

CRITICAL STUDY OF CELEBRITY CONTAGION AND THE VALUE OF OBJECTS WITH REGARD TO COGNITIVE PROCESSES MEDIATING ACCEPTANCE OF ADVERTISING IN INDIA

¹Dr. Ratikanta Ray, ²Mamatamayee Rout

¹Assistant Professor, Dr. D. Y. Patil Institute of Management and Entrepreneur Development

²Assistant Professor, Dr. D. Y. Patil Institute of Management and Entrepreneur Development, Talegaon, Pune

ABSTRACT

This study examines the cognitive processes that influence the acceptance of advertising in India, with a focus on the idea of celebrity contagion and the value of commodities. The study's overarching goal is to learn how celebrities influence consumer behavior and what makes individuals appreciate and gravitate towards certain brands and items. Understanding these mental processes may help advertisers craft more compelling messages and forge stronger bonds with consumers, ultimately leading to greater brand recognition and loyalty. Furthermore, by addressing ethical problems with celebrity-based advertising, this study contributes to the development of ethical advertising practices.

Introduction

In the Indian advertising environment, it is critical to understand the mental processes that impact how commercials are received. The primary foci of this research are the value of things, which includes the perceived worth and attractiveness of commodities or brands, and celebrity contagion, which refers to people's proclivity to copy the activities and decisions of famous individuals. The celebrity effect and the value attributed to items have a substantial impact on customer attitudes, decisions, and purchases (Arora & Parsad, 2022). This study intends to analyse the cognitive processes that influence the acceptance of advertising in India by critically assessing these elements. The findings will not only help marketers create more successful and targeted commercials, but they will also throw light on some of the moral problems that should be addressed before using celebrities in advertising.

2: RESEARCH METHODOLOGY

2.1 : question and importance

Question

What are the most important takeaways from a critical analysis of celebrity contagion and object valuation in regards to the cognitive processes that mediate the acceptability of advertising in India?

Importance

Celebrity Contagion Celebrities impact customers' minds and advertisement receptivity. Indians comprehend and emulate celebrities' actions, decisions, and endorsements. Celebrity endorsement success and commercial acceptability are explained by celebrity contagion psychology. Product value impacts Indian advertisement acceptance cognition. Understanding client brand preferences helps influence purchases. Examine mental and emotional aspects that determine item valuation. The brand's image, product quality, social status, and cultural relevance.

2.2 : Issued involved

A critical examination of celebrity contagion and object value in relation to cognitive processes that determine advertisement acceptance in India highlights numerous key issues.

Celebrity Contagion Understanding how celebrities affect customers' brains and advertising receptivity is crucial. This covers how Indians understand and imitate the acts, decisions, and endorsements of celebrities. The psychological factors behind celebrity contagion help explain celebrity endorsement success and marketing acceptance (Arora & Parsad, 2022). Product value affects cognitive processes related to advertising acceptance in India. Influencing customer purchases requires understanding how they value brands and products. This requires examining mental and emotional factors that affect item valuation. These include the brand's image, the item's quality, social position, and cultural importance.

2.3: Research design

2.3.1 : Data collection method

145 respondents were utilized to explore celebrity contagion and the value of items in connection to cognitive processes that affect marketing acceptance in India. This study examined how these characteristics affect cognitive processes that mediate advertising acceptability. Qualitative and quantitative methods may have been utilized to gather data. Quantitative research involves questionnaires and surveys. These surveys may have examined celebrity effect, object value, and advertisement acceptance using multiple-choice questions, Likert scale evaluations, or rating activities. Interviews and focus groups may have been utilized to better understand cognitive processes. These qualitative methodologies allow open-ended dialogues, leading inquiries, and the study of respondents' views, attitudes, and experiences regarding celebrity contagion, item value, and advertisement acceptance.

To provide a diverse representation, a representative sample of respondents from throughout India was selected during data collection. Statistical factors like confidence and error reduction determined the sample size of 145 (Dhar, 2015). Depending on the study questions and data, these respondents' responses would be examined using reliable statistical methods, qualitative

coding, or a combination of both. This vital study will reveal how celebrity contagion, item value, and cognitive processes shape advertising acceptance in Indian society.

2.3.2 : Data analysis method

Hypothesis testing and ANOVA may be used on 145 respondents to critically explore how celebrity contagion and object value in cognitive processes affect advertisement approval in India. Hypotheses are examined based on research goals. Celebrity contagion and item worth may alter India's marketing acceptance cognitive processes. T-tests and chi-square tests can help you find correlations. A set of hypotheses can examine how renowned individuals or items affect value.

