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A Study on Impact of Social Media Engagement on Celebrity Credibility

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I. INTRODUCTION

A. *Celebrity Branding or Celebrity Endorsement*

Is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization involving celebrities or a well- known person using their social status and their fame in promotion of a product, service or to raise awareness on environmental or social matters. Marketers use celebrity endorsers in the expectation that the brand's celebrity endorser's positive photos will also be passed on to the celebrity related products or brand image. Celebrity endorsement is usually used by beauty or fashion brands, but a non-profit organization often depends on celebrities, as celebrities have mass communication skills that can draw people's attention and help to reach a wider audience to raise awareness of a particular organization or issue, thus making celebrities successful fundraisers.

B. *History*

Through the 1760s royal endorsements were used to promote products as a type of celebrity branding. The first product to use celebrity endorsements was in the 1760s, when pottery and chinaware producers Josiah Wedgwood and Sons used royal endorsements as a marketing deviceto show value in the company and promote their product to others ("Celebrity Endorsement-Throughout the Ages," 2004).

Trade cards were introduced in the 1875–1900s, this is where a picture of a celebrity with aphoto of the product would appear. These trade cards would typically be given to consumers with the product, or inserted into the product's packaging itself, featuring celebrities such as actors or sport stars.

Cigarette brands got hugely interested in celebrity promotions, as part of a customer loyalty program,' Kodas ' cigarettes incorporated baseball player cards into cigarette packets. It created a demand for consumers to buy more cigarettes so they could collect all of the cards from all baseball players because of the cards ' celebrity endorsement.

The biggest trending celebrity endorsers in the early 1930s were athletes, then by 1945 the pattern shifted and the next big celebrity endorsers were movie stars. Color television was introduced to marketing in 1965 and there was an increasing popular demand, when television personalities and entertainers became a celebration of contact of services and products

Then, in the 1980s, companies and firms decided to start producing products around celebrities ("Celebrity Endorsement-Throughout the Ages," 2004).

An example of this is when a talented and young basketball player named Michael Jordan was discovered by company Nike in 1984. Michael Jordan soon became Nike’s brand ambassador for their shoes and their brand value shot up immensely. When businesses started manufacturing products around celebrities and the celebrity was the company's brand ambassador, athletes and entertainment personalities then began negotiating compensation and paying outs for them representing the company due to other firms' competition. Because of the ever-increasing salaries due to the celebrity's demands, usually sales to the company that the celebrity was promoting would increase.

In fact, in the late 1900s, celebrity endorsements came to a different level, instead of pictures of them endorsing a brand, corporations started to hold press conferences with the celebrity announcing special deals, which meant celebrities had now become the company's spokesperson.

As more companies started to use their brand ambassadors to hold press conferences andannounce special deals, brand sales were increasing immensely and more deals were introduced to the market.

Studies in the 2000s have shown that sales have improved enormously by having a celebrityamb assador for a firm; such as Nike, who signed Tiger Woods in 1996, saw a $50 million increase in golf ball sales by 2002 ("Celebrity Endorsement – Throughout the Ages," 2004).

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C. Celebrity Reach

Celebrity sponsorship or celebrity endorsement of a company's product is largely successful because celebrities have the potential to reach a wide number of potential customers.

Reach can be loosely defined as the number of people who saw and/or heard the intended message for the brand at least once (Belch & Belch, 2012). Where a brand or organization wants to use celebrities to promote their products, It is highly likely that they decide to try to reach the largest possible assortment of potential consumers, rather than reaching a small number of consumers but more frequently–described as frequency (Belch & Belch, 2012).

An example of the usefulness of the reach of a celebrity can be seen in statistics taken from telegraph.co.uk regarding the most widely followed Instagram in the world. The Instagram star that is most followed is Cristiano Ronaldo, with each post he makes being seen by all or most of his 192 million followers. At 164 million fans, Selena Gomez is 2nd and Ariana Grande is 3rd at 116 million followers. A direct mark endorsement from one of these celebrities would be significant if they were to post a photograph of the company's product encouraging their followers to go out and purchase it, from Instagram alone. Imagine the effect of a celebrity sharing support in their social media (Facebook, Instagram, Twitter, Snapchat, etc.). The degree to which an A-list celebrity has the ability to reach millions of potential customers can be an incredibly effective way to boost sales, or atleast get the name of a brand out there in a broader audience than ever before.

1) *Brand Image:* The value of selecting a reputable, trustworthy celebrity to endorse or promote the product of a business, thus matching the beauty, strength, and similarity of the celebrity's public image with the overall current or expected brand image of the company, is strongly emphasized. You may define the brand image as "the set of beliefs kept about a particular brand" (Kotler, 1988). Research conducted by Keller & Aaker in 1992 shows that a brand with a strongerpositive image of the brand and perceptions is more likely to achieve improved growth within its relevant market. (Aker & Keller, 1992). Therefore, it is important to choose a celebrity that will contribute beneficially to the brand's current or expected identity and attitudes to ensure the celebrity branding success.
2) *Brand Alliance:* The brand alliance is a business strategy that can involve the deliberate process of associating two or more established brand names in a clear attempt to attract customers ' interest and thereby increase the chances of receiving additional sales for all of the companies involved.
3) *Brand Recognition:* Brand recognition is a huge part of branding for celebrities. Brand recognition is where the general public can rely on its attributes to establish a brand. When a brand is exposed without a company name, it is most successful and is then recognized by the customer through visual signifiers such as logos, slogans, and colors. Coke is an example of this, whereby their signature color is red and consumers recognize that. In promotional campaigns Brand Recognition is extremely effective. For tests, businesses may conduct experiments on study groups to assess brand recognition and the impact it has on advertising campaigns. If marks are of equal quality with similar products, brand recognition will always have an advantage of higher sales (Investopedia. 2016).

This quote explains that there are two types of celebrity endorsement: **explicit and implicit**.

Beyoncé's sponsorship deal with PepsiCo can be seen as an indication of tacit endorsement. Beyoncé and PepsiCo sat down in 2012 and wrote a partnership agreement which is estimated to be worth approx. $50 million (Sisario, 2012), which includes Pepsi regular printing and TV advertisements that Beyoncé appears in, as well as a more unorthodox ' creative fund ' for any future projects Beyoncé chooses to undertake (Casserly, 2012).

This is an important overtendorsement because Beyoncé is not only one of the largest female pop stars in the world, but also the word ' partnership ' sounds more real for customers, which can make them more likely tobelieve that Beyoncé endorses the Pepsi product because it trusts in the product and the business behind it, rather than some celebrity endorsements, which feel forced, or where consumers see through the endorsement and assume it's just a business decision on behalf of the celebrity to make some extra cash.

An example of implicit endorsement can be explained by noticing the increasing number of Beats by Dre portable speakers in pop and hip-hop music videos (such music videos include Lady Gaga, Miley Cyrus, Nicki Minaj and Britney Spears (Ortiz, 2011). In their music videos, the celebrities involved do not directly mention the Beats product but their presence amongst others these celebrities convey the message of it being a high-quality product associated with those of a high social class, particularly those who are industry leaders in music.

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D. Risks

When a celebrity promotes a brand it can involve risks, where there is a miscommunication between the customer and the product portrayal. In some instances, there is no relation between the product and the celebrity which due to the product's role and importance can become an effective or defective outcome. The celebrity can be seen as a scheme to promote the person as a marketing tool when Celebrity Branding is not working out for a firm. Ideally, some consumers believe that companies that use celebrity endorsers should pick an endorser who uses and enjoys using the product as a marketing strategy to promote a product. Therefore, ethically they trust the brand to show the results of the drug to potential consumers to make the advertising more credible. Instead of a celebrity endorser endorsing the brand solely because of their social status, and thereis no connection between the company and the celebrity (Popescu, G.H, 2014). Companies that use celebrity endorsers are financially at risk, whether they choose the right celebrity endorser to represent their brand and return the favor with higher sales, or whether they want the brand to become known on a wider scale. Companies also take risks in hoping their chosen celebrity endorser will portray their brand in the right way, because any small or big mistake can cost the company in a negative outcome, especially because of the social status ofthe celebrity it can affect a huge audience. This may be due to miscommunication between the company and the endorser who advertises the product or service (Halonen-Knight and Hurmerinta, 2010). Celebrity endorsement usually affects consumers ' feelings and their position regarding theadvertising and the brands, thus improving purchasing intentions and sales. Therefore, if a communication error occurs it can defeat the sale as well as negatively portray the brand. Financially, companies can invest up to millions of dollars in choosing a celebrity to promote their brand; therefore, they don't want an unwanted impact.

