

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOUR

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ABSTRACT

Advertising is important but is it really necessary to pay high celebrity endorsements??? Launching a new product in the market and encouraging customers to use the new product or use the services is done by advertising, so advertising is imperative. The aims of the companies make the advertisement the turning point in the product life cycle. People do not go to shopping every day; they don't keep changing their usual product which they have been using for years. For example, think of family which has no information about "All Out mosquito repellent", and is still stuck with "the Mortein Coil", how would they know about new and many times more effective new product than the traditional mosquito coils? Here, advertising plays a pivotal role in changing the lifestyle. But, is it really required for a celeb, let's say Aamir Khan, to come on the media and convince us to switch from coils to electric mosquito repellents? Recently in a report by times magazine, Rajnikant charged 250cr for various advertisements, in the race of establishing brand loyalty, the companies pay hefty about in the name of celebrity endorsement, which ultimately raises the price of the product to many folds, and thus raising the price of the product which could have been priced at much lower rate. But do these gimmicks really pay off? There are many good and successful examples of trusted brands which are against celebrity endorsements and are quite successful in India and abroad.

KEYWORDS

advertising, celebrity endorsement, product life cycle.

INTRODUCTION

Advertisement is a remunerated structure of non-personal demonstration or exaltation of goods, services or ideas by advertising is a paid form of non-personal presentation or promotion of ideas, goods or services by a recognizable sponsor with a prospect to distribute information regarding a product, idea or service. The information which is conferred or advertises is called advertisement. In today's modern time there is barely any business activity relating to marketing which does not support advertisement of its services or newly launch or existing products. The form of this advertisement differs according to the geographical aspects, business to business or services to services. Whenever a new product or service or anything which can be sold in today's time is launched, the dilemma of making it public haunts the owner of the product or the idea. It is to be projected in such a manner that it must have a mass appeal in the first go, so that people may easily relate themselves to the newly launched product or to any idea or information which is to be promoted or advertised. This is one of the remarkable aspects of the exaltation mix. Substantially advertising means spreading of information about the features and the nature of the product to the potential customers with the prime objective in the back of the mind to sell the services or products. The core objectives of advertising are:

- To create base for the new product in the market
- Create demand in public for the new product
- To build a brand image and brand loyalty to face and beat the competition.
- Create or enhance goodwill to increase the market receptiveness of the company's product and helps them to win the customers easily.
- Inform the customers about the changes in prices, channels of distribution, quality improvement, size, weight, brand, packing, etc.
- Build new image for company's product to neutralise competitor's advertising.
- Barring new entrants by building image through long advertisements

Therefore it is summarised that the prime aim of advertising is to profit the producer, and educate the customers about the pros and cons of the product and aid the salesman.

Advertising is performed to promote the sales of business. It is a remunerated arrangement of publicity and it is non personal. They are guided towards the mass audience and not specifically towards the individual. Advertising is a way or better call it a technique to keep the consumers abreast the new products or services that are available in the market at their disposition. It's a mean to spread knowledge about products or services that may be of some usage to the potential buyers. Advertising is one of the essential thing in our society present today, like an old slogan it says 'Advertising your right to choose'. The prime aim is to sell, as many people believe. Advertising do suffer fierce opposition from people who wants to prove by any unethical means that advertising is only selling. This is not the case as advertising do helps business to prosper and helps to boom the economy as well as makes the consumer of the products or services aware of the goods and the bads of it, also they have various choices available at their disposal, from which they can exactly choose as per their needs. Advertising is productive in variant ways as it educates consumers, who can then utilise this knowledge to make choices wisely as per the guidelines. With the assistance of advertising, consumers can easily buy required products without any delay. This in turns gives boost the sales of commodities, raises the increases the effectiveness of labour engaged in labour in circulation, and reduces the price of selling. It is a widely acclaimed reality that in the absence of market encouragement of heavy advertising, consumers may have to wait for many years for the verification and authentication that took place in less than 10 years- it took many years for people to realise that they can actually use toothpaste to brush their teeth even after the availability in the market. These words are more than enough to affirm the capability of advertising in modern marketing scheme.