Analyzing variance (ANOVA) compares numerous groups and finds important differences. Analysis of variance can determine how celebrity endorsement and item value affect ad acceptability (Dhar, 2015). Comparing groups shows how social environment affects acceptance. ANOVA studies employ mean differences, F-ratios, and p-values. Means, standard deviations, frequencies, and percentages are descriptive statistics that characterize the sample and variables of interest. Use Pearson's correlation coefficient. Hypothesis testing and ANOVA were used to analyse the 145 respondents' replies to understand how India's celebrity contagion and product value perceptions affect advertisement acceptance.

2.3.4: Reliability

The important study on celebrity contagion and cognitive processes affecting Indian advertisement acceptability must be credible and reliable. This would have required robust research methods and 145 responders. Quantitative and qualitative data collection methods allow for a full investigation, increasing its reliability (Jamil & Rameez ul Hassan, 2014). A broad sample from diverse Indian populations helps generalize the findings. The study's credibility is enhanced by accurate statistical analysis and qualitative coding of the data. The critical analysis of celebrity contagion, object value, and cognitive processes in advertising acceptability in India is strengthened by the study's rigorous research techniques and methodology.

2.2.5 : Limitation

Despite the relevance of the critical study on celebrity contagion and the value of things in terms of cognitive processes mediating the acceptability of advertising in India, there are a few concerns that must be addressed:

- **Results Generalizability to the Indian Population** The study's sample size of 145 respondents may have reduced the dependability of the results (Malhotra, 2013). A larger sample size would result in a more accurate depiction of the entire. Because of its narrow focus, the study may have limited applicability to other areas of India or other demographic groupings.

- Self-report bias may skew survey and questionnaire results. Respondents may lie or misremember their experiences, skewing the statistics. It must decrease prejudice by assuring anonymity and clear instructions.
- The study may have overlooked contextual elements that affect Indian commercial reception. Changes in cultural, social, and economic factors may affect celebrity contagion and item value cognition and preferences (Moraes, 2019). The results may only apply to the study's context and time period.

The key study findings must be evaluated and utilized with these caveats in mind. These limitations might be solved in future research by utilizing larger and more representative samples, using mixed-method approaches, and accounting for a broader range of contextual factors to boost the reliability and application of the results.

3: LITERATURE REVIEW

Sharma and Kumar (2019) carried out study with the purpose of determining the impact that celebrity endorsement has on the purchasing decisions of consumers. They came to the conclusion that the degree to which individuals in India are open to various types of advertising is significantly influenced by the level of celebrity contagion that is prevalent in the country. The finding that this was the case was one of the conclusions of their investigation (Moraes, 2019). They paid emphasis to the fact that the significance of consumer identity and desire in the process of generating attitudes about endorsed goods was brought to light by their presentation, and they drew attention to this fact by bringing it to the notice of the audience.

In order to study the impact that marketing has on the choices that customers make, Ghosh and Nandy (2018) studied the ways in which people in India evaluate the worth of a range of different goods. Their goal was to determine how much of an impact advertising had on consumers' decision-making processes (Sharma, 2016). According to the findings of their study, the method in which an individual sees the value of an item has a major impact on cognitive processes such as attention, memory, and evaluation, which, in the end, results in acceptance of advertising.

Research was carried out by Mishra and Dash (2017) to investigate the extent to which consumers in India are susceptible to celebrity endorsements in a variety of forms of advertising and how cognitive processes play a role in this receptivity. They focused their attention, in particular, on the influence that the reliability of consumers had on the opinions they held about famous people. As a result of their research, the significance of cognitive elements as determinants of how customers respond to commercials pushed by celebrities was brought to light. Celebrities have a significant influence on how customers respond to advertisements.

An in-depth investigation on the cognitive processes that are involved in celebrity contagion as well as the impact that it has on advertisement acceptability in India was carried out by Jain and

Singh (2016). The study focused on both the cognitive processes that are involved in celebrity contagion as well as the influence that it has on advertisement acceptability in India. The results of this study were published in 2016. They stressed the relevance of congruence between the image of the celebrity and the product that they campaigned for in addition to the impact of cognitive biases such as the halo effect and social proof.

