



INDIAN JOURNAL OF
LEGAL REVIEW

VOLUME 5 AND ISSUE 5 OF 2025

INSTITUTE OF LEGAL EDUCATION



INDIAN JOURNAL OF LEGAL REVIEW

APIS – 3920 – 0001 | ISSN – 2583-2344

(Open Access Journal)

Journal's Home Page – <https://ijlr.iledu.in/>

Journal's Editorial Page – <https://ijlr.iledu.in/editorial-board/>

Volume 5 and Issue 5 of 2025 (Access Full Issue on – <https://ijlr.iledu.in/volume-5-and-issue-5-of-2025/>)

Publisher

Prasanna S,

Chairman of Institute of Legal Education

No. 08, Arul Nagar, Seera Thoppu,

Maudhanda Kurichi, Srirangam,

Tiruchirappalli – 620102

Phone : +91 94896 71437 – info@iledu.in / Chairman@iledu.in



ILE Publication House is the
**India's Largest
Scholarly Publisher**

© Institute of Legal Education

Copyright Disclaimer: All rights are reserve with Institute of Legal Education. No part of the material published on this website (Articles or Research Papers including those published in this journal) may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher. For more details refer <https://ijlr.iledu.in/terms-and-condition/>

CONSUMER PERCEPTION AND PSYCHOLOGICAL INFLUENCE OF CELEBRITY TRADEMARKS

AUTHOR – MOHIT ASHOK KHIANI, STUDENT AT UNITEDWORLD SCHOOL OF LAW, KARNAVATI UNIVERSITY, GANDHINAGAR

BEST CITATION – MOHIT ASHOK KHIANI, CONSUMER PERCEPTION AND PSYCHOLOGICAL INFLUENCE OF CELEBRITY TRADEMARKS, *INDIAN JOURNAL OF LEGAL REVIEW (IJLR)*, 5 (5) OF 2025, PG. 513-523, APIS – 3920 – 0001 & ISSN – 2583-2344

Abstract

This paper analyses the substantial effects which celebrity trademarks have on consumer views and psychological behavioural patterns. Traditional marketing uses celebrity endorsements as a major promotional tool by employing popular public figures to alter consumer tastes and conduct based on their desirable traits. The research shows celebrity effects on consumer trust as well as brand credibility and buying decisions to show effective brand recognition through endorsement programs. The study examines consumer psychological factors that build trust toward products endorsed by celebrities while emphasizing three main credibility elements of expertise and trustworthiness and attractiveness. The study shows how emotional connections formed by consumers toward their chosen celebrity endorser result in higher brand faithfulness and consumer brand connection. This paper uses psychological models to demonstrate how consumers apply the favourable personality traits of famous celebrities onto the products they promote through academic theories such as Source Credibility Theory and the Halo Effect. The paper uses case studies of Virat Kohli alongside Amitabh Bachchan and Shahrukh Khan along with additional celebrity figures to study how their goodwill directly influences product credibility together with brand success. The strategy carries threats because negative public relations together with scandalous incidents may cause severe erosion to the brand's reputation. Research data demonstrates that consumers between 18 and 30 years show increased trust in products endorsed by celebrities together with higher repetition rates of purchase in those products. This proves consumer loyalty builds through celebrity endorsements. The case research provides valuable insights concerning trademark lawsuits and brand protection problems which famous people encounter during their entrepreneurial pursuits. Consumer loyalty together with increased brand value derives from celebrity trademarks that powerfully affect purchasing behaviour across multiple markets.

Introduction

Organizations competing in modern times require distinct brands and trustworthy customer relationships to achieve business achievement. Brand visibility along with credibility and consumer loyalty reach their highest potential when businesses use celebrity endorsements to reach their objectives. The marketing industry uses recognized public figures known as brand ambassadors because

they possess popularity combined with aspirational value along with trusted credibility to deliver promotional effectiveness to consumers. A product or brand linked to a particular celebrity through trademark usage serves as a highly effective marketing instrument that steers customer decisions while enhancing corporate worth and producing market-recognizable brands.

Defining a brand through celebrity partnerships has emerged as a critical marketing strategy that most affects fashion, cosmetics, food and sport markets since consumers base their buying decisions on social recognition of popular trends. When celebrities endorse products consumers tend to view the products as more reliable and better in quality and trustworthy. The objective of this paper evaluates how consumer perception reacts to brand trademarks with celebrity content and how trust from endorsements boosts brand legitimacy while directing consumer behaviour selection.

Consumer adoption of celebrity endorsements stem from the emotional bonds they develop with prominent celebrities. The resulting emotional bonds between consumers and their favourite celebrities turn personal over the traditional commercial relations thus creating devoted brand fans. A celebrity endorser's reputation together with their attractiveness level determines how market consumers perceive the endorsed products. Different psychological theories such as the Halo Effect and Source Credibility Theory will be studied to determine what forces affect consumer response patterns to celebrity endorsements. The paper investigates celebrity goodwill along with its impact on product credibility by evaluating how positive reputation enhances credibility and negative publicity harms both brand and celebrity reputation.

