

HOW CELEBRITY ENDORSEMENTS FOR BEAUTY PRODUCTS AFFECT WOMEN: A STUDY

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ABSTRACT – Everywhere, the advertising sector has grown more crowded and competitive, to combat this issue a relatively new concept of usage of celebrities in commercial to sustain in the market is used. Celebrities are those who are highly recognized in the public due to their credibility, beauty, or other activities. Advertisers take advantage of this by including famous people in their ads to boost their effectiveness and believability. This article tends to analyze the celebrity endorsement in the commercials of beauty product and its impact.

Keywords: Celebrity endorsement, Advertising, Commercial, Mass Media, Beauty Products, Cosmetic products.

INTRODUCTION

Celebrities have always captivated audiences of all ages. Celebrities, or public figures, are those who inspire people with their performances and fashion choices. Celebrities have evolved into societal role models over time. In today's environment, the general public has begun to idolize celebrities in all aspects of their lives. When celebrities support a product or service, the general public believes it is more legitimate, which is why hefty corporations or large advertising firms usually want to sign celebrities to act in their advertisements. This approach of signing luminaries for commercial films is becoming increasingly prevalent these days. The general population is more likely to believe a product when they see celebrities praising it.

In the pop-culture trend, society begins to emulate the actions of well-known celebrities.

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Retailers and corporations have employed the celebrity endorsement technique extensively since the eighteenth century. (Francis et al, 2013). The endorsement of celebrities in advertising has grown popular and these are thought to be a successful strategy for enhancing brand recognition and promoting products. (Kishore et al, 2015). Companies include celebrity endorsements into their advertising efforts to make a favourable impression and even greater financial gains, i.e., hiring well-known, well-respected celebrities with alluring qualities.

(Falsarella et al, 2017). Thus, corporate organisations turn to endorse the celebrities to boost product sales and brand recognition. (Saravanakumar et al, 2013). Celebrity endorsement is a type of brand communication in which a celebrity serves as the brand's spokesman and supports the company's viewpoint by lending their persona, notoriety, social standing, or domain knowledge. In essence, it is a method of pronounced distinction that carves out a place in the market, among competitors in the sector, and among the companies who support brand endorsers (s). (Sivesan, 2013). A Celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989). “Advertisements that use celebrity endorsers enjoy high popularity among brand managers. Each year, companies spend vast amounts of money to convince celebrities to endorse their products and brands for instance; Nike spent about \$339 million on endorsements and their dissemination in advertising campaigns in 2004. In India, approximately 45 percent of all televised commercials feature celebrities; in the US, approximately 25 percent of all advertising campaigns employ celebrity endorsers. This communication strategy benefits from the widespread belief that celebrities positively influence the image of the advertised brands, such that a key outcome is a favorable effect on brand image” (Erfgen, 2011). More and more businesses are spending significant sums of money on celebrity endorsements in an effort to give their product a distinctive brand. Studies across all goods demonstrate that memory of celebrity endorsement advertisements is strong (Randhawa et al, 2014). Celebrity endorsements are particularly efficient at introducing new companies, promoting products, and boosting sales, which is presumably why marketers and advertising love them so much. (Mittal, 2017).

In India, film stars and public figures have a considerably stronger influence on the general public in contrast to other countries. “The latter part of the '80s saw the burgeoning of a new trend in India– brands started being endorsed by celebrities. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. Probably, the first ad to cash in on star power in a strategic, long-term, mission

statement kind of way was Lux soap. This brand has, perhaps as a result of this, be among the top three in the country for much of its lifetime” (Sabunwala, 2013). For Lux soap, a brand that has, maybe as a result of this, consistently ranked among the top three in the nation for much of its existence, this was perhaps the first commercial in India to strategically and permanently express a mission message using celebrity power. (Mukherjee,2009).

