



# A STUDY ON THE IMPACT OF ADVERTISEMENTS USING CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR

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## ABSTRACT

In today's dynamic business world, only products those who have been able to show their presence in different and most relatable form are able to gain customer attention. Celebrity Endorsement is a very fruitful strategy for doing so. It does not only help to recall but also enables to maximize profits. In India, celebrities are greatly adored. This research aims at finding the impact of Celebrity endorsed advertisements on the buying behaviour of consumers. The objective of this paper is to understand the shift in the perception of consumers, i.e., whether advertisements with celebrities are able to attract them or not and whether such advertisements are influence their buying or not. The research was carried out in Bhopal and nearby Cities. The data was collected from both the Primary and Secondary sources. The respondents were both male and female in various age groups. Data was collected with the help of a questionnaire and was analyzed and presented with the help of pie-charts and bar graphs. In conclusion, it was found that Celebrity Endorsement is not the only reason behind the purchase of the product. Majority of people tend to buy only when it is needed. Believability of the claims made in advertisements and Celebrities using Products is extremely low. Also, Advertisements featuring Celebrities is a costly affair. Therefore it should be carefully planned. The findings advocates the fact that a regular face can also create a great impact on the buying if product features are rightly displayed in the advertising.

**KEYWORDS:** Advertisement, Celebrity, Celebrity Endorsement, Brand Recall

## I. INTRODUCTION

Celebrity Endorsement is a heavily documented in the literature. Celebrities are generally referred to as people who have attained recognition from public and possess attributes like trustworthiness, and attractiveness (McCraken, 1989 and Silvera and Austad, 2004). "Any individual who enjoys public recognition and uses this recognition on behalf of a consumer good by appearing with it in an advertisement" is what McCracken (1989) defines as a celebrity. Pringle and Binet (2005) have mentioned that a genuine celebrity holds a reputation along with clearly defined personality.

## ***Advertising***

An advertisement is a tool that enables a customer to purchase a product. It is used to draw the attention of consumers with a motive to increase sales by making consumers aware. There are several methods used by a company to attract consumers. Advertising also helps in the strategic brand positioning of the product. Effective communication established by the means of advertising helps brands to compete with other similar brands to obtain maximum market share.

Usually, if any customer wants to buy any product, he tends to look at it, with various prospects like:

- Is the quality of product good?
- Whether his needs will get satisfied?
- If the product is being produced by a well-known manufacturer.

In order to gain the trust of consumers, brands must persuade them with consistent, high-quality product delivery. Celebrity endorsement is a technique used by advertising companies to gain customer attention as well as sometimes provide a sense of quality assurance to customers as well.

## ***Celebrity Endorsement***

Celebrity endorser is an individual who is known to the public (i.e. sports figure, personality, entertainer, movie star, politician etc.) for the achievements in their respective fields (Friedman and Friedman, 1979). Generally television and movie stars, sportsmen, politicians, Business and military worlds are considered as Celebrity endorsers (McCracken, 1989). Celebrities who lend their voices to cartoons and other animated characters also work as product endorsers. This is similar to the way that human celebrities are used as spokespeople for products. Anthropometric characters, which are representations of real people, can also be considered as celebrities in their own right (Hsu and McDonald, 2002).

However, Bednall and Coolings (2000) excluded cartoon characters as endorsers from their research. Celebrity endorsers are considered popular because of their dynamic appeal, and also possess attractive and likeable qualities, and are perceived to gain more attention because of their fame (Atkin and Block, 1983). Celebrity Endorsement helps organizations and brands in several ways. It not only increases attention and polishes the image of the product but also helps in the introduction of the brand, its repositioning and also excelling at International campaigns (Erdogan, 1999).

## ***Advertisement Using Celebrity Endorsement***

Very often, various advertising styles are used by advertisers to influence consumer brand choice behaviour and 12 among these different available choices one very popular choice is Celebrity Endorsements. (Alsmadi, 2006). Celebrities are idolized and admired by their fans. Rajnikanth, the South Indian actor, is the clearest example to support this, as temples have been built in his honor (Dixit 2005). In our daily lives, we see many celebrities endorsing different products. Their presence in any advertisements makes it more effective. This concept is used to lure customers and create a great impact on the minds of the customers.

