

A Book Review on Reconstructing Celebrity Endorsement: Unveiling New Operations in Marketing and Consumer Behavior

Santhosh Kumar K,  Divya Vinod

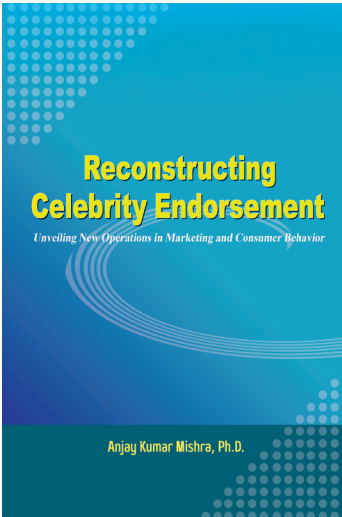
Assistant Professor, College of Applied Science (IHRD), India

Abstract	Article Info.
<p>This review seriously examines Mishra’s book, <i>Reconstructing celebrity endorsement: Unveiling new operations in marketing and consumer behavior</i>. The book provides a reconstructed version of celeb endorsement appropriate for the cutting-edge virtual advertising generation, increasing the traditional triad—attractiveness, trustworthiness, and expertise—to include popularity and relevance. Through a rigorous empirical framework and structural equation modeling, the author demonstrates the importance of these five dimensions in shaping consumer attitudes, brand perceptions, and purchase intentions. This overview evaluates the book’s conceptual contributions, methodological rigor, managerial relevance, and contextual barriers, supplying insights for academics, marketers, and future research directions. The study concludes that the book provides a extensive and timely contribution to marketing literature and practice in emerging economies.</p> <p><i>Keywords:</i> celebrity endorsement, marketing communication, consumer behavior, brand attitude, purchase intention, popularity, relevance</p>	<p>Corresponding Author Santhosh Kumar K</p> <p>Email santhoshembranthiri@gmail.com</p> <p>Article History Received: 2025, July 10 Accepted: 2025, October 15</p> <p>Cite Santhosh Kumar K, Vinod, D. (2025). A book review on Reconstructing Celebrity Endorsement: Unveiling New Operations in Marketing and Consumer Behavior. <i>International Research Journal of Parroha (IRJP)</i>, 4(1), 67–71. https://doi.org/10.61916/prmn.2025.v04i01.007</p>

Introduction

Celebrity endorsement has been a central issue of advertising communication for decades, serving as a strategic tool to persuade purchaser perceptions, beautifies brand visibility, and boom purchase intention (Keller, 2013). International icons, sports figures, and emerging digital influencers play a pivotal function in shaping brand narratives, especially in culturally numerous markets which include India. In modern-day advertising, the effectiveness of celeb endorsement is motivated no longer handiest by means of the superstar's personal attributes but also through social media presence, recognition, and contextual relevance (Erdogan, 1999; Chung & Cho, 2017).

Dr. Anjay Kumar Mishra’s book, *Reconstructing celebrity Endorsement: Unveiling new operations in marketing and consumer behavior* (2023), addresses this evolving landscape through presenting



a complete five-dimensional version for evaluating endorsement effectiveness. The book severely examines traditional frameworks, introduces empirical validations, and provides practical managerial insights, making it a timely resource for each scholars and practitioners in marketing. The study is particularly relevant in emerging economies in which celebrities retain to shape purchaser conduct and shopping styles.

The book situates celebrity endorsement within the broader context of advertising communications, highlighting its evolution from traditional advertising media to the virtual generation. Mishra emphasizes that inside the modern-day social media-driven environment, consumer perceptions are incredibly dynamic, encouraged now not best by way of superstar traits but also through virtual engagement metrics, target audience interaction, and contextual relevance. therefore, marketers require a strong, empirically examined framework to select endorsers efficaciously and are expecting patron responses reliably.

