

A Study on the Effectiveness of Celebrity Endorsements in Enhancing Brand Influence: A Case Study of Perfect Diary's Official Weibo

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Abstract: Online buying has emerged as the predominant method of contemporary consumerism. With the rise in online purchases, particularly among the youth, internet shopping alters consumption patterns and raises environmental issues, including the overuse of delivery packing, necessitating regulations on courier box usage. This phenomena demonstrates that online purchasing significantly impacts consumer behaviour. In this context, more companies and brands have realized that utilizing people's "celebrity-following" behavior for marketing has become an effective commercial strategy. Many brands collaborate with popular celebrities by employing "celebrity endorsements" to enhance brand awareness and credibility. Consumers often perceive celebrity-endorsed products as more fashionable and trustworthy, sometimes even generating a desire to purchase due to their admiration for the celebrities. Hence, this study analyzed 3,243 posts from Perfect Diary's official Weibo account and found that three common types of celebrity endorsements—direct mentions of celebrities, the use of celebrity photos or videos, and references to celebrities in promotional events—failed to significantly enhance brand popularity. These findings suggest that brands should focus more on practical user engagement and creative activities rather than solely relying on celebrity endorsements.

Keywords: Celebrity endorsements, Popularity, Promotional offers, Perfect Diary

1. Introduction

With the widespread adoption of social media platforms, traditional advertisements have gradually lost their dominance, particularly among younger generations. When purchasing products, consumers tend to choose based on personal preferences and needs by searching and buying through internet platforms [1]. Social media platforms such as Weibo, TikTok, and Xiaohongshu have become important sources for obtaining information and making consumption decisions. These platforms allow brands to directly interact with consumers, quickly grab attention, and promote new products and services. In this environment, celebrity endorsements have become a crucial means of connecting brands with consumers. Collaborations with popular celebrities, in particular, have emerged as a quick way to gain widespread attention. Special holiday promotions, giveaways, and discounts were more effective in increasing the number of likes and shares, thereby generating greater interaction and brand heat [2].

As public figures, celebrities possess personal images and fan effects that brands regard as valuable resources to boost brand awareness and popularity. However, despite the significant role of celebrity endorsements in brand marketing, there remain doubts about their effectiveness in genuinely enhancing brand heat. In a competitive market with information overload, whether celebrity endorsements can still generate a strong impact is a topic worthy of further exploration.

Using Perfect Diary as a case study, this research aims to analyze how celebrity endorsements and other promotional activities influence brand heat on Weibo. By analyzing 3,243 posts from Perfect Diary's official Weibo account, we discovered that celebrity endorsements did not significantly increase brand heat. Instead, promotional activities during holidays and special events yielded higher engagement. This finding provides valuable insights for brands in formulating more effective marketing strategies.

This study emphasises the possible constraints of celebrity endorsements in contemporary social media marketing. In comparison to alternative marketing tactics, celebrity endorsements did not dramatically increase brand prominence. This study analyses data from Perfect Diary's official Weibo account to furnish empirical information that aids firms in making judicious marketing decisions, thereby circumventing the pitfalls of indiscriminately adhering to trends and prioritising short-term gains at the expense of long-term value development.. Additionally, this research offers a fresh perspective and data support for further academic exploration of the relationship between celebrity endorsements and brand heat, fostering deeper studies in the field.

2. Literature Review

Popularity, a crucial metric for assessing the allure of social media material, is generally quantified by user interactions including likes, comments, and shares. Unlike traditional click-through rates, likes and comments represent genuine user interest and emotional involvement, while shares help disseminate content to a broader audience, thereby increasing its exposure. On social media platforms, the frequency and quality of user interactions directly influence the popularity of a brand or content. Therefore, this paper uses the total number of likes, comments, and shares as the metric for measuring the popularity of Weibo posts.

For brand marketing, increased popularity not only enhances brand visibility but also strengthens the interaction and connection between the brand and consumers, boosting brand loyalty and reputation. Celebrity endorsements are often considered an effective way to increase brand popularity because celebrities' personal influence can quickly attract attention and promote consumer recognition and trust. Nonetheless, whereas celebrity endorsements may generate immediate attention, the extent to which they can genuinely augment a brand's fundamental competitiveness and enduring popularity necessitates validation through empirical data and case studies. [3].

Previous studies have suggested that celebrity endorsements positively influence brand image and awareness [1], but their impact on brand popularity is not consistent. Some research indicates that the choice of celebrity and the method of endorsement significantly affect consumer attitudes and purchase intentions, while other studies argue that the effectiveness of celebrity endorsements depends on factors such as the match between the brand and the celebrity, the celebrity's public image, and the creativity of the endorsement content. Therefore, this paper will explore the specific impact of celebrity endorsements on brand popularity by analyzing data from Perfect Diary's official Weibo account.

3. Different Activity Types and Their Popularity

3.1. Popularity of Celebrity Endorsements

On Perfect Diary's official Weibo account, three main types of celebrity endorsement methods were identified: directly mentioning celebrities (167 posts), embedding celebrity images or videos in promotional materials (51 posts), and promoting events involving celebrities. An analysis of likes, shares, and comments on these posts revealed that the popularity generated by such content did not meet expectations.