ESSENTIAL BENEFITS OF ADVERTISING

BENEFITS TO MANUFACTURERS: It boost the capacity of sales by developing attention towards the product, it also helps smooth launch of new products or ideas into the markets by the same maker. Producer gets a new image along with the products It helps to create an image and reputation not only of the products but also of and also its reputation is consolidated with the help of advertisement. Retail price, maintenance is also possible by advertising where price appeal is the promotional strategy. A direct link is established between the consumers and the makers. Due to heavy availability the demand of the product is equalise. Advertising is essential to beat the struggle in the market and for the survival of the product. Periodic variations of the product are saved as the

advertising gives opportunities of new products and new usage of the product. As the products are advertised, self-esteem of the employees rises and in turns the services.

BENEFITS TO WHOLESALLERS AND RETAILERS: Consumers are well aware of quality of the product, these results in easy sale of the products. Advertisement creates demands as a result of which the rate of consumption increase and hence the turn-over of the stock grows. It aids the salesmen in selling activities. It equips them with through product information and thus, makes sure more and more efficient selling by reducing cost of continue operations. The wholesalers and retailers benefits from the reputation of the product which they share equally of a heavy advertised product

BENEFITS TO CONSUMERS: The sole aim of advertising is to emphasis on quality and not on the cost of product. There are hardly any advertisements which openly say the price of the newly launched or already existing product, until and unless it is very economical and are appealing to the mass due to its very low cost. Advertising aids the manufacturing unit to lower the cost of the product due to tremendous pressure built by the advertisement of the already existing product of a different; this enables the seller to sell the product at lower cost. Further large scale production assumed by advertising enables the seller to sell product at a lower cost. Advertising aids in removing the middlemen by securing a direct link between the consumers and producers, thus resulting in economical goods. Consumers have the option of choosing products from wide range available products of different products; this enables them to shop in lesser time. They can also compare form wide variety of new products.

BENEFITS TO SALESMAN: Salesmanship is inadequate without advertising. Advertising provides as the precursor of a salesman in the dispersion of goods. Advertisement aids the sales in following ways:

Launching of the product becomes convenient and very easy as the maker has advertised about the product, thus the consumer is already informed in advance, and that makes the sale obvious. As the salesman gets the required platform to start his work efficiently becomes very smooth. Advertising sets up a lasting contact with the customer by the salesman, as the customer is already educated about the quality and the cost of product through the help advertisement. When the salesman makes direct contact with the customer he can give the references of the advertisement of the product.

BENEFITS TO COMMUNITY OR SOCIETY: Advertising generates employment as the mass production required to meet the demands of the consumer leads to number vacancy swell in size. Advertising is informative and educative in nature. As said by the late President Roosevelt of USA "Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education." Advertising helped important inventions to reach the mass, inventions such as radios, automobiles, various gadgets and household appliances were put to use because of their advertisements only. Advertisements creates more and more healthy competitions which is ultimately good for the consumers as well as the makers, as every manufacturer wants to improve the quality and reduce the cost of the product in order to increase the mass popularity and thus the sales. Cost of the newspapers has been reduced and the recognition due to the advertisements that are daily printed on them.

OBJECTIVES OF THE STUDY

- To understand the concept of advertisement and its importance.
- To understand the concept of celebrity endorsement.
- To know about the impact of celebrity endorsement on consumer behaviour.

RESEARCH METHODOLOGY

The study is based on secondary data and the information has been collected through the internet and newspapers.

CELEBRITY ENDORSEMENT ADVERTISING

A celebrity is famous person who uses his popularity and attention to publicize a product or service. Mainly, a celeb is someone who gets a considerable amount of media attention and uses that in his favour to promote a product of a particular brand. As the celebrity is watched and their lifestyles copied by mass, it becomes a plus point to hire them for endorsing. If a beauty queen endorses soap then there are chances it may be used by many young girls who dream about becoming one like her. A cricketer endorsing for a health drink will definitely catch eyes of budding cricketers who adore them, thus the sale will automatically rise. According to **Friedman & 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.*" So, in the Coco-Cola add; actor Aamir Khan is the celebrity endorser for the brand called Coke and this technique is referred to as Celebrity Endorsement.

BENEFITS OF USING CELEBRITY ENDORSEMENTS

Endorsement has become a common tool for manufacturers to advertise their products or services now because of the trust and credibility. Celebrities are known for their sporting attainment, presence, creation or other talents. Advertisers accordingly use this to retail their products that claim to have a particular effect. For cosmetics companies, nothing works better than getting a gorgeous celebrity to endorse a product. Many anti-aging product ads feature famous models or actresses (like Kajol in Olay anti-aging cream ad) who are in their forties, and their skin looks to be twenty years old. This is great advertisement, because it appeals to so many women.

