

# THE EFFECTIVENESS OF CELEBRITY ENDORSEMENT IN ADVERTISING: THE FACTORS ANALYSIS

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## ABSTRACT

As celebrities are having significant impact on the consumer's attitude, recalling, and ultimately purchase decision while at the same time care should be taken in choosing right celebrity who might have a favourable impression in the mind of people and consumers. It is not only concern with purchase intention but also on enhancing brand image of the product and company. It has also been observed that celebrities are more effective in the promotion of luxury goods and creates purchase intention considering as an expert for typical consumer. Celebrities like sport or actor can improve the brand image of the company and also helps in making visibility of the product or a brand by affecting the pre purchase attitude of consumers. By this way it improves consumer awareness with a brand and boost up sales stability to the brand. Celebrity can easily be recognized as a spokesperson due to its huge potential influence. Compare with any other endorser celebrity achieves a higher degree of recalling value and attention. They increase advertising awareness, brand attitude, creates positive aspects with purchase intention in a very entertaining way. This paper mainly highlights the study of various factors affecting celebrity endorsement in advertising. It includes popularity, creditworthiness, matching of celebrity with the product, knowledge, skill and loyalty of the celebrity. A survey of 100 samples was conducted through structured questionnaire as a quantitative approach.

Key words: Advertizing, celebrity endorsement, creditworthiness, brand image.

## INTRODUCTION

Advertising plays very important role in consumer purchasing and becomes significant tool for companies to implement all possible measures to influence them, motivate them and generating desire for purchase. The use of famous sport personality (e.g., Sachin Tendulkar, M.S. Dhoni Sania Mirza, Sania Nehwal, Anna Kournikova, Michael Schumacher, Tiger Woods, etc) and film superstars ( Amitabh Bachhan, Sharukh Khan, Amir Khan, Angelina Jolley, Brad peet, etc.) in advertising generates attention and lots of publicity in the market. These top celebrities are quite effective in generating sales, creating awareness and developing positive image for the brand.

Since so many years there is an increasing trend of employing sport celebrity by leading advertising agencies and strategists for analysing consumer's perceptions in respect of AIDA (Attention, Interest, Desire and Action) up to a greater degree. This research tries to analyse the effectiveness of sport celebrity in the television advertisement.

It was been analyse that approx. 25% of television advertisement use celebrity for their products for competitive advantage and assist in product marketing. Because there is a strong feeling among marketers that a famous celebrity can affect the feelings of consumers and drives their purchase intention. Celebrity also influence consumers to develop the image of product and link with that celebrity.

A celebrity may create a significant positive impact on consumers, generating profit and attention of the people towards the brand. At the same time a flecked celebrity may damage the company and its brand. There are many benefits of using celebrities in advertisement like

- Gaining Consumer attention.
- It has been found that generally consumers choose the brands which are endorsed by celebrities than those without such endorsement.
- A celebrity helps to make better and effective communicative ability for conveying the message about the brand to the consumers.
- Celebrity may easily supportive to brand strategy of the firm including Brand positioning and repositioning, image building, etc. In the global context.

- Other benefits are easy brand recalling, high appealing, enhancing audience attentiveness, creating memorizing value, influence in purchasing, etc.
- Celebrity may give the new height to the brand and an advertisement of the brand.
- Famous celebrity may add glamour to the brand for ex. Virat Kohli, M.S. Dhoni, sania mirza, Sharukh Khan, Katrina kaif etc.
- The appeal of product will easily convey to the audience by using celebrity in the advertisement. The features of product in form of message can be transfer effectively and that will easily positioned the product in the market.
- Celebrity can be work as a spokesperson and regularly gives reminder to the consumers about the past and new messages regarding the brand of Celebrity may directly influence on sales of the product. An increasing impact on sales can be directly co relate with celebrity endorsement.
- Celebrities can remove the social and cultural barriers and develop the global market for the brand.
- Celebrity can develop demographic, psychographic and emotional
- Relationship with their fans, consumer and improves sales of the product.
- Celebrity may positively influence effectiveness of advertising in terms of advertising attitude, purchase decision and in selecting brand.
- Many celebrities like tiger wood, sachin tendulkar, vishwanathan anand, etc. Have a universal appeal and provides a good base to generate interest in the mass. This celebrity can be work as a good spokes person for the brand. Through celebrity there is a hope for the marketer to achieve a unique and relevant position in the minds of consumers. Now a day's celebrity in advertisement is increasingly irrespective of Product type. Celebrity also adds glamour in the advertisement and brand. That is why marketer spends a huge amount every year for celebrity endorsement. the sponsor. They are capable enough to integrate new messages with the old one and provide competitive edge to sustain brand image. Enough care is required in selecting celebrity and should link up with the brand. If it is not done then the purpose of celebrity only remains to generate attention.
- Celebrities are capable to reposition the brand image which might get damage and may bring trust, respect and credibility among the consumer.

