

## **Pros and Cons of Celebrity Advertising in Republic of India**

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**Abstract :** Advertising is any paid kind of non-personal presentation of ideas, product associated services by a known sponsor (Kotler). it's one in every of the strongest tools within the hands of marketers by means of that they use to speak their product, services policies and varied schemes to their shoppers. Within the recent years, particularly once, liberalization and arrival of transnational firms in Asian country, the utilization of celebrities because the complete ambassador and endorser of assorted brands has magnified vastly. A "Celebrity" refers to associate „individual World Health Organization is thought to the general public, like actors, sport figures, entertainers" et al. of form for his or her accomplishment in areas apart from that of the merchandise category supported (Friedman and Friedman 1979). Celebrities attract the buyer attention towards the packaging and additionally stimulate complete recall. They assist the brands to become recognizable. this paper tries to research varied aspects of celebrity packaging, its quality and connection within the current time once shoppers are bombarded with thousands of advertisements each day. The study additionally tries to seek out factors to be thought-about by the marketers whereas choosing a celeb for his or her brand.

**Keywords:** Advertisement, celebrity, brand

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### **I. INTRODUCTION**

Celebrity advertising is one among the foremost widespread tools of promotion of products and services. In today's ever-increasing competition celebrity endorsement has become the foremost communication strategy of marketers by that they use to speak their complete across the world. Marketers pay huge amounts of cash annually on celebrity endorsement contracts supported the assumption that celebrities are effective spokespeople for his or her product or brands (Katyal, 2007). Use of celebrities in publicity has redoubled drastically within the last few decades. it's become a billion dollar business in today's era. (Katyal, 2007). within the gift era of throat-cut competition, marketers ar exploitation all potential ways in which to achieve their customers like tv, medium, social media etc. and as a result customers are bombarded with range of advertisements. it's a giant challenge before of marketers to urge attention of customers. in order that they would like one thing in their publicity which may attract customers and may hold them to observe the publicity and celebrities ar found to be best choice during this regard. owing to having sizable amount of fan following and well placeable face they're able to hold the customers and may encourage them to observe the publicity and may persuade them to shop for the merchandise. varied firms are language deals with celebrities within the hope that by exploitation celebrities they will accomplish a novel and relevant position within the minds of the customers. (Temperley & Tangen, 2006). these days in Asian country most varieties of product from FMCG to Electronic product and from Automobile to Banking and Insurance services, celebrities are accustomed supported the brand. movie industry actor and actresses and sport-persons particularly cricketers are the primary alternative of marketers for his or her complete. Amitabh Bachhan, Shahrukh Khan, Amir Khan, Priyanka Chopra, Katrina Kaif, Karina Kapoor, Aishwarya Roy Bachhan, Sachin Tendulkar, Mahendra Singh Dhoni Ranbeer Kapoor are getting used not by one company however by several firms to endorse their brand. These celebrities are endorsing multiple brands and ar paid vast quantity of cash for constant. CEOs/MDs of the corporate might endorse their own product.

### **II. OBJECTIVE AND NEED OF THE STUDY**

In today's competitive world celebrity advertising has become a omnipresent feature of promoting strategy and a necessity in addition. The target of the paper is to spot connected benefits and downsides of victimization celebrities in advert campaign and conjointly to spot the factors that area unit needed to be thought-about before choosing a celeb to endorse a selected product. The analysis paper can facilitate the selling managers to know varied aspects and problems connected with celebrity advertising and it'll conjointly offer parameters to be thought-about before choosing celebrity for advert campaign.

### III. LITERATURE REVIEW

Using spokespersons to deliver the advertising message has become quite common lately. Corporations use varied endorser in their advert and celebrity endorser is incredibly fashionable sort spokesperson (Tom et al. 1992). Celebrity endorsement advertising has been recognized as a “ubiquitous feature of recent day marketing” (McCracken 1989; author 2008). Moreover, celebrity endorsement activity has been increasing over the past years (Biswas et al 2009). The most goal of victimization celebrities in advertising is to get content and a focus to the complete (Biswas, Hussain & O'Donnell 2009) in addition as influence client perceptions of the complete stemming from their information of the celebrity (Keller 2008). This needs that the celebrity should be notable so as to possess the required impact (Keller 2008).

### IV. CELEBRITY & THEIR EFFECTS IN ADVERTISING INDUSTRY

Various definitions are given by totally different authors regarding celebrity. In line with economist & Friedman (1979) “celebrity” refers to associate „individual World Health Organization is understood to the general public, like actors, sport figures, entertainers” et al of variety for his or her action in areas apart from that of the merchandise category supported. MacCracken (1989) illustrate that a celeb endorser may be a name World Health Organization has nice quality representing a complete within the advert. Celebrity endorsement advert has been referred to as an omnipresent feature of recent selling.

Celebrity was an individual whose name might grab public attention, arouse public interest and generate make the most of the general public (Gupta, 2009), Agrawal and Kamakura (1995). According to that concerning two hundredth of advertisers use one kind or another of celebrity endorsement in their promotional strategy.