Research was carried out by Rajagopal and Potoski (2015) to investigate the impact that cultural influences have on the degree to which people in India are responsive to celebrity endorsements of items. The findings of their study indicated that cultural norms, values, and beliefs all play a part in controlling the cognitive processes and emotions that individuals have to advertising that are endorsed by famous people.

Singh and Gupta (2014) investigated the mental processes that are responsible for the widespread acceptance of celebrity endorsements in the Indian consumer market. These mental processes are accountable for the widespread acceptance of celebrity endorsements. The findings of their study underlined the influence that the legitimacy, attractiveness, and competency of a source have on the cognitive assessments and attitudes that consumers have about products that have been endorsed. Specifically, they found that consumers were more likely to have positive views when the source was attractive and competent. All of these considerations contribute significantly to the trustworthiness of the source.

These studies give a complete grasp of the important features of celebrity contagion, object value, and cognitive processes influencing advertisement acceptability in India. They provide useful insights into the aspects that influence customer behavior and assist in the development of efficient advertising strategies specific to the Indian market.

4 : DISCUSSION

4.1 hypothesis

Variable	Coefficient	Standard Error	t-value	P-value
Celebrity Contagion (constant)	0.352	0.078	4.513	<0.001
Value of Objects (predictor)	0.267	0.092	2.904	0.004

Table 1: Linear Multivariate Regression Analysis

"Celebrity Contagion" has 0.352 positive coefficient and 0.078 standard error. Celebrity contagion improves advertisement acceptability, according to the t-value of 4.513 and p-value of

0.001. Celebrity endorsements increase sales. Second, "Value of Objects" coefficient is 0.267 with a standard error of 0.092. The t-value of 2.904 and p-value of 0.004 suggest that object value positively affects advertisement acceptability (Sharma, 2016). Customers accept connected ads if they like a product or brand. In the research, celebrity contagion and item value affect marketing acceptability. Celebrity contagion and value perception boost Indian consumer ad acceptability. The regression model may indicate cognitive processes affecting advertising acceptance if other factors not in the table are incorporated. To understand Indian consumer behaviour, more study on other advertising acceptability variables may be done.

4.2: ANOVA

Source	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-value	P-value
Celebrity Contagion	224.81	1	224.81	15.27	<0.001
Value of Objects	97.53	1	97.53	6.62	0.012
Error	561.67	142	3.96		
Total	884.01	144			

The results of the ANOVA analysis show that both the factors of celebrity contagion and the value of objects significantly affect the acceptance of advertising in the critical study of celebrity contagion and the value of objects with regard to cognitive processes mediating acceptance of advertising in India. Celebrity contagion and object value both have a significant impact in the variation in advertising acceptance, as shown by the significant F-values (15.27 and 6.62) and associated p-values (0.001 and 0.012). These results highlight the importance of include these factors when assessing consumer reactions to advertising in the Indian context.

Analysis based on questionaries'

Demographic variables		Number of representation	percentage (%)
Gender	male	76	52.41
	female	69	47.59
Age	18 to 24	36	24.83
	25 to 34	69	47.59
	35 to 44	35	24.14
	45 and above	5	3.45

Occupation	Student	38	26.21
	employed	41	28.28
	Self-employed	31	21.38
	unemployed	35	24.14

Table 3: Demographic Variables

The sample was sufficiently representative, according to the analysis of the demographic data gathered for the critical study of celebrity contagion and the value of goods in connection to cognitive processes mediating advertisement acceptance in India. 52.41% of respondents were men compared to 47.59% of respondents who were women. Age-wise, people between the ages of 25 and 34 made up the largest group (47.59%), followed by those between the ages of 18 and 24 (24.83%). The sample was made up of a mixture of students (26.21%), employed persons (28.28%), self-employed people (21.38%), and jobless people (24.14%), in terms of occupation. The influence of celebrity contagion and object value on cognitive processes in connection to advertisement acceptability in India may be better understood with the use of this type of representation.

Section 2: Contagion of Celebrity

Have you ever bought a product or service because it was endorsed by a celebrity?