OBJECTIVES OF THE RESEARCH

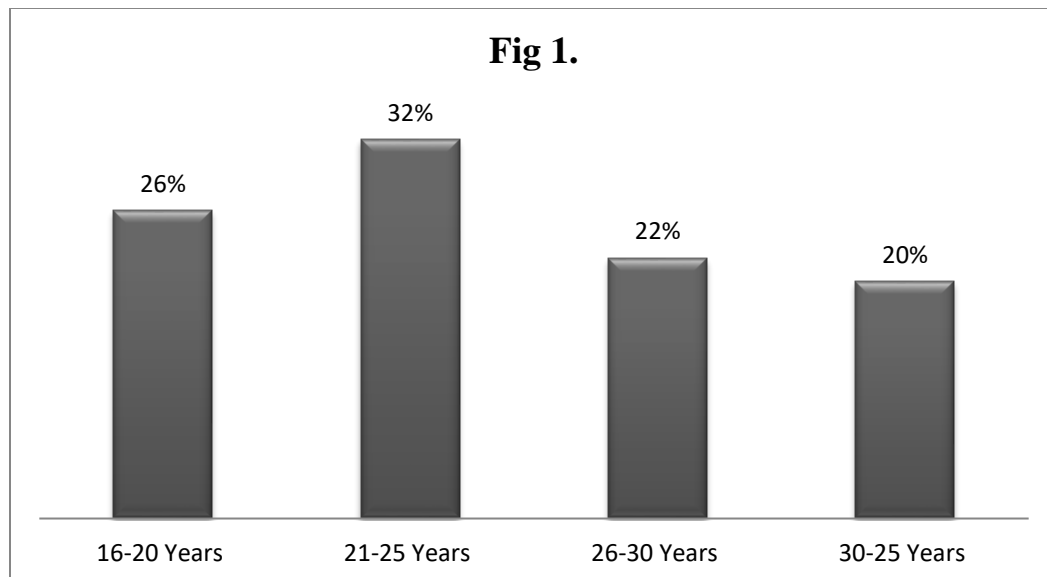
- To assess how much celebrity endorsements affect women's decisions to buy cosmetics.
- To investigate the connection between a celebrity and customers.

RESEARCH METHODOLOGY

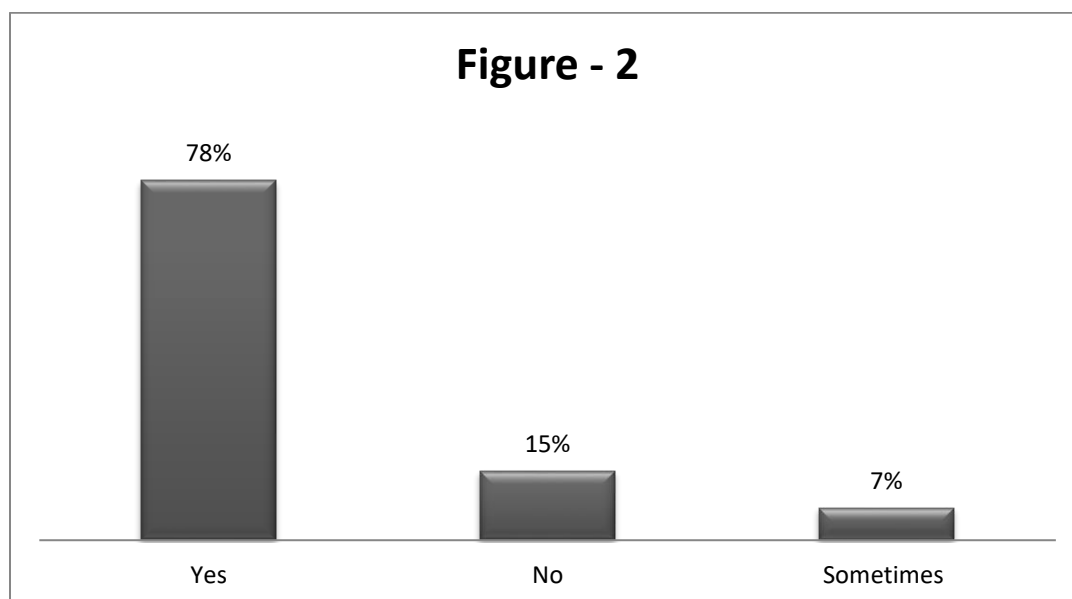
A method of methodically addressing the research challenge is known as research methodology. (Kothari, 2004). This research paper uses the quantitative research methodology to collect a statistical value. The research looks at the effect of celebrity endorsements for cosmetic products on women. The sampling techniques used in the research were purposive sampling as it requires a particular set of respondents (women). The researcher prepared a questionnaire and examined the outcomes through survey method. The survey involved 200 respondents and all were women. The facts and figures received through the survey have been used to find the statistics of this study. The questionnaire was circulated through emails, social networking sites and through personal contacts. The universe for the study was Jamshedpur, Jharkhand.

