

PATTERN AND PREVALENCE OF THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR FOR SKIN CARE PRODUCTS

Prof. S. D. Sharma¹ & Mr. Mohd. Ijlal Anjum²

¹(Principal, Sri. J.N.P.G. College, Lucknow)

²(Research Scholar, IFTM University)

Abstract

Companies need to advertise in order to spearhead their marketing efforts. Earlier advertisements were informative in nature and were used to convey the properties of the products and their general usefulness. Price information became a part of advertisement in order to bring home the point about it being affordable and competitive. The homogeneity of many products needed some distinguishing factors and for this branding of products was the new method of distinctiveness. A company could have different brands for a variety of products. Later even the branding of the company became an identifying factor for excellence of products or service. The research is based on a survey of 1200 people. It is found that consumer behavior and purchase is positively correlated with celebrity endorsement. The research details the impact of celebrity endorsement on skin care products.

Keywords – Branding, Brand image, Brand credibility, Celebrity endorsement, Skin care Industry



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I. INTRODUCTION

The skin care industry is a part of the FMCG sector, and is considered as one of the rapidly growing dynamic markets in India. Now-a-days, environmental aggression made the people very conscious about their skin care, as the skin is the largest organ in the human body and the most exposed to external conditions. The common skin problems faced by Indian people are skin darkening, patchy skin, acne spots and sunburns. Moreover, the awareness about the harmful effects of UV rays and other climatic factors on skin leads the consumer to be more specified about the cosmetic products as per the skin requirements.

Research report, “Indian Skin Care Market Outlook 2020”, illustrates the current and future scenario of all the segments in Indian Skin care industry. Thorough interviews with industry experts have been conducted to get the insight for current market scenario and highlight the areas offering promising possibilities for companies to boost their growth. In current scenario, cosmetics companies are modifying their product portfolio with new innovations as per the changing needs and preferences of the people to accomplish the skin care products demand amongst the consumers.

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Further, extensive research and analysis also revealed that the demand for organic cosmetics consumption is on the rise, emphasizing a spectacular growth in the Indian cosmetic market. Penetration in this segment seems to be remarkable, with many domestic and international players eyeing the opportunity. The organic skin care market is poised to grow at a CAGR of nearly 20% for the forecast period of 2016-2020. Additionally, it is revealed that the highest demand of all the segments market will come from Northern region.

Furthermore, the players are developing their R&D capabilities to further customize products for Indian consumers, create greater awareness among the middle class, and ensure effective distribution reach to service them. The international players as well as the domestic players marked their imprint by serving the wide range of skin care products amongst the Indian people, and also modernized their product ranges with the herbal conception. The report also covers the SWOT analysis of key industry players, along with their business overview and recent developments.

With the introduction of skin care industry now it will be more helpful to understand the advertising. The earlier medium of advertisement was the print media as this was the prevalent mass method and targeted consumers could read about the products. Rival companies made campaigns out of such advertisements and from positive advertisements portraying the benefits and value of the product at one end they turned towards negativity by finding faults with competitive products. A variety of tricks were used by advertising people to entice and attract the consumers and even false stories and interviews were planted to create human interest.

With introduction of the radio, advertisement was taken to new levels as greater reach was now possible, even to the illiterate masses who could not read the printed advertisements. The radio as a medium was also more popular as it carried a variety of entertainment programs like music and drama and the advertisers got an opportunity to sponsor popular programs. Indeed some programs eventually carried the name of the product as identification. The real revolution in advertisement however came with the introduction of the Television. This audio visual device had and still has the greatest impact on a consumer. Not only could he hear about the qualities of the product, he could even see it in all its true dimensions. As further attraction colored TV added to the reality of the product. The display of the use of the product also became a useful as well as informative tool.

A natural progression was the use of actors to display or use the product. This added a human touch and made it more down to earth proposition in enabling a purchase decision. These actors had pleasing personalities that made the customer feel at ease.

With the success of the actors projecting a product the advertisers commenced using celebrities. This proved highly successful as people have a great fascination and bonding with celebrities. They identify with their achievements and such celebrities have huge fan following. Fans and public both like to emulate these personalities and the products used by them have greater sales. This was cashed on by marketers and advertisers and celebrity endorsements have become a standard for successful launches. Currently a celebrity is chosen as a brand ambassador to promote a particular product. This creates a special positioning for the concerned product and this is used in every subsequent advertisement to emphasize the close relationship between the celebrity and the product in different ways. The present study will try to explore the impact of celebrity endorsements on consumers' buying behavior.