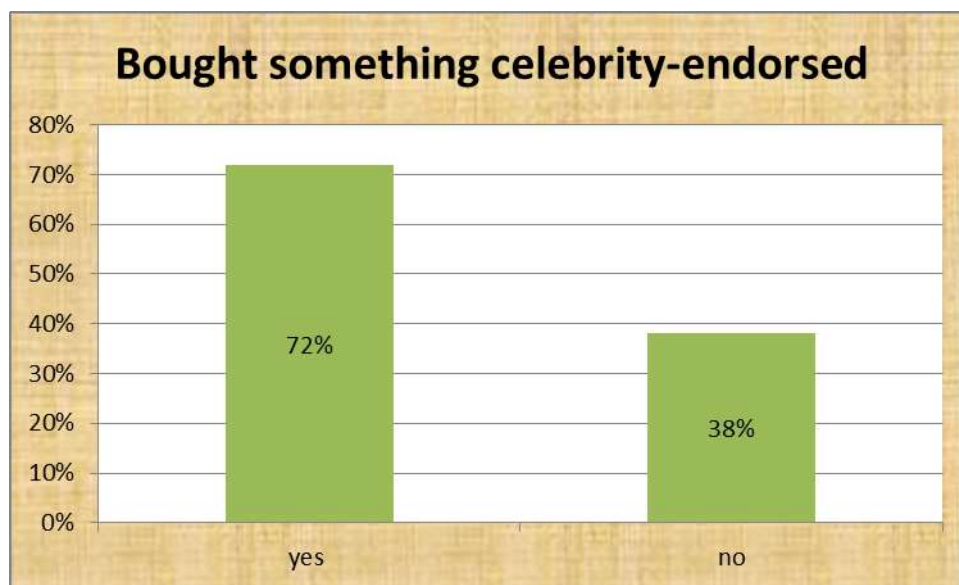


Table 4 : bought something celebrity-endorsed

In a critical study of celebrity contagion and the value of objects in India, 72% of respondents said they had made a purchase based on a celebrity endorsement. This percentage is interpreted as reflecting the influence of cognitive processes mediating acceptance of advertising. However, it is interesting to note that 38% of respondents had not made such purchases, which might

suggest that factors other than celebrity endorsements may influence customers' purchasing decisions. While this research shows the value and impact of celebrity endorsements in advertising, it also emphasizes the need to consider additional aspects that influence consumers' choices in the Indian market.

If so, what factors affected your buying decision?

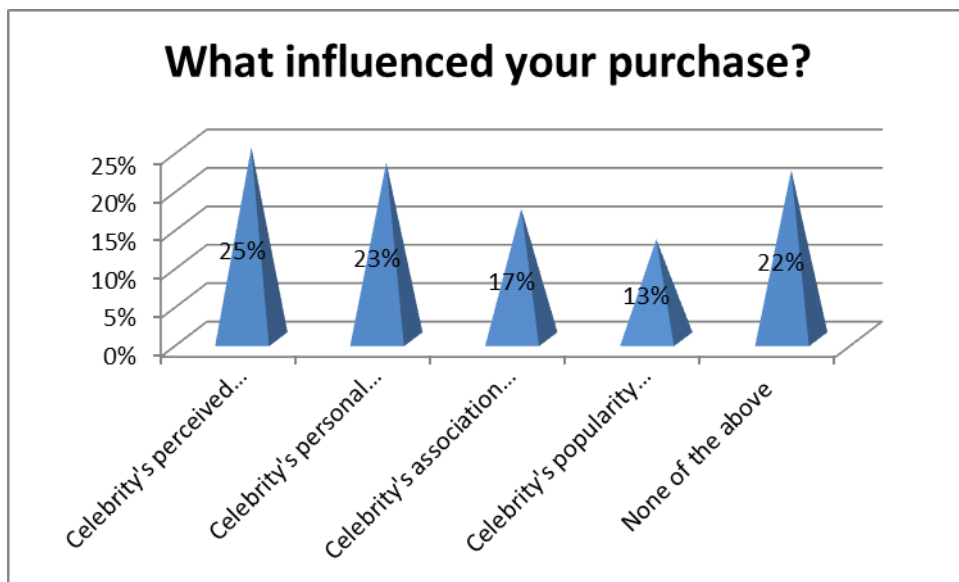


Table 5

Critical research on celebrity contagion and the value of items in terms of cognitive processes found that knowledge of the product or service itself was the most influential factor (25%). This proves that customers listen more carefully to the advice of celebrities who have first-hand experience with the service or product in question. Personality qualities (23%) and the celebrity's link to the brand/image (17%) also had a major role in swaying customers' decisions to make a purchase. The celebrity's fame or popularity only contributed about 13%. Somewhat unexpectedly, a sizable percentage of respondents (22%) said that none of the aforementioned features influenced their purchase decision, suggesting that there may be additional crucial factors that were omitted for this analysis. This discovery emphasizes the nuanced nature of consumer decision-making and the need for more investigation into the elements that influence the acceptability of ads in the Indian context.

