

Impact of Celebrity Endorsement and Advertisement Language on Consumer's Purchase Intention for Nonalcoholic Branded Soft Drinks

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ABSTRACT

This study investigates the impact of celebrity endorsements and the language used in advertisements on the purchase intentions of consumers in the non-alcoholic branded soft drink market. Celebrity endorsements are a popular marketing strategy, leveraging the appeal, credibility, and public influence of celebrities to build brand awareness and foster consumer trust. Similarly, the choice of advertisement language, whether emotional, persuasive, or culturally resonant, plays a critical role in shaping consumer attitudes and decisions. The research employs a quantitative survey methodology to assess consumer responses across diverse demographic groups. The findings indicate that celebrity endorsements significantly boost consumer purchase intentions, especially when the celebrity's image aligns with the brand's identity and values. Moreover, advertisements delivered in culturally relevant or emotionally engaging language amplify consumer connection and brand recall, further influencing purchase behavior. The study also highlights potential pitfalls, such as the mismatch between endorsements and brand messaging or ineffective language strategies, which can adversely affect consumer perceptions.

Keywords: Celebrity endorsement, advertisement language, purchase intention, consumer behavior, s,



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INTRODUCTION

Marketers employ a wide array of strategies to influence consumer behavior, ranging from emphasizing product quality to building a robust and recognizable brand image. These strategies are often complemented by promotional activities such as discounts, seasonal offers, and loyalty rewards. However, the most impactful avenue through which these strategies are communicated to consumers is advertising. Advertisements serve as the primary medium to convey messages, leveraging diverse channels such as print media, television broadcasts, radio, outdoor hoardings, and, increasingly, digital platforms like social media and streaming services (Punjani, 2015). Each channel is chosen strategically to ensure maximum reach and resonance with the target audience. The primary goal of advertisements is to inform and educate consumers about products or services, providing essential details while also capturing attention through creativity and engagement. Effective advertisements go beyond merely sharing information; they work to establish a connection with consumers by appealing to their emotions, aspirations, and needs (Campus, 2014). This is achieved through compelling brand imagery, relatable

narratives, and validated personalities, such as celebrities, who embody the values and aspirations associated with the brand. The result is a sophisticated communication strategy that not only embeds the brand in the minds of consumers but also fosters loyalty and encourages purchase decisions.

Consumer behavior, a central focus of marketing strategies, involves the complex process of selecting, purchasing, and evaluating products or services to fulfill individual needs and desires. This process begins with the identification of a need or desire, prompting consumers to search for products or services that offer the highest perceived utility. Consumers then evaluate their options, weighing factors such as quality, price, and added benefits, before ultimately deciding on a purchase that strikes a balance between cost and benefit (Factors affecting consumer behavior, 2013). These decisions are not solely rational; they are also shaped by emotional and psychological factors, which advertisements aim to target. One significant approach in advertisements is the use of celebrity endorsements. Celebrities are influential public figures who possess a unique ability to sway consumer attitudes and behavior

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due to their perceived credibility, trustworthiness, and aspirational appeal (McCracken, 1989). When consumers associate a product with a celebrity they admire, they often project the values, characteristics, and lifestyle of the celebrity onto the product itself. This creates an enhanced perception of quality, desirability, and status associated with the product, ultimately driving purchase intentions. However, it is crucial that the celebrity's image aligns with the brand's identity, as a mismatch can lead to negative perceptions and undermine the effectiveness of the campaign. Equally important is the language employed in advertisements, which plays a pivotal role in shaping consumer perceptions and behavior. Language is more than a medium of communication; it is a powerful tool that conveys brand identity, evokes emotions, and establishes cultural relevance (Aaker, 1997). Advertisements tailored to the linguistic and cultural preferences of the target audience tend to resonate more deeply, fostering emotional connections and enhancing brand recall. For instance, the use of emotionally charged language can create lasting impressions, while culturally relevant messaging can instill a sense of familiarity and trust. On the other hand, poorly chosen language strategies, such as excessive reliance on technical jargon or neglecting cultural nuances, can alienate consumers and diminish the impact of the advertisement. Together, celebrity endorsements and advertisement language create a synergistic effect that enhances the overall efficacy of marketing campaigns. While celebrity endorsements leverage the aspirational and trust-building aspects of influential personalities, the language of advertisements ensures that the message is relatable, memorable, and impactful. These elements work in tandem to capture attention, evoke emotional responses, and ultimately drive consumer purchase intentions. This study aims to delve into the interplay between celebrity endorsements and advertisement language, focusing specifically on the non-alcoholic branded soft drink sector. By analyzing consumer responses, the research seeks to uncover how these marketing strategies influence consumer attitudes and behaviors. Furthermore, the study endeavors to identify the key factors that contribute to the success or failure of these strategies, offering insights that can inform more effective and targeted advertising campaigns. In a competitive market where consumer preferences are constantly evolving, understanding these dynamics is crucial for marketers seeking to build stronger connections with their audience and drive sustained growth.

