
Influence of Celebrity Endorsement towards Beauty Care Products

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Abstract:

Purpose: Celebrity endorsement has developed into a potent marketing tactic that helps businesses set themselves apart from rival brands in the eyes of consumers. The primary goal of this research is to examine how celebrity endorsements affect customer attitudes about beauty care goods.

Design/Methodology/Approach: A self-administered questionnaire was completed by 141 female's respondent and data were being analysed with the help of factor analysis and structured equation modelling using SmartPLS. This study employed a single cross-sectional descriptive research design.

Findings: The results revealed that celebrity personality positively affects celebrity credibility, and celebrity credibility favourably affects the elements that influence celebrity endorsement of beauty care products, including product recognition, awareness and recall, positive word of mouth, and changing behaviour. It is also discovered that celebrity credibility has no beneficial effect on product inquiries.

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Ethical Compliance: The 1964 Helsinki Declaration and its later amendments or comparable ethical standards were followed in all procedures carried out in studies involving human subjects. These procedures also complied with institutional and/or national research committee ethical requirements. Note: This is not a medical research.

Keywords: Celebrity endorsement, celebrity personality, celebrity credibility, consumer behaviour, beauty care products.

Introduction:

Celebrity is a broad public recognition and condition of fame of a person giving him fame by mass media, celebrity personality can thus be referred to as a person exhibiting qualities of fame, following, recognition and popularity. According to (Friedman Hershey, 1979), a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". Famous people always attract more attention, recall, and devotion than other sorts of endorsers. Numerous authors have investigated celebrity endorsement in various ways. (Roshan Priyankara, 2017), are concerned about how advertisements, shoppers, and celebrities interact to influence buying behaviour, (Joanne M. Klebba, 1983) the impact of both positive and negative source information on audience perceptions of the company and the recommended product as well

as the trustworthiness of the advertising source has been examined by the author using multiple regression analyses.

Marketers all throughout the world view celebrity endorsement as an effective advertising strategy. Celebrities appear in one in four commercials promoting products. Celebrities are thought to aid in brand recognition and to foster a particular attitude and quality for the brand. Celebrity credibility is measured through three dimensions including trustworthiness, attractiveness and expertise. In celebrity endorsement, the credibility of endorsing celebrity matters for the consumer as the credibility of the celebrity would have direct effect on the promotion of the product.

In today's scenario, all the marketers want to pitch in their production the global and national platforms, expecting sincere and profitable returns, however, the concept of targeting their product comes with its own set of challenges and issues as already there are so many brands of products and services in the market functioning which gives rise to intense competition and along with tackling competition the advertisers are also expected to perform well in placing the information of the ads at the right medium as currently seen, Every brand's only goal is to catch the attention of consumers, and the media landscape is highly flooded with messages. There is an increase in information clutter because the market is already saturated with information about various products. As soon as a brand launches its product advertisement, in the market, it is being attacked with several other brand advertisements leading to an information overload and cluttering of information.

To find a potential remedy, the same advertisers are focusing on celebrity endorsements, believing that this will further enhance the value of their brands. Celebrities have the ability to draw attention to the brand they are endorsing. When a celebrity endorses a product, many buyers follow their lead and put a lot of faith in it. This causes people to pay attention to the product and instantly give it a personality. Customers often aspire to live the lifestyles of the wealthy and famous. They use celebrities as role models for success. This demonstrates the effectiveness of celebrity endorsement, which is the primary justification for using celebrities to advertise virtually all products. (1) Attention is what cuts through the clutter of advertising and draws the targeted audience's attention to the approved brand; (2) Such products have higher credibility, which inspires confidence. (3) The level of persuasion is very strong.

But celebrity endorsement has a number of drawbacks. When a celebrity is involved in bad press, there is a larger threat to the reputation of the product. This is the biggest risk of using a celebrity endorsement. Furthermore, because bad publicity sticks out more than positive publicity, it has a bigger effect. Similar to how a celebrity's favourable traits could benefit the endorsed brand, a brand's negative traits would likewise have an impact on it, possibly to a greater extent. In conclusion, while choosing a celebrity to represent their brands and businesses, advertisers must exercise utmost caution.

