



A STUDY OF PROPELLING ACCESS AND ACCEPTANCE OF CELEBRITY ENDORSEMENT IN SKIN CARE PRODUCTS' ADVERTISEMENTS AND REALIZING THE POTENTIALS FOR EFFECTING BUYING BEHAVIOR

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Abstract

Skin care industry is growing with leap and bounds. The Skin care industry in India is regulated under two industries. One is pharmaceutical industry and other is cosmetics industry. Pharmaceuticals industry has complex compliances and it is difficult to get a product approved in it for skin care in comparison cosmetic industry. Whether it is pharmaceuticals grade skin care products or high end cosmetic products both need branding. Branding efforts are well known in modern days. Different companies are using celebrities to find a way in the market. Building a product brand is highly supported by celebrity endorsements. Celebrities are used in skin care products marketing. The present paper is an effort to estimate the impact of celebrity endorsement on skin care products. The research is based on a survey of 1200 people. It is found that branding aspects like brand image and brand credibility are positively correlated with celebrity endorsement. The research details the impact on brand aspect of skin care products.

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



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I. INTRODUCTION

Celebrity endorsements are more often than earlier. Now a day's celebrities are used to make the advertisement more attractive and appealing. The reason for the use of celebrity is that they have build reputation in the eyes of the people. In such condition when they deliver a message in favor of a product it becomes obvious to get impression in the mind of customer. Customer start retaining the product in their mind thus it become a brand. Celebrity endorsement contributes to different aspects of branding. In present study the variable brand image and brand loyalty have been considered. With respect to branding aspect and celebrity endorsement the impact on consumer buying in observed.

II. HYPOTHESES

¹**H₀ (Null Hypothesis):** There is no relation between celebrity endorsement and brands image.

¹H_a (Alternate Hypothesis): There is significant relation between celebrity endorsement and brands image.

²H₀ (Null Hypothesis): There is no significant effect of celebrity endorsement on brand loyalty.

²H_a (Alternate Hypothesis): There is significant relation between celebrity endorsement and brands loyalty.

³H₀ (Null Hypothesis): There is no significant relation between brand image and brands loyalty.

³H_a (Alternate Hypothesis): There is significant relation between brand image and brands loyalty.

⁴H₀ (Null Hypothesis): There is no significant effect of celebrity endorsement, brand image and brand loyalty on consumer buying.

⁴H_a (Alternate Hypothesis): There is significant relation between celebrity endorsement, brand image and brand loyalty on consumer buying.

III. METHODOLOGY

A research tool with 20 items has been used for the purpose of the research. All the questions (items) were focused on the use of celebrities in the promotion of skin care products and its uses for branding. With the help of component analysis it has been found that the tool estimates four factors. The tool has been tested for reliability and validity. The cronbach's alpha for the tool is 0.825. Further the data has been tested with the help of SPSS and predicted model is build with the help AMOS. Statistical applications correlation (r), multiple correlation and regression analysis will be used.

IV. FINDINGS OF THE STUDY

1. Study related to Brand Image shows following correlations:

Correlations		Brand Image	Celebrity Endorsement
Brand Image	Pearson Correlation	1	.440**
	Sig. (2-tailed)		.000
	N	1200	1200
Celebrity Endorsement	Pearson Correlation	.440**	1
	Sig. (2-tailed)	.000	
	N	1200	1200

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

Correlation between brand Image and Celebrity Endorsement is 0.440. It shows that there is significant relation between celebrity endorsement and brands image.

2. Study related to Brand Loyalty shows following correlations:

Correlations		Celebrity Endorsement	Brand Loyalty
Celebrity Endorsement	Pearson Correlation	1	.316**
	Sig. (2-tailed)		.000
	N	1200	1200
Brand Loyalty	Pearson Correlation	.316**	1
	Sig. (2-tailed)	.000	
	N	1200	1200

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

Correlation between brand loyalty and Celebrity Endorsement is 0.316. It shows that there is significant relation between celebrity endorsement and brands loyalty.

3. Study related to brand image and brands loyalty shows following correlations Customer education (e-marketing)

Correlations		Brand Loyalty	Brand Image
Brand Loyalty	Pearson Correlation	1	.278**
	Sig. (2-tailed)		.000
	N	1200	1200
Brand Image	Pearson Correlation	.278**	1
	Sig. (2-tailed)	.000	
	N	1200	1200

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

Correlation between brand image and brands loyalty is 0.278. There is significant relation between brand image and brands loyalty. The low magnitude of correlation shows that consumer may perceive a product a brand but that brand image does not result in loyalty as the need, preference and buying capacity of consumer may vary.

