

## An Exploratory Study on Celebrity Endorsements and Its Impact on Consumer Buying Behaviour

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### ABSTRACT

Today celebrity endorsement becomes the multi-million industry in the world. Marketers supported celebrities with their product wholes|and makes|and types} within the publicity to extend their sales and alter the perception of the viewer's relating to their brand, that absolutely impacts on their shopping for behavior. This analysis study focuses on celebrity endorsement and its impact on the customer's shopping behavior and their perception relating to the merchandise or completeness of the corporation. A quantitative technique is employed during this research so as to research the impact of celebrity endorsement on shopping for behavior. The knowledge of two hundred respondents is collected through form and results were analyzed through the SPSS. The students of totally different universities as respondents have been taken to apprehend their perception relating to the celebrity and its attributes and the impact of celebrity endorsement on their shopping for behavior. it's complete that celebrities supported advertisements are additional engaging than the

non-endorsed advertisements. What is more, the tested attributes of celebrities show positive relationships with the shopping for behavior and complete perception yet. It additionally tested that there's a big impact of celebrity endorsement on the shopping for behavior. Finally, the results of the study additionally tested that there's a big impact of celebrity endorsement on the shopping for behavior of shoppers.

**Keywords:** *Celebrity endorsement, Celebrity attractiveness, Celebrity believability,*

### I.INTRODUCTION

Kotler defines superstar endorsements in very simple terms ; Kotler explains that celeb endorsements is a selected method used by marketers to advertise a product from any such platform via which purchasers can companion themselves with the brand cost from the attitude of the celebrity personnel. In India a movie star idolizes the mind of the consumer so huge that it can be capitalized on by their huge fan followers. Therefore the large and binding relationship

between celebrity endorsement and customer may be ignored or undermined in a competing enterprise environment like India .

Using renowned and loved folks to push products could be a widespread development with an extended selling history (McCracken,1989). The explanation behind these methods is that a superstar will draw attention to a whole and form the perceptions of the brand by virtue of the inferences that buyers create to support the information they need regarding the famous person.

## II.LITERATURE REVIEW

Advertisers often follow the ways meant to attract client's interest to their message and to differentiate their offerings from rival merchandise with the anticipation of influencing shopping behavior of the customer. In today's competitive world, a top quality is positioned on the associate degree approach, that associate degree accomplishes these objectives. One challenge at such an arrangement includes the use of a celebrity representative. According to Atkin and Block (1983), there are various bases as to why an illustrious endorser might be dominant. First, such a representative attracts thought toward the commercials into the mussy flow of communication. In addition, celebrities are conventionally determined as being greatly active people with attention-getting and likeable traits (Kamins et al. 1989). The use of illustrious

persons in promotions is copied back to the nineteenth century and these general promotional practices have unconcealed an oversized amount of intellectual still as realistic issues. primarily tutorial analysis of celebrity support encompasses the sphere of proponent quality and attractive representatives, and recommends that illustrious persons exercise their impact on customers through apparent traits (Ahmed 2012; Ohanian 1990, 1991). A variety of analysis studies reveal that use of attention-getting celebrities serve as a foundation to boost feelings towards the ads. This mind-set to the commercials is known as psychological circumstances that are exercised by persons to systemise the manner, however to acknowledge the environment as well as organize the manner a person reacts towards it (Haghirian & Madlberger 2005). These days the mass media are flooded through descriptions of info regarding superstars, and as a result of a consequence, celebrities have high reput, distinctive traits, and engaging descriptions in line with the community's opinion (Giles 2000; McCracken 1989). Celebrities often emerge in promotions in association among client products or services. By suggesting that talent to pierce the agitated mess of substance, portray client thought, turn out high memory rates, generate as well as distinguish whole descriptions so, produce trade and financial gain, hotshot endorsement have incontestable to be a useful approach. No doubt dealers spend vast quantities

of capital in utilizing superstars to sponsor their brands (Agrawal & Wagner 1995; Erdogan 1999; Kaikati 1987; Mathur et al. 1997; Gabor et al. 1987). McCracken (1998) proposes that hotshots be taken into account like memorial, person or representative of the business. Investigation has established that proponent endorsement influences consumers' mind-set in common and it should modify the emotions of consumers towards the industrial and merchandise still. This might maybe result in improvement of acquisition arrangement and as an outcome in increase of trade. Researchers have meant for intensive concentration to

consumer's mind-set to the industrial as a sentimental creation and intervening influence on whole attitudes and effort intentions (Lutz et al. 1983; MacKenzie et al. 1986; Mitchell & Boche 1981; Shimp 1981, Ahmed et al. 2014).

