

Research on Consumer Behavior towards Celebrity Endorsement: With Special Reference to Delhi Region

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Abstract: The practice of celebrity endorsements has been increasing rapidly over time. The adoption of celebrities by Indian advertising agencies has experienced a tremendous increase in the last 15 years. Celebrity endorsed advertisement is considered as an effective communication strategy between the marketer and consumers. Celebrity endorsement is made up of four main pillars that are credibility, attractiveness, product matchup and lastly meaning transfer. All these four elements combine to make up celebrity endorsement. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. Many celebrities are used in various marketing campaigns and in most cases; the use of celebrities as endorsers is mainly seen positive. In the study the researcher will focus on the relationship between credibility of celebrity which is composed of expertise and trustworthiness and buying behavior of customer.

In this research Approach taken by the researcher is quantitative. The data of 100 respondents is being collected through a structured questionnaire with direct contact with respondents and sample of 4 brands belonging to various product categories featuring celebrities for the study is considered. Collected responses will be analyzed using graphs and charts.

The researcher tries to review existing literature available on celebrity endorsements, which provides an insight into the research topic and clarifies many important aspects related to the subject. In previous researches it is proven that consumer do get affected by celebrities as endorser, people find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. Moreover, the tested attributes show positive relationship with purchase intention and behavioral intention. In other terms, celebrity attributes do affect the purchase intention of consumers. Finally, the results of the study prove that celebrity endorsements positively affect the buying behavior of the consumers.

Keywords: *Celebrity, Endorsement, Consumer Behavior, Credibility.*

INTRODUCTION

Background: Popular personalities can convert into excellent salesmen. Giving the world a familiar and well-known face is considered to be the fastest and safest way for brands to develop an association and a bond in the mind of its consumers. Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain credibility because celebrity endorsement is a technique which features celebrities to endorse a product.

These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience. We see celebrities in television, film, radio, magazines and where not, celebrity endorsements get about billions and trillions yearly and are highly recommended in the dreamy world of advertisements to promote their products.

And from consumer’s perspective, they want to own that brand which enjoys a good reputation in the market and then when it is involving a well known celebrity with that brand, it becomes all the more alluring and consumers feel that by using such brands they will gain some status because celebrity endorsed products satisfy this longing of enjoying a brand that comes with symbol of status.

Marketers make use of celebrities to endorse their products in order to give their brand advantage and edge over its other competitor. But employing a celebrity to satisfy the very purpose require deep understanding and many other considerations have to be weighted.

OVERVIEW

Celebrity endorsement is a million dollar industry today. In this modern era, the world of advertisement undergoes a change, from classical ways, it has converted to take a modern route. This modern route requires marketers to develop strategies incorporating the elements of emotions, humor etc. the main purpose that lay behind these strategies is to get brand exposure, attention, interest, desire and action. And in order to make these strategies into success, marketers employ famous celebrities because celebrities have the power to create a greater impact on the consumers buying behavior. Since some of the celebrities have charismatic personalities and they enjoy public recognition because they possess distinctive qualities like trustworthiness and attractiveness. Many big brands make use of the concept of celebrity endorsement as a marketing communication tools.

As consumers, we are surrounded by brands; we get exposed to millions of personalities in billboards and television. Every brand tries to capture our time to inform us about what they have to offer to us and teach us about the different attributes of the product. And this is where the challenge lies. The marketers have to delve what will retain our attention. In order to achieve this, celebrity endorsement is put into effect.

But this entire process of hiring celebrities and doing the product-celebrity match is not as simple as it seems. The design of such kinds of campaign and then planning how to make these campaigns a success requires a long procedure of an in-depth understanding of the product, the choice of a celebrity, the objective of the brand and then associating the celebrity with the brand. Celebrities not only serve the purpose to create some kind of attention and also to attain the objective of high recall and recognition. And for that to happen, marketers should keep in mind the image of their product because consumers only wants to consume that product or brand which has the maximum fit with their own personalities/image and the celebrity endorser fits in between these two connections and binds the image of the product close to the consumers by transferring meaning to the product. Also marketers believe that when employing celebrities, they succeed in creating an aspiration in consumers mind to purchase what their favorite celebrities are endorsing because in this glamorous celebrities world.