Summary of the Book

Mishra's work integrates classical theories with present day market dynamics. The book draws on foundational models consisting of the supply Credibility model (Hovland & Weiss, 1951), the source attractiveness model, and the meaning transfer model (McCracken, 1989). These models emphasize trustworthiness, know-how, and attractiveness as determinants of endorsement effectiveness. But, Mishra identifies vital boundaries in their applicability to fashionable virtual advertising, mainly regarding social media have an effect on and follower engagement.

The reconstructed five-dimensional model consists of:

- o Attractiveness – encompassing physical appeal, likability, and charisma.
- o Trustworthiness – measuring honesty, credibility, and reliability.
- o Expertise – capturing the celebrity's knowledge or skill relevant to the product or brand.

- o Popularity – reflecting social visibility, follower base, and engagement metrics.
- o Relevance – assessing the in shape between the celebrity personality and the brand image.

Through exploratory and confirmatory factor analyses, Mishra establishes the reliability and validity of this five-dimensional scale. The book similarly employs Structural Equation Modeling (SEM) to examine the effect of those dimensions on consumer outcomes which includes advertisement perception, brand attitude, and purchase goal. Findings suggest that attractiveness, trustworthiness, popularity, and relevance significantly have an impact on brand attitude, whereas expertise suggests a particularly modest effect. This perception reinforces the developing significance of emotional and symbolic associations in customer choice-making.

The book additionally addresses the dangers of celebrity endorsements, together with overexposure, negative publicity, brand overshadowing, and mismatch among celebrity character and brand identification (Tripp et al., 1994). Mishra stresses the importance of authenticity, ethical alignment, and strategic planning to mitigate potential drawbacks and optimize endorsement effectiveness.

Eventually, Mishra presents actionable recommendations for marketers, recommending the usage of the five-dimensional scale for endorser selection, marketing campaign evaluation, and predicting client response. The work successfully bridges theory and practice, presenting insights for scholars, entrepreneurs, and rising manufacturers looking for to leverage celebrity impact in highly competitive markets.

Critical Evaluation

The book exhibits multiple strengths that enhance its value to marketing scholarship:

Conceptual Innovation

By introducing popularity and relevance alongside conventional dimensions, Mishra displays the realities of virtual and social media

marketing (Chung & Cho, 2017). The version captures nuances of present day endorsement not addressed in older frameworks.

Methodological Rigor

employing aspect analyses and SEM gives empirical robustness, making sure that the proposed model is statistically established and reliable for practical use.

Practical Utility

marketers can leverage the five-dimensional scale to evaluate ability endorsers objectively, optimize campaigns, and manage brand-endorser alignment successfully. This realistic consciousness enhances the book's applied relevance.

Balanced Perspective

The book addresses both benefits and dangers of celebrity endorsement. ethical issues, overexposure, and brand mismatch are analyzed comprehensively (Rahman, 2018).

Context-specific Insights

By way of focusing at the Indian market, Mishra captures socio-cultural elements influencing client conduct. this is specially crucial as celebrity influence varies extensively across cultures (Mishra, 2019).

In spite of these strengths, some obstacles exist:

Cultural Specificity

Empirical information are India-precise, which can also restriction generalizability to other markets (Erdogan & Baker, 2015).

Constrained Virtual Focus

Although the book recognizes social media's significance, micro-influencers, algorithmic visibility, and person-generated endorsements aren't analyzed in depth (Schouten et al., 2020).

Temporal Analysis

Longitudinal tendencies in endorsement effectiveness are in brief discussed; greater specified temporal or demographic analyses may want to decorate predictive strength.

Dimensional Overlap

Reputation and relevance may partially overlap conceptually, warranting further validation through discriminant analysis.

Overall, the book provides a balanced, rigorous, and applicable framework, suitable for academics and practitioners alike.

Contribution to advertising and marketing Literature

Dr. Mishra's work makes a widespread contribution to marketing and consumer behavior literature:

Theoretical Enlargement

By extending the conventional three-dimensional version to five dimensions, Mishra gives a theoretically enriched framework appropriate for the digital age.

Empirical Validation

The use of robust statistical strategies guarantees credibility and provides a replicable model for future studies (Mishra et al., 2023).