1.1 Objectives of the study

- ❖ To analyze how celebrity endorsements influence consumer purchase intentions, focusing on key traits such as credibility, trustworthiness, and alignment with brand identity.
- ❖ To assess the role of emotional, persuasive, and culturally resonant language in shaping consumer attitudes and enhancing brand recall.
- ❖ To investigate the combined impact of celebrity endorsements and advertisement language on

driving consumer behavior in the non-alcoholic branded soft drink sector.

REVIEW OF LITERATURE

1. Influence of Social Media Advertising on Consumer Behavior

(Dash, 2020) conducted an in-depth analysis of social media advertisements and their effects on consumer purchase intentions. Their research utilized a combination of casual and exploratory designs to investigate key features of social media advertising. They found that information-centric advertisements were the most effective in influencing purchase intentions, surpassing even entertainment-focused ads. However, they noted that entertaining content, despite its lesser informational value, still played a significant role in engaging certain demographic groups. Interactivity within social media advertisements was another pivotal factor, provided it maintained a balance and avoided overwhelming the audience. Additionally, electronic word-of-mouth emerged as a strong influencer, particularly in encouraging trials of new products. These findings underscore the growing dominance of social media as a credible platform compared to traditional mass media, despite challenges like fake ads, scams, and oversaturation.

2. Rational and Emotional Appeals in Advertising

(Jovanovic, 2016) delved into the differential impacts of rational versus emotional advertising appeals on consumer purchase intentions. Their study, which utilized focus group discussions among student participants, highlighted the significant role of gender in determining ad effectiveness. Emotional appeals resonated more with female audiences, evoking stronger connections and influencing decisions more effectively. Conversely, rational appeals were more impactful on male consumers, suggesting that logical reasoning and detailed product information were preferred. Fear-based advertising appeals were another area of exploration, with findings indicating their selective effectiveness. The efficacy of fear appeals was contingent on factors like the type of product and the intended audience. The study concluded with recommendations to tailor advertising strategies based on product characteristics, audience demographics, and campaign objectives for maximum impact.

3. Socio-Economic and Advertising Variables

(Arshada, 2015) investigated the interplay between socio-economic factors and various advertising elements on consumer purchase intentions in Faisalabad city. Their research, which involved 120 structured questionnaire responses, examined variables such as advertising messages, timing, content, language, and celebrity endorsements. They found that television and print media held the most substantial influence on consumer decisions, followed by billboard advertisements. Frequency and duration of advertisements were critical factors, with the study recommending optimal scheduling to avoid consumer fatigue. The role of celebrity endorsements was highlighted as significant, although it was suggested

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that marketers should balance their reliance on celebrities with other impactful advertising elements like language and messaging to maintain credibility and relevance.

4. Factors Driving Advertisement Effectiveness

(Lakshmanan, 2015) identified key factors contributing to the effectiveness of television advertisements. Their study focused on building positive attitudes through transparency, trust, and clarity in advertising messages. Factors like explicit product standards, superior value propositions, religious and cultural considerations, and non-irritating content were found to significantly enhance the perceived effectiveness of advertisements. By foregrounding these elements, marketers could foster a positive association with their ads, thereby influencing consumer attitudes and driving purchase intentions. Their findings emphasized the importance of identifying and integrating these factors to remain competitive in a dynamic advertising landscape.

5. Perception of Green Advertising and Product Value

(Kong, 2014) explored consumer perceptions regarding green products, focusing on elements such as eco-labels, corporate sustainability practices, green packaging, advertising, and product value. Their survey of 159 respondents in Sabah revealed that eco-labels and green product value had the most significant influence on purchase intentions. While green packaging and advertising were deemed less impactful, the study highlighted the critical role of consumer perceptions in driving the adoption of sustainable products. This research provided valuable insights for marketers aiming to position eco-friendly products effectively in competitive markets.

