



Impact Of Celebrity Endorsement On Consumer's Minset

Abhilash Nautiyal

Assistant Professor
Ghaziabad, India

Abstract: To tackle the competition every company, try their best to attract consumers. Celebrity endorsements accepted to be a “ubiquitous feature of modern-day marketing” (McCracken 1989). Early Research has found that “celebrities are more effective than other types of endorsers, such as the professional expert, the company manager, or the typical consumer” (Friedman and Friedman, 1979). By using celebrity endorsers, companies may tap into consumer's symbolic association to an aspirational reference group, as they are perceived as dynamic, attractive, and likable (Assael, 1984; Atkins and Block, 1983; Kamins, 1990). Companies are using celebrity endorsement instead of focusing just on material as consumers are not feeling associated with just a material. Researches shows that consumers are more favors the brand endorsed by celebrity. In the case of attractiveness related products, the use of physically attractive celebrities increased message recall; product attributes, and purchase intention (Kahle and Homer, 1985). Current study is focusing on different features of celebrity and their impact on consumers. This study will helpful to marketers in making communication strategy as per consumers perception towards celebrity.

Index Terms - Celebrity, Celebrity endorsement, Consumers, Marketing communication

1. INTRODUCTION

Han, Rashad and Yazdanifard (2015) refer to celebrity advertising as the use a famous person's image to sell products or services by embracing the individual's wealth, popularity, or fame to endorse the products or services. The specific purpose of this research paper is to establish the influence of celebrity endorsement advertising on young South African consumers. Approximately 20-25 % of advertisements feature a famous person as an endorser (Slburyte, 2009). Advertising has infiltrated every part of our day-to-day lives. Each day, consumers are exposed to more than 1,500 advertising messages from a variety of sources namely television, billboards, radio, flyers enclosed with credit card and utility bills, mobile phones, the grocery store floor, and even public restrooms (Koernig & Boyd, 2009).

A commonly used strategy to slice through this advertising clutter is to include celebrity endorsers in advertisements (Koernig & Boyd, 2009). Celebrity endorsement advertising appears to be a new trend but it actually dates back to the 19th century when British actress Lillie Langtry appeared on a Pears soap commercial proving that this is a culture that is engrained in society (Han et al., 2015). Barnes (2011) and Han et al. (2015) postulate that celebrity advertising influences consumer purchases in allowing the consumer to think that products will work for them as they did for a celebrity. Notwithstanding the popularity of celebrity endorsement as a modern advertising strategy its profitability and marketing effectiveness has garnered considerable interest (Sheu, 2010). Furthermore, the exorbitant annual advertising budgets that are set aside

for endorsement deals, especially by multinationals and other local South African companies such as Unilever, Proctor and Gamble and Nike motivates the need to evaluate endorser's financial effects on the organisation and consumer brand attitudes.

Celebrity is a means of brand communication whereby the celebrity acts as a brand's spoke's person and endorses a brand's claims and position by spreading his or her personality, popularity and status in the field of the brand (Sajan & Nerhu, 2014). Celebrity endorsement has the influence to initiate, arouse, inform, infuriate, amuse and inform the consumer (Sajan & Nerhu, 2014). Celebrity endorsement is highly regarded

2. Literature Review

To gain a commercial advantage over competitors in cut throat competition, companies adopted different techniques. Celebrity Endorsement is frequently, used strategy by companies to tackle the competition. In advertising, celebrities are used as a substitute for filling the idea gaps. A combination of the power idea and the celebrity endorsement can create a magic in the brand building (Madhukar Sabnavis, 2003). Celebrity endorsement can be classified- based on number of the products endorse and based on the number of celebrities used for endorsement. (McCracken 1989; Silver and Austad 2004).

As per Source Credibility Model, positive characteristics of celebrity affects the receiver's attitude towards the message (Ohanian 1990). The source credibility models mainly based on two pillars of expertise and trustworthiness of celebrity endorser.