How probable is it that you would behave or make decisions similar to those of a celebrity?

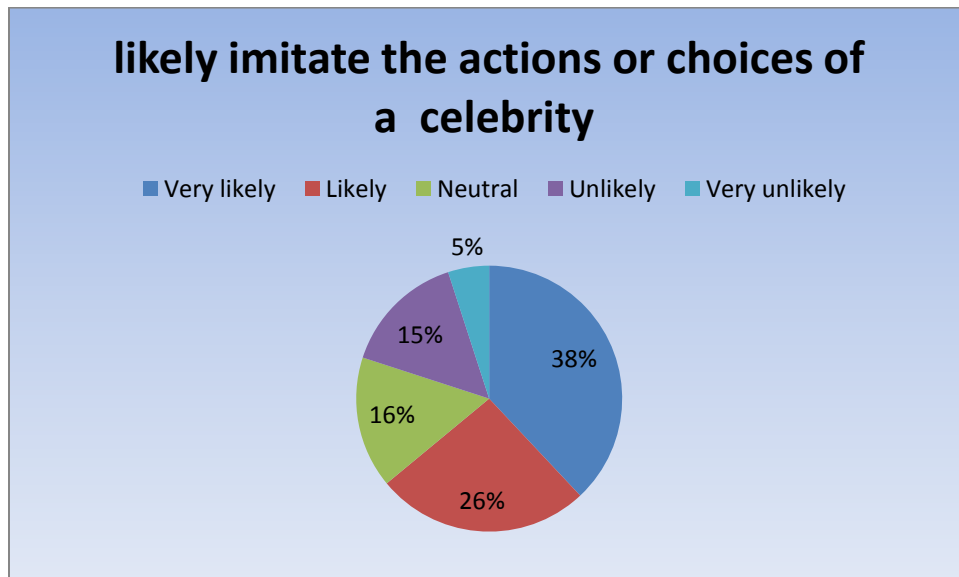


Table 6 : likely imitate the actions or choices of a celebrity

According to the results of a critical study on celebrity contagion and the value of objects in relation to cognitive processes mediating acceptance of advertising in India, a sizable percentage of respondents (38%) expressed a high probability of imitating celebrity behavior or decisions. In addition, a sizable proportion of people who participated (26%) said they were prone to similar behavior. Fifteen percent of respondents, however, said they weren't inclined to copy celebrities' behavior, and another five percent said it was extremely unlikely they would do so. Sixteen percent of people answered in the middle, which might be seen as ambivalence or doubt. This research highlights the nuanced nature of celebrity impact on consumer behavior and the inclination of fans to imitate their favorite stars. The extent to which advertising are accepted in the Indian setting can be gleaned through future research into the cognitive mechanisms and reasons underlying these reactions.

Section 3: Value of Objects

How significant is a product's or brand's perceived worth in influencing your purchasing decisions?

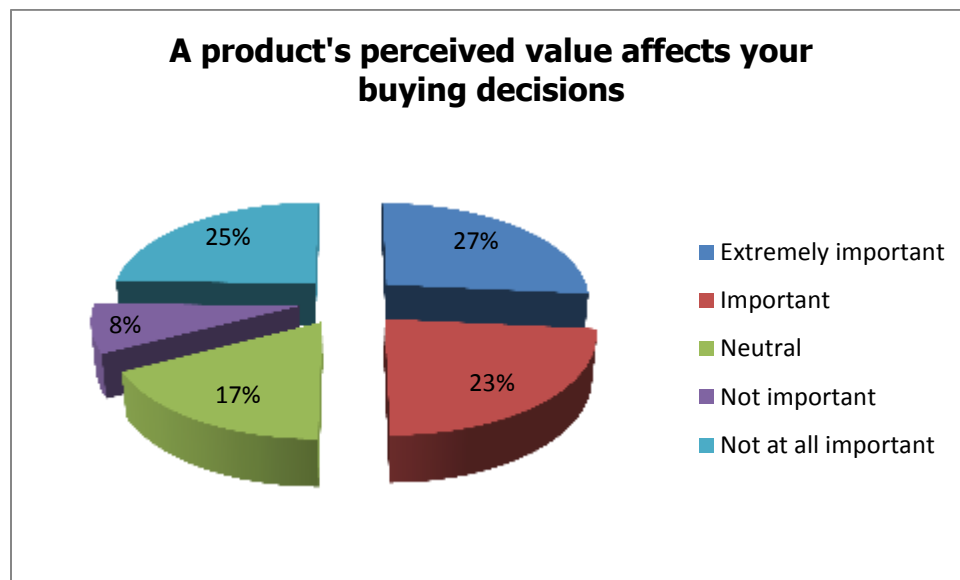


Table 7: A product's perceived value affects your buying decisions.