Pappas (1999) examined the importance of celebrity power in endorsements and highlighted how well-planned advertising may help celebrities turn their influence into brand equity. Advertisers often use celebrity endorsers in their advertising as a way to persuade and influence potential buyers of their product or service (Dwivedi and Johnson, 2013). The promotional feature and image of the product is closely integrated with the personality of the Celebrity, thus the communication becomes more effective and customers fix their choices while buying a product. Here, the role of campaign plays a very crucial role. The company uses the credibility of the Celebrity to establish product as a niche brand.

Atkin and Block 1983 and Petty et. al 1983 found that as compared to the non-celebrity endorsers, the celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions. Celebrity Endorsement is most important in personifying the product with the image of the celebrity who endorses it. There are many advertising media by which product get endorsed. As an outcome, the celebrity brand endorsement became unique and quickly became popular, growing to become a multi-million dollar industry in India today (Malhotra 2005). For some particular type of products, Celebrity Endorsement may not be effective as the same celebrity can be seen endorsing other products and brands also of similar issue. In such cases, the credibility of the endorser becomes a critical issue.

Therefore, an advertiser needs to be very much careful while choosing the right kind of celebrity of its product endorsement.

Celebrity advertising has become a trend for marketers. It has been recognized as a potential tool in communication, where celebrities can be seen as the most powerful way to verbalize the relationship between a product and a brand rather than any anonymous model (Brian Moeran, 2003). In India, according to a report by FICCI, 60% of Indian brands used celebrities in 2008 whereas it was only 25 percent in 2001 (Shashidhar, 2008). FICCI also estimated that roughly six billion rupees are spent each year as endorsement fees of celebrities.

## II. NEED & OBJECTIVE OF THE STUDY

Celebrity Endorsement is a very interesting field in the area of Marketing. Because of the appeal and ability to attract a large number of audiences, Celebrity Endorsement is a preferred way to advertise. Celebrities have built-in images and followers, both powerful influencers to potential consumers (Ford, 2018). It is not a new phenomenon; many research works have already been done.

The purpose of this study is-

1. To find whether advertisements featuring Celebrities affect buying behaviour of people.
2. To understand and check whether Celebrity Endorsement cause any shift in the behaviour of people.

For understanding the objectives of the study, only Advertisements in television, Radio, Magazines, newspaper and social media featuring Bollywood actors have been taken into consideration.

## III. DETAILED METHODOLOGY

The methodology comprises of both primary and secondary research. The study has been carried out in and around Bhopal city (capital of Madhya Pradesh). The study was carried out in the months of April to June 2024.

### *Sampling*

The sample size of the study will be 200 individuals; both male and female were considered. Since, such advertisements were done to attract young population; therefore youth are majorly targeted from the Universities and Colleges. Both online and Offline mode of getting questionnaire filled is considered to get the required number of questionnaire.

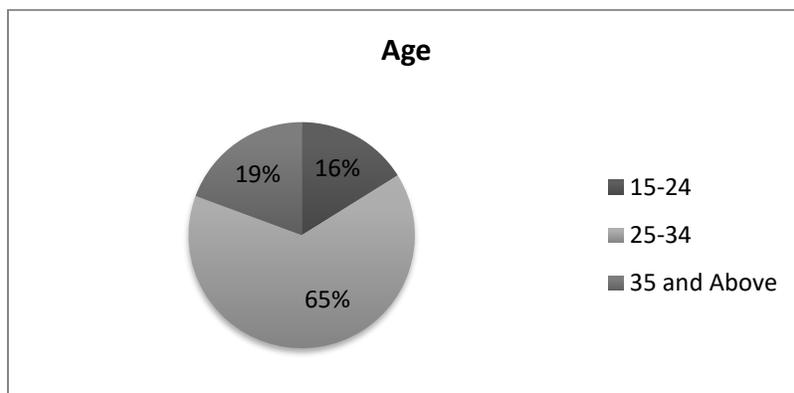
In this study, the sampling method used in this study is non- random, and type is convenience sampling and snow-ball sampling. Convenience sampling is taken because who so ever is available can fill the questionnaire. Snow ball sampling is used because the friends and peers that had been previously selected as per the convenience of the researcher further referred their own friends and colleagues.

