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CELEBRITIES AS BRAND ENDORSERS - AN ANALYTICAL STUDY

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ABSTRACT

Our society is very much influenced with celebrities. And the advantage of this is taken upon by the advertising companies because for them it becomes really very easy to market and increase the sale of their product. This is because most of the Indian consumers are desperate followers of one or other celebrities. The study is aimed at comparing the popularity of celebrities as brand endorsers. It gives conceptual guidelines to companies in selecting celebrity as brand endorser. To determine the level of awareness about celebrities among the respondents. To get an insight in to the concept of celebrity endorsement in India. To study the impact of celebrities on sales of a brand in Nagpur. All the respondents are 100 % aware of the Indian Cricket & Bollywood Celebrities. The companies most of the time get good results of the TV commercials by the celebrities but sometimes it proves out to be negative publicity for them as it often happens to the companies which hire the celebrities from the world of cricket.

KEYWORDS

Awareness, Brand value, Celebrity, Endorsement.

INTRODUCTION

With no doubts, our society is very much influenced with celebrities. And the advantage of this is taken upon by the advertising companies because for them it becomes really very easy to market and increase the sale of their product. This is because most of the Indian consumers are desperate followers of one or other celebrities.

And this is why Endorsements featuring celebrities has become the latest trend of today. Though appreciating a celebrity is good but this does not at all mean to follow them like dumbs.

So, I request all the consumers to follow your own instinct to make any purchase for yourself.

In this media dependent nation where people spend most of their times watching television, celebrities do make a strong impact on viewers who are otherwise consumers. Most of the people are celebrity crazy and try to do what think and how they act. so a product would go on better sale if its promoted by a celebrity liked by most of the population.

Celebrities are blindly followed up by the youth and even elder generation these days. so they do make a substantial impact on the endorsements and advertisements which they make. These tactics actually do work because people would watch the celebs undoubtedly and so would the product grab the attention.

Celebrities leave a deep impact on the viewers with whatever they do. This is being used up by various companies to promote their products by getting the products endorsed by these celebrities. And i think a product earns itself a brand value easily if it is endorsed by a celebrity because people start recognizing it.

Celebrity when endorse any project or product then it lays a great impact on the common people or you can say any consumer. When they see their favorite actor or actress or celebrity endorsing any product then they tempt and tend to buy that product no matter what the cost of the product is. They think that their celebrities are endorsing something which they themselves use and this is the reason of their glowing skin or fit body. They buy that immediately, the impact is quite high!

What is the impact of celebrity endorsement on sales of a Brand in India?

Celebrity endorsements have become common these days with major brands. Celebrities play a major role in increasing the sales of the brands as many people in India are followers of certain celebrities. This is exploited by the firms to promote their products. Television is an important means of communicating with the public and these celebrities do the same effectively.

The health of a brand can definitely be improved up to some extent by celebrity endorsement. But one has to remember that endorsing a celebrity is a means to an end and not an end in itself. An appropriately used celebrity can prove to be a massively powerful tool that magnifies the effects of a campaign. But the aura of cautiousness should always be there. The fact to be emphasised is that celebrities alone do not guarantee success, as consumers nowadays understand advertising. They know what advertising is and how it works. People realize that celebrities are being paid a lot of money for endorsements and this knowledge makes them cynical about celebrity endorsements. Compatibility of the celebrity's persona with the overall brand image. A celebrity is used to impart credibility and aspirational values to a brand, but the celebrity needs to match the product. A good brand campaign idea and an intrinsic link between the celebrity and the message are musts for a successful campaign. Celebrities are no doubt good at generating attention, recall and positive attitudes towards advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand. On the other hand, they are rendered useless when it comes to the actual efficiency of the core product, creating positive attitudes to brands, purchase intentions and actual sales. Certain parameters that postulate compatibility between the celebrity and brand image are:

Celebrity's fit with the brand image.

Celebrity—Target audience match

Celebrity associated values.

Costs of acquiring the celebrity.

Celebrity—Product match.

Celebrity controversy risk.

Celebrity popularity.

Celebrity availability.

Celebrity physical attractiveness.

Celebrity credibility.

Celebrity prior endorsements.

Whether celebrity is a brand user.

Celebrity profession.

SIGNIFICANCE OF THE STUDY

This research paper will be addressing the issues of lack of knowledge, information & information retrieval by the users by making comparative study about the level of awareness, popularity & impact on sales of a brand between cricketers, Bollywood celebrities and other sports personalities.