II. HYPOTHESIS

H₀ (Null Hypothesis): There is no impact on celebrity endorsements related to skin care products and their impact on consumers' buying behavior.

H_a (Alternate Hypothesis): There is significant impact on celebrity endorsements related to skin care products and their impact on consumers' buying behavior.

III. RESEARCH METHDOLOGY

The present research hypothesis was tested with the help of a questionnaire with 20 items. The core survey was conducted with multiple objectives and the research paper presents only a part of whole research. The research tool was tested for validity and reliability. The tool has been developed with a primary survey of 160 people. The cronbachs' alpha value of the tool is 0.825 which is reliable. Final data was collected with a survey of 1200 people.

IV. HYPOTHESIS TESTING AND FINDINGS

1. The data was tabulated on SPSS. The score of all items relating to the factors celebrity endorsement and consumer buying were added to obtain final score. Thus the final socres were compared for bivariate correlation. The correlation table is shown below:

Correlations			
		Celebrity Endorsement	Consumer Buying
Celebrity Endorsement	Pearson Correlation	1	.507**
	Sig. (2-tailed)		.000
	N	1200	1200
Consumer Buying	Pearson Correlation	.507**	1
	Sig. (2-tailed)	.000	
	N	1200	1200

**. Correlation is significant at the 0.01 level (2-tailed).

The correlations among the two variables are positive. This means that if the company increases the efforts on celebrity endorsement they will find increase in consumer buying. The value of correlation is 0.507. The values above 0.400-0.600 are considered as moderated. 0.600 to 0.900 is considered as high correlation. We can say that in our research the value is tending toward high. This means the positive correlation among celebrity endorsement and consumer buying is high. So this can be concluded as, “There is significant impact on celebrity endorsements related to skin care products and their impact on consumers’ buying behavior.”

2. Celebrity endorsements increase the awareness of the products they appear for and create a positive feeling for it (Solomon 2002). If the lifestyle of the celebrity appears glamorous and attractive to the consumer, so his association with a product glamorizes it and makes it desirable. Although any celebrity could represent the brand, the selection of a celebrity for a brand must be chosen with care as the person, his lifestyle and mannerisms should match the product or the value will be lost. Belch and Belch (2001) are of the opinion that celebrities can enhance the perception of the product and through them the targeted audience sees the relevance of the image and performance. The ultimate test is that such a combination of celebrity and the product should create confidence in the consumer and induce him or her to buy the product. Such an association also raises the credibility of the product, although sometimes the product is so well known that it can enhance the credibility of the celebrity too. This is the reason that companies often choose brand ambassadors for a long term.

3. Trust in the celebrity is another cause for the consumer to accept the product as genuine, useful and correctly priced. Kelman (1961) says once the consumer is able to adopt an attitude or form an opinion about the product after associating it with the image of the celebrity, he is likely to integrate with the product to the extent that he will recall it and make use of it long after the celebrity is gone or ceases to endorse the product. Therefore the

celebrity acts as a trigger for the initial introduction to the product and then the product itself becomes the focus because of its utility value to the customer. However it is important for the celebrities to maintain his image for a positive effect on the consumer. If for any reason, the celebrity falls into disrepute it will harm the image of the product.

4. Communication plays an important role in marketing, and connecting with the customer is part of the brand building exercise. Celebrities are known to be a bridge between products and customers who like to copy or imitate their idols. Strategic value targeting, customer insight, whole brand positioning, implementation and integrating the whole range of “brand communications” are the next rational steps to follow in the communication process. Strategies for harmonizing human resources, business strategy, and organization structure with the brand are the crux of marketing communication. An integration of all these activities shall indeed ensure that the communications will be effective and purposeful.

5. The relation of marketing activities is for long-term effects (Dekimpe and Hanssens 1995). Unless there is a long term perspective, the promotion will lack depth. This is the reason for creating Brand Ambassadors. A promotion may appear to be an isolated, an activity that is the result of an event or circumstance, but such events are repeated at regular or irregular intervals and therefore the life of a promotion may be small but in reality its impact should carry over to the next event or period where it will be renewed with some differentiation but with same vitality. Brand Ambassadors therefore do more than just endorse products; they actually give it recognition and portray its continuity in marked contrast to a one-off campaign. This is what creates a bond between the celebrity and the consumer and develops an affinity that marketers hope will last for a long time.