Literature Review:

Celebrity Personality:

According to Collins, a celebrity is someone who is well-known, especially in the fields of sports, music, movies, entertainment, or writing. A celebrity chosen for an endorsement may be an authority on the subject of the product, like Hima Das endorsing Adidas shoes, but there is also a chance that the celebrity may not be an authority but rather have a long-standing relationship with the brand or product (Mazzini Muda, 2010). Customers often aspire to live the lifestyles of the wealthy and famous. They use celebrities as role models for success. This demonstrates the influence of celebrity endorsement, which is the primary justification for using celebrities to advertise virtually all items. When a celebrity is involved in bad press, there is a larger threat to the reputation of the product. This is the biggest risk of using a celebrity endorsement. Furthermore, because bad publicity sticks out more than

positive publicity, it has a bigger effect. Congruence between user brand personality and brand celebrity personality significantly affects brand attitude and buy intention, but celebrity-user congruence does not (Debasis Pradhan, 2016). The celebrity's personality will have an effect on the brand's personality. Because of this, caution should be exercised when considering a celebrity endorsement for a new brand because the marketer may not want certain personality traits from the celebrity to be transferred to the brand (Roy, 2009). Celebrity and brand personality alignment has a beneficial effect on brand recall, brand associations, and brand personality reinforcement (Malodia, 2017). Ad believability has been positively and dramatically improved by personality-based congruence on endorser suitability and credibility. Ad credibility had a big impact on perception of the advertisement, which in turn had a significant impact on perception of the brand and buy intentions (Aditya S Mishra, 2015). When a trait spreads from a brand to individuals connected to that brand, this is known as brand trait transference (Ashley Arsana, 2014).

Celebrity Credibility:

Credible vs. attractive celebrities on green advertisement consumers' attitudes are different for durable and non-durable product kinds. The study's findings demonstrated that a celebrity's trustworthiness and attractiveness did matter and had a purposeful impact on various product categories, and they also proved that celebrity endorsement has an impact on green advertising while taking the impact of the product type into account (Eren-Erdogmus, 2016). The moral reputation of the celebrity endorser should be taken into account in research on celebrity endorsement since it serves as a crucial connecting factor between the attribution process and consumers' response to unfavourable celebrity exposure (Zhou, 2013). Regardless of the quantity of endorsements, a strong bond to a celebrity fosters a good attitude toward the campaign and company. The chance of purchasing is influenced by attachment as well as the volume of recommendations. (Illicic, Effects of multiple endorsements and consumer-celebrity attachment on attitude and purchase intention, 2011). The attractiveness of celebrity endorsers has a beneficial impact on consumer ad memory. Consumers remain price sensitive, despite being swayed by celebrity endorsers (Hani, 2018). The beneficial effects of celebrity credibility on brand equity and customer expectations for relationship continuity are partially mediated by brand credibility (Ramendra Pratap Singh, 2021).

Celebrity Endorsement:

The knowledge and dependability of celebrity brand ambassadors have a good direct and indirect impact on destination brand love among potential tourists. Additionally, through parasocial interactions, beauty and dependability have a favourable indirect impact on destination brand love (Zhang, 2020). The greatest impact on customer relatedness need satisfaction came from celebrity appeal (Gilal, 2020). It has been determined what elements make up brand positioning, and these elements are integrated or merged with the elements of sports star endorsement. Utilizing a sports celebrity in the brand's positioning can be a successful competitive strategy for separating a company from its rivals and getting an edge over them (Abdullah Malik, 2014). It has been discovered that celebrity endorsers generate more favourable responses to advertisements and stronger buy intentions than non-celebrity endorsers (Milford I Udo, 2015). The appeal of celebrity endorsers suggests memory of the commercial and is intended to be linked to the consumer's decision to buy (Safi Hani, 2018). Online behaviours change as a result of the parasocial interactions between Internet celebrities and their followers (Suwan, 2018). Credibility of celebrity endorsers increases buying intent. Brand difference serves two purposes: it boosts the credibility of celebrity endorsers' effects on brand perception while also reducing the impact of that perception on