OBJECTIVES

- 1) Comparing the popularity of celebrities as brand endorsers.
- 2) It gives conceptual guidelines to companies in selecting celebrity as brand endorser.
- 3) To determine the level of awareness & popularity about celebrities among the respondents.
- 4) To get an insight in to the concept of celebrity endorsement in India.
- 5) To study the impact of celebrities on sales of a brand.

RESEARCH METHODOLOGY

Research is meant any enquiry or investigation regarding any phenomena or event in order to discover facts. Research Methodology means an investigation carried on through systematic procedure. It is systematic activity to achieve the truth. It includes the procedure of collecting data, analyzing the data and finding the conclusion or truth.

A series of samples are chosen from various subgroups of the population. A sample size of 400 respondents , both male & female in the age group between 16 – 50 years belonging to different occupation in Nagpur is considered.

A probability sampling procedure is adopted for study. Population is divided according to geographical areas and socio economic characteristics. Ares sampling method is used in which each member of population has known and equal probability of being included in the sample.

SOURCES OF DATA

The data will be collected from both primary and secondary sources. Researcher had studied various issues relating to the awareness level about celebrities in a society. Researcher collected the primary data through interviews.

PRIMARY SOURCES

1. Respondents
2. Attitudes and Opinions
3. Socio economic characteristics

SECONDARY DATA

1. Magazines
2. Periodicals
3. Journals
4. Publication of marketing research agencies
5. Leaflets and brochure published by companies.

DATA ANALYSIS & INTERPRETATION

Collected data is analyzed using percentages, mean & averages.

TABLE 1: TOP 1 CATEGORIES IN CELEBRITY ENDORSEMENTS ON TV

Rank	Top Categories
1	Shampoos
2	Toilet Soaps
3	Cellular Phone Service
4	Soft Drink Aerated
5	Fairness Creams
6	Cellular Phones
7	Branded Jewellery
8	Dth Service Providers
9	Washing Powders/liquids
10	Televisions

TABLE 2: TOP 10 BRANDS ENDORSED BY CELEBRITIES ON TV

Rank	Top Brands
1	Lux Toilet soap
2	idea Cellular
3	Airtel Cellular Phone Service
4	Clinic All Clear Dandruff
5	Panasonic Viera Flat-panel H
6	Pantene Pro V Nourished Shine
7	Wheel Active
8	Pepsi
9	Coca Cola
10	Santoor Sandal And Turmeric

TABLE 3: LEVEL OF AWARENESS

S.No.	Celebrities	Percentage	S.No.	Celebrities	Percentage
1.	Abhinav Bindra	64	16.	Anju Bobby George	48
2.	Sania Mirza	96	17.	Shah Rukh Khan	100
3.	Leander Paes	84	18.	Hrithik Roshan	100
4.	Sachin Tendulkar	100	19.	Aamir Khan	99
5.	MSDhoni	100	20.	Amitabh Bacchan	100
6.	Rahul Dravid	100	21.	Aishwarya Rai	100
7.	Anil Kumble	100	22.	Karina Kapoor	96
8.	Harbhajan Singh	100	23.	Juhi Chawla	88
9.	Saurav Ganguly	100	24.	Kajol	84
10.	Yuvraj Singh	100	25.	Karishma Kapoor	87
11.	Irphan Pathan	100	26.	Salman Khan	89
12.	Virendra Sehwap	100	27.	Jaya Bacchan	84
13.	Mahesh Bhupati	74	28.	Preeti Zinta	67
14.	Vishwanathan Anand	91	29.	Akshay Kumar	71
15.	Saif Ali Khan	98	30.	Abhishek Bacchan	100

