TOWARDS APPAREL BRAND WITH CELEBRITY ENDORSEMENT	Correlation Coefficient	.145*	1.000
		Sig. (2-tailed)	.030	.
		N	224	224

*. Correlation is significant at the 0.05 level (2-tailed).

Table 9

Interpretation of Spearman's Correlation Results:

Correlation Coefficient (ρ):

The Spearman correlation coefficient between "Frequency of Exposure to Celebrity Endorsed Advertisements" and "Persuasiveness Towards Apparel Brand with Celebrity Endorsement" is 0.145.

This indicates a weak positive correlation. While there is a relationship where higher frequency of exposure to celebrity-endorsed advertisements is associated with slightly higher persuasiveness towards the apparel brand, the relationship is not strong.

Statistical Significance (p-value):

This relationship is associated with a p-value of 0.030.

Given that this p-value is below 0.05, the correlation is statistically significant at the 0.05 significance level. Thus, there is sufficient evidence to deduce that the observed modest positive connection is not a result of random chance.

CONCLUSION:

The study primarily intended to study the impact of celebrity-endorsed advertisements in apparel brands upon the consumer attitude of young adults, which was done by testing three key hypotheses. The one-sample test conducted led to the acceptance of the hypothesis that celebrity-endorsed apparel advertisements significantly impact the attitudes of teenagers toward such brands. This establishes that the presence of celebrities endorsing apparel brands in advertisements affects the affective and conative component of attitude, which is essentially the purchase intention and liking towards the apparel brands. The independent samples T test conducted for the other two hypotheses had posited the favourable impact of the gender of the celebrity endorser present in the advertisements of apparel brands on the attitude of the same gender of the young adult viewer of that advertisement and it was found that such a gender-based impact on the attitude of the same gender young adult was absent. Contrarily, an impact in the opposite direction was being suggested by the negative t value. The result indicated that male teenagers actually had more favorable attitudes towards brands with a female celebrity endorsement and female teenagers had more favorable attitudes towards brands with a male celebrity endorsement; whereas the opposite was hypothesized. The key research question that investigated the impact of teenagers' frequency of exposure to celebrity-endorsed apparel advertisements upon the persuasiveness of such advertisements was answered though a correlational test conducted. It was concluded that teenagers' frequency of exposure to celebrity-endorsed apparel commercials is correlated with the persuasiveness of such advertisements, with a small but statistically significant positive link between the two. This suggests that more frequent exposure may slightly increase the perceived persuasiveness of the commercial, despite the fact that the association is weak, it is significant, and it suggests that this may be the case.

FUTURE SCOPE AND LIMITATIONS OF THE STUDY:

A key demerit of the study is that quantification of subjective assessment of the subjective feelings such as purchase intention and liking with respect to advertisements of apparel brands, as it entails a small degree of inaccuracy and unreliability. There are extraneous factors that could affect the attitude of young adults towards the advertisements of apparel brands that could contribute to the impact such as the bias towards the product category itself or which remain untested, as the study was descriptive in nature and did not make use of experiments. The small sample size and the non-probability sampling technique used is another major limitation of the study, which precludes the results from being generalized to a larger universe. Studying the impact of advertisements with celebrity endorsements upon the cognitive component of the young adult, which in itself is another key sub-component of attitude, continues to be an area in which study can be taken in the future. An experimental design can be used in the future to validate the results of the study and be used for other product categories such electronics, fast-moving-consumer goods and home appliances.

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