Empirical studies and questionnaire assessments demonstrate the effects that celebrity trademarks have on market perception together with consumer engagement behaviours. The research evaluates positive brand outcomes through two strategic brand-endorsing relationships like Kohli-Puma and Bachchan-Dabur Chyawanprash to demonstrate how celebrity associations support brand success. In addition to studying the Woods scandal the analysis explores how negative celebrity publicity creates potential risks and negative

consequences for brand endorsement campaigns.

The research investigates the ways in which celebrity trademarks affect buying choices of consumers and their level of brand loyalty. Research examining psychological and branding theories of celebrity endorsements will enhance the comprehension of modern marketing practice strategies which utilize celebrity trademarks.

Literature Review

Multiple academic and practical settings have researched how celebrity endorsements influence consumer behaviour. According to Jain, Menon, and Kadri (2021) customers tend to create emotional bonds with famous personalities because this enables them to trust celebrity-led brand products better and remember them more easily. According to Chetty (2020) celebrity endorsements transform consumer attitudes because they generate desire-driven booking effects while making brands more memorable to consumers.

The study performed by Prasen (2024) shows how celebrity endorsements impact on brand perception and equity by the implementation of Source Credibility and Meaning Transfer Theory. The data shows credible celebrities who are trusted as well as attractive build stronger consumer trust (Faye, 2025). The research of Carufel (2024) investigates contemporary changes in consumer trust regarding celebrity endorsements in tandem with evolving market behaviours.

Consumer-brand relationships grow stronger thanks to the "Halo Effect" which operates as a main psychological phenomenon. According to Hilpern (2006) along with Birkett (2023) consumers borrow positive qualities of a celebrity that they apply to endorsed products making them more appealing and escalating their credibility. Sharma and Jha (2024) illustrate through their research the effectiveness of celebrity endorsements using Source Credibility Theory to evaluate the three

crucial factors of expertise trustworthiness and attractiveness.

The emotional bond between consumers and celebrities according to Özer et al. (2022) generates sustained brand loyalty which extends consumer commitment toward the endorsed brand. According to Wadhvani and Gupta (2024) psychological theories regarding consumer behaviour exhibit how perceived authenticity along with value alignment between consumers and celebrities drives their purchasing decisions.

The strategic application of celebrity goodwill in branding can be inspected through specific cases such as Virat Kohli's "One8" project (Ali, 2024) and Salman Khan's "Being Human" initiative (RewardPort, 2025). According to Malik and Thorvaldsdottir (2024) the advantages of celebrity-brand partnerships come with reputation threats from controversies that harm the celebrity brand and its product.

Research Methodology

The research adopts a dual-method research design which unites doctrinal research with empirical analysis to analyse celebrity trademarks' effects on consumer conduct. The doctrinal methodology evaluates legal case histories together with legislation and academic analysis of rules that describe celebrity trademark management and marketing practices. This portion reveals the purposes and usage of legal principles that safeguard trademarks. Surveys alongside focus groups and interviews represent basic research tools which the empirical method utilizes to generate data about consumer attitudes toward products endorsed by celebrities. After data collection researchers give detailed consideration to analyse the data which helps them determine psychological aspects and marketing methods behind consumer choices. The study unites two methods to derive comprehensive understanding about both legal and behavioural elements related to celebrity trademarks while abstaining from sophisticated statistical tools or software.

Consumer Perception and Psychological Influence of Celebrity Trademarks

1. Role of Celebrity Endorsements in Consumer Decision-Making

Traditional marketing uses famous person endorsements as a vital tool because famous public figures draw upon their popularity to affect consumer preferences. Widely known personalities possessing aspirational qualities deliver substantial effects on consumer psychology together with purchase behaviour choices. Products endorsed by celebrities frequently establish confidence in consumers thus leading them to select endorsed products instead of alternative options.⁹⁸³

The financial effects generated by celebrity endorsements prove to be immensely significant. Companies allocate large funds on celebrity endorsements because they want to boost their brand exposure and product sales. Endorsing celebrities allows brands to improve memorability along with establishing positive brand perceptions along with establishing unique market identities against market competition. The endorsement strategy works best in fashion along with cosmetics and sports and food industries since consumers base their decisions on current market trends and social validation.⁹⁸⁴

Prasen S examines how celebrity endorsements affect both brand perception along with brand image in its research. The research demonstrates what endorsements accomplish in reinforcing brand equity and recall rates as it combines principles from the Source Credibility Theory and Meaning Transfer Theory. Consumer trust in brand products endorsed by celebrities develops because people form psychological

⁹⁸³ Dhriti Jain, Anupama Menon, and Aleena Kadri, 'The Impact of Celebrity Endorsements on Consumer Behaviour in India' (2021) 9(9) IJCRT <<https://ijcrt.org/papers/IJCRT2109019.pdf>> accessed 8 March 2025.