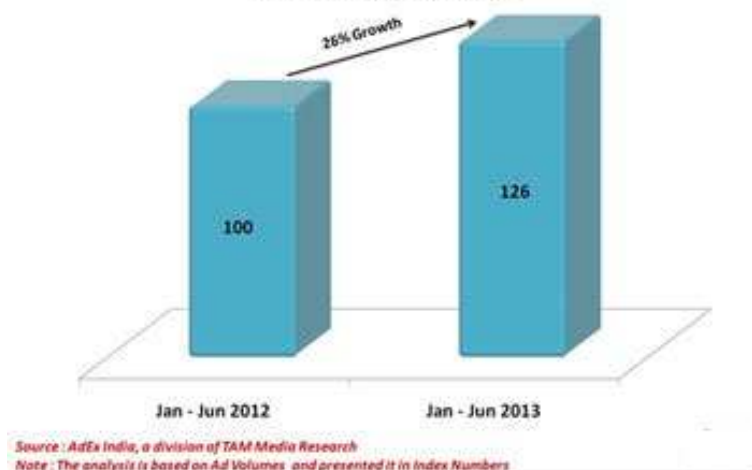
SOME FACTS ABOUT CELEBRITY ENDORSEMENT DURING JANUARY-JUNE 2013

- Celebrity Endorsement alleged 26% growth in Jan - Jun 2013 in comparison with Jan - Jun 2012
- Katrina Kaif ranked number 1 Celebrity Endorser 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

NOTE:

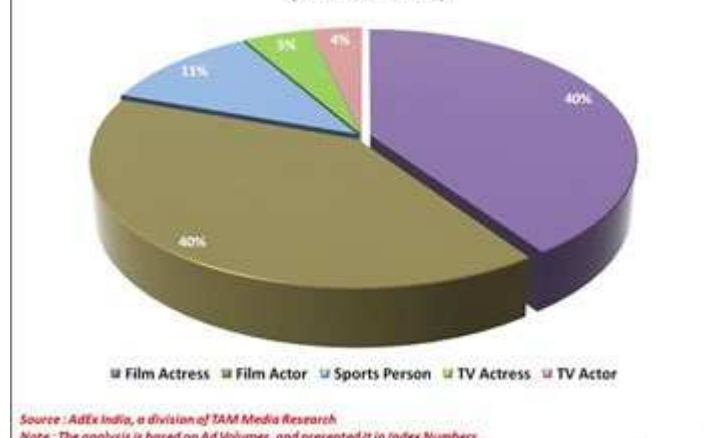
This analysis is based on the Ad volume during commercial time i.e. Duration in seconds & does not include any promotional appearances/activities. Base for the analysis is Celebrities (Actor/Actress) from Hindi Movies & TV Industry and Sports personality considered.

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



Celebrity Endorsement ad volume witnessed growth by 26% in Jan - Jun 2013 in comparison with Jan - Jun 2013.

Share % of Celebrity Endorsement as per Profession (Jan – Jun 2013)



- Film Actresses and Actors both captured 80% of Celebrity Advertising in terms of Ad Volume in Jan - Jun 2013
- Sports Celebrities, TV Actors and Actresses captures remaining 20% of share in Celebrity Endorsement Ad Volume during Jan - Jun 2013

Top 10 Celebrities Endorsing Brands (Jan – Jun 2013)

Rank	Celebrities	Share %
1	Katrina Kaif	6.71
2	Shahrukh Khan	6.67
3	Salman Khan	5.2
4	Aamir Khan	5.0
5	Kareena Kapoor	3.8
6	Saif Ali Khan	3.5
7	Virat Kohli	3.2
8	M S Dhoni	3.1
9	Amitabh Bachchan	3.0
10	Kajol	2.9

Source : AdEx India, a division of TAM Media Research
Note : The analysis is based on Ad Volumes and presented it in Index Numbers

- Katrina Kaif ranked number 1 celebrity with 6.71% share followed by Shahrukh Khan with 6.67% share
- The top 10 celebrity list is dominated by Male celebrities which is mix of 5 Film Actors and 2 Sports Personalities
- 3 Film Actresses, Katrina Kaif, Kareena Kapoor and Kajol contributed to more than 13% share of Celebrity Endorsement during Jan - Jun 2013

