



Impact of celebrity endorsement on product advertisement

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Abstract

Nowadays we see a lot of celebrities featuring in many commercials promoting brands and products. Consumer minds get attracted to products which are promoted by celebrities. Celebrity endorsement is one of the strongest means of advertising and making an impact on consumer behavior. This result article compares and analyses aspects of celebrity endorsements. It is important for us to realize whether celebrities have a negative or a positive impact on us. Celebrity image can also vary depending upon the commercials they do. For them also it's a huge task to see whether this commercial will bring good image or not. Celebrity endorsement should be carefully analysed.

Keywords: nowadays, commercials, celebrity, CHRIST

Introduction

Advertisement for a product is very important. Advertising means drawing public attention for the specific paper. Advertisements are considered to be the best source for promoting the product which is to be or is launched in the market. Advertisements draw public attention as mentioned earlier and can help creating a pre purchase for the product in the market. Another advantage that comes off advertising is that it eliminates the middlemen, which means that it establishes a direct link between the company and the consumers, this increases the profits for the manufacturer and consumers get the products at a cheaper rate. Advertising not only has advantages over promotion, manufacturing and sales it also creates job opportunities, giving advantage to the people in society. Advertising also helps in fighting its competitors. Companies can attract consumers with better advertising. Now to make these advertisements more promising to the consumers they try to bring celebrities to promote their products. Celebrities are nowadays in most of the advertisements from hair oil to cars. Manufacturers believe that consumers believe that consumers will believe what the celebrities have to say about the product. So the better the celebrity is known in that specific region the more the manufacturer wants the celebrity to act in their advertisements. In fact, celebrities promoting products is not a new concept, the first celebrity endorsement goes back in 1760s. Josiah Wedgwoods and sons used royal endorsements as a marketing device in the market at that time which set them way ahead of their competitors at that point of time. Some examples of very famous celebrity endorsements would be, Britney Spears for Pepsi in 2000s, Mila Kunis for Jim Beam, Brad Pitt for Chanel, David Beckham for H & M and coming to Indian celebrity endorsements Alia Bhatt for Make My Trip, Amitabh Bachchan for Muthoot Financial Group, Salman Khan for Thums Up and Virat Kohli for Puma and Audi. As we see companies want famous celebrities who can influence the market and consumers mind.

Consumer behavior regarding Celebrities endorsement

Consumers have a very versatile mind and this is the reason

why manufacturers try to maneuver their consumers into buying their products. For the same purpose celebrity endorsements are the best, a study on February 7, 2014 conducted by Harris says that celebrities definitely (10%) or probably (48%) changes the customers view. 19% people from the same survey say that consumers got influenced for the cause or bought the product because they heard something about the same from an actor or a singer. 45% of the US adults believe that celebrities can either change or try to change the customers belief. Since we have the statistics with us from previous findings is clearly shows that celebrities do have an important role in advertising a product or a cause for that matter.

Traits of the celebrity that consumers look at while purchasing the product endorsed by a celebrity.

The major key factors that have been noticed are personality of the celebrity, credibility of the celebrity, experience of the celebrity and attractiveness of the celebrity. These variables of the celebrities are the key to attracting the consumer and making them believe that the product is worth their money. Attractiveness, personality, experience and credibility are all individual factors that influence decision of choosing the celebrity for the manufacturers product. Choosing the right celebrity for your type of advertisements are very important, for example if we take the example of Virat Kohli endorsing Nike was a great success as we all know Virat Kohli is a star cricketer and one of the most famous faces in India this was a very smart for promoting Nike products as people got influenced by the celebrity and started buying more of Nike products. Now had this advertisement been done by some other not so famous celebrity Nike wouldn't have increased sales. So choosing the celebrity is very important for the manufacturers product or cause.

Limitation of the study

Celebrity endorsement usually are really helpful In bringing the product in the market but not at all celebrity endorsements are successful. There are advertisements that are made with the same effort and time and time but they fail to attract consumers or meet their level of expectations.

Not everyone I perfect celebrities are human too, they make mistakes and when they do it can change their public image. Consumers might lose their faith in the celebrities, it might affect their career. Sometimes the celebrities might become overexposed than they should be. One celebrity might endorse more than 5 products this becomes a problem for the celebrity, as it creates a dilemma in the mind of the consumers and for the celebrities as Its over the table sometimes for them as well. There could be a possibility that since celebrities are famous and they have a huge fan following, while endorsing the manufacturers product, might divert the consumers mind as consumers might focus on celebrities more than the product the celebrities endorse.

Data analysis and interpretation

A questionnaire was sent to the people of age group of 18-30, and I asked them about what they feel regarding the following topic. My sample population was the youth of the country and objective was to know what actually that they think about celebrity endorsements and what is their importance and help in mass marketing of the product and on seeing the responses we found that about 64.3% people believe that celebrity endorsement plays an important role in buying decisions. Second was to see that whether a certain celebrity endorsing a specific product would affect buying decisions of the product and 57.1% of people believe so. On asking them that do you think that celebrity endorsement focus more on the celebrity instead of the product we found out that 71.4% believe that celebrities are given more importance and the focus is on the instead of the product when it comes to mass marketing 85.7% believe that celebrity endorsement is the best way of reaching and attracting its consumers. Some people also think that celebrities are overexposed. Some celebrities as earlier mentioned endorse more than 3 or 4 products so in general we saw that people think that they are overexposed. The starting of this paper said that in my opinion I think that celebrity endorsement is the best way of attracting consumers when a few choices were given to the sample population I got to know that other people too believe in this concept. Personality is given the top preference when it comes to trait that a manufacturer should see while choosing a celebrity for their product. Need and ethics are not given preference over money moreover both the options were selected when they were asked whether they need and ethics are considered or money is considered while choosing to endorse a certain product. In conclusion celebrity endorsement does play an important role in mass advertising and growth therefore of the product in the market. Celebrities should carefully build their careers in order to gain respect and popularity in the market. It is mostly because of their reputation consumers tend to trust them and if the consumers trust them, manufacturers can choose them to endorse their products. A market build up is very important for celebrity endorsement. As seen personality of the celebrity matters the most. It should be kept in mind that every little detail in advertising is important and plays an important role in deciding the future of the product.

Conclusion

We can conclude by saying that celebrities while endorsing the manufacturers need to keep certain aspects in mind. Also that celebrity endorsement is a great concept and helps in mass marketing of the product. This concept creates a sense of belongingness and trust with the customer base of

the company and its product. There were 4 key factors that manufacturer looks in a celebrity while signing him or her for endorsing their product. Celebrity endorsement helps in creating and expansion for the market and helps attract consumers for all over the region. Celebrity endorsement also faces a lot of competition. As there are many companies that would want to eliminate the risk of having a strong competition.

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