



## AWARENESS DURING COVID-19: AN ANALYSIS OF CELEBRITY ENDORSEMENT ON SOCIAL MEDIA

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### ABSTRACT

Today celebrities are not just the entertainers who just entertain the public with the acting and style. But they are the part of the public now, who enjoy public recognition by using social media platforms for interacting with large numbers of followers. For an audience a celebrity can be film actors, sports person or others famous personality of a particular. Social media platforms also show news feeds about celebrities contributing towards the good cause. And celebrities also share their videos or messages on social media platforms, so fans should also follow them and contribute towards the noble cause. Celebrities messages, activities can have the power to impact a large number of people. Followers of a particular celebrity consider them as an opinion leader. This research paper explores the impact of celebrity endorsement in public awareness campaigns (focusing on Covid 19 coronavirus).

### I. INTRODUCTION:

Celebrities are considered as trendsetters of the society, that trend can be the style of clothes, make-up, hairstyles or the views and thinking. People follow their favorite celebrities with great faith. People follow them as their idols. Everyone likes to follow the style of their favorite celebrity and also wants to know more about them and for that they follow them on social media and celebrities also communicate with their fans through social media, celebrities also want to be connected with the fans. As celebrities and having so many followers they have some social responsibility too. Because people follow what they do or say. They must have the sense of responsibility to guide their followers for a better living. society which notice a growing trend At the time of the coronavirus outbreak when working class is doing work from home, people are using masks sanitizers for the safety, government is also taking steps for the safety of the citizens, people have devised different ways to fight coronavirus. Bollywood celebrities are also motivating the fans by using social media platforms to stay safe.

In many social ads of the government we can see celebrities giving social messages even at the time of corona virus also. On the other hand celebrities voluntarily by using social media to motivate the people to stay safe and also they try to raise awareness by posting the video for Hand Hygiene, avoid shaking hands and instead greet each other with a Namaste. Some celebrities urged their fans to do some home exercises and build their immunity.

Mostly all the celebrities have their accounts on social media platforms like Instagram, Facebook. And they are followed by huge numbers of fans. At this time of COVID - 19 outbreak celebrities are also staying at home and they are using the social media platforms for the communication and interaction with their fans. By posing messages and videos for safety measures they are motivating and encouraging the fans for #stay home, stay safe and that message has an impact on the people.

### **Keywords:**

Covid-19, Pandemic, Celebrity, endorsement, Awareness.

### **Objectives:**

- To study the impact on people's attitude by celebrity endorsement on Covid-19.
- To find out whether a celebrity motivates people and spreads awareness or not.
- To find out how celebrity endorsement plays the effective .

### **Hypothesis:**

- There is a great impact of social messages given by the celebrities on people's minds
- People consider celebrities as their role models and listen to them carefully and act accordingly.

## **II. LITERATURE REVIEW:**

**1. 10 INDIAN CELEBRITIES WHO MADE A SOCIAL IMPACT.**  
(n.d.). Retrieved from <https://thedailyeye.info/yearender2017/index.php?title=10> **INDIAN CELEBRITIES WHO MADE A SOCIAL IMPACT**

There are a lot of celebrities that initiate social awareness on various issues like Deepika Padukone always spreading awareness on depression and mental health through her foundation "Live love laugh". This foundation organises many awareness programmes. Likewise Kangana always speaks about nepotism which brought the subject into much needed focus.

Priyanka Chopra is also the name in the list who is always seen doing social awareness activities. She has been honoured with the Mother Teresa Memorial award for social justice 2017, for her visit to Syria, where she interacted with refugee children.

## 2. Chatterjee, A. (n.d.). Social Awareness through Celebrity Endorsement - Indian Context.

Retrieved from

<http://www.internationaljournalcorner.com/index.php/theijhss/article/view/126460/87387>

Amitabh Bachchan is a legend star of Bollywood and role model for many Indians. He did many public awareness endorsement campaigns for Indian government. He endorsed one of the most successful awareness campaigns "Do bond zindagi ki" on Polio drops. Due to this awareness campaign in 2014 WHO declared India as a polio free country.

### III. THEORETICAL FRAMEWORK:

This research is based on Personal Influence theory where celebrities behave like opinion leaders. Now the role of celebrities is not just entertainers but they are opinion leaders to many. They influence thoughts of their followers and convince them to take necessary steps towards society. But with this we can relate it with social responsibility theory also because these people are part of the media also and have the responsibility to enlighten their followers with some serious issues.

India is a country obsessed with its movie stars. Every move of a Bollywood celebrity is closely followed by the entire nation. With such power and position comes a responsibility towards the society and in this crucial time during fight against this pandemic they play their role well to aware society.

### IV. RESEARCH METHODOLOGY:

The Research study is descriptive in nature as it describes the respondents perception and content analysis result towards the selected theme. Secondary sources of data collection, content and data analysis has also been adopted.

#### Source of data:

We use the secondary source of data which is collected from the online survey and online content

Secondary data- Data collected for some other purpose in the past. This was done by referring to various studies, articles and websites.

Tool for data collection - Online available articles, Research papers, data shown on social media sites (Instagram, Facebook, Twitter).

### V. LIMITATIONS:

No research is complete without admitting the limitations that were faced while conducting a study which will contribute to present learning. These limitations are:

- This Study is based on analytical concepts. Hence it is qualitative in nature. Quantitative technique has not been used.
- The Study is based on (content analysis) secondary sources only.
- The examples of celebrities messages are limited, maybe some other celebrity messages have played an important role to shape people's perceptions.

