

Effectiveness of Celebrity Endorsement on Brand Recognition with Special Reference to Trivandrum city, Kerala.

SAJANA .K . V

*HOD, Dept. of Commerce,
Mar Thoma College of Science & Technology,
Chadayamangalam.P.O,Ayur,Kollam,Kerala*

&

*Research Scholar,
MannarThirumalaiNaicker College,
Madurai.*

Ph:09846494781

E-mail: skv1263@gmail.com

Dr. S. NEHRU

Research Guide:

Principal

*MannarThirumalaiNaicker College,
Madurai*

Abstract: Currently firms spend huge sums of funds by means of celebrities in advertisements to encourage their brands. This paper is an attempt to study whether celebrity endorsement truly contributes to the information search of consumers about a product and its influence on the purchase decision process of consumers. Celebrity endorsement strategy dramatically accelerates the potential for brand to reach the conscious mind of the consumer. Association of a brand with celebrity endorsement can bring about extreme recall and recognition. Celebrity endorsement is an omnipresent feature of advertisement in getting attention for a brand.

Keywords: Celebrity Endorsement, brand, effectiveness

Introduction

Celebrity endorsement has been established as one of the most popular tool of advertising in recent time and it is perceived as a winning formula for brand image building and product marketing. The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). Celebrity endorsement is a channel of brand communication in which a celebrity acts as the brands spokesperson and certifies the brand's claims and position by extending his or her personality, popularity, status in the society or expertise in the field to the brand. Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." The consumers get information about the different attributes of the products through various sources of information like advertisements by celebrities, peer group, journals etc. and they compare the available brands that could satisfy their expectations. The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibility message recall than those delivered by non-celebrities. Celebrity endorsement has the power to initiate and arouse, inform and infuriate, entertain and educate the consumer.

Objectives of the study

- * To ascertain the significance of celebrity endorsement in meeting the information search of the consumers
- * To find the influence of celebrity endorsement on consumer's purchase decision process of a particular brand.

Scope of the study

The study covers the consumers of different types of products. It includes the users of fast moving consumer goods, textiles, jewellery etc in Trivandrum city, Kerala, without giving discrimination regarding family life cycle, age, education, income and occupation.

Period of the study

The study was carried out during the period starting from August 2013 to January 2013. The data were collected from the respondents during this period and the analysis was carried out in the following months.

Methodology of the study

The data were collected for the study by means of questionnaire. Questionnaire was framed to obtain general information about the respondents and the significance of celebrity endorsement in meeting the information search of the consumers about a brand and the influence of celebrity endorsement on purchase decision process.

Data Source

Primary Data

Primary data is the first hand data, which are selected afresh and thus happens to be original in character.

Secondary Data

Secondary data are those which have been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, dailies, books, magazines, journals, reports etc

Tools for Analysis

After collecting the data through questionnaire, the data were entered in table for the purpose of analysis and drawing appropriate interpretations. For analyzing the data Percentage Analysis method was applied.

Limitations of the study

- * The study has been confined to Trivandrum city only
- * The scope of the study has been limited to certain consumer behavioural aspects like information search and purchase decision process
- * Views of dealers are not included in the study
- * Family decision makings, models of consumer's decision making are certain behavioral aspects and those are not covered in this study
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Review of Literature

- "Factors predicting the effectiveness of celebrity endorsement advertisements"-David H. Silvera, BenedikteAustad .

This research examines whether consumers infer that celebrity endorsers like the products they endorse and present a model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product. Participants in two experiments examined written endorsement advertisements and were asked to infer the extent to which the endorser truly liked the advertised product and to rate the endorser's attractiveness, similarity to themselves and knowledge of the product. Attitudes toward the advertisement, the endorser and the product were also measured. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

- Impact of Celebrity Endorsements on Brand Image- Debiprasad Mukherjee

In this study he states that Celebrity endorsement has become a trend and perceived as a winning formula for product marketing and brand building. He tries to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behavior as well as how consumer makes brand preferences. He concluded that Celebrity endorsement is always a two-edged sword and it has a number of positives— if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

- Role of culture in celebrity endorsement: Brand endorsement by celebrities in Indian context :A Review, Synthesis and Research Propositions -Abhishek &Arvind Sahay

In this article they opinioned that it will be wrong to consider celebrity endorsement as an effective response to media clutter in all situations in spite of the intensity of involvement people have with celebrities in India. The purpose of this paper was to review and synthesize the literature on celebrity endorsements in the light of widely differing practices in nature and quantity of use of the phenomena between developed and emerging markets and to develop a set of propositions that explain the difference using the lens of culture. From the study they found that when a celebrity endorses a brand which is facing negative news, the attitude toward a brand will turn more positive in a society having long term orientation in comparison to society having short term orientation.

