



# A Study on the Impact of Celebrity Endorsement on Consumer Brand Choice

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## Abstract

The entire world is moving very fast and most of the company is becoming the part of globalization. In order to make the competitive advantage it is important to marketer to focus more on their promotional strategies, these strategies may be highly related with celebrity endorsement. The present research study is based on impact of celebrity endorsement on consumer brand selection. In order to explore the importance of celebrity endorsement the popularity, familiarity, trustworthiness and proficiency of the celebrity has been discussed with consumer brand selection. The findings of the study were based on hypothesis testing which has been done by using t test at 5% level of significant. The result of the hypothesis result clearly explore that popularity, familiarity and trustworthiness have a significant impact on consumer brand selection, however proficiency of the celebrity is not positively and significantly related with consumer preference regarding selection of brand.

## Introduction

In the present scenario celebrity endorsement has become high profile and famous industry in the world. Now a day's market hire the celebrity to endorse the products and brand in order to increase the sales and change the consumer perception regarding selection of brand. In today's world the celebrities are the role model for peoples, however majority of peoples changing their living standard and style is according to their favourite celebrity. The promotion of the brands and products through the popular celebrity create a great impact on consumer brand choice as well as their behaviour. On the other hand this process of brand promotion attracts more and more consumers and the sales and productivity of the companies is increase. Most of the research study has been explore that endorsement through celebrity has not always create any kind of effect on persons mind regarding the brand choice, but it gives a great impact on perception of consumer towards selection of products and brands. It has been observed that since last many years the promotion of product is changing in different phases from classical to modern now a day's endorsement through celebrity has become one of the best strategy of advertisement used by the company for attracting and influencing consumers choice. The popular celebrities and personality can be converting as a excellent salesmen of the company the familiar and well know personality can be considered to be the effective and safest way for brands in order to develop the association between the company and brand selection of the consumer. These celebrities don't have need to be an international superstar but they should be extremely familiar and popular among the target audience. Hence marketer making the use of celebrities to endorse the product in order to increase brand image and advantage over the competitor. The present study is related with the impact of celebrity endorsement on consumer brand choice, various features of celebrities such as popularity, familiarity, trustworthiness and proficiency has been considered as independent variables, however consumer behaviour treated as dependent variable.

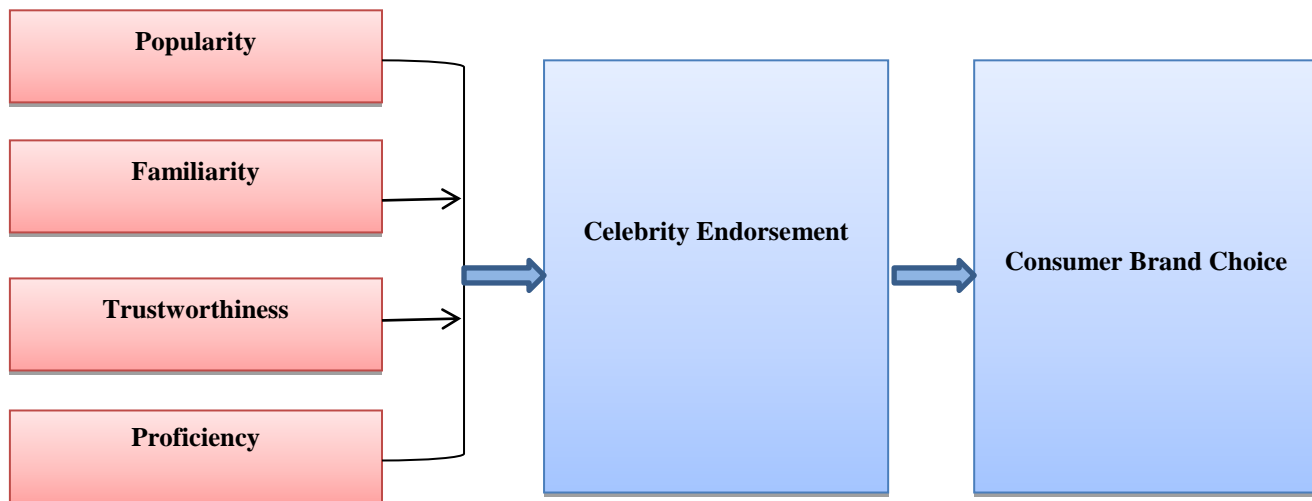
## Celebrity endorsement

Celebrity endorsement is the promotional strategy for a particular brand and products to attract the consumer. According to the market scenario, it has become the necessary to the marketers to use the face of any famous personality to promote and endorses their brand to create unique identity. However celebrity endorsement is a most powerful strategic tool to highly promote the brand and product in order to get maximum profit.