E. Usage

Celebrity branding is used as a brand to help create another image. The use of actors allows the brand to be humanized. It builds a brand identity as customers tend to connect the attributes of the celebrities with the brands. There are various ways of using celebrity branding in both paid and unpaid types of endorsement. Celebrity branding may take different forms, ranging from the presence of a celebrity in ads for aproduct, service or charity, to a celebrity attending PR events, producing its own company or service line, or using its name as a brand. Celebrity brand lines are the most common types for clothing and fragrances. Many artists, models, and movie stars have at least one licensed product or service bearing their name. Use of a celebrity or a professional sportsman can have a huge impact on a brand. Sales of Nike golf apparel and boots, for example, doubled after Tiger Woodssigned on to a sponsorship deal. Celebrities include commercial voice-overs, too. Some celebrities have distinct voices which can be recognized even when faces on a screen are not visible. This is a more subtle way of integrating celebrity branding into a product or service. Sean Connery's voice-over for Level 3 Communications is an example of such a publicity campaign. Celebrity branding is a global phenomenon and takes on paramount importance in countries like India, where celebrities can be treated as virtual demi-gods by the general public. There is a strong connection between positive branding of celebrities and label endorsements. More recently, advertisers have started to seek and measure and validate the use of celebrities in their marketing campaigns by measuring their visibility, attractiveness and relevance to the identity of a brand and the impact of the celebrity on customer purchasing behavior.

In some instances, though, the celebrity did not grant permission to associate with the brand, and was wrongly attributed to the brand. Taco Bell, for example, launched its "Why Pay More?" campaign on July 23, 2008 using 50 Cent's name and trademark as a way to endorse their low- cost menus. 50 Cent was unaware of this recognition and so had taken legal action. He filed a lawsuit and sued Taco Bell for $4 million. He won the case.

F. Paid Endorsement

Paid endorsement or implicit endorsement requires an advertising campaign deal between the brand and the celebrity to promote the brand. The contract can suggest other limitations on the act of the celebrity; such as cutting their hair or supporting a direct competitor. Paid endorsements involve a brand-to-fame contract to represent the brand. The celebrity will generally gain a sum of money to endorse the brand but will also have to follow a few guidelines. Some methods of paid endorsements are:

1) *Advertisements:* Ads may include TV ads, radio, billboards, or magazine posters featuring the celebrity in the company's advertising to help increase the popularity of the goods. The celebrity could be seen using the product, or the main character, as seen in the commercial will assist viewers to identify them with the object. An example of Celebrity Branding in an advertisement is George Clooney in the advertising campaign ' What else ' at Nespresso.
2) *PR Events:* Brands use celebrity events to be seen at, as it helps show their involvement or association with the brand. Having pictures taken of the celebrities at the event makes the viewers identify them with promoting the brand, making a positive relation for the audience. This can be done using celebrities who host the brands event, such as the Victoria Secret Show, to perform on the catwalk.

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3) *Social Media:* Celebrities promote the brand through social media, such as Instagram, Facebook and Snapchat. This helps the brand target the followers of celebrities in forming an association between the two. Social media sites, including Twitter, Instagram and Facebook, are a common non-traditional platform for celebrities who endorse brands and products (Jin & Phua, 2014). This means large markets are exposed to the celebrity's impact in promoting favorable purchasing habits towardthe brand (Jin & Phua, 2014). Justin Bieber, Lady Gaga and Katy Perry were the most followed accounts on Twitter in 2013 with more than 30million followers each (Jin & Phua, 2014). Jin andPhua, (2014) note that the greater the perceived social power they possess, the more followers someone has. In addition to reaching their followers, any post may be shared by their followersin order to extend it to other audiences (Jin & Phua, 2014). Another advantage of using social media for celebrity endorsements is the interactive aspect of this non-traditional media, (Cunningham & Bright, 2012), which helps build the relationship between the celebrity endorser,the customer and the brand. In 2009, the concern about consumers being misled by celebrity endorsers on social media sites prompted the Federal Trade Commission to adopt a series of consumer protection guidelines entitled "Guides for the Use of Marketing Endorsements and Testimonials" (Cunningham & Bright, 2012). As a result, celebrity endorsers are required to advise consumers when they have been paid to endorse a product (Cunningham & Bright, 2012), this can be done through the useof hashtags #ad, #spon, #paid

4) *Instagram:* As a digital marketing tactic, the hiring of a spokesperson or celebrity has increased. Celebrities havefor decades promoted corporations ' products and services on television and print media. However, Instagram's social networking site is now often used as a platform for businesses to market products or services either via a third-party page, such as a celebration, or directly through their own Instagram page. Begun as a social networking site, Instagram has become a successful marketing tool. What's special about Instagram is the fact that it encourages electronic word of mouth, which only exist on the sharing concept. Companies can simply tag the username for the Instagram business page to enable other potential consumers to browse the Instagram account in one click. The advertising culture on Instagram came naturally as companies discovered that celebrities hada direct means of communication with their demographic target. The ten most famous Instagram accounts are all celebrities that all have about 30 million followers, according to the Telegraph (2015). By partnering with one of these celebrities, businesses are already reaching an engaged and targeted audience of 30 million people. Many of America's top-earning Instagram celebrity accounts continue to promote products such as health supplements, vitamins, and detox teas. A profile that has three to seven million followers on Instagram alone is able to charge as muchas $75,000 per endorsement, and even a profile with 50,000 to 500,000 followers could make $1000 for a post on Instagram. Some posts can earn about $300,000 at the top end of the digital celebrity pay scale, particularly when Instagram photos can be easily connected to other social media platforms such as Facebook or Twitter. Kim Kardashian is one of the celebrities most known for endorsing brands on her Instagrampage. She is currently running ads for at least eight different brands, ranging from jewelry to morning sickness medicine, with an estimated $51 million in earnings from advertising on her social media accounts alone. Similarly, footballer Cristiano Ronaldo endorses TAG Heuer via hisInstagram account, and thanks them devotedly for the watches offered to him as a' gift' and signs of his Instagram posts with the company advertising slogan. The use of digital communication through social media is growing with global brands. High fashion brands such as Christian Louboutin and Chanel include companies which use Instagram as a form of digital communication. Both were known to send out products in return for an Instagram post and acknowledgment to influential users. Puma SE has recently expanded their digital marketing campaigns using sponsored advertisements and Instagram endorsements. This means that products can now be purchased directly from the social media platform. For example, Puma in association with Kylie Jenner created the Puma Fierce trainer; social media reactions to that collaboration increased product awareness. According to social media data provider D'Marie Archive, celebrity advertising posts on Instagram will produce over 10 million engagements. That makes these types of digital marketing communication an enticing option for millennial-eyed marketers. In addition, the eMarketer's principal analyst Debra Williamson notes that these celebrities affect adolescentsand young adults when it comes to making a purchase, companies will reach out to customers viaInstagram who would otherwise not be reached. This is because the visual images appear to be more appealing than just words. Instagram has become an engaging forum which can be used by brands to connect more closely with their customers. Since Instagram has become one of the most powerful means of mass communication, the rules surrounding Instagram ads have been formulated overtime to ensure that the site is not misused by the institutions.

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G. Unpaid Endorsement

Unpaid endorsement Unpaid endorsement or covert endorsement occurs when a celebrity is wearing or using a given brand's product because they like it. Brands can send free samples to celebrities to check out their product, and critique or use social media to express their views on the product. Lots of cosmetics companies use this to get YouTube users to test their product so they can get free advertising. A celebrity is sometimes given merchandise by a brand to use or wear in public where maximum exposure, such as an event, is present. This is called "gifting" and by taking a photo of the gift and putting it on their social media account for their fans and followers to see, the celebrity could endorse the brand. While the "gift" might seem unpaid, costsare associated with this endorsement, as the brand has no contract with the celebrity in place and will have little or no protection against what happens during the unpaid endorsement. Celebrities are seen wearing the product or using it because they like it themselves. We could be seen wearing the product in public or in social media images. For the brand, that is ' free advertising. ' A downside of this is that the company doesn't have power over what message or picture the brand associated celebrity portrays.

H. Celebrity Endorser Criteria

When companies choose a celebrity to endorse their brand, they must match a certaincriterion with which they wish to associate the brand. When one's present, the celebrity must fill the gap between the consumer and the brand.

1) *Audience:* The celebrity has to be able to connect and reach the public with which thebrand is most compatible.
2) *Characteristics:* The characteristics of the brands must be matched so that they associatethe correct values with the brand.
3) *Image:* Brands must look and see if the image of the celebrity is one with which the brand wants to be associated, make sure that they look into the image of the celebrity andthe past in case it could put the company in a bad light. If the celebrity has a negative image, the brand could be perceived that way too.
4) *Attractiveness:* The attractive people are correlated with a positive attitude. The more attractive a celebrity is, the greater the impact of the endorsement. We look at the celebrity's physical attributes such as body shape, facial features and nationality.
5) *Cost:* Because of popularity some celebrities can cost more than others. The amount the celebrity's cost to endorse a product or service may influence whether or not they are selected.
6) *Credibility:* The celebrity's image will be passed to the company so they have to maintain a positive reputation for the event. If a celebrity already promotes many products or has supported other brands in this can have a negative effect on the brand image because people may believe they're just doing it for the money and their reputationcould be called into question as to whether the product is actually as good as what they're claiming, causing the companies credibility that could also be called into question.