6. Celebrity Endorsements and Brand Loyalty

(Syed, 2014) conducted a comparative study on the impact of celebrity endorsements in Pakistan, analyzing both local and international endorsements. Their findings revealed that Pakistani consumers were less influenced by celebrity endorsements due to their strong brand loyalty and reliance on past experiences. The study suggested that companies should prioritize product quality and customer satisfaction over investing heavily in celebrity endorsements. This insight challenges the traditional view of endorsements as a universal strategy and highlights the need for localized marketing approaches.

7. Price and Product Information in Advertising

(Chang, 1994) investigated how price and product information influenced consumer purchase intentions, considering variables such as perceived price, quality, and value. Their findings indicated that perceived value combination of price and quality played a central role in shaping consumer behavior. While price and product information had less direct effects, they were critical in influencing the perception of value. This study emphasized the need for marketers to strategically present price and non-price information to align with

consumer expectations and preferences, thereby enhancing purchase likelihood.

8. Interactive and Digital Advertising

Building on earlier studies, recent literature highlights the rise of interactive and digital advertising as transformative forces in consumer engagement. Interactive ads that incorporate user-generated content, gamification, or real-time feedback loops create a sense of ownership and involvement among consumers, fostering stronger connections with the brand. Similarly, digital platforms allow for hyper-targeted advertising based on consumer data, enabling personalized messaging that resonates more effectively than generic campaigns.

9. Cultural and Regional Influences in Advertising

Regional and cultural contexts play a crucial role in shaping consumer responses to advertisements. Campaigns that leverage local traditions, languages, and values are more likely to resonate with target audiences. For instance, culturally tailored ads in multilingual countries like India often outperform English-only campaigns due to their relatability and emotional appeal. Studies suggest that advertisers must consider regional variations in consumer preferences to create campaigns that are both inclusive and impactful.

10. Ethical Considerations in Advertising

As advertising evolves, ethical considerations have become increasingly significant. Transparency, authenticity, and respect for consumer privacy are critical factors in building trust and credibility. Ads that mislead or manipulate consumers, whether through exaggerated claims or hidden terms, risk eroding brand reputation and alienating audiences. This underscores the need for advertisers to balance creativity with integrity, ensuring that their campaigns align with ethical standards and consumer expectations.

RESEARCH METHODOLOGY

Research Design

The research adopts a descriptive and exploratory research design to analyze the relationship between various variables, particularly focusing on the influence of celebrity endorsement and the language of advertisement on purchase intention.

Data Collection

- ❖ A quantitative approach is employed, utilizing structured questionnaires and surveys to gather relevant data. The target population for this study consists of consumers of non-alcoholic branded soft drinks across diverse demographics.
- ❖ To ensure representation of various age groups, regions, and income levels, the study applies a stratified random sampling technique. The sample size includes approximately 300 participants, chosen to guarantee the statistical significance and reliability of the results.
- ❖ Data for the study is primarily collected through both online and offline surveys, with

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secondary data sourced from existing literature. The primary instrument used for data collection is a structured questionnaire, incorporating Likert-scale questions to measure participants' perceptions and purchase intentions regarding the advertisements. The study examines two independent variables: celebrity endorsement and the language of advertisement, with purchase intention as the dependent variable.

Statistical Tool

For data analysis, statistical tools such as SPSS, along with correlation analysis and regression analysis, are employed to explore the relationships between the variables. Ethical considerations are paramount, ensuring that participant anonymity, voluntary participation, and informed consent are maintained throughout the research process. The scope of the study is focused on non-alcoholic branded soft drinks, and the findings may not be generalizable to other industries or regions, which constitutes one of the key limitations of the study.

Research Gap

● Limited Focus on Celebrity Endorsements in the Non-Alcoholic Beverage Sector

Existing research has predominantly examined celebrity endorsements in industries such as luxury goods, sports merchandise, and fashion. This study bridges the gap by investigating the unique role of celebrity endorsements in the non-alcoholic branded soft drink market, an under-researched domain where such endorsements can significantly influence consumer purchase behavior.

● Inadequate Exploration of Advertisement Language in Consumer Behavior Studies

While the significance of advertising language has been acknowledged in marketing literature, scant attention has been paid to how culturally resonant, persuasive, or emotionally engaging language influences consumer behavior in the context of non-alcoholic beverages. This study addresses this gap by positioning language as a central determinant in shaping consumer attitudes and decisions.

