

“Impact of Celebrity Endorsed Ads on Consumers Buying Behaviour”

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Advertisement is “*the art of persuasion*” that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying. It is really worth mentioning as to why organizations spend a lot on brands by involving celebrities to their advertisement. Celebrities are well recognized personalities having a strong attractive and impressive power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers’ minds. Consumers of the product are much influenced by celebrity when they believe that endorser has actual attachment with product rather than materialistic gain. Celebrity endorsements are omnipresent feature of present day marketing and advertisement industry.

Celebrity endorsement has been defined as: “Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. 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”. This definition explicitly encompasses celebrities who appear to have expertise or a long-term association with the manufacturer, but it excludes typical customer endorsements featuring non celebrities. Endorsement is a channel of brand communication in which a celebrity acts as the brand’s spokesperson and certifies the brand’s claim and position by extending his/her personality, popularity, status in the society or expertise in the field to the brand. Because celebrities appear to be gaining increasing influence in society, marketing managers try to exploit the process of meaning transfer from an endorser to products or brands involved. Celebrity endorsements influence brand image through a transfer of meaning from the endorser to the brand. Communication activities establish a pattern of connectivity between the image of the celebrity and the image of the brand. Both entities represent nodes in a cognitive network, whose connectivity be modified according to experience. Today celebrity endorsement has become an integral part of the advertisement industry. In fact, celebrity endorsements are omnipresent feature of present day marketing. This holds true for the Indian perspective as well.

Celebrities are increasingly being used by marketers to get attention and recall of the consumers. Not only this, the marketers expect their brands to benefit in many more ways by linking their brands to the celebrities.

Table No: 1
CONSUMERS RATING OF THEIR PREFERNCES

Preferences	No. of Respondents	Percentages
Quality	72	60
Price	24	20
Endorsing celebrity	15	12
Others	9	8
TOTAL	120	100

Source: Primary data

From the above table it is clear that 60 per cent of the respondents prefer the quality of the products. Another 20 per cent of them prefer the price of the products and only 12 per cent of the respondents consider the celebrity endorsed in the product Ads. And only 8 per cent of the respondents' consider other features of the product.

Table No: 2
**CUSTOMERS PREFERNCE ON CELEBRITY ENDORSED AND NON ENDORSED
PRODUCT**

Products	No. of Respondents	Percentages
Celebrity	72	60
Non celebrity	48	40
TOTAL	120	100

Source: Primary data

The above table shows that 60 per cent of respondents purchase celebrity endorsed products and 40 per cent of them purchases non celebrity endorsed products. So it reveals that majority of them prefer celebrity products than non-celebrity products.

Table No: 3

PURCHASE OF PRODUCTS IF FAVOURITE CELEBRITY IS ENDORSING

Response	No. of Respondents	Percentages
Yes	72	60
No	48	40
TOTAL	120	100

Source: Primary data

As per Table No.3, if a product is endorsed by their favourite celebrity, then 60 per cent of the respondents would surely purchase the product, whereas 40 per cent of them will not purchase the products even if their favourite celebrity is endorsing it, as they give more importance to the other factors such as price, quality etc.

Table No: 4

MEDIA CONSIDERED EFFECTIVE FOR CELEBRITY ENDORSEMENT

Media	No. of Respondents	Percentages
Television	84	70
Radio	0	0
Theatre	12	10
Internet	21	17
Magazine	3	3
TOTAL	120	100

Source: Primary data

From the above table it is clear that 70 per cent of the respondents consider the television as the most effective media that can be effectively used for celebrity endorsement. Internet is also considered as an effective media. The other Medias such as magazine, Theatre and radio are considered as less effective.

Table No: 5
INFLUENCE OF CELEBRITY ADS WHILE MAKING A PURCHASE DECISION

Response	No. of Respondents	Percentages
Influential	48	40
Not influential	30	25
Slightly influential	42	35
TOTAL	120	100

Source: Primary data

It could be observed from the table that 40 per cent of the customers are highly influenced by the celebrity Ads while making a purchase decision and for 25 per cent, these Ads did not have any influence in their purchase decision and the remaining 35 per cent of the customers are slightly influenced by these Ads.

Table No: 6
CELEBRITY ADS GENERATES LOT OF PUBLICITY FOR A BRAND

Opinion	No. of Respondents	Percentages
Agree	87	72
Disagree	12	10
Not sure	21	18
TOTAL	120	100

Source: Primary data

Table 6 shows that 72 per cent of the customers agree that celebrity Ads generates lot of publicity for a brand and also to promote the brand, and 10 per cent of them disagree to it whereas 18 per cent are not sure about it.