I. Importance

Celebrity branding has become a marketing strategy which helps attract new consumers to a brand. They are a way for brands to boost their sales and expand their audience, as they are seen as leaders of opinion, having a huge influence on society. Brands are building a relationship with new consumers through celebrity endorsements of their products. Celebrities can capture the attentionof the consumer and identify with the brand, making the brand more desirable over othercompetitors, leading to sales and. They also influence their followers because consumers are showing a rise in obsession with celebrities. In a way that brand can't make a connection with theconsumers. Some generations look up to celebrities as they can aspire to be like them. Many brands will ride the celebrity's success wave when using them in an endorsement.

J. Effectiveness

After considering factors such as who fits the brand's image and what kind of message the brand wants to get across to the audience, it is important for a brand to choose their celebrity endorser carefully. It is also important for the celebrity endorser to be attractive, credible, and trustworthy as the image of the celebrity enhances advertising effectiveness.

A research by the influential marketing company Brand Affinity Technologies (BAT) explores the importance of celebrity endorsement in social media advertising. BAT analyzed 200 social media endorsements, in 2011 against comparable social media advertisements which did not feature any celebrities and the results were that that endorsed messages gave performance rates huge lifts: the results showed that 50% improvement was made in cost-per-action for endorsed messages over non- endorsed advertising, and the click-through-rates for endorsed messages were 17~21 times higher.

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K. Need in Today's World

In modern times, many companies have opted to use celebrities in their marketing communications to make their product or organization more appealing to customers, this form of tactic is used to boost sales and help the business appear more successful than other rivals do. Byusing many known celebrities to be the face of their business campaign this puts a high emplacement of the brand in the consumers mind and helps shows trustworthiness, expertise and attractiveness by the use of the celebrity. It not only makes the consumer feel attracted to the product by using celebrities, it also maintains attention and keeps a higher memory of the business in their minds because of their fame in the modern environment of today. Sincecelebrities are seen as role models this will activate in the customer mind a sense of need and fulfillment for the product and will allow them to connect more to the company.

II. LITERATURE REVIEW

1) Bruno Schivinski, George Christodoulides and Dariusz Dabrowski (2016) carried out a study on the theme' Measuring consumer engagement with brand-related social media content, focusing on thedevelopment and validation of consumer scale engagement. This study was conducted using the COBRA framework that uses online profile interviews, bulletin boards, and Netnography to measure celebrities ' overall consumer engagement. The CESBC method is used to measure a particular celebrity's overall traction and their recent trends as it was done for a single country, and with the constant changes and adaptations of websites and Web 2.0 services, new activities pertinent to CESBC's three dimensions will likely emerge. Researchers will continue to search for new social media patterns and adapt CESBC to match technological changes.

2) Marie-Catherine Perreault and Elaine Mosconi (2018) conducted a study on' Social Media Engagement: Content Strategy and Metrics Research Opportunities,' which requires a variety of criteria, such as engagement, involvement, promotion, collaboration, dedication and satisfaction, to name a few, and to measure the overall exposure earned by a specific celebrity. This is doneby measuring their social media accounts, such as Instagram, Facebook, and Twitter, and using the quantitative data to conclude. It is one of the most recent studies, which takes social media interaction into account recent trends. The main aim of this paper is to explain how researchers have identified engagement factors and metrics in their social media pages that quantify the success of brands ' content.

3) Linda D. Hollebeek, Mark Glynn and Roderick J. Brodie (2014) conducted a study on' Social Media Consumer Brand Engagement.' The research deals with the Consumer Brand Engagement(CBE) concept and the hypothesis testing and related modeling that follows. It takes a couple of bands like Facebook, Apple, Microsoft to find out the result of consumer preference and ptsthem against each other. In general, managerial cultivation of CBE is expected to generate

4) Xuehua Wang, Zhilin Yang (2017) conducted a research on' The Impact of Brand Credibility on Consumers ' Product Purchase Intention in Emerging Economies: Moderating Brand Perception and Brand Image' was conducted. This study examines the effect of brand reputation, composed of trustworthiness, knowledge, and attractiveness, on the brand purchasing intention of consumers in emerging economies, focusing specifically on the automotive industry in China. In this partnership, we suggest that brand awareness and brand image take a moderating role. Results reveal that brand credibility has a positive influence on the intent of consumers to buy brands. Brand image and brand awareness are found to positively moderate the relationship between the credibility of the brand and the intent to buy the brand from consumers. Implications are being offered regarding both research and managerial practices.

5) DLR van der Waldt, M van Loggerenberg & L Wehmeyer (2009) conducted a study on 'Celebrity endorsements versus created advertising spokespersons: a student survey' aimed at identifying respondents' attitudes with respect to the expertise, reliability and attractiveness of created advertising spokespersons and celebrity endorsements. This knowledge will add the strategic advantage to marketing professionals.

6) Hazem Mohamed ALKassabha, Salniza Bt. MD. Saleh (2016) conducted a study on' The importance of Brand Credibility and Brand Uniqueness in affecting Brand Image' in which they found that brand credibility is the best proof of high quality, a symbol of reliable information anddistinctive position while brand uniqueness is what distinguishes the position of a brand in customer minds. Both have the ability to influence a brand identity and brand image, since they portray a brand role reflection. The current study explored the impact of celebrity brand and brand uniqueness on brand image among 150 participants approached at one Malaysian-based international airport. PLS-The data was analyzed using SEM. As predicted, it was found that authenticity and uniqueness have an impact on brand image and brand identity. It also addressed the implications for future research and study.

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7) Ramendra Pratap Singh, Neelotpaul Banerjee (2018) conducted a study on' Exploring Celebrity Credibility Impact on Brand Attitude, Marketing Attitude and Purchase Intent.' The study considers four major two-wheeler brands in India that are endorsed by celebrities for this research. The research already has 380 participants. This research seeks to investigate the impact of popularity of celebrities on the attitude of customers toward branding and advertisement. Subsequently, the effect of label attitude and advertising attitude on customer buying intention is examined. The study reveals that celebrity reputation has a significant influence on the attitude of customers towards the brand and ads, including in the case of purchasing intention; both brandattitude and advertising attitude based on celebrity credibility have a positive influence.

8) Aziz, Sadia; Ghani, Usman; Niazi, Abdullah (2013) conducted a study entitled' Impact of celebrity reputation on advertisement effectiveness' in which advertisers often use endorsers or members as trusted sources of customer attitudes. Promotion of goods by celebrities is a common method in advertisements around the world. The present study examined the influence of celebrity reputation on the efficacy of ads in terms of consumer attitude towards advertisement, attitude towards the brand and intention to buy it. Through both famous celebrities and unknown celebrities, this study also investigated the variations between respondents ' responses to brand advertising. Various TV ads were used for the experiment. Various statistical methods were used to check the hypotheses and to define significant differences between the variables and the relationships proposed. Overall findings suggest that the respondents viewed the brand's famous celebrities as the most reliable celebrities, having a positive effect on the attitude of customers towards advertisement, attitude towards the brand andtheir favorable purchasing intentions as opposed to the less credible unknown celebrity.

9) Praseeda Gopinath (2017) conducted a study on" A feeling you can't resist': Shah Rukh Khan, impact, and re-scripting male stardom in Hindi cinema'. The paper theorizes the particular role of affect, emotion, and feeling as star text in Shah Rukh Khan's gendered construction. SRK shifted the focus from rage (Amitabh Bachchan's Angry Young Man) to weakness, sensitivity, and pain- sustaining capacity. While these characteristics are still seen as the' feminine' constituent, SRK implemented them with great effect to create a new form of middle-class masculinity that changedthe agreed masculinity terminology without losing its heteronormative privilege. The paper examines three interconnected ideas: the tearful appearances of SRK's self-confessed' hammy;' its physical weakness on-screen, and sexual availability; and, ultimately, how SRK signaled changes in Indian middle-class masculinity's cinematic representation. Although SRK's film plots still perpetuate heteronormative patriarchy, moments in his work, together with the filmic portrayal of his body and face, contradict the linear inevitability of patriarchal masculinity's triumph.