## KEY PROBLEM STATEMENT

The use of celebrity makes an effective communication for brand as people believed that celebrity bring their own symbolic meaning to the endorsement process with local culture in the Celebrity that is passed with the product to the end consumers. The celebrities are capable to delivers the message in more depth with high celebrity power with offers a range of life style which cannot be matched by ordinary person or models. The most stereotyped celebrities delivers various interconnected multiple meanings that shows that celebrities are quite effective than any other ordinary celebrity. Consumers are referring heavy flow of advertising everyday and this will motivate companies to create a unique advertising campaign for creating positive impact on the attitude and sales on the brand.

This study helps the marketer to know about various conditions and factors while appointing celebrity in their advertisements so that they will get maximum benefits of their efforts. It also helps to know about what consumers actually likes and don't likes in advertisement so that there would be a proper matching between celebrity and the brand. This paper also includes the analysis of the failure of some brands even though it includes celebrity as an endorsee.

### The certain objectives of this research are –

- To analyses the effects of various factors affecting on the effectiveness of the celebrity endorsement like creditworthiness, popularity, matching with the brand, etc
- To suggest the ways for marketers while appointing celebrity for endorsement to their brands.
- To study the reasons of some failed advertising messages in which celebrity was as an endorsee.

## LITERATURE REVIEWS

### 1. DR. SUSHIL KUMAR RAI; ASHISH KUMAR SHARMA, 2013

They analysed that celebrity in advertisement showing usage or liking approach for the product is a simple technique to beat the competition. Marketers are appointing famous celebrities for communicating their messages. Most of them are film stars or sport category due to their large popularity. Marketers are appointing celebrities to improve the brand image and prestige of the product and market. Sport product marketers are appointing sport celebrities to attract media attention. Celebrity in advertising is one of the best ways to secure permission for customer communication. In India, film stars and sport personalities (Especially cricket) are quite popular among the people.

## 2. BERGKEVIST AND KRIS QIANG ZHOU.

This research study finds six categories of celebrity endorsement with research in every category. The overall analysis shows that there is positive effect of celebrity advertising on sales, their influencing value is quite high, attractiveness is high, that non evaluative characteristics can transfer from celebrity to brands and there is a negative impact of celebrity transgressions on the evaluation of endorsed brands. In some cases like impact on share price, the liking of celebrity, effect in case of multiple endorsements and matching between product image with celebrity image.

## 3. The Effectiveness of Celebrity endorsements: A meta analysis

This study focuses on the Meta analytical level and based to enumerate the effectiveness of celebrity in advertising. After analysing all the studies on average base, the result shows a zero effect. However they find attitudinal and behavioural impact while analysing theoretical relevant behavioural factors. There is a strong impact of attitude and behavioural factors in case of male celebrity that matches with object and express his endorsement implicitly. There is a significant growth in the celebrity endorsement in different sectors like Health care, politics, product promotion, etc.

## 4. J.SRIDEVI AND DR.OPENS

The study gives the analysis that celebrity advertisement gives positive impacts on the FMCG products like shampoo, toothpaste, soap, etc. in comparison with the ordinary advertisements. An advertisement campaign should be design in such a way that it should create the attention of the people towards the product. So that interest would be arise among potential segment of that people. So that in future brand image and customer loyalty will develop. A popular celebrity with positive market image and connecting with product image should be advertised.

## RESEARCH METHODOLOGY

The research design was survey technique. The structured questionnaires were given to the concerned respondents. Some respondents are also contact through phone calls and emails. The population in this research was 1100 students from R.p.Bhalodia College, Saurashtra University, and Rajkot. The confidence level was 90% and confidence interval level was 5% so the sample size was extracted 150 respondents from the college. The sampling technique was convenient sampling due to limitations of time period. The nature of problem deserves some wide scale like country or a region but due to the limitations of time and financial resources, the study was conducted at college campus.

