

Economical Benefit of Celebrity Endorsed Advertisement

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Abstract:

Background: In a market economy buyers' willingness dictates the materialization of sales. The buyers' satisfaction or dissatisfaction reflects the customer retention capability of the business organization. Several studies have focused on an advertisement that enables marketers to control their target customers to a significant extent and in the word of Ogilvy every advertisement must be considered a contribution to the brand image. Several studies established that the liking of advertisement is closely related to buying a brand being advertised. Basically the first impression of a commercial is vital. Or in other words likeability functions as a "gatekeeper" for further information processing. Well-liked advertisements can create positive arousal and activation and improve the recall of the advertised brand.

Studies acclaimed that to make their dreams fulfilled, people work harder and harder and earn more and more to spend more and more. It's a magic mirror. It lets the consumers see their own image in the mirror. In an ordinary mirror one see himself or herself as what he or she is. But unlike in an ordinary mirror, in the magic mirror of advertisement, the consumers see themselves as 'what they want to be' not as 'what they are'. I.e. advertising focuses on one's expected self-concept.

In this backdrop the present study tried to review the power of celebrities' word-of-mouth in advertisements of the cosmetic products.

Key Word: Advertisements; Celebrity; Recall Value; Communication; Spokeperson..

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I. Introduction

Franklin Delano Roosevelt, the 32nd president of the United States once mentioned that advertisement brings to the most significant number of people actual knowledge concerning useful things and thus it is a form of education and thus enables the progress of civilization. Advertisement is the non-personal, paid form of communication about products by identified sponsors through various media such as daily newspapers, magazines, technical journals, hoardings, television, video, radio, etc.

Among all the media of advertisements, television is the most important in the Indian context. In India television covers almost 82.5% of the Indian population. It is the latest and fast-growing medium of advertisement. It makes its appeal through both eyes and ears. Most companies nowadays use television to advertise their product because it has been found that it is the common attitude of the consumers that they don't have any time and passion for reading about the features and benefits of the products that the companies have launched. So, the big companies opt for television. Through this media, they can easily reach consumers. And nowadays one trend can be observed that most companies, especially FMCG companies are running behind celebrities to promote their products. They are choosing celebrities from different fields like music, film, TV, sports, etc. The use of celebrities as a spokesperson for companies continues to be a popular method of advertising. They believe that message delivered by well-known personalities achieves a high degree of attention. The recall value of celebrity-endorsed advertisements is comparatively higher. Using a celebrity is one of the most successful ways of gaining the consumer's attention and getting him or her to infer the right message in a limited amount of space and time. Celebrity endorsement is indeed become an omnipresent characteristic of modern marketing. A recent survey report says that the use of celebrity endorsers in the United States has increased from 15% to 25% between 1979 and 1997. Now the question is why celebrities are used as a spokesperson of companies and why consumers are attracted by an advertisement that is endorsed by the celebrities. The only reason is that the consumers blindly believe the celebrities' words-of-mouth; they believe that whatever they say is true. As a result, a positive picture of the product is drawn in the mind of the consumers and they buy the products based on the words of the celebrities without any further thoughts.

II. Review of Literature

Advertising has a long history, from oral to print to the current electronic media. Companies used various objects in their advertisement, from cartoons to animals in order to get the message across. The use of human models has been advocated as it could provoke attitudinal and emotional reactions (Kananga & Pang, 1973). According to Friedman and Friedman (1979), a “celebrity endorser is an individual who is known by the Public for his or her achievement in areas other than that of the product class endorser. The study of Friedman et al. (1976) concludes that it is perhaps useful for a promoter to use an endorser for his product, rather than employ a comparable advertisement without an endorsement.

Furthermore, the paper indicates that the endorser, no matter what type, affected somewhat higher taste expectations, intent to purchase, and believability than the control advertisement which was not endorsed. Friedman and Friedman (1979) found that advertisements using a celebrity spokesperson led to higher ratings of the ad, good attitude towards the products, and purchase intention of products involving image or taste and leading to better ad and brand name recall regardless of the product. Endorsers increase awareness of a company’s advertising create positive feelings towards brands and are perceived by consumers as more entertaining.

O’ Mahony & Meenaghan (1997) says that Marketing has sought to use the varied meaning personified by celebrities to assist in the achievement of certain advertising objectives. The celebrity endorser remains a favorite among advertising agencies (Kamins, 1990). Celebrities ostensibly have the ability to hold viewers’ attention and penetrate the clutter of the multitude of advertising spots that compete for audience attention.

