

CELEBRITY ENDORSEMENT: ATTITUDE FORMATION & CONSUMER BUYING BEHAVIOUR

*Shruti Dholi Bhawsar, Research Scholar

**Dr. Alok Mittal, Director, Lal Bahadur Shastri Institute of Technology and Management, Indore

Abstract

The research looks at the influence that different celebrity endorsements have on customer attitude development and purchasing behaviour. Celebrity endorsements are omnipresent these days. Companies desire to hire celebrities because they combine two crucial factors: they are famous and customers are drawn to them. Consumers are drawn to advertising that feature an attractive person or star. With beautiful celebrities, brand recall was also greater, and the same was said for the loved celebrity. The purpose of this research is to determine if corporations that spend millions on bringing in celebrities are truly causing attitude and buy behaviour changes within their target audience and are capable of generating purchase and repeat purchases. A poll of 334 participants was undertaken for this aim.

Keywords: celebrity endorsement, purchasing decision, attitude of consumers, brand.

Introduction

Companies desire to hire celebrities because they combine two crucial factors: they are famous and customers are drawn to them. Consumers are drawn to advertising that feature an attractive person or star. With beautiful celebrities, brand recall was also greater, and the same was said for the loved celebrity. Celebrity endorsement has grown in popularity and now plays a significant part in the advertising sector. Nowadays, many celebrities serve as spokespersons for companies in order to market and support their goods. Celebrity Endorsement is a method of getting the brand recognised in the middle of the market's chaos. In reality, a celebrity endorses a product in around 30% of advertising. The endorser earns around 10 percent of the overall advertising budget. For example, Rahul Dravid of India and David Beckham of the United Kingdom have been endorsing a variety of Gillette products in recent years, as have Shahrukh Khan for Tag Heuer, Pierce Brosnan for Omega, Amitabh Bachchan and John Abraham for Pepsi, Sachin Tendulkar, Mahendera Singh Dhoni and Virat Kohli for Boost, Madhuri Dixit for Maggi, and many others. But, can celebrity endorsements truly aid businesses? There are just two possible replies to this question: yes or no. There are many

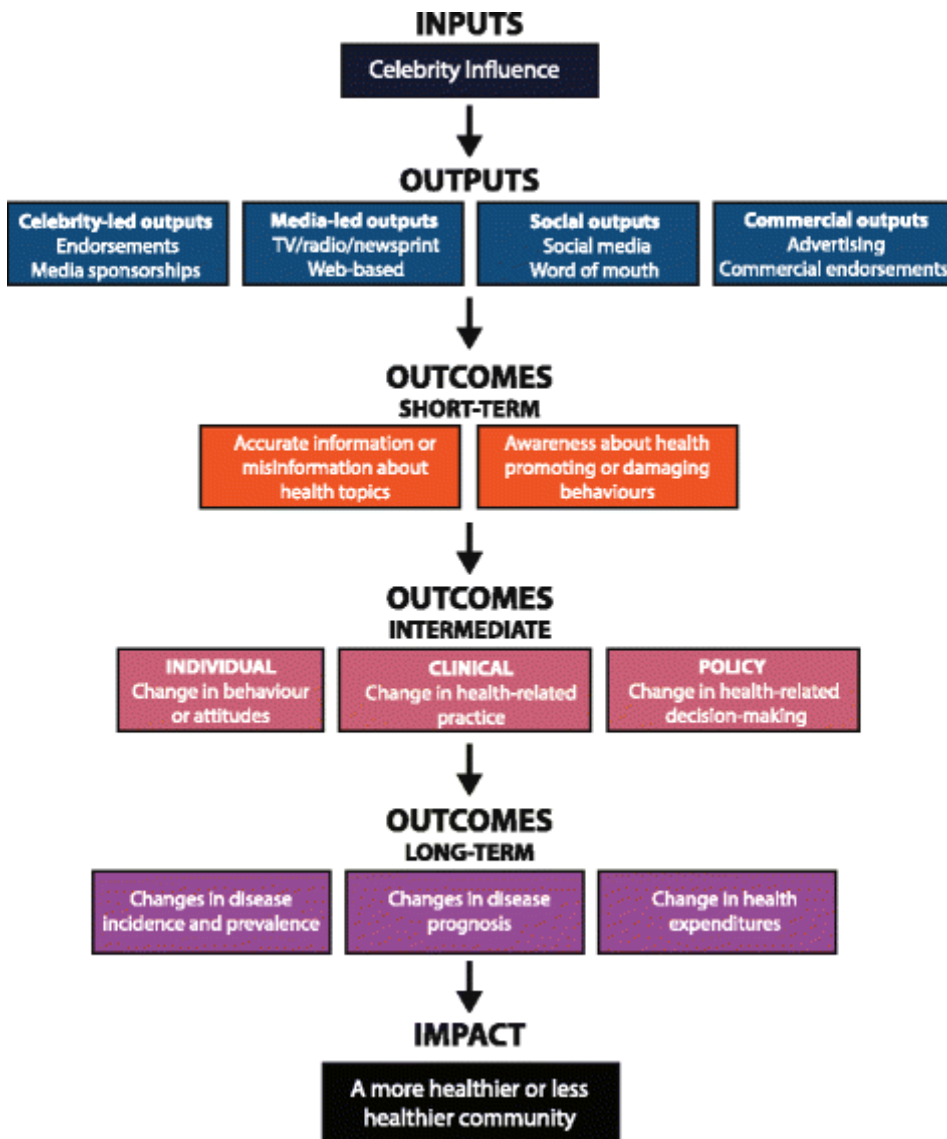
tactics that businesses might use in their marketing. However, before initiating an endorsement, the corporation must decide which method will be used in their marketing campaign. However, in this dissertation, I will attempt to concentrate on the usage of celebrity endorsement in advertising efforts.