⁹⁸⁴ Priya Chetty, 'How the Role of Celebrity Endorsements Affect Consumer Behaviour?' (Project Guru, 16 January 2020) <<https://www.projectguru.in/how-the-role-of-celebrity-endorsements-affect-consumer-behaviour/?form=MG0AV3&form=MG0AV3>> accessed 8 March 2025.

connections between the celebrity persona and the advertised brand.⁹⁸⁵

The public shows trust in products when they receive celebrity endorsement because of multiple main factors. Consumers find trust in products because celebrities display admired characteristics such as success along with attractiveness and expertise abilities. The level of admiration consumers has toward celebrities transforms into trustworthiness when they serve as product brand ambassadors. A celebrity endorsement creates credibility that makes products appear more authentic and attractive to customers. The emotional bond consumers share with their popular celebrities allows them to develop similar feelings about the product they support.⁹⁸⁶

1.1. Consumer Trust in Celebrity-Endorsed Products

Consumer trust depends highly on the credibility credentials possessed by famous personalities. Consumers rely deeply on credible celebrities who can effectively affect how customers think about and behave regarding products. Consumer trust and product perception primarily depend on three factors from the celebrity: their level of expertise, trustworthiness as well as attractiveness. Products endorsed by trustworthy celebrities improve in both reliability and quality thus consumers build trust toward such products before making purchase decisions.⁹⁸⁷

The following factors determine how much consumers trust products that celebrities promote:

- Consumer trust regarding product authenticity hinges predominantly on

⁹⁸⁵ Prasen S, 'Celebrity Endorsement and its Influence on Brand Perception and Image' (2024) International Journal of Research Publication and Reviews Vol 5(4) 7843 <<https://doi.org/10.55248/gengpi.5.0424.10122>> accessed 24 March 2025.

⁹⁸⁶ Team 2 (Munipalli Gayatri Sri Divya, Ronak Bharalawala, Lakshya Jain, Priya Agarwala), 'The Influence of Celebrity Endorsements on Brand Image and Purchase Intention: A Review and Analysis' (JETIR, April 2024) <<https://www.jetir.org/papers/JETIR2404218.pdf>> accessed 8 March 2025.

⁹⁸⁷ Aurora Faye, 'The Impact of Celebrity Endorsements on Consumer Behaviour' (LifeConceptual, 22 January 2025) <<https://lifeconceptual.com/the-impact-of-celebrity-endorsements-on-consumer-behavior/>> accessed 8 March 2025.

how the public views the honesty of celebrities. Consumer trust for the endorsed product increases when celebrities present themselves as honest and ethical.⁹⁸⁸

- User confidence depends heavily upon the consistent application of brand messaging throughout all products endorsed by celebrities. The continuous endorsement of relevant products matching their public image by celebrities strengthens both their public reputation and consumer confidence in their recommendations.⁹⁸⁹

5. On a scale of 1 to 5, How much does a celebrity's trademark influence your trust in a product? (1 = Not at All, 5 = Very Much)
150 responses

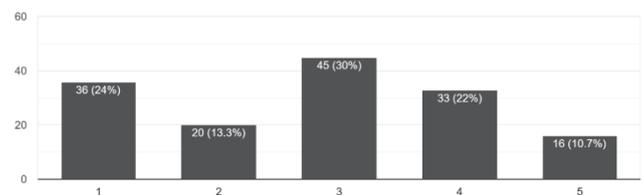


Figure 1 - Influence of Celebrity Trademark in trusting the product

Examples:

- **Virat Kohli's tie with Puma:** Through Puma endorsement Virat Kohli brought significant advantages to Puma sportswear credibility in the market. Through his sporting reputation Kohli helps Puma build its reputation for offering excellent sporting gear to consumers.
- **Amitabh Bachchan endorsing Dabur Chyawanprash:** Through his endorsement of Dabur Chyawanprash, Amitabh Bachchan has strengthened consumer trust in this health brand. Bachchan's honest reputation together with his extensive brand relationship

⁹⁸⁸ Richard Carufel, 'Do Consumers Trust Celebrity Endorsements Anymore? New Research Takes a Look' (Agility PR Solutions, 27 February 2024) <<https://www.agilitypr.com/pr-news/public-relations/do-consumers-trust-celebrity-endorsements-anymore-new-research-takes-a-look/>> accessed 8 March 2025.

⁹⁸⁹ *ibid*

makes consumers trust Dabur Chyawanprash and purchase it.