FINDINGS OF THE SURVEY

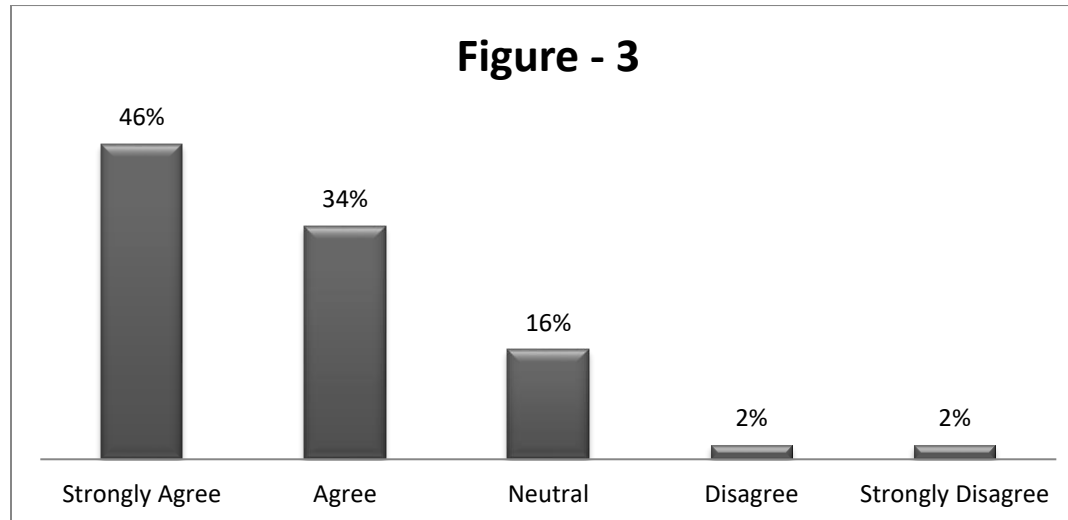
The survey includes the response of 200 correspondants and examines percentage of women amongst those 200 respondents that agree to celebrity endorsement for buying cosmetic products.



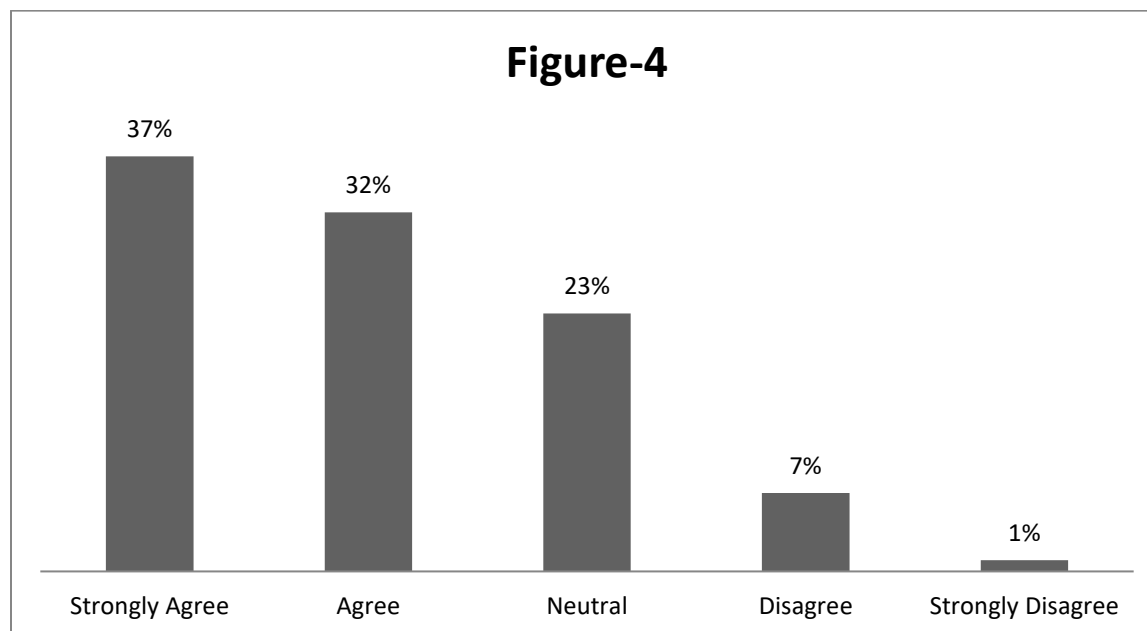
The graphs in figure 1 demonstrate the percentage of women and the age group they belonged to. The majority of respondents were (32%), aged between 21-25 years. 26% of the respondents belonged to the age group of 16-20 Years, 22% of the respondents were in the age group 26-30 Years and the rest 20% of the responders were in the age bracket of 30-35 Years



