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IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER'S BUYING BEHAVIOUR

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ABSTRACT

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a billionaire industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. This paper is an effort to analyze the impact of celebrity endorsements on consumer's buying behavior.

KEYWORDS

Attractiveness, Buying Behavior, Celebrity Endorsement, Multiple Endorsements.

INTRODUCTION

In a Market, Every brand attempts to steal at least fraction of a person's time to inform him/her of the amazing and different attributes of the product at hand. The challenge of the marketer is to induct all possible measures to influence, motivate and inculcate desire to purchase, in the customer through an effective advertising campaign. In order to achieve this, use of celebrity for endorsement of a brand is widely used marketing strategy.

Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable qualities and companies plan that these qualities are transferred to products via marketing communications activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention, but also to achieve high recall rates for marketing communication messages in today's highly cluttered environments.

Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. In this process, the companies hire celebrities such as from a particular field (Sports, TV Stars, and Models) to feature in its advertisement campaigns. Products ranging from a notebook to electronics use celebrities for communication. AdEx India Report, 2007 reported that a top celebrity can get as many as 21 advertisers to endorse products. Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands. Celebrity Endorsement is viewed as a billion dollar industry in today's era. Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signaling strategy.

WHO IS A CELEBRITY?

According to Oxford Dictionary, Celebrity refers to "A Famous Person". A **celebrity** is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day media. A Person with great popular appeal, prominence in a particular field, and is easily recognized by the general public.

Various careers within the fields of sports and entertainment are commonly associated with celebrity status. While people may gain celebrity status as a result of a successful career in a particular field (primarily in the areas pertaining towards sports and entertainment), in other cases, people become celebrities due to media attention for their extravagant lifestyle or wealth (as in the case of a socialite); for their connection to a famous person (as in the case of a relative of a famous person); or even for their misdeeds (as in the case of a well-known criminal). Celebrities may be known around the world (e.g., pop stars and film actors), within a specific country (e.g., a top Australian rugby player); or within a region (e.g., a local television news anchor).

According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed".

Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty. In this age of intense competition, where capturing a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers' attention. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value to the brand.

Like

1. Actors (e.g., Shah Rukh Khan, Aamir Khan, Aishwarya Rai, Kajol)
2. Models (e.g., Mallika Arora, Milind Soman, Anup Soni),
3. Television Personalities (Husain, Smriti Irani, Heena Khan)
4. Sports figures (e.g., Sachin Tendulkar, Sania Mirza, Mary Kom, Vijender Singh)

WHAT IS CELEBRITY ENDORSEMENT?

A form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service. It refers to use of celebrities in order to increase sales of a product. Celebrity Endorsement was initiated mid 80's in India. One of the first sports endorsements in India was when Farokh Engineer became the first Indian Cricketers to model for Brylcream The Indian cricket teams now earns roughly Rs. 100 crore through endorsements. There was a spurt of advertising, featuring stars like tabassum (Prestige Pressure cookers). Jalal Agha (Pan Parag).Kapil Dev (Palmolive Shaving cream) and Sunil Gavaskar (Dinesh Sutings) to now days Aishwarya Rai (Olay Cream), Kajol (Alpenlibe), Shahrukh (Navratan Cool Talc) & Aamir Khan (Godrej) & many more.

REVIEW OF LITERATURE

As companies invest large sums of money in celebrity endorsement contracts, any celebrity Endorsement relationship must contribute to larger marketing strategies (Erdogan and Kitchen 1998). accordingly, campaigns involving celebrities are believed to bring more positive results if they are properly integrated than traditional non-integrated campaigns (Bertrand and Todd, 1992; Rogers, 1997).

Traditional explanations of celebrity endorsement literature are celebrity endorsement increases the attention paid to an advertisement (Buttle, Raymond, and Danziger 2000); celebrities are generally attractive, which helps persuasion when consumers are worried about social acceptance and others' opinions (DeBono

and Harnish 1988) or when the product is attractiveness-related (Kahle and Homer 1985, Kamins 1990); Mc Craken’s (1989) defined celebrity endorsement as – “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. M. Gayathri Devi and Dr. C. Ramanigopal (2010), in their paper entitled “Impact of Celebrity endorsement on Indian market” stated that Whether Celebrity endorsement has a Positive or a negative impact on the brand is a debate that is open to interpretation. But till the time the corporate world continues to foot fancy bills of celebrity endorsers and till Consumers continue to be in awe of the stars, the party is not likely to break up. A reason for the increase in the usage of celebrity endorsing on various levels of mass media is almost exclusively due to the fact that this strategy results in more positive advertisement and product ratings (Dean and Biswas, 2001), as well as Horstmen and Clark 2003 provide a model that explains the success of fictional Celebrity endorsement. They find that if there are two celebrities that achieve the same audience variable cost, the firm prefers the celebrity with lower fixed cost .In this sense, cultural icon like Ronald Mcdonald, Amul Girl, Pillsbury dough boy, fidodido are the ideal celebrities as they are memorable and so have a low cost of audience reach and are fictional so do not have large endorsement fees. Prachi Raturi (2005) finds that when it comes to selling, there is nothing quite like a celebrity sales person.