GRAPH 1: LEVEL OF AWARENESS AMONG RESPONDENTS

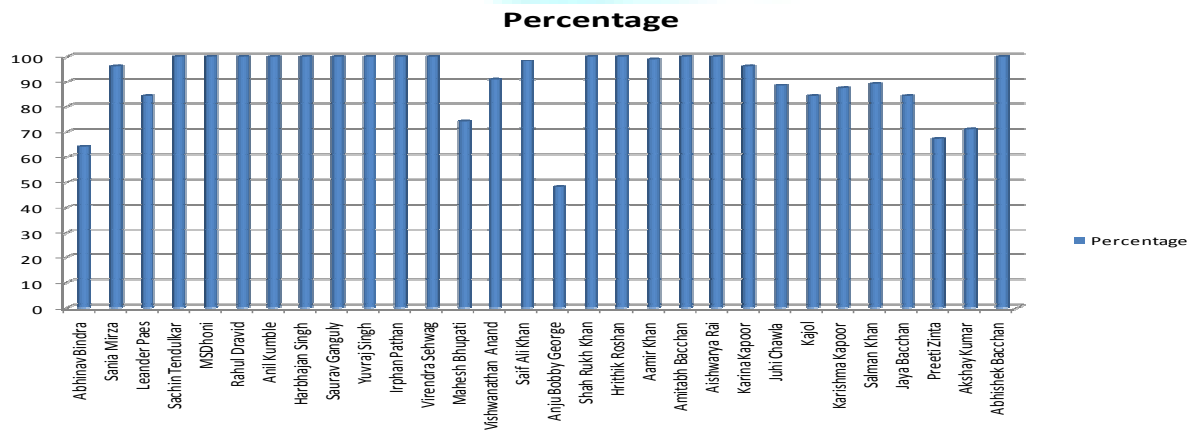


TABLE 4: COMPARATIVE POPULARITY

Sr.No.	Celebrities	Percentage	S.No.	Celebrities	Percentage
1.	Abhinav Bindra	11	16.	Anju Bobby George	6
2.	Sania Mirza	40	17.	Shah Rukh Khan	90
3.	Leander Paes	18	18.	Hrithik Roshan	92
4.	Sachin Tendulkar	60	19.	Aamir Khan	90
5.	MSDhoni	62	20.	Amitabh Bacchan	100
6.	Rahul Dravid	58	21.	Aishwarya Rai	98
7.	Anil Kumble	8	22.	Karina Kapoor	58
8.	Harbhajan Singh	24	23.	Juhi Chawla	56
9.	Saurav Ganguly	58	24.	Kajol	48
10.	Yuvraj Singh	32	25.	Karishma Kapoor	51
11.	Irphan Pathan	14	26.	Salman Khan	80
12.	Virendra Sehwap	16	27.	Jaya Bacchan	67
13.	Mahesh Bhupati	10	28.	Preeti Zinta	37
14.	Vishwanathan Anand	28	29.	Akshay Kumar	78
15.	Saif Ali Khan	98	30.	Abhishek Bacchan	94

GRAPH 2: COMPARATIVE POPULARITY

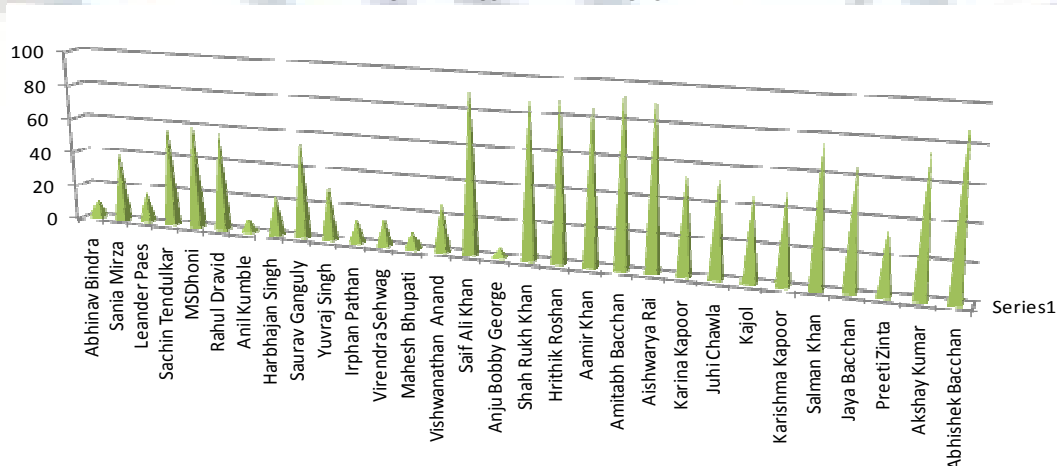
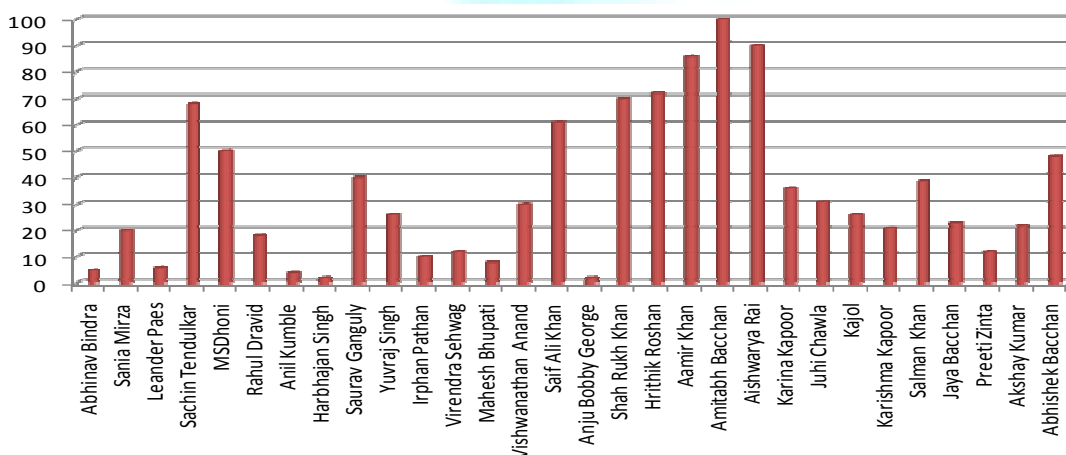