Celebrities are often perceived as idols by many and people want to follow their lead and try out those products which have the touch of celebrities to them as celebrities make those products more alluring and desirable.

In the world of advertisement, in order to stand out from the clutter, celebrity endorsement is considered the most effective tool that will do the job. This technique of involving celebrities with a brand is a winning formula to build the brand and enhance its value. However, it is relatively easy to select a celebrity for a brand but rather very hard to build a strong link between the brand and the endorsement. And therefore, it is for this reason, it is rightfully said that celebrity endorsement is a two-edged sword, if properly dealt with it can do wonders for the company and if not handled properly it can destroy the image of the company and the brand itself.

SIGNIFICANCE OF THE STUDY

This research will help to achieve insights on the impact that celebrity endorsement has on the consumers buying behavior and will focus on the relationship between credibility of celebrity which is composed of expertise and trustworthiness and buying behavior of customer.

OBJECTIVES OF THE STUDY

The main aim of studying the theory of celebrity endorsement on consumers buying intention is to find the answers to the following:

- The impact celebrities have on the consumers buying intention in regards of credibility
- In regards of the attractiveness of celebrities, how much are consumers convinced.
- To judge the effectiveness of celebrity endorsement.

These objectives will help to reveal what kind of an impact celebrity endorsement leaves on consumers intention regarding the purchase of FMGC products and it will also trace out those key factors that actively participate in order to turn the celebrity endorsed advertisement into success.

LITERATURE REVIEW

Historical and current perspective: Over the years many arguments have been done with respect to the ideas on what makes celebrity endorsement a success. Many studies have also been conducted which are aimed at finding out all the factors that are very active to create an impact on the buying behavior of consumers.

Five studies have been reviewed and formulated in tabular form which enumerates the major objectives and findings.

S. No	Title	Author Name	Year	Conclusion
1	Effects of Expertise and Physical Attractiveness upon Opinion Agreement and Liking	Horai	1974	The endorser's perceived expertise has a positive impact on attitude changes of the customer. Endorses will be perceived as having the most expertise when that endorse products or services related to them
2	The effects of multiple products by celebrities on consumers attitude and intention	Carolyn Trippet	1994	The impact of multiple product endorsement on consumer's perceptions of expertise and liking for the celebrity may be indirectly and unknowingly tied to the numbers of products endorsed by the celebrity via attribution of trust.
3	Celebrity Endorsement in advertisement and consumer perceptions: a cross cultural Study	Somdutia Biswas	2009	The research demonstrated that there is a positive, although moderate, impact of celebrity endorsement on attention and exposure of consumers.
4	Costumer perception about celebrity endorsement in television advertising for retail brands	Varsha Jain	2009	Concluded in a study that the customers prefers fill actors as well as sportsperson for retail advertising advertising
5	Impact of celebrity Advertisement on Customers' brand perception and purchase intention	Qurat-Ul-Ain Zafar & Mahira Rafique	2012	Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement leave impact on the customer's perception about the advertisement

According to a business and brand strategist, namely Martin Roll, he points out that there are three essential elements for celebrity endorsements. They are:

- Attractiveness
- Credibility
- Meaning transferred between the endorser and the brand.

According to Roll, he says that a celebrity endorser should posses the quality that a target audience for that endorsed brand finds appealing. These qualities could be in terms of lifestyle or physical appearance may be intellectual capabilities.

Roll explains the term of credibility as the celebrity endorser's perceived trustworthiness and expertise. He quotes “as celebrity endorsement acts as external cue that enable customers to see through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with customers” (Roll)

And his opinion about the transfer of meaning is that there has to be enough compatibility between the product and the celebrity.

Corporate consultant Mc Cracken has created a three stage model in order to explain the transferability of meaning in the field of celebrity endorsement.

