

# IMPACT OF TV COMMERCIAL ENDORSEMENTS BY CELEBRITIES ON YOUTH BUYING BEHAVIOR

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**Abstract :** Celebrity endorsements can often reap huge rewards for a brand and there are multiple reasons why brands approach celebrities. Understanding the effectiveness of endorsers is a very important issue for both academics and practitioners. A number of studies have examined whether and under what conditions, celebrities become suitable product endorsers and some of them generally support the effectiveness of celebrity endorsement. The present paper focuses on youth buying behavior towards the fashion products which include celebrities in their commercials for promoting their products.

**Keywords -** Celebrity Endorsement, Youth, Brands and Products.

## I. INTRODUCTION

A celebrity promoting the products of big and small brand is a common feature to attract the youth. It includes different appeals like excitement, absurdity etc. Belch .G and Belch .M (2008) acknowledged that the main aim of formulating such strategies is to get high brand revelation, concentration and curiosity. To do so marketers attach famous personalities with their products. According to Celebrity Brand Valuation Report 2018, the celebrity endorsement market in India has grown at a steady pace and the role played by celebrity endorsers has continued to evolve. Celebrity endorsers add value to product brands in various ways such as influencing consumer purchase decisions, building awareness, positioning, attracting new customers'. The celebrity endorser is now not just the face of the product brand or corporate brand, but also a spokesperson, a social media influencer, an opinion leader and an overseas ambassador. In today's marketing world, product brands are looking at full-fledged partnerships with endorsers through routes such as equity deals and strategic partnerships.

### 1.1 Celebrity Endorsement in India

According to GroupM's showbiz marketing report 2017, Celebrity endorsements have been prevailing in India for a very long time. It is not a new idea, in marketing. Leela Chitnis was the first Indian actress to endorse the soap brand in the year 1941, Lux but the real growth of celebrity endorsements in India happened in the late 80s when a number of stars like Tabassum (Prestige Pressure Cooker), Jalal Agha (Pan Parag) and Kapil Dev (Palmolive Shaving Cream) started endorsing brands. The celebrity endorsers' market in India has grown steadily from 665 to 1660 from 2007 till 2017.

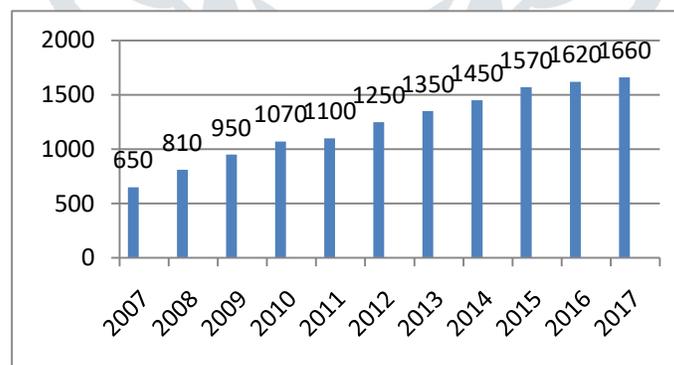


Figure 1: Number of Celebrity –led Endorsements in Numbers

(Source: Celebrity brand valuation report 2018)

In this digital world there is challenge for brands to capture people's time and focus and according to the report, marketers believe that brand ambassadors provide a higher degree of consumer recall. India is a country where people are star struck by film stars, cricketers, politicians. People idolize them and so, when they are seen in an advertisement promoting a product, it grabs all the eyeballs.

### 1.2 Need of Celebrity Endorsement

In today's marketing world marketers makes every effort to make their product and services popular and to create the value of their brand. They spend huge amount of money on endorsing a brand through celebrity because it helps in capturing the market. According to Market Bliss Media, 2016: Following can be the reasons why marketers need celebrity endorsement:

- **People like to see a familiar face on a product:** When people see a familiar face on the product it catches the attention of the people more. So they prefer to buy the products with the familiar faces.
- **People want to be like the celebrities:** The stars fame and success stories are inspirations to majority of their fans. Therefore people specially youth attempt to live their lifestyles and even attempt to alter their looks just to appear like their favorite star.
- **They open up a new demographic:** Stars with great reputation are prone to reaching more followers than stars that have terrible reputation. Some of their fans range from 12-64 years old, or even younger. These celebrities have fans of all ages which may benefit brands.
- **It gives them the belief of getting high quality product:** Companies spend millions on celebrity endorsements. By seeing their favorite celebrity associated with the product, people assume that it must be a high quality product because they see some credentials.
- **People remember the ads after seeing it:** After seeing the ads having celebrities some sort of emotions are left with the people behind. This makes people remember the ads throughout the day.