Match-Up Hypothesis says that there should be a match between endorser and endorsed brand (Till and Busler 1998). attractive endorsers are more effective when promoting products that was used to enhance one's attractiveness and this impact will be not significant in the case of a product that is unrelated to 'attractiveness' (Kamins, 1990)

Meaning Transfer Model describes the effectiveness of endorsement by how consumers respond to brand (McCracken 1989). According to this model meaning transfers in three stages- In the first stage, celebrity moves from endorser to brand. In the second stage, celebrity becomes brand in consumer's mind. In the last stage, the consumer acquires the meaning by purchase of the product.

Nam Hyun Um (2008) concluded from his research that multiple product endorsements increased higher attitude towards ad, brands, and purchase intention in comparison of the single celebrity endorsement. Studies shows that the celebrity endorsement positively influence the customer's mind, hence they affect the consumers' purchase intention. Celebrity endorsements help in the brand positioning. The studies show that the usage of celebrity in advertisement for the brand positioning gives a brand competitive advantage over its competitors (Abdullah Malik and Bushan D. Sudhakar; 2014)

2.1 The Concept of Celebrity

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. Boorstin in 1961, specified the most important quality of being a celebrity i.e. not being forgotten and known by people for their 'well-knownness'

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". While 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 advert".

2.2 Celebrity Endorsement

Celebrity endorsements is been accepted to be a “ubiquitous feature of modern-day marketing” (McCracken 1989). Early Research has found that “celebrities are more effective than other types of endorsers, such as the professional expert, the company manager, or the typical consumer” (Friedman and Friedman, 1979). Using celebrity endorsers, companies may easily crack into consumers symbolic association to an aspirational reference group, as celebrity endorsers are perceived as dynamic, attractive, and likable (Assael, 1984; Atkins and Block, 1983; Kamins, 1990).

There can be four types of Endorsement; Explicit ('I endorse this product'), Implicit ('I use this product'), Imperative ('You should use this product'), or co-presentational mode (merely appearing with the product).

2.3 Celebrities as a Form of Aspirational Reference Group

By using celebrity endorsers, companies may tap into consumer's symbolic association to an aspirational reference group, as they are perceived as dynamic, attractive, and likable (Assael, 1984; Atkins and Block, 1983; Kamins, 1990).

Consumers tend to form an attachment to any object that strengthens one's self identity or desired image, renders feelings of connectedness to a group or a personality and perhaps the most common example of this form are the celebrities (O'Mahony and Meenaghan, 1998).

Based on the meaning transfer model by McCracken's, (1989) that brands endorsed by celebrities are a source of symbolic brand meaning. Consumers easily feel associated with the brand endorsed by celebrity (Escalas and Bettman, 2005).

2.4 Celebrity versus Non-Celebrity Endorsements

Companies are using celebrity endorsement instead of focusing just on material as consumers are not feeling associated with just a material. Researches shows that consumers are more favors the brand endorsed by celebrity. In the case of attractiveness related products, the use of physically attractive celebrities increased message recall; product attributes, and purchase intention (Kahle and Homer, 1985).

2.5 Celebrity Endorsement as a Marketing Communication Tool

Every organization need to develop a proper communication strategy which provide competitive advantage over their competitors. In achieve to this, celebrity endorsement is commonly used marketing communication strategy (Erdogan, 1999). An attractiveness of celebrity will be also more effective for low involvement products such as low price, than for high involvement products. For products having in technical nature, the expertise factor of the celebrity is a significantly more important factor (Till and Busler, 1998).

2.6 Positive Aspects of Celebrity Endorsement

The increasing competition between firms to attract more consumers towards their products has encouraged marketers to use celebrities to endorse their products. Celebrity Endorsement may also help in restoring or polishing a company's image (Erdogan, 1999).

Celebrity endorsements is a powerful marketing communication to help in expanding in new countries. For Instance, Seven-Up Bottling Co. Plc Pepsi, increased its market share in Nigeria by Endorsing through famous celebrities and footballers such as 50 Cent, JJ Okocha, Kanu Nwankwo, Leo Messi, Didier Drogba etc.