According to Pirog, N (2007), celebrity endorsement allows companies to obtain attention. If a renowned person appears in an advertising, consumers are more inclined to watch it. According to studies, celebrities have a more favourable attitude toward advertising and a higher purchase intention than a "regular" spokesman. Petty and colleagues (1983) because customers are not in a purchase position when they encounter the brand message, it is critical that the message be memorable so that it may be recalled when the purchasing scenario arises. (1995, Schultz and Barnes) Celebrity endorsement is one of the most popular advertising methods employed by companies today to build a similar image between the customer and the company. However, Sanbonmatsu and Kardes (1988) argue that whether a commercial features a celebrity promoting the product/brand has no effect on consumer willingness to buy; in their opinion, consumers are more influenced to purchase a product when the message is described with a strong argument rather than a weak one. Celebrities must possess certain characteristics in order for a commercial to be successful and deliver an effective message.

According to McCracken (1989), the celebrity derives meaning from their public persona in the first stage (i.e., the meaning connected with the famous person shifts from the endorser to the product or brand). This meaning is passed from the endorser to the product during the endorsement stage, and the process of building a product personality is initiated based on the symbolic attributes provided by the endorser. Finally, the customer acquires the meaning of the brand throughout the consuming process. The consumer's participation in the endorsement process is highlighted at this point.

Celebrity Influence Model

The model below depicts the process of inputs and outputs of celebrity impact on consumer health.



Source: Mukherjee D.(2019) *Efficacy of celebrity endorsement advertisements*

In today's world, customers are continually educated and informed about the potential repercussions of health-related terms, celebrity endorsement advertisements, social media, or other promotional techniques. This Model is known as a Logic Model, and it works on various flows such as; the company's vision to influence consumers through celebrity endorsement, so first these companies hire a very influential celebrity related to the products that suit the celebrity's personality and this input which is given by the companies, and secondly, celebrity endorsement comes four outputs as celebrity led outputs in lieu of media sponsorship, media led outputs in lieu of TV/Radio/News, celebrity led outputs in lieu of media

sponsorship, celebrity led outputs in Social outputs in place of social media and word of mouth, as well as the most recent commercial-led advertising. These four outputs are divided into three categories: short term, immediate, and long term. These results are determined by the settings in which firms nurture their contributions to assess the influence on the minds of customers. In the near term, there are two potential outcomes: consumers are either correctly informed or misled, and they are either aware of health practises or are likely to harm their behaviour since these advertisements did not have a good influence on their behaviours in the short term.

Celebrity Endorsement Mechanism

The following celebrity endorsement processes have been suggested, which explain hypotheses in determining the requirement of celebrity in ads.

