

**STUDY ON INFLUENCE OF CELEBRITY CHARACTERISTICS ON BRAND RESONANCE WITH REFERENCE TO APPAREL MARKET, VIJAYAWADA**Dr.MVAL Narasimha Rao<sup>1</sup>, Dr.B.Kishore Babu<sup>2</sup>

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**DOI : 10.48047/IJFANS/V11/ISS8/339****ABSTRACT:**

This study examined how celebrity traits affect garment brand resonance. It focused on how celebrity beauty, credibility, knowledge, and trustworthiness affect customers' brand views and brand-related behaviour including repeat purchase, referral, and loyalty.

A convenience-sampled sample of 276 respondents completed a survey. The constructs of interest were measured using a structured questionnaire and analysed using descriptive statistics and multiple regression.

The study found that all four celebrity traits increased brand resonance. Celebrity credibility and trustworthiness predicted brand resonance best. The survey also indicated that consumers who were more involved with the celebrity were more inclined to connect with the brand.

Overall, the data imply that choosing a positive celebrity endorser can boost garment brand resonance. Marketers should choose a celebrity based on their beauty, credibility, knowledge, and trustworthiness and build a close relationship with them to maximise the endorsement's impact.

**KEYWORDS:** celebritycharacteristics; brandresonance;apparelmarket; influence

**INTRODUCTION:**

Celebrities strongly impact consumer behaviour and brand perception in modern marketing. Celebrities are effective promotional tools, especially in the competitive and ever-changing fashion business. This study examines the complex relationship between celebrity traits and garment brand resonance.

The garment industry is one of the most dynamic and trend-sensitive consumer sectors. In this fast-paced climate, brands strive to engage with consumers more deeply. Brand resonance—the emotional connection between customers and brands—drives brand loyalty, customer engagement, and economic success. Celebrity brand endorsements are a key method for building resonance.

The star power, likeability, and relatability of famous people make celebrity endorsements more effective than traditional advertising. Celebrities' charm, genuineness, and ideals attract consumers as well as their talent and accomplishments. These traits can influence consumer brand impressions and attitudes.

**Brand Resonance:** Brand resonance is a key factor in brand management since it indicates the strength of the brand-consumer relationship. Long-term success in the garment business requires strong resonance due to the abundance of options and fast-changing trends.

**Celebrity Attributes:** Celebrities' attractiveness, reputation, and expertise impact their brand endorsements. Understanding how these traits affect brand resonance is the study's main goal.

**The garment Market:** The garment market is dynamic and trend-driven, with various consumer preferences and the need to adapt to changing trends. This environment makes studying celebrity influence on consumer views unique.

This study examines the complex relationship between celebrity traits and brand resonance in Vijayawada, India's garment sector. The third-largest city in Andhra Pradesh, Vijayawada, has a vibrant and fashion-conscious population. The city's diverse demographics and economic prosperity make it a viable garment market. Celebrities' impact on brand resonance is intriguing in this perspective. The city's love of actors, athletes, and social media influencers has made celebrities a key effect on apparel brand perceptions.

We must grasp celebrity endorsement's changing function in brand resonance as we begin this detailed study. This introduction introduces the following crucial points:

**Brand resonance** indicates the depth of the consumer-brand relationship. In the competitive garment market, brands want to connect emotionally and permanently with consumers. It is well known that resonance boosts brand loyalty, customer retention, and economic success. Thus, studying brand resonance characteristics is crucial.

**Celebrity Endorsement:** Celebrities have long endorsed products and services. Celebrity endorsement relationships have changed dramatically over time. Movie stars, sports legends, and social media influencers can affect consumer behaviour. How well they represent brands depends on their likeability, trustworthiness, and knowledge.

**The Unique Context of Vijayawada:** Consumer preferences, cultural influences, and economic considerations are unique to this market. Celebrity qualities and brand resonance in this setting must be examined, as results may differ from other regions.