The first stage of his model starts with the audiences association to a set of meanings with a famous personality. Coming down to his second stage, these set of meanings move from that famous personality to the brand or to the product via endorsement. And lastly in his final stage, when consumers purchase that product, the meaning of the brand is actually acquired by the customers.

Source Attractiveness Model

According to Erdogan (1999), he says that customers on seeing an endorser, who is physically attractive, form favorable perception. The feature of attraction doesn't mainly include physical pleasant appearance, but it includes the lifestyle and also personality dimension of the endorser. Research findings have proven that endorsers who are perceived as attractive can easily influence the values of the customers. (DeBence and Kernan 1984)

The product matchup hypothesis

The above model explains that there has to be an almost ideal match between the celebrity characteristics of the personality and the features of the brand. (Erdogan 1999) says that a successful matchup can be determined by the extent of the fitness between the celebrity and the brand endorsed by that celebrity.

This same concept is further stated by Michael (1989) who believes the same. Another study done by Ohanian in 1991 reveals that simply such celebrity should be endorsing who is compatible and the consumers perceive them to possess expertise too.

The Meaning Transfer Model

The above mentioned model explains that every time customers encounter any kind of celebrity endorsed product, they immediately correlate some definite meaning with the endorser and ultimately transmit it to the product.

(Mc Cracken 1986), he says that in simple terminology we can say that endorser carry their individual meaning to the product. These models revolve around meaning and their transfer. Every celeb has their own distinctive set of meaning and lifestyle.

There are four stages to it.

First stage is when consumers join together meaning with the famous person and shape its image; next stage is when the meaning which get linked with the celebrities also stretch to the product. In the final stage, customers eventually acquire these brand meanings and make their purchase decisions.

THE ELABORATION LIKELIHOOD MODEL

In this model, under the heading of Elaboration likelihood model, there are two key ingredients that make up this model:

- Motivation
- Ability

Motivation is the need to understand the message while getting involved with the brand, whereas ability comes into use when the individuals become capable of processing and understanding the persuasive message. According to Debiprasad Mukerjee(2009), he says that brand attitude and perceptions can be influenced and molded through celebrity endorsement if it fulfills the criteria of credibility and matchup. His study states marketers should bear in minds that their core purpose is establishing and building the product and not the celebrity and also it's extremely significant to understand that since a personality

turns famous and is thought of as a celebrity doesn't always mean that the celebrity becomes a successful endorser.

Consistency and long term commitment

Marketers should try to maintain as much of a level of consistency as they can among the celebrity endorser and the product to give a strong identity to that product and take celebrity endorsement as a long term strategic plan which have an impact on consumers buying behavior.

Prerequisites to selecting celebrities

Before selecting any celebrity to endorse a product or a brand, three conditions must meet: celebrity endorsing must be good-looking, he/she must bear a good image in the surrounding should possess good knowledge about the product they are endorsing.

Constant monitoring

Marketers or the company should time and again monitor the conduct and image of the celebrity endorsing their brand to keep at hand any negative publicity.

Select unique endorser

Brands reflect the uniqueness and distinctive features, so a technique that marketers should employ is to select a celebrity that is not endorsing any of its competitors or similar product, so as to transfer a clear identity between endorser and brand.

Brand -Vampire effect

When in order to endorse a brand, celebrities are used, one result could be the brand getting overshadowed by the celebrity and in order to prevent that, marketers should make sure that this doesn't happen.

According to Sushil Kumar Rai (2013), he mentions that celebrities are those people, who commonly are related with a different way in their norms and also gets an elevated amount of recognition from others. The reason that company often engages in the act of hiring celebrities to endorse their brand is because famous personality can very easily gain public awareness and a greater degree of attention and recall. Therefore it is said that celebrity endorsement effects consumer's attitude toward the brand and their purchase decision positively.