- Influence Of Celebrity Endorsement In Rural Markets : A Study With Reference To ThirunelliPanchayat In Wayanad In Kerala- HariSundar G. Ram., D. SudharaniRavindran& M. Satish.

According to them Rural India is the buzzword and Eldorado for marketers. Organizations are shifting their focus towards this huge and largely untapped market. The objective of the study is to study the effect of celebrity endorsement in rural market of Kerala. In rural market, the influence of Celebrity endorsement in decision making and purchasing the product is remarkable. Celebrity is a person who can attract people by mere presence and words (Kotler 2002). In India influence of films stars and sports personalities especially cricketer are phenomenon. Kerala, the literate state of India may not be falling behind in the influence of celebrity endorsement in purchasing products. The study envisages finding out the influence of celebrity endorsement in purchase of consumer durable goods in rural Kerala. The village chosen is Thirunelli GramaPanchayath, Wayanad District, Kerala from where the samples were taken. The profile of the respondents were small and medium coffee planters residing in Thirunelli Gramapanchayath at Wayanad district selected at random. The data were collected through pretested questionnaire. The collected data were analyzed by using Statistical software SPSS. The tool Chi-square test was employed for studying the hypothesis.

- The Effect of using Celebrities in Advertising on the Buying Decision "Empirical Study on Students in Jarash Private University"- Mohammad, O. Al ZoubiMohammad, T. Bataineh.

This study is based on a field work, of which population included economic faculty student in Jarash University who were enrolled in all BA programs. The study used convenience sample of 91 students from the mentioned university and used a very common method to collect the data needed in this research is questionnaire. This questionnaire was designed to measure the effect of using celebrities on buying decision; it contains three main sections concerning the main variables of the study. The first section intended to measure consumer attitudes towards the attractiveness of celebrities, where the second section designed to assess the influence of celebrities on consumers' brand choice behavior, and the third section designed to compare between the influence of using celebrities and non-celebrities on the buying decision of consumers .The most important research findings of the study include the followings:1. The Television advertising, which uses celebrities is attractive, this indicates to the Television advertising, which uses celebrities, is attractive.2. There is no effect of using the celebrities on the buying decision, this indicate to the using the celebrities haven't a significant effect on the buying decision.3. Using celebrities has no greater effect than non – celebrity on consumer buying decision, this indicate to the using the celebrities hasn't a significant effect than non – celebrity on consumer buying decision.

Analysis and Interpretation

To study the effectiveness of celebrity endorsement on brand recognition, a sample of 150 respondents were selected from Trivandrum city. Questionnaires with 16 questions, which include personal factors and study factors, were administered to collect data from the respondents. The data collected from them were classified and entered into the table and analyzed using percentage analysis method.

Percentage Analysis

The expression of data in terms of percentage is one of the simplest statistical devices used in the interpretation of business and economic statistics. Percentages are useful chiefly for the purpose of aiding comparison. Percentage = No. of respondents/ Total no. of respondents x 100

Table

Factors	Categories	No.of respondents	Percentage
Age	Below 20	29	19
	21 to 40	39	26
	41 to 50	33	22
	Above 50	49	33

	Total	150	100
Gender	Male	68	45
	Female	82	55
	Total	150	100
Occupational Status	Business	15	10
	Employees	31	21
	Profession	33	22
	Students	42	28
	Self employed	28	19
	Total	150	100
Educational qualification	UptoHSc	17	11
	UG	46	31
	PG	23	15
	Diploma	28	19
	Professional	36	24
	Total	150	100
Family Income per month	Below 10000	37	25
	10001-15000	56	37
	15001-20000	38	26
	20001 and above	19	12
	Total	150	100
Marital status	Married	88	59
	Unmarried	62	41
	Total	150	100
Source of information about a product	Hoardings	8	5
	Print media	27	18
	Television	67	45
	Radio	11	7
	Reference groups	21	14
	Websites	16	11
	Total	150	100
Give attention to Advertisement	Product information	66	44
	Celebrity as model	41	27
	Slogan	16	11
	Jingle/Music	8	7
	Humour	7	3
	Message / Dialogue	12	8
	Total	150	100
Celebrity endorsement catches public attention	Strongly agree	14	9
	Agree	122	82
	Disagree	12	8
	Total	150	100
Celebrity endorsement generates lot of publicity about a brand	Strongly agree	32	21
	Agree	115	77
	Disagree	3	2
Celebrity endorsement creates confidence about a brand in the minds of people	Strongly agree	23	15
	Agree	40	27
	Disagree	87	58
	Total	150	100
Celebrity endorsement refreshes memory of a brand	Strongly agree	34	23
	Agree	108	72
	Disagree	8	5