## Consumer brand choice

Consumer brand choice is a process by which a person searches for a product regarding to choice the particular brand. However when a person makes decision to purchase the most suitable product among the various alternatives is called the selection of brand. Now a days each and every markets are using decision process model because it is most important to study the consumer behaviour regarding the selection of the brand. However it also enables markets to think about each and every step of decision making process has been adopted on the time of purchase decision.

## Model of research study



## Review of literature

**Mukherjee D. (2009)**, has been conducted a research study on impact of celebrity endorsements on brand image. The study was based on foundation of the impact of celebrity endorsements on image of particular brand. In order to examine the impact of celebrity endorsement the study has been uses a wide range of findings that explore that how the consumer attitude and preference in influenced by the celebrity endorsement. The findings of the study explore that consumers are motivated by self needs to utilize brand association comes from the celebrity endorsement. Furthermore it has been point out by the author that many celebrity are most important for endorsement of the brand, on the other hand if the celebrity does not match the brand image so it may harmful for the product attraction among the entire population.

**Cliten A. et.al., (2008)**, has been conducted a research study to exploring the relationship between celebrity endorsement and its impact on advertising effectiveness. In this research quantitative summary for the relationship between celebrity endorsement and effectiveness of advertising has been produced. The findings of the study indicates that the source credibility model mix-up for celebrity attractiveness, trustworthiness of the celebrity and celebrity expertise has been found the most important influencer source effect the purchase intention, brand attitudes and brand selection of the consumer. Furthermore findings of the study reveals that negative celebrity information is may be harmful for advertising campaign and celebrity endorsement is subject to reduction by advertising clutter, attention for selection and evaluation of product.

**Chiosa (2012)**, has been conducted a research study on celebrity endorsement strategy and explore that the brand regularly use the celebrity to get consumer attention can be observe as credible source of information about the product and company. Furthermore it has also been explore by the author that celebrity endorsement become one of the most famous and informal communication strategy to build strong relationship between brand image and consumer preference. The study also presents various techniques and model to analyses celebrity efficiency to endorsing the brand and product. These technique may be print advertisement, television commercials, photos of celebrities with brand image, name the product with name of celebrity. In the conclusive remark the study states that the endorsement through celebrity is highly impact and influences the consumer preference for selection of brand.

**Frances D et.al., (2013)**, has been conducted a research study to explore the impact of celebrity endorsement on retaining business in the United Sate and Asia. In this study they explore that celebrity endorsement has become one of the key marking strategy that must be adopt by the retail business. In this research they point out that celebrity endorsement is one of the key marketing strategy must be adopt by the retail companies. Furthermore it also explores how the brand perception and consumer satisfaction is influence after applying the celebrity endorsement model. In the conclusive remark author point out that celebrity endorsement may be a profitable advertisement to retail companies to attract large number of consumer. However, retail companies realize that brand must be bigger than the celebrity.

**Khatri Pooja (2006)**, has been conducted a research study on celebrity endorsement: a strategic perspective. The study was based on conceptual framework in which significant relationship between celebrity endorsement and consumer behavior as well as brand choice. Furthermore study explore that various factors such as popularity and familiarity is significantly and positively impact the brand image of the company among the consumers.

**Ateay E. (2011)**, has been conducted a research study on celebrity endorsement and adverting effectiveness. The study point out that the heavy amount is spending by the company to hire the celebrity in order to endorse and promote the brand. Furthermore the author describe that value congruence with unfamiliar celebrity was more effective then familiar celebrity in order to generate attitude towards promotion and brand. Furthermore author also suggested that congruence between celebrity and product is played a significant role in order to increase effectiveness in advertising. In the conclusive remark it has point out by the author that companies hire the celebrity according to budget if they have low budget so they preferred less famous personality and if they have high budget they prefer high personality.

## Objectives of the study

The objectives of the study are as under

1. To study the impact of popularity of celebrity endorsement on consumer brand choice
2. To study the impact of familiarity of celebrity endorsement on consumer brand choice.
3. To study the impact of trustworthiness of celebrity endorsement on consumer brand choice.
4. To study the impact of proficiency of celebrity endorsement on consumer brand choice.