10) Jayesh D. Patel, Nishith Bhatt and Rachita Jayswal (2013) conducted a study on the 'Impact of Celebrity Endorser's Source Credibility on Attitude to Advertisements and Brands,' which claimed that advertisements in Asian countries are more closely related to prestige, celebrity, appearance, modernity and the' face' definition. With less studies comparing the attitude of consumers towards advertising, branding and featuring celebrity endorsement, this research aims to examine the effect of the reputation of the celebrity endorser (trustworthiness, attractiveness and expertise) on the attitude towards advertising and brand. Questionnaires on a total of 272 respondents were administered. Examination of the correlation was necessary and thereafter several regressions were used to test the impact on the brand's attitude toward an ad. This analysis provides a different view of a much-researched, yet to be completely inaugurated, source of legitimacy for celebrities, and discusses how advertising practitioners determine the most suitable outlets for endorsement of their clients ' brands. The study-results consequences are explored, as are drawbacks and possible future research avenues.

III. RESEARCH DESIGN

A. Objectives of the Study

The present research study is undertaken to fulfil the following objectives:

1) To study the impact of social media engagement on celebrity credibility
2) To understand the effect of factors like consumption, contribution and affection towardscredibility
3) To study whether there is a correlation between celebrity credibility and consumerpreferences

B. Statement of the Problem

In today's world where celebrity endorsers have become an integral part of life and the numerouscelebrities in the form of TV stars, movie stars and even social media stars, it has made it difficult for any marketer to properly find out the credibility of any celebrity. This research aims to find out if consumer contribution, consumption and affection towards their favorite celebrities on social media have any impact on credibility and if credibility can be used as a criterion for measuring celebrity endorsers.

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C. Scope of the Study

This study aims to investigate credibility of two popular celebrity endorsers of our country – Shah Rukh Khan and Amitabh Bachchan. It includes a detailed and structured questionnaire and primary data that has been collected for regression analysis. Three independent variables have been taken for measuring social media engagement – Consumption, Contribution and Affection which directly impact credibility in terms of Attractiveness, Trustworthiness and Expertise. Likert scale and Ohanian's Semantic Differentiation scale have been implemented for measuring engagement and credibility respectively. The sample size has been taken in the range of ages 18 -22 as the youth is the most active on social media along with a minimum of 200 responses for accurate results.

D. Hypothesis

H0: The consumption of content on social media does not have an impact on celebrity attractiveness

H1: The consumption of content on social media has an impact on celebrity attractiveness
H0: The contribution made on social media does not have an impact on celebrity attractivenessH2: The contribution made on social media has an impact on celebrity attractiveness

H0: The affection towards celebrities on social media does not have an impact on celebrityattractiveness

H3: The affection towards celebrities on social media has an impact on celebrity attractiveness

H0: The consumption of content on social media does not have an impact on celebritytrustworthiness

H4: The consumption of content on social media has an impact on celebrity trustworthiness
H0: The contribution made on social media does not have an impact on celebrity trustworthinessH5: The contribution made on social media has an impact on celebrity trustworthiness
H0: The affection towards celebrities on social media does not have an impact on celebritytrustworthiness

H6: The affection towards celebrities on social media has an impact on celebrity trustworthiness

H0: The consumption of content on social media does not have an impact on celebrity expertiseH7: The consumption of content on social media has an impact on celebrity expertise

H0: The contribution made social media does not have an impact on celebrity expertiseH8: The contribution made on social media has an impact on celebrity expertise

H0: The affection towards celebrities on social media does not have an impact on celebrity expertise

H9: The affection towards celebrities on social media has an impact on celebrity expertise

E. Research Methodology

The purpose of methodology is to describe the process involved in research work. This includes the overall research design, data collection method, the field survey and the analysis of data. An examination procedure comprises of stages or steps that guide the venture from its origination through the last investigation, suggestions and extreme activities. The examination procedure gives an orderly, arranged way to deal with the exploration extend and guarantees that all parts of the examination venture are reliable with each other and here we take in consideration the overall methodology which has taken place to conduct the research of the proposed title with various attributes on research design, data collection and field survey followed by analysis of data.

F. Research Design

A proper detailed and structured questionnaire with 44 questions in total was designed which were directly impacting the study and the title problem. The questions were based on consumption, contribution and affection towards celebrities and how these directly impacted the credibility of the consumer in three ways – Attractiveness, Trustworthiness and Expertise.Survey of respondents was carried out and the methodology was primary research, which was designed to gain information and study on perception.

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G. Method of Data Collection

The method of data collection was primary data collection for the desired study. This was done to understand consumer perception and it was collected through sample size to understand in depth perception of viewers, who can be potential customers, towards title sponsors and how various criteria affect them the most. The various data were sent to the respondents through portals and personal messaging. The above method gives us deep insights into the market and considers all the demographics that hold importance to this research.

H. Variables

Independent variables:

1) Consumption
2) Contribution
3) Affection Dependent Variable:

Credibility

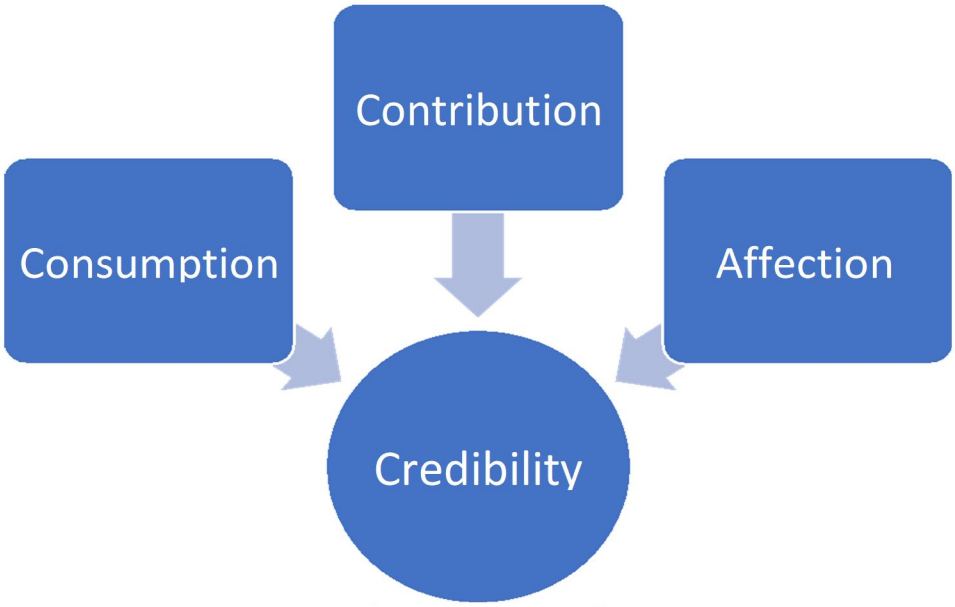


Figure 1: Construct Figure

I. Sampling Type And Size

The various respondents for data collection were 200 respondents who were in the age group of 18 – 23 and are part of the Youth consuming content on various social media platforms like Instagram, Facebook and Snapchat by way of creating posts or videos and making memes for their favourite celebrities. This was done to ensure that data is as accurate as possible as the youth make up of over 302.17 million of our internet population which is currently at 450 million.

J. Statistical Design

Regression analysis was conducted to relate the relationship between the various variables. This helps with respect to the main hypothesis and know the aspect between them and they can be related or not related to the hypothesis after conducting the test.

K. Limitation Of The Study

1) The sample size is only 200 so the sample may not be truly representative of the actual number of people who follow their favourite celebrities on social media and can restrict on the basis of demographics
2) A large section of our population is inactive on social media and express their affection through various other forms like gifts etc.
3) Since this study caters mostly to celebrities from India, it may not be entirely accurate when it comes to the world's celebrities

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IV. DATA ANALYSIS AND INTERPRETATION

1) *Reliability Test:* A reliability test is the concept of how reliable a variable is over a period of time, and between different participants. For example, a test measuring personality trait will provide the same answers for a subject after having completed the test several times, and with a short time between (as long as the individual has not necessarily changed personality traits). The general accuracy of a variable is precision of statistics and psychometrics. A calculation is said tobe highly reliable if it achieves similar results under constant conditions

Table 1: Reliability Test

Cronbach's Alpha based on Standardized Items	Cronbach's Alpha	N of Items
.970	.887	44

From Table 1 and the data collected, we can observe the value of Cronbach's Alpha is 0.887,which is higher than 0.5. This indicates that there is very high level of internal consistency for thescale which has been used in the questionnaire created for this research. As the value is above 0.5the data collected is considered to be reliable.

SET A: Amitabh Bachchan Regression Analysis

Regression: Regression analysis is a reliable method for determining which variables influence atopic of interest. The process of performing a regression allows you to confidently determine which factors matter most, which factors can be ignored, and how these factors influence each other.

Table 2: Consumption of social media content with relation to Attractiveness

Z Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	7.523	-	-	.000
Consumption	.360	.114	.338	.000

Regression Equation: Attractiveness = 7.523 + .338 (Consumption)

From Table 2, we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of consumption of content on social media with regards to Attractiveness aspect of credibility. This means that the alternative hypotheses (H1) is proved.

