

# The impact of celebrity endorsement for brand among the youth of India

Monika

Department of textile technology, national institute of technology, Jalandhar 144011

Department of textile technology, Indian institute of technology, New Delhi 110 016, India

## ABSTRACT

*It has become a common phenomenon and treated as a victory formula for brand building. Although it is easier to select celebrity but it is tough and hard to construct association between the product and the endorser. The concept of celebrity has knitted a huge amount of marketing strategies which is subscribed by all the brands. Good rapport and stature in the eyes of the people reflects the image of the celebrity. certain negative points are also on the cards viz., unsavoury controversies and excessive appearance are the prominent factors. Brand has to bear these factors no matter how the product stands accomplished. Celebrity endorsement has always been a too edged sword and posses' innumerable positives if judiciously matched else it can spoil the image and brand of the company. Marketers always tend to go to celebrity for the promotion of their brands. Brand is promoted by celebrity keeping in mind by the marketers that the advertisement of his product catches ayes on a larger scale.*

**Keywords:** - celebrities, endorsement, marketing, brand, advertising, product

## Introduction

**In this modern age**, celebrities play a vital role as a part of marketing communication strategies. They are the main ambassadors for major firms for the support of branding in corporate world or brand identity. Many companies invest a heavy amount to target the market and allocate their products in market. They seek the celebrities having the qualities which matches with the feature and image of the brand. Further owing to their name and fame, celebrities maintain attention and achieve optimum level of rates in today's highly tough competitive market.

Enormous eyes catch the face of the celebrities resulting brand promotion.

Finally, brand building takes place and this is a win-win situation for the both brand and brand -endorser.

Without endorsement the existence of product is not possible in market.

## Literature reviews

Stafford et al., (2003) gave a clear definition by defining celebrity endorser as, "famous person who uses public recognition to recommend with a product in an advertisement".

Now a days, celebrity endorsement has become an inseparable part of the advertisement industry. Omnipresence of celebrity's endorsement has become regular phenomenon for marketing and India encompasses in this perspective too. (o Mahony, 1998).

In the literature of purchaser conduct and display, advertisement accountability has been narrated owing to "extent to which the consumer precious claims made about the brand in the advertisement to be truthful and believable". (Mackenzie & Lutz, 1989)

Shrimp (2008) "AAD is a mediator of customer brand choice, empirically take a look at the AAD -ABR and discovered that advertising content extensively affects ABX and act of purchasing"

A study finding out "since the people are over conscious above their self-attractive looks, the attractiveness of celebrities produces in credible outputs"

(kahle and Homer).

Trustworthiness refers to the “honesty integrity and believability of an endorser” (Erdogan 2001).

The consumer has generally consideration that “celebrities are trustworthy source of communicating information” (gold smith.,2008).

Celebrities expertise is one of the reasons in order to find out its influence on recipients of information” (Atmos, Holmes and Strutton 2008).

### **Objectives of the study**

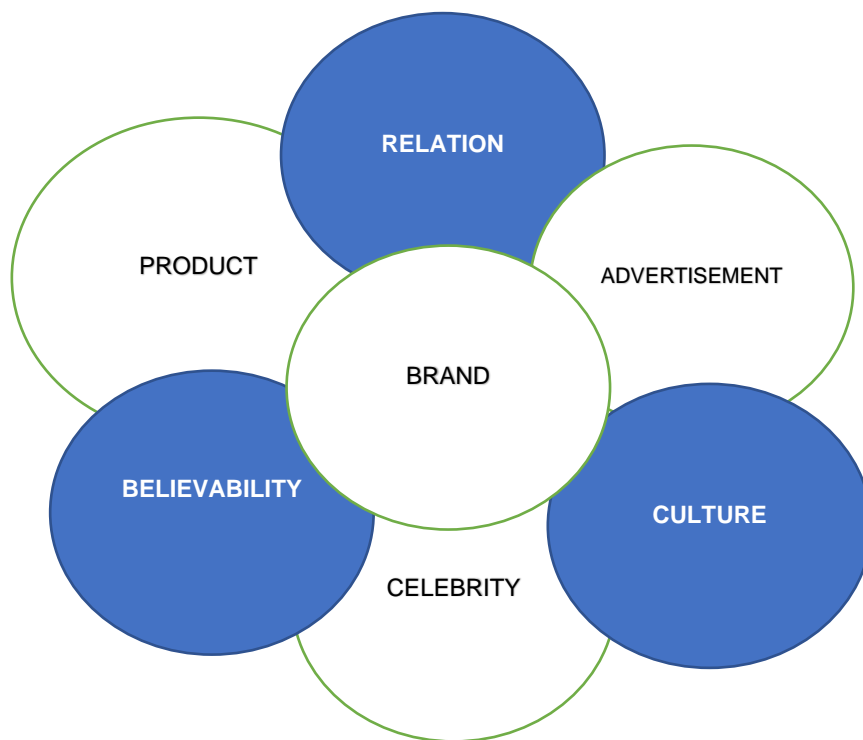
- The impact of celebrity’s attractiveness for the endorsement of the product in the market.
- The effect of advertisement of the product among the youth.
- If there is no endorsement then popularity of the product will show adverse effect.
- To understand the effectiveness of celebrity endorsement.