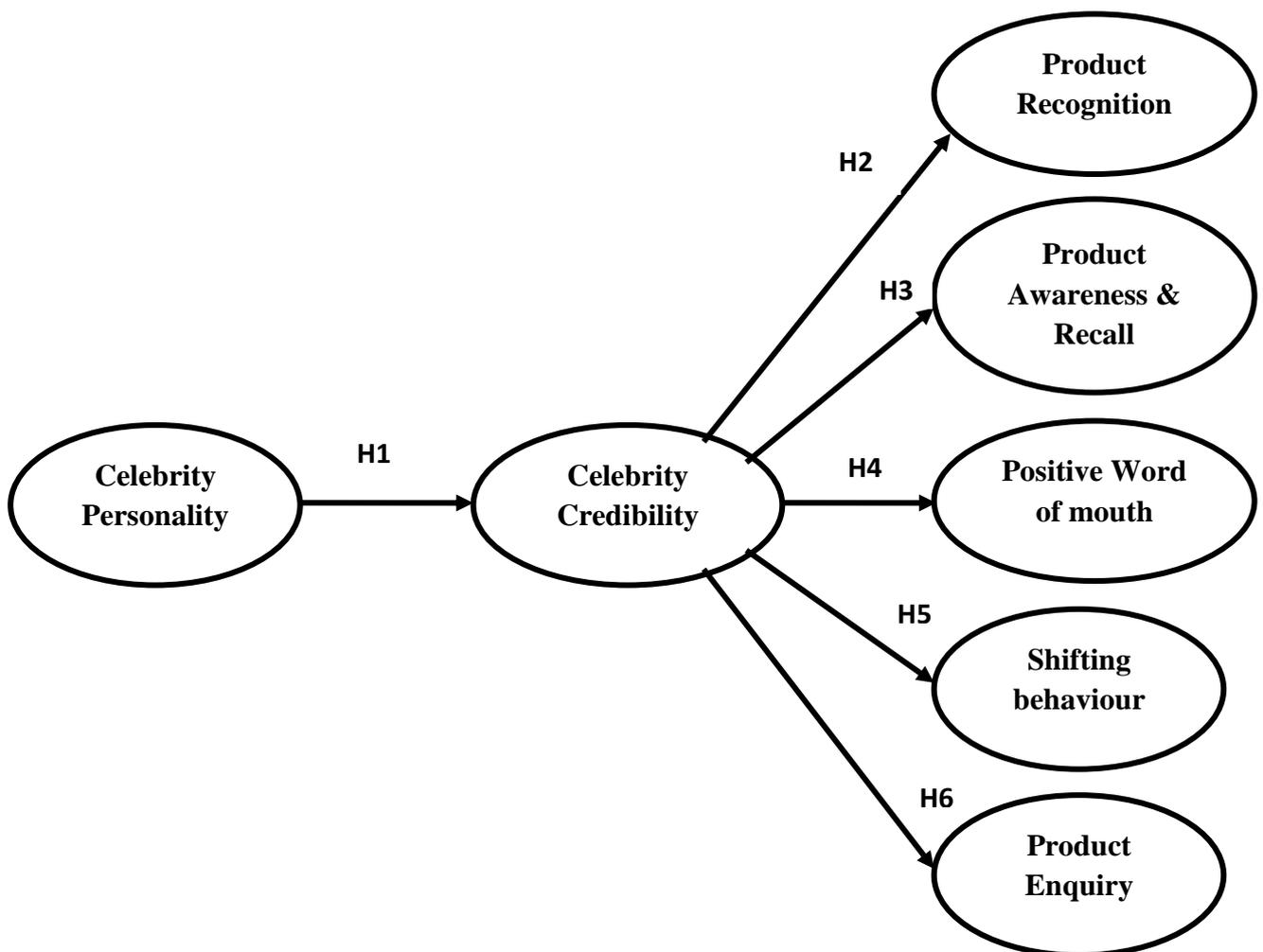
consumers' intentions to buy (Matthias Finka, 2020). Celebrity endorsements in FMCG commercials benefit the audience (Sridevia, 2014). Consumer brand association and celebrity trustworthiness are both impacted by celebrity image and reputation (Ayodotun Stephen Ibidunni, 2018). Celebrity credibility operates uniformly across various levels of product participation and brand-purchase motives through a single pathway (i.e., only internalisation has persuasive effects) (Kamel El Hedhli, 2021).