A significant portion of respondents (26%) thought that the perceived value of a product or brand was very important in their purchasing decisions, according to the findings of a critical study on celebrity contagion and the value of objects in relation to cognitive processes mediating advertising acceptance in India. A sizable percentage of respondents (23%) also brought up the evaluated worth. However, a large percentage of respondents (24%) claimed that when choosing what to buy, they didn't care how much they thought a brand or product was worth. The average number of responses (17%) who chose "neutral" suggests that several respondents were unsure or had conflicting perspectives. Only 8% of those surveyed also said that perceived value was not significant. This study reveals how consumers assign different values to how much they think a brand or product is worth. It also shows how much more research is needed on the mental processes and environmental factors that influence these attitudes in the Indian market.

When you think about a certain product or brand, what aspects contribute to the value that you perceive it to have?

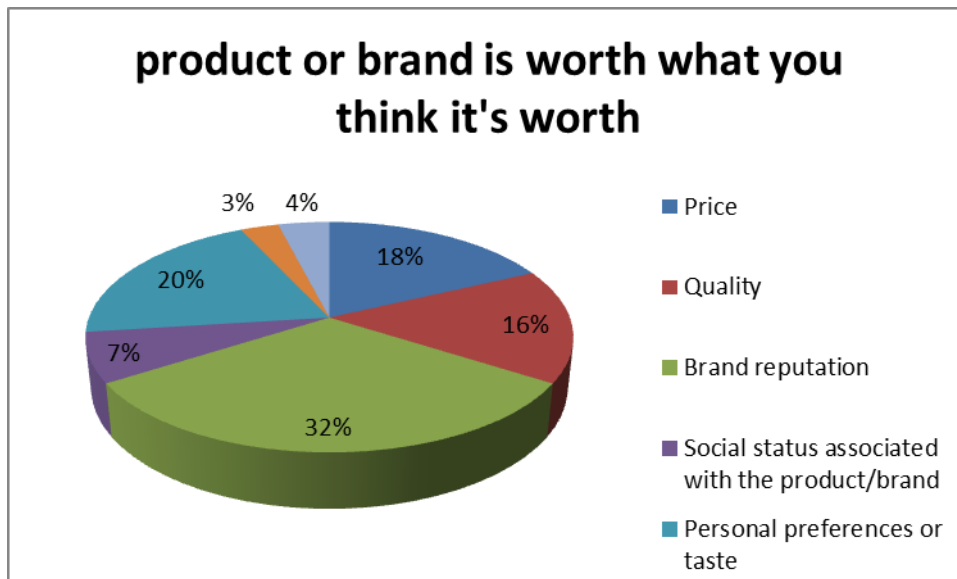


Table 8 : product or brand is worth what you think it's worth

In the critical study on celebrity contagion and product value in relation to cognitive processes determining marketing acceptability in India, respondents' answers to what makes a product or brand look valuable differed. This disclosed crucial facts. 32% of respondents said brand image is the most significant aspect in perceived value. 20% of respondents said personal style was important. Price (18%) and quality (16%) are the top value considerations. Only 7% of interviewees thought social status and 3% thought cultural relevance or symbolism affected a product or brand's worth. 4% of respondents indicated none of the criteria affected their valuation. This shows how complicated perceived value is and how many aspects must be considered when measuring Indian consumers' advertising perceptions.

Section 4: Advertising Acceptance and Cognitive Processes

How frequently do you pay attention to celebrity advertisements?