Based on this, marketer can design the advertisement to draw the notice of the target consumer group and cash in on the success of the star and hence push his brand. People who idolize celebrities have a biased affinity to the brand and their favorites endorse. (Aggarwal et al 1995)

## II AIM OF THE STUDY

The basic assumption in relation to celebrity endorsement by all the marketers is that the value associated with the celebrity is transferred to brand and with this it helps in creating brand identity for buyers. However, it is not so certain as a celebrity endorser can also slide down the brand as quickly as it has gone up in the consumer minds. In India most of the people are attracted towards Bollywood stars and cricketers. The study has targeted the youth population to study how their buying decisions are impacted by celebrity or non-celebrity endorsements.

## III METHODOLOGY

Descriptive Research is used in this study in order to extract the factors related to Celebrity endorsement that impact the buying behavior of youth in relation to fashion brands. Also Exploratory Research has been done by exploring the previous studies and their findings in order to develop the present study. The data has been collected during the month of March 2019. The Non-Probability sampling technique i.e. convenience sampling method has been used. For this the people who fall under the 15-35 age group category has been approached.

## IV Youth and Celebrity Endorsements

Every marketer is trying to attract the youth of India. The fact that makes youth marketing as the core attraction is that they comprise 64% of total Indian population and it changes the view and direction of the marketers (Hindu Newspaper 2011). Indian youth has become more practical, materialistic and more self centered and their desires are interrupted. The modern youth marketing strategy of most business firms relies heavily on advertising to promote their products to their target markets. Consumers are becoming more educated and they look for sophistication and hence they are being very selective. Advertisers try to establish a link between their brands and a desirable image or lifestyle of a celebrity (Chintan, 2010). Young people see the lifestyle of a celebrity as a key formula for success and for this reason, try to copy their behavior in order to increase their self-esteem, feeling more safe using a product as the celebrity does. This behavior can be linked to the fact that the celebrity is a person with innumerable attributes, such as intelligence, beauty, charisma or sophistication, and the idea is that advertisers are trying to create a relation between their advertised brands and a pleasant image or lifestyle of the celebrity (Suegker 2003). In other words it can be expressed that youth always like to imitate what their stars perform in reel lives.

Film stars dominate the endorsement industry with the maximum takeaway of 76% followed by sportspersons and TV actors who take 12% and 9% of the share, respectively. The remaining 3% is taken up by others. Even according to the Celebrity Brand Valuation Report 2018, amongst top 20 celebrities, 16 of them are leading film stars whereas 4 of them are sportspersons.

Table 1: Ranking of Celebrities and the Brands they Endorsed.

2018 Brand Rank	Celebrity	Brand Value (\$ Million)	Brands endorsed
1	Virat Kohli	170.9	Puma, Manyavar
2	Deepika Padukone	102.5	Loreal Paris, Tanishq, Lux
4	Ranveer Singh	63.0	Setwet, Adidas, Siyaram's
5	Shah Rukh Khan	60.7	Fair and Handsome
8	Alia Bhatt	36.5	Caprese, Sunsilk, Bluestone, Garnier
9	Varun Dhawan	31.6	Pond's, Gatsby hair gel, Campus shoes

(Source- Celebrity Brand Valuation Report 2018: Duff & Phelps)

The major findings of the study after analyzing through factor analysis were

1. Majority of respondents fall under 20-25 years age group.
2. Television is the main advertisement medium persuading the purchase decision.
3. Film stars persuade the most for purchasing a product.
4. Four factors of Celebrity endorsement have been extracted i.e. "Loyalty", "Define product proposition", "Brand/Product Identity" and "Awareness and Purchase enhancement".
5. No significant relation exists between the loyalty and the presence of celebrity impacts purchase.

6. Significant relation was found between the presence of celebrity impacts purchase and variables like define product proposition, brand/product identity and awareness & purchase enhancement.

## V. CONCLUSION

Celebrity's power in popularizing brands. Celebrities attract the attention, create interest to see the advertisement. The research has established the fact that the celebrity endorsed advertisements are more influential than the non-celebrity endorsed advertisements. Similarly Television is the main source of advertisement that persuade the purchase decision. However as it was found that people don't have blind trust on celebrity endorsement. Celebrity endorsement has become a significant tool for creating awareness of products. But it should be kept in mind that mere presence of celebrity will not make a sale. The use of celebrity endorsement is like a double-edged weapon. It has to be carefully planned. After thorough analysis and study it should be used if positive results are desired. It can be concluded that the use of celebrity will have influence to some extent only and their endorsement is required only for certain products.

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