## VI. RESEARCH & FINDINGS

Many celebrities use social media platforms to do interaction, give messages to their followers at the time of coronavirus spread many celebrities come forward and post messages and videos related to precautions, awareness, safety steps, suggestions to be safe and follow the guideline given by government for the welfare of citizen and control the spread of the coronavirus. In the following table we have studies about some celebrities' social media accounts posts related to coronavirus most of the celebrities have followers in millions and views and comments are also in great numbers, all the messages are in the form of interaction with the people. People love and try to follow the hairstyle, lifestyle, makeup of their favorite celebs and followers also have direct impact of messages related to coronavirus and they also respond to the post by liking and commenting on the same. The difference between celebrities and common people, quarantine has broken it. Celebrities are putting their sincere and heartfelt efforts to educate and motivate the people to provide solace.

The Coronavirus affecting the entire world. Even everyone who you are, where you're from doesn't matter. At this time of coronavirus spread we all are together and facing the same situation. Celebrities are posting their quarantine and isolation videos to motivate the people, They are giving some suggestions also - we have to believe in the information which are coming from authenticate sources, avoid hand shake and do namaste, frequently use sanitizer and hand wash for hygiene, maintain social distancing. All these messages coming from celebrities are impacting the followers; the responses in the form of comments and views are representing that.

SN.	Name of Celebrity	Platform	Mode of Message	Followers	Views	Comments	Message
1	Amitabh Bachchan	Instagram	Video	15M	1827513	13506	Amitabh spread awareness with his self written poem
2	Anushka sharma & Virat kohli	Instagram	Video	34.4M & 53.3 M	5160050	8568	The only way to stop this coronavirus is to act safely. Stay home Stay safe
3	Rannvijay Singh:	Tiktok	Video	1.9 M	106.3k	245	Please beware of rumours and only trust on information coming from authentic sources.

4	Parneetri Chopra	Instagram	Video	26.2 M	177713	982	She warn people who think they are smarter and corona virus will not affect them she spread a message Coronavirus is real and smarter and its extremely contagious and unstoppable. Please be smart but be safe also
5	Priyanka Chopra	Instagram	Video	51.6M	5808165	5444	Through her social media message She spread the message to do handshakes to greet people, 'Namaste' is an old but also new way to in a time of change around the world.
6	Anupam kher	Twitter	Video	15.6 M	149k	2495	He uses a famous saying in this video to motivate people that Everything will be ok in the end and If it is not ok, it is not the end! Coronavirus is a reality and we need to be careful & cautious and we also need to change our outlook towards life.
7	Bipasha Basu	Instagram	Video	7.9M	203052	173	She motivates their fans to wash hands properly and sharing video shows the correct way to wash hands.
8	Salman Khan	Twitter	Video	39.6M	1.23M	38851	Ask people to dont go outside,wear masks and wash your hands properly.
9	Yami Gautam	Instagram	Video	11.5M	501063	1614	Use hand sanitizer, social distancing and stay at home
10	Katrina kaif	Instagram	Video	35.1M	3453904	9014	Social distancing and staying at home are two steps which are crucial to avoid crona and appeal to their fans to follow instructions given by the government.
11	Akshay kumar	Instagram	Video	38.5 M	4902494	12550	Aware people about how quarantine is important who visit India and tell people the winner in this race is one who stays at home.

12	Kartik Aryan	Instagram	Video	15.7M	10967415	70797	Kartik Aryan spread awareness and made appeal about covid 19 in his own movie dialogue style and told people that social distancing is the solution .
13	Shahrukh khan	Instagram	Video	20.8 M	2276991	9808	Appeal people to don't travel and don't hang around and follow instructions and guideline issued by government
14	Kapil sharma	Instagram	video	22M	1518132	3604	Doctors nurses giving their best please support them. Don't go outside and wash your hands properly.

## VII. CONCLUSION

Most of the brands, products and services choose celebrities as their brand ambassador, the reasons behind that, celebrities have tremendous influence on the viewers. If anybody has a tag of a “celebrity” that means all across the world people know the name of that particular personality very well. People admire a certain famous personality or celebrity, and they follow them on different social media platforms and they also check their posts many times in a day just to know about their personal life, lifestyle, interactions, messages for fans and followers, their upcoming projects. Fans and followers want to know as much as they can about their favorite celebrities. Moreover, they like to follow the style, views, beliefs and accent of their favorite celebs. TV and movie stars have more followers . Viewers fall in love with someone on TV and just need to know every detail of their personal life to feel connected to them through social media. On the other hand celebrities also want to connect with the fans directly, even go live to interact with their fans to get popularity. But with the popularity celebrities also have responsibility. In Spite of promoting their upcoming projects they also bring up social messages, social issues, politics, and motivate fans for good cause, Our society would be extremely different without them and their influence on everyone.

Celebrities have a powerful impact on people, at the time when coronavirus is such a serious, life threatening and world emergency virus many celebrities choose social media platform (twitter, Instagram, Facebook) to communicate with people and they are giving social messages to aware, inform and motivate people to stay a home and take good care of their health and try to convince them to follow guidelines given by the government for safety. As the above research data of some famous celebrities who gave messages on social media related to coronavirus safety measures they have followers in millions that means the message directly hit their followers and also many people have given comments and support for the cause. People

consider their favorite celebrities as superheroes, Celebrities have a positive influence on people, they influence the attitudes and behavior of the followers, They also serve a role model for fans. So the message from the celebrities on social media can impact and bring change which is required at the time of coronavirus spread, that will also be helpful for the government to control the situations, and also for the individual for their own self safety and security. Celebrities are playing responsible and important role for shaping the people's mind with the help of social media at the time of coronavirus spread and lockdown

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