

ANALYSIS OF THE INFLUENCE OF CELEBRITY ENDORSEMENTS FROM THE PERSPECTIVE OF THE CONSUMER

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Abstract:

The utilization of celebrity endorsers is a widely favored promotional strategy in the field of marketing. Although it has been prevalent for quite some time, it has recently gained increased significance in today's era of highly fragmented marketing. This is primarily due to its ability to guarantee an audience and serve as a unifying focal point for the brand's messaging.

The perception of a potential customer towards a company or its various brands is formed by a combination of messages and interactions they receive. These can include advertisements in different media, pricing, packaging design, direct marketing efforts, publicity, sales promotions, websites, displays at the point of purchase, and even the type of store where a product or service is sold. As a result, marketers face a significant challenge: how can we overcome the obstacles and find effective communication methods that will cut through the noise, engage audiences with compelling messages that strengthen brand value and boost sales, while also ensuring that communication investments provide a measurable return on investment.

Keywords: *Celebrity Endorsers, advertisements, marketers, promotional strategy.*

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Introduction:

A celebrity endorsement refers to the explicit approval, promotion, or support of a brand, product, or service by a well-known public figure. It is important to emphasize that the endorsement is not coincidental, but rather the individual is contracted and compensated for their promotional efforts. Typically, celebrities are incorporated into advertising campaigns through statements, photographs, or images showcasing them in action, as well as featuring their name or recognizable logo. The utilization of celebrity endorsers remains a highly favored promotional strategy in the field of marketing.

Some examples of sports celebrities such as Virat Kohli (Cinthol, Nike, Fastrack, Pepsi and Flying machine), Michael Jordan (Nike), Sachin Tendulkar (Boost, Adidas), Dhoni (Pepsi, Reebok, TVS Motors, Titan Sonata, Aircel and Bharat petroleum), Saina Nehwal (Top Ramen, Iodex), Viswanath Anand (Crocin, NIIT), Abinav Bindra (BSNL), and Hussain Bolt (Puma).

The Movie stars like Aishwarya Rai Bachchan (Lux, Pulse polio campaign and Coke), Amitabh Bachchan (Cadbury, Dabur, and Emami), Hrithik Roshan (Mountain Dew, Oppo Mobile, and Tata Tigor), Katrina Kaif

(Etihad Airways, Pantene and Spice Telecom), VarunDhawan (Frooti, Lux Cozi, Reebok, and Maruti Suzuki), Akshay Kumar (LG, Micromax and Dollar Club), Shahrukh Khan (Pepsi, Hyundai, Pan Vilas, Dish TV and Lux), KareenaKapoor Khan (Lux, Sony Ericsson, Head & Shoulders and Airtel).

India is undeniably a nation where people strive to achieve their dreams. Celebrities are revered as deities by the populace. This mindset motivates marketers to target specific customers, enabling them to establish a connection between their products and the desired consumer base. Consumers tend to gravitate towards brands that align with their own personal image. Through Celebrity Endorsement, marketers endeavor to capture the attention of consumers. The Celebrity Endorser acts as a bridge between the brand and the celebrity, ensuring that the product's image aligns with consumer expectations. While Celebrity Endorsement offers potential benefits, it also carries risks if not handled with caution. Therefore, marketers must closely monitor the celebrities endorsing their brand.

Literature Review:

- 1) *Abbas, A., Afshan, G., Aslam, I., &Ewaz, L. (2018). The effect of celebrity endorsement on customer purchase intention: A comparative study. Current Economics and Management Research, 4(1), 1-10.* - The goal of the study was to determine how celebrity endorsement affected Pakistani consumers' intentions to buy mobile phones, both male and female. Using an 800-person sample, the researchers created a model to determine the variables influencing customers' intentions to make a purchase. Regression analysis was used for data analysis and the questionnaire strategy helped perform the survey. The results indicate that likeability, attractiveness, experience, and personality are viewed differently by the two types of customers and are the main factors influencing male customers' decisions to buy mobile phones. In contrast, the female demographic views likeability, beauty, and credibility as important factors when making a purchase.
- 2) *Dengra, M. (2014). Impact of Celebrity Endorsement on Customer's Buying Behavior with Reference to Indore City. International Journal of Economic, 1-5.* -"The study focused on examining the diverse factors that influence consumers' purchase intentions by analyzing the distinct attributes of celebrities employed in advertising campaigns. Additionally, the paper aimed to uncover the motivations behind using these celebrities and assess the influence of celebrity endorsements on customers' buying behavior. The methodology employed in this study involved utilizing Mean and Standard Deviation for analysis. The researcher's findings indicated that celebrity endorsement has a significant impact on consumers in the city, leading to an increased awareness of fashion trends.

Need of the Study:

Celebrity endorsement is a widely utilized strategy by both profit and non-profit organizations to promote their brands and ideas. By leveraging the well-known image, values, and characteristics of celebrities, organizations aim to create widespread awareness, establish a positive image, build credibility, gain strong recognition, and encourage purchase intention among consumers. This approach involves significant financial investment, as organizations spend millions of rupees on celebrity endorsement strategies to promote their brands. Therefore, it is crucial to conduct research to explore the impact of celebrity endorsement on creating awareness, brand

image, recognition, and purchase intention among consumers. This research work aims to support existing theories related to celebrity endorsement and provide valuable insights for academic scholars. By examining the perception of Indian consumers towards celebrity endorsement, this study aims to be beneficial for both academic and professional purposes.

Scope of the Study:

The objective of the research is to determine consumers' perception of celebrity endorsements. Additionally, it sheds light on respondents' views on celebrity endorsed advertisements, brands, advertisement recall, purchase intentions, satisfaction with brand-related factors, and attitudes towards multiple celebrity endorsements. The findings and implications of this study will contribute to the existing knowledge in the field of celebrity endorsements and will be valuable for academics, researchers, educators, and marketing professionals.

Objectives of the Study:

The following are the objectives of the study :-

1. To examine consumers' perceptions of the celebrity endorsement strategy.
2. To ascertain the level of consumer satisfaction regarding products endorsed by celebrities.
3. To investigate the strategy of Celebrity Endorsement for the purpose of enhancing Brand building.
4. To make recommendations based on the research.

Limitations of the Study:

The limitations of the study are as follows:

- 1) Because it is assumed that the respondents provide reliable information, the majority of the data is secondary.
- 2) The limitations of the tools used in the study are applicable to the analysis also.

Conclusion:

This study aimed to gain a deeper understanding of the extensive impact of celebrity endorsements in India, considering the widespread use of this strategy by numerous brands. The study now sheds new light on how to maximize the substantial investments made in celebrity endorsements, which is crucial due to their prevalence in Indian advertising and marketing. This study has provided undeniable evidence of this impact and has also proposed effective approaches to leverage celebrity endorsements and derive significant value from each investment. It is sincerely hoped that this study has contributed to the existing knowledge in the field of celebrity endorsements, proving particularly valuable for future researchers, academics, marketing professionals, educators, and others.

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