Research design is exploratory and descriptive methods. By considering research objective and secondary data, structured questionnaire was design for conducting the survey in Rajkot city and the sample was chosen from the college. Data collection comprises of primary data collected through questionnaire. The benefits of using questionnaire are – economical, use of close ended questions only and analysis becomes simple. Some demerits are – time consuming process, no or biased response requires more validations. So every method has some limitations that require the efforts to minimize it to increase the validity of the result. Here the questionnaire is ensured by the concerned field experts. Information is collected through participants and or secondary sources. The primary data is a main concern while the secondary data is useful for supplementary purpose.

### Profile

#### 1. Gender

Male	95
Female	55

Total number of male are more than the female included in this research.

#### 2. Marital status

Unmarried	142
Married	08

As the college students are respondents, so majority of them are unmarried. Some married respondents are taken in this research so that we can come to know about their opinion after family responsibility.

#### 3. Income level

Not applicable	115
Rs. 10000-50000	35

As college students are involved in this research, majority them are not having income support. Few of them have started their part time jobs and join family business was included.

#### 4. Age Level

18-21	139
22-25	11

The majority respondents are in the age group of 18-21 from the college campus.

#### 5. Residence

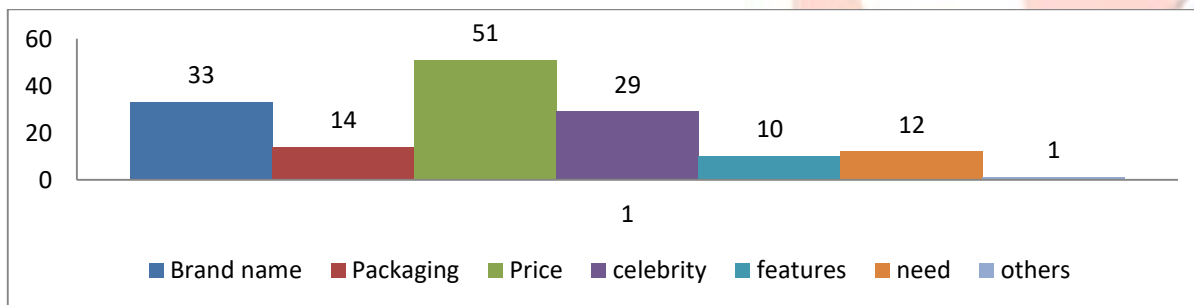
Rajkot	122
Others	28

The majority students belong from Rajkot city. The others were quite few. The reason for taking others is to know about the impact of geographical preferences on their decision.

### Frequency

#### 1. What are the primary factors that you consider while buying a product?

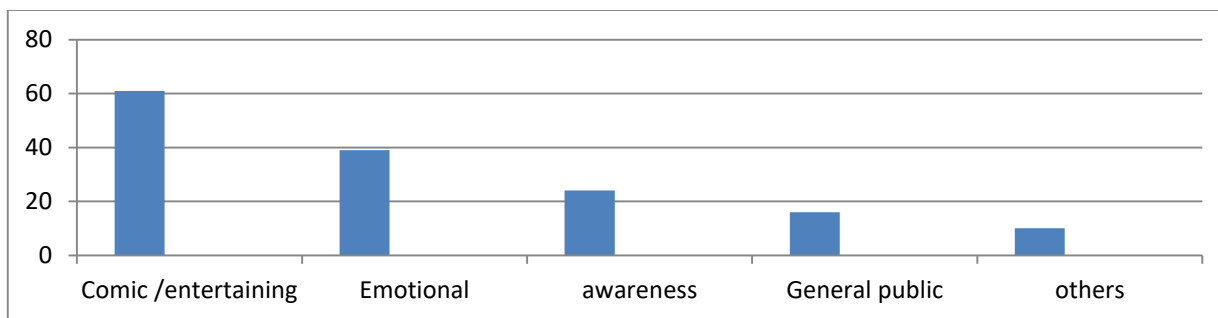
Factors	Frequency
Brand Name	33
Packaging	14
Price	51
Celebrity	29
Features	10
Need	12
Others	1



This question was ask to know about the actual factor affecting on consumer buying that whether they are buying due to influence of celebrity or some other reasons. If the other reasons that what are the reasons? From the response we can say that limited number of people said that celebrity is the influencing factor. Most of the people said that price is a primary factor in buying decision. So this is the most influencing factor affecting buying decision.