6. The earlier heroes have been replaced by celebrities; people who we know a lot about but are still strangers to us. We love and adore them and would do what they do in order to create an association with them; even if they are unaware of it, we feel that by emulating them somehow we have become closer.

In recent years a similar advertisement was made. The advertisement was of Bajaj V a bike in the bike segment of Bajaj. The celebrity in this advertisement was not an actor, model or cricket but it was a war ship INS Vikrant. After completing its services INS Vikrant was all set to meet its destiny when Baja group purchased its metal and used above said association theory to advertise their product. They made people feel that they are ridding on their bike

but they own a part of the legacy of INS Vikrant. The 'Invincible Indians campaign' has led the 'celebrity endorsement' to next level.

7. Emotional responses aroused within viewers have been found to affect consumers' reactions to ads and actually enhance attention to the advertisement, affect brand attitudes and influence brand memories. They also determine the nature and extent of brand differentiation. It is widely believed that emotions can change the beliefs of consumers. Predominantly, emotion is always going to play some part in terms of influencing and motivating the communication process that will convert the odd glance to interest and then encourage action. This is where celebrity advertising scores as it has interwoven the storyline effectively with the personal touch and the emotional value is created. The goals and objectives of the seller, along with choosing the right segment of the market, will play critical roles in determining what mix of emotion and function will help to connect with the hearts and minds of prospects. There is need to understand how emotions effect the human mind. There are two distinct manifestations of emotions.

8. The next step is Emotional integration which is defined as the extent to which the advertisement links between the brand, on the one hand, and the emotional responses of the ad's characters on the other. In advertisements for which emotional integration is high, the brand is perceived as a causal agent to the characters' emotions in it. For example there is high emotional integration when in an advertisement the characters experience an emotional benefit or outcome from using the brand or product. Emotional integration is a relatively new thought in advertising and was recently introduced to the advertising literature by MacInnis and Stayman (1993). The potential for this idea is strong, as they found that commercials varied widely in the level of emotional integration they exhibited. They also found that high emotional integration influenced feeling responses, perceptions of the brand's relevance, and brand attitudes, particularly in ads using negative appeals as in violent games that intend to arouse interest and passions of adventurous consumers like children or gamers.

9. Potential advantages of utilizing celebrity endorsers are that it can increase attention, polish the image of the brand, especially when a brand will be introduced in the market or a repositioning of a brand will take place. However, pre-testing and careful planning is very important and the life-cycle stage of the celebrity has also be taken into account (De Pelsmacker, 2004). Celebrity endorsing has a potential advantage when a global campaign will be organized and celebrities who are appropriate

for a global target audience can be used; however this can be also be very expensive. In general, potential hazards of celebrity endorsement are the costs and that the possibility that the celebrity overshadows the brand, or that it can change the image, that overexposure of the celebrity takes place (especially when a celebrity become an endorser for many different products) (Zafer Erdogan, 1999).

10. Alternatively, companies can create endorsers themselves using not so well known individuals. This gives them great control over the process since they have developed the public characters of the endorsers for specific brands and/or products. The association between the created spokesperson and the brand is also stronger since it is unique which can be a great advantage compared to celebrity endorsers. Airtel girl is an example of such type of advertisement. She was a graduate model form Dehradun. Her name is Shasha Chettri. She worked for Taproot Ad agency and firstly casted in Airtel 4G Ad. Gradually she becomes a celebrity just because appearing in this advertisement.

V. CONCLUSION

In an age where everyone spends most of their day on social media, there's no doubt that celebrities have an impact on our lives. For some people more and some less. Marketing values have changed throughout the years as well. From once using a products' attributes as the key point of selling, to involving celebrities, today it's mainly about how well a company manages to educate consumers about the personal values, benefits and quality of a product. It's about being less transactional and more personal. Brands need to provide tools to help consumers validate the individual fit of a product or service for their individual situation. At the end of the day, a brand must let consumers know why to buy their products, not the celebrity. They are the ones that need to advice, convince and help shoppers decide, not the celebrity.

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