# A study on influence of celebrity endorsed advertisements on selected consumer products

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The practice of celebrities being used for rendering services other than performing their actual job as either an actor or an athlete, such as endorsements has proliferated over time. Despite the cost and the risks involved with this technique of advertising, it is been used quite extensively in the present era. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management. India as a country is known for loving its stars. The Indians idolize their cinema  actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. The practice of celebrity endorsements has proliferated over time. In the past decade celebrity advertisement has been the most prevalent and successful form of advertising. Reason for this is that celebrities are considered to demonstrate a number of dynamic personality. The present research begins with the review of existing literature available on effectiveness of celebrity endorsements which provides an insight into the research topic. The data is collected through a questionnaire a quantitative method is used for this research to investigate the opinion of the consumer towards celebrity advertisements on selected fast moving consumer products. The data is collected through a questionnaire method with a sample size of 500 consumers and analyzed with statistical tools such as percentage analysis and parametric T test. Finally, the results of the study prove that celebrity advertisements have a positive effect on the consumers of selected products. The aim throughout this study is to present the relevant academic theory determining the effectiveness of celebrity advertisement on selected products.

**Introduction**

Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands (Katyal, 2007). Celebrity Endorsement is viewed as a billion dollar industry in today's era. (Kambitsis et al, 2002). Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. (Temperley & Tangen, 2006).Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signaling strategy. (Mustafa, 2005). Also According to Reynolds (2000) celebrity endorsement can give a brand a touch of glamour. Everything said and done, one have to weigh the potential risks vs. the potential rewards as celebrity endorsements are always a high-risk, high-reward situation and there is always a human element that you might not know about.

The topic of celebrity endorsements and its elements is heavily documented in academic literature, but what makes this research interesting is that it enables us to understand the celebrity endorsement process from an Indian consumer's point of view.

Not much work has been seen in the Indian light despite the fact of it being perceived as a potential market for celebrity endorsed products. Indian consumer attitudes are changing at a rapid pace and they are becoming more

aware of the products that they use to define their 'self'. The research is carried out to obtain a view amongst Indian Consumers about celebrity endorsement. Is it as positive as it is assumed to be? Most advertisements, be it of any form, majorly focuses on the young generation therefore their perception about the celebrity endorsed form of advertisement is of utmost importance, also getting to know the attitude the youth provides the knowledge of the most current incidents or attitudes of any country, hence the youth has been targeted in this research. Corporate are ensuring all possible efforts to promote their brands and to grab the customer's mind share. The impetus is on attracting the customer's attention and developing positive associations not just to influence recall but also to induce trial and eventually effect purchase decisions. In a market where advertising plays a vital role in coordinating consumer purchases, it becomes pertinent for companies to induct all possible measures to influence motivate and inculcate desire to purchase, in the customer through an effective advertising campaign. Theory and practice proves that the use of superstars in advertising generates lot of publicity and attention. (Ohanian,1991). The billion of dollars spent on celebrity endorsement contracts show that celebrities like LIZ Hurley, Britney spears and Tiger woods play an important role in the advertising industry. (DaneShvary and Schwer,2000,Kambtsis et al.2002). It is estimated that the companies in US spent $800 million in 1998 to acquire talent entertainers, athletes andother high profile personalities -to spot light in advertising, promotion and PR campaigns (Clark,Hastmann, 2003) In India advertisers pour crores of rupees every year into celebrity advertising. Think of Sachin Tendulkar -he means PEPSI in soft drinks, Boost in malted beverages.

**Celebrity - Concept and Meaning**

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken, 1989; Silvera and Austad, 2004). The term 'celebrity' refers to an individual who is known to the public, such as actors, sport figures, entertainers and others for their achievements in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979).

**Celebrity Endorser**

McCracken (1989) defined celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". Kamins (1989), defined celebrity endorser as "an individual who is known to the public for his or her achievements in areas other than that of the product endorsed". Stafford et al., (2003) gave a clear definition by defining celebrity endorser as, "a famous person who uses public recognition to recommend or co-present with a product in an ad".

**Celebrity Endorsement**

'Celebrity endorsements' has been accepted to be a 'ubiquitous' feature of modern day marketing (McCracken 1989). It has the potential to enhance audience attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Spielman, 1981). Today celebrity endorsement has become an integral part of the advertisement industry. In fact, celebrity endorsements are omnipresent feature of present day marketing. This holds true for the Indian perspective as well (O'Mahony, 1998). Celebrities are increasingly being used by marketers to get attention and recall of the consumers. Not only this, the marketers expect their brands to benefit in many more ways by linking their brands to the celebrities.

