

# Celebrity Endorsement Base of Influencer Marketing

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## ABSTRACT

*Advertising is most common marketing strategy employed by the organizations to detain the attention of consumers. It has witness a fast growth during past few decades. The advent of Radio in 1920 marked a marvelous development in the advertising world. From the commencement of the twentieth century advertising in the Indian print media achieved a considerable importance. In this era of strong competition, most of the companies are adopting different promotional strategies to increase the attention of consumers towards brands or products. Most familiar form of advertising today is celebrity advertising.*

**KEYWORDS** *Celebrity; Celebrity Endorsement; Market; Social Media*

## INTRODUCTION

A number of companies in India are utilizing celebrities as spokesperson to endorse their brands. Now-a- days many companies are making contracts with celebrities in the hope that by using celebrities they can reach a sole and suitable position in the minds of the customers. Using celebrities is considered as one of the influential strategies in the hands of corporate to capture mind of consumers. Celebrity endorsement relates to showing of a product through a spokesperson that is well known for his success and is public face.

A celebrity is a well known popular figure who enjoys public appreciation by a large share of a certain group of people. Good looks, attractive lifestyles and special skills are some of necessary features of celebrities.

A celebrity endorser is an individual who is known by the public for his or her achievements in an area other than that of producing class endorsed- (Friedman &Friedman 1979)

A celebrity is a well known personality, actor, entertainer or athlete, who is known to the public for his or her accomplishment in areas other than the product class endorsed- (Shimp 2003)

Celebrity endorsement is an immense brand awareness promotion tool for new companies. Celebrity's presence in an advertisement results to influence brand attitude and buying behavior of consumers in a positive way. There are many advertisements where celebrities are seen endorsing a brand such as Amir Khan for Coca Cola, Toyota Innova, Sachin Tendulkar in Pepsi, Colgate, MRF, Amitabh Bacchan in First Cry , Sharukh Khan in Fair and handsome and so on. There is a good impact of celebrity endorsement among the consumers through TV commercials as customer like the celebrities a lot and think most of the celebrities as role models. Therefore companies favor celebrities of different fields like film stars and sports personalities. Celebrity advertisement is quite famous and effective. Most of the products are being endorsed by the film stars and Indian Cricketers for better sales targets. Celebrities are people who enjoy specific recognition by a large number of certain groups of people. They have some characteristic qualities like attractiveness, extra ordinary lifestyle or special skills that are not commonly observed. Celebrities are competent of creating headlines. Their behavior and schedule are being closely watched and imitated. Consumers like advertisements very much when they see their favorite celebrity in advertisements. When people see their favored reference group members or celebrities in advertisement, they closely watch the advertisement. The key factor behind the introduction of celebrities as representative is based on

the huge potential influence. Compared to other endorser types, reputed people achieve a high degree of attention and recall. They increase familiarity of a company's advertising, create positive attitude towards brands. Using celebrities in advertisements have many advantages:

- Facilitating of brand identification
- Promoting brand recognition and recall
- Changing or impressing the negative attitude towards the brand
- Repositioning an existing brand
- Global marketing
- Affecting purchase intention of consumers.

Celebrity endorsement has a strong effect on consumer's memory and learning approach. Marketers use celebrity endorsement in order to help better storage information in consumer's mind which they can easily remember in purchasing situations.

### **CHANGING PATTERN OF CONSUMER BEHAVIOR**

The consumption and expenditure habit of both urban and rural consumers are changing with rising income. The urban Indians are now moving from traditional methods of shopping from the unorganized sector to shopping malls. As rapid socio- economic changes clear across India, the country is witnessing the formation of many new markets and a further extension of the presented ones. People belong to higher class prefer to shop in specialty stores and spend a good amount of money on luxury goods. They are highly brand aware and buy only the best known brand in the market. Middle class customers are rational and focus more on saving than expenditure. They may not take quick decisions and makes purchase by considering price, quality, durability and functionality of the product. A number of brands in India are using the services of celebrities to endorse their products or services and a lot of rupees are spending for it. They can also generate the purchase of young generation. Now a day's shopping malls are flooded with multiple brands of the same products, the only way to confine the attention of consumers is advertisement. The presence of renowned person in an advertisement, his credibility, popularity, trustworthiness, expertise will attract the consumers a lot and can recognize the brand easily from competitor's brands.

