

Impact Of Celebrity Endorsement Advertisement On Consumers

Ms. SarimaThakur

Assistant professor, University Institute of media studies, Chandigarh University, Mohali, Punjab

Abstract: *Advertisement plays important role within the present era of data explosion. Celebrity endorsement may be a channel during which a star acts as a spokesperson of the brand. Celebrities performances give spectacular results when shaping the common opinion because people have faith in their favourites. Celebrity may be a generic name for the person from any field of popular industry like filmmaking, sports, politics, social life, science, or theatre with some extraordinary results of excellent cause and positive value.*

In ever growing competitive market Celebrities testimonial and advice are the best tool available for marketing. The celebrity Endorsement creates the best impact in the global market for building brand reputation. This research paper specifically discusses about how endorsement of product by celebrity effect consumers' purchasing decisions.

Keyword: *Celebrity Endorsement, Advertisement, Sales, Brand.*

1. INTRODUCTION:

Considering the influence celebrities have among people, their endorsement could also be used from the attitude of strategic marketing. , A Rapidly increasing purchasing base and Power, Markets are often characterized by the rapid entry and exit of the various products into the market. it's necessary to capture consumer attention to sustain within the market. as compared with other sorts of endorsers, celebrities are those that usually achieve a better level of attention and recall during marketing campaigns and promotion of products and services. Celebrity endorsement increases awareness about the merchandise, service, or company, and generates reliability and positive value towards the brand.

Now a day's companies pay huge amount to celebrities to endorse their brand. The studies so far has clearly communicated the influence of prominent people and their testimonial over the brand promotion and advertising.

2. OBJECTIVE OF RESEARCH:

- To study the relation between of celebrity endorsement and its influence on audience purchasing decision.
- To identify the possible reason of choosing prominent people for endorsement.

3. HYPOTHESIS:

- Audience adore the celebrities and their views and accept whatever the celebrities speak as truth.
- Celebrity Endorsement is really beneficial to manipulate people thinking towards brand.

Theoretical Framework:

Personal influence theory given Katz and Lazar field gave the concept of opinion leader and its influence on the common audience. The study is based on the same theory, the celebrities plays the role of Opinion leader here.

4. LITERATURE REVIEW:

- According to the study “Impact of Celebrity Endorsement on consumer buying Celebrity endorsement is very effective practice and it increase truth factor in costumers. In cosmetic brands this practice often used to increase sales of the product and make product trustworthy and credible.[1]
- Celebrity enjoys the status of being famous and their appearance is being admired from audience. It is evident from the study that celebrity influence purchasing decision of costumers and also improves social and economic status of companies. Said in the study ‘Impact of celebrity Endorsement on attitude of consumers’.[2]
- In the study on “Influence of Celebrity Endorsement on the Consumer’s Purchase Decision” which compel advertisers to get their product endorsed by celebrities. They state that rather than product sometimes the idol on the screen brings more impact and influences the buying behaviour. [3]
- According to the study in India consumers have very interesting approach in recognising their favourite and popular celebrities. The film stars, famous cricketers are almost idealised and followed religiously. In their study the impact of celebrity endorsement in purchasing product have been considerably viewed. Majority of respondent agreed to the fact that they develop the interest and respond to buy the product which are being endorsed by their desirable celebrity.[4]

Research Design:

This Study is Quantitative in nature as Survey method is used to study the respondent’s reaction towards the matter. Primary source of data collection has also been adopted. Data collection mode was questionnaire, sample size for the same was 100 (approx).

Source of data:

We use the primary source of data which is collected from the online survey. A sample of 80 respondents is considered for the same.

Sample size - For this research the sample size undertaken will be 100.

Descriptive statistics:

Data Analysis of Response:

Source: Prepared by author

Fig No. 1 shows data about how many people buy product influenced by celebrity endorsement. Figure 1 shows that 51.4% of the respondents said Yes, they were influenced by celebrity's endorsement and 50.5% people said No.

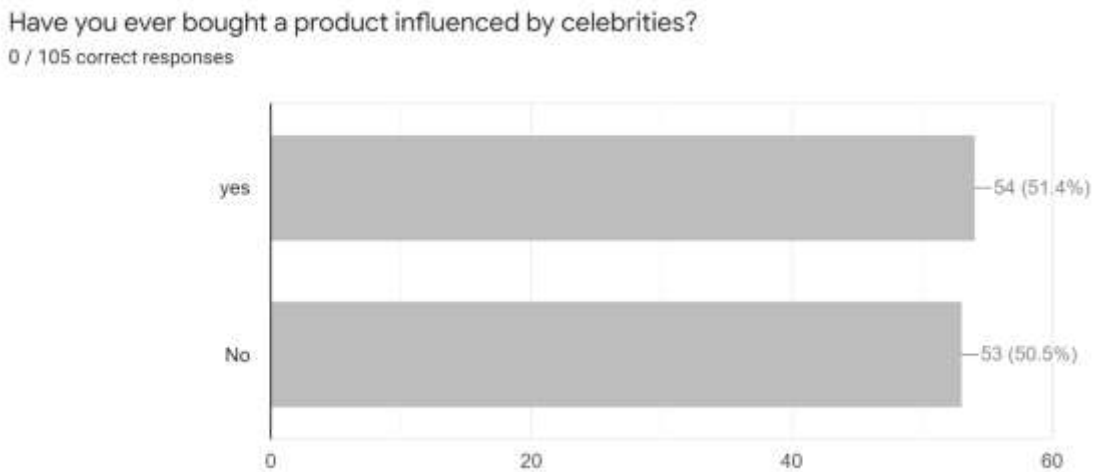


Figure 1

The respondents were then asked about what do you think celebrity helps to create positive image of company. Figure 2 shows that 82.9% of people agree with this and 18.1% people disagree with fact.