### *Data Collection Method*

For collecting secondary data, various articles published in Journals, Conference Proceedings, Research Reports, Newspaper article and websites have been taken into consideration. For getting the primary data, a questionnaire was used. For understanding the objectives of this study, the responses collected from the questionnaire were analyzed. The demographic details collected through the questionnaire were used for the classification purpose.

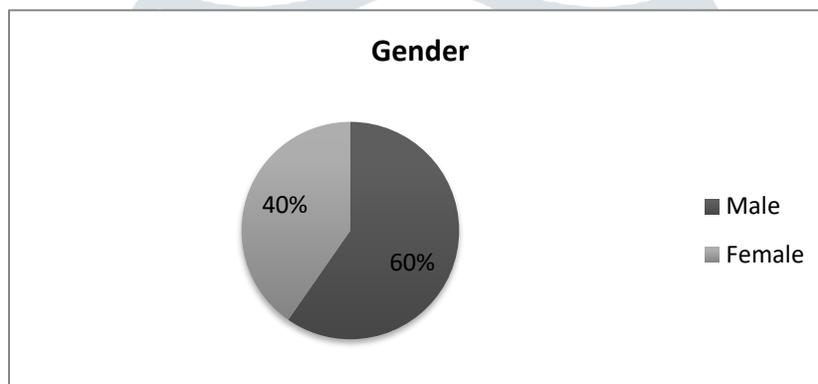
## IV. DATA ANALYSIS AND INTERPRETATION

Before analysis of data, the duplicity of respondents was checked. It was also checked, that only completely filled questionnaire by the respondents were considered. Primary data collected during the course of the study was analyzed using simple percentages. Major findings of the research have been shown below in the form of Graphs and Pie-Charts.



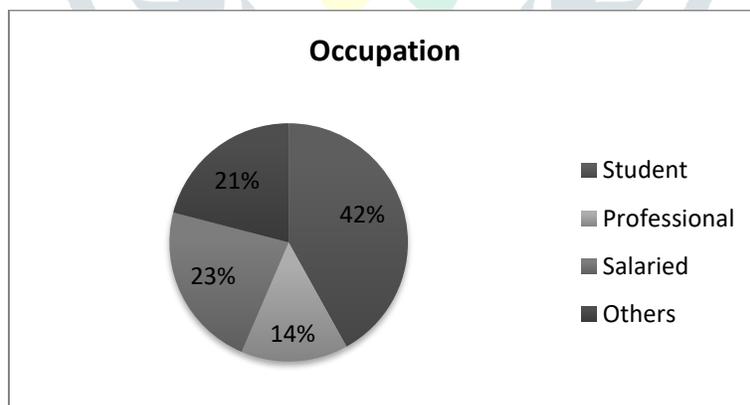
**Figure 1: Age of respondents**

The above mentioned Chart shows that 16% of the respondents are between the age group of 15 to 24, 65% of the population belongs to 25-34 age group and remaining 19% are above 35 years of age.



**Figure 2: Gender of respondents**

The above mentioned chart shows the classification of population on the basis of Gender, where 60% is female and rest 40 % is male.