R square is .114 meaning 11.4% which indicates there is a significantly low impact in the case ofAttractiveness of the celebrity. Standard coefficient beta is .338 which states there is arelationship between consumption of content on social media and Attractiveness of the celebrity

Table 3: Contribution of social media content with relation to Attractiveness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	8.554	-	-	.000
Contribution	.730	.149	.387	.000

Regression Equation: Attractiveness = 8.554 + .387 (Contribution)

From **Table 3,** we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of contribution of content on social media with regards to Attractivenessaspect of credibility. This means that the alternative hypotheses (H2) is proved.

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R square is .149 meaning 14.9% which indicates there is a significantly low impact in the case ofAttractiveness of the celebrity. Standard coefficient beta is .387 which states there is arelationship between consumption of content on social media and Attractiveness of the celebrity

Table 4: Affection shown on social media content with relation to Attractiveness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	13.296	-	-	.000
Affection	-.014	.012	.111	.116

Regression Equation: Attractiveness = 13.296 + .111 (Affection)

From **Table 4,** we can see that the P value is .116 which is more than 0.05 indicating there is nosignificant impact of affection shown on social media towards celebrities with regards toAttractiveness aspect of credibility. This means that the null hypothesis is accepted, in this case. R square is .012 meaning 1.2% which indicates there is a meagre impact in the case of Attractivenessof the celebrity. Standard coefficient beta is .111 which states there is a relationship betweenaffection towards celebrities shown on social media and Attractiveness of the celebrity.

Table 5: Consumption of social media content with relation to Trustworthiness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	10.124	-	-	.000
Consumption	.268	.124	.352	.000

Regression Equation: Trustworthiness = 10.124 + .352 (Consumption)

From **Table 5,** we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of consumption of content on social media with regards to Trustworthiness aspect of credibility. This means that the alternative hypotheses (H4) is proved.

R square is .124 meaning 12.4% which indicates there is a significantly low impact in the case of Trustworthiness of the celebrity. Standard coefficient beta is .352 which states there is a relationship between consumption of content on social media and Trustworthiness of the celebrity.

Table 6: Contribution of social media content with relation to Trustworthiness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	9.187	-	-	.000
Contribution	.708	.145	.381	.000

Regression Equation: Trustworthiness = 9.187 + .381 (Contribution)

From Table 6, we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of contribution of content on social media with regards to Trustworthiness aspect of credibility. This means that the alternative hypotheses (H5) is proved.

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R square is .145 meaning 14.5% which indicates there is a significantly low impact in the case ofTrustworthiness of the celebrity. Standard coefficient beta is .381 which states there is a relationship between contribution of content on social media and Trustworthiness of the celebrity

Table 7: Affection shown on social media with relation to Trustworthiness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	13.353	-	-	.000
Affection	.065	.005	.067	.000

Regression Equation: Trustworthiness = 13.353 + .067 (Affection)

From **Table 7,** we can see that the P value is .000 which is less than 0.05 indicating there is asignificant impact of affection shown to celebrities on social media with regards to Trustworthiness aspect of credibility. This means that the alternative hypotheses (H6) is proved. R square is .005 meaning .5% which indicates there is a meagre in the case of Attractiveness ofthe celebrity. Standard coefficient beta is .067 which states there is a relationship between consumption of content on social media and Trustworthiness of the celebrity

Table 8: Consumption of social media content with relation to Expertise

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	8.501	-	-	.000
Consumption	.172	.089	.298	.000

Regression Equation: Expertise = 8.501 + .298 (Consumption)

From Table 8, we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of consumption of content on social media with regards to Expertise aspect of credibility. This means that the alternative hypotheses (H7) is proved.

R square is .089 meaning 8.9% which indicates there is a significantly low impact in the case of Expertise of the celebrity. Standard coefficient beta is .298 which states there is a relationship between consumption of content on social media and Expertise of the celebrity.

Table 9: Contribution of social media content with relation to Expertise

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	8.181	-	-	.000
Contribution	.474	.113	.336	.000

Regression Equation: Expertise = 8.181 + .336 (Contribution)

From Table 9, we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of contribution of content on social media with regards to Expertise aspect of credibility. This means that the alternative hypotheses (H8) is proved.

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R square is .113 meaning 11.3% which indicates there is a significantly low impact in the case of Expertise of the cele99brity. Standard coefficient beta is .336 which states there is a relationship between contribution of content on social media and Expertise of the celebrity

Table 10: Affection shown on social media with relation to Expertise

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	11.247	-	-	.000
Affection	-.003	.000	-.004	.957

Regression Equation: Expertise = 11.247 + -.004 (Affection)
From **Table 10,** we can see that the P value is .957 which is significantly more than 0.05 indicating there is a no impact of affection towards celebrities shown on social media with regards to Expertise aspect of credibility. This means that the null hypothesis is accepted, in this case.

R square is .000 meaning which means there is no impact in case of Expertise of the celebrity. Standard coefficient beta is -.004 which states there is no relationship between affection on social media and Expertise of the celebrity.

SET B: Shah Rukh Khan Regression Analysis

Table 11: Consumption of social media content with relation to Attractiveness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	7.523	-	-	.000
Consumption	.360	.197	.444	.000

Regression Equation: Attractiveness = 7.523 + .444 (Consumption)
From **Table 11,** we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of consumption of content on social media with regards to Attractiveness aspect of credibility. This means that the alternative hypotheses (H1) is proved.

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R square is .197 meaning 19.7% which indicates there is a significantly low impact in the case ofAttractiveness of the celebrity. Standard coefficient beta is .444 which states there is a relationship between consumption of content on social media and Attractiveness of the celebrity

Table 12: Contribution of social media content with relation to Attractiveness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	8.554			.000
Contribution	.730	.140	.374	.000

Regression Equation: Attractiveness = 8.554 + .374 (Contribution)
From Table 12, we can see that he P value is .000 which is less than 0.05 indicating there is a significant impact of contribution of content on social media with regards to Attractivenessaspect of credibility. This means that the alternative hypotheses (H2) is proved.

R square is .140 meaning 14.0% which indicates there is a significantly low impact in the case of Attractiveness of the celebrity. Standard coefficient beta is .374 which states there is a relationship between contribution of content on social media and Attractiveness of the celebrity.

Table 13: Affection shown on social media with relation to Attractiveness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	13.296	-	-	.000
Affection	-.014	.000	-.016	.817

Regression Equation: Attractiveness = 13.296 + -.016 (Affection)
From Table 13, we can see that the P value is .817 which is more than 0.05 indicating there is noimpact of affection shown on social media with regards to Attractiveness aspect of credibility. This means that the null hypothesis is accepted, in this case.

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R square is .000 meaning indicating there is no impact in the case of Attractiveness of the celebrity. Standard coefficient beta is -.016 which states there is no relationship between affection shown on social media and Attractiveness of the celebrity

Table 14: Consumption of social media content with relation to Trustworthiness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	7.312	-	-	.000
Consumption	.366	.221	.470	.000

Regression Equation: Trustworthiness = 7.312 + .470 (Consumption)
From the Table 14, we see that the P value is .000 which is less than 0.05 indicating there is a significant impact of consumption of content on social media with regards to Trustworthiness aspect of credibility. This means that the alternative hypotheses (H4) is proved.

R square is .221 meaning 22.1% which indicates there is a significantly low impact in the case of Trustworthiness of the celebrity. Standard coefficient beta is .470 which states there is a relationship between consumption of content on social media and Trustworthiness of the celebrity.

Table 15: Contribution of social media content with relation to Trustworthiness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	8.431	-	-	.000
Contribution	.732	.152	.389	.000

Regression Equation: Trustworthiness = 8.431 + .389 (Contribution)
From the Table 15, we can see that the P value is .000 which is less than 0.05 indicating there isa significant impact of contribution of content on social media with regards to Trustworthiness aspect of credibility. This means that the alternative hypotheses (H5) is proved.

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R square is .152 meaning 15.2% which indicates there is a significantly low impact in the case of Trustworthiness of the celebrity. Standard coefficient beta is .389 which states there is a relationship between consumption of content on social media and Trustworthiness of the celebrity

Table 16: Affection shown on social media with relation to Trustworthiness

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	12.421	-	-	.000
Affection	.038	.002	.045	.000

Regression Equation: Trustworthiness = 12.421 + .045 (Affection)
From the Table 16, we can see that the P value is .000 which is less than 0.05 indicating there noimpact of consumption of content on social media with regards to Trustworthiness aspect of credibility. This means that the null hypothesis is accepted, in this case.