RESEARCH OBJECTIVES

Objective of this study was to explore the link between brands and the consumer psyche and determine a model which can help any brand to identify the critical key areas to concentrate on while going for any celebrity endorsement. The Main objective of this work is to study the effects of celebrity endorsement on Consumer buying behavior in Indian context. Various other supporting objectives are as follows:

1. To identify the attributes that defines the success of using a celebrity in product promotion
2. To study the influence of celebrities on consumer behavior with respect to branded products and services.

CELEBRITY BRANDING AND ITS EFFECT ON CONSUMERS

In today’s dynamic and competitive environment, customers are continuously exposed to various different brands through different marketing strategies. Consumer behavior is an important and complex area for marketers as different people have different needs. As stated by Lancaster et al. (2005) that satisfaction of consumer needs is the ultimate goal for a business; thus the marketer’s job is to accurately identify the customer needs and accordingly develop product that satisfies their wants. Therefore, it is very critical for marketers to have a proper understanding of consumer buying behavior.

Perner (2009) defined consumer behaviour as "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." According to Perner (2009) knowledge of consumer buying behaviour helps marketers in developing their marketing strategies by understanding the psychology of the consumers as how

- a) They think, feel, differentiate, and select between different brands or products.
- b) How the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- c) The behavior of consumers while shopping or making purchase decisions;
- d) How consumer motivation and decision strategies differ between products that differ in their level of importance; and
- e) How marketers can adapt and improve their marketing campaigns and strategies to reach the consumer more effectively.
- f) Their Age, Religion, Culture, Income, Informal Group & Referent Group.

Consumer Behavior with regard to celebrity endorsement is analyzed with the help of responses of the respondents based on questionnaire formulated. Following analysis is made out of it as follows:-

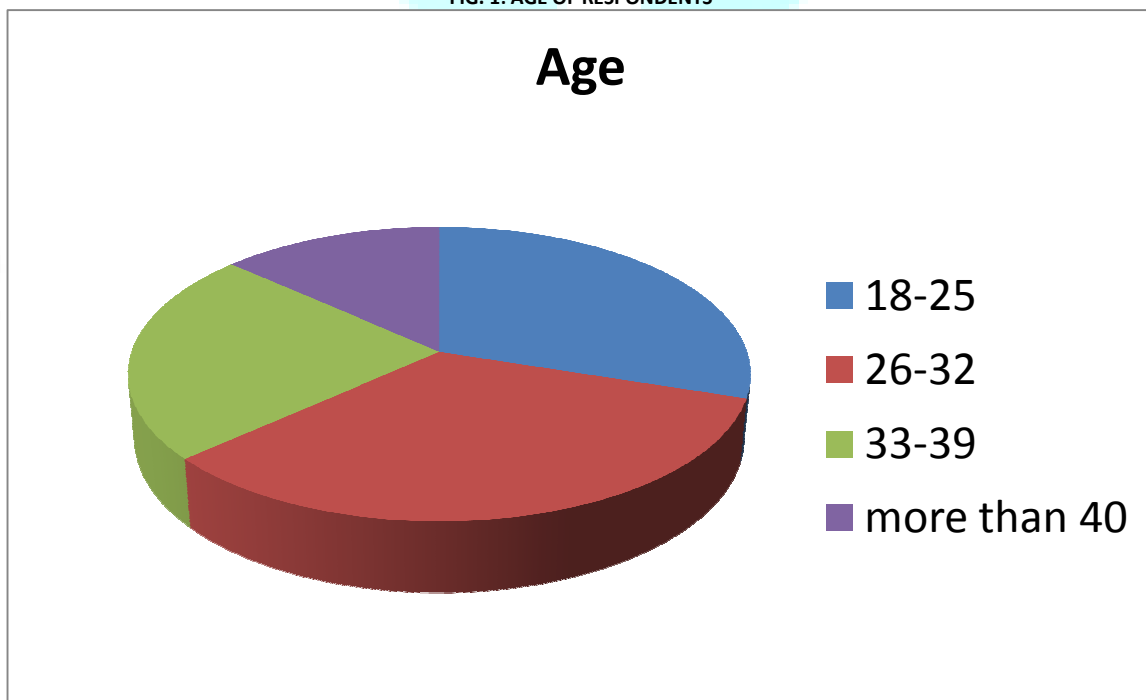
Primary Source data was collected with the help of Questionnaires on 60 respondents.