### **BRAND**

According to Tailor, “marketing tool that allows consumers to recognize the maker of a product.”

Brand plays a key role to cater the needs of consumers. In the present scenario, customers often see the branding of the product and this branding build up exercise is executed by the celebrities and put the marketers in a cosy

of the product and this branding build up exercise is executed by the celebrities and put the marketers in a cosy position.



## CELEBRITY

According to Friedman and Friedman, "A celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed."

Celebrity is a face who captures attention of the people from all walks of life. Irrespective of caste, creed, religion or any faith. He or she possesses outstanding qualities and who has excelled in his or her field of action.

**Some of the renowned personalities who have excelled in their area of actions: -**

Sr no.	Bollywood Actors	Tv stars	Models	Sport personalities	Entertainers	politicians	Pop stars
1	Amitabh bachan	Malaika Arora	Heena khan	Virat Kohli	Kapil Sharma	Smriti Irani	Madonna
2	Shahrukh khan	Sunny Leon	Shweta Tiwari	Saniya mirza	Bharti	Sunny deol	Michel Jackson
3	Deepika Padukone		Smriti Irani	M.S Dhoni	Navjot Sidhu Singh		

## Product endorsement

Endorsement of product is an authenticity which denotes whether it is thoroughly accepted. Infact the endorsement of the product banks upon the acceptance of prominent people of the society which enables the companies to display their products with the tag of specific icon of Bollywood or any high official. Most of the companies display their products in forefront so that optimum numbers of eyes catch it.

It is an old concept. Several companies in U.K tagged their products in the name of queen and it continued for several years. Consumers tend to purchase those products which is endorsed by a famous person. Product endorsement does not guarantee that the product is up to the mark. Sometimes company use the tag of an icon to procure big name associated with it.

Some endorsement is in the form of written. Commitment which in the form of printed part on the product. Many companies use the photographs of the famous person to catch more eyes for the promotion of their product.

## Celebrity endorsement

The optimum use of celebrity to enhance the sale of product is all about celebrity endorsement.

In late 80s it was a trend of celebrities' endorsements. Bollywood film or tv stars were the prominent feature along with the sports man, various personalities like Tabassum, Jalal agha, Kapil dev, Sunil Gavaskar and so on so forth were the role models for the promotion of various products.

Endorsement by celebrities started long back. It gave huge amount of advantages to various companies but to some companies it occurred otherwise.

Male and female gender also play a key role into it. Sometimes confusion comes on the fore when celebrities are changed frequently for one product. Presently Indian cricket team has earned a lion share in the endorsement.

### Rise of celebrity culture

In the present era mass media has played a vital role in exposing the power of celebrity. Celebrity seeks highly amount paid company and this is easily available to them even if they are not connected to the talents. There are certain examples like highly reputed athlete which are retired received high fees for public appearance. Celebrities cannot get away from public eye whether they are famous or otherwise. Now a days in India companies entirely rely on celebrity to have a winning formula for their product marketing. It gives an outstanding image in the public eye. People start loving to that product. Fame of the celebrity itself is a testimony of the promotion of the product. It is all that personality which gives an extra mile and authority to your product.