R square is .002 meaning .2% which indicates there is a meagre impact in the case of Trustworthiness of the celebrity. Standard coefficient beta is .045 which states there is a relationship between affection shown on social media and Trustworthiness of the celebrity

Table 17: Consumption of social media content with relation to Expertise

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	6.292	-	-	.000
Consumption	.227	.129	.359	.000

Regression Equation: Expertise = 6.292 + .359 (Consumption)
From the Table 17, we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of consumption of content on social media with regards to Expertise aspect of credibility. This means that the alternative hypotheses (H7) is proved.

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R square is .129 meaning 12.9% which indicates there is a significantly low impact in the case of Attractiveness of the celebrity. Standard coefficient beta is .359 which states there is a relationship between consumption of content on social media and Expertise of the celebrity.

Table 18: Contribution of social media with relation to Expertise

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	6.596	-	-	.000
Contribution	.517	.114	.338	.000

Regression Equation: Expertise = 6.596 + .338 (Contribution)

From the Table 18, we can see that the P value is .000 which is less than 0.05 indicating there is a significant impact of contribution of content on social media with regards to Expertise aspectof credibility. This means that the alternative hypotheses (H8) is proved.

R square is .114 meaning 11.4% which indicates there is a significantly low impact in the case of Attractiveness of the celebrity. Standard coefficient beta is .338 which states there is a relationship between consumption of content on social media and Expertise of the celebrity.

Table 19: Affection shown on social media with relation to Expertise

Independent Variable	Unstandardized Coefficient (Beta)	R Square	Standardized Coefficients (Beta)	Sig.
Constant	9.860	-	-	.000
Affection	-.004	.000	-.005	.939

Regression Equation: Expertise = 9.860 + -.005 (Affection)

From the Table 19, we can see that the P value is .939 which is more than 0.05 indicating thereis no impact of consumption of content on social media with regards to Expertise aspect of credibility. This means that the null hypothesis is accepted, in this case.

R square is .000 meaning indicating there is no impact in the case of Expertise of the celebrity. Standard coefficient beta is -.005 which states there is a negative relationship between affection shown on social media and Expertise of the celebrity.

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V. SUMMARY AND FINDINGS

In this Research, most of the respondents lie between the age of 18-22 years and formed 96.2%of the respondents i.e., a total of 201 respondents out of 210 respondents. Out of this, 43.3% of the responses were recorded from people belonging to 'Female' category i.e., 91 respondents outof 210 were females and 56.7% were from the 'Male' category i.e. 109 out of 210 respondents.

It was observed that, with regards to contribution and consumption of content on social media, more people preferred Amitabh Bachchan over Shah Rukh Khan as around 30.5% respondents chose '4' on the scale indicating more likeability as compared to '2' chosen by 23.1% respondents of Shah Rukh Khan. It was also seen that, out of total 210 respondents, a staggering 74.8% contribute and consume content on Instagram followed by 51% on Facebook and 41% on Twitter with Snapchat being the least with just 15% usage. As much as 111 respondents, out of 210, contributed by commenting on posts/videos on various platforms followed by makingmemes with 78 respondents doing so.

When it came to affection, it was seen that the roles are reversed with around 93 respondents, outof 210, being ecstatic when it came to watching movies, learning more about Shah Rukh Khan ascompared to Amitabh Bachchan where 45 respondents felt ecstatic. When it came to Credibility, Amitabh Bachchan scored higher for Trustworthiness and Expertise with over 74.2% rating him higher as compared to 54.6% for Shah Rukh Khan. But when it came to Attractiveness, only 32.9% voted in favour of him as compared to 56.2% for Shah Rukh Khan.

Hypothesis	Accept/ Reject	Remarks
H1: The consumption of content on social media has an impact on celebrity attractiveness	Accept	The hypothesis proved using Table (1) and Table (12)
H2: The contribution made on social media has an impact on celebrity attractiveness	Accept	The hypothesis proved using Table (2) and Table (13)
H3: The affection towards celebrities on social media has an impact on celebrity attractiveness	Reject	The hypothesis proved using Table (3) and Table (14)
H4: The consumption of content on social media has an impact on celebrity trustworthiness	Accept	The hypothesis proved using Table (4) and Table (15)
H5: The contribution made on social media has an impact on celebrity trustworthiness	Accept	The hypothesis proved using Table (5) and Table (16)
H6: The affection towards celebrities on social media has an impact on celebrity trustworthiness	Reject	The hypothesis proved using Table (6) and Table (17)
H7: The consumption of content on social media has an impact on celebrity expertise	Accept	The hypothesis proved using Table (7) and Table (18)
H8: The contribution made on social media has an impact on celebrity expertise	Accept	The hypothesis proved using Table (8) and Table (19)
H9: The affection towards celebrities on social media has an impact on celebrity expertise	Accept	The hypothesis proved using Table (9) and Table (20)

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VI. RECOMMENDATIONS

The results of the study show one prominent thing that Affection does not directly impact celebrity credibility in any way whether it is related to Attractiveness, Trustworthiness or Expertise. This means that people who feel affectionate towards their favorite celebrities have nobearing when it comes to them rating them on credibility, suggesting that people do not let their affection mask their credibility for the celebrity. Recent studies including a research article by Jayesh D. Patel, Nishith Bhatt and Rachita Jayswal on 'Impact of Celebrity Endorser's Source Credibility on Attitude Towards Advertisements and Brands' show that affection towards a particular celebrity and showing it on social media seldom have a bearing on that celebrity's credibility for the consumer as they prefer to rate them more on what type of content and opinions these celebrities put up on social media rather than their personality.

Along with this, a research article by Praseeda Gopinath on 'A feeling you cannot resist': Shah Rukh Khan, affect, and the re-scripting of male stardom in Hindi cinema' shows that when it comes to Credibility, more people prefer Amitabh Bachchan for trustworthiness and expertise due to his image of a 'wise, old, family man' but people rate Shah Rukh Khan higher on the attractiveness scale due to his 'witty, charming, romantic image'. This suggests that people find him to be more attractive when it comes to credibility. Another thing is that the despite the best efforts of Praseeda Gopinath, the qualitative aspects of a person cannot be accurately studied.

Another thing to note is that around 75% of people use Instagram for consumption, contribution and affection followed by 51% on Facebook and 41% on Twitter with Snapchat being the least with just 15% usage showing that it is the most popular app for social media usage.

According to a research by eMarketer Gaurav Sharma, Instagram has overtaken Facebook as themost widely used Social Media Application with over 51% of the total internet traffic of 910 million spending 10.5 minutes daily on that application as compared to Facebook with just 4.2 minutes of usage daily. This corroborates with our research that Instagram is the most popular social media application for communication**.**

A. Scope for Future Research

This study takes into account to celebrities that too catering to Bollywood, so the area of researchwas quite limited. Another thing to note is that the research does not take into account any specific product that the celebrity endorses. Academicians and Marketers can conduct the analysis by taking into account any product that the celebrities endorse or have endorsed in the past for better results.

Another major area to explore is demographical area. Attitudes and perceptions of people differ on various bases for example age, gender, country, income level etc. From the marketer's pointof view, it is important to understand that consumers are governed by their culture and values.

Future Researchers and academicians can take into account the whole film industry of different types. This would increase their scope and size. The marketers can use this research data in the future to find out the specific attributes of a celebrity they can target whether it is attractiveness, trustworthiness or expertise. By doing so, they would know how and whom to pitch the product to for better results. Moreover, the limitations highlighted in this project provide a broad platform for future research.

VII. CONCLUSION

Celebrity endorsements bring in hundreds of crores of money each year, and advertisers are commonly chosen to promote their products. The use of celebrities to endorse brands hasbecome a trend in building the brands as well as the image of the company. Promoting the goods of a business through these celebrities is called endorsement by celebrities. The company makes use of the features and qualities of the celebrity to establish an analogy with the specialties of theproducts, with the aim of placing them in the minds of the target consumers.