### III. Conceptual Models

The below figure represents the framework for understanding the effect of celebrity endorsement on buying behavior. The framework has adopted from the integrated model for understanding celebrity endorsement and consumers' perception study cross cultural consumer behavior (Biswas & Hussain 2009)

Figure 1: **Models: Celebrity Endorsements**

<b>Models Explaining Celebrity Endorsements</b>	<b>Basic theory</b>	<b>Source of Influence on Consumers</b>	<b>Consumer Perception/ Buying behaviour</b>
<b>Source Attractiveness Model</b>	Expertise, Trustworthiness of celebrities.	Identification process	Positive insight of Ad, celebrity and brand when knowledge and dependability high.
<b>Source Credibility Model</b>	Familiarity, Likeability and Similarity of celebrity.	Internalization process, Balance theory	Optimistic discernment of ad, celebrity and brand when personality is well known and

			likeable.
<b>Meaning Transfer Model</b>	Process of Transfer of meaning from celebrity to brand and to consumer	Transfer process of meaning from celebrity to brand to consumer	The just right match between properties of brand and celebrity meaning haggard from his/her take for granted role the higher the likelihood of consumers observation and fraud of product meaning.

## Celebrity Endorsement

Khatri (2006) studied that the celebrity endorsement is the Promotion strategy to attract the purchasers. By analyzing the current market, currently it's become the want of the marketers to use the various noted personalities to relate with their wholes to make distinctive identity of the brand and to try to to famous his company's brand or product, that results high expenditure for the corporate to use that strategy, but these days it is used to be a powerful strategic tool to get most profit. It additionally shows that this could carry risk, as a result of there's no sureness

that the celebrity will come back up with the sales generation of the firm. however it creates a buzz and provides quality to the company and also the whole. This will increase the expectation of the customers in terms of real star by delivering the corporate promise. There are bound views occur wherever the important persons will work higher than the celebrities' endorsement, however not continually.

**Celebrity advertising: In India film stars are larger than life and tend to be looked upon as demigods and goddesses. It is estimated over 2 million Indians watch a movie everyday! These film celbs. offer an idealized version for**

a vast majority of Indians. It is often the sheer number of fans for a particular film (movie) celebrity which makes MNC's and Indian Companies wanting their brands to be associated (promoted). Presenting an indicative list of the Brand Magicians!!

**SRK (The Badshaah/ KING KHAN)-** DishTV, DHFL-Home loans, Hindware-Sanitary fittings, Nerolac paints, Fair and Handsome-fairness cream (for men), Denver Deodorants, Sona Chandi Chawanprash (Emami), Pepsodent-toothpaste, Lux soaps-surrounded by hindi screen sirens (Male fantasy), VI-John-Shaving Cream, TAG Haur (Swiss Watches). Sunfeast biscuits, Segrans Royal Stag, Product placement- Hary & Sejal. Previously in mid 1990's -Pepsi, Hyundai Cars-Brand ambassador for Hyundai Santro, Early 2000-Nokia Mobiles

**Amitabh Bachchan (aka Big B)-** The one man (film and entertainment) industry. (enjoys mass appeal, baritone voice). Host for KBC 1-The popular Kaun Banega Kororpati (opens a window of opportunity to the aspiring Indians). ICICI Bank and Archies-product and brand placement in Baghaan movie showcasing Indian traditional family relationships. Tata Sky, Everest Masala, Cycle aggarbatti (incense sticks), Dr. Fix it (Pidilite), Navratna Oil (Himani), Dawat Basmati rice along with Chef Sanjeev Kapur, Reid & Taylor Suitings, Gujarat Tourism. Previously AB starred in Cadbury Dairy Milk advertisements and skillfully clearing misconceptions pertaining to the chocolate quality and the production process.

**Salman Khan- (Indian macho man),** Tough outside but soft and sensitive inside. Scott Dixey Undergarments, Thumps Up, Wheel

detergent, Revital- Energy Capsules and Many More--

**Akshay Kumar (The Khiladi) -** Eveready LED, Honda Motorcycles, Layer Shot-perfume sprays, Hindustan Unilever-Ayur Herbals to counteract the rising threat posed by Baba Ramdev -Pitanjali Ayurveda and herbal personal care brands.

**Aamir Khan-Unconventional yet brilliant,** Indian social centric appeal, Parle Biscuits, Formerly Coke, "thada matlab coca-cola" advertising campaign.

**Anushka Sharma- Independent, Daring, Bold,** Bindaas attitude, blend of modernity with traditional, Expressive-Nivea creams, Kajal-traditional Indian eyeliner- Elle 18 Lipsticks-Bold Matt finish, Canon camera and more

## Brand

The (AMA) classify that complete may be a name, indication, symbol, intent or mix of them that build one product or service completely different from a different product or service. complete is all on the point of producing some associations with the client, once it shows any characteristics of the complete he simply acknowledges the brand. It's concerning obtaining folks to ascertain you as the sole one that satisfies them in the best means. The sensible complete includes, clears message delivery, assures your trait, attaches together with your target market showing emotion, examines the vendee and produces loyalty. To do

your complete triple-crown initial you want to grasp the needs of your clients so supply any brand in that manner according to the customer demand. Your complete should be in the minds of the customers. Once customers settle for the complete, it gets a lot of loyalty from the shoppers and lives for long within the market. According to Silvera & Austid (2004) complete is a set of insights and descriptions that signify a corporation's product or services, however many folks suppose complete simply a reputation or image but actually it's on the far side that and have larger definition and scope. It's the general image of the product; it's the tool that attaches the customer's heart and mind.

