
CELEBRITY ENDORSEMENTS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy which uses a celebrity's fame or social status to promote a product, brand, or service, or to raise awareness about an issue. Marketers use celebrity endorsers in hopes that the positive image of the celebrity endorser will be passed on to the product's or brand's image.

Moreover, celebrity endorsements create a positive impact on consumers' minds and influence them to make purchasing decisions. Today, celebrity endorsement industry is a billion dollars industry in the world. This research is focused on the impact of celebrity endorsement of the consumer buying behaviour. Whole research is based on primary data, the data of 100 respondents is collected through the process of questionnaire and analysed with the help of figures. This research is conducted to comprehend the impact of celebrity on the buying behaviour of people. This study explores the degree of impact the celebrities have on people while buying any product or services. The data collected through the process of questionnaire proves that there is a significant impact of celebrity endorsement on the buying behaviour. This research also proves that people are more likely to purchase product or service if they see a celebrity endorsing it.

Keywords: celebrity, celebrity endorsement, consumer buying behaviour, brand image, advertising, social media.

1. INTRODUCTION

Advertisement

Businesses have things to sell. To survive and thrive, they need to find customers who want to buy those things. An advertisement, otherwise known as an advert or ad, is generally considered a public communication that promotes a product, service, brand, or event. To some the definition can be even broader than that, extending to any paid communication designed to inform or influence. Advertisements are important for businesses because they are the most direct and proven way to reach potential customers.

Celebrities

A celebrity is a person who is well known and gets lots of public attention, or attention from other people. A person whom the public knows such as a person in government might be well known but not a celebrity unless something else makes them interesting to other people. Usually, a person becomes a celebrity from entertainment such as someone who is in movies, someone who sings or raps songs, or someone who plays a sport. For ex. Michael Jordan's endorsement of Nike's Jordan shoes played a pivotal role in the brand's success by associating it with one of the greatest basketball players in history. Jordan's charisma and on-court success created a powerful image, making the shoes highly desirable. This collaboration helped establish the Air Jordan line, creating a strong and iconic brand identity for Nike that transcended sports. The success of Jordan shoes significantly contributed to Nike's overall market presence and financial success, showcasing the impact of strategic athlete endorsements in the world of sports marketing.

Brand

In today's world, there are thousands of products and services, spanning over hundreds of niches, a brand stands out from the clutter and attracts attention. A brand differentiates product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. Branding is the process of creating and disseminating the brand name, its qualities and personality. Branding could be applied to the entire corporate identity as well as to individual products and services or concepts.

Buying behaviour

Consumer buying behaviour refers to the process individuals go through when deciding to purchase a product or service. It involves recognizing a need or want, gathering information, evaluating options, making a choice, and finally, making the purchase. Factors like personal preferences, social influences, and economic considerations play a role in shaping these decisions.

Buyer behaviour refers to the decision and acts people undertake to buy products or services for individual or group use. It's synonymous with the term "consumer buying behaviour," which often applies to individual customers in contrast to businesses.

2. LITERATURE REVIEW

Celebrity endorsement has a substantial impact on consumer buying behaviour, transcending product categories and markets. The symbiotic relationship between celebrities and brands has become a pervasive marketing strategy, capitalizing on the aspirational and emotional connections consumers forge with their favourite stars. In this exploration, we delve into the multifaceted impact of celebrity endorsement on consumer purchasing decisions.

Celebrity endorsement can enhance brand visibility, credibility, and trust.

By associating with well known personalities, companies often tap into the celebrity's fan base, reaching a broader audience. Additionally, endorsements can create positive brand perceptions, influence consumer behaviour, and contribute to increased sales and market share.

A celebrity endorsement has been used for decades as a marketing tool to promote brands or products, and in turn have become a large part of modern marketing (McCracken 1989).

Especially, advertising through online social networks using celebrity endorsers to promote products has become a key practice in marketing strategy and a more powerful method than any other mass media (Li et al. 2012).

Previous research suggests that as many as 25% of all television commercials and 10% of advertising budgets involve celebrity endorsements (Erdogan et al. 2001).

Previous research shows that there is a direct relationship between the use of celebrities in advertisements and improvement in company profits. Thus, marketers use celebrity endorsements to make advertisements believable and to enhance consumer recognition of the brand name (McCracken 1989).

The use of celebrities can help companies create their unique position in the marketplace and help influence a positive brand image and consumer buying intention (Ranjbarian et al. 2010). Thus, this leads to positive attitude toward the brand and an identifiable personality for a particular brand (Till and Busler 2000; Thomson 2006).