**How celebrities are decided to endorse a product:**

*Testimonial:* If the celebrity has personally used a product or service and is in a position to attest its quality ,then he or she may give a testimonial citing its benefits. For instance Aishwarya Rai endorses Lux by testifying the quality of the product as it forms a part of her consumption basket.

*Endorsement:* celebrities often lend their names to ads for product or services for which they may or may not be the experts For instance Sachin Tendulkar has been endorsing the Palio brand of Fiat.

*Actor:* A Celebrity may be asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement. For instance Sweta Tiwari of "Prerna fame" (Kasuati Zindagi ki ) enacts as a housewife for Nirma's ad campaign. It has nothing to do with her on screen or off-screen image In fact she just enacts the character and expectations of a normal housewife from a detergent bar.

*Spokesperson:* A celebrity who represents a brand or company over an extended periods of time often in print and TV ads as well as in personal appearances is usually called a company's spokesperson. (Schiffman and Kanuk,1997)

The reason for using celebrities a spokesperson goes back to their huge potential influences. Compared to other endorsers, types, famous people achieve a higher degree of attention and recall. They increase awareness of a company's advertising create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon, 2002) Using a celebrity in advertising is therefore likely to positively affect consumer's brand attitude and purchase intentions. Cyber media research study published in business world unearthed different truths about celebrity endorsement.

### Objectives of the study

To ascertain the effectiveness of celebrity advertisement on selected FMCG.

To offer suggestions and recommendations to the advertisers for the effective celebrity advertisements.

*Sample size*

The Sample selected for the study cover different areas of Thanjavur  city of Tamil Nadu state. Totally, 500 consumers of fast moving consumer goods were selected on disproportionate random sampling method.

*Questionnaire design*

The primary data is collected through questionnaire method. The respondents are asked to give their opinion relating to the effectiveness of celebrity endorsed advertisement on selected product. The first part of the questionnaire comprises of demographic variables with optional questions and second part comprises factors related to effectiveness of celebrity advertisement on FMCG.

*Scaling technique in the questionnaire*

The questionnaire comprises of both optional type and statements related to the impact of celebrity advertisement on selected  product.  The personal care products selected for the study is obtained from the consumer's point of view through the research instrument in ranking scale and the data's are analyzed through parametric T-test.

### Table 1 Parametric t-test for shampoo

| factors | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Fragrance | 500 | 2.5160 | 1.07706 | 0.04817 |
| Celebrity's convincing advertisement | 500 | 3.2100 | 1.09375 | 0.04891 |

| | | | | |
|---|---|---|---|---|
| Favourite celebrity endorsing their product | 500 | 3.4040 | 1.09690 | 0.04905 |
| Stops hair fallen | 500 | 3.0660 | 1.05445 | 0.04716 |
| Prevents dandruff | 500 | 3.2240 | 1.21358 | 0.05427 |

Source: computed data

From the table it is found that the mean value ranges from 2.51 to 3.40, standard deviation ranges from 1.05 to 1.21 and the standard error of mean varies from 0.0471 to 0.5427. This implies a T-test value can be computed with the middle hypothesized value 3. The following t-test values are obtained for product shampoo.

**Table 2. T-test values for shampoo**

| Attributes of shampoo | Test Value = 3 | | | | | |
|---|---|---|---|---|---|---|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | Lower | Upper | Lower | Upper | Lower | Upper |
| Fragrance | -10.048 | 499 | 0.000 | -0.48400 | -0.5786 | -0.3894 |
| Celebrity's convincing advertisement | 4.293 | 499 | 0.000 | 0.21000 | 0.1139 | 0.3061 |
| Favourite celebrity endorsing their product | 8.236 | 499 | 0.000 | 0.40400 | 0.3076 | 0.5004 |
| Stops hair fallen | 1.400 | 499 | 0.162 | 0.06600 | -0.0266 | 0.1586 |
| Prevents dandruff | 4.127 | 499 | 0.000 | 0.22400 | 0.1174 | 0.3306 |

Source: computed data

From the above table it is found that the T-values, -10.048, 4.293, 8.236, and 4.127 are statistically significant at 5%. This implies that consumers give a slightly important to fragrance of shampoo and give moderately important to stops hair fallen and give extremely important to favourite celebrity endorsing their product and very important for celebrity's convincing advertisement and prevents dandruff.