According to the Credibility Theory, the message transmitted by ads contains confidence and has been confirmed by professionals, thus no objections are accepted. The perceived willingness of the source to make correct statements is defined as trustworthiness. The audience's capacity to assess the product grows in direct proportion to the authority of the source approved by the audience.

According to the Source Attractiveness Theory, the message is familiar and related to the tastes of the customers. In such situation, such statements are acceptable to the customer, and the product is more likely to be accepted. When customers see similarities between their wants and desires, these three beliefs drive them to acquire items or services. Message acceptance is explained by this theory in two ways: identification and conditioning. Identification occurs when consumers associate the attractiveness of the product with their beliefs and attitudes, as stated by Bijou Kurien, COO, Titan "We chose Aamir because we wanted someone who is a bit iconic, who is style-conscious, and who crosses both sexes and age groups, as well as urban and rural India. A star who can be moulded and is not over-exposed".. Conditioning refers to the process of regularly associating a source with a brand in order for the source's attractiveness to be passed on to the brand.

Literature Review

D. Mukherjee (2019) investigated the effect of celebrity endorsements on brand image. The research used two impacts on brand, the first being a negative image of a celebrity and the second being a favourable

picture of a celebrity. The research revealed that a negative image of a celebrity has a negative impact on customers and causes them to lose interest in buying things, while a favourable image of a celebrity has a positive impact on consumers. According to the research, corporations detect customers' attitudes about what they need, their demands, preferences, and so on. The research also looked at how self-brand acquaintances are developed. When compared to companies that do not express anything symbolic about the brand's consumer, the favourable impact of image congruency is larger in the case of aspirational celebrities. The research discovered that consumers are driven by self-needs to conditionally use brand connections resulting from celebrity endorsement to develop and convey their self-identities.

A. Chatterjee (2018) investigated the effect of celebrity endorsements on companies. The research looked at the link between celebrity endorsements and companies, as well as the influence of celebrity endorsement on consumer purchasing behaviour and how consumers choose brands. This research offered a 20-point methodology for identifying celebrities and capitalising on celebrity resources via 360-degree brand communication, which may be utilised as a blueprint for brand managers. According to this research, cornerstone of celebrity endorsement's influence. Celebrity endorsement is usually a two-edged sword with a lot of benefits—if correctly matched, it may do wonders for the firm, but if not, it can create a negative picture of the company and its brand.

Wadhera, R., and Chawla, N. (2017) investigated the influence of celebrity endorsement on businesses and consumer purchasing behaviour. It has been determined that celebrity endorsement has the potential to be recognised and loved by viewers. According to the findings of the research, celebrities definitely capture the attention of customers. It was also discovered that celebrity endorsements in advertisements affect customer buying decisions, enhance company social standing, boost company profit, increase company sales, increase company market addition, and modify human behaviour. It was also discovered that when celebrities are involved in marketing, it not only improves the image of the brand but also increases the computation power of firms, increases the viewer's attention of companies, and transmits all of the qualities of the items.

Sheth B. H. (2015) investigated the relative efficiency of celebrity-endorsed advertisements in influencing consumers' purchase intentions compared to non-celebrity-endorsed advertisements and advertisements with no endorsement. According to the study, for low-involvement personal care product categories,

especially in print media, advertisements endorsed by celebrities have a more favorable/positive impact on influencing consumer purchase intentions than advertisements with non-celebrity endorsement and advertisements with no endorsement at all. The results demonstrated that for managers or advertising agencies, the effect of advertisement has a greater positive influence on customers' buy intention when it is backed by a celebrity, in particular. According to the research, a commercial sponsored by a celebrity has a major influence on generating a favourable attitude about advertisements. According to this data, if product marketers employ celebrity endorsement to promote their goods, they are more likely to achieve the intended effect and reach for the money invested. As a result, the research concludes that celebrity endorsement advertisements have a more favourable influence on customer purchase intentions.