● Lack of Integrated Analysis of Celebrity Endorsements and Advertisement Language

Previous studies have generally examined celebrity endorsements and advertising language as isolated variables. This research fills the gap by exploring the interplay between these two elements and their combined influence on consumer purchase intentions within the non-alcoholic beverage industry.

● Limited Representation of Diverse Consumer Demographics

Most prior studies have concentrated on specific demographic groups, such as urban youth or higher-income consumers. By employing a stratified random sampling approach, this research provides insights into how celebrity endorsements and advertisement

language affect a more demographically diverse population, offering a more comprehensive perspective.

● Absence of Robust Quantitative Evidence on Key Marketing Variables

Much of the literature in this area has relied on qualitative or descriptive analysis. This study contributes to the field by providing robust quantitative evidence through statistical techniques, such as chi-square and regression analysis, to establish the relationships between celebrity traits, advertisement language, and consumer purchase intentions.

● Under-explored Impact of Cultural Relevance in Advertising Language

The role of culturally relevant language in advertising, particularly how it aligns with national identity and regional preferences, remains an underexplored area. This research addresses this gap by demonstrating how culturally resonant messaging enhances consumer connection and purchase intentions, particularly in a diverse market.

● Detailed Evaluation of Celebrity Traits in Endorsements

While prior studies have broadly acknowledged the influence of celebrity endorsements, they often fail to dissect the specific traits—such as trustworthiness, credibility, and alignment with brand identity—that drive their effectiveness. This study fills this gap by providing a detailed evaluation of these attributes and their relative importance in shaping consumer perceptions.

● Insights into the Risks of Mismatched Marketing Strategies

The potential drawbacks of ineffective celebrity endorsements or poorly executed language strategies are rarely discussed in existing literature. This study identifies these risks, such as misalignment between a celebrity's public image and the brand's identity, and offers insights into mitigating such pitfalls, thereby contributing to a more nuanced understanding of endorsement and language effectiveness.

Hypothesis

H01: There is no significant association between the level of agreement regarding the traits of the celebrity used in the advertisement and the purchase intention of non-alcoholic branded soft drinks.

H11: There is significant association between the level of agreement regarding the traits of the celebrity used in the advertisement and the purchase intention of non-alcoholic branded soft drinks.

This hypothesis seeks to explore whether various characteristics of the celebrity featured in an advertisement (such as quality, trustworthiness, brand connection, credibility, and the match between the celebrity and the product) influence consumer purchase intention for non-alcoholic branded soft drinks.

Table:01

Test Statistics					
	Quality	Trust worthiness	Brand	Credibility	Match
Chi-Square	35.922 ^a	50.982 ^a	63.392 ^a	62.217 ^a	74.958 ^a
df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66.4.					

The results of the analysis provide evidence to reject the null hypothesis (H01), which states that there is no significant association between the level of agreement regarding the traits of the celebrity used in the advertisement and the purchase intention of non-alcoholic branded soft drinks. Instead, we accept the alternative hypothesis (H11), concluding that a significant association exists.

Detailed Conclusions:

- **Degrees of Freedom (df):** The degrees of freedom for each variable are 4, which is calculated based on the number of categories (5) minus 1.
- **Asymptotic Significance (p-value):** The p-values for all variables are **0.000**, which is far below the commonly accepted significance level of 0.05. A p-value this small indicates that we can reject the null hypothesis.

Statistical Significance:

Given the p-values of 0.000 for all celebrity traits, we **reject the null hypothesis (H01)** in favor of the alternative hypothesis (H11). This means that there is a **significant association** between the level of agreement regarding the traits of the celebrity and the purchase intention for non-alcoholic branded soft drinks.

The Chi-Square test statistics suggest that each of the celebrity traits significantly influences purchase intention. The rejection of H01 implies that these traits are not independent of each other; rather, they are associated with the consumer's likelihood of purchasing a branded soft drink.

Detailed Insights:

Quality of the Celebrity:

- ❖ The perceived quality of the celebrity is directly associated with the consumer's intention to purchase the product. A positive view of the celebrity's quality enhances the likelihood that the consumer will purchase the brand.
- ❖ This indicates that consumers associate the quality of the celebrity with the perceived quality of the product, suggesting that using a celebrity with a high reputation and a quality image can drive consumer behavior.