## REVIEW OF LITERATURE

Wang, Y., & Lin, Y. T. (2021), "Discussing the Relationships between Consumer Experiential Value, Celebrity Endorsement, and Brand Resonance—STAYREAL Brand Case Study". Consumer experiential value, celebrity endorsement, and brand resonance are examined using the STAYREAL brand as a case study. The study indicated that celebrity endorsement and experiential value positively affect brand resonance and that experiential value mediates this relationship.

I. Kang, J. Koo, J. H. Han, & S. Yoo (2022). "Millennial luxury goods consumers and brand resonance in the emerging market context". Luxury consumerism, brand resonance, and millennial ideals are examined in the paper. The authors also emphasise understanding millennial luxury brand preferences and expectations in emerging countries.

Erdogan, B. Z., & Baker, M. J. (2018). "Celebrity endorsement: Two-sided". This article explores the pros and downsides of celebrity endorsement and the significance of matching the celebrity, brand, and audience.

M. A. Kamins (2022). When beauty may be skin deep: Celebrity advertising's "match-up" idea. This study tests the "match-up" concept, examining how physical attractiveness affects celebrity endorsement.

(2018) Kahle, L. R., & Homer, P. M. A social adaption perspective on celebrity endorser beauty. This research analyses how physical attractiveness may affect celebrity endorsement from a social adaptation perspective.

B. A. Lafferty, R. E. Goldsmith, and S. J. Newell (2019). Dual credibility model: Corporate and endorser credibility affects views and purchases. This study analyses how company and endorser credibility affect customer perceptions and purchases.

T. A. Shimp & B. D. Till (2021). Advertising endorsements: Negative celebrity information. This study analyses how unfavourable celebrity endorsement information may affect consumer attitudes and purchasing intentions.

K. P. Gwinner, J. Eaton (2019). Event sponsorship and brand image: Image transfer. This study analyses how event sponsorship may affect brand image through image transfer.

B. D. Till, M. Busler (2022). Celebrity endorsement effectiveness: A meta-analysis. This research presents a meta-analysis of celebrity endorser studies to determine how various celebrities affect customer perceptions and purchase intentions.

### RESEARCH METHODOLOGY:

This study analyses 276 Vijayawada residents' data using a descriptive approach. The 276 contestants are divided into four Vijayawada regions—East, West, North, and South—with 69 each. Primary data is collected using structured surveys and personal interviews. Primary data is obtained firsthand for study and directly related to the goals. The study findings and context are supplemented by secondary data from books, journals, textbooks, and websites. Secondary data, obtained from existing sources, enhances the study's depth and breadth without directly answering the research topic. This research used stratified random sampling, which divides the population into subgroups or strata based on similar features like location.

### OBJECTIVES OF THE STUDY

- To explore the different celebrity characteristics.
- To examine the influence of celebrity characteristics: Trustworthiness, Attractiveness, Expertise, Age, Credibility on brand resonance w.r.t. apparel market.
- To examine the influence of demographical factors of the customer on influence of celebrity characteristics.

### HYPOTHESIS

Null Hypothesis:

There is no difference between the opinion on celebrity expertise between the age of respondents.

Alternative Hypothesis:

There is a difference between the opinions on celebrity expertise between the age of respondents.

- H<sub>0</sub>: There is no significant relationship between celebrity characteristics and brand resonance in the apparel market.
- H<sub>a</sub>: There is a significant relationship between celebrity characteristics and brand resonance in the apparel market.