Specifically, posts directly mentioning celebrities could attract some attention, but most posts received between 800 and 3,000 likes, which was relatively limited. Despite the high exposure rate, the interaction volume resulting from celebrity endorsements remained constrained and did not surpass that of other promotional forms. Interestingly, when Perfect Diary collaborated with internet influencers, interaction volume increased significantly, with some posts garnering over 10,000 likes. This indicates that influencer endorsements might exert a more potent communicative impact [4]. These findings indicate that celebrity endorsements may not substantially enhance brand popularity on social media platforms, especially when other factors such as content creativity and interaction style play a significant role.

Although celebrity endorsements can help enhance brand awareness and credibility, the relationship between celebrities and brands is often not close or lasting, resulting in temporary effects [5]. This might explain why Perfect Diary's use of celebrity endorsements did not generate sustained popularity on social media.

3.2. Popularity of Other Activities

In Perfect Diary's Weibo operations, holiday events and promotional activities frequently yielded significant popularity boosts. In contrast to celebrity endorsements, brand-led events including holidays, member days, and shopping festivals shown greater efficacy in customer engagement. For example, promotional campaigns launched during Chinese New Year and Mid-Autumn Festival, often accompanied by discounts, giveaways, or lucky draws, not only increased the appeal of the events but also effectively stimulated fans' and consumers' enthusiasm.

Holiday events typically achieved high interaction levels. By integrating cultural elements of festivals, brands enhanced their affinity and relatability, attracting more consumer participation [6]. Posts related to these activities often featured messages like "limited-time offers" or "buy one get one free," which directly appealed to consumers' desire to purchase, thereby driving higher engagement through likes, comments, and shares. Perfect Diary also utilized emojis and friendly language (such as addressing followers as "dears" and "family members") to increase interaction frequency and popularity. This approachable communication style helped strengthen the connection between the brand and its followers, boosting engagement and brand heat.

3.3. Research Conclusion

By analyzing 3,243 posts from Perfect Diary's official Weibo account, this study draws an important conclusion: celebrity endorsements did not significantly enhance brand popularity. While celebrity endorsements can increase brand awareness and image, they did not noticeably boost the number of likes, comments, or shares. Conversely, holiday promotions, discounts, and interactive campaigns proved more effective in generating higher brand popularity [7].

These findings suggest that brands should reassess the role of celebrity endorsements in their marketing strategies. Rather than blindly following trends, brands should allocate more resources to improving product quality and planning creative campaigns. While celebrity endorsements may

generate immediate interest, sustained brand vitality and competitiveness depend more on new initiatives and authentic consumer interaction. [7].

4. Recommendations for Brand Marketing

4.1. Recommendations for Brands

Based on the findings, brands should adopt a rational approach toward celebrity endorsements. Although celebrity endorsements can increase short-term exposure, their effect on brand popularity and user engagement is limited. Brands should avoid over-relying on celebrity endorsements and instead focus more on long-term brand building and customer relationship management [8]. Allocating more resources to product innovation, user experience, and social media interaction can yield better results. Hosting diverse activities, such as holiday promotions, limited-time discounts, and giveaways, can more effectively boost consumer engagement and brand heat, ultimately driving sales.

Furthermore, organisations ought to consistently evaluate user feedback on social media platforms to comprehend evolving customer preferences and modify their marketing plans accordingly [9]. Through precise user profiling and data analysis, brands can improve follower loyalty and maintain sustained brand heat. This approach not only helps brands stand out in a competitive market but also enhances brand loyalty and reputation.

4.2. Recommendations for Celebrity Endorsers

For celebrities, it is essential to prioritize long-term cooperation with brands rather than merely seeking short-term financial gains. When selecting brands to endorse, celebrities should carefully evaluate the brand's values, product quality, and culture to ensure alignment with their personal image and public expectations [10]. By gaining a deeper understanding of the brand and genuinely experiencing its products, celebrities can better convey the brand's value and philosophy, enhancing the credibility and impact of their endorsements.

In today's era of information transparency, consumers increasingly value authenticity in brand representation and the compatibility of celebrities with the endorsed products. Therefore, celebrities should focus on presenting endorsements authentically to ensure consumers perceive a genuine connection between them and the brand, enhancing brand affinity and trust. Furthermore, celebrities ought to consider their social responsibilities by refraining from endorsing brands that contradict sustainable development or social principles, thus cultivating a more favourable public image and augmenting the efficacy of their endorsements. [11]. Through responsible and long-term endorsement strategies, celebrities can provide brands with sustained influence, gaining higher market recognition and benefits.

5. Conclusion

Based on an analysis of 3,243 posts from Perfect Diary's official Weibo account, this study concludes that celebrity endorsements have limited effectiveness in enhancing brand popularity. While they can improve brand awareness and credibility, they do not significantly increase engagement metrics such as likes, comments, and shares. Compared with celebrity endorsements, holiday promotions, interactive campaigns, and giveaway strategies proved more effective in stimulating consumer enthusiasm and boosting brand popularity. These findings suggest that brands should avoid blindly following the trend of celebrity endorsements and instead focus on innovation, product quality enhancement, and consumer interaction to build long-term brand value.

Moreover, the study offers additional marketing lessons for brands: while celebrity endorsements may generate immediate attention, their effectiveness is constrained without robust accompanying promotional activities. Consequently, organisations ought to integrate celebrity endorsements with innovative initiatives and user interaction tactics to preserve enduring brand prominence and competitiveness.

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