**Top 10 Product Categories using Celebrity Endorsement
(Jan – Jun 2013)**

Rank	Product Categories	Share %
1	Aerated Soft Drink	8
2	Toilet Soaps	6
3	Social Advertisements	6
4	Non Aerated Soft Drink	4
5	Perfumes/deodorant	4
6	Shampoos	3
7	Hair Oils	3
8	Tooth Pastes	2
9	Scourers	2
10	Milk Beverages	2

Source : AdEx India, a division of TAM Media Research
Note : The analysis is based on Ad Volumes and presented it in Index Numbers

- Aerated Soft Drink is the top ranking category that used Celebrity Endorsement extensively with 8.4% share during Jan - Jun 2013
- Top 10 Product categories contributed to 41% share of Celebrity Endorsement during Jan - Jun 2013

THE NEED FOR CELEBRITY ENDORSEMENT

The fog of the celebrities almost always persuades and their words are blindly followed and worshipped by their fans. They are also invited for actors turned politician like Govinda for Congress, HemaMalini for BJP and Jaya Bachchan for Sa-Pa .Most of the time these gimmicks pays off and compel buyers to go for the products which are endorse by them. When actor Shahrukh Khan endorses Santro-Zip drive; the consumers are made to think that he is vouching to get this car. In similar fashion, our beloved Rani Mukherjee has swapped for Bata's ladies footwear brand called "Sundrop" as sales increased by a staggering 500%.There is a psychological factor that celebrities inspire the "esteem needs" of a person. For instance a Bollywood or a Hollywood actress is anticipated to have an impeccable and perfectly toned skin. She automatically qualifies to endorse for a beauty product let it cosmetics, soaps, powders etc., as her fans would definitely want to the secret behind her beauty and thus, this becomes the trade secret. Positioning their Brand Differently: Lux has positioned itself worldwide as the 'soap the film stars use'. From AishwaryaRai to Leela Chitins, all top actresses have modelled for Lux. Celebrity Standing for a Single Brand: If a imagine ZakirHussain, you will definitely remember that 'WahTaj' TajMahal tea add where he plays "tabla". Ditto with A. R. Rahman for Airtel. In India Shahrukh Khan was the first male in a Lux advertisement and he is now joined by AbhishekBachchan.Now the Ghajini actress AsinThottumkal has also became the brand ambassador of Lux.

COST OF ACQUIRING CELEBRITY FOR ENDORSEMENT

Companies must have high financial status to be able to afford the best available celebrities. Recently, a newspaper report showed how cola firms had gone beyond their advertising budgets to get the best celebrities. Advertise through celebrity endorsement is thus now quite unimaginable for small business enterprises because of their low finance background. Although the charges for endorsers is not accurately disclosed but industry sources say Indian cricketer Sachin Tendulkar's price is believed to be between Rs.2.0-2.5crore per endorsement, and Oscar winning musician A. R. Rehman, who had signed up with AirTel, is believed to have picked up Rs.1.75crore.

MUMBAI: Aamir Khan has inked a deal with a UAE- based telecommunications service provider for an amazing Rs35crore, soon after his success from 3 Idiots. This deal was called the mother of all the deal signed so far, as it was the highest deal ever inked by a Bollywood celebrity, none as ever received such amount for endorsement, and this deal left behind the previous record of Rs12crore to Rs15crore. As informed it is two-year contract, in this course of assignment Aamir Khan will make himself for a limited numbers of, media appearances, press conferences, press advertisements and personal presentations. Aamir Khan was first launched by Advertisement guru PrahladKakkar, who supervised Khan for his first soft drink commercial way back in 1993(the actor was paid a sum of Rs17 lakh), reacted, saying , " That is hell lot of a money to pay. He has done some very good movies in Bollywood, every time choosing precisely what he actually wants? But this same nature makes him exclusive; he brings a great depth to any brand he is associated with. As, Aamir Khan is very specific about the script, his image and about the product he supports, it is a plus point for the company whose product is associated with him."