2.7 Negative Aspects of Celebrity Endorsement

Despite the various benefits of celebrity endorsements, there are still many potential risks involved in using celebrities to endorse products as a part of a marketing communication strategy for a company. Any negative news related to celebrity may lead to serious threat and risks to brand image. There can be other factors as well which may lead to serious consequences for instance suddenly changed image, drop in popularity, moral issues, losing credibility by over endorsing, or overshadow endorsed products or vampire effect (Cooper 1984; Kaikati 1987). In fact, many companies have paid a very big price over the celebrity's misdeeds.

Hence, McCracken proposed the meaning transfer model; the main idea of this model is to prove that celebrities possess unique sets of meanings which might be transferable to the products endorsed by them.

The meaning transfer model suggests that the effectiveness of a celebrity endorser depends on his/her quality to bring the meanings to the endorsement process (McCracken 1989). A celebrity possesses a larger number of distinctive meanings. 'Distinctions of status, class, gender, and age, as well as personality and lifestyle types, are represented in the pool of available celebrities, putting an extraordinarily various and subtle pallet of meanings at the disposal of the marketing system' (McCracken 1989)

3. Objective of the Study

The objective of the study is to identify the factor in celebrity endorsement which have the most impact on consumer's mindset.

4. Research Methodology

4.1 Research Model

After going through various literature on celebrity endorsement, we can develop a research model, which is shown in Fig-1. This proposed model shows that 7 major factors -Celebrity attractiveness, physical appearance, aspiration, reliability, popularity, goodwill, and trustworthiness have impact on consumer's mindset. These factors play vital roles in making marketing communication strategies.