Managerial Relevance

The five-dimensional scale offers realistic tools for endorser selection, marketing campaign assessment, and logo-endorser alignment (Kotler & Keller, 2016).

Rising Market Cognizance

The book offers insights particularly relevant to emerging economies, wherein celebrity influence is regularly stronger and culturally nuanced.

The integration of traditional idea, empirical rigor, and managerial relevance positions the book as a precious useful resource for academics, marketing experts, and students.

Directions for Future Research

Building on Mishra's framework, future research ought to explore:

Cross-Cultural Validation

comparing endorsement effectiveness across collectivist as opposed to individualist societies to assess generalizability (Mishra & Mishra, 2024).

Digital Analytics Integration

Using metrics consisting of engagement rates, sentiment evaluation, and follower interactions to quantify digital influence (Schouten et al., 2020).

Influencer Differentiation

evaluating macro- versus micro-influencers and their differential impact on brand perception.

Temporal Dynamics

Studying longitudinal changes in endorsement effectiveness and evolving customer preferences.

Psychological Constructs

Incorporating parasocial interaction, self-congruence, and emotional attachment to apprehend customer-endorser relationships (Munnukka et al., 2016; Kala & Mishra, 2024).

These factors would enhance the theoretical robustness and managerial applicability of celebrity endorsement studies in the contemporary digital context

Conclusion

It is evident from this review that Mishra's book represents a substantial and well timed contribution to advertising scholarship and practice. by integrating attractiveness, trustworthiness, expertise, popularity, and relevance right into a coherent, empirically proven version, the book addresses cutting-edge challenges in celebrity endorsement. The work efficiently bridges the gap among traditional theories and contemporary virtual realities, providing each instructional insights and managerial gear.

Despite the fact that obstacles regarding generalizability, temporal analysis, and digital micro-influencer dynamics exist, the book lays a strong basis for future research. Book efficiently reconstructs the concept of celebrity endorsement for the modern marketing era.

References

- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media. *Psychology & Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Erdogan, B. Z., & Baker, M. J. (2015). Towards a practitioner-based model of selecting celebrity endorsers. *International Journal of Advertising*, 19(1), 25–42. <https://doi.org/10.1080/02650487.2000.11104782>
- Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15(4), 635–650. <https://doi.org/10.1086/266350>
- Kala, K., & Mishra, A. K. (2024). *Marketing management: Consumer insights*. Priyam Publication. <https://doi.org/10.5281/zenodo.14582092>
- Keller, K. L. (2013). *Strategic brand management* (4th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- McCracken, G. (1989). Who is the celebrity endorser? *Journal of Consumer Research*, 16(3), 310–321. <https://doi.org/10.1086/209217>
- Mishra, A. K. (2023). *Reconstructing celebrity endorsement: Unveiling new operations in marketing and consumer behavior*. QTanalytics Publication (Books), 1–179. <https://doi.org/10.48001/978-81-966500-5-6>
- Mishra, A. K., & Mishra, S. (2024). *Management of reaching prospect: A call for action*. Intellectuals' Book Palace. <https://doi.org/10.5281/zenodo.14561081>
- Mishra, A. K., Rai, S., & Aithal, P. S. (2023). Affection from packing on impulsive buying. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 8(3), 229–239. <https://doi.org/10.5281/zenodo.8245655>
- Mishra, A. K. (2019). Influential marketing strategies adopted by the cement industries. *International Journal of Research-Granthaalayah*. <https://doi.org/10.29121/granthaalayah.v7.i10.2019.382>

- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182–192.
- Rahman, R. (2018). Building brand awareness: The role of celebrity endorsement in advertisements. *Journal of Global Scholars of Marketing Science*, 28(4), 363–384. <https://doi.org/10.1080/21639159.2018.1509366>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. micro-influencer endorsements in social media advertising. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Tripp, C., Jensen, T. D., & Carlson, L. (1994). The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, 20(4), 535–547. <https://doi.org/10.1086/209368>



