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## **Influence of Celebrity Endorsement for Social Causes in India**

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### **ABSTRACT**

Most advertisers utilize celebrity endorsement as a marketing strategy in their advertising. Many firms are only well-known for their use of celebrities in their advertising. The spectator was forced to really consider our societal challenges via social marketing. Through a forceful advisory message, social advertising's main goal is to inform the general public. Nowadays, celebrity endorsement is frequently used to raise public awareness of the social problems that our society is currently facing. In our nation, some outstanding individuals ran social awareness programmes, and the most of them were successful. In this essay, some significant social awareness initiatives that included some of India's most popular superstars are discussed. They were successful in raising awareness of societal issues, but they also inspired others to take action and stand out in the effort to address the problems. Numerous more examples of celebrity endorsements that contributed to the effective delivery of social awareness messages are also covered in this study.

Keywords: celebrity endorsement, social marketing, social advertising, social awareness, societal issues

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### **INTRODUCTION**

Since the majority of the customers the issue affects like the celebrity, celebrity endorsement is a useful strategy for promoting social concerns because it is one of the most memorable sources that consumers remember after viewing advertising (Misra & Beatty 1990). If we're talking about the best source for message delivery, it can only be one that customers can relate to. These signals can come from any source or even as text messages, but not all delivery methods are equally powerful.

It helps to draw attention when a celebrity is mentioned in an advertisement. The advertiser use this technique for a variety of reasons in order to maximize the effectiveness of their advertisement. Consumers may not always find social cause issues to be particularly attractive, but if a well-known celebrity who has long entertained consumers appears in the advertisement, it is certain to draw attention. Celebrity has always been in society and has always been a driving force for social change, whether it is by inspiring others to go above and beyond what is expected of them or by figuring out novel ways to accomplish goals. The contours of the term "celebrity" have changed in the modern day as a result of the multifaceted applications of celebrities in a variety of fields, one of which is celebrity endorsement in advertising.

Prior to the fundamental changes in media and communication, social movements in Indian society were publicized through various activities meetings at specific locations where large crowds would gather for that specific purpose. Now, social movements are being communicated in different ways as a result of these changes in media and communication. The way social movements are run today has changed how celebrities are currently trending. Due to the combination of advertising with technologically advanced media, which has given rise to numerous celebrities across a variety of fields, the present societal shift is taking place.

Despite all the evidence, there are numerous examples of social cause-related advertising efforts that have been extremely effective. Social projects like Jago Grahak Jago, Clean India, Incredible India, Polio, and HIV/AIDS are just a few that have heavily relied on celebrities to promote their causes. According to numerous reports, using celebrities in social cause-related advertising has greatly aided in spreading the social message and changing people's attitudes toward that social cause as well as the behaviour of the target consumers for the relevant social cause. These papers demonstrate that engaging celebrities to address social issues contributes to beneficial social development in society.

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### **LITERATURE REVIEW**

Celebrity is established through the mass dissemination of carefully chosen, rehearsed, and frequently modified information about a person's personality, talent, and style in order to create a "persona" that inspires audiences with favourable emotional responses (McCracken, 1989; Reeves, 1988).

There are people who are well-known to a large portion of the public, and these people use this popularity to their advantage when they appear in advertisements for consumer goods, services, or social causes (McCracken, 1989). Another definition of a celebrity is someone who is well-known to the public for significant accomplishments; however, these accomplishments must not be related to the celebrity's endorsement of a product or service (Friedman and Friedman, 1979).

A celebrity supporting a cause When a social cause is significant and there is sufficient funding for promotion, it is possible to employ a celebrity for a reasonable fee. According to Australian studies on generation Y, a celebrity's support for a social cause is more important than anybody else's (Bulbeck, 2009).

Georgiadis. M When (2013) analyzed the Let's Move! print and TV PSAs, they discovered that health messages were strategically communicated with a series of distinct but connected PSA ads that displayed consistency in messages, logos, and themes, ultimately creating a brand for the campaign that was instantly recognizable to the public. Additionally, in order to appeal to a wider audience, messages were strategically targeted to parents and children from various racial and socioeconomic backgrounds. In order to increase self efficacy, PSAs used strategies from the social cognitive theory and the health belief model. They showed target audiences how to take the requested action rather than telling them how to do it, influenced attitudes toward childhood obesity, and ultimately inspired behavior change.