	Total	150	100
Celebrity endorsement creates belief about the quality of a particular brand product	Strongly agree	11	7
	Agree	23	15
	Disagree	116	78
	Total	150	100
Charisma of the celebrity motivates to buy the product	Strongly agree	20	13
	Agree	61	41
	Disagree	69	46
	Total	150	100
Celebrity endorsement creates a sense of familiarity of brand	Strongly agree	71	47
	Agree	76	51
	Disagree	3	2
	Total	150	100
One's self-image is boosted of buying a brand patronized by a celebrity	Strongly agree	3	2
	Agree	27	18
	Disagree	120	80
	Total	150	100

Source: Primary data

Interpretation

It is clear from the above table that out of the 150 respondents taken for the study, majority of the respondents were in the age group of above 50 years and female. Majority of the respondents were students and UG qualifiers. 37 percentage of respondents come under the category of family income with 10001- 15000 and 59 percentage of respondents were married. From the above analysis 45 percentage of respondents states that television is the major source of awareness about the product and by seeing advertisement 44 percentage of the respondents gave importance to the advertisement for product information than celebrity as model. 82 percentage of respondents agrees that celebrity endorsement catches public attention. 77 percentage of the respondents agrees that celebrity endorsement generates lot of publicity. 58 percentage of respondents disagrees that celebrity endorsement creates confidence in the minds of people. 72 percentage of respondents agrees that celebrity endorsement refreshes the memory of the brand. 78 percentage of the respondents disagree with the statement, celebrity endorsement creates belief about the quality of the product. 46 percentage of the respondents disagree with the statement, charisma of the celebrity motivates to buy a particular brand product. Majority of the respondents agrees that celebrity endorser creates a sense of familiarity of the product. 80 percentage of the respondents disagree with the statement; one's self-image is boosted of buying a particular brand product patronized by a celebrity.

Summary of Findings, Suggestions and Conclusion

The following findings, suggestions and conclusions have been focused from the analysis of the data collected.

Findings

- The advertisement through television is a more insightful source in giving main admittance to the brand information followed by print media and reference groups.
- All the way through advertisements, product information reach consumers healthier than celebrity as model.
- Celebrity endorsement persuades public awareness and creates lot of promotion.
- The consumers agree that celebrity endorsement bring an instantaneous awareness about the brand and draw their interest.
- The celebrity endorsed advertisements help the consumers to identify the needs, price, utility etc.
- The celebrity endorsement helps the consumers for creating a alarming impression on their minds for recall and consciousness. It is intensely believed that they are able to recognize their product by the way the celebrity endorser performs in the advertisements.
- The celebrity endorsement influence is emanated in the form of attractive information, thoughtful influence and publicity.

Suggestions

- In view of the fact that the television advertisements play a key role in introducing the novel product to the customers, several celebrity endorsements may be displayed by the manufacturers to make best use of its consumers.
- The companies and social organizations try to select a celebrity who can create a awe-inspiring effect for changing the minds of people at large towards a well society.
- The analysis exposed that the advertisements alone have reasonable impact on all kind of consumers so the celebrity endorsers and manufacturers may give attention to on influential messages carrying product's distinguishing features.
- The appealing communications through celebrity endorsement are helpful for brand recall, so additional prominence can be given by the advertising media to possess buoyant psychosomatic effects on consumers.

Conclusion

This study has been conducted in Trivandrum city of Kerala state. An attempt was made to assess the effectiveness of celebrity endorsement on brand recognition. During the contemporary world, celebrity endorsement has the power to make alter on the consumer attitudes, recalling ability etc. Previously it was used as a communication but today it is used as a source of influencing the consumers. The accessibility of celebrity endorsement acts as a vital factor which has a good brunt on the sales of particular brands when prominence is given in different media. The consumer satisfaction mainly depends on the quality and promptness of the service rendered, above and beyond celebrity endorsement and replacement guarantee. Customers expect good performance and usefulness from the product they desire and purchase it. The brand image and celebrity advertisements are outmoded when the customer is not contented. The pleased customer recommends the product to his relatives and friends, by recalling the celebrity advertisements of the brand which leads to the enhancement of sale of the particular branded product.

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