Atkin and Block (1983); Petty et al. (1983) and Ohanian (1991) suggested that celebrity-endorsed advertisements generate more positive attitudes towards advertising and greater purchase intention than a non-celebrity endorser. McCracken (1989) argues that celebrities are different from the anonymous person because stars deliver the meaning of extra subtlety, depth & power. He also said that celebrities offer a range of personality and lifestyle meanings that the anonymous person cannot provide. The writer refers to the meaning that the celebrity endorser could give to the product that was generated in the distant movie, music performance, or athletic achievements. Even the most heavily stereotyped celebrity represents not a single meaning, but an interconnected set of meanings. The result generally indicates that a celebrity is more effective than a non-celebrity. However, the effectiveness of the celebrity endorser depends partly upon the meanings he or she brings to the endorsement process. Kaikati (1987); Erdogan (1999) believe that celebrities with worldwide popularity can help companies break through many such roadblocks like time, space, language, relationships, power, risk, masculinity, femininity, and many others (Mooij 1994; Hofstede 1984).

The researchers suggest that the type of endorser may interact with the type of product endorsed and found that celebrity endorsers are more appropriate where products involve high social and psychological risk (Atkin and Block 1983; Friedman and Friedman 1979; Kamins 1989; Kamins et al. (1989). Packard (1991) believes that a celebrity endorsement strategy effectively sells products and services as status symbols since celebrities are individuals of indisputably high status. According to Woodside and Taylor (1978), consumers use to relate higher quality products with more heavily advertised products. Purchasing intentions are also associated with higher quality nationally advertised products. They found that advertising may influence the perception of quality in consumer’s minds, which in turn may affect their purchase behavior (Woodside & Taylor, 1978) Cooper (1984) indicates that the key to using a celebrity in an advertisement is to ensure that the celebrity is well-known enough to get attention, but also will not upstage the product, the product, and not the personality has to be the star.

Callcoat and Phillips (1996) cited that consumers are generally influenced by spokesperson if products are inexpensive, low involvement, and few differences are perceived among available brands. Walker et al. (1992) conclude that consistency between the endorser’s image and the desired product image may be more crucial for a technical, complex, and information-dependent product than for a non-technical, simple, and commodity-type product. In 1987, Kaikati reveals that celebrity spokespersons help advertisers stand out from the crowd and get attention. Celebrities also help the marketer reposition an existing brand or design or introduce a new brand.

The use of the celebrity endorser has also been found to generate a positive impact on the economic return of the firm (Agarwal and Kamakura 1995; Mathur et al. 1997). Till and Busler (1998) showed that an endorser’s expertise is more important than physical attractiveness in affecting attitude toward and endorsed brand. Researchers have identified three components as making up the credibility construct.

III. Objectives of the Study

In the light of the review of literature the main objectives of the present study are as follows:

- (1) To find out the effects of celebrity endorsed advertisement in TV on consumer behavior.
- (2) To find out the reasons why now a day's cosmetic product companies are so inclined to the celebrity endorsement.
- (3) To find out how the cosmetic product companies are benefited by using the celebrities as a sales promotion tools in advertising media.

IV. Research Methodology

To gain rich understanding of the effect of celebrity endorsement in advertisement of various cosmetic products in television, exploratory research designed path has been chosen. Primary data have been collected from market survey, taking the face to face interviews of consumer and customers, filling up the questionnaires, asking some question to the customers and consumers. I have taken 100 respondents from Nadia District of the State of West Bengal in India as a sample for gathering the primary data. The secondary data have been collected from websites, internets, newspapers, journals etc. Primary Data had been collected with the help of structured questionnaire containing some close ended questions. Close ended questions consists of multiple choice questions which give more than two options. These questions tend to reduce the interviewer bias caused by varying level of responses.

V. Findings and Analysis

Table no 1: Snapshot of Demography of the respondents

Age wise distribution of respondents		Educational Qualification of Respondents		Occupation of the Respondents	
Age Boundaries	Frequency	Educational Qualification	Frequency	Occupation	Frequency
10-20	6	Illiterate	6	House wife	42
20-30	38	Primary	2	Student	28
30-40	26	Class VIII	10	Working women	30
40-50	16	Madhyamik	16		
50-60	14	H.S.	10		
		Graduation	36		
		P.G.	20		
Total	100	Total	100	Total	100

All the respondents watch the advertisement in TV media and the details of the average time spent on viewing TV program are shown in table 2.