1.2. Impact of Celebrity Goodwill on Product Credibility

A celebrity develops their positive reputation throughout time through activities leading to celebrity goodwill. Through transferring their established good reputation celebrities make their endorsed products look more trustworthy and attractive to consumers. Consumers develop greater trust and the intention to buy a product after a well-known person with good public reputation chooses to promote it.⁹⁹⁰

8. What factors make you trust a celebrity trademarked brand? (Mul 150 responses)

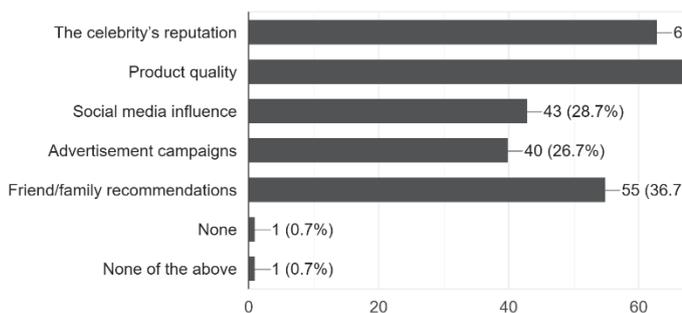


Figure 2 – Factors in trusting Celebrity Trademark

Brand reputation success depends heavily on matching the public image of the endorsing celebrity. A brand achieves stronger marketing power when its cultural identity matches with the image of its advertising celebrity. The alignment creates authentic and trustworthy perceptions of endorsements that convert consumers into buyers.⁹⁹¹

Case Study: Shahrukh Khan's Brand Associations

⁹⁹⁰ Samia Moqaddas, Sumbal Arif, Qasim Ali Nisar, and Anam Bhatti, 'Impact of Credibility of Celebrity Endorser on Purchase Intention and Advertising Effectiveness: Moderating Role of Experience' (European Academic Research, January 2017, Vol. IV, Issue 10) <<https://euacademic.org/UploadArticle/2970.pdf>> accessed 8 March 2025.

⁹⁹¹ Rabia Malik and Svanhildur Thorvaldsdottir, 'Are Goodwill Ambassadors Good for Business? The Impact of Celebrities on International Organization Fundraising' (Journal of Experimental Political Science, 2024) <<https://doi.org/10.1017/XPS.2024.6>> accessed 8 March 2025.

Shahrukh Khan's endorsements of brands like Lux, Hyundai, and Byju's demonstrate the impact of celebrity goodwill on product credibility. The strong public image of Khan together with his wide popularity enhances consumer perceptions of these brands which leads to improved brand credibility and increased reputation.

The success of using celebrity endorsements comes hand in hand with possible damaging consequences. Scandals and negative publicity affecting the celebrity will damage both the endorsing brand and its credibility in the market.

Example:

- **Tiger Woods' scandal:** Brand partnerships with Tiger Woods dissolved after his scandal because businesses separated to defend their reputational standing.⁹⁹²
- **Nike support Cristiano Ronaldo despite controversies:** Nike maintained their support for Cristiano Ronaldo during ongoing controversies because they judged his enduring value and his well-earned positive reputation.

2. Psychological and Branding Theories in Consumer Perception

The psychological characteristics of consumers function as the core element for analysing how celebrity trademarks impact consumer buying habits. Celebrities possessing broad popularity and inspirational traits produce notable impacts on what customers think and choose. Most consumers experience increased trust and credibility when a well-known personality promotes a product thus, they tend to choose it instead of other alternatives.⁹⁹³

The research by Vikas Kumar and Bikramjit Singh Hundal reveals that consumer opinion about celebrity endorsements depends

⁹⁹² *ibid*

⁹⁹³ Muskan Wadhvani and Dr. Rajiv Gupta, 'Psychological Theories of Consumer Behaviour: A Critical Examination of Traditional and Emerging Models' (International Journal of Creative Research Thoughts, September 2024, Vol. 12, Issue 9) <<https://ijcrt.org/papers/IJCRT2409480.pdf>> accessed 8 March 2025.

significantly on celebrity attractiveness together with reliability and widespread fame. The experimental findings in their paper validate that consumers show increased trust and purchase intent when celebrities possess good reputation because these backs up research about consumer-brand relationships through credibility and attachment.⁹⁹⁴

Strategic brand perception together with natural human mental biases determine how consumers make purchasing decisions. Consumers tend to make product choice decisions because of their biased perceptions about celebrity qualities instead of focusing on the product characteristics during the halo effect.⁹⁹⁵ The product becomes more appealing through this approach while consumers develop better recognition and trust in it.

2.1. The Halo Effect and Celebrity Endorsements

When a person creates a positive general impression of someone else it tends to shape how they evaluate the person's character traits. Consumers tend to transfer fundamental qualities of successful charming intelligent celebrities to endorsed products in marketing situations.⁹⁹⁶ Such positive characteristics create better product evaluations which then build trust between companies and their customers.

Example:

MS Dhoni's Reputation for Reliability Influencing Amrapali Real Estate Sales

Amrapali real estate sales benefited remarkably from the reputation of reliability which MS Dhoni had built. The trustworthiness of Dhoni became linked to the reliability of Amrapali real estate projects in consumer minds. The unsuccessful

delivery of projects triggered major backlash that exposed the potential dangers which stem from the halo effect.⁹⁹⁷

Companies employ the halo effect to make their products more attractive while boosting customer memory along with building customer trust. Brands leverage well-liked celebrities to develop positive product perceptions which affects how customers behave toward these products.⁹⁹⁸

2.2. Source Credibility Theory in Branding

Message effectiveness depends on how credible consumers perceive the message source as per Source Credibility Theory. A source's credibility depends on three essential aspects which include expertise in addition to trustworthiness and attractiveness. Brand perception by consumers relies heavily on the credibility reputation of endorsing celebrities within the field of celebrity endorsements.