Kara Ng, Chan Yu Leung Edwin K. Luk (2013) investigated celebrity endorsement work among teenagers. The research highlighted characteristics of celebrity endorsers and characteristics of celebrity endorsement commercials that are most attractive to adolescents. It also intends to investigate teenage views of how celebrity endorsement advertising operate. A focus group research was done with 76 Chinese teenagers aged 13 to 19. According to the findings, interviewers were better able to remember celebrity endorsers those they thought were beautiful, witty, and expressive. They cited popularity, a positive image, and congruence as crucial characteristics for marketers to consider when picking celebrity endorsers who have a similar image to the company. The majority of respondents said that featuring a celebrity in an advertisement will raise brand recognition, attract the celebrity's followers, promote trial, and boost buy confidence.

Somdutta Biswas, Mahmood Hussain, and Kathleen O'Donnell (2009) investigated cross-cultural consumer views of celebrity endorsements. Hofstede's cultural characteristics were utilised to generate research propositions for analysing consumer perception of celebrity endorsement, which were then tested in focus group talks with customers from India and the United States. According to the findings, there are distinct variances and similarities in how consumers in India and the United States view celebrity endorsements. Celebrity endorsements have a beneficial, though small, influence on consumer interest and exposure.

According to Pirog, N (2007), celebrity endorsement allows companies to obtain attention. If a renowned person appears in an advertising, consumers are more inclined to watch it. According to studies, celebrities have a more favourable attitude toward advertising and a higher purchase intention than a "regular" spokesman.

Celebrities must have competence when recommending a product, but confidence in the celebrity is also required, according to Schiffman and Kanuk (2004), for this endorsement to be successful. This relates to the endorser's perceived honesty, reliability, and credibility. When an endorser is seen as credible, the audience's beliefs, attitudes, and views are impacted and undergo a psychological process known as internationalisation.

Objectives of the Study

- To study the effects of celebrity endorsement on consumer buying behaviour.

Research Methodology

Table: 1: Glimpses of Research

Research Design:	Descriptive Study
Universe:	Respondents are selected from different Profiles such as; self-employed, Professionals, Service Class, Students, Households etc.
Sample Size:	335 Consumers
Sample Area	Indore, Bhopal, Delhi, Hyderabad, Jaipur
Data:	Primary data
Data Collection Method:	Survey Method
Data Collection Tool:	Self-Structured Questionnaire
Data Analysis Tools:	T-Test
Scope of Research Study:	The study is confined to only 335 consumers to observe the effect of celebrity endorsements on their purchasing decision. It is assumed that in case of two similar products, consumers would prefer to buy the brand which is promoted by a famous celebrity.

Results

H₀: In case of two similar products, consumers would not prefer to buy the brand which is promoted by a famous celebrity.

H₁: In case of two similar products, consumers would prefer to buy the brand which is promoted by a famous celebrity.

One Sample Test

	Test Value=0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Products	3.401	334	0.001	.41656	.6558	.1773

The following table shows the T-Test on two identical items; customers prefer to purchase the brand pushed by a well-known celebrity. As the critical value of t at degree of freedom 334 is 1.96, the estimated value is $T_{obs} = 3.401$ at 5% significance level. As a result, in this example, $T_{critical} > T_{obs}$, and H_1 is approved. As a result, in the situation of two comparable items, people would choose to purchase the brand recommended by a well-known celebrity.

Conclusion

The purpose of this study is to summarise and synthesise the key findings of the primary research that has been conducted. The purpose of this study was to see whether celebrity endorsement affected customer purchase choices using primary research. According to studies, most television ads that include celebrities these days are more popular, appealing, and attention-grabbing than standard television advertising. However, they are not often seen to be more fun, and they are also ineffective if the goal of having the celebrity in the commercial is to encourage the buyers pay more attention to the product's features. Consumers agree with the idea that celebrity advertisements assist them make purchasing decisions. Celebrity endorsements, on the other hand, are seen as being responsible for consumers remembering companies when they go shopping. Consumers feel that celebrity endorsements assist to boost brand acceptability and recognition.

Recommendations

On the basis of results some suggestions have been given:

- ❖ The image of celebrity should be positive so that it can create positive impact on consumer's minds.
- ❖ The products which are endorsed by the celebrity that should have purity as well as in disclaimer it should have transparency.

- ❖ The advertisement should be appealing the traditions which will motivate the consumers to purchase.
- ❖ Celebrity is an ideal for consumers so they should endorsed the brands while understanding the needs of consumers.

Hence, the promotional message should be a healthy mix between showing not only the celebrity endorser but also, the features of the product being endorsed.

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