Table no 2: Hours of watching TV Program

Hours	No. of Respondents
0-2 hrs	10
2-4 hrs	34
4-6 hrs	16
6-8 hrs	10
8-10 hrs	14
10-12 hrs	10
12-14 hrs	6
Total	100

Table no 3: Likings of advertisement in between TV Program

Feeling of the Customers	No. of Respondents
Best	0
Better	0
Good	100
Bad	0
Worst	0

It was evident that all the 100 respondents feel good by watching the advertisements in between TV programme and all the 100 respondents watch the advertisement of cosmetic product in between TV program.

Table no 4: Reasons behind liking of Celebrity Endorsed Advertisement of Cosmetic products in between TV program

Reasons	No. of Respondents
Personality	100
Famousness	100
Trustworthiness	100
Biasness	100
Truthiness of their words	100

Table no 5: View point of the respondents that Statement of celebrity about the cosmetic products in advertising is true.

YES	100
NO	0

From the above tables it can be said that all the 100 respondents watch the advertisement of cosmetic products in between TV program due to personality, famousness of all celebrities who are endorsing the cosmetic items. They trust on the celebrities & also they do bias on the celebrities. They also think that whatever the celebrities say about the cosmetic products in the advertisement, these are all true, and they thought that due to their personal reputation, the celebrities would not provide any wrong information to the customer about the products in the TV media. For that reason all the respondents watch the advertisement of the cosmetic in the TV program. It was also evident that all the 100 respondents support that whatever the celebrities say about the cosmetic products in the advertising media, these are all true. They thought that all the celebrities provide positive information about the cosmetic product in the advertising of the TV program. It was also evident that all the 100 respondents who watch the advertisement of the cosmetic products in the TV program, buy the cosmetic product that are endorse by the celebrities due to the trustworthiness, personality, truthiness of their words, popularity and believability.

Table no 6: Reasons behind purchase of celebrity endorsed cosmetic products

Reasons	No. Of Respondents
Role Models	100
Belongs to higher social strata	100
Good Products	100
Branded products	100
Want to become like a celebrities	78
Truthiness	100
Trustworthiness	100

From the above Table it can be said that all the 100 respondents buys the cosmetic products endorse by the celebrities because they thought that celebrities are role model. Secondly, as the celebrities belong to the higher social strata, so they seem that they could also belong to the higher social class, if they use the products which are endorsed by the celebrities. Thirdly, people believe that the products which are endorsed by the celebrities are good in quality. Fourthly, all the cosmetic products are branded and valuable that is endorsed by the celebrities. Fifthly, customer buys the cosmetic products because they thought in that whatever they say about the cosmetic products in the advertisement in between TV program are true. They thought that celebrities always give positive information to the customer. Sixthly, Customer buys the cosmetic products because, they want to become like the celebrities, out of 100 respondents, 78 respondents thought that celebrities are beautiful because they are the cosmetics products which are seen in the advertisement, so if they use the cosmetics products which are endorsed by the celebrities, they would become beautiful like the celebrities. Last but not least, customer buys that the cosmetic products which are endorsed by the celebrities because of the trustworthiness, customers do trust on the celebrity's word of mouth. All the 100 respondents agree that cosmetic companies are benefited or earning profit by the endorsement of the celebrities using as a promotional tools.

On the above discussion, we can understand that all the 100 respondents or customers watch the advertisements of the cosmetic products in the TV Program which are endorsed by the celebrities because the customers think that celebrities are role model, they belong to the higher social class, they are famous, having good personality. Even the customers trust on them more, they are much bias on the celebrities, they seem that whatever the celebrities says in the advertisement are true and positive because cosmetic companies earning more profit even they are also benefited by the endorsement of the celebrities using as a promotional tools for selling their products. Customers buy the cosmetic products on the basis of the words of mouth of the celebrities. Customers also buys the cosmetic products which are endorsed by the celebrities because, they think that the products which are endorsed by the celebrities are good, branded and valuable, they also seem that they become like celebrities by using the cosmetic products which are endorsed.

The study also says that most of the customers watch the TV program at night and afternoon, less no. numbers of customer watch the TV program at day only because most of them are all the Housewives and working women, students are too less. They don't have any sufficient time to watch the TV program. It is also said that most of the customers watch the TV programmes in 2 to 4 hours because they are all engage in the job, study and daily works life of their family, most of the students and working women respondents said that they watch TV program for 2 to 4 hours, but some housewives says that they watch the TV program for 4 to 14 hours. The study also has been conducted between the age group of 10 to 60 years and most of the respondents belong to the age group of 20 to 40 years. Most of the housewives and working women belongs to this age group.