Objectives

- To determine the impacts of celebrity endorsement on consumer buying behaviour.
- To analyse the degree of influence on people by celebrity endorsements.
- To study the importance of credibility and likeability of celebrity on consumers' attitude.
- Does gender have any influence on the perception of brand/product.
- Does the timing to hire a celebrity to endorse a product also play a role?

Data Analysis and Data Interpretation

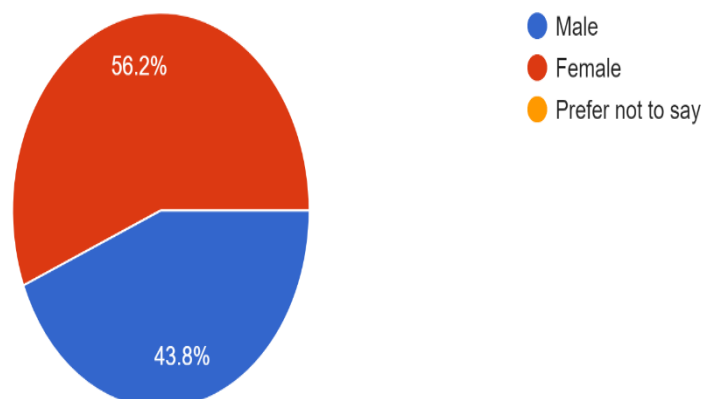
To study the impact of celebrity endorsements on Consumer buying behaviour, a questionnaire in the form of Google Form was send to the respected respondents. The data collected through this process is used to interpret the findings.

And the findings are as follows –

2.1 Gender – The following distribution shows the gender distribution of the respondents.

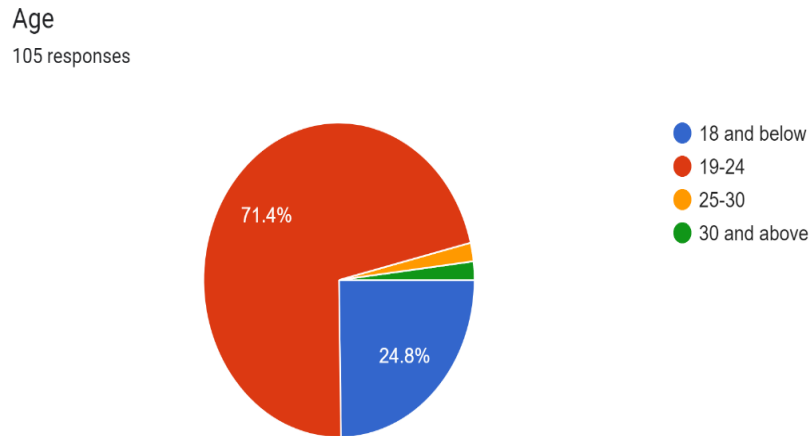
Gender

105 responses



Here, out of total respondents 59 (56.2%) were females and 46 (43.8%) were males. The collected data covers the different age groups, preferences, and gender, providing a comprehensive overview of participant characteristics.

2.2 Age Distribution - The following distribution shows the age distribution of the respondents.

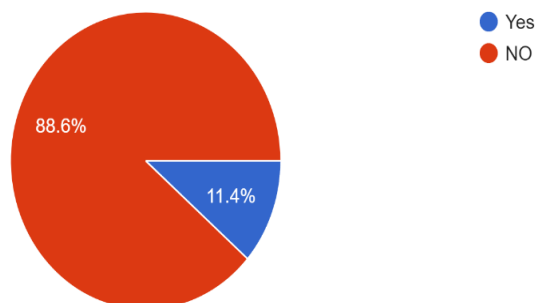


Here, majority of the respondents lie in the age group of 19-24. Followed by the age group of 18 and below. Most of the respondents were college students, hence the survey is dominated by the respondents of the age group of 19-24. Four age groups were considered for the survey.

2.3 – Do celebrities use the products they endorse.

Here, as we can see in the fig. 1.3 that 88.6% of respondents believe that celebrities don't use the products they endorse, rest 11.4% of the respondents believe celebrities use the products they endorse.

Do you believe that celebrities genuinely use the products they endorse?
105 responses

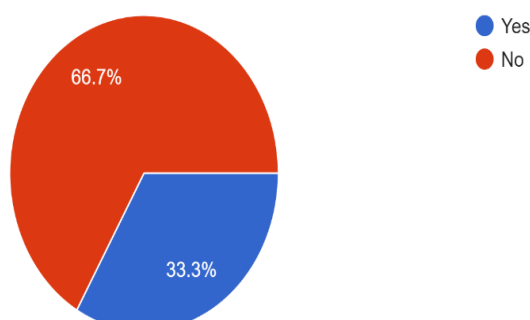


It put lights to the issue of hypocritical nature of the celebrities, they usually endorse the product for the money and don't care about what kind of product it is, whether is it safe or not, the ingredients use in it, etc.