### **CELEBRITY ENDORSEMENT IN INDIA: THE EVOLUTION**

Celebrities used for advertisements were introduced during 1950s. Only the renowned firms were able to utilize the celebrities because of regulations of the government. Lux with Leela Chitins an actress was the first celebrity endorsement in India. After the invention of the television in the year 1976, it has been considered as a successful medium of communication. In India the first marketable advertisements were seen in the year 1978. After that there was a sudden increase in advertising featuring famous spoke persons like Tabasum for prestige pressure cooker, Jala Agha for pan Parag- pan masala and Kapil Dev for Palmolive Shaving cream and boost. Most of the companies gave preference to film stars and sports persons to advertise their products or brands. Film stars were commonly used for shirting and suiting and for endorsing the cosmetics and beauty products majority of the companies used actresses. Sports stars were also used for energy drink advertisements.

After 1980s products like Pepsi, Thumps Up and Limca used celebrities for endorsement. In India it is a common fact that bollywood actors and actresses were used for endorsing cosmetics and beauty products. The presence of beautiful celebrity in an advertisement boosts the sale of the product. Since 1978 Lux has been one of the most beautiful products, because it introduced varieties of soaps and also used for famous celebrities like Rekha, Zenath Aman, Helen, Madhuri Dixit, Sridevi, Aiswarya Rai, Katrina Kaif and Asin. Koohinoor, the brand of premium rice, used Tiger Pataudi and Sharmila Tagore; Pepsi has used several spirited cricketers; Vimal and Digjam, brands in premium men's wear, used celebrities from films. These are examples of positive celebrity associations, in tune with the identification needs of their respective brands.

### **REVIEW OF LITERATURE**

A number of descriptive studies on this topic have been conducted by researchers, various institutions and agencies. An attempt is made to review the available literature on the subject under study.

Şahin and Atik (2013) noticed attributes like physical attractiveness, expertise, life style; creditworthiness etc. of a celebrity plays a fundamental role in celebrity advertisements. It attracts more on young consumers. In addition they

also found that the perception of young people is affected by specific personality traits such as self confidence, optimism and determination. The ideology of a celebrity was another factor which influences the consumers.

**Apejaye (2013)** assessed the influence on celebrity endorsement on student's purchase intention and found that celebrities life style and social acceptance before using celebrity for endorsement. The focal point of the study was to add interesting slogan, good graphics and music along with celebrity. The marketer needs also to consider the similarity between an endorser and product. The study suggested that it should not overshadow the product or brand endorsed and celebrity endorsed advertisement significantly enhance the popularity and credibility of the product.

**Ahmed et al. (2014)** made an attempt to assess the role of celebrity endorsement up on consumer's vanity. The study was based on survey method. The data was collected from 119 respondents. The result showed that the celebrity advertisement influences the vanity products in a positive manner. The endorser's expertise and trustworthiness up on the vanity level of consumers. The study also pointed that the markets using celebrities to booster the sale of vanity and related products.

**Rizwan et al. (2015)** noticed that the appearance of a celebrity in an advertisement plays a positive attitude towards the advertisement and brand. Celebrity endorsement is highly influencing than non celebrity endorsement and an endorser celebrity has the capability of delivering deeper meaning and power on the product. A non celebrity endorser cannot compete with celebrity endorser in the process of endorsement. It is worthwhile to adopt celebrities as spokesperson for products or services.

## DISCUSSION

Fame is a changeable and passing companion and can drain the famous at the least frustration. Celebrities too, being human, make mistakes. But their mistakes get as much attention. The following are the serious short comings of the celebrity endorsement.

- There is a possibility of defeating brand by celebrity due to the over pleasant appearance of an endorser. The consumers may notice only celebrity's appearances and not the brand or product.
- Majority of the consumers may not believe on celebrity endorsement and they think that it increases the price of the product.
- When a particular celebrity works with several products, the credibility of a celebrity may suffer. People may feel that the celebrity will endorse anything to get money. It may negatively affect the recall value of the customer.
- A celebrity is endorsing a particular brand and he himself is using another brand. It creates wrong impression about the celebrity and the brand. So the celebrity must be a brand user.
- Companies have to spend huge amount for celebrity endorsement. Hence it is very expensive. Any claim with respect to an endorser is dangerous to the brands and it may not generate expected results.

Using social media influencers to promote the brands and used social media influence inside their marketing plan is the practice of building relationships with public who can help to expose the brands by using the social media influencer. This social media influencer can reach the audience in small or large numbers through their blogs and social networks. Celebrity endorser via online really effective if they have this one attractive personalities and appearances. They need to look presentable to put on certain expectation inside customer mind. The decision of choosing the right celebrity endorser should be alias with the characteristic of the brand or product that they endorse.

Apart from that, to approach the celebrities is not easy. There are few protocols need to be done and much explanation to justify on the decision to access their social media for this research purpose. Apparently, a good reputation with a strong public relation skill with celebrities is very important to able for the researcher to access celebrities' social media for the purpose of this research.

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