

A Study of Impact of Celebrity Endorsements on Consumer Perception

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Abstract- The goal of this study is to see how celebrity and non-celebrity advertisements affect customer perception. The study is of a quantitative nature. Using a non-probability convenience random selection method, a sample of 200 people is drawn from the population. A organised questionnaire is used to collect data. Using SPSS , the collected data is examined using correlation analysis. According to the findings, there is a positive relationship between celebrity and non-celebrity advertisements on customer perception, although celebrity advertisements have a stronger positive relationship than non-celebrity advertisements. Although there have been numerous studies on celebrity endorsement in advertising, none have been conducted on the impact of celebrity and non-celebrity advertisements on customer perception. This void has been filled by our study.

Keywords: Consumer Perception ,Celebrity Endorsement, Celebrity Endorser, Non Celebrity Endorsement.

Introduction

Every year, a large sum of money is spent on celebrity endorsement deals.

Celebrities have a critical part in product promotion and advertising vigilance (Daneshvary & Schwer, 2000; Kambitsis et al. 2002; Mistry, 2006). The rapid advancement of communication technologies has resulted in an increase in the number of celebrities. Celebrities are people who are well known in the public eye and who appear in advertisements for this reorganisation (McCracken 1989, p.310). The practise of gaining and, in particular, purchasing promotion is referred to as advertisement.

Advertisers believe that messages delivered by celebrities have a higher level of petition, concentration, and exorability than those delivered by non-celebrities, and hence have a more favourable and meaningful impact on brand than messages sent by non-celebrities (Cooper, 1984). Advertisements featuring celebrity spokespersons have a stronger impact on consumers than those without (Atkin& Block, 1983). Individuals identify celebrity personal attributes such as attractiveness, likeability, status, and plausibility with the recommended brand (Atkin & Block ,1983; Nelson, 1974).

The impact of celebrity credibility on consumer perceptions and purchase intentions reveals that only "experts" have a significant impact on consumer perceptions. There is a clear link between believability and the efficacy of advertisements (Kamins et al. , 1989). People like celebrities more when they see them as experts and

spokespersons in product advertisements and have a good physical appearance. And the celebrity's good feelings are transferred to the advertised brand (Buhret al., 1987). How are celebrities and non-celebrities different?

According to McCracken, non-celebrities just transmit the message using their age, gender, and social standing, whereas celebrities do so in a meaningful way, which is more effective because celebrities have already created a meaning outside of the advertising sphere. Non-celebrity people do not have the same startling characteristics as celebrities. This study focuses on the differences in customer perceptions created by celebrity and non-celebrity-based advertisements. There have previously been no studies that looked into the combined influence of celebrity and non-celebrity endorsement in advertising.

Other studies discuss the benefits and drawbacks of celebrity-based endorsement, but there is no literature on non-celebrity endorsement in advertising, and it shows no link to customer perception. This study will fill in the blanks.

Literature Review

Perceptions that aren't generally based on reality. The advertisement is the one who creates it. Reality is a wholly individualised phenomenon for each individual, based on their own needs, experiences, values, and desires. Perception is the process by which a person chooses, organises, and comprehends stimuli to form a meaningful and rational picture of the world. "How we see the world around us" is defined by it (Shiffman et al., 2010). Stimulus is a metric for the amount of information received by any of the senses.

Individuals pay close attention to the positive messages delivered by celebrities and non-celebrities. (Shiffman and colleagues, 2010). Perception has two effects: bottom-up and top-down. Bottom-up indicates that low-level information is used to generate higher-level information. The top down effect, on the other hand, is concerned with an individual's concept and understanding. Advertising is used to achieve these two results as well as to raise awareness of the marketed goods (Wikipedia). The celebrity featured in the commercial should be consistent with the right brand to the right level for the right purpose at the right time in the right place, with features and pictures that match the celebrity's image.

In the minds of consumers, they build acceptance for the products.

In a cluttered media landscape, celebrities are utilised as a tactic to draw attention to the commercial message. The use of a popular image that is identical to the product image will boost customer attention, resulting in increased brand recall; it will also improve the company's reputation, as well as consumer awareness of the ad and make it more memorable (Zafar & Rafique). A celebrity endorser is someone who is well

known among the general public (for example, an actor, a sports figure, or someone from the entertainment industry) for their outstanding achievement in their chosen profession (McCracken, 1989 & Friedman, 1979).