2.4 – Do people follow brand on social media because of celebrities?

According to the figure 1.4, one-third of the respondents followed a brand on social media like Facebook, Instagram, etc just because a celebrity endorsed it.

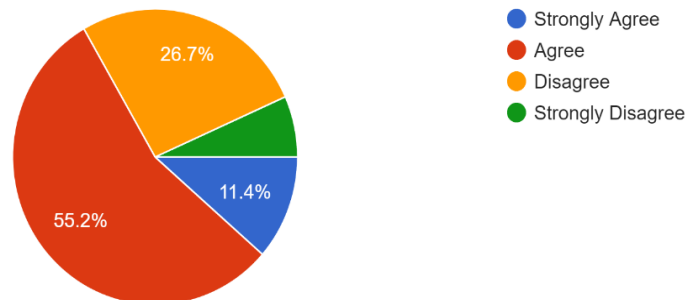
Have you ever followed a brand on social media because a celebrity endorsed it?
105 responses



1.5 – when a celebrity endorses a brand, it makes me more likely to buy it.

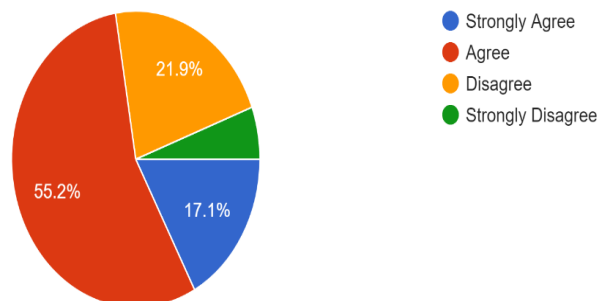
Here, 66.6% of the respondents believe that when a celebrity endorses a brand, it makes them more likely to buy it, 11.4% of respondents strongly agree whereas, 55.2% of respondents agree with the statement, it means celebrity holds the power to influence the purchasing decisions of the people. However, 33.4% of the respondents believe that celebrity have no influence in their purchasing decisions.

I feel that when a celebrity endorses a brand, it makes me more likely to buy it.
105 responses



When a celebrity endorses a product, it creates a positive association in consumer's minds, as they may admire or identify with the celebrity. This association can influence their decision.

I believe that a celebrity holds the potential to impact my brand preferences.
105 responses

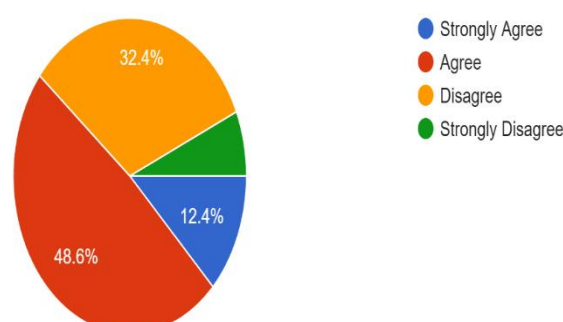


1.6 – Celebrity holds the potential to impact my brand preferences.

Here, according to the figure 1.6, 17.1% of the total respondents strongly agree that the celebrity impact their brand preferences. And 55.2% of respondents agrees to the statement. Rest 27.7% of respondents disagrees that celebrities have any impact on brand preferences.

Celebrities bring credibility to a brand. Their endorsements implies that they believe in the product, and consumers may trust the brand more because of this association.

"I believe that a celebrity has the capacity to influence a shift in my brand preferences."
105 responses

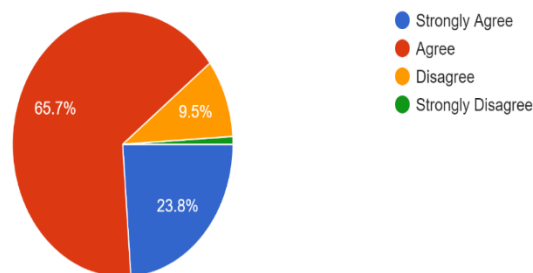


1.7 – Celebrity has the capacity to influence a shift in my brand preferences.

According to the figure 1.7, 61% (12.4+48.6) respondents believe that celebrities have the capacity to shift their brand preferences.

Celebrities have a substantial impact on consumer behaviour, influencing purchasing decisions across various products. Fans may be inspired to buy the endorsed product, driven by the desire to emulate their favourite celebrity's lifestyle or choices.