**Table 3 Parametric t-test for tooth paste**

| factors | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Mouth freshener | 500 | 2.8520 | 1.25589 | 0.05616 |
| Truth in the testimonials given by the endorsement | 500 | 3.2120 | 1.01445 | 0.04537 |
| celebrity endorsed advertisement captures attention | 500 | 3.3640 | 1.08344 | 0.04845 |
| Prevent tooth decay | 500 | 3.1660 | 1.08110 | 0.04835 |
| Germ protection | 500 | 3.2040 | 1.19886 | 0.05361 |

Source: computed data

The above table shows that the mean value ranges from 2.85 to 3.36, standard deviation ranges from 1.01to 1.25 and the standard error of mean varies from 0.453 to 0.0561. This implies that a T-test value can becomputed with the middle hypothesized value 3 and the following t-test values were obtained for tooth paste.

**Table 4 T-test values for tooth paste**

| factors | Test Value = 3 | | | | | |
|---|---|---|---|---|---|---|
| | T | Df | Sig.   (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | Lower | Upper | Lower | Upper | Lower | Upper |
| Mouth freshener | -2.635 | 499 | 0.009 | -.14800 | -0.2583 | -0.0377 |
| Truth in the testimonials given by the endorsement | 4.673 | 499 | 0.000 | 0.21200 | 0.1229 | 0.3011 |
| celebrity endorsed advertisement captures attention | 7.512 | 499 | 0.000 | 0.36400 | 0.2688 | 0.4592 |
| Prevent tooth decay | 3.433 | 499 | 0.001 | 0.16600 | 0.0710 | 0.2610 |
| Germ protection | 3.805 | 499 | 0.000 | 0.20400 | 0.0987 | 0.3093 |

Source:            computed data

From the above table it is found that the T-values -2.635, 4.673, 7.512, 3.433, and 3.805 are statistically significant at 5%. This implies that consumers give extremely important for celebrity endorsed advertisement because it captures attention and give very important to truth in the testimonials and prevent tooth decay and moderately important to germ protection and shows slightly important to mouth freshener.

**Table 5 Parametric t-test for soap**

| Factors | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Maintains moisture | 500 | 2.8900 | 1.11192 | 0.04973 |
| Celebrity Advertisements creates awareness about the product | 500 | 3.1160 | 1.04725 | 0.04683 |
| Oil balance | 500 | 2.9700 | 1.08233 | 0.04840 |
| Fragrance | 500 | 3.0280 | 1.10165 | 0.04927 |
| Celebrity endorsement carries words of promise | 500 | 3.1980 | 1.08127 | 0.04836 |

Source: computed data

The above table shows that the mean value ranges from 2.89 to 3.19, standard deviation ranges from 1.047 to 1.111 and the standard error of mean varies from 0.0468 to 0.0497. This implies a T-test value can be computed with the middle hypothesized value 3. The following t-test values were obtained for the attributes of soap.

**Table 6 T-test values for soap**

| factors | Test Value = 3 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | Lower | Upper | Lower | Upper | Lower | Upper |
|---|---|---|---|---|---|---|
| Maintains moisture | -2.212 | 499 | 0.027 | -0.11000 | -0.2077 | -0.0123 |
| Celebrity Advertisement creates awareness about the product | 2.477 | 499 | 0.014 | 0.11600 | 0.0240 | 0.2080 |
| Oil balance | -0.620 | 499 | 0.536 | -0.03000 | -0.1251 | 0.0651 |
| Fragrance | 0.568 | 499 | 0.570 | 0.02800 | -0.0688 | 0.1248 |
| Celebrity endorsement carries words of promise | 4.095 | 499 | 0.000 | 0.19800 | 0.1030 | 0.2930 |

Source:   computed data

From the above table it is found that the T-values, -2.212, 2.477, 4.095 are statistically significant at 5%. This implies that consumers give a slightly important to maintains moisture and oil balance and very important to celebrity endorsement caries words of promise and celebrity advertisements creates awareness about the product and moderately important to fragrance of the soap.