Graphs in figure-2 shows that 78% of women follow celebrities, 15 % of the respondents do not follow any celebrity and only 7% respondents sometimes they follow the celebrities.



The graphs in figure 3 show the percentage of women getting influenced by celebrities. 46 % firmly concur that celebrities have the power to influence public opinion, 34% agree that celebrities can influence people, 16% respondents have neutral opinion and only 4% respondents are disagreeing with the fact that celebrities cannot influence people.



The graph in figure 4 shows the percentage of respondents who believe casting celebrities in advertisement puts a strong impact on consumers or potential consumers. 37 % respondents strongly agree that use of celebrities in an advertisement have a strong impact on its consumers or potential consumers. 32% respondents strongly believe that consumers that use of celebrities in an advertisement have a strong impact on consumers or potential consumers. Only 8% respondents disagree that use of celebrity doesn't have any consequence on its consumers or potential consumers where as 23% respondents have neutral opinion on the use of celebrity in advertisements.

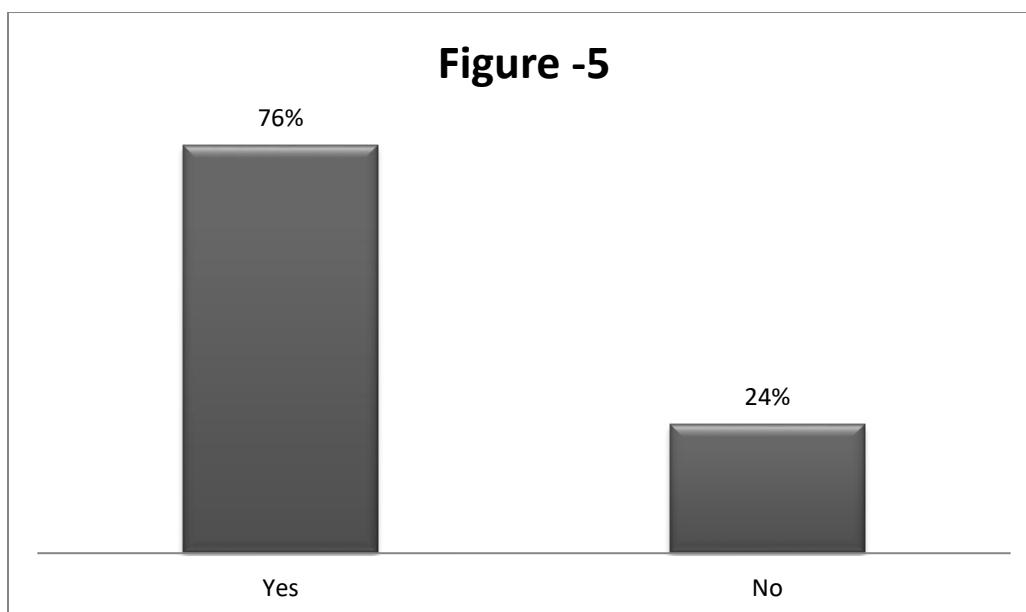
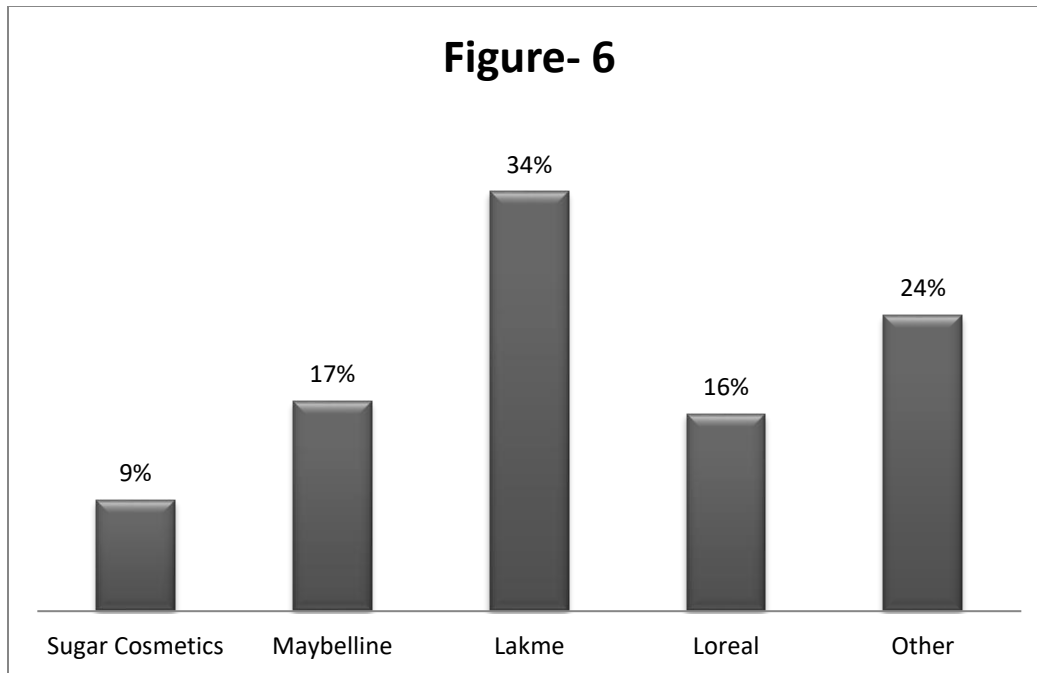
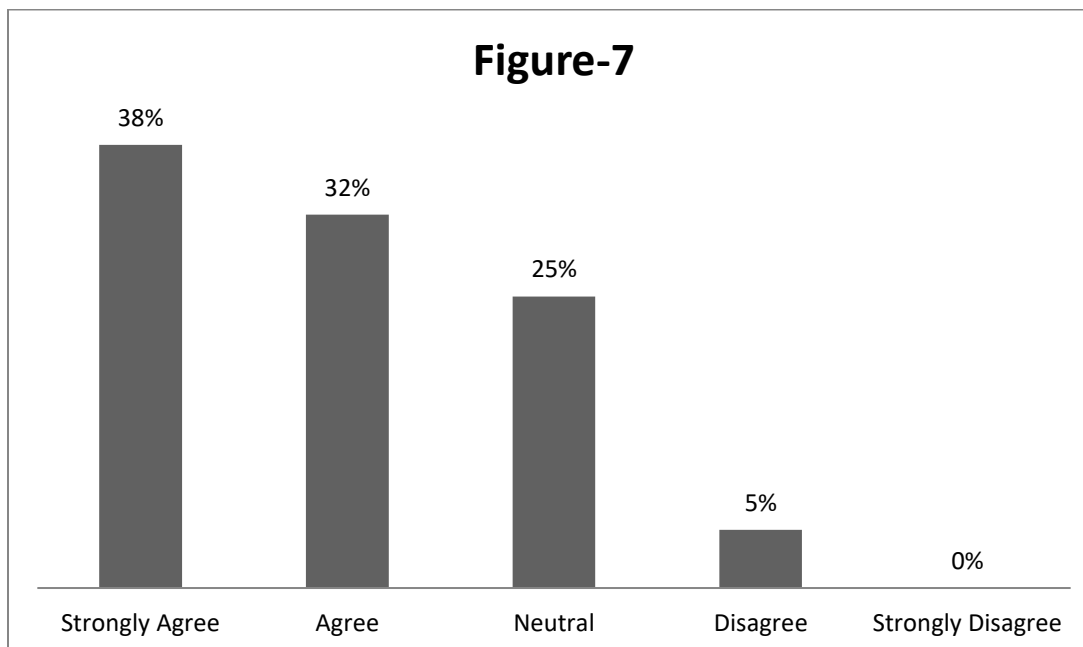