Shoppers will trust recommendations of products and purchase these items when they believe the celebrity endorser is dependable. Customers establish credibility through the combination of professional skills and honest reputation along with charming appearance.⁹⁹⁹ The fashion legitimacy of Levi's and Adidas grows through their endorsement partnership with Deepika Padukone at the same time Sachin Tendulkar uses his sports expertise to make BMW India more credible to consumers.¹⁰⁰⁰

⁹⁹⁴ Vikas Kumar and Bikramjit Singh Hundal, 'Customer Perception towards Celebrity Endorsement' (ResearchGate, September 2015) <https://www.researchgate.net/publication/332547973_Customer_Percepti> accessed 24 March 2025.

⁹⁹⁵ IDEALOGIC® Brand Lab, 'Psychological Influences on the Consumer Decision Process: Part 1 – Consumer Perception' (2024)

<<https://ideallogicbrandlab.com/consumer-perception/?form=MG0AV3&form=MG0AV3>> accessed 8 March 2025.

⁹⁹⁶ Rick Abell, 'What is the Halo Effect? [12+ Examples in Marketing, Business, and Advertising]' (Ad Ambience, 26 September 2024)

<<https://adambience.com/halo-effect/?form=MG0AV3&form=MG0AV3>> accessed 8 March 2025.

⁹⁹⁷ Kate Hilpern, 'The Halo Effect: The Pros and Cons of Celeb Endorsement' (The Independent, 29 July 2006)

<<https://www.independent.co.uk/student/magazines/the-halo-effect-the-pros-and-cons-of-celeb-endorsement-5329975.html>> accessed 8 March 2025.

⁹⁹⁸ Alex Birkett, 'Halo Effect in Marketing: 6 Examples in Persuasion Strategies' (CXL, 13 July 2022, updated 1 May 2023)

<<https://cxl.com/blog/halo-effect/%3e>> accessed 8 March 2025.

⁹⁹⁹ International Trademark Association, 'Trademark Dilution (Intended for a Non-Legal Audience)' (Fact Sheet, 9 November 2020)

<<https://www.inta.org/fact-sheets/trademark-dilution-intended-for-a-non-legal-audience/>> accessed 8 March 2025.

¹⁰⁰⁰ Pernika Sharma and Ankur Jha, 'The Relevance of Source Credibility Theory on Purchase Intention in the Field of Marketing: A Systematic Literature Review' (International Journal for Multidisciplinary Research, November-December 2024, Vol. 6, Issue 6)

<<https://www.ijfmr.com/papers/2024/6/32130.pdf>> accessed 8 March 2025.

2.3. Brand Loyalty and Consumer Attachment to Celebrity-Associated Brands

Customers develop emotional bonds with the celebrity endorser that drives their commitment to the products they see associated with that celebrity. The attachment consumers have toward their favourite celebrities' is known as celebrity attachment theory, which leads them to form strong emotional bonds with brands their idols endorse.¹⁰⁰¹

People develop intense emotional bindings with brands when those brands receive celebrity endorsements which affects their lasting brand worth. Salman Khan's 'Being Human' brand receives its loyal fan base from people and Virat Kohli's 'One8' brand benefits from fan recognition of his fitness persona.¹⁰⁰² These emotional connections lead brand to sustained brand loyalty and also increased the brand value over time.¹⁰⁰³

2.4. Survey Insights on Brand Loyalty and Attachment

The empirical data which was conducted for this research highlights the theoretical framework of brand loyalty and celebrity endorsement. The research shows that approx. 72% of consumers are more prone to trust and buy from a brand in which their favourite celebrity is endorsed. Moreover, it also shows that 58% of consumers accepted to remain loyal towards the brand as their favourite celebrity is endorsed with the particular brand.

Surprisingly, demographics of younger generation, more specifically of age 18-30 highlights the stronger leaning towards celebrity-endorsed brands and with over a 65% of responses shows that the consumers are ready to purchase from a particular brand

¹⁰⁰¹ *ibid.*

¹⁰⁰² Uttera Chaudhary and Ankita Asthana, 'Impact of Celebrity Endorsements on Consumer Brand Loyalty: Does It Really Matter?' (2015) 5(12) International Journal of Scientific and Research Publications <<https://www.ijrsp.org/research-paper-1215/ijrsp-p4834.pdf>> accessed 8 March 2025.