## Hypothesis of the study

**H<sub>a1</sub>:** Popularity of celebrity endorsement has a significant impact on consumer brand choice.

**H<sub>a2</sub>:** Familiarity of celebrity endorsement has a significant impact on consumer brand choice.

**H<sub>a3</sub>:** Trustworthiness of celebrity endorsement has a significant impact on consumer brand choice.

**H<sub>a4</sub>:** Pproficiency of celebrity endorsement has a significant impact on consumer brand choice.

## Research methodology

Methodology of the present research is based on the frame work to explore the impact of celebrity endorsement on consumer brand choice. The methodology for study includes the designing of research, collection of data, sample size and design, sampling method and area and data measurement scale and tools. In order to prepare the entire research frame work the quantitative method of research has been used on the basis of nature of the problem as well as data. The research study is basically completed with the help of primary data which has been gathered by the survey method among the peoples. Secondary data has been collected from various published sources

## Sampling Structure

The structure of the sample for the present study has been design with the help of following steps

- 1. Sample Design:** Designing of sample was based on the information and data has been collected among the peoples to measure their choice of brand. The demographic factors and geographical location of the respondent were kept in mind during the selection of the sample.
- 2. Defining the universe:** after designing the sample frame work the universe has been explore and describe on the basis of small blocks and area of the respondent. In this process the whole research area has been classified in four categories which represent the response of the entire population.
- 3. Sample Area:** The sample area for the study was limited upto different areas of Bhopal city.
- 4. Sample Size:** Total 200 respondents have been targeted for complication the survey but after verification the survey response 37 people's responses were containing the errors. However final sample size was 163 respondents.
- 5. Sample Method:** According to the description of universe the research allow to adopt random stratified method.

**Measurement scale:** In order to complete the survey and response of the peoples Likert scale has been used as measurement scale. The measurement scale for present study was based on five point such as 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and 5 for strongly agree.

**Data Analysis tools:** In the data analysis Pearson t-test has been applied for testing of hypothesis at 5% of significant level and 95% of confidence level.

## Hypothesis testing:

Hypothesis	Statement	df	table value	t-value	Sig.	Result
H <sub>a1</sub>	Relationship between popularity of celebrity and consumer brand choice	4	2.132	4.189	0.05	Accept
H <sub>a2</sub>	Relationship between Familiarity of celebrity and consumer brand choice	4	2.132	3.712	0.05	Accept
H <sub>a3</sub>	Relationship between Trustworthiness of celebrity and consumer brand choice	4	2.132	2.569	0.05	Accept
H <sub>a4</sub>	Relationship between Pproficiency of celebrity and consumer brand choice	4	2.132	1.813	0.05	Reject

## Findings

### Findings of the study can be explored as:

1. Above table explore the impact of popularity of the celebrity and consumer brand selection. In the table it can be seen that calculated value of t is **4.189** which is higher the table value at the significant level **0.05** ( $4.189 \geq 2.132$ ). Hence the study accepted the first hypothesis and explore that popularity of the celebrity have a significant impact on consumer brand Choice.
2. Above table explore the impact of Familiarity of the celebrity and consumer brand selection. In the table it can be seen that calculated value of t is **3.712** which is higher the table value at the significant level **0.05** ( $3.712 \geq 2.132$ ). Hence the study accepted the second hypothesis and explore that familiarity of the celebrity have a significant impact on consumer brand choice.
3. Above table explore the impact of Trustworthiness of the celebrity and consumer brand selection. In the table it can be seen that calculated value of t is **2.569** which is higher the table value at the significant level **0.05** ( $2.569 \geq 2.132$ ). Hence the study accepted the third hypothesis and explore that trustworthiness of the celebrity have a significant impact on consumer brand choice.
4. Above table explore the impact of Pproficiency of the celebrity and consumer brand selection. In the table it can be seen that calculated value of t is **1.813** which is lower the table value at the significant level **0.05** ( $1.813 \leq 2.132$ ). Hence the study rejected the fourth hypothesis and explore that proficiency of the celebrity have a no significant impact on consumer brand choice.

### Conclusion

Celebrity endorsement has become one of the most significant promotional tools to increase brand image and favorable consumer brand selection. Because Celebrity are those personality whose are highly appreciated and motivated consumers preference regarding to fulfill their choice. The present research study has been exploring the impact of celebrity endorsement on consumer brand selection. Findings of the study showed that popularity, familiarity, trustworthiness is highly appreciated the consumer brand choice and also have a significant impact on the consumer preference, However proficiency of celebrity is not playing a significant role with respect to the brand selection of the consumer. In the conclusive remark of the study it may be states that various features of the celebrity is observe by the consumer during the brand promotion and same is following by them on the time of brand selection. Furthermore it can be recommended that the brand promotion of the product must be based on those celebrities whose are popular, familiar and trustable in the view of consumers.

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