4. Study related to celebrity endorsement, brand image and brand loyalty with consumer buying is shown as follows:

Correlations		Brand Loyalty	Brand Image	Celebrity Endorsement	Consumer Buying
Consumer Buying	Pearson Correlation	.436**	.532**	.507**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	1200	1200	1200	1200

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

Correlation of brand loyalty, brand image and celebrity endorsement with consumer buying is 0.436, 0.532, 0.507 respectively. It shows that the effect of all three variables are very high on consumer buying.

5. Coefficient of multiple correlations (R):

Model Summary table shows following values when consumer buying is predicted by rest of three variables:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.432	.430	3.12384

a. Predictors: (Constant), Celebrity Endorsement, Brand Loyalty, Brand Image

The above table shows the R value is 0.657 which shows strong correlation among all three considered variable in the model. R square value shows that the predicted model is moderately fit. There is significant relation between celebrity endorsement, brand image and brand loyalty on consumer buying.

6. The coefficients table shows following details:

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.880	.566		6.860	.000
	Brand Image (X ₁)	.280	.020	.340	13.803	.000
	Brand Loyalty (X ₂)	.254	.023	.254	10.915	.000
	Celebrity Endorsement (X ₃)	.289	.026	.277	11.112	.000

a. Dependent Variable: Consumer Buying (y)

The proposed model considers Consumer Buying as Dependent variable and that Brand Image, Brand Loyalty and Celebrity Endorsement as independent variables. The linear relation between the variables can be predicted as following:

Predicted variable (Dependent variable) = slope * independent variable + intercept

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots \dots \dots (i)$$

Dependent Variable = Consumer Buying = (y)

Brand Image = (x₁)

$$\beta_1 = 0.280$$

Brand Loyalty = (x₂)

$$\beta_2 = 0.254$$

Celebrity Endorsement = (X₃)

$$\beta_3 = 0.289$$

Constant (β₀) = 3.880

Putting the values in equation (i) we get our prediction equation as follow:

$$Y = 3.880 + 0.280X_1 + 0.254X_2 + 0.289X_3$$

6. t-value in coefficients table

t-value column in the coefficients table shows all the values are above 1.96. This supports the hypothesis testing in finding 1,2and3. t-values are above 1.96 shows that the variables have explainable correlation.

7. sig value in coefficients table

Sig column in the coefficients table shows all the values are below 0.05. This supports the hypothesis testing in finding 1,2and3. Sig values are below 0.05 shows that the variables have explainable correlation.

8. With the help of Analysis of measurement structure (AMOS) the hypothesized model is drawn as following:

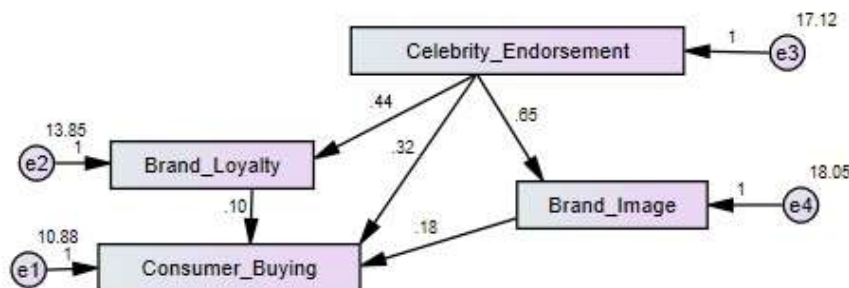


Fig: Research model predicting Impact of celebrity endorsement
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V. CONCLUSION

The present research affects different dimensions of society. Skin care companies, marketers, entrepreneurs and students of business studies are foremost benefited group. The significance of present study can be understood as follows:

a) **Skin Care companies:**

Skin Care can use the findings of the study to improve their marketing campaigns. Presence of celebrity can be make advertisement more empathic if the study is applied to marketing efforts.

b) **Marketers:**

Marketer not only confined to the skin care industry can use this research for their purposes. Thought present study is in the context with cosmetics industry and women buyers but its applicability is in all marketing domains.

c) **Entrepreneurs:**

Starting a venture is difficult as well as easiest task. If all the home work is done in regards of production, supply chain and marketing it is an easy task. Entrepreneurs can access the literature of present research to better equip themselves with social media marketing tools.

d) **Students of business studies:**

Students of business studies are very dynamic and versatile. They are supposed to be armored with all the academic knowledge to cope up with the forthcoming challenges of business world. Students can enhance their knowledge about skin care and celebrity endorsement with the help of the literature of present research.

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