¹⁰⁰³ Mehmet Özer, Alper Özer, Yuksel Ekinci, and Akin Koçak, 'Does Celebrity Attachment Influence Brand Attachment and Brand Loyalty in Celebrity Endorsement? A Mixed Methods Study' (2022) Psychology and Marketing (advance online publication) <<https://doi.org/10.1002/mar.21742>> accessed 8 March 2025.

again, in which their favourite celebrity is associated. This highlights that celebrity branding affects purchasing decisions and also promotes customer loyalty and retention.

The data strengthens the argument that influence of celebrities during promotions create an emotional and psychological bond with customers which makes them more committed towards the brand.

3. Empirical Case Studies on Consumer Response to Celebrity Trademarks

Success in branding depends heavily on celebrity trademarks which control how consumers view brands and how they buy products and how brands gain value in the market. Following brands illustrates different impacts because of their use of celebrity trademarks.

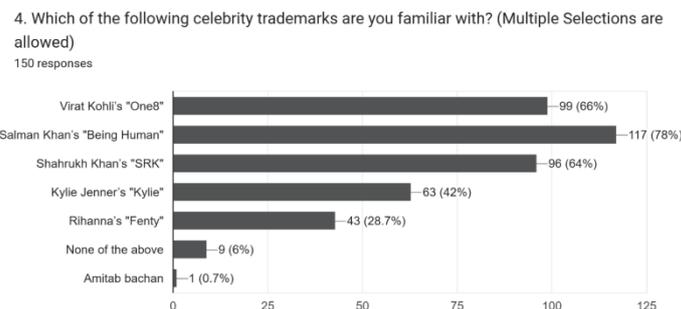


Figure 3 - Familiarity with Celebrity Trademarks

3.1. Case Study 1: Virat Kohli's 'One8' and Its Impact on Sports Branding¹⁰⁰⁴

Global cricket superstar Virat Kohli team up with Puma to launch his athletic and lifestyle brand One8. The brand provides several products which suit both fitness enthusiasts and sports lovers through its sportswear footwear and accessories collections.

The fitness-focused branding of Kohli enriches how people view his brand. The fitness image that Kohli presents and his commitment to wellness has mathematically boosted 'One8's

¹⁰⁰⁴ Adnan Ali, 'Virat Kohli Business List: List of Brands Owned and Endorsed by Kohli' (ClearTax, 5 July 2024) <<https://cleartax.in/s/virat-kohli-business-list?form=MG0AV3&form=MG0AV3>> accessed 8 March 2025.

brand reputation. The fitness dedication of Kohli makes consumers believe that his brand produces trustworthy high-quality athletic merchandise. Because of its partnership with Kohli the 'One8' brand gained recognition in the sports market leading to increased desirability among customers.

The results of consumer surveys demonstrate that 'One8' receives outstanding trust and favourable choice preferences from sports enthusiasts. Sports consumers choose 'One8' above other brands because Kohli's fitness reputation and their product quality impressions blend into their brand selection.

The launch of 'One8' has brought about substantial commercial triumph throughout its operational period. Sales and market expansion for the brand significantly increased from the partnership between Puma and Kohli's personal fame as well as his strengths in brand management.

3.2. Case Study 2: Kylie Jenner's Trademark Disputes and Consumer Reactions

Kylie Jenner's public presence in the beauty industry has brought him multiple trademark disputes including his main controversy with the Australian singer Kylie Minogue. The process of Jenner attempting to trademark her first name for her cosmetic brand resulted in trademark battles because of the complicated nature of celebrity brand protection.¹⁰⁰⁵

Trademark disputes between Jenner and competing brands shifted public views about celebrities establishing control over their personal brand image and restricted brand access. Applying for a trademark of her name created two different reactions from customers since some people saw it as territorial control and others viewed it as brand protection.

Lawful disputes create two main effects: they influence how customers perceive the situation and alter how brands appear to the market.

¹⁰⁰⁵ Jack Irvin, 'Kylie Minogue Says Blocking Kylie Jenner from Trademarking Their First Name Was "Just Business"' (People, 8 June 2022) <<https://people.com/music/kylie-minogue-says-blocking-kylie-jenner-name-trademark-was-just-business/>> accessed 8 March 2025.

Jenner's trademark disputes received considerable media coverage which negatively affected public belief about her brand reputation. Customer opinions diverge regarding the way Jenner handles business matters with some people admiring her business skills while others take a negative view on the disputes.

The legal challenges have not slowed down the business growth of 'Kylie Cosmetics' as it reached billionaire status. Through her established personal brand and strategy led marketing Jenner has driven the constant expansion of the brand.¹⁰⁰⁶

3.3 Case Study 3: Salman Khan's 'Being Human' and Its Consumer Loyalty

The fashion brand 'Being Human' from Salman Khan directs its profits toward the Being Human Foundation for educational and healthcare fund distribution. The distinctive business model developed by the company produces deep emotional connections with its customers.

The substantial number of Khan followers serves as the foundation that builds lasting consumer commitment to 'Being Human'. The brand benefits from fan admiration toward both Khan's charitable work and his film character roles which generates sustained brand loyalty through consumer support.