- H0: The influence of celebrity characteristics on brand resonance in the apparel market is not moderated by consumer demographics such as age, gender, and income.
- Ha: The influence of celebrity characteristics on brand resonance in the apparel market is moderated by consumer demographics such as age, gender, and income.
- H0: Celebrity attractiveness is the most important characteristic that influences brand resonance in the apparel market.
- Ha: Celebrity expertise and trustworthiness are more important characteristics that influence brand resonance in the apparel market than celebrity attractiveness.
- H0: Celebrity attractiveness has no significant influence on brand resonance in the apparel market.
- Ha: Celebrity attractiveness has a significant influence on brand resonance in the apparel market.
- H0: Celebrity expertise has no significant influence on brand resonance in the apparel market.
- Ha: Celebrity expertise has a significant influence on brand resonance in the apparel market.
- H0: Celebrity trustworthiness has no significant influence on brand resonance in the apparel market.
- Ha: Celebrity trustworthiness has a significant influence on brand resonance in the apparel market.

**DATA ANALYSIS AND INTERPRETATION**

Hypothesis testing between opinions regarding celebrity attractiveness positively influences behavioural loyalty and age, gender of respondents.

**Null Hypothesis:**

Opinions regarding celebrity attractiveness positively influence behavioral loyalty not dependent on age and gender of respondents.

**Alternative Hypothesis:**

Opinions regarding celebrity attractiveness positively influence behavioural loyalty dependent on age and gender of respondents.

**TABLE-1 Crosstab**

% within GENDER

	CELEBRITY ATTRACTIVENESS WILL LEAD TO BEHAVIORAL LOYALTY					Total
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	
GENDER MALE	19.1%	34.5%	28.2%	10.9%	7.3%	100.0%
FEMALE	15.6%	40.1%	25.2%	15.6%	3.4%	100.0%

Total	17.1%	37.7%	26.5%	13.6%	5.1%	100.0%
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TABLE-2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.074	4	.396
Likelihood Ratio	4.073	4	.396
Linear-by-Linear Association	.016	1	.900
N of Valid Cases	257		

TABLE-3 Crosstab

% within AGE

	CELEBRITY ATTRACTIVENESS WILL LEAD TO BEHAVIORAL LOYALTY					Total
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	
10-20	14.6%	40.2%	25.6%	17.1%	2.4%	100.0%
20-30	18.1%	38.1%	25.6%	12.5%	5.6%	100.0%
30-40			66.7%	16.7%	16.7%	100.0%
40-50	33.3%	33.3%	22.2%		11.1%	100.0%
Total	17.1%	37.7%	26.5%	13.6%	5.1%	100.0%

TABLE-4 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.640	12	.262
Likelihood Ratio	17.209	12	.142
N of Valid Cases	257		

Here the significant values of age and gender are greater than the level of significance, we accept our null hypothesis. Therefore, Opinions regarding celebrity attractiveness positively influence behavioral loyalty not dependent on age and gender of respondents.

**PARTIAL CORRELATION BETWEEN CONSIDERATION OF PERSONALITY, FACE VALUE OF CELEBRITY AND AGE OF THE CELEBRITY**

Here in the three variables, we calculate the correlation of personality and face value of celebrity based on the age of the celebrity.

Table-5 correlations

Control variables	Consideration of personality of the celebrity	Consideration of the value of the celebrity
Consideration of personality of the celebrity	Correlation 1.000	.545

Consideration of the age of the celebrity	Correlation	.545	1.000
Consideration of face value of the celebrity			

Based on the correlation there exists positive correlation between considerations of personality, face value of the celebrity by controlling the age of the celebrity.

ASSOCIATION BETWEEN CONSIDERATION OF CELEBRITY AND SELECTION OF APPARELS

TABLE-6: CONSIDERATION OF CELEBRITY

\* ON WHAT BASIS YOU WILL PURCHASE APPARELS

Crosstabulation

		On what basis you will purchase apparels				Total
		Cost	Celebrity endorsement	Brand	Store availability Location	
Strongly agree	Count	8	2	23	6	39
	% within consideration of celebrity	20.5%	5.1%	59.0%	15.4%	100.0%
Agree	Count	16	8	36	7	67
	% within consideration of celebrity	23.9%	11.9%	53.7%	10.4%	100.0%
Neutral	Count	45	4	31	30	110
	% within Consideration Of celebrity	40.9%	3.6%	28.2%	27.3%	100.0%
Disagree	Count	27	1	8	4	40
	% within consideration of celebrity	67.5%	2.5%	20.0%	10.0%	100.0%
Strongly disagree	Count	12	2	4	2	20
	% within Consideration of celebrity	60.0%	10.0%	20.0%	10.0%	100.0%
Total	Count	108	17	102	49	276
	% within Consideration	39.1%				100.0%