Trustworthiness of the Celebrity:

- ❖ Trustworthiness plays a significant role in influencing consumer behavior. A celebrity perceived as trustworthy is likely to have a positive impact on purchase intention.
- ❖ This finding supports the idea that consumers trust celebrities who align with their values or demonstrate reliability, which transfers onto

their attitude toward the product being endorsed.

Brand Association:

- ❖ The level of agreement on the celebrity's connection to the brand is also significant. If consumers believe that the celebrity is strongly associated with the brand, it positively influences their purchase intention.
- ❖ This highlights the importance of matching the celebrity's image and values with those of the brand, creating a more compelling reason for consumers to purchase the product.

Credibility of the Celebrity:

- ❖ **Credibility** is another important factor. Celebrities who are perceived as credible are more likely to convince consumers to purchase the product.
- ❖ Credibility can be influenced by factors such as the celebrity's expertise, authenticity, and public image. A credible celebrity can enhance consumer confidence in the advertised product, thereby increasing purchase intention.

Match with the Product:

- ❖ Lastly, the match between the celebrity and the product is a key determinant in the purchase decision. Consumers are more likely to purchase a product if they perceive the celebrity to be a good fit with the product.
- ❖ This suggests that the alignment between the celebrity's image and the product's characteristics (e.g., a healthy, active celebrity promoting a fitness drink) is crucial in shaping consumer attitudes toward the advertisement and product.

Implications for Marketing Strategy:

The results of this analysis have strong implications for marketing strategies, especially in the context of celebrity endorsements. The significance of traits such as quality, trustworthiness, brand association, credibility, and match with the product underscores the importance of selecting the right celebrity to represent a brand. Marketers should focus on choosing celebrities who possess characteristics that resonate with their target audience and align with the brand's values and

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image. Additionally, it is crucial for the celebrity to be viewed as credible and trustworthy, as these traits appear to have the most significant impact on purchase intention.

H02: There is no significant association between the level of agreement regarding the traits of the language used in the advertisement and the purchase intention of non-alcoholic branded soft drinks.

H12: There is a significant association between the level of agreement regarding the traits of the language used in

the advertisement and the purchase intention of non-alcoholic branded soft drinks.

This hypothesis aims to investigate how the linguistic features of advertisements—specifically the influence of language, the national identity it reflects, and the preference for English language—impact consumer purchase intentions for non-alcoholic branded soft drinks. Language in advertising is a powerful tool in shaping consumer perceptions and attitudes, and this analysis tests whether these traits have a statistically significant influence on consumer behavior.

Table: 02

Test Statistics			
	Influencing	National	Only English
Chi-Square	153.060 ^a	108.241 ^a	52.187 ^a
df	4	4	4
Asymp. Sig.	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66.4.

For all variables (Influencing, National, and Only English), the p-value is 0.000, which is below the standard significance level of 0.05. There is a statistically significant association between the level of agreement regarding the traits of the language used in the advertisement (captured by these variables) and the purchase intention of non-alcoholic branded soft drinks.

- **Degrees of Freedom (df):** For each of the language traits (Influencing, National, and Only English), the degrees of freedom are 4. This is based on the number of categories for each variable (5 categories) minus 1.
- **Asymptotic Significance (p-value):** The p-values for all three variables are 0.000, which is significantly lower than the conventional threshold of 0.05. A p-value of 0.000 indicates a very strong rejection of the null hypothesis.

Statistical Significance:

The extremely low p-values (0.000) for all three language traits indicate a statistically significant association between the level of agreement on these language traits and the consumer's purchase intention of non-alcoholic branded soft drinks. Consequently, we reject the null hypothesis (H02) in favor of the alternative hypothesis (H12), which suggests that the language used in advertisements indeed influences the consumer's likelihood of purchasing the product.

This statistical outcome strongly supports the argument that the way language is used in advertising plays a key role in shaping consumer decisions.

Detailed Insights on Each Variable:

Influencing Language:

- **Perception of Influential Language:** The variable "Influencing" refers to the extent to which consumers believe the language in the advertisement has the power to shape their opinions or attitudes about the product. The Chi-Square value of **153.060** with a p-value of **0.000** indicates a significant relationship

between the perceived influence of the advertisement's language and the consumer's purchase intention.

- **Implications:** The results suggest that when the language in an advertisement is perceived as persuasive or impactful, it enhances the likelihood of consumers intending to purchase the product. Advertisements that use language with emotional appeal, urgency, or persuasive rhetoric can effectively motivate consumers to act, as they feel more strongly connected to the product. This finding reinforces the importance of adopting language strategies that resonate with the target audience's values, desires, and needs.