(Clark and Horsman, 2003) holds the opinion that consumers are more motivated to purchase those products that have celebrities into them in comparison to those products that are not endorsed by celebrity because of the very fact that celebrity endorsed product will have more value to them. The tactic of using celebrities for marketing communication approach is very widespread for big firm for sustaining their image of the product.

Since a very long time back celebrity endorsement have been started, the reason that celebrity endorsement is still very in and this concept prevails is because of the advantages it brings along with itself

Celebrity endorsement as a strategy

Signing up famous celebrities to endorse a product has several advantages; marketers believe that the highest reward they gain by endorsing celebrity is building up credibility, establishing the level of trust, drawing attention and most importantly positively impacting consumers buying behavior.

Celebrity endorsement is a success factor because when a normal person selling a product tells you to try that product as it has helped them, there is a possible chance that consumers may or may not believe them but when the same is said by a celebrity that the product has helped them, then the consumers tend

to listen to the celebrity and believe it and it does impact on consumers buying behavior favorably.

Celebrity endorsement and the effects it has on consumers

A best and effective endorsement is done when a balance is maintained between the product and the celebrity. When marketers assign a product or brand a celebrity, they are actually giving their brand a face. Therefore choosing a celebrity is a very crucial decision and several parameters should be considered like looks, appeal and popularity.

A general belief that prevails among advertisers is that brand message which is delivered by a celebrity brings them better results because such recognized personality generates greater appeals than those endorsed by non celebrities. This quick reach of message to the audience and creating an impact far too quickly is very essential. Celebrity endorsement does not guarantee any success nor any impact on consumers buying behavior unless this strategy is well integrated with the target market characteristics and other marketing mix elements like product design, packing, pricing and branding itself.

Celebrity endorsement has continuously increased because it is considered essential for brand communication as it is a key to marketing success. The primary factor that celebrity endorsement creates a positive impact on consumers buying behavior is actually the public recognition of that celebrity as an admirable and desired cultural force.

CONCEPTS AND MEANINGS

Celebrity Endorsement

McCracken argues that celebrity endorsement one of the ever-present feature of the modern day marketing. Majority of the advertisement companies make use of celebrity endorsement to endorse their products or brand.

As it has been observed that celebrity endorsement is a very persuasive communication technique because it has the power to draw attention, make the advertisement stick into their memories of the customers and celebrity endorsement add a touch of desirability and glamour to their endorsed product. Endorsements could be of the following four types:

- Explicit (I endorse this product)
- Implicit (I use this product)
- Imperative (you should use this product)
- Co-presentational mode (only appearing with the product)

Celebrity endorsement as a marketing tool

When we talk in terms of the perspective of marketing communications, it becomes immensely vital to create such strategies that provide competitive differential advantage to its products that result in creating positive effects in the consumer's mind. (Erdogan and Baker 1999) states that celebrity endorsement is the most widely used marketing strategy.

Companies spend a lot of money to hire celebrities to endorse their products, such celebrities are viewed by others as being dynamic, likeable and attractive. Marketers try to align these characteristics of celebrities with their products. According to (Cooper 1984), he says that advertisements that have celebrities gain high degree of appeal, attention and recall rate than those advertisements without celebrities.

(Farrell 2000) states that celebrity endorsement brings about positive financial gains for the company. Many researchers have been conducted on the endorsements done by celebrities, many of which proves that this technique has provided the company with positive effects, but in some cases researchers mentions that celebrity endorsement doesn't work all the time and do not get the marketers their desired

results. In fact, some times the advertisements using celebrities do not meet up the expectations of the advertiser.

It was initially considered that celebrity endorsement is a win-win strategy with no risk involved, but this was proved wrong and several potential hazards were spotted in this strategy. Celebrity endorsement is a two edged sword which may make or break a brand if not handled the way it should have been. Positive effects of celebrity endorsement (R. Croft) cited that as competition is increasing between the firms to attract more consumers towards their brands, celebrities are increasingly used by the marketers to endorse their products. (Kulkarni and Gaulkar 2005) mentions that featuring a famous personality helps markers in solving the problem of over communication.

