



Impact of Celebrities in Advertisement

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ABSTRACT

The research examines the significance of celebrity endorsements in today's advertising, concentrating on how they influence the appeal of products and consumer behavior. Through Google, the primary data was collected from 66 individuals from a range of professions and demographics. The results show a wide range of opinions a significant portion recognizes the potential for advertising to increase product sales, but various viewpoints are revealed on the impact of a celebrity's reputation on the product and service they support. As important factors in determining the success of an endorsement, emotional connection, and celebrity familiarity arise. The survey also reveals a split in opinions on the importance of celebrity endorsements in influencing consumer decisions.

Introduction

Advertisers use a range of platforms, like magazines, billboards, and television, in today's world of strong competition in order to get consumers' attention. Celebrity endorsement is a powerful method that brand managers find to have proven very successful. Celebrities are paid to promote products and services. Around 45 percent of TV advertisements in India, a country with adoration for celebrities, use celebrities to promote their goods and service and to attain brand image in the market. The idea behind this approach is that celebrities may favorably influence how customers see companies. In the late 1980s, India adopted this practice, with celebrities promoting goods like Lux soap, which helped them in acquiring a good market share. This strategy works especially well in India because of the country's intense love for celebrities. As witnessed with athletes and athletic equipment, the impact is much greater when endorsers match with the purpose of the product.

Who is a celebrity

A famous person who succeeds in their field is considered a celebrity. Daily activities frequently go undetected, but remarkable accomplishments attract attention, particularly from the media. Someone is distinguished by extraordinary actions that produce exceptional results. Such people have unique features that seem may have been successful. They are remarkable because their successes are widely recognized. Their achievements become a cause for celebration as people's admiration for them develops. They become well-known when they consistently provide remarkable results. These people achieve greatness via their amazing results, whether in sports, movies, politics, or science.

Literature review

- In his 1989 piece "Who is the Celebrity Endorser"? According to "Cultural Foundations of the Endorsement Process," a "celebrity endorser" is a person who enjoys widespread recognition and who utilises this reputation to promote a consumer good by participating in a marketing activity.
- Research has shown that celebrity endorsement normally affects customers perspectives and may also affect their attitudes towards the product and firm, which can lead to an increase in buy behavior and leading to increase in, sales. In their work "Endorser effectiveness by product type", "Friedman H.H. and Friedman L."
- (1979), showed that the division of items into low- and high-involvement categories is based on the risk perceptions that customers have while making purchases (which are, in turn, based on consumer behaviour).
- C. Tripp In their article "Trust worthiness/Credibility of Celebrity Endorsers" published in 1994, Jensen T.D. and Carlson L. discovered that customers believed a celebrity endorser to be trustworthy. One or two product endorsements from a celebrity are much more reliable than many more endorsements from the same celebrity.

Objective of the study

- **To study the criteria used in picking the celebrity:**

Studying multiple variables that influence the decision of which personalities to use to sell goods or services is part of the study of factors for choosing celebrities in advertisements. Relevance, credibility, attractiveness, and celebrity influence on target audiences are all included in this list. The celebrity's suitability with the brand's values, image, and target audience is considered. As customers are more likely to engage with recognizable personalities, credibility, competence, and authenticity play important roles. The celebrity's popularity, and social media presence increase the impact of advertisements. Long-term relationships, costs, and future challenges are also considered. Choice is influenced by cultural and demographic considerations, assuring reliability. In general, a suitable celebrity may increase brand recognition, trustworthiness, and customer engagement, resulting in successful promotions.

- **To studying consumer attraction to celebrity endorsements:** involves looking into why people are attracted to things promoted by famous persons. Trust in the celebrity, resemblance, and ambition are all factors. The popularity and understanding of celebrities impact customer decisions. Fans desire to mimic celebrities is also one of the reasons. Emotional connection and attention-grabbing advertisements are also important. Consumers frequently sense a personal connection, which increases product appeal. Understanding these elements enables marketers to create effective advertisements that build on consumers respect for celebrities.
- **Studying the extent to which celebrity endorsements influence the public:** involves looking into how famous people talking about items could convince ordinary people to buy them. Celebrities have the power to make things appear hip or trustworthy. When a favourite celebrity says they like something, many individuals believe to themselves, "If they like it, I should try it too". This may result in more people purchasing the promoted products. However, celebrities have no influence on everyone, and their influence could diminish with time. Understanding this allows one to decide if celebrity endorsements are important in encouraging people to buy products or not.

Research Methodology

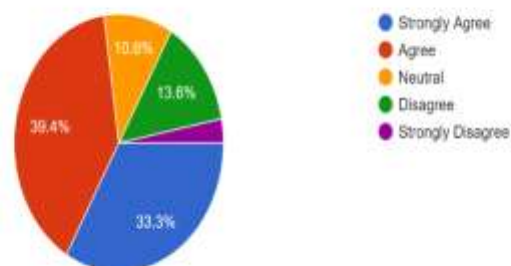
Primary data is collected in this research by floating out Google forms. The total participant was 66, the participant includes people from an educational institution where I studied and a medical firm where I worked. The respondent who participated in this research is from different age groups, incomes, and occupations.