Methodology:

To test the hypothesis, a conclusive descriptive design has been adopted and for that multi item scales used in previous study has been taken for the current study. For measuring consumer Psychographic Variables of celebrity endorsement towards beauty care products – 15 Likert scale items were used, covering constructs of Celebrity Personality and Celebrity Credibility. For measuring the influence of Celebrity Endorsement towards beauty care products – 14 Likert scale items were used, covering constructs of Product awareness, recognition & recall, positive word of mouth, consumer shifting behaviour and product enquiry.

A single cross-sectional descriptive study design was utilised to collect data from 141 female respondents between the ages of 18 and 40 utilising a Google form. Convenience sampling was also used.

Proposed Model & Research Hypothesis:



- H1: Celebrity Personality has positive influence on Celebrity Credibility**
H2: Celebrity Credibility has positive influence on Product Recognition
H3: Celebrity Credibility has positive influence on Product Awareness & Recall
H4: Celebrity Credibility has positive influence on Positive Word of mouth
H5: Celebrity Credibility has positive influence on Consumer Shifting Behaviour
H6: Celebrity Credibility has positive influence on Product Enquiry

From the above hypothesis, the model displays the relationship among Personality of Celebrity who is endorsing beauty care products with their credibility and also shows the relationship among celebrity credibility with product recognition, product awareness & recall, positive word of mouth, consumer shifting behaviour and product enquiry.

Statements developed for measuring consumer Psychographic Variables of celebrity endorsement towards beauty care products are as follows:

Statistics of Reliability	
Cronbach's Alpha	Number of Items
.930	15

The 15 items' alpha coefficient of 0.930 indicates that they have very strong internal consistency.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.894
Bartlett's Test of Sphericity	Approx. Chi-Square	1340.272
	df	105
	Sig.	.000

The results from the above table indicated that the estimated Chi-square value at 105 degrees of freedom was 1340.272 (Sig. Value 0.000), which is significant at the threshold of 0.05. The variables in the populations must not be correlated, therefore rejecting the null hypothesis. The population-level alternative theory that the variables are interrelated is not ruled out. Factor analysis is adequate for the data analysis since the Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.894, which is sufficiently larger than 0.50.

By using these components, the complexity of the data set was significantly decreased with a loss of information of 39.896% and a total variance explained of 60.104% of the variability in the original 15 variables. Sample size taken for the factor analysis was 141 respondents. It can be seen that the two factors individually in the preceding table account for 50.798 and 61.104 percent of the variation, respectively.

	Naming of Group of Statements	Factors Loading	Factor Name
Factor 1	A beauty product promoted by a beautiful celebrity is purchased more in order to look beautiful like the celebrity.	0.653	Celebrity Personality
	A popular celebrity pushes/ increases the sales of	0.776	

	beauty product at a faster rate		
	A beauty product promoted by an expert increases its genuineness	0.559	
	A beauty product promoted by a well-known celebrity is welcomed quickly.	0.700	
	An expert celebrity easily catches the attention of consumers for beauty product	0.860	
	An attractive celebrity improves the image of beauty product	0.829	
	I use a beauty product encouraged by an honest celebrity.	0.590	
	I favour a beauty product advised by an expert celebrity	0.594	
Factor 2	I prefer a beauty product advised by a trustworthy celebrity to be confident.	0.747	Celebrity Credibility
	A beauty product favored by an expert is remembered for a long time.	0.716	
	A beauty product advertised by our favorite celebrity is always better than other products	0.601	
	I approve a beauty product advertised by a popular celebrity.	0.685	
	I prefer a beauty product promoted by a beautiful celebrity to improve my self-image.	0.721	
	A beauty product confirmed by our favorite celebrity is liked more.	0.733	
	I prefer a beauty product approved by a loveable celebrity to be sociable.	0.747	

The following statements were created to gauge how celebrity endorsements affect purchases of cosmetics:

Statistics of Reliability	
Cronbach's Alpha	Number of Items
.734	14

The 14 items' alpha coefficient, which is 0.734, indicates that the items' internal consistency is generally good.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.778
Bartlett's Test of Sphericity	Approx. Chi-Square	832.230
	df	91
	Sig.	.000

A estimated Chi-square value of 887.167 was found in the results from the preceding table at 105 degrees of freedom using the Bartlett's Test of Sphericity (Sig. Value 0.000), which is significant at the threshold of 0.05. All variables in the populations must not be correlated, therefore rejecting the null hypothesis. The population-level alternative theory that the variables are interrelated is not ruled out. Factor analysis is adequate for the data analysis since the Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.778, which is

sufficiently larger than 0.50.