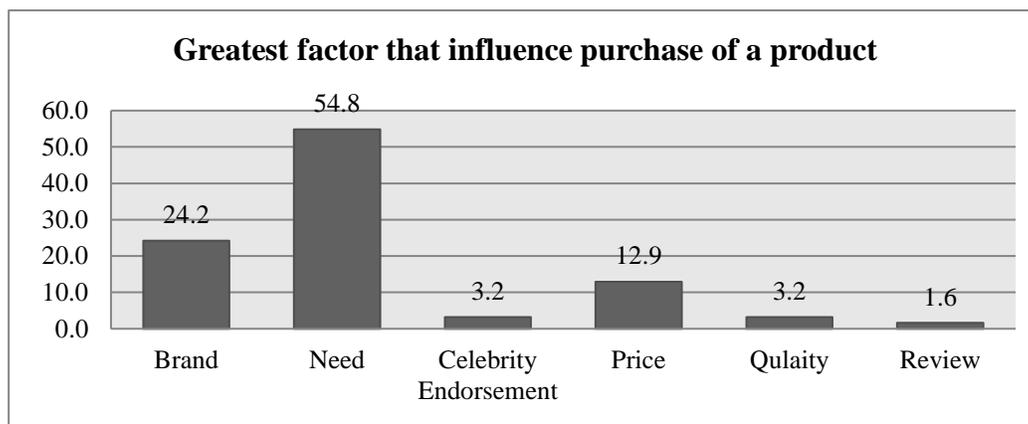


**Figure 3: Occupation**

The above Chart depicts that 42% respondents belongs to Student category, 14% of the total population are Professional, 23% of the total population are Salaried and 21% of the population belongs to another category.

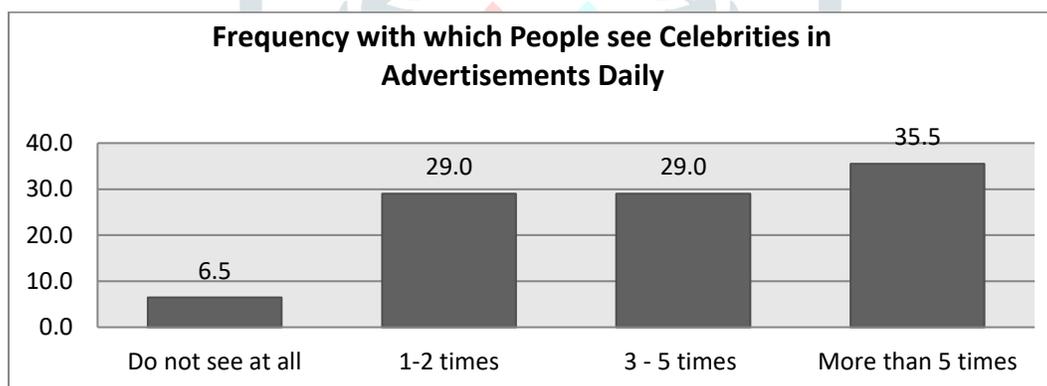
Above questions were analyzed only for the classification purpose.

For understanding the objectives of this study, analysis of the below mentioned questions played a crucial role. Analysis of each question is done below with proper inference.



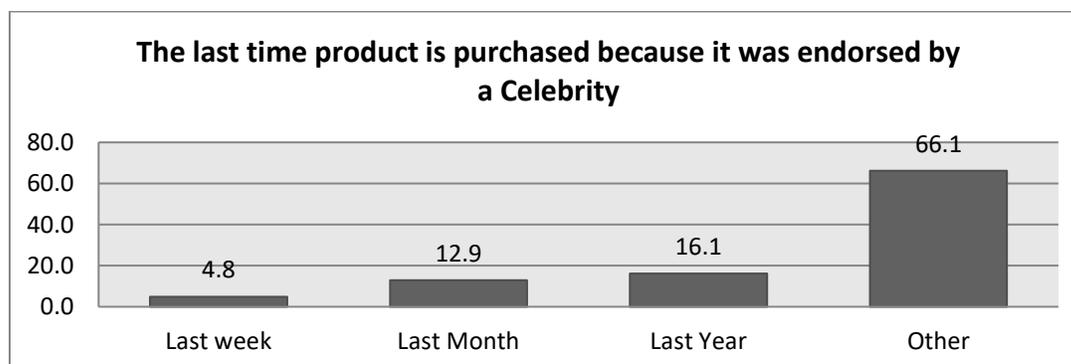
**Graph 1: Greatest influencing factor influencing purchase of a product**

Graph 1 above shows that majority of the population, i.e. 54.8% of them purchases a product on the basis of need only. The second major influence of the purchase is Brand (24.2%) followed by Price (12.9%). However, only 3.2% of the population gets influenced by Celebrity Endorsement. The least influential factor for the purchase is Review (1.6%).