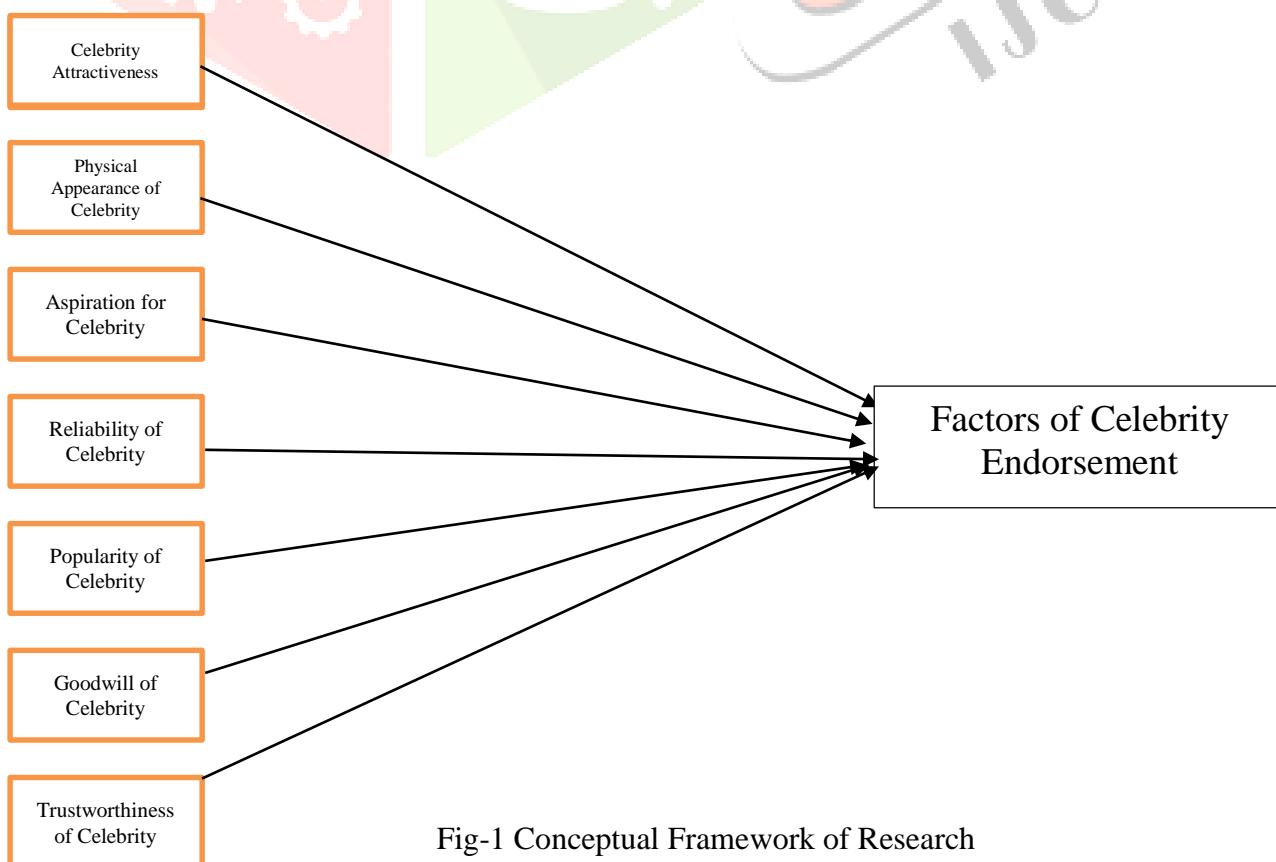


Fig-1 Conceptual Framework of Research

4.2 Research Design

Research design provides the conceptual framework within which research is conducted; it constituted the blueprint or roadmap for the collection, measurement and analysis of data (Kothari, 2007). Descriptive research method used for this research. Data collected by a survey based on 200 respondents.

4.3 Data Collection Tool

A well-structured questionnaire prepared for data collection. Questionnaire includes 15 questions and Likert scale is used (1=Strongly Disagree and 5=Strongly Agree)

5. Data Analysis

5.1 Demographics

Table 1 shows the demographic details of the participants, which includes their age, gender, and educational qualifications. Males make up 63 percent of the total responders, while female make up 37 percent. 31.50 percent respondents are between the ages of 18 and 30, while 37 percent lies between 31 and 45 age, according to the survey. The majority of responses (69.50 percent) are Post Graduate, while 29percent are graduate and only 1.50 percentage are below graduate.

Sr. No.	Characteristics	Categories	No. of Respondents	Percentage (%)
1	Age	18-30 Years	63	31.50
		31-45 Years	74	37.00
		46-60 Years	46	23.00
		Above 60 Years	17	8.50
2	Gender	Female	74	37.00
		Male	126	63.00
3	Education	Under	3	1.50
		Graduation	58	29.00
		Post Graduation	139	69.50

Table -1 Demographic Information of Respondents

5.2 Data Interpretation

From the Table-2 it is clear that the trustworthiness is the most important factor with mean of 4.24. The second most influencing factor is the goodwill with the mean of 4.22. The third most important factor of celebrity endorsement is aspiration with mean of 4.21 followed by attractiveness with a mean of 4.06 and reliability of celebrity with mean of 3.99. Next most influencing factor is popularity and physical appearance of celebrity with mean of 3.95 and 3.92.

Table -2 Decision On the Basis of Celebrity Endorsement

Descriptive Statistics			
	N	Mean	Std. Deviation
Attractiveness	200	4.06	1.279
Physical Appearance	200	3.92	1.059
Aspiration	200	4.21	1.092
Reliability	200	3.99	1.192
Popularity	200	3.95	1.103
Goodwill	200	4.22	1.022
Trustworthiness	200	4.24	1.078

6. Conclusion

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the credibility of commercials. Research has proven that celebrity endorsement does cast its impact, but other schools of thought attest the contrary. Celebrity endorsements has changed the way advertising used to be few decades ago. It is been accepted to be a “ubiquitous feature of modern-day marketing” (McCracken, 1989). As a result, a greater understanding of consumer’s reactions towards celebrity endorsements can help the marketers to use it more effectively. This study explored the factors related to celebrity and their impact on consumers. Empirically identified and tested the celebrity attributes specific to influence purchase intention. It is concluded by study that celebrity trustworthiness, aspiration and their goodwill have a bigger impact on consumer mindset. Advertising is crucial for the purposes of marketing and creating awareness of the products to different target audience. This study recommends that in order to have businesses and organizations thrive well in the market they need to choose the right marketing channels, media and celebrities to use so as to make the communication effective.