With a loss of information of 27.213%, the overall variance explained by these components is 72.787% of the variability in the original 14 variables, significantly reducing the complexity of the data set. Sample size taken for the factor analysis was 141 respondents. It is observed that the percentage of variance explained by individual five factors shown in the above table are 33.419, 48.562, 57.577, 65.538 and 72.787 respectively.

	Naming of Group of Statements	Factors Loading	Name
Factor 1	Beauty products promoted by celebrities catch our attention quickly.	.868	Product Recognition
	Beauty products promoted by celebrities aware at a faster rate.	.859	
	Beauty products promoted by celebrities create a favorable and long-lasting impression on our minds.	.782	
	I continue to purchase that beauty product promoted by a celebrities which satisfies me, even if its prices are increased.	.567	
Factor 2	Beauty products promoted by celebrities just create awareness; I do not trust such products before using them.	.843	Product Awareness & Recall
	I purchase products based on sale/discount schemes instead of buying products that are promoted by celebrities.	.677	
	Celebrities help me to remember a product, but it will not make me buy it.	.562	
Factor 3	A beauty product promoted by my favorite celebrity influences me to say positive words about it to other people.	.780	Positive Word of mouth
	Beauty products promoted by celebrities promise better quality.	.696	
	Beauty products promoted by celebrities become easier to accept.	.567	
Factor 4	If there is a problem with the product, I switch to a rival.	.853	Shifting behaviour
	If I have a problem with the product, I speak with other customers.	.728	
Factor 5	I do enquiry about beauty products before I buy it, even if it is advertised by a celebrity.	.749	Product Enquiry
	I do not buy those beauty products that are advertised by those celebrities who promote so many products.	.743	

Results & Findings:

Construct Validity and Reliability:

	Item	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)

Celebrity Credibility	Q7.4, Q7.5, Q7.6, Q7.11, Q7.12, Q7.13, Q7.14	0.870	0.882	0.900	0.564
Celebrity Personality	Q7.1, Q7.2, Q7.3, Q7.7, Q7.8, Q7.9, Q7.10, Q7.15	0.909	0.919	0.926	0.609
Positive Word of mouth	Q6.4, Q6.6, Q6.11	0.699	0.743	0.828	0.617
Product Awareness & Recall	Q6.5, Q6.9, Q6.10	0.708	0.725	0.833	0.625
Product Enquiry	Q6.7, Q6.8	0.637	0.713	0.795	0.665
Product Recognition	Q6.1, Q6.2, Q6.3, Q6.14	0.848	0.868	0.900	0.697
Shifting behaviour	Q6.12, Q6.13	0.740	0.780	0.883	0.791

Here, it is discovered that the values of CR are greater than 0.7, indicating good item reliability. In contrast, the Average of Variance Extracted (AVE), a convergent validity indicator that assesses the proportion of variance captured by a construct to variance resulting from measurement error, must be greater than 0.5 to be considered acceptable. Rho must be bigger than 0.7 according to the accepted norm, which is confirmed in this instance and denotes strong internal consistency.

Structural Equation Model and final outcomes of the study:

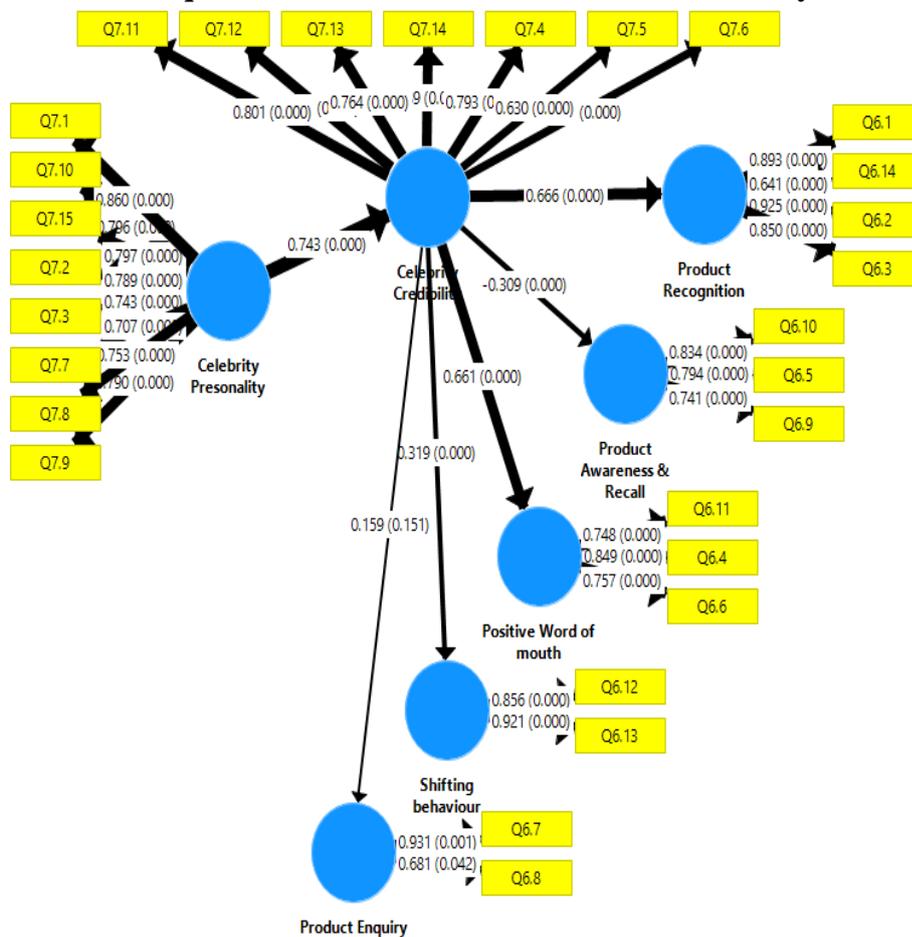


Table: Results from the S.E.M. and hypothesis testing.

Hypothesis	Relationship	Standard Path Coefficient	p-value	Results
H1	Celebrity Personality → Celebrity Credibility	0.743	0.000	Supported
H2	Celebrity Credibility → Product Recognition	0.666	0.000	Supported
H3	Celebrity Credibility → Product Awareness & Recall	-0.309	0.000	Supported
H4	Celebrity Credibility → Positive Word of mouth	0.661	0.000	Supported
H5	Celebrity Credibility → Shifting behaviour	0.319	0.000	Supported
H6	Celebrity Credibility → Product Enquiry	0.159	0.151	Not Supported
*Significant at $p \leq 0.05$.				

H1: Celebrity Credibility is significantly influenced favourably by celebrity personality, $p < 0.05$, this findings is concomitant with H1. H2: Celebrity Credibility has positive influence on Product Recognition, $p < 0.05$, this findings is concomitant with H2. H3: Celebrity Credibility has positive influence on Product Awareness & Recall, $p < 0.05$, this findings is concomitant with H3. H4: Celebrity Credibility has positive influence on Positive Word of mouth, $p < 0.05$, this findings is concomitant with H4. H5: Celebrity Credibility has positive influence on Consumer Shifting Behaviour, $p < 0.05$, this findings is concomitant with H5. Whereas H6: Celebrity Credibility has positive influence on Product Enquiry, $p > 0.05$, this findings is not concomitant with H6.

Conclusions & Implications:

This research has many interesting results. Six of the five hypotheses were confirmed. According to H1, a celebrity's personality has a favourable impact on their credibility. Credibility of Celebrity has a positive influence on product recognition, awareness and recall of beauty care products in the line with H2 and H3. Marketers generally choose beautiful celebrities to appear in the advertisement of beauty care products as it helps consumer to increase the product recognition and recall. Further, credibility of celebrity has positive influence on word of mouth which shows high credibility will leads to high positive word of mouth. Because celebrities have a higher influence on the propagation of positive word of mouth, marketers must exercise caution when choosing them to endorse beauty care items. Consumer will shift towards competitors' brand if they have negative influence from celebrity's credibility, i.e. Consumer shifting behaviour is positively influenced by celebrity credibility. Lastly, Celebrity Credibility has no beneficial effect on product inquiries, as seen by the fact that buyers will not inquire about a product if they find the celebrity to be very credible. While framing marketing strategies, company should try to maintain the consistency between the endorse product with the endorser, that will help to build strong personality and identity which helps to take long term strategic decisions.

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