### **Attention, Awareness& Attitude**

This information has extended by Zafar (2009) and steered that the celebrities' endorsements are being employed to induce the attention of the customers, by involving the simplest models within the publicity and inspire individuals to get attention towards the product as a result of this can ultimately raise the client toward that company's product. In this method the message of the main motive of the merchandise is explained by the well-known personalities. in order that they are additional desirable by the corporations for developing the notice.

### **Buying Behavior**

Shopping for behavior is a method by that an individual's search for the product/services they have or wish, create call to get the needed and most appropriate one from totally different alternatives, use and the dispose it. for creating promoting call shopping for method model is enjoying a awfully necessary role for any one. It makes marketers to suppose concerning every step of this method rather than simply purchase call as a result of if marketers just take into account the acquisition decision, it should be too late for a business to influence the alternative of shoppers. According to this model the client pass through all stages for getting each merchandise or services. However, in additional regular purchases, client typically skips some the stages (Kirmani & Shiv1998).

### **Factors affecting buying behavior**

Brewster, Sparrow and Vernon (2007) make a case concerning Factors that have an effect on shopping behavior and vary from person to person, age to age, and space to area. Each society follows its own norms, culture and values. At totally different stages of life our preferences amendment owing to our age, needs, lifestyle, earning and psychological factors. These factors will be Internal (memory and manner of thinking) or External (media, word of mouth, message and feedback). There are many factors, that pressure the shopping for behavior:

- Cultural influences: it has the broadest and the deepest influence on buying behavior. Brewster,



Sparrow and Vernon (2007) outline culture as a shaping method, 'for a culture to exist, a member of a bunch or society having totally different values and norms, that vary from time to time. Cultural values will be amended and ought to be watched by marketers. Ignoring this deepest and widest issue are often terribly pricey for a company in terms of image and profit.

- Social influences: social influences are those influences that clearly mildew shopping for behavior, it affects through reference clusters, members of the family and people (Ahmed & Saeed 2014).

- Family influences: family life cycle and family call creating has the most in influence on one's shopping for behavior.

- Psychological influences: these influences are relating to our perception, learning, memory and motivation. It changes shopping for behavior through creating the perceived image of the product in the customer's mind. Client shopping for behavior will be influenced by totally different factors like: perception, beliefs, society, temperament, data selections, preferences and communication.

### **Impact of endorsement on buying behavior**

Ranjbarian, Shekarchizade & Momeni (2010) united that advertising is that action that persuades people of any specific market to shop for services and merchandise or service. Through other ways the advertising message may unfold

like TV ads, radio message, print promotion, on-line advertising, hoarding promoting, in-store advertisement, WOM advertising, and endorsement. Currently the question arises is which class of promotion is best? The best nature of advertising depends on the sort of trade or firm and its requirements and wishes. McCracken (1989) found that celebrities endorses characterised associate degree effective manner of transferring assuming to brands. The common conviction of the marketers is that there's a vital and immense impact of those advertisements, that are supported by the illustrious celebrities comparably with the non-endorsed celebrities.

### **IV. Conclusion**

This analysis concludes that the Celebrity supported advertisements are a lot more engaging than the non-celebrity endorsed advertisements. Respondents conjointly voted that the best medium for observation the advertisements is TV and then web. it's more complete that the highest relationship existed between the perception and the shopping for behavior. The lowest relationship is, between celebrity attractiveness and the perception. There is an important relationship among all attributes of the celebrity. it's finally complete that there is a major relationship between celebrity endorsement and shopping for behavior. Respondents clearly sent that they do purchase those merchandise and services that are supported by the celebrities. Results show that the celebrity endorsement has a cheap impact on

customers as per their angle and shopping for intention. Physical attractiveness, quality and harmoniousness of the celebrity with the relevancy supported promotion all have impact on client perception concerning the published product. It's conjointly been highlighted that celebrity endorsement advertisements boost up the sales and purchase of products, individuals like to shop for the merchandise a lot if supported by the celebrity and it shows that today's client is aware and influenced by the media. Celebrity endorsement has been a awfully effective strategy to plug a product and conjointly it provides a competitive edge over competitor brands in an exceedingly extremely competitive encompassing. From an awful while, celebrities are usually used as role models particularly within the areas of non-public look and in the domain of cosmetics.

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