The public controversies involving Khan demonstrated both positive and negative effects on how customers see the brand. Being Human manages to keep a positive image through its close connection to altruism alongside Khan's persistent popularity even during times of controversial events.

The 'Being Human' brand surpasses typical celebrity charity products because it dedicates itself chiefly to social issues while developing

¹⁰⁰⁶ Factual America, 'The Kardashian-Jenner Legal Battles: Trademark Disputes and Personal Lawsuits Uncovered' (8 March 2025) <<https://www.factualamerica.com/kuwtk/the-kardashian-jenner-legal-battles-from-trademarks-to-personal-disputes-a-complex-web-of-courtroom-drama>> accessed 8 March 2025.

devoted customer relationships through humanitarian programs.¹⁰⁰⁷

Conclusion

This research paper investigates celebrity trademark branding effects on consumer psychology by analysing how celebrity endorsements influence assessment and trust in addition to purchasing action. The research proves celebrity endorsements operate as more than marketing solutions because they function as a mental mechanism which modifies consumer evaluation methods and product relationship dynamics. The unbroken trust relationships between celebrities and consumers allow brands to build market presence while creating loyal customer relationships.

Research findings indicate that product credibility improves when celebrities link their favourable qualities like success and expertise and physical attractiveness to the endorsed brands. Consumer trust together with improved product value grows from these associations between brands and their celebrity endorsers. Consumers tend to select products backed by celebrities because they perceive such choices to be genuine while delivering superior quality. The strength of emotional relationships between consumers and their preferred celebrities directly influences how these individuals choose products. The profound emotional connections among consumers and their favourite celebrities remains for long periods and generate enduring brand loyalty this can be inculcate from examples of 'Being Human' from Salman Khan and 'One8' from Virat Kohli.

The study uncovers the dangers which come as a result of celebrities advertising products. Celebrities who face negative public attention lose their reputation as well as diminish the public trust in the brand they promote.

According to the Tiger Woods example a celebrity scandal has proven that brand partnerships depend heavily on maintaining strong positive public perceptions of their associated figures. The alignment of brands with Shahrukh Khan's well-established public image has proven effective at building consumer confidence and trust in all his endorsed products.

The research has demonstrated that the Halo Effect and Source Credibility Theory matter significantly in understanding consumer responses from a psychological perspective. Theories analyse consumer reactions when they accept celebrity endorsements as a basis to establish positive brand perceptions and purchasing intentions toward endorsed products.

The case studies and customer surveys validate that celebrity brand endorsements have substantial effects on consumer buying decisions especially among young shoppers who strongly choose products endorsed by celebrities. Research findings show that a major segment of participants expressed intent to buy products endorsed by their most favoured celebrity in addition to demonstrating strong brand commitment.

Celebrity trademarks prove to be a robust market development that drives how consumers view brands and the level of trust they have and their commitment to various brands. The positive outcomes from utilizing celebrities in brand endorsements remain apparent but brands need to handle potential risks regarding how their endorsed celebrities are received by the public. The psychological basis of celebrity endorsements has value for marketers because it helps them develop better marketing strategies that successfully engage consumers while boosting brand recognition.

Bibliography

1. Dhriti Jain, Anupama Menon, and Aleena Kadri, 'The Impact of Celebrity Endorsements on Consumer Behaviour

¹⁰⁰⁷ RewardPort, 'Being Human - Building Customer Loyalty Through Socially Conscious Rewards' (RewardPort Blogs, 2025) <<https://www.rewardport.in/blogs/case-study/being-human-building-customer-loyalty-through-socially-conscious-rewards>> accessed 8 March 2025.