#### 2. What kind of advertising that you like and recall the most?

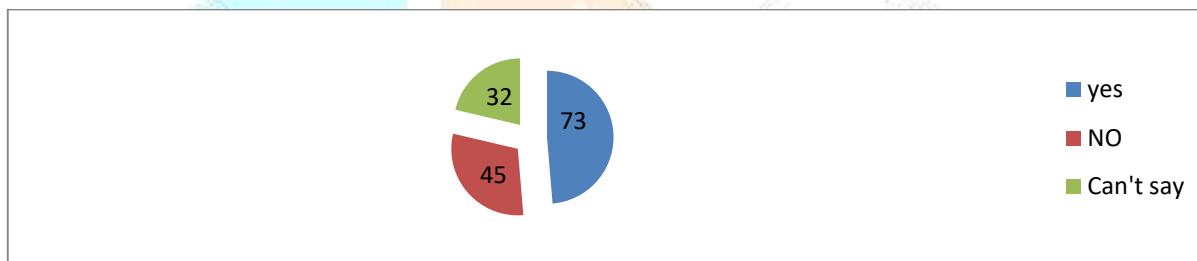
Type	Frequency
Comic/ Entertaining	61
Emotional	39
Announcement/ awareness	24
General public interest	16
Others	10



This question was asked to know that in what kind of advertisement that consumers have more interest and prefer to watch again and again. The advertisement, they recall more and create long lasting impressions in their mind. Many people said that comic kind of the advertisement they like to refer more.

**3. Marketer uses Celebrity advertising, to influence the buying behaviour of consumer.**

Yes	73
No	45
Can't say	32

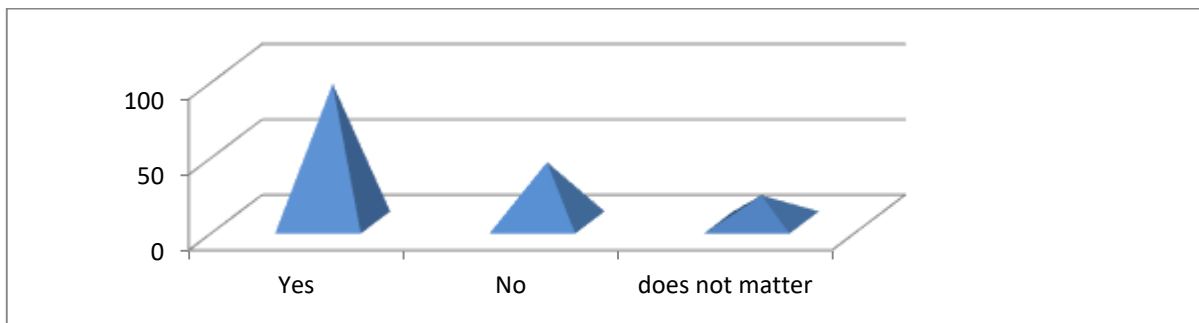


This question was asked to know that what the consumer considers about celebrity advertising. Majority respondents are agreed that marketers are using celebrity advertising to influence the buying behaviour of consumers.