Celebrities because of their well knowness can assist advertisements to become more popular and stand out from the clutter and increase communicative ability. Celebrity endorsement helps in improving the brand’s image and also polishes the company’s image. It is also seen that those products which are endorsed by celebrities’ standout from other competing products because of their high level of recall and celebrities also create an impact in consumers mind by making the advertisement memorable so it can be easily retrieved at the time of shopping.

Lastly, celebrities who appear in any advertisement for endorsing a product, they are actually capable of breathing life in a falling brand and can help that falling brand to rise, in order words, they create new interest and excitement in consumers.

All these arguments points to one conclusion that celebrity endorsement creates a positive impact on consumers buying behavior (Goldsmith, Lafferty and Newell 2000).

DATA ANALYSIS AND INTERPRETATION

BASIS	PERCENTAGE
Very often	40.8%
Occasionally	33.6%
Hardly	20.1%
Never	5.5%

Table 1: Encountered Celebrity Endorsed Advertisements

40.8% of the respondents said that they very often have encountered celebrity endorsed advertisements, 33.6% said that their encounter was occasional, 20.1% respondents believed their encounter to be hardly and 5.5% of the respondents never encountered celebrity endorsed advertisement.

BASIS	PERCENTAGE
Celebrity endorsed advertisement	75.1%
Non Celebrity endorsed advertisement	24.9%

Table 2: Advertisement Catches Attention

75.1% of the respondents said that the advertisement that catches their attention is the one with celebrities and 24.9% of the female respondents responded otherwise.

Basis	Percentage
Yes always	29.8%
No not at all	27%
Sometimes only	43.3%

Table 3: Trust in the celebrity endorsed advertisements

29.8% of the respondents said that they always place their trust in the celebrity endorsed advertisements, 27.0% of the respondents said that they don’t trust the celebrity endorsed advertisement at all and the

remaining 43.3% of the respondents said that only sometimes they trust the celebrity endorsed advertisements.

BASIS	PERCENTAGE
strongly agree	49.5%
agree	27%
neutral	11.4%
disagree	11.9%

Table 4: Celebrity Endorsement shapes their Purchase Intention

49.5% of the female respondents strongly agreed to the fact that celebrity endorsement shapes their purchase intention, 27.0% agreed to it, 11.4% remained neutral, 11.9% disagreed to the notion.

BASIS	PERCENTAGE
least Influence	2.4%
less Influence	4.3%
Moderate Influence	11.4%
More Influence	25.3%
most Influence	56.1%

Table 5: Trustworthiness

2.4% of the respondents say that trustworthiness has least influence, 4.3% says less, 11.4% believes it to be moderate, and 25.3% say it to be more and the remaining 56.1% believe it to be most influential.

BASIS	PERCENTAGE
strongly agree	45.70%
Agree	23.90%
Neutral	13.50%
disagree	16.90%

Table 6: Celebrity Endorsement Effectiveness

45.7% of the respondents strongly agreed that celebrity endorsement is effective, 23.9% agreed to it, 13.5% remained neutral to the fact, and 16.90% disagreed.

BASIS	PERCENTAGE
Strongly agree	41.8%
Agree	4.8%
Neutral	21.5%
Disagree	26.0%

Table 7: Celebrity Endorsement Influence on Public

% respondent strongly agreed that celebrity endorsement influence public, where as 21.5% of the respondents were neutral disagreed and 21.5% strongly disagreed to it.

CONCLUSION

The findings show that celebrity endorsement is effective and a relationship is four between two elements of celebrity endorsement with consumer’s purchase intention.

The first attribute of celebrity endorsement is “credibility” which comprises of two factors namely expertise and trustworthiness. As the research suggests, consumers, in the field of cosmetics frame their purchase intention in favor of those cosmetics which are endorsed by such celebrities who have some expertise in that field and are considered to be trustworthy. When these two conditions meet, a celebrity becomes credible and positively influences the purchase intention on consumers.

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