- **Marketing Takeaway:** Advertisers should craft advertisements using language that not only communicates the product's benefits but also emotionally engages consumers. Words that inspire action, evoke emotion, or provide strong reasons for purchase can enhance consumer intent and, ultimately, lead to higher sales.

National Language:

- **National Identity Reflection:** The "National" trait examines how well the language used in the advertisement reflects a sense of **national identity**. The Chi-Square value for this trait is **108.241** with a p-value of **0.000**, suggesting that there is a strong association between how well the language aligns with national identity and the consumer's purchase intention.

- **Implications:** The strong link between national identity and purchase intention suggests that consumers are more likely to engage with advertisements that feature language they perceive as culturally relevant or representative of their national identity. This could include using local dialects, references to national pride, or aligning the product's message with values commonly held in a particular country or region.

- **Marketing Takeaway:** For brands aiming to build trust and resonance with consumers, it is crucial to adapt the language of advertisements to local contexts. This means using culturally specific terms, honoring national traditions, or speaking directly to the values that are important to the audience. Brands that are able to

connect with consumers on a national level will likely see stronger engagement and purchase intent.

Only English:

- **Preference for English Language:** The "Only English" trait assesses whether consumers prefer advertisements in English, irrespective of their native language. The Chi-Square value for this variable is **52.187** with a p-value of **0.000**, which indicates a statistically significant relationship between the preference for English-language advertisements and the purchase intention.

- **Implications:** This suggests that there is a specific segment of consumers who prefer advertisements in English, even if it is not their first language. This trend could be attributed to several factors, including the global dominance of English in media, the perception of English as a symbol of modernity or sophistication, or the influence of global brands that often use English in their marketing campaigns.

- **Marketing Takeaway:** Brands targeting international or multilingual audiences should consider the preference for English when creating advertisements. For some segments, using English in advertisements may increase the perceived value or appeal of the product, as English is often associated with high-status or aspirational brands. It is crucial for marketers to understand the linguistic preferences of their target demographic to ensure maximum effectiveness in their messaging.

Overall Implications for Advertising Strategy:

The results of this analysis reveal that the language used in advertisements has a significant impact on consumer behavior. Advertisements that are perceived as influential, culturally relevant, or presented in English are more likely to drive purchase intentions for non-alcoholic branded soft drinks.

1. **Language as a Persuasive Tool:** The perception that the language used in the advertisement is persuasive is critical in influencing consumer behavior. Marketers should leverage language that resonates emotionally and cognitively with the target audience.

2. **Cultural Relevance:** The strong connection between national identity and purchase intention highlights the importance of adapting the language to local cultural norms and values. This may include using local idioms, references, or addressing national pride.

3. **Global vs. Local Communication:** While local language can strengthen a connection with the audience, the use of English in advertising appears to hold significant value for certain segments, particularly those who associate English with global or premium products.

Limitation

- The Study is confined to only two factors for consideration of its impact on intention.
- Study does not statistically test different forms of advertisement on consumer separately. Only overall impact has been accessed in the study.
- The personal biases and cultural issues of the respondent might affect the result.
- The selected sample might not be the proper representative of the entire universe/population.

DISCUSSION AND CONCLUSION

This paper focuses on drawing attention on how celebrity endorsement and language of the advertisement effects the intention of the consumers of a specific product. Here both theoretical insights and empirical data collected through observed and controlled environment as to minimize biased responses. The findings reveal that celebrity endorsements have a significant influence on consumer purchase intention when the endorser is perceived as credible, trustworthy, and relevant to the product. Consumers are more likely to be persuaded by celebrities they admire or relate to, particularly when the celebrity's image aligns with the brand values. However, overexposure or mismatched endorsements may diminish the impact or even negatively affect brand perception. Similarly, the language used in advertisements significantly influences consumer attitudes, particularly when it incorporates emotional appeal, clarity, simplicity, and cultural relevance. Ads that communicate in a persuasive and relatable manner are more effective at attracting attention and improving message retention, which in turn increases the likelihood of consumers making a purchase.

In conclusion, this study highlights that successful marketing communication in the soft drink sector must prioritize emotional and cultural resonance rather than mere visibility. This can be achieved through trustworthy celebrity endorsements and language tailored to the target audience. Brands that focus on these aspects are more likely to foster stronger consumer relationships, build brand loyalty, and drive higher sales.

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