- in India' (2021) 9(9) *International Journal of Creative Research Thoughts* <https://ijcrt.org/papers/IJCRT2109019.pdf>
2. Priya Chetty, 'How the Role of Celebrity Endorsements Affect Consumer Behaviour?' (Project Guru, 16 January 2020) <https://www.projectguru.in/how-the-role-of-celebrity-endorsements-affect-consumer-behaviour/?form=MG0AV3&form=MG0AV3>
 3. Prasen S, 'Celebrity Endorsement and its Influence on Brand Perception and Image' (2024) *International Journal of Research Publication and Reviews* 5(4) 7843 <https://doi.org/10.55248/gengpi.5.0424.10122>
 4. Munipalli Gayatri Sri Divya, Ronak Bharalawala, Lakshya Jain, and Priya Agarwala, 'The Influence of Celebrity Endorsements on Brand Image and Purchase Intention: A Review and Analysis' (2024) *Journal of Emerging Technologies and Innovative Research* <https://www.jetir.org/papers/JETIR2404218.pdf>
 5. Aurora Faye, 'The Impact of Celebrity Endorsements on Consumer Behaviour' (LifeConceptual, 22 January 2025) <https://lifeconceptual.com/the-impact-of-celebrity-endorsements-on-consumer-behavior/>
 6. Richard Carufel, 'Do Consumers Trust Celebrity Endorsements Anymore? New Research Takes a Look' (Agility PR Solutions, 27 February 2024) <https://www.agilitypr.com/pr-news/public-relations/do-consumers-trust-celebrity-endorsements-anymore-new-research-takes-a-look/>
 7. Samia Moqaddas, Sumbal Arif, Qasim Ali Nisar, and Anam Bhatti, 'Impact of Credibility of Celebrity Endorser on Purchase Intention and Advertising Effectiveness: Moderating Role of Experience' (2017) *European Academic Research* IV(10) <https://euacademic.org/UploadArticle/2970.pdf>
 8. Rabia Malik and Svanhildur Thorvaldsdottir, 'Are Goodwill Ambassadors Good for Business? The Impact of Celebrities on International Organization Fundraising' (2024) *Journal of Experimental Political Science* <https://doi.org/10.1017/XPS.2024.6>
 9. Muskan Wadhvani and Rajiv Gupta, 'Psychological Theories of Consumer Behaviour: A Critical Examination of Traditional and Emerging Models' (2024) *International Journal of Creative Research Thoughts* 12(9) <https://ijcrt.org/papers/IJCRT2409480.pdf>
 10. Vikas Kumar and Bikramjit Singh Hundal, 'Customer Perception towards Celebrity Endorsement' (2015) https://www.researchgate.net/publication/332547973_Customer_Perception_towards_Celebrity_Endorsement
 11. IDEALOGIC® Brand Lab, 'Psychological Influences on the Consumer Decision Process: Part 1 – Consumer Perception' (2024) <https://ideallogicbrandlab.com/consumer-perception/?form=MG0AV3&form=MG0AV3>
 12. Rick Abell, 'What is the Halo Effect? [12+ Examples in Marketing, Business, and Advertising]' (Ad Ambience, 26 September 2024) <https://adambience.com/halo-effect/?form=MG0AV3&form=MG0AV3>
 13. Kate Hilpern, 'The Halo Effect: The Pros and Cons of Celeb Endorsement' (The Independent, 29 July 2006) <https://www.independent.co.uk/student/magazines/the-halo-effect-the-pros-and-cons-of-celeb-endorsement-5329975.html>

14. Alex Birkett, 'Halo Effect in Marketing: 6 Examples in Persuasion Strategies' (CXL, 13 July 2022, updated 1 May 2023) <https://cxl.com/blog/halo-effect/%3e>
15. International Trademark Association, 'Trademark Dilution (Intended for a Non-Legal Audience)' (2020) <https://www.inta.org/fact-sheets/trademark-dilution-intended-for-a-non-legal-audience/>
16. Pernika Sharma and Ankur Jha, 'The Relevance of Source Credibility Theory on Purchase Intention in the Field of Marketing: A Systematic Literature Review' (2024) *International Journal for Multidisciplinary Research* 6(6) <https://www.ijfmr.com/papers/2024/6/3/2130.pdf>
17. Uttera Chaudhary and Ankita Asthana, 'Impact of Celebrity Endorsements on Consumer Brand Loyalty: Does It Really Matter?' (2015) *International Journal of Scientific and Research Publications* 5(12) <https://www.ij srp.org/research-paper-1215/ij srp-p4834.pdf>
18. Mehmet Özer, Alper Özer, Yuksel Ekinci, and Akin Koçak, 'Does Celebrity Attachment Influence Brand Attachment and Brand Loyalty in Celebrity Endorsement? A Mixed Methods Study' (2022) *Psychology and Marketing* <https://doi.org/10.1002/mar.21742>
19. Adnan Ali, 'Virat Kohli Business List: List of Brands Owned and Endorsed by Kohli' (ClearTax, 5 July 2024) <https://cleartax.in/s/virat-kohli-business-list?form=MG0AV3&form=MG0AV3>
20. Jack Irvin, 'Kylie Minogue Says Blocking Kylie Jenner from Trademarking Their First Name Was "Just Business"' (People, 8 June 2022) <https://people.com/music/kylie-minogue-says-blocking-kylie-jenner-name-trademark-was-just-business/>
21. Factual America, 'The Kardashian-Jenner Legal Battles: Trademark Disputes and Personal Lawsuits Uncovered' (2025) <https://www.factualamerica.com/kuwtk/the-kardashian-jenner-legal-battles-from-trademarks-to-personal-disputes-a-complex-web-of-courtroom-drama>
22. RewardPort, 'Being Human - Building Customer Loyalty Through Socially Conscious Rewards' (2025) <https://www.rewardport.in/blogs/case-study/being-human-building-customer-loyalty-through-socially-conscious-rewards>



INDIAN JOURNAL OF LEGAL REVIEW [IJLR – IF SCORE – 7.58]

VOLUME 5 AND ISSUE 5 OF 2025

APIS – 3920 – 0001 (*and*) ISSN – 2583-2344

Published by
Institute of Legal Education

<https://iledu.in>