#### 4.1 Advantages of Using Celebrity in Advertisement

Hiring celebrity to endorse a whole may be a expensive business nevertheless most of the businesses are victimization famed and expensive celebrities in their advertisements. Research has found that as compared to the opposite genre of endorsers like the corporate manager, typical shopper and also the skilled professional, far and away the celebrities are the foremost effective(Seno & Lukas, 2007).McCracken (1989) in his study found that a star offers a variety of cultural which means that is later transferred to the whole association. This successively improves the consumer's opinion of the publicized whole. Atkin and Block 1983 and Petty et. al (1983)in their study found that as compared to the non-celebrity endorsers, the celebrity endorsers created a lot of positive attitudes towards advertising and bigger purchase intentions. Celebrities have the potential of serving to the advertisements stand out from the encompassing litter, guiding towards a improved communicative ability by cutting through excess noise in an exceedingly communication process(Sherman 1985).Also one probable answer within the face of spotted company image is that the hiring of a star to revive it. Kaikati (1987) expressed 5 benefits to using celebrities to endorse products: drawing attention, crisis management, whole placement, world selling, and boosting sales. Biswas et al. 2009 found that the explanations for recalling celebrities enclosed quality, standing image, attractiveness and glamour, likeability and recall price or familiarity of the celebrities. Analysis has shown that the utilization of celebrities in advertisements will have a positive influence on the quality, message recall, memory and likeability of the advertisements and eventually on purchase intentions (Pornpitakpan, 2003; Pringle and psychologist, 2005; Roy, 2006). Pope, Voges AND Brown (2009) found that support absolutely affects an individual's perception of a brand's quality and image. Merchandise that will be of inferior quality to their competitors, or have fewer options will have the benefit of employing a position celebrity to pitch them to shoppers. Erdogan, (1999) in his study found that Celebrity Endorsement assists within the image sprucing of the company's image. Celebrity advertising isn't free from risk, not solely it's expensive however numerous factors related to celebrity are get connected with product like-any negative substance against the celebrity might damage whole image. Celebrity endorsers might currently so become a liability to the whole they endorse (Till and Shimp, 1998). It's believed that victimization celebrities will prove to be AN extra risk, unless there seems to be an awfully relation between the endorser and also the product. (Beverage business 1989, USA Today, 1995).Negative data and substance concerning the celebrity is one risk related to the utilization of celebrity endorsers. If the celebrity is powerfully related to the whole then the impact of the negative substance can overrun to the merchandise. Several corporations are badly littered with the negative substance accruing from the celebrity's misdeeds. One terribly distinguished example is Pepsi that suffered with 3 spotted celebrities - Mike Tyson, Madonna, and Michael Joe Jackson. (Katyal, 2007).One major drawback with use of celebrity is drive is that people who like better to use celebrities don't have any management over the celebrity's future behavior.(Till & Shimp, 1998).

Table 1: Advantages and Disadvantages of Celebrity in Advertising Campaign

Potential Advantages	Potential Hazards
Increased Attention	Overshadow the brand
Image polishing	Public controversy
Brand introduction	Image change and overexposure
Brand repositioning	Image change and loss of public recognition
Underpin global campaign	Expensive

#### 4.2 Potential disadvantages of Celebrity Advertising

Another terribly massive downside of celebrity advertising is Overexposure. A star use to endorse such a lot that generally it becomes troublesome to recall that celebrity has supported that specific brand. Overexposure may be a common prevalence between extremely recognized and well-liked endorsers and extremely competitive and ends up in creating the patron confused and unable to recall properly that brand the celebrity stands for. (Tripp et.al., 1994) This not solely compromises the worth of the celebrity within the eyes of the star’s fans however additionally brings to the shoppers notice verity nature of endorsements that is a lot of compensation inclined and not therefore whole or product inclined. (Cooper, 1984, Tripp et al. 1994). A general perception of shoppers regarding overexposure is that they believe that celebrities use to endorse such a lot of brands for cash solely. This has been named by Solomon et al. (2002) because the “hired gun” drawback, wherever the exponent is perceived as endorsing the merchandise just for the motive of cash. Shoppers even doubt that the celebrity seldom uses the merchandise they really endorse themselves. A review by King (1989) found that particularly among adolescents the perceived quality of celebrity endorsers has fallen drastically, with sixty fourth basic cognitive processes that celebrities appeared within the ads just for cash. Cooper (1984) suggests “the product, not the celebrity, should be the star.”