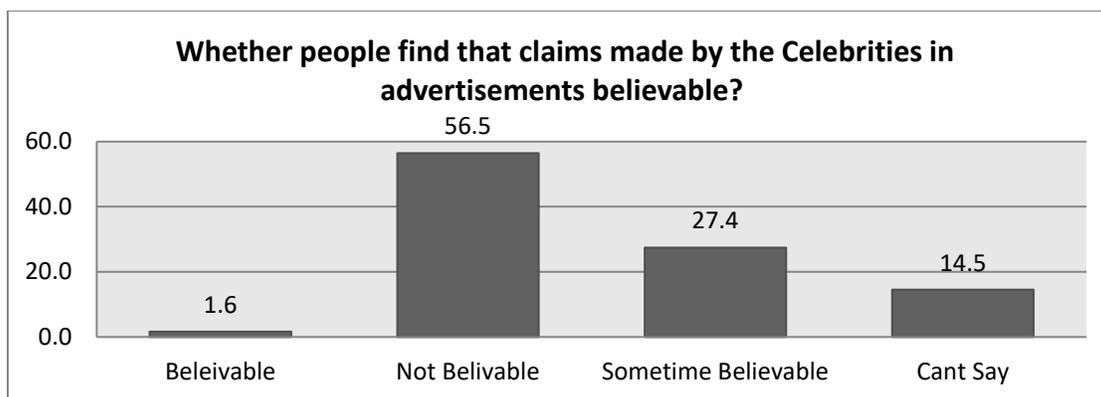
**Graph 2: Frequency with which people see Celebrities in Advertisements daily**

Graph 2 shows the frequency with which people see Celebrities in Advertisements. 35.5% of the population sees such Advertisements more than 5 times a day at various media available like television, radio, magazines, billboards, Social Media etc. whereas 6.5% of the population does not get exposed to Advertisements featuring Celebrities on daily basis.



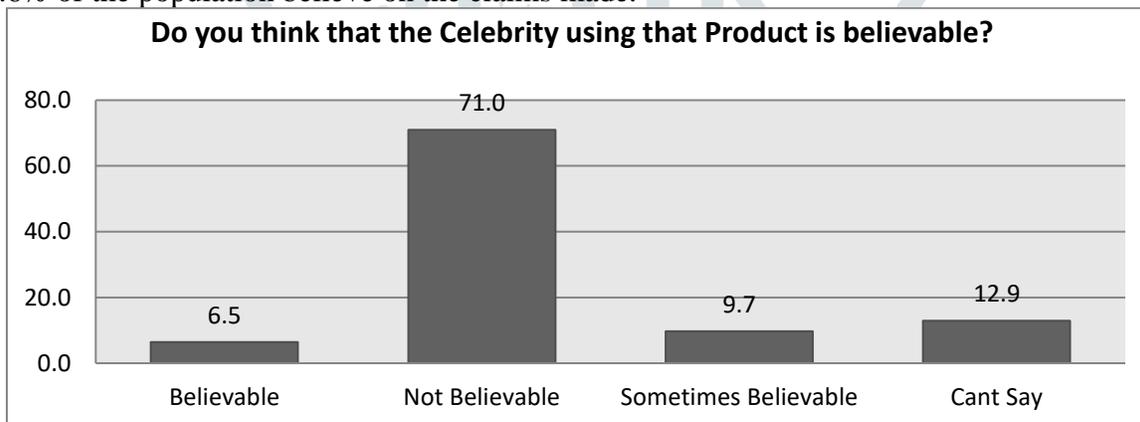
**Graph 3: last time product is purchased because it was endorsed by a Celebrity**

Graph 3 shows the time a product is purchased which is endorsed by a Celebrity.