REFERENCES

- [1] Aaker, D.A. and Myers, J.G., (1987). Advertising management. 3rd Edition. London: Prentice Hall International.
- [2] Aczel, A.D. and Sounderpandian, J. (2002). "Complete business statistics", McGraw-Hill/Irwin, New York, NY.
- [3] Agrawal, J and Kamakura, A.W, (1995). The Economic Worth of Celebrity Endorsers: An Event Study Analysis, Journal of Marketing, 59. (3), Celebrity Endorsement 309 pp. 56-62.
- [4] Alsmadi, S., (2006). The Power of Celebrity Endorsement in Brand Choice Behaviour: An Empirical Study of Consumer Attitudes in Jordan, Journal of Accounting-Business & Management, Vol.13, pp.69-84.
- [5] Bailey, A.A., (2007). Public information and consumer scepticism effects on celebrity endorsements: studies among young consumers. Journal of Marketing Communications. 13(2), 85-107.
- [6] Cabalero, M.J., Lumpkin, J.R., and Madden, C.S., (1989). Using Physical Attractiveness as an Advertising Tool: An Empirical Test of Attraction Phenomenon, Journal of Advertising, 29, August/September, pp.16-22.
- [7] DeSarbo, W.S. and Harshmaa, R.A., (1985). Celebrity and Brand Congruence Analysis, In: Current Issues and Research in Advertising, (Eds.) J.H. Leigh, and C. R Martin, Vol. 4, MI: University of Michigan, pp. 17-52.
- [8] Dholakia, R and Stemthai, B., (1977). Highly Credible Source: Persuasive Facilitator or Persuasive Liabilities? Journal of Consumer Research, 3, No 4 pp.223-232.
- [9] Goldsmith, R.E., Lafferty, B.A. and Newell, S.J. (2000), The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. Journal of Advertising, Vol. 29 No. 3, pp. 43-54
- [10] Kamins, M.A. and Gupta, K. (1994). Congruence between spokesperson and product type: A match-up hypothesis perspective. Psychology & Marketing, 11, 569–586.
- [11] McCracken, G., (1986). Culture and consumption: a theoretical account of the structure and movement of the cultural meaning of consumer goods, Journal of Consumer Research, Vol. 13 pp.71-84.
- [12] McGuire, W. J., (1985). The nature of attitudes and attitude change in Handbook of Social Psychology: Vol. 3, (2nd Ed.). In G. Lindzey& Aronson, E. (Eds.). MA: Addison Wesley, 136-314.
- [13] Miller, G.P. and John B., (1969). Source Trustworthiness Opinionated Statements, and Responses to persuasive Communication. Speech Monographs, 36 (1), 1-7.
- [14] Misra, S., and Beatty, S. E., (1990). Celebrity spokesperson and brand congruence. Journal of Business Research, 21, 159–173.

[15] Ohanian, R., (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness and Attractiveness, *Journal of Advertising*, 1990, vol. 19, 39 – 52

[16] Petroshius, S.M. and Schulman, M., (1989). An Empirical Analysis of Spokesperson Characteristics on Advertisement and Product Evaluation. *Journal of the Academy of Marketing Science*, 17, No.3. pp.217-225.

[17] Till, B.D., (1996). Using celebrity endorsers effectively: lessons from associative learning. *Journal of Product & Brand Management* Volume: 7 Issue: 5 Page: 400 - 409

[18] Tom, G., Clark, C., Elmer, L., Grech, E., Masetti, J., Jr. & Sandhar, H., (1992). The use of created versus celebrity spokespersons in advertisements. *Journal of Consumer Marketing*, 9, 45–51.

[19] Wilkes, R. and Valencia, H., 1989. Hispanics and Blacks in television commercials. *Journal of Advertising*, 26, 47-60