Table No: 7

POSITIVE IMPACT IS GIVEN ON BRAND ENDORSED BY ACELEBRITY

Opinion	No. of Respondents	Percentages
Yes	84	70
No	36	30
TOTAL	120	100

Source: Primary data

It could be observed from the table that 70 per cent of the respondents say that celebrity endorsement gives a positive impact on the brand, and 30 per cent says it does not have such impact on the brand.

Table No: 8

FAMILIARITY OF BRAND IS CREATED IN CELEBRITY ADS

Opinion	No. of Respondents	Percentages
Yes	78	65
No	42	35
TOTAL	120	100

Source: Primary data

The study reveals that 65 per cent of the customers are of the opinion that the celebrity Ads create a sense of familiarity of brand. Whereas 35 per cent are of the view that it does not create any familiarity.

Table No: 9

CUSTOMER PREFERENCE FOR CELEBRITY ENDORSED PRODUCTS

Products	No. of Respondents	Percentages
Cosmetics	48	40
Clothes	24	20
Jewellery	21	17
Daily necessity	30	25
Foods & Drinks	27	22
Health care	24	20
Electronics	24	20
None	21	17

Source: Primary data

The above table shows the different types of celebrity endorsed products and the respondents were asked to choose either 1 or more than 1 product. From this it is clear that 40 percent of them prefer cosmetics, followed by 25 per cent daily necessity items, 20 per cent health care, electronics and clothes. 17 per cent of them do not prefer any celebrity products. So the customers prefer more on cosmetic items, compared to other items.

Table No: 10

ATTRIBUTES THAT PERSUADE CUSTOMERS TO BUY CELEBRITY ENDORSED PRODUCTS

Attributes	No. of Respondents	Percentage
Attractive	36	30
Trustworthy	27	23
High level of expertise	3	3
Product -celebrity match	21	17
Successful	18	15
None	48	40

Source: Primary data

The respondents were asked to select either 1 or more than 1 attributes which persuaded them to buy celebrity endorsed products. It is understood from the table that 30 per cent of them selected attractiveness of the product, followed by the trustworthiness of the products and the least was 3 per cent on high level of expertise. So the attractiveness is the best attribute which persuade customers to buy celebrity endorsed products.

Table No: 11
PURCHASEDECISION ON CELEBRITY ENDORSED PRODUCTS

Response	No. of Respondents	Percentages
Mostly	6	5
Often	48	40
Rarely	36	30
Never	30	25
TOTAL	120	100

Source: Primary data

The above table states that 40 percent of the customers have often made a decision to purchase celebrity endorsed products, whereas 30 per cent of them purchase rarely and 5 per cent of the respondents purchase it mostly. 25 per cent of them never take a decision based on celebrity endorsement.

Table No: 12
OPINION ON THE PRESENCE OF CELEBRITY IN ADS

Opinion	No. of Respondents	Percentages
More effective	54	45
Neutral	36	30
Less effective	15	12.5
Not effective	15	12.5
TOTAL	120	100

Source: Primary data

It is noticed from the table that 45 per cent of the respondents are of the opinion that the presence of celebrity in Ads is more effective. 30 per cent of them consider the presence of celebrities in Ads as both more or less effective and 12.5 per cent consider the presence of celebrity as less effective or not at all effective.

Conclusion

Now days, most of the customers go for Celebrity endorsed products. The consumer satisfaction mainly depends on the quality and promptness of the service rendered, above and beyond celebrity endorsement and replacement guarantee. The presence of celebrities in Ads has a great influence on the consumers and it is said to be more effective. In addition the main factors that persuade the consumers to buy celebrity products are attractiveness and trustworthiness of the product. Customers expect good performance and usefulness from the product that they desire and purchase it. The pleased customer recommends the product to his relatives and friends, by recalling the celebrity advertisements of the brand which leads to the enhancement of sale of the particular branded product. Celebrity endorsed Ads are influential for majority of the consumers while making a purchase decision. The main advantages of these Ads are the massive awareness and strong associated effects the featured celebrities give to the promoted products. If every brand focus on the quality, price, celebrity endorsement, etc equally it is sure that the brand would have a high recognition as well as good sale of the products.