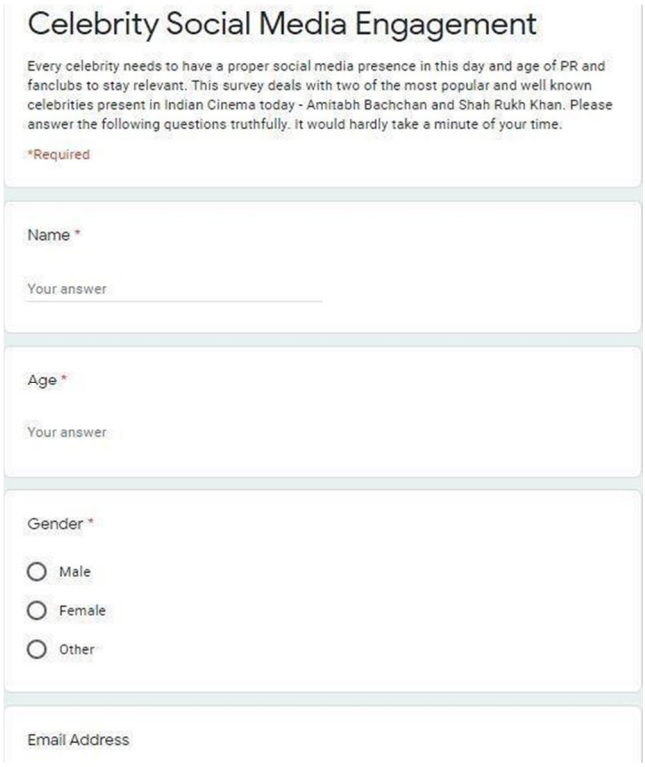
The celebrity's level of social media engagement is one of the factors that make the advertisement attract consumers. Brand reputation is directly affected by these factors and shows celebrity efficacy as active endorsers. While some attributes are very successful in shaping customer purchasing intent, some are relatively high and moderate. Attractiveness, expertise, credibility and celebrity performance, for example, have the highest impact on buying intent followed by trustworthiness. That shows there is a difference between what consumers are actually doing and thinking. It is also crucial to keep in mind that selection of a celebrity endorser should not only be done over the two most important attributes but also consider the remaining as a priority since these may strengthen the impact of a celebrity over purchase intention. On the whole, it can be said that the different attributes of the celebrities positively affect consumer's purchase intention.

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VIII. ANNEXURES

A. Questionnaire



Celebrity Social Media Engagement

Every celebrity needs to have a proper social media presence in this day and age of PR and fanclubs to stay relevant. This survey deals with two of the most popular and well known celebrities present in Indian Cinema today - Amitabh Bachchan and Shah Rukh Khan. Please answer the following questions truthfully. It would hardly take a minute of your time.

*Required

Name *

Your answer

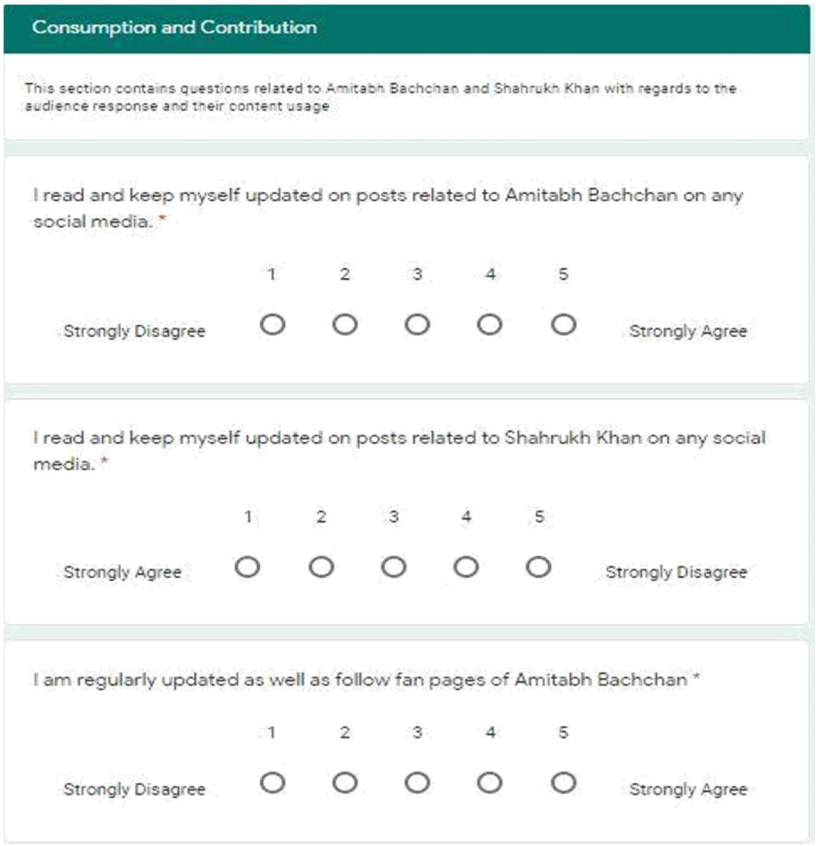
Age *

Your answer

Gender *

- Male
- Female
- Other

Email Address



Consumption and Contribution

This section contains questions related to Amitabh Bachchan and Shahrukh Khan with regards to the audience response and their content usage

I read and keep myself updated on posts related to Amitabh Bachchan on any social media. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I read and keep myself updated on posts related to Shahrukh Khan on any social media. *

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

I am regularly updated as well as follow fan pages of Amitabh Bachchan *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

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I am regularly updated as well as follow fan pages of Shah Rukh Khan *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I am a regular viewer of movies of Shahrukh Khan *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I am a regular viewer of movies of Amitabh Bachchan *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I read and keep myself updated on blogs related to Amitabh Bachchan *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I read and keep myself updated on blogs related to Shahrukh Khan *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I follow Amitabh Bachchan on social media websites like Instagram, Facebook, Twitter etc. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I follow Shah Rukh Khan on social media websites like Instagram, Facebook, Twitter etc. *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

On what platforms do you contribute to the celebrity in any way? *

- ☐ Twitter
- ☐ Instagram
- ☐ Facebook
- ☐ Snapchat

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What are the ways in which you contribute? *

- [ ] Making posts
- [ ] Making Videos
- [ ] Using Memes
- [ ] Commenting on posts/videos

I write and read reviews related to the latest movies of Shah Rukh Khan on these platforms *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I write and read reviews related to the latest movies of Amitabh Bachchan on these platforms *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I often share this content with my friends/family/relatives *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I prefer the products Shahrukh Khan endorse over others *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

I prefer the products Amitabh Bachchan endorse over others *

	1	2	3	4	5	
Strongly Disagree	○	○	○	○	○	Strongly Agree

Affection

This section talks about the the audience's interest and reaction when they see the celebrity in person.

How do you feel when you watch Shahrukh Khan's or/and Amitabh Bachchan's movies? *

	Ecstatic	Happy	Neutral	Okay	Negative
Shahrukh Khan	○	○	○	○	○
Amitabh Bachchan	○	○	○	○	○

How do you feel when you learn more about this celebrity, his day to day life, struggles, family, movies etc.? *

	Ecstatic	Happy	Neutral	Okay	Negative
Shahrukh Khan	○	○	○	○	○
Amitabh Bachchan	○	○	○	○	○

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Are you proud to be a fan of this celebrity? *

	Extremely Proud	Happy	Neutral	Indifferent	Negative
Shahrukh Khan	○	○	○	○	○
Amitabh Bachchan	○	○	○	○	○

How much would you prefer this celebrity? *

	Always	Sometimes	Neutral	Indifferent	Negative
Shahrukh Khan	○	○	○	○	○
Amitabh Bachchan	○	○	○	○	○