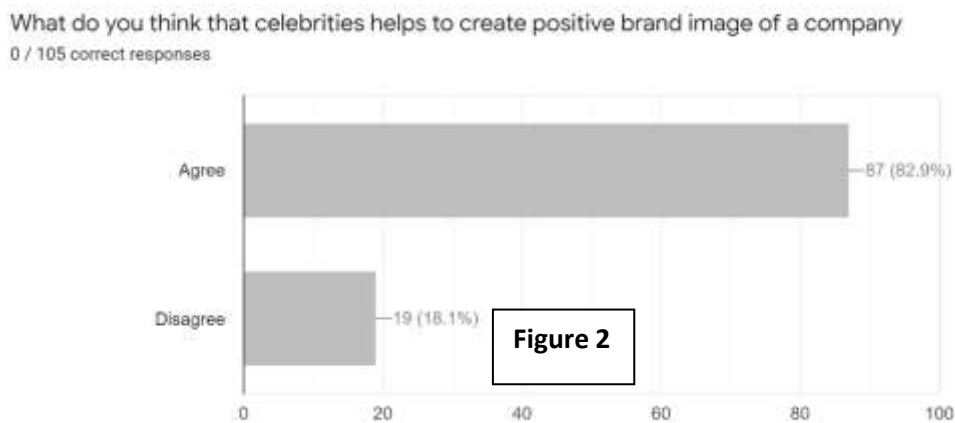


Figure 2

Further, Respondents were asked which celebrity endorsement advertisement use believe most and Figure shows like 56.2% of people said they believe on only those advertisements that are endorsed by their favourite celebrities and 43.8 % people said they are influenced by any famous celebrity.

Which celebrity endorsement advertisement you believe most

105 responses

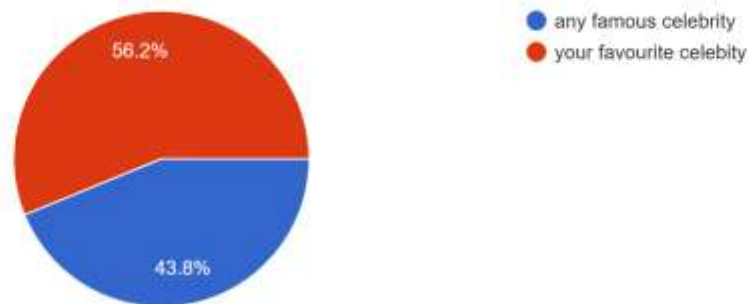


Figure 3

After that respondents were asked about, they buy only those products that endorse by celebrities and for this 98.1% people said sometimes and 1.9 % people said they always buy only those products that endorse by celebrities.

Do you buy only those products that endorse by celebrities?

105 responses

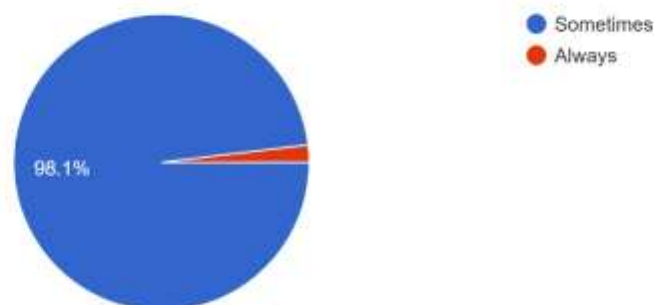


Figure 4

5. RESULT AND FINDINGS:

After the analyses of the data collected through survey. The study reaches to the conclusion that celebrities have strong powerful influence over consumer behaviours. Audience till some extent peruse their buying behaviour according to the advice and endorsement done by their favourite celebrity.

6. CONCLUSION:

Celebrity or prominent people in India enjoys not only the state of being famous but also had a great influence and good will in common public eyes. Endorsement of various brands by big name prominent people is a normal practice is in India and It also has a direct relationship with the purchase intention. Majority of respondent agreed that they get influenced by the

endorsement made by their famous celebrity and also increase the goodwill and reputation of companies in the public's eye. According to the above study the conclusion can be easily drawn that In Indian Society celebrities are almost idolized for a boom in marketing, advertising and purchasing practicing.

7. REFERENCES:

- [1] M. A. A. and N. Hussain, "IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS BUYING BEHAVIOR Muhammad Amir Adam and Nazish Hussain," *Br. J. Mark. Stud.*, vol. 5, no. 3, pp. 79–121, 2017.
- [2] R. Wadhera and N. Chawla, "Celebrity Endorsement And Attitude A Study To Assess The Impact Of Celebrity Endorsement On Attitude Of Consumers," *Int. J. Sci. Technol. Res.*, vol. 4, no. 8, pp. 111–114, 2015.
- [3] G. Radha and Jija, "Influence of Celebrity Endorsement on the Consumer's Purchase Decision," *Int. J. Sci. Res. Publ.*, vol. 3, no. 11, pp. 2250–3153, 2013, [Online]. Available: www.ijsrp.org.
- [4] P. Deshwal, "Impact of Celebrity Endorsement on Sales," *J. Int. Sci. Soc.*, vol. 4, no. 12, pp. 87–98, 2015.