This news has not gone down well in the advertising circles, so far the last highest fees paid for endorsement lies in the range of Rs12crore to Rs15crore reportedly paid to Bollywood celebs like Shahrukh Khan, Salman Khan and Akshay Kumar. A well-known producer in the Bollywood circles, nodded with the fact that even new kids on the block like Ranbir Kapoor is paid somewhere near Rs7crore for a 2 year contract by another advertiser," he said Aamir's own earlier deals foe FMCG, a watch, a satellite TV provider, a soft drink were all paid in-between Rs11crore to Rs12crore, so, even by his own benchmark, his fees have tripled. Trade insiders ascribed his rising stock to his recent stupendous box-office successes.

Aamir Khan did not confirm directly or indirectly about his latest fees on endorsement. He said he love doing his ads. And did confirmed that he is choosy about the creative team and the add he endorses, and the way the team works. "I work as hard on my ads as I do on my films," he said. Prabhat Chaudhary, head of Spice, a marketing agency, said: "The brand endorsement world has become the true barometer of a star's success and appeal.Ranbir is the latest example of this desirable success, alone in the last year, the young actor signed sun staggering deals for advertisements from mobile sets to television. Another example is Amitabh Bachchan who was paid a big fee for endorsing a chawanprash brand, prior to this contract that brand never had a brand endorser. Bollywood heroine Priyanka Chopra is said to be in the lead among female stars; reports suggest that she gets paid anything between Rs3.5 crore and Rs4 crore for a deal. Closely following up are the two famous actress well applauded for their work and fan following -- Kareena Kapoor and Katrina Kaif -- who gets an yearly fee of Rs2.5 crore. Commanding a blessed fee for her cosmetic deals and for watch, AishwaryaRai continues to be a universal icon, commanding an enviable fee for her watch and cosmetic deals on the international-circuit.

DO WE REALLY NEED CELEBRITY ENDORSEMENT OR ITS A BLIND RACE FOLOWED BY ALL??

What is the secret behind the success of aerated drinks like Pepsi, Coca-Cola etc.? Is celebrity endorsement entirely responsible for boosting the sale or the brand value? We are learned enough to understand that the quality of any product which we consume cannot be compromised whether it is endorsed by Amitabh Bachhan or Al-Pacino, regardless of popularity of the celebrity, we simply cannot feed our youngsters a junk, just because a famous personality says so. Based on a medical investigative research by," Get Holistic Health", it turns out that "the secret recipe of Pepsi&Coca-Cola is entirely advertising play. Endorsements by a celebrity are a big gamble played exactly in the right place like India that played-off well. What is the secret behind this? When it is very well known to everybody that this is a weak solution of cocaine mixed with preservatives, colorants, stabilizing agents and etc., that it is a legalized cocaine addiction plus pure poison been served to us and our children with smile. Diet coke is even worse, because it contains aspartame, and this chemical present in the diet

coke, replaces sugar, ultimately it becomes a pure neurotoxic poison. Stevia is the actual substitute of the sugar but as it is a plant it is never used by these aerated drinks companies. Diuretic effect of the drink is another spoil sport and enters in "the game". Are bones becomes devoid of the calcium, zinc and magnesium as these are removed out of from the organism, which are a part of our bones. At this time we have already become irritable or subdued. Urination removes the whole quantity of water, the only good thing contained in a coca cola.

In the year 2013 10% of the brand endorsed by the celebrity was from the aerated soft drinks and 2% were of milk products. When a child is born he should not be given anything, as mother's milk a more than enough for the infant for entire 6 months. But as the child grows old he introduced into the world of advertisement, from where they start picking up things like burger and aerated soft drinks, pizza which is banned in many schools in different countries. As it is a slow poison which doesn't kill instantly but keep pushing us inch by inch, right from messing up with the metabolism by slowing it down to alerting the DNA pattern and increasing the chance of diseases like cirrhosis and degenerative diseases like Parkinson's.

San Francisco (August 3, 2006): Coca-Cola and PepsiCo carbonated drinks in India contain dangerously high levels of pesticides, according to a new study released yesterday by the Centre for Science and Environment (CSE), a leading public interest research and advocacy group in India.

CSE tested 57 samples of Coca-Cola and PepsiCo carbonated products from 25 different bottling plants across 12 states and found pesticide residues in all samples.

The study found a "cocktail of between three to five different pesticides in all samples" - and on an average, the pesticide residues were 24 times higher than European Union (EU) standards and those proposed by the Bureau of India Standards (BIS), the government body responsible for standardization and quality control.