**Table 7 Parametric t-test for hair oil**

| Factors | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Non sticky | 500 | 2.8120 | 1.25531 | 0.05614 |
| Celebrity based advertisements carry more Weightage | 500 | 3.2140 | 1.06135 | 0.04746 |
| Celebrity endorsed FMCG product enhances quality assurance. | 500 | 3.4260 | 1.05961 | 0.04739 |
| Prevents dandruff | 500 | 3.0680 | 1.09808 | 0.04911 |
| Silk & shine | 500 | 2.8540 | 1.24732 | 0.05578 |

Source: computed data

From the above table it is found that the mean value ranges from 2.81 to 3.42, standard deviation ranges from 1.059 to 1.255 and the standard error of mean varies from 0.0473 to 0.0561. This implies a T-test value can be computed with the middle hypothesized value 3. The following t-test values are arrived for hair oil.

**Table 8 T-test values for hair oil**

| FACTORS | Test Value = 3 | | | | | |
| | T | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | Lower | Upper | Lower | Upper | Lower | Upper |
|---|---|---|---|---|---|---|
| Non sticky | -3.349 | 499 | 0.001 | -0.18800 | -0.2983 | -0.0777 |
| Celebrity based advertisements carry more Weightage | 4.509 | 499 | 0.000 | 0.21400 | 0.1207 | 0.3073 |

| Celebrity endorsed FMCG product enhances quality assurance. | 8.990 | 499 | 0.000 | 0.42600 | 0.3329 | 0.5191 |
|---|---|---|---|---|---|---|
| Prevents dandruff | 1.385 | 499 | 0.167 | 0.06800 | -0.0285 | 0.1645 |
| Silk & shine | -2.617 | 499 | 0.009 | -0.14600 | -0.2556 | -0.0364 |

Source: computed data

From the above table it is found that the T-values, -3.349, 4.509, 8.990, and 2.617 are statistically significant at 5%. This implies that consumers give a slightly important to non sticky and silky & shine hair and extremely important to celebrity endorsements enhances product quality and very important for celebrity advertisement carries more weightage and they shows moderate important to prevent dandruff.

## Findings

- It is found that 47.4% of respondents are Undergraduate followed by 35.8% of post graduates and 8.6% of professionals. It is also found that 3.4% and 4.8% of consumers of FMCG possess SSLC and +2 qualification.

- It is found that 50.2 % of female consumers and 49.8% of male consumers belong to the group of consumer

- It is found that 70.0% of respondents are in the age group of 21-30, 21.6% of respondents are 31-40 followed by 7.4% of respondents belonging to 41-50 and 1.0% of respondents in the age group of 51-60.

- It is observed that 42.2% of respondents belong to private sector, 22.6% of respondents belong to other category who is not employed and 12.8% of respondents belong to public sector followed by 11.6% of respondents running their own business and 10.8% serving as government employees.

- It is found that 68.4% of consumers belong to south followed by 22.2% of north and 5.0% belonging to east region and 4.4% of consumers belonging to west region.

- It is found that the consumers give very important for celebrity's convincing advertisement and prevents dandruff for shampoo.

- The consumers give extremely important for celebrity endorsed advertisement because it captures attention and give very important to celebrity's truth in the testimonials and prevent tooth decay.

- The consumer shows very important to celebrity endorsement carries words of promise and celebrity advertisements creates awareness about the product and moderately important to fragrance of the soap.

- The consumers give a slightly important to non sticky and silky & shine hair and extremely important to celebrity endorsements enhances product quality and very important for celebrity advertisement carries more weightage.

## Suggestions

From the present study it is gives more light towards recommendations and suggestions regarding the advertisers. Endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.Celebrity endorsements will be more effective when the ad execution is simple, clean and free of irrelevant design elements. Focus on the celebrity and the product together.To make the advertisement more effective, advertisers should focus more on features of products because if the celebrity is dominant in endorsements, then it will overshadow the product.

## Conclusion

From the study it can be concluded that celebrity advertisement really creates a impact on selected consumer goods. (shampoo, soap, hair oil, and tooth paste.) The consumer's shows positive impact towards these products. That can be analyzed with the help of the above mentioned tools. Compare to the ordinary person definitely celebrity advertisements

have a significant effect towards selected products. An advertisement needs to first attract attention and evoke interest in the prospective customer, leading towards an affinity for the brand and eventual purchase. A well established celebrity with an positive image which is in harmony with a product being advertised.

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