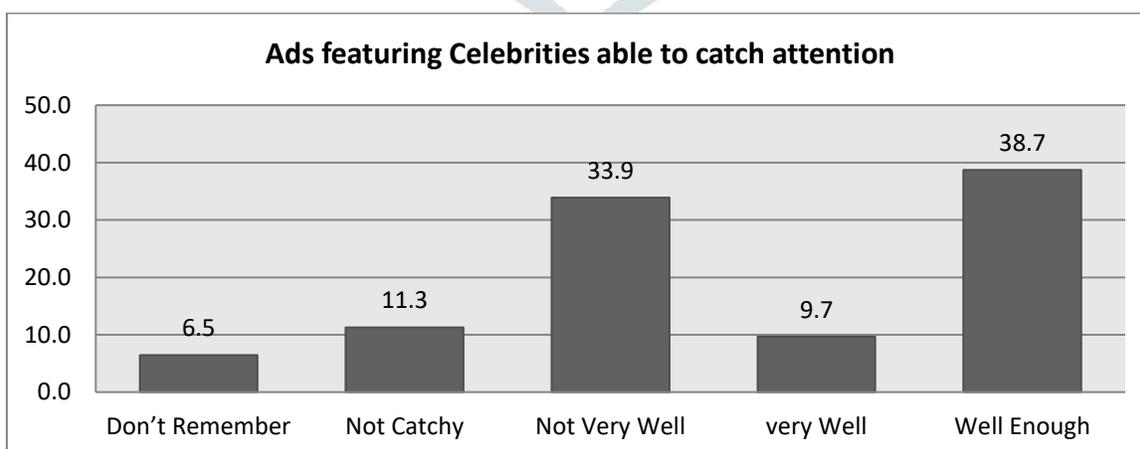
**Graph 4: Whether the People Found the Claims Made by the Celebrities Believable**

Graph 4 shows about regarding the perception of believability regarding the claims as made by Celebrities in Advertisements. 56.5% of the population do not believe the claims are true as made by Celebrities in Advertisements, whereas only 1.6% of the population believe on the claims made.



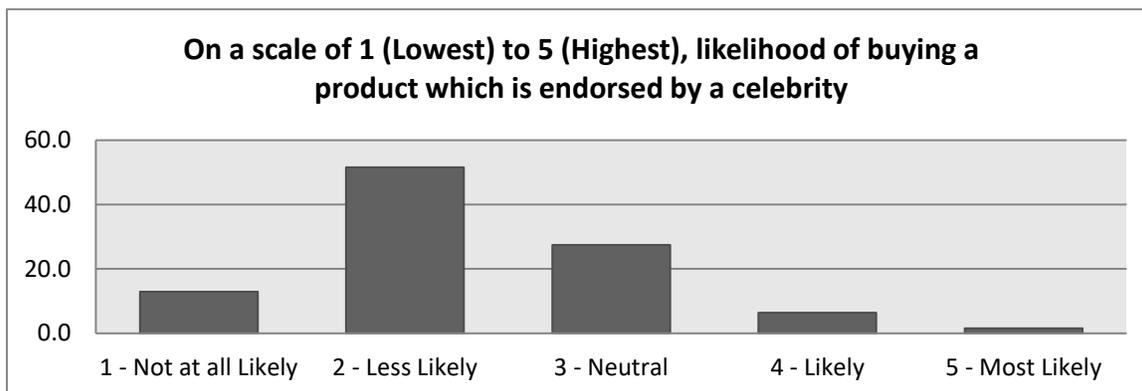
**Graph 5: The Percentage of People who believe that the Celebrity using the Product is Believable**

Graph 5 depicts the population percentage who believes that Celebrity using that product is believable or not. It is inferred that 71% of the population do not believe in it while only 6.5% of the population strongly believes that Celebrities using the product is believable.



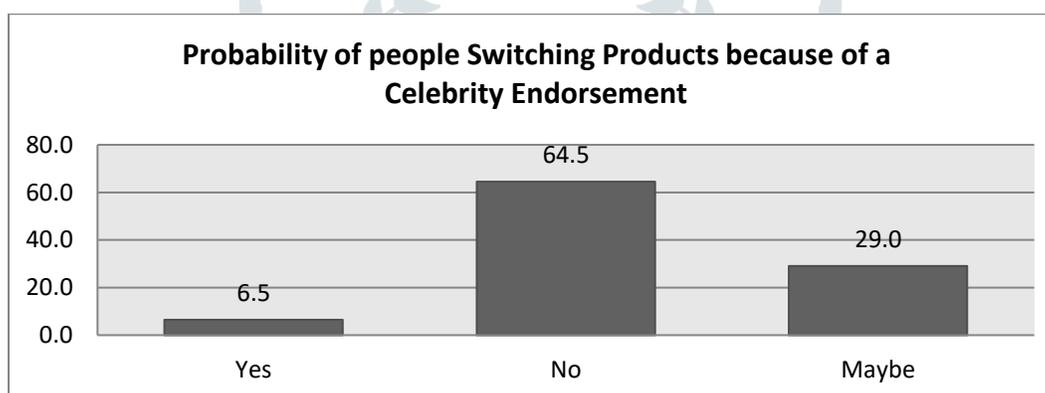
**Graph 6: Ads featuring Celebrities able to catch attention or not**

Graph 6 shows that 38.7% of the population agree that Advertisements featuring Celebrities are able catch the attention whereas 6.5% population don't remember any such advertisements.