The study found high levels of:

- Lindane - a confirmed carcinogen - sometimes as high as 140 times those allowed by EU and BIS standards
- Chlorpyrifos - a neurotoxin - sometimes as high as 200 times those allowed by EU and BIS standards
- Heptachlor - which is banned in India and also has not been used in the US since 1988 - was found in 71 per cent of the samples, at levels 4 times higher than the proposed BIS standards.
- Malathion - a pesticide that the US EPA recommends that workers wait at least 12 hours before entering the area of application - were found in 38.6% of the samples tested.

"This is a grave public health scandal," said Sunita Narain, director of the Centre for Science and Environment and winner of the prestigious 2005 Stockholm Water Prize.

SO THERE IS NO FUTURE OF COMPANIES WITHOUT ENDORSING THE PRODUCTS THROUGH CELEBRITIES?

Well the answer is "no". From the detailed analysis given above through various aspects, it is determined that the celebrity endorsement strategy is high-risk. It increases the cost and ultimately the price of the product which directly or indirectly burdened the customers. Moreover customers cannot easily assess the quality of products at least before they consume them. There are many brands which have set an example for successfully promoting their products without using celebrity endorsement advertising and they are running well in the present market too. Below are some of the examples that promote their products without using celebrities.

FABINDIA It is one of the largest foreign exchange earners where it stands at 16% of India's total exports with a market growth rate at 11% every year.

PROMOTION STRATEGY OF FABINDIA PRODUCTS: Fabindia has traditionally relied on word of mouth for its promotion. It believes that products speak of it and this has worked well till now. Hence the promotion strategy is completely customer driven. The only problem is the customers are not aware of the location of stores, but once it is cured, no other mechanism is needed. For this, it uses mobile marketing and publishes its ads in newspapers to increase the awareness of its store location. Fabindia banners also placed in malls and on streets to increase sales volume. It has 95 k likes in facebook that proves its strong social presence.

ACCOMPLISHMENT OF FABINDIA WITHOUT CELEBRITY ENDORSEMENT

- Maintain its Indian tradition with the authenticity of hand-woven fabric for over years.
- It has achieved sustainable employment for the skilled artisans in rural areas.
- Employees' freedom has resulted into their accountability
- Word of mouth promotion strategy has proved very effective (like they charge reasonable prices and maintain quality standards) as the brand does not spend much on advertise.

PATANJALI: Swami Ramdev has assured that patanjali's products will be 30% cheaper than those of MNCs products as they directly source the products from farmers. This has resulted into low overhead cost. Patanjali Ayurveda sells all its entire range of 800 products through its exclusive outlets with a big no to celebrity endorsement advertising. It has brought out about 500 products (includes 250 medicinal products where 100 products ranging from cosmetics to toiletry and from vitality products to spices).

PROMOTION STRATEGY OF PATANJALI'S PRODUCTS

- Yoga crusade by Baba Ramdev and the Patanjali trust.
- Advertise its products in India through journals and newspapers and globally hire ad agency
- It has its own website to ensure national and international visibility.
- Regular collaboration with industries and business organisation.
- Communication with foreign embassy or trade council of India.

The Patanjali Mega Food Park (PMFP) has been confronted to create infrastructure for food processing with exhausted farm-to-plate supply chain system with an objective to maximise value addition by backward and forward integration between farmers, factory and the market. This supply chain has direct communication from supplier to producer to consumer with zero intermediaries. This also erases the need of celebrity endorsement advertising. This drastically reduces its cost as it avoids unnecessary commission cost and other related charges.

DECATHLON: Sports Company like "Decathlon", launched in recent years in India by Decathlon Group is successful brand. Its success has greatly contributed to the decline in selling price in France; it has brought its own brands and is quite popular among the professional sports persons. In 2008, the brand Decathlon beat all its competitors on three points: margin, market share, highest turnover per square meter of retail space. It is up to the third at a world level.

CONCLUSION

The study concludes that celebrities definitely attract many customers and this generally compels manufacturers, retailers and brands to promote or endorse their products through celebrities. However there is another side of this. It is not always a valuable way to go for celebrity endorsement as promoting with celebrity does more damage than benefit in consumer's perception. Most of the time customers accomplish the negative traits of celebrity with the products they endorse. Thus, the funds must be utilized in research and development of the products so that its sustainability can be improved, and to reduce the market price of the product which would ultimately retain the customers' faith too.

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