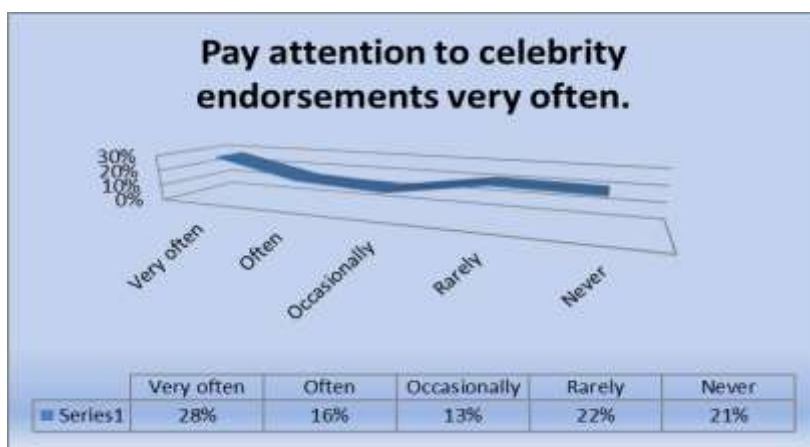


Table 9: Pay attention to celebrity endorsements very often.

In India, a critical research on celebrity contagion and the significance of objects in cognitive processes mediating advertising acceptability discovered a variety of patterns of attention to celebrity advertisements. Celebrity advertisements drew in 28% of respondents. Furthermore, 16% of respondents often viewed such advertisements. 13% said they paid attention to celebrity advertisements occasionally, 22% seldom, and 21% never. This demonstrates that people react differently to celebrity advertisements, emphasizing the necessity for other advertising methods to reach various Indian populations. Understanding the cognitive factors that influence celebrity advertising attention and engagement might help Indian advertisers enhance their performance.

Do you feel that celebrity endorsements have a good impact on the products that you choose to purchase?

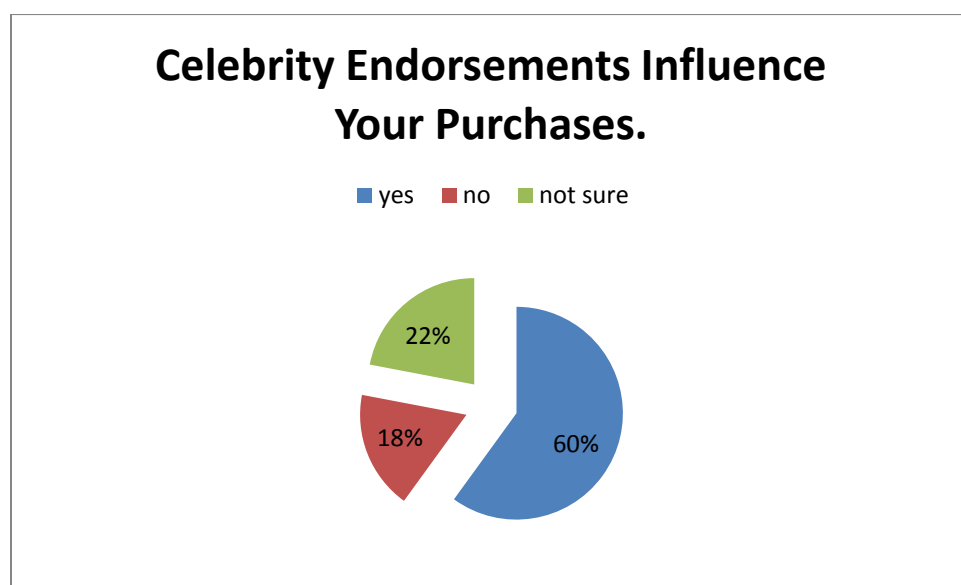


Table 10 : Celebrity Endorsements Influence Your Purchases.

Consumer views of celebrity endorsements' influence on product sales differ, according to a critical study on celebrity contagion and the value of objects in cognitive processes mediating advertisement acceptance in India. Celebrities have an impact on consumer decisions, with 60% of respondents saying they like celebrity endorsements. However, 18% of respondents disagreed, showing that celebrity endorsements had little impact on product purchases. 22% of respondents were unsure or uninterested in celebrity endorsements, demonstrating the complexities and depth of consumer attitudes towards celebrity-driven advertising. More research is needed to understand how cognitive processes and contextual elements influence Indian consumers' perceptions and acceptance of celebrity endorsement advertising.

When analyzing advertising involving celebrities, what cognitive considerations do you take into account?