Now It have been inculcated by the celebrities for the full swing promotion of the product. people begin to notice. people want to be part of the brand.

Touch it. Feel it. Experience it

In an analytical part the prominent 40 Bollywood stars were put to execute the exercise of analysis. 500 product brands in 20 different industries segments were endorsed by the celebrities during the course of 12 months ending October 2018. Some key highlights of the research are appended below.

<b>Top Segments Using Celebrity Endorsers</b>				
Personal care	Food and beverages	e-commerce	clothing	automobiles
Lux	Vimal	Make my trip	Amul	Honda
Lifebuoy	Cadbury	Big basket	Jockey	TVs
Colgate	Lipton	Olx	Rupa	Renault
Lakme	Thumsup	Cars24	Dixcy	Hero
Veet	Mountain dew	Goibibo	nova	Tata
<b>Top endorsers</b>				
Shradha Kapoor	Ajay devgan	Shahrukh khan	Parineeti chopra	Ranbir Kapoor
Ranveer Kapoor	Alia Bhatt	Boman irani	Akshay Kumar	Amitabh bachan
Deepika Padukone	Shradha Kapoor	Deepika Padukone	Ajay devgan	Ahshay Kumar
Ajay devgan	Ranveer Singh	Akshay Kumar	Salman khan	Boman irani
Kareena Kapoor khan	Kriti sanan	Alia Bhatt	Ranveer Singh	Taapsee panu

### Celebrity endorsement for branding is a win-win situation

Stars and celebrities cast enormous influence the destinies of brand lie on the celebrities. One prominent face can transmit the sale of the brand into millions. Business is attached to the celebrity to get an added advantage. But the choice of face and celebrity is a smart work. Well the credibility and acceptability of the celebrity is more vital and important factor which cannot be ignored. Destinies are framed by the celebrities. Their symbols, values and images matter a lot. Only these factors can translate to consumer and consumption. so appropriate celebrity is very indispensable.

Companies take risk while choosing celebrities and they use smart work in doing so. Food chains, soft and hard drinks, clothes, accessories to cars are the products who need appropriate and fix celebrity to match the product and send positive message to the people. In the present elections some parties played a very smart game in choosing film stars, cricketers and other celebrities.

## **Celebrity endorsement - As a strategy**

Top brands sign up the stars for the endorsement of the products vis NIKE and PEPSI, HLL, LINTAS, SOAP LUX. In the early days, THUMS UP, DINESH and VIMAL were the prominent products who used chunk of super stars from Bollywood. More over cricketers too did not lack behind in promoting the brands. Marketers believe that the credibility and trust draw attention which translate into higher brand sale. Sometimes products are very new to the peoples and to establish that products, a strategy is chalked out by using smart brain and selective celebrities are pushed into it to get the favours.

Good sense, mood of the people and smart work give an edit advantage to the marketers and experts of the company keep working out on this strategy every time. Rahul Dravid is used for CASTROL OIL in an attempt to break out of the clutter, there are some who do not have conviction in stars endorsement. As per the experts, strong identity of the celebrity is mandatory. Sometimes celebrities throw their personal remarks in the public by saying that they also used the same product and take a lot of advantages which ignite the feelings of the people and the wave starts going to that product.

## **CELEBRITY ENDORSEMENT- KEY TO MARKETING SUCCESS**

When the marketer goes into the market and tells the people the merits of the products, people may or may not believe in. Infact marketer has vested interest in selling it. But when celebrities say the same, people start believing it and tend to listen it because it is the face value which gives them trust to go for that product. Many companies have had considerable success using celebrities as spokesperson specialise athlete as per the researchers. research has indicated that customers are more likely to select goods and services which are endorse by the celebrities as compared to the goods which are not endorsed. Famous people know the eyes of the people and also hold their attention.