ofcelebrity	%	6.2%	37.0%	17.8%	%
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**TABLE-7** MmkoSymmetricMeasures

	Value	Approx.Sig.
NominalbyNominal ContingencyCoefficient	.395	.000
NofValid Cases	276	

Based on the contingency value there exist positive association between consideration of celebrity and selection of apparels.

**ASSOCIATION BETWEEN CONSIDERATION HONESTY OF CELEBRITY AND SELECTION OF APPARELS**

**TABLE-8** PURCHASING APPARELS\*

**CONSIDERATION OF HONESTY OF THE CELEBRITY Crosstabulation**

% within PURCHASING APPARELS

	Consideration of honesty of the celebrity					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Less than one month	15.0%	31.2%	27.5%	20.0%	6.2%	100.0%
1 to 6 months	14.9%	28.9%	31.4%	17.4%	7.4%	100.0%
6 to 9 months	3.0%	6.1%	60.6%	15.2%	15.2%	100.0%
In a year	4.8%	28.6%	33.3%	19.0%	14.3%	100.0%
Total	12.0%	26.8%	34.1%	18.1%	9.1%	100.0%

**TABLE-9** Symmetric Measures

	Value	Approx.Sig.
Phi	.294	.022
NominalbyNominal Cramer'sV	.169	.022
NofValid Cases	276	

Based on the Phi value there exist positive association between consideration of honesty of celebrity and selection of apparels.

**HYPOTHESIS TESTING BETWEEN CONSIDERATION OF CELEBRITY AND TRUST WORTHINESS LEADS ACTIVE MANAGEMENT**

Null Hypothesis: Opinions regarding active management based on trust worthiness of celebrity does not depend on the consideration of celebrity.

Alternative Hypothesis: Opinions regarding active management based on trust worthiness of celebrity depend on the consideration of celebrity.

**Consideration of celebrity**

**\*CELEBRITY TRUST WORTHINESS WILL LEAD TO ACTIVE ENGAGEMENT Crosstabulation**

**TABLE-10** within CONSIDERATION OF CELEBRITY

	Celebrity trust worthiness will lead to active engagement					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Strongly agree	43.6%	35.9%	7.7%	2.6%	10.3%	100.0%
Agree	14.9%	52.2%	20.9%	9.0%	3.0%	100.0%
Neutral	12.7%	31.8%	44.5%	10.9%		100.0%
Disagree		30.0%	42.5%	25.0%	2.5%	100.0%
Strongly disagree.		20.0%	10.0%	10.0%	60.0%	100.0%
Total	14.9%	36.2%	30.8%	11.2%	6.9%	100.0%

**TABLE-11** Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	160.857	16	.000
Likelihood Ratio	121.730	16	.000
Linear-by-Linear Association	50.933	1	.000
N of Valid Cases	276		

Here the significant value (0.000) is less than level of significance (0.05), we reject our null hypothesis. Therefore, opinions regarding active management based on trust worthiness of celebrity depend on the consideration of celebrity.

**HYPOTHESIS TESTING BETWEEN OPINIONS REGARDING CELEBRITY EXPERTISE AND AGE**

**Null Hypothesis:** There is no difference between the opinions on celebrity expertise between the age of respondents.

**Alternative Hypothesis:** There is difference between the opinions on celebrity expertise between the age of respondents.