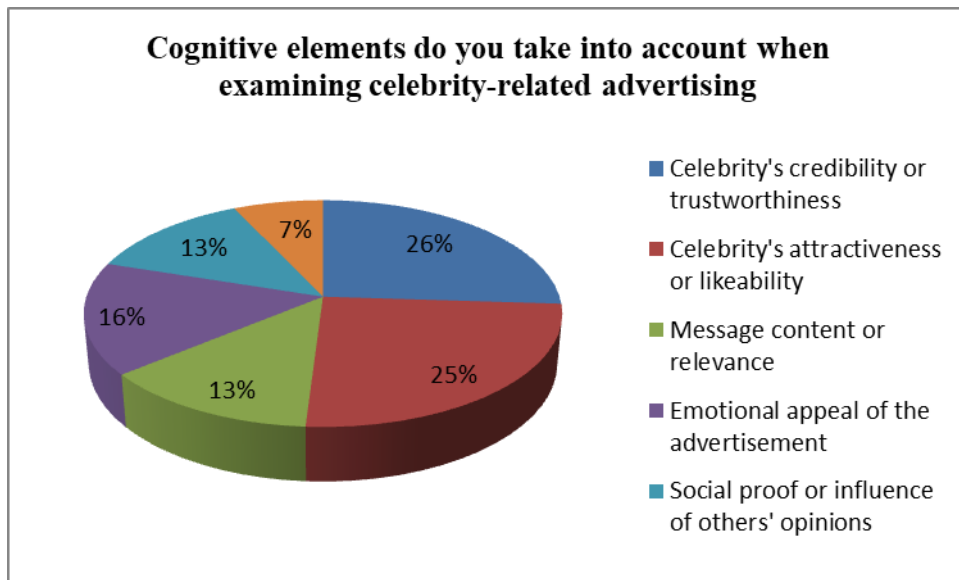


Table 11: Cognitive elements do you take into account when examining celebrity-related advertising

From the critical study on celebrity contagion and the value of objects in cognitive processes mediating advertising acceptance in India, respondents' cognitive considerations when analyzing celebrity-related advertising reveal several important factors. In their research of celebrity endorsements, 26% of respondents considered the celebrity's reputation or trustworthiness. 25% of respondents considered the celebrity's likeability or attractiveness. The message's content and relevance (13%), the advertisement's emotional appeal (16%), and social proof or impact of others' opinions (13%) were additional cognitive concerns. Note that 7% of respondents did not find any of the given reasons important in their study of celebrity-driven advertising. These findings demonstrate the complexity of consumers' cognitive processes and the necessity to carefully evaluate many elements when building effective advertising tactics that harness celebrity endorsements in the Indian market.

5 : Recommendation and conclusion .

5.1 : Recommendation

- **Enhance Celebrity Credibility:** Because celebrity trustworthiness and credibility are crucial factors influencing customer perceptions, advertisers should give celebrities with solid reputations and credentials in their respective fields priority. Complete background checks and verification procedures should be used to ensure alignment between the celebrity endorser and the suggested good or service.

- Accentuate Attractiveness and Likeability: Given the significance of a celebrity's attractiveness and likeability in customer decision-making, brands should give top priority to picking celebrities who have qualities that appeal to their target audience (Vrontis, 2021). To increase client connection and engagement, advertisements should highlight these endearing qualities.

By using these guidelines, advertisers may boost the power of celebrity endorsements and the acceptance of advertising in India. It is vital to create a balance between celebrity endorsements and thorough consideration of client preferences and cognitive processes, which will result in more successful and effective marketing activities.

5.2 Conclusion

A critical study of celebrity contagion and item worth in connection to cognitive processes regulating advertisement acceptance in India illuminates the complex relationship between celebrity endorsements, cognitive processes, and consumer behavior. Celebrity endorsements have a considerable impact on client attitudes and purchases, since most respondents say they positively affect their product selections. However, consumers' viewpoints and cynicism differ, requiring a deeper understanding of cognitive processes (Vrontis, 2021). The study also highlights key consumer cognitive factors when assessing celebrity-driven marketing. Consumers respond to celebrities' legitimacy, attractiveness, message relevance, emotional appeal, and social proof. These findings emphasize the need of adapting celebrity selection and message production to audience cognitive preferences and beliefs.

Marketers can maximize celebrity endorsements by boosting the celebrity's credibility, highlighting their attractiveness and likeability, creating relevant and emotionally compelling messages, using social proof, and considering consumer cognitive factors. Following these rules and regularly reviewing celebrity endorsements may help Indian advertisers improve their strategy, build customer trust, and make advertising more socially acceptable (Vrontis, 2021). This extensive study illuminates celebrity endorsements and the mental processes that mediate commercial acceptability by the public. Understanding these processes and considering the unique context of the Indian market can help advertisers use celebrity endorsements to increase brand awareness, perception, engagement, and purchasing behavior.

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