Advertisers hire celebrities for various advertising because of their features such as credibility, remarkable lifestyles, special skills, fame, status symbol, attractiveness, glamour, capacity, and recall value.

The primary goal of celebrity endorsement is to increase brand awareness and visibility (Schlech, 2003; Biswas et al., 2009). According to Doss, customers were not convinced by celebrity endorsement in the past. Advertising serves as a conduit for communication between providers and recipients, as well as providing information about cutting edge technology that increases demand for new and existing services (Edwards et al.).

Because customers link brands with their favourite celebrity because of his beautiful and likeable attributes, celebrity advertising is more effective (Atkins & Block, 1983).

The importance of shelf space for companies and the function of celebrity in store brands were examined by Za meer et al. (2012). According to Assael (1984), the impact of celebrity advertising on consumer perception has a symbolic link to aspirational reference groups. It has been noticed that celebrity endorsements promote items that are both profitable and widely used by customers (Clark & Horstman, 2003).

The celebrity endorser has a favourable effect on transferring a positive brand image and deciding customer response to endorsed products in advertising (Trippietat, 1994).

According to Lafferty and Goldsmith (1999), when customers' perceptions of commercial credibility are strong, their purchase intent is high, and they are more likely to buy a product. Negative information about a celebrity is found to affect consumer perceptions of related products (Till & Shimp, 1998).

Attractiveness, remarkable lifestyles, and special skills are some of the characteristics of celebrities that give them a high level of public awareness, and it is widely assumed that celebrities have different social norms than members of their social groups.

It is true for specific types of celebrities such as actors, models, athletes, entertainers, singers, and so on (Schlecht, 2003).

The following factors are related with celebrity advertisements: source of credibility, attractiveness, knowledge, trustworthiness, and appearance.

When all of these elements are present in a celebrity, the commercial is effective (Menon).

Both celebrity and non-celebrity advertisements influence customer perception.

Consumers who are better educated have become more critical of advertisements.

They interpret the meaning of text in a variety of ways, therefore the advertiser should offer the truth in their visuals and not deceive the consumer.

According to Sullivan, the human brain interprets visual pictures in such a way that they affect the consumer's emotions and are interpreted as reality because customers respond emotionally before thinking them through.

According to Menon's research, non-

celebrity execution in advertising scores higher in specific categories, such as cosmetics, because celebrities have little credibility whether or not they use these products. According to Atkin & Block (1983), the type of product has an impact on the effectiveness of celebrities as

spokespersons. Because celebrity endorsement has a detrimental impact on a company's image, non-celebrity advertising is becoming more popular. As a result, non-celebrities are utilised in ads to counteract the negative impact of celebrity endorsement (Prieler et al. , 2010).

The empirical findings reveal that non-famous endorsers generate higher favourable sentiments toward advertising, brand, and buy intent than celebrities. Noncelebrity persuasion credibility has a significant beneficial impact on consumer impression and is more appropriate for buy attitudes (Gaied & Rached, 2010).

Conceptual Framework

The relationship between celebrity advertisements, on- celebrity advertisements, and consumer perception is investigated in this framework.

The dependent variable is customer perception, which is heavily influenced by the independent variables celebrity and non-celebrity advertising.

Because celebrities have more authority in expressing a meaningful message and people admire them, celebrity advertisements have a beneficial impact on customer perception.

Because of his or her personal scandals, celebrity endorsement can sometimes harm a brand's image in the minds of consumers.

Because of his or her personal scandals, celebrity endorsement can sometimes harm a brand's image in the minds of consumers. Non-celebrity endorsement is used to counteract celebrity endorsement's negative impact. In comparison to famous endorsers, the pragmatic results demonstrate that non-famous endorsers design a more auspicious strategy to exposure, brand, and intention to purchase. As a result, non-celebrity advertising has a favourable effect on consumer perception.

Research Methodology

The study is of a quantitative nature. The target audience for this study is the general public of Amravati city, as they are exposed to a variety of celebrity and non celebrity commercials that influence their view.

Using a nonprobability convenience random selection method, a sample of 200 people is drawn from the population. Amravati City, Maharashtra has been chosen for data collecting.