TABLE A: OCCUPATION OF RESPONDENTS

Respondents	occupation	Number of Respondents	Percentage (%)
Business Class		18	30
Service Class		12	20
Students		15	25
others		15	25

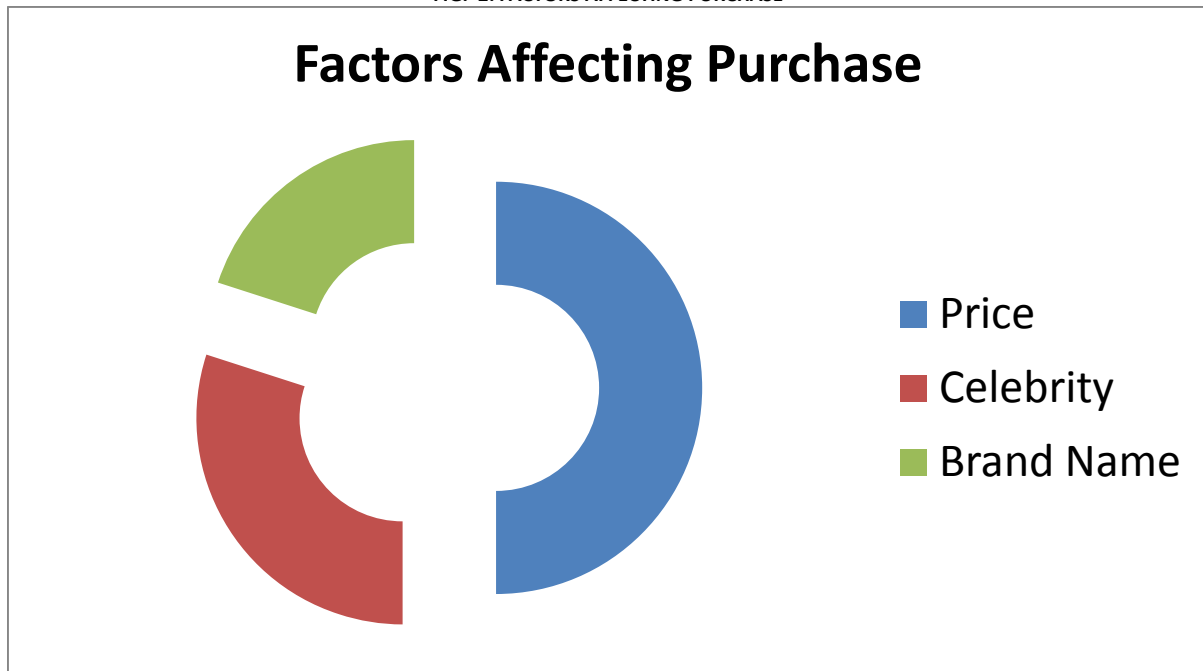
Source: On Field Survey

FIG. 1: AGE OF RESPONDENTS



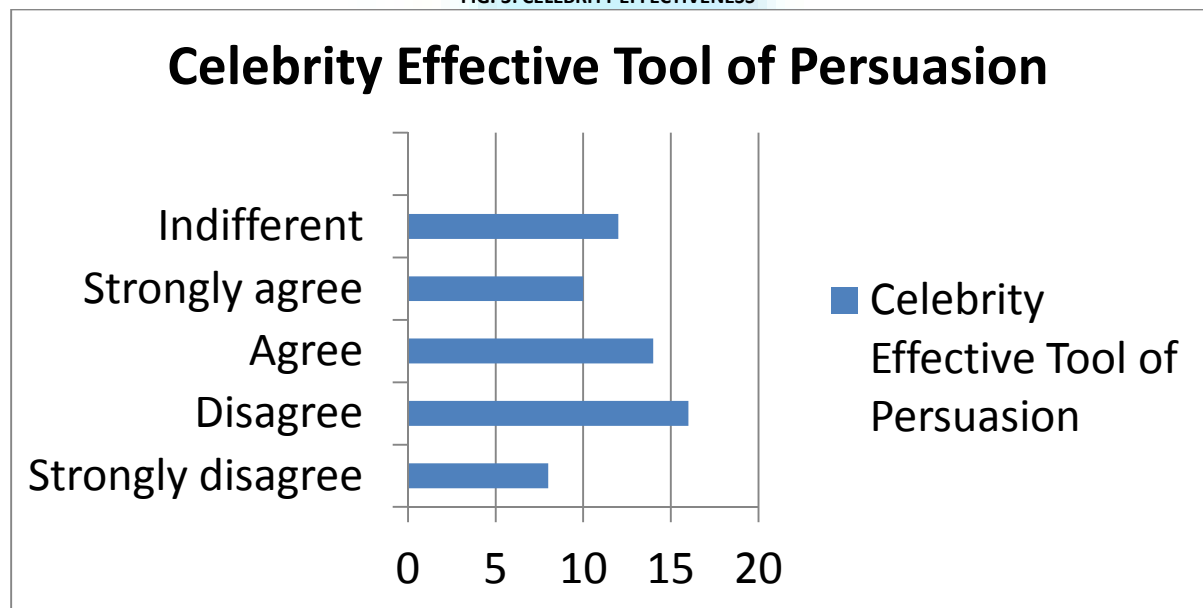
Source: On Field Survey

FIG. 2: FACTORS AFFECTING PURCHASE



Source: On Field Survey

FIG. 3: CELEBRITY EFFECTIVENESS



Source: On Field Survey

Interpretation

Data represented in the form of bar diagram, pie – charts, table, graphs depicts that most of respondents belongs to business class with the age group of 26-32 years mostly affected by the price of a product and on an around 26% of the respondents disagree using celebrity as a tool of brand endorsement.

Secondary Source data has been collected from the survey conducted by AdEx India:

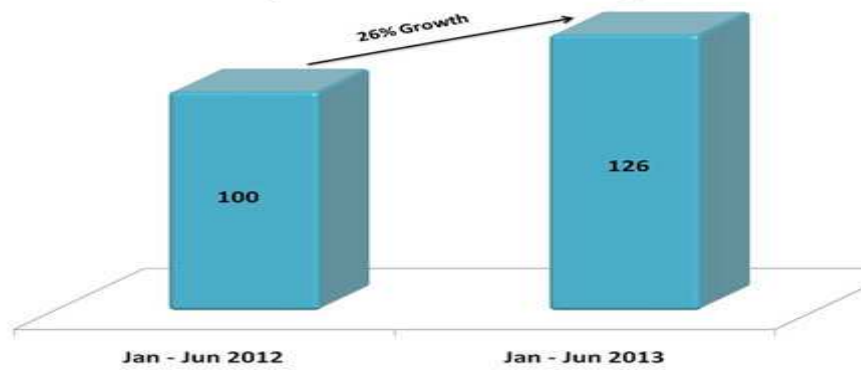
Synopsis of Celebrity Endorsement during Jan - Jun 2013

HIGHLIGHTS

- ❖ Celebrity Endorsement witnessed 26% growth in Jan - Jun 2013 in comparison with Jan - Jun 2012
- ❖ Katrina Kaif ranked number 1 celebrity in terms of Celebrity Endorsement during Jan - Jun 2013
- ❖ Aerated Soft drink is the top Product Category with 8% share of Celebrity Endorsement Ad Volume
- ❖ Hindustan Unilever Ltd is the top advertisers in terms of Celebrity Endorsement during Jan - Jun 2013

FIG. 4

**Growth of Celebrity Endorsement Advertising
(Jan – Jun 2013 Vs. 2012)**



Source : AdEx India, a division of TAM Media Research

MAJOR FINDINGS

At the theoretical level, the research finds that the celebrity endorsement strategy has become an important component of marketing communications strategy for firms in today’s competitive environment. In a way, these findings provide guidelines for managers planning to utilize and execute celebrity-based campaigns.

Through analysis and research, the following factors are revealed: -

- A good number of respondents are selecting only those brands which are endorsed by the celebrities.
- The Purchase attitude is influenced by the celebrity endorsement factors, Price, Brand Name.
- Multiple Endorsements create cluttering the minds of the consumer.
- Celebrity endorsement enhances product information & creates awareness among consumers.
- The Customer wants a variety of aspects from the endorsement like credibility & acceptability of the endorser.

FIG. 5: ATTRIBUTES OF EFFECTIVE CELEBRITY ENDORSEMENT



CONCLUSION

Celebrity endorsement is a popular marketing approach to making a product more noticeable, attractive and compelling to consumers. Although the use of celebrity endorsers involves substantial costs, it does not instantaneously guarantee success in terms of marketing promotion. Hence, there is a need to study how celebrity endorsements affect consumers' behavioral responses. Consequently, it is worthwhile examining how consumers respond to celebrity endorsement efforts by marketers. This paper examines the impact of celebrity endorsement on consumers' behavioral intentions. A study is carried out involving a survey of 60 respondents. These respondents were asked a series of questions about their preferences. All the related factors have to be taken care of; otherwise the celebrity endorsement may prove to be a landmine having a devastating impact on the profitability, product’s future prospects and brand image.

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