Celebrity Credibility

This section evaluates people's opinions about the celebrity

How would you rate Shah Rukh Khan on the following parameters? *

	1	2	3	4	5	
Unattractive	○	○	○	○	○	Attractive

How would you rate Shah Rukh Khan on the following parameters? *

	1	2	3	4	5	
Not Classy	○	○	○	○	○	Classy

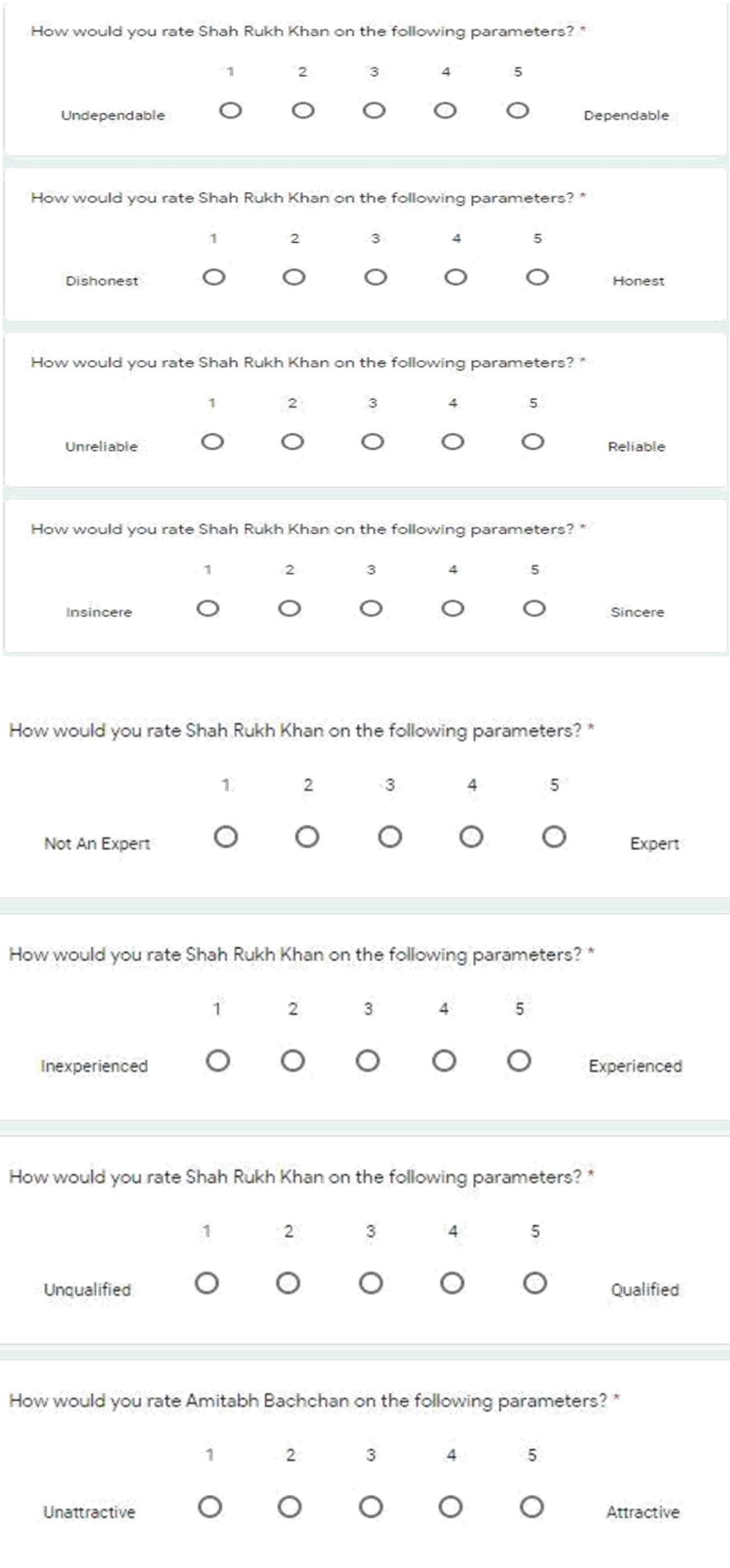
How would you rate Shah Rukh Khan on the following parameters? *

	1	2	3	4	5	
Ugly	○	○	○	○	○	Beautiful

How would you rate Shah Rukh Khan on the following parameters? *

	1	2	3	4	5	
Plain	○	○	○	○	○	Elegant

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How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Not Classy	○	○	○	○	○	Classy

How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Ugly	○	○	○	○	○	Beautiful

How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Plain	○	○	○	○	○	Elegant

How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Undependable	○	○	○	○	○	Dependable

How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Dishonest	○	○	○	○	○	Honest

How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Unreliable	○	○	○	○	○	Reliable

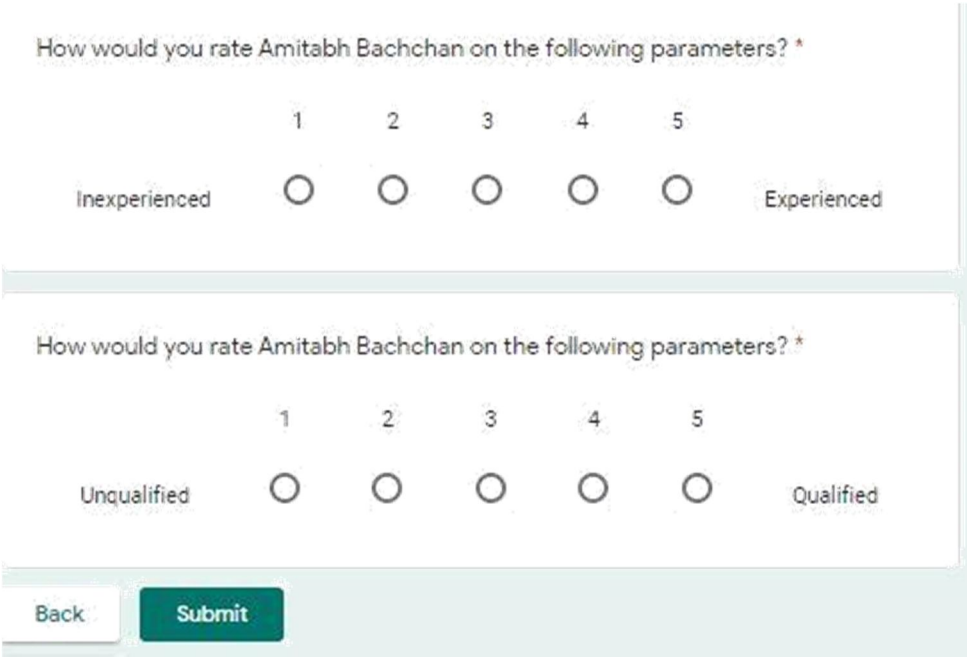
How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Insincere	○	○	○	○	○	Sincere

How would you rate Amitabh Bachchan on the following parameters? *

	1	2	3	4	5	
Not An Expert	○	○	○	○	○	Expert

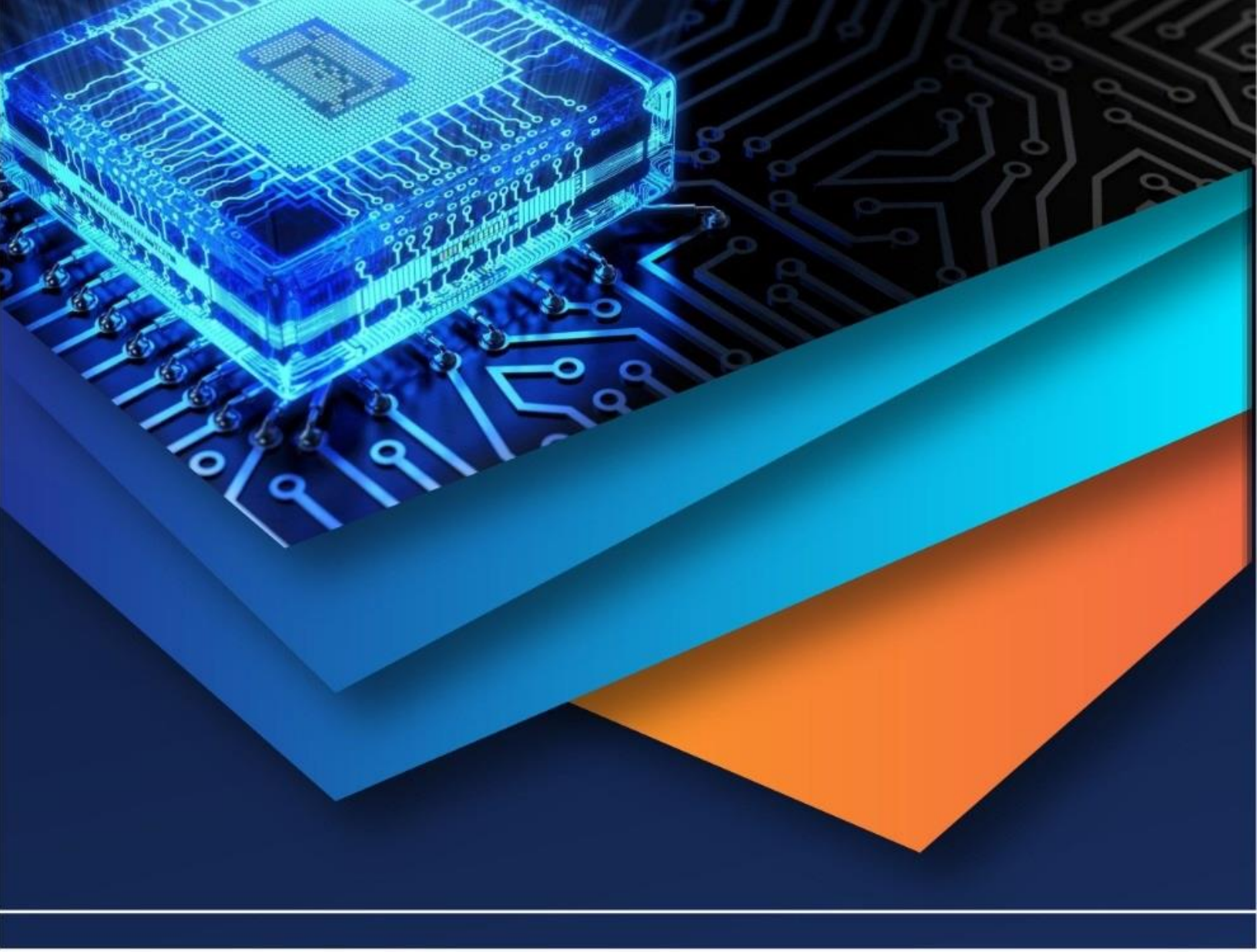
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