TABLE 5: IMPACT OF CELEBRITY ENDORSEMENT ON SALES OF A BRAND IN NAGPUR

S.No.	Celebrities	Percentage	S.No.	Celebrities	Percentage
1.	Abhinav Bindra	5	16.	Anju Bobby George	2
2.	Sania Mirza	20	17.	Shah Rukh Khan	70
3.	Leander Paes	6	18.	Hrithik Roshan	72
4.	Sachin Tendulkar	68	19.	Aamir Khan	86
5.	MSDhoni	50	20.	Amitabh Bacchan	100
6.	Rahul Dravid	18	21.	Aishwarya Rai	90
7.	Anil Kumble	4	22.	Karina Kapoor	36
8.	Harbhajan Singh	2	23.	Juhi Chawla	31
9.	Saurav Ganguly	40	24.	Kajol	26
10.	Yuvraj Singh	26	25.	Karishma Kapoor	21
11.	Irphan Pathan	10	26.	Salman Khan	39
12.	Virendra Sehwaq	12	27.	Jaya Bacchan	23
13.	Mahesh Bhupati	8	28.	Preeti Zinta	12
14.	Vishwanathan Anand	30	29.	Akshay Kumar	22
15.	Saif Ali Khan	61	30.	Abhishek Bacchan	48

GRAPH: 3 IMPACT ON SALES



FINDINGS

Table 1 indicates top 10 categories of products in celebrity endorsements on TV during Jan to December 2010. The most endorsed products are shampoo & toilet soaps with ranking 1 & 2.

Table 2 shows the top 10 brands endorsed by celebrities on TV are Lux Toilet & Idea cellular.

Table 3 shows level of awareness about celebrities among respondents. All the respondents are 100 % aware of the Indian Cricket & Bollywood Celebrities. Amitabh Bacchan, Aishwarya Rai followed by Shahrukh Khan & Hritik Roshan are the most popular among respondents.

Companies are spending huge amount on Celebrity Endorsement. Does it have any impact on purchasing? Most of the respondents are influenced by Amitabh Bacchan (100 %) followed by Aishwarya Rai (90 %), Amir Khan 86 %, Hritik Roshan 72 %, Shah Rukh Khan 70 % & Sachin Tendulkar 68 %.

Although Sania Mirza, Rahul Dravid, M.S.Dhoni, Saurav Ganguly, Abhinav Bindra are most popular among all the respondents but impact on purchasing is less.

CONCLUSION

'Lux Toilet Soap', 'Pepsi' and 'Airtel Cellular Phone Service' were the top 3 brands in 'Celebrity' endorsements on TV. There is a huge Impact of Celebrity Endorsements among the consumers though TV commercials in India as Indians like the celebrities a lot and consider most of the celebrities their role models. There are more and more companies prefer the celebrities of different fields in India like the cricketers, Bollywood celebrities and other sports personalities. Celebrity endorsement is quite famous and effective in India. Most of the products of many companies are being endorsed by the Bollywood actors and Indian cricketers for better sales targets. Television is something which is watched all over India by the people of all class whether the people belong to lower class or middle class or upper class, all of them watch television to entertain themselves.

And most of the companies play the card of TV commercials in India for more selling of their Consumer products with the help of the endorsements the Indian celebrities. The companies most of the time get good results of the TV commercials by the celebrities but sometimes it proves out to be negative publicity for them as it often happens to the companies which hire the celebrities from the world of cricket. Because if the cricketers don't play well that time their endorsement on television is not liked by the viewers and the viewers stop buying the products endorsed by the failure cricketers. So there are both of the things, profit and the loss due to the publicity of the branded products by the celebrities on TV in India.

There are a lot of researches and the analysis on the celebrity's endorsement on the Indian television for marketing the products of the branded companies in India. This is the fact that endorsement of the companies by the celebrities very effectively work in terms of increasing the brand value and the sales of the products. In today's highly competitive & dynamic market environment, companies have to use modern & innovative techniques & concepts for selecting the appropriate celebrity for endorsing their brands.

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