I feel current success in a celebrity's career plays a major role in influencing one's perception of them.
105 responses

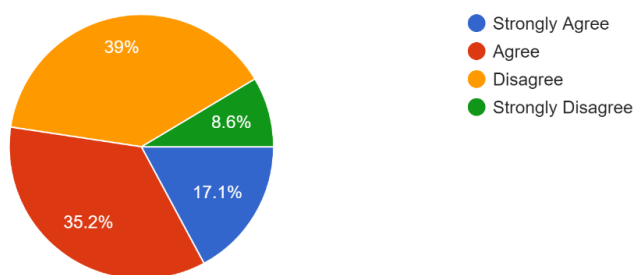


1.8 – Current success of celebrity plays a major role in influencing one's perception of them.

According to the fig. 1.8, 23.8 % respondents strongly agree and 65.7% of them agree that a celebrity's current success plays a role in their level of influence on consumers.

Moreover, current success of a celebrity contributes to a positive public image, and enhance their perceived competence and talent.

I feel the gender of a celebrity endorser plays an important role in influencing my buying decision.
105 responses



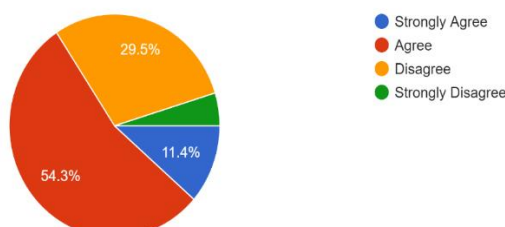
1.9- Gender of a celebrity endorser plays an important role in influencing the buying decision

According to the figure 1.9, 17.1% of the respondents strongly agrees and 35.2% agrees that gender plays an important role in influencing buying decisions.

However, 47.6 % of the respondents believes that gender has no effect on buying decisions of the customers.

An example of gender influencing buying decisions could be in beauty and skincare industry. Some individuals may be influenced by societal expectations or beauty standards associated with their gender.

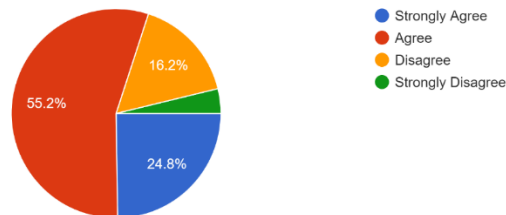
The credibility of the celebrity impact your trust in the endorsed product?
105 responses



1.10 - The credibility of the celebrity impacts your trust in the endorsed product.

Here, more than 65% of the subjects believe that credibility of the celebrity has an utmost importance in their buying decisions. The credibility of celebrity endorsements is crucial in establishing a positive and influential connection between the celebrity endorser, the product, and the consumer. Marketers must carefully select celebrities whose credibility aligns with the brand's values and the target audience's preferences to maximize the impact of the endorsement.

Social media plays a role in amplifying the impact of celebrity endorsement on your buying behaviour?
105 responses



1.11 – Social media plays an important role in amplifying the impact of celebrity on your buying behaviour.

Here, 24.8% of the subjects strongly agree and 55.2% of the respondents agree that social media do play a role in amplifying the impact of celebrity on your buying behaviour. Social media plays a significant role in amplifying the impact of celebrity endorsements. The integration of social media platforms into marketing strategies has transformed the landscape of celebrity endorsements, providing new avenues for engagement and interaction. Social media provides a global platform for celebrities to reach a vast audience instantaneously. When a celebrity endorses a product on platforms like Instagram, Twitter, or Facebook, the message can quickly reach millions of followers, amplifying the visibility and exposure of the endorsed brand.

3. CONCLUSION

Celebrity endorsements can have a significant impact on consumer buying behaviour. The influence stems from the association between a well-known figure (the celebrity endorser) and a product or brand. Celebrities often have established credibility and trust with their fan base. When a celebrity endorses a product, consumers may transfer their trust in the celebrity to the endorsed product. This credibility can positively influence consumer perceptions of the product's quality and reliability. Celebrity endorsements can enhance brand recall and recognition. Consumers are more likely to remember and recognize a product if it is associated with a familiar face. In a crowded market, celebrity endorsements can provide a competitive advantage. A well-known face associated with a product can set it apart from competitors and increase its appeal to consumers. Respondents clearly stated that they are more likely to purchase those products which are endorsed by the celebrities. In summary, when celebrities endorse products, it has a big impact on how people decide what to buy. This influence goes beyond just promoting the product – it affects how much we trust a brand and how we feel about it emotionally. However, not everyone is influenced in the same way, and it depends on the type of product. To use celebrity endorsements effectively, marketers need to understand these differences. As the world of advertising keeps changing, it's important for future studies and marketing strategies to focus on how to make these endorsements feel genuine and connect with all kinds of consumers.

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