### **Reason for successful celebrity endorsement among the youth since 1980's**

- New trend in India as endorsement by the celebrities of brands in "80s viz., Kapil dev (Palmolive shaving cream, Tabassum (prestige pressure cooker) and Sunil Gavaskar (Dinesh suiting's).
- The tenure of this trend was to the optimum and paid rich dividends to the marketers.
- Present scenario of the market follows the 80s pattern.
- Edit value to the present scenario is to capture faster brand recognition, association and emotional attachment with the group viz., Sharukh – santro (Hyundai), Sharukh for three brands- Pepsi, clinic all clear and santro.
- Post Amitabh bachan parker brand of pen boosted the sale by an increase of 30 percent more than the existing one.
- In India there is a huge potential for a celebrity endorsement which paves the way to the consumer to go in for the products.
- To exemplify Hritik roshan is engaged with the endorsement of footwear presently and the marketers are on the bed of roses.
- The crux is that celebrity endorsement of a product has become a mandatory phenomenon without which marketers feel unsafe.

## **Celebrity endorsement – Aims**

**As a whole four pivotal factors are there for any advertisement(endorsement): -**

- **To substantiate the requirement of the product**

At the very outset, one has to substantiate what the product is required or its category. If we go by the ad. for polio immunisation drive, celebrity Amitabh Bachan became the popular identity for it.

Few more examples of like Hritik Roshan for car TATA-TIGOR, Ranveer Singh for Maruti Suzuki - CIAZ and Varun Dhawan for Mahindra – KUV-100 are the Bollywood stars who have given name and fame to these products and captured numerous eyes of the public.

- **Awareness of brand -its creation**

It is indispensable that customers must associate the brand with the product category the moment product is substantiated viz Nike with sport shoes, Lakme with cosmetics products and Bosh with electronics.

- **How to live up the expectations of customers:**

Brand value is inculcated from the customer's experience with the product. Positive brand image is framed when the product lives up to his aspirations else otherwise. Hence it is pertinent to fulfil the expectations of customers in accordance with it. Some of the consumer products which bear name and fame consist food products, household cleaning products, beauty products and so on so forth.

- **Creation of willingness to purchase**

Attractive and promotional schemes viz., buy one get one free, enchanting discount, free gift coupons, and buying within stipulative time are the factors to promote the brand. The only purpose is to enhance the sale by encouraging customers. In this context the use of celebrity endorsement is very limited. The vital cause on this count is that it gives an adverse effect to the personality brand value of the celebrity.

### **The arguments in favour of celebrity endorsement: -**

#### **Optimum quantum of brands bank upon the mass appeal of celebrities.**

- A sense of trust prevails upon the mind of target audience especially in the case of new launches. For example, a new launch for Manyavar Wedding collection endorsed by Anushka and Virat Kohli.
- Brand awareness is very vital to create in the market for capturing innumerable eyes.
- Attention of the target group by piercing the clutter of ads is ensured by the celebrities to make the brand more noticeable.
- High PR coverage is another indispensable weapon in the armoury to execute by perceiving celebrities as topical viz., pop groups and spice girls for covering PR events.
- Celebrities establish brand credibility in a short span of time
- Recall value increases when people tend to commensurate the personality of the celebrity with the brand viz., KBC with Amitabh Bachan.
- Since celebrity's preference for a brand gives out a persuasive message as the celebrity is beneficiary from the brand, the consumer gets benefitted automatically.
- Sometimes the tarnished image of the brand has to be salvaged to restore consumers' confidence, celebrities play an invaluable role to give favours to the brand viz., Amitabh Bachan was appointed for Cadbury India chocolate brand following high pitch worm's controversy.

### **The arguments against celebrity endorsement: -**

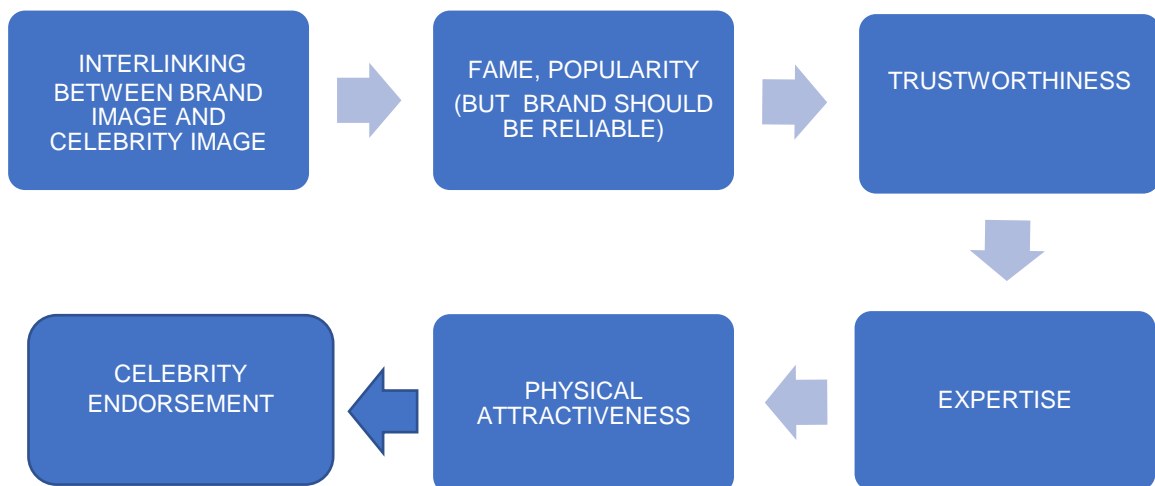
#### **Certain serious risks are involved with regard to the celebrity approach:-**