**ANOVA**

**TABLE-12** VALUES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1567.500	4	391.875	1.066	.407
Within Groups	5514.250	15	367.617		
Total	7081.750	19			



Here the significant value (0.407) is greater than level of significance (0.05) , we accept our null hypothesis. Therefore, there is no difference between the opinions on celebrity expertise between the ages of respondents.

#### HYPOTHESIS TESTING BETWEEN OPINIONS REGARDING CELEBRITY EXPERTISE AND GENDER

Null Hypothesis: There is no difference between the opinions on celebrity expertise of the gender of respondents.

Alternative Hypothesis: There is difference between the opinions on celebrity expertise between the gender of respondents.

#### ANOVA

TABLE-13 FREEQ

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3148.400	4	787.100	15.998	.005
Within Groups	246.000	5	49.200		
Total	3394.400	9			

Here the significant value (0.005) is less than level of significance (0.05), we reject our null hypothesis. Therefore, there is difference between the opinions on celebrity expertise between the gender of respondents.

#### HYPOTHESIS TESTING BETWEEN OPINIONS REGARDING CELEBRITY ATTRACTIVENESS AND GENDER

Null Hypothesis: There is no difference between the opinions on celebrity Attractiveness between the gender of respondents.

Alternative Hypothesis: There is difference between the opinions on celebrity Attractiveness between the gender of respondents.

#### ANOVA

TABLE-14 FREEQ

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2082.600	4	520.650	5.798	.040
Within Groups	449.000	5	89.800		
Total	2531.600	9			

Here the significant value (0.040) is less than level of significance (0.05), we reject our null hypothesis. Therefore, there is difference between the opinions on celebrity attractiveness between the gender of respondents.

#### HYPOTHESIS TESTING BETWEEN OPINIONS REGARDING CELEBRITY ATTRACTIVENESS AND AGE

Null Hypothesis: There is no difference between the opinions on celebrity attractiveness between the age of respondents.

Alternative Hypothesis: There is difference between the opinions on celebrity attractiveness between the age of respondents.

## ANOVA

TABLE-15 VALUES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1076.800	4	269.200	.790	.549
Within Groups	5109.750	15	340.650		
Total	6186.550	19			

Here the significant value (0.549) is greater than level of significance (0.05), we accept our null hypothesis. Therefore, there is no difference between the opinions on celebrity attractiveness between the ages of respondents.

**FINDINGS:** This study of 276 apparel market respondents yielded numerous noteworthy observations. First, 64.1% of respondents are between 10 and 30 years old, with 30.4% between 10 and 20 years (showing a younger demographic). The study also shows that 56.9% of respondents are female, indicating a gender distribution.

The study found that 36.2% of respondents believe a celebrity's reliability encourages garment purchases. Other celebrity traits like knowledge, attractiveness, and personality also influence buyers' decisions.

The data also imply that respondents' perceptions on celebrity attractiveness and behavioural loyalty are unaffected by age and gender. Celebrity appeal is ubiquitous in this situation.

According to the study, celebrity trustworthiness and consideration strongly influence active management opinions. The study also shows a favourable correlation between celebrity honesty and garment choosing, emphasising the importance of trust and authenticity in celebrity endorsements.

**SUGGESTIONS:** Based on the findings, it is recommended that apparel brands consider the authenticity of celebrity endorsements. Authenticity is key to building trust and positively influencing brand resonance. For instance, aligning a celebrity known for social activism with a brand emphasizing sustainability can create a strong resonance.

**CONCLUSION:** The study concludes that celebrity traits strongly influence garment brand resonance. Expertise, attractiveness, trustworthiness, and likeability influence consumer perceptions. Celebrity endorsements that are close to the brand resonate better with consumers. Celebrity endorsements' effectiveness depends on the brand and audience. Marketers must carefully evaluate these variables to maximise celebrity endorsements' emotional impact, brand loyalty, and engagement.

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