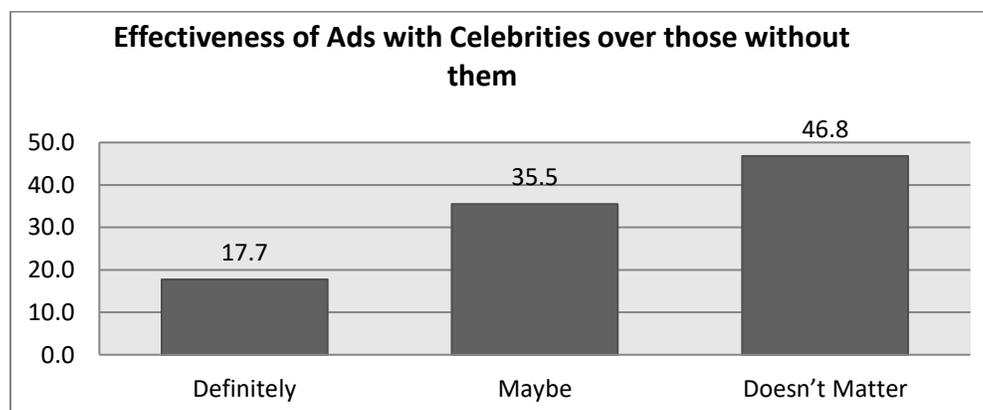
**Graph 7: Likelihood of buying a product endorsed by Celebrity**

Graph 7 shows the likelihood of buying a product when it is endorsed by a celebrity. 51.6% of the population is less likely to buy a product endorsed by a celebrity. 12.9% of the population is not at all likely to buy a Celebrity endorsed product whereas only 1.6% of the respondents are most likely to buy a celebrity endorsed product.



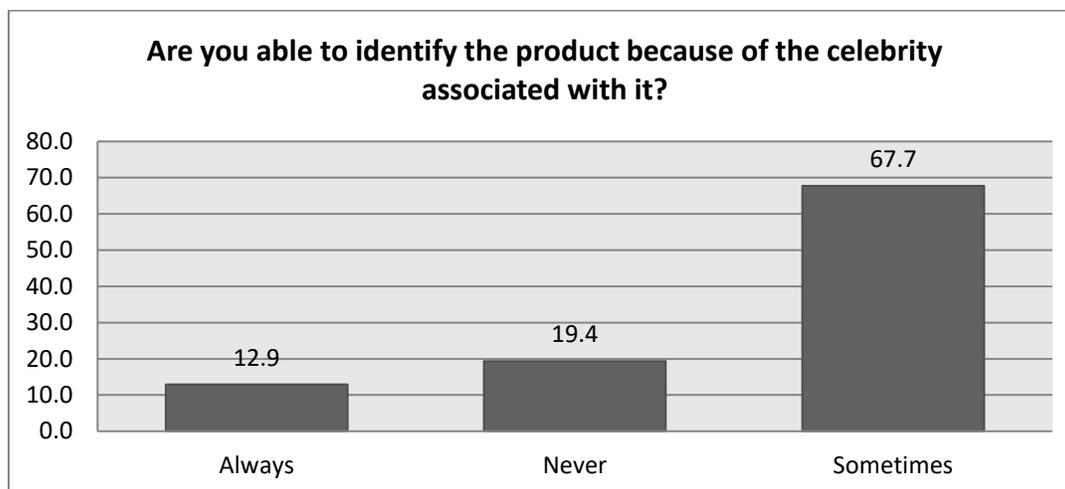
**Graph 8: Probability of people Switching Products because of a Celebrity Endorsement**

Graph 8 depicts the probability of people switching products because of Celebrity Endorsement. 64.5% of the population will not switch products because of Celebrity Endorsement whereas 6.5% of population is ready to switch Celebrity endorsed products. 29% of population is not sure and hence may or may not get influence to switch their products because of Celebrity Endorsement.