- Since the behaviour of the celebrities reflects on the brand, celebrities become liabilities to the brands they endorse.

- Sometimes there is every possibility of overshadowing the brand by the celebrity.
- In this case audience will remember the celebrity and not the brand viz., castrol oil with rahul dravid.
- There are certain cases where the celebrity may lose his or her popularity owing to pitfalls in professional performances viz., yuvraj singh returned back to his carrier after prolonged illness , question started cropping up whether he is worthful ?
- On account of overexposure by the celebrity of multi brand endorsements, it leads to the negative results.

### Parameters in choosing celebrity

- Currunt popularity and charisma are the prominent factors while identifying the celebrity . Apart from this trustworthiness and physical attractiveness also play important role.
- The image of the celebrity must match with that of the product .
- Celebrities endorsement must be absorbed sensibly.
- To much popularity can overpower the product. People start seeing only the celebrity instead of the product.



### Modes of celebrity endorsement: -

An iota of change in the type of branding can tilt the result either in the success or the failure. There are five general categories of celebrity branding.

Testimonial: - The celebrity performs as a spokesperson for the brand.

Imported: - The performance of the celebrity happens to the taste of the audience.

Invented: - New and original role is displayed by the celebrity

Observer: - The celebrity assumes the role of an observer commenting on the brand.

Harnessed: - The ad's storyline and the image of the celebrity are integrated.

## **Discussion and conclusion: -**

Since we have already discussed about importance of celebrities for product branding at length, we finally arrive at this conclusion that celebrities always win the easiest mode for the launch of new product and shall ever remain in the near future owing to their mass appeal. We have also come across to this point that the choice of a celebrity plays a pivotal role when it comes to the long-term loyalty and impression on the brand. Although it is true that product must deliver for the customer irrespective of who endorses the product, as customer will not buy it unless he gets optimum value of his purchase but still celebrities have the capability to prevail upon their influence and make a brand friendlier.

With the use of the celebrity the effect is spectacular which allows the customer to square the personality and the brand together. Using a celebrity in advertising is not a simple thing and the success of this process depends on several factors as discussed in the report. The careful selection of celebrity, matching the target segment and brand values, should be inherently stressed upon.

The consumer looks a variety of aspects from the endorsement like the credibility and likeability of the endorser. Credibility also means the fit between the brand and the celebrity.

On the flip side we see certain negative outcomes in the event of celebrity endorsement. Sometimes the brand is overshadowed by the excessive appearance of the celebrity.

Multiple endorsement does clutter the minds of the consumer. When one endorser endorses many brands, then the recall of the endorsement depends entirely on the power of the brand.

## **References: -**

- ✓ Designing brand identity: an essential guide for the whole branding team By Alina Wheeler
- ✓ How to execute celebrity endorsements for enhancing brand preferences? By Dr. Kisholoy Roy
- ✓ Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising*, 27 (2), 209-234.
- ✓ <https://www.ukessays.com/essays/marketing/impact-of-celebrity-endorsement-on-consumer-purchase-intention-marketing-essay.php>
- ✓ [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2566816](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2566816)
- ✓ <https://onlinelibrary.wiley.com/doi/abs/10.1002/hfm.20336>
- ✓ <https://www.wikipedia.org/>