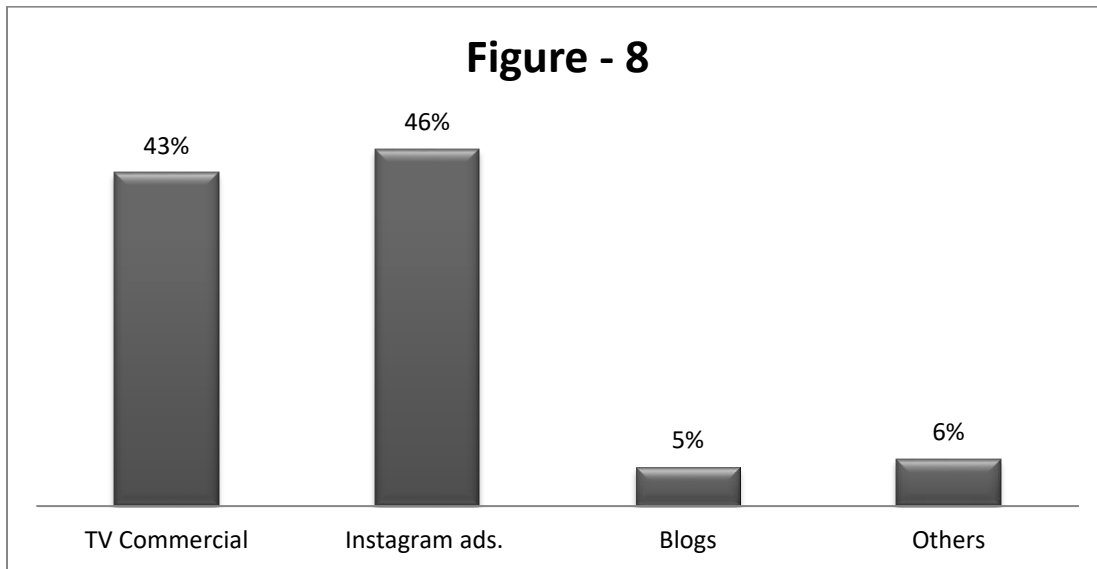
Figure 5 shows the graphs of the respondents when they were asked if they have brought any cosmetic product after getting influenced by any celebrity. The vast majority of those surveyed concurred that they have made the purchase of the beauty product after getting influenced by the celebrity used in the commercial and only 24% respondents disagreed with this statement.



According to the graphs shown in figure-6 the majority of women buy cosmetic products after seeing them on television. The figure shows Lakme tops the table with 34 % of consumers, Maybelline has 17 % consumers , Loreal has 16% consumers , Sugar cosmetics has only 9% of consumers and a good portion (24%) of respondents use other cosmetic products which was not mentioned by them .



The graphs in figure - 7 show the response, when asked if the celebrities are capable enough in captivating the buyers of beauty products through advertisements, 38% respondents strongly agreed with the fact that they the celebrities are influential in making the purchase of any beauty product. 32 % agreed, that celebrities have an aura in manipulating the purchasing power of beauty product users, 25 % respondents have no opinion while only 5% disagreed.



The graph of figure -8 shows that most of the beauty product commercials (46%) are seen on new media, Instagram to be precise followed by Television commercial while on 5% advertisements are seen on Blogs the rest 6% advertisement are consumed on other platforms.

CONCLUSION

As per the findings of the survey, celebrity endorsement is one of the most effective factors which drives the purchasing of beauty products. Most cosmetic brands use celebrities for marketing, and women are influenced by those celebrities and purchase cosmetic products. In the cosmetics industry, celebrity endorsement is a significant marketing strategy, since celebrities have a strong influence on the public. The use of celebrities creates an aura for to use of the product and the findings have also brought out to light that cosmetic products of low cost are most used.

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