**Graph 9: Effectiveness of Ads with Celebrities over those without them**

Graph 9 depicts the Effectiveness of Ads with Celebrities over those without them. If given a choice, 17.7% of population will definitely choose a product which is endorsed by a celebrity than one which is not, whereas 35.5% may choose celebrity endorsed product over others. 46.8% of the population doesn't get carried away with such endorsement because it doesn't matter to them at all.



**Graph 10: Whether People are Able to Associate the Ad with the Celebrity**

Graph 10 mentioned above provides a graphical representation of the responses received that whether people are able to identify the product because of the celebrity who is associated with it. 67.7% of the population sometime able to identify it. Population that is able to identify such Celebrity endorsed product always is 12.9% whereas those who are never able to identify product associated with Celebrity is 19.4%.

## V. FINDINGS

After analyzing the data, it is found that even though 35.5% of the people see Celebrities in Advertisements on daily basis more than 5 times a day, still only 3.2% of them buy the product as influenced by Celebrities. The major influencing factor for the buying is need which is 54.8%. Believability is a very big issue here. The percentage of people that do not believe in claims made and usage of the product by the Celebrities as shown in Advertisements is 56.5% and 71% respectively. The major reason is that People are not able to associate the celebrity with the advertisements because a single celebrity can be seen endorsing a variety of products at same time. Therefore, people were unable to distinguish the celebrity with the endorsed product. With the survey, it was found that presence of the Celebrity in the Advertisement does not really help to recall and recognize the product more promptly. The research also tried to find out that which celebrities were seen mostly and easily can get recalled for their product endorsement. Respondents were asked to name such three celebrities. It was found that Amitabh Bachchan, Shahrukh Khan and Akshay Kumar are most seen and recalled for Celebrity Endorsement.

## VI. CONCLUSION

The result of the study clearly shows that Celebrity Endorsement is not the major factor that influences the purchase of the buyer. Therefore, there is no direct impact of Celebrity Endorsement on the buying behaviour. Several other factors also influence such behaviour out of which need is the prime reason other than the quality. The major purpose of Celebrity Endorsement is the overall Business growth in terms of maximizing sales, increased customer retention, brand recall and reinforcement. However, brands and products without any celebrity face have equal acceptance. It can also be concluded that products with catchy taglines and attractive campaigns are successful to do so. Cost of hiring Celebrities is also imposed on the customer's pocket which in turn increases the price of the product. The popularity and Credibility of Celebrities play a very major role when it comes to convincing the audience. As Celebrities these days are endorsing lot of products at same time, the believability and faith is getting lost. Also, Celebrity's personal life and negative remarks overshadows the product that they endorse. Therefore, it can easily be said that products that are successful to

build their image on the consumer's psyche are successful, be it endorsed by a Celebrity or not. Only the effective positioning strategy is able to provide consistent result.

## VII. MANAGERIAL IMPLICATIONS

Advertising is said to be effective only when it is able to foster positive attitude and purchase intentions about the product being offered by the marketer. It is only possible when advertising is able to convey the correct information. Celebrity Endorser selection is a very crucial aspect. If the celebrity is popular and relevant with the endorsed product, it enforces brand recall among the target audience. Popularity only does not ensure positive attitude. Therefore, Marketers must find a way to make it more suitable. Meaningful Advertisements conveying a clear message without any ambiguity must be developed. Also, the Celebrity and product fit should be taken care of because celebrity transfer meaning to product. Along with his personality traits, this personal life and professional life are also responsible for it. As the celebrities can be seen endorsing multiple products at a time, it becomes difficult for the consumer to recall the brand especially during purchase.

It can be rightly said that Celebrity Endorsed Advertising is a huge investment. People will buy only the needed products. Therefore, marketers must make advertisements that are more relatable, believable and can develop a sense of need for the product. Celebrities must be taken for the endorsement after having a careful consideration and lot of thought.

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