The questionnaire was created with the goal of gathering data on the influence of celebrity and non-celebrity advertising on customer perception.

The questionnaire is structured and includes 28 questions concerning variables (celebrity 8, non-celebrity 6, and perception 14) as well as 6 questions about respondents' personal information. All of the questions were graded on a five-point Likert scale, with correlation as the analysis method. SPSS is used to do the correlation analysis.

Hypothesis of the Study

H1: Consumer perception and celebrity advertising have a positive and strong association.

H2: Non-celebrity advertising and consumer perception have a positive and strong link.

Findings and Analysis

	Celebrity	Non-celebrity	Consumer perception
Celebrity Pearson Correlation Sig. (1-tailed) N	1 200		
Noncelebrity Pearson Correlation Sig. (1-tailed) N	 .293** .000 200	1 200	
Consumer perception Pearson Correlation Sig. (1-tailed) N	 .593** .000 200	 .264** .000 200	1 200

** At the 0.01 level, the correlation is significant (1-tailed).

The most significant relationship ($r=0.593$, $n=200$, $p<0.01$) is between celebrity advertising and consumer perception ($r=0.593$, $n=200$, $p<0.01$), which is significant at the significance level 0.01 using the one-tailed test.

This demonstrates the link between celebrity endorsement and customer perception.

As a result, the H1 hypothesis is accepted.

There is a positive link between non-celebrity advertisements and customer perception ($r=0.264$, $n=200$, $p0.01$), which is significant at the 0.01 significance level.

As a result, the H2 hypothesis is accepted.

All variables have a positive link, but celebrity advertisements have a far stronger relationship than non-celebrity advertisements, according to the findings.

Both possibilities have been confirmed.

Discussion

Companies can effectively sell their products by employing celebrity endorsement in advertisements; there is a direct and positive association between customer perception and advertising brands using celebrity endorsement.

When it comes to choosing a brand, consumer impression is crucial. Companies are more aware of the need of promoting their products. Companies have focused on their promotional purpose and how the celebrity matches with brands before selecting a celebrity since people associate the endorsed brand with celebrity personal attributes. The customer's perception of the marketed brand is influenced by the celebrity's physical appeal, integrity, and resemblance to the approved advertisement. Advertisements featuring celebrity spokespersons have a stronger impact on consumers than those without (Atkin & Block, 1983). Various studies have shown that having a celebrity promote a brand raises customer awareness, captures their attention, and makes the campaign more memorable.

The major goal of this study is to find out how celebrity and non-celebrity advertisements affect customer perception. Noncelebrity individuals are also utilised in advertising and have a beneficial impact on consumer perceptions of a brand. Noncelebrity persuasion credibility has a significant beneficial impact on consumer impression and is more appropriate for buy attitudes (Gaied & Rached, 2010). The findings also imply that celebrity and noncelebrity endorsements have a favourable impact on consumer perceptions of the brand.

Conclusion

According to the data, celebrity advertisements have a stronger influence on customer perception than non-celebrity advertisements. McCracken previously demonstrated that non-celebrities just transmit messages based on their age, gender, and social standing, whereas celebrities transmit messages in a meaningful way that is more effective since celebrities have already established a meaning outside of the advertising world.

Non-celebrity people do not have the same startling characteristics as celebrities.

In comparison to noncelebrity advertisements, respondents preferred celebrity advertisements, according to the study. Both hypotheses are validated by the findings, which show that all variables have a positive association, with celebrity advertisements having a higher positive relationship with consumer perception than non-celebrity advertisements.

Business Implications

This study presents a fresh method for determining the customer perspective in the context of celebrity and non-celebrity advertisements

Consumer perception has been overlooked in the media world thus far, yet consumer perception is the focus of this study. Advertising agencies and other manufacturing/service organisations can better understand consumer perceptions of celebrity and non-celebrity advertisements by applying the findings of this study.

They have the ability to choose which sort of advertisement is best for their product or service.

Limitations & Future Scope

Our research has limitations, just like any other study. The sample in this study was acquired using a less-than-reliable convenience random sampling method. This topic is linked to brand equity for future research. This study should be expanded to include more cities from various cultural zones. The inclusion of some well known brands in this study improves it.

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