**4. Do you think that young age celebrities are more attractive?**

Yes	92
No	40
Does not matter	18

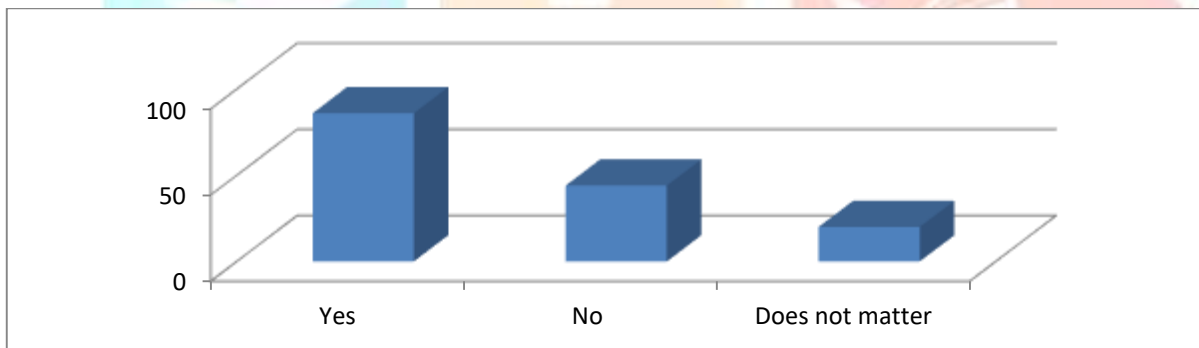




This question shows that majority people likes young celebrities in advertising. As the questionnaire is filled by youngsters so it is quite natural that they would like to prefer young age celebrity in the advertising.

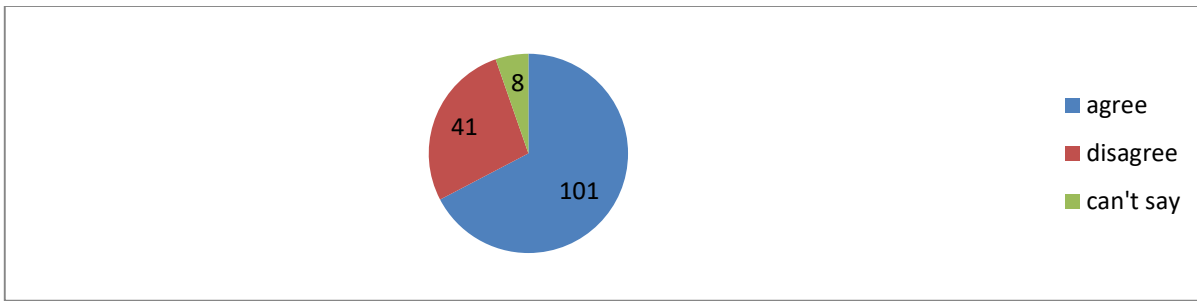
**5. According to you, celebrity should have a knowledge concerning with the brand that they endorse?**

Yes	86
No	44
Does not matter	20



**6. Celebrity in advertising increases the price of the product.**

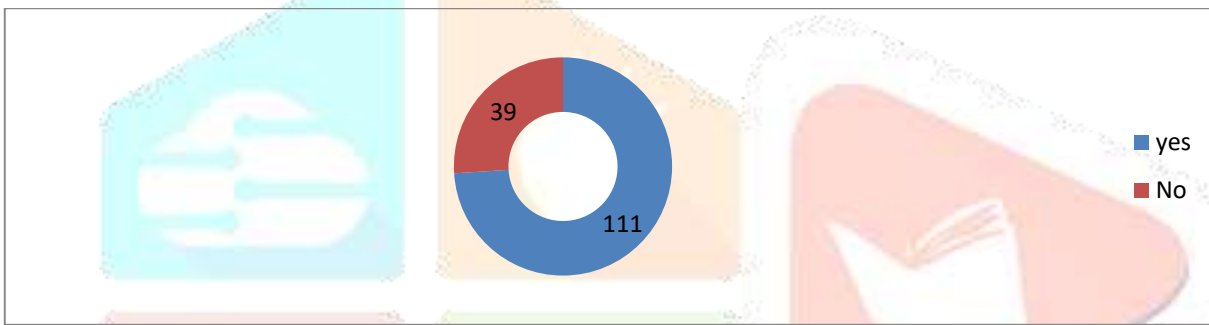
Agree	70
Disagree	22
Can't say	08



The response shows that mostly people have a mindset that celebrity associated with the brand will result in the hike in the price.