Researchers have found that use of celebrity makes the promotional material fascinating for shoppers to look at. Their presence attract the shoppers to look at the promotional material however universal concern here is that buyers can fail to note the whole being promoted as a result of they are focusing their attention on the celebrity (Erdogan, 1999). Therefore the \$64000 objective of promoting whole gets lost thanks to presence of the celebrity. Agrawal and Kamakura (1995) suggests that there are decreasing returns related to celebrities in advertising. Additionally some shoppers have termed celebrities to be a ‘puppet’ employed by corporations implying that they understand the celebrities to be lying, once endorsing sure merchandise. (Temperley & Tangen, 2006)

Celebrity lure and Celebrity quality are 2 a lot of shortcomings in victimization celebrity as endorser of the merchandise. Celebrity lure is once the task to search out substitutes becomes a lot of and tougher and therefore celebrity becomes an addiction for the selling team resulting in surfeit of celebrities. Celebrity quality refers to skepticism by the shoppers concerning the celebrities, thanks to that whole is guaranteed to be affected, particularly once there’s something negative concerning the celebrity related to the whole within the news. (Kulkarni and Gaulankar, 2005)

#### V. FINDING RIGHT FIT BETWEEN CELEBRITY AND PRODUCT/ BRAND

In deathwatch of advantages and disadvantages of application celebrity, the acute catechism is how to choose the appropriate celebrity to endorse a accurate brand/product or what ambit should be accede while authoritative a accommodation to accept a celebrity for commercial campaign. The best apropos which celebrity should be acclimated for announcement a accurate cast is not an simple task. The best depends on abounding factors including the blazon of product, cold of the attack and blazon of ambition consumer. While beheld cues and bendable advertise plan for glamour-related articles and low captivation articles such as sodas, top captivation articles such as customer durables accreditation added artifact advice (Biswas et al. 2009).

## **VI. MATCH – UP HYPOTHESIS**

The accent of fit amid advocate and artefact is accepted as “match-up hypothesis” (Till & Busler 1998). The antecedent suggests that there should be a fit amid the artefact and the celebrity who is acknowledging the product. There should be accordance amid the celebrity and the artefact in agreement of characteristics such as image, ability (Till and Busler, 1998, 2000) or affability (Baker and Churchill, 1977; Kahle and Homer, 1985). This affiliation leads to greater believability and accepting by the consumers. The angle of the celebrity needs to be about that of the artefact for accretion believability and architecture credibility, thus, acceptance the match-up antecedent (Biswas et al. 2009).

Attractiveness and ability are two a lot of acute factors to be advised afore selecting a celebrity for endorsement. The celebrity-product bout archetypal states that adorable endorsers are added able if announcement articles (Kamins, 1990) and that an adorable celebrity helps allure the absorption of the customer appear the advertisement and the cast advertised. Kahle and Homer (1985) begin that in the case of affability accompanying articles the use of physically adorable celebrities added bulletin recall; artefact attributes, and acquirement intention. Ability is addition actual acute constant to baddest a celebrity. A celebrity who has acceptable ability in the acreage of the artefact acquaint may actualize added favourable attitude because consumers can assurance their ability to adjudicator the product. Till and Busler (1998, 2000) accept advised affability against ability as a match-up agency and begin that celebrity’s ability in an breadth was added able than affability if announcement a artefact or account distinctively in case of top captivation artefact acquirement such as automobile. Kelman (1961) suggests that the acumen abaft the success of celebrity endorsement is two amusing processes – identification and internalization. Identification agency consumers responds absolutely and conforms to the claims fabricated by the celebrities because they accept that they are like these celebrities. Consumers conforms themselves with those celebrities. The additional amusing agency is internalization, suggesting that consumers accommodate to the attitudes or behaviours advocated by others because they accept in the actuality of the new attitude or behaviour (Friedman et al. 1979). Thus Following Kelman’s (1961) allocation of endorsements, Friedman et al. 1979) suggests that adorable celebrity should be acclimated for aboriginal blazon of customer and this is best ill-fitted in low captivation purchases admitting ability and ability of the celebrity affairs added for additional blazon of customer and this is best ill-fitted in top captivation purchases.

## **VII. THE MEANING TRANSFER MODEL**

McCracken (1989) has addressed the endorsement action from a cultural perspective. He explains the capability of the celebrity agent by asserting the acceptance consumers accessory with the advocate and eventually transfers to the brand. McCracken suggests an acceptance alteration archetypal composed of three consecutive stages. In the aboriginal date celebrity acquires meanings based on assorted factors like – age, gender, personality traits, activity appearance etc. In the additional date acceptance associated with the celebrity transfers from the celebrity to the artifact or cast s/he endorses. Thus the customer perceives acceptance which was associated with celebrity, now associated with the cast or product. In the final date consumers receives these meanings absorbed with the artifact while arresting the product. This paper suggests that an acclaimed celebrity may accept a set of meanings assembly with himself/herself and these set of characteristics provides abutment to the consumers.

## **VIII. CONCLUSION**

The paper concludes that there are a lot of advantages of application celebrities in the advertisement campaign, that’s the acumen which makes this promotional apparatus so accepted that it seems absurd to brainstorm a business action after the use of celebrity as endorser. However this approach of advance is not charge-less from disadvantages and risks but anxiously carved out celebrity commercial strategy, because all the accordant factors and beneath appropriate affairs can absolve the top amount associated with this anatomy of commercial and can accord acceptable acknowledgment on the investment. The paper suggests assorted models like source credibility and attractiveness model, meaning transfer model and match – up hypothesis which should be advised afore authoritative a accommodation apropos celebrity endorsement.

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