The study also says that most of the respondent's family's per capita income is between Rs. 5,000 to Rs. 10,000, it indicates that most of them belong to the middle class family. Some of them are poor and rich. They are all fell good by watching the advertisement in between TV Program.

VI. Discussion

Advertisement is an indisciplin part of the product promotion, since it is one of the promotional tools, advertisement serves as a major tool in creating product awareness and perusals the potential consumers to take eventual purchase discussion. The major element of advertisement strategy is media selection for advertisement. These are different type vehicles such as TV, radio, newspaper etc that are mentioned earlier. Among these, TV is the popular media vehicles now-a-days. The cosmetic companies reach to the mind of the customers with their products through TV. And their main target audience are housewives, working women and students (female) without proper advertisement of the product, it is quite sure that they would not earn profit or unable to increase their sales turn over.

Now the question is that why the cosmetics companies use the celebrities for advertise their products as a promotional tools and why the consumers are attracted by the celebrities and buy the product? As an answered can be said that celebrities are role model, they have a certain image in the society. The people of the society like them most obey their words, trust on them or more or less we can say that the celebrities are the pillar of the society. People think that celebrities are very effectively use the branded products, whatever they provide information about the cosmetics products are positive and true, if they provide any negative information about the products, it will very much harmful for the career of the celebrities. A negative perception towards the celebrity will be created by the audience. Another reason is that if any new product is launched in the market, it must have the guarantee of its purity, valuable and branded. So, the companies use the celebrities as a major guarantor of their products, on the basis of that the customers buy the product much. Another reason is that celebrities are easily attracted by the consumer, so the customer buys the cosmetic products blindly without further thinking. The study also depict that the main customers of the cosmetic products endorsed by the celebrities are belong to the middle class family. As the whole study in conducted on the female section of the society and found that most of them belong to the middle class family. Even most of their age group is between 20 years to 40 years and as per the human psychology, within this age group women are very much cautious about their health and beauty. They invest more money to maintain their health, skin, etc good so that they can make an attractive image in the society.

In the present scenario, TV media is a very good way to reach to every customer. "The female persons watch the TV program more as compare to male persons" a survey report says that, so far female section of the society is the main target audience of the cosmetic companies. Their main motive is to attract the female customer of the society. As per the report of the Rajya Sabha unstarred Question No.:1438 dated 3.12.2001, in the year 2000, Estimated Advertisement spend in TV was Rs. 3931 Crore (40%), in the year, 2003 it was 7673 crore (43.4%) and in 2005, it stood Rs. 11240 crore (44.1%) which is higher than the estimated advertisement spend in other Advertising media (Radio, Newspaper etc). From that report it can be more popular gradually as compare to the others for advertising of the products.

VII. Conclusion

The new millennium emerged with revolutionary advances in technology, which led to the dynamic growth in the use of TV and media which are for entertainment. Growth of this form of mass communication will increase the potential for advertisement. So cosmetic companies choose the TV media for advertise their product and it is a very influential media for spread out the product information within the customer for a very short period of time. This cosmetic sector has been increasing day by day. In coming years also the cosmetic sector will be grown up for increasing the awareness towards beautification, health of the people and hopefully this celebrity endorsement in advertising media will help the cosmetic companies lot to increase the sales turnover and profitability.

VIII. Suggestions & Recommendations

From the above study, some suggestion has to be given which are as follows:

1. Cosmetic companies should select the suitable celebrities for promoting their products.
2. Companies should provide positive information about the products so that customers are interested to buy the products.
3. The cosmetic companies should design the advertisement of their product in this way so that they give maximum product information & hedonic pleasure to the consumer.

4. The cosmetic companies should not give emphasis on the TV media only to advertise their products, they have to advertise their product in other Medias such as radio, and newspaper etc. as a result they can reach to the large number of customers & their sales turnover will high.
5. The cosmetic companies should avoid the controversial celebrities for advertise their products, otherwise it will fall negative impact in their marketing strategy, profitability & sales turnover.
6. They should take proper marketing strategy for full filling the needs and requirements of the customers.
7. Since the cosmetics products are one the health care products, hence it has to be good in quality and branded.

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