Analysis and interpretation of data

In today's world, advertisement is very essential in branding. Advertising can take many forms, but audio-visual advertisements are the most efficient at introducing the brand to customers. In this reference, a specific series of questions are asked to the participants of this research to learn about the influence of brand ambassadors on brand image and how they may help develop a positive picture of the business in the eyes of customers.

Do you think the use of celebrities in advertisements enhances the appeal of the product/service?

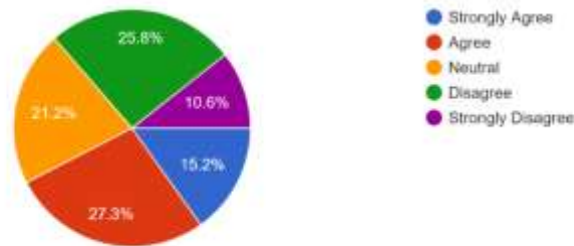
66 responses



From the survey conducted it was clear that 39.4% of the participant agree that advertising enhances the appeal of the product and service offered. Whereas 33.33% of the participant strongly agreed that advertising enhances the product and service offered. But remaining participants were neutral and disagreed on this point.

Does the reputation of a celebrity impact your perception of a product endorsed by them?

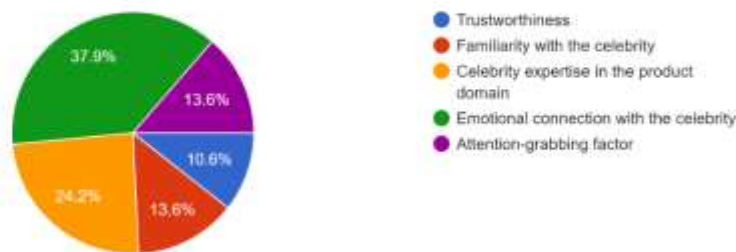
66 responses



As per the graph shown above 27.3% of participants agreed that the reputation of the celebrity has an impact on a product endorsed by them. 15.1% strongly agree, 21.2% of the participants were neutral, and 25.8% participant disagreed on this point.

What factors make celebrity endorsements effective in advertising?

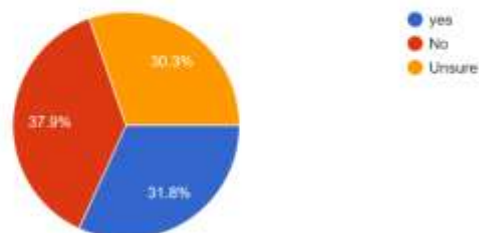
66 responses



The survey was conducted on factors that make celebrity endorsement more effective. In that, 37.9% of respondents believed that emotional connection with the celebrity is the main reason for the effectiveness of the advertisement. Whereas 24.2% of the respondent stated because of celebrity expertise in the product domain was the reason for them purchasing the product. It is common for people to think in that way .27.2% of people believed the attention-grabbing factor and familiarity with the celebrity was the reason for the effectiveness of celebrity endorsement.

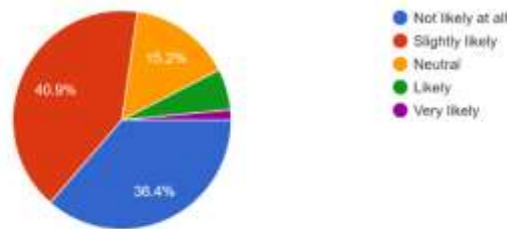
In your opinion, does the use of celebrities in advertising lead to increased sales for the promoted products/services?

66 responses



37.9% of people stated that using a celebrity to endorse the product in the market or into the minds of people would not change their buying behavior so it would lead to an increase in the sale of promoted products. And 31.8% of respondents were agreeing with the opinion that celebrity endorsement will lead to an increase in sales of promoted products or services. Whereas 30.3% of people were unsure of this point.

On a scale of 1 to 5, how likely are you to purchase a product/service endorsed by a celebrity?
66 responses



40.9% of respondents slightly agreed that they buy the product/service endorsed by a celebrity. Whereas 36.4% of the respondents disagreed with celebrity endorsement stating that it would not make any difference to their buying behavior. 15.2% of respondents response was neutral.

Conclusion

This study explored the complex dynamics of celebrity endorsements in advertising. The conclusions highlight the wide range of opinions on the success and impact of this strategy. The ability of advertising to increase product attractiveness is acknowledged by a significant amount of participants, yet there is still disagreement over how a celebrity's reputation affects product endorsement. The effectiveness of endorsements was shown to be mostly driven by feelings and celebrity knowledge. The survey also showed that there are different views on whether celebrity endorsements actually change consumers' purchasing patterns, highlighting the need for more research.

Reference

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