**7.Does the credibility and reliability of the celebrity affects on your buying decision?**

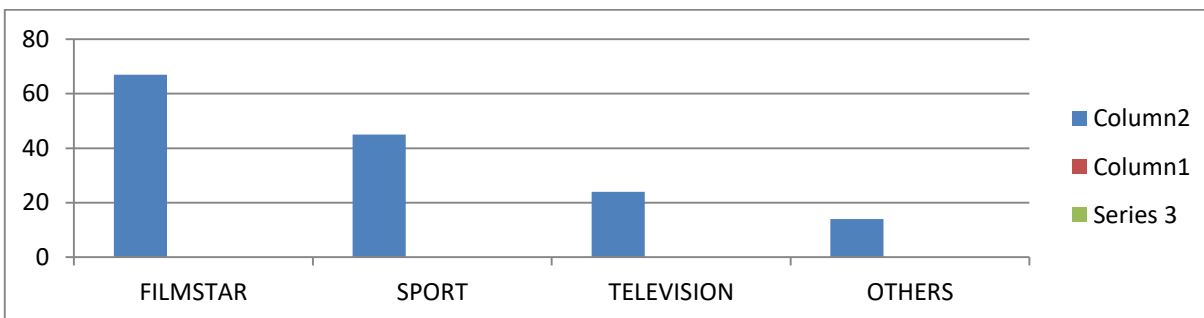
Yes	111
No	39



From the response it is quite clear that the majority people consider the image and reliability of the celebrity while gone through the advertising.

**8.Which kind of celebrity that you mostly like to see in the advertisement?**

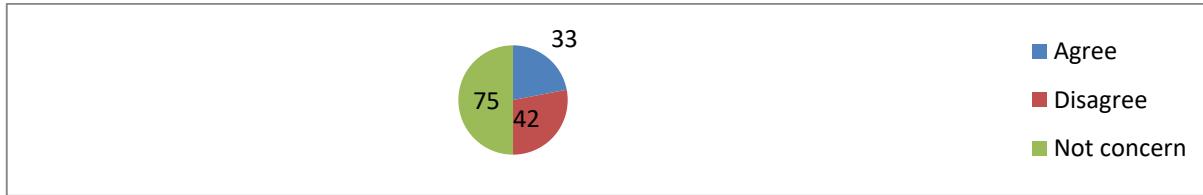
film star	67
sport	45
Television actors	24
others	14



Film stars are the most preferred choice of the people to see in the advertisement. Sports are the second preferred choice after the film star. Television actors are not being the major choice.

**9. The Product that celebrity endorsed should also be used by them.**

Agree	33
Disagree	42
Not Concern	75



Generally people are never concern about the details that whether the celebrity uses the brand which they endorse. That also shows in the above findings. It is also important to know that whether the celebrity use the brand or not. If they are using the same brand then it will improve the reliability of that celebrity as well as the particular brand.

**10. According to you, does the personality of celebrity should match with the message of the brand?**

Yes	83
No	44
Does not matter	23

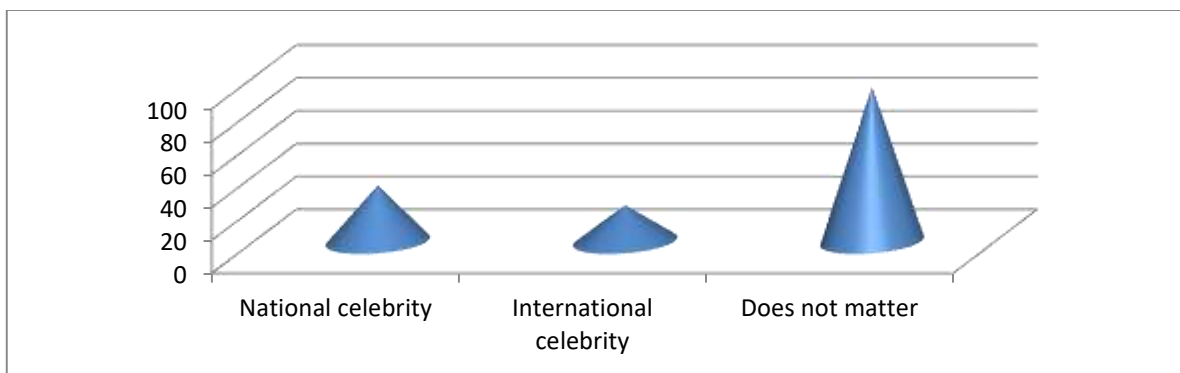


From the findings it is clear that celebrity should perfectly match with the associated brand and the message deliver in the advertisement. If it is not match with the brand and advertisement then consumer cannot recognize the celebrity and that particular brand.