Celebrities are known for endorsing a variety of goods and services, therefore they often play multiple roles. Despite this, they often symbolise strong brand connections and occasionally they even become brands themselves. Simply having him appear in an advertising boosts customer engagement and brand promotion. According to several studies, brand perceptions are influenced by the characteristics of endorsers, which explains why some celebrities are employed more frequently than others due to their association with the celebrity brand (Huber, Meyer, Vogel, Weihrauch, & Hamprecht, 2013).

## OBJECTIVES

The following goals are envisaged to be achieved by the current research:

1. To conduct a thorough analysis of the literature on the influence of celebrity endorsement for social cause on consumer behavior and attitude.
2. To determine the effects of celebrity endorsement on societal behavior.

## RESEARCH METHODOLOGY

Seven Bollywood stars who support these humanitarian causes –

Amitabh Bachchan has been named the goodwill ambassador for hepatitis and the brand ambassador for the Polio Eradication Campaign. The government has selected Vidya Balan to serve as its brand ambassador for its sanitation programme. Aishwarya gave the Eye Bank Association of India her eyes. She also made an appearance in their advertisement to support the cause and encourage others to take part. John Abraham requested in a letter to the Minister of the Environment and Forests in 2013 that all circuses in India be free of animals. Priyanka formally established her partnership with UNICEF. Being an advocate for animals, Shilpa Shetty opposes the usage of wild animals in circuses. Also, the star posed for PETA. She gave the money she received as the Big Brother reality TV show's winner to AIDS awareness programmes in India. The actor made the decision to establish a charity that raises awareness of mental health in India after battling depression. The Live Love Laugh Foundation (TLLLF), which specialises in addressing depression in particular, seeks to lessen the stigma associated with mental health.

An empirical study was created to accomplish the study's goal. A sample of 102 respondents were chosen on a practical basis. The respondents were given an online questionnaire, and the results were compiled. A 5-point Likert scale was used to score the responses. The questionnaire was broken up into two sections; the first portion asked about the respondents' demographics, while the second part asked about the effects of celebrity endorsement on society. ANOVA was used to test for significance at a 5% level of significance for the analysis of the data, and the results were reported in tables in great detail.

## DATA ANALYSIS

**Table 1 - Descriptive statistics of ad recall**

	N	Mean
Recall AD due to celebrity	102	3.72
Remember ad due to Important Message	102	3.45
Not effective without Celebrity	102	3.26
Strong endorsement of program by Celebrity	102	3.65

In Table 1, all the four items on the list have means more than 3.0 on a scale of 1 to 4, which indicates strong agreement with these claims. This demonstrates how adding a celebrity to an advertisement can increase recall rates, but the message must also be very relevant to society and delivered in a manner that is appealing to the general public. Respondents also agree to the fact that advertisements were not effective without the celebrities and there was a strong advocacy or endorsement from the celebrities in all these advertisements.

**Table 2 - One-way ANOVA Recall data**

		Sum of Squares	Df	Mean Square	F	Sig.
Remember ad due to Celebrities	Between Groups	6.29	2	3.145	6.41	0.00
	Within Groups	48.56	99	0.49		
	Total	54.85	101			
Remember ad due to Important Message	Between Groups	5.75	2	2.875	6.11	0.00
	Within Groups	47.15	99	0.47		
	Total	52.9	101			
Strong endorsement of program by Celebrity	Between Groups	5.91	2	2.955	7.69	0.00
	Within Groups	38.02	99	0.384		
	Total	43.93	101			

The table 2 show casing three test variables' F values, which indicate significance at a 5% level, are 6.41, 6.11, and 7.69, respectively, suggest that the three variables' are significant. Additionally, the result backs up our finding that the impact of celebrity endorsement on social message recall is important. The test results, however, also suggest that individuals remember the advertisement due to the significance of the message. It means that even if a celebrity endorses an advertisement, people may not remember it if the content is irrelevant to them and the execution is subpar. Many social marketing in the Indian market have failed in the past despite being well-intentioned or lacking in appeal.

## CONCLUSION

The conclusion drawn from the data gathered from the literature research is that celebrity endorsement has a chance of being recognized and appreciated by the viewers. The data clearly shows that celebrities do draw customers' attention. The result backs up our finding that the impact of celebrity endorsement on social message recall is important. The test results, however, also suggest that individuals remember the advertisement due to the significance of the message. It means that even if a celebrity endorses an advertisement, people may not remember it if the content is irrelevant to them and the execution is subpar. Many social marketing in the Indian market have failed in the past despite being well-intentioned or lacking in appeal.

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