**11. Give your preference concerning with the following type of celebrity as per you likeability in advertisement.**

National celebrity	34
International celebrity	22
Does not matter	94

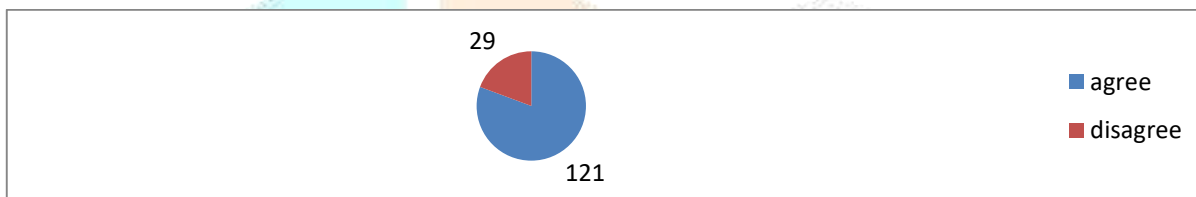




Due to Globalization and the foreign brand concerns, now a day’s celebrity from domestic or international background does not matter for the people. The main concern for the people is popularity and matching of celebrity with the brand.

**12. Celebrity advertisement is an Effective Tool of Promotion?**

Agree	121
Disagree	29



The above finding shows that generally people like the advertisement in which their favourite celebrity is involved.

**Regression Analysis (Model Summary)**

R	R square	Adjusted R square
0.744	0.581	0.552

From the above calculations, the value of coefficient of determination is 0.581 which shows that the regression between the observed value and the value of celebrity effectiveness in advertisement is about 60%. The value of adjusted R, 0.552 is also affected. It shows that changing some variables, celebrity effectiveness will be affected by the 55%. The value of R is 0.744 that shows a high degree of positive correlation between dependent and independent variables? The value of R square is 0.581 indicates that about 60% proportion is explained by independent variable.

**ANOVA**

	Sum of the Squares	Df	Mean Square	F	Sig
<b>Regression</b>	201.312	10	15.223	22.059	.000
<b>Residual</b>	131.345	211	0.598		

It is the analytical result of the regression model. Regression calculations use to find out the dependency between variables. Here we observed that celebrity effectiveness in advertisement is about 58% depends upon the observed and intended variables. It also includes the level of significance. From the table it could be studies that all the factors; trustworthiness, credibility, popularity and likability all are related to effectiveness of celebrity. It also includes the relationship between dependent and independent variable i.e. positively significant when compared with the alpha value 0.05.

## DISCUSSION

This study is used to identify the effectiveness of celebrity endorsement in advertising by quantitative research method by certain universally accepted variables. The population taken from the college from which samples are extracted. Effectiveness of celebrity was dependent variable and the likability, matching with brand, trustworthiness, popularity, credibility and many other factors were independent variables. Consumer holds positive attitudes towards celebrity and there are many other variables also used in this technique. This research shows that consumer holds a positive attitude towards celebrity endorsements. This positive attitude does not mean the buying intention. The result shows that more or less there is a positive correlation between effectiveness of celebrity endorsement and observed variables. To derive result, descriptive analysis was used. Statistical methods like regression analysis was used to check the relation between dependent and independent variables. Bar charts and pie charts were used to represent all the frequency tables. The empirical study shows that there is a strong relationship between dependent and independent variable as it is of 60%. This study helps the marketers to make the right decision while appointing celebrity.

## CONCLUSION

From the research, it is conclude that celebrity in advertisement is an effective tool by considering all the relevant factors as there was a positive correlation between the effectiveness of celebrity and the associated variables. These variables are trustworthiness, credibility, popularity, likability, matching with brand, etc. if these variables would properly analysed before appointing celebrity then the advertisement becomes more effective. The variables influence the consumer to watch the advertisement and attract towards the celebrity. Only physical attractiveness of celebrity is not important, the other variables should also consider and matters. In this research one finding also comes i.e. consumers buying preference depends on quality and price of the product. The impact of celebrity is up to the extent of influencing consumers, not in the purchase decision. The consumer generally attracted towards the entertaining advertisement not emotional or sensitive. There are many limitations of this research that the samples are of student, sample size of only 150, samples only from the Rajkot. The respondents who give response of cant say/does not matter is difficult to analyse. The time period is about 45 days for the research study. Future study can be done on wider geographical and demographic scale and on more general surface. The samples can be more diversified and size of the sample could be increase to get clearer picture of the research.

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