
Role of Celebrity in The Effectiveness of Advertising

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India is a country where people love to live in dreams. They worship celebrities. Today companies choose to utilize celebrities as endorsers; in their marketing campaign. Celebrity refers to popular fame and public attention in the media. It may be the cricket stars like Sachin or David or film star like Shahrukh Khan or John Abraham. Marketers use these celebrities to attract the consumers. This study tries to find out the positive and negative impact of celebrity advertising on consumer, to identify the drawback associated to celebrity advertisement on children, whether celebrity endorsement changes the consumer's purchase decision and to arrive at a meaningful conclusion. It is clear from the study that consumers find celebrity advertisements more attractive than non-celebrity advertisements. In the same way, celebrity advertisements are negatively influenced by children.

Keywords: Frequent, Author, Popular, Advertising and Effectiveness.

Introduction

Today, the recent prevailing growth of social media has given rise to a new form of brand endorsement in the presence of traditional formats. Due to this recent development, past marketing literature has not fully explored the effects and role that social media plays on consumer perceptions. Now a days Celebrity endorsement is one of the strategies which companies frequently use to promote the brand thus enhance sales and ultimately increase market share. Many celebrities are used on various marketing campaigns and in most cases the use of celebrities as endorsers is seen from mainly positive aspects. This made the authors curious whether the negative aspect that also exists when using celebrities as endorsers affects consumers in their purchasing decision when a celebrity gets associated with negative publicity. interest in an interactive and relatively limitless way "American Express has a long and proud history of communicating the values of our brand by using heroes and personalities who hold a significant place in the hearts and spirits of people around the world. In Tiger Woods we have a representative who captures the imagination of many different types of consumers. His participation helps us communicate messages that our 'Do More' campaign supports The Popularity and growth of the blogosphere has created a platform for consumers to express their opinions and attitudes on all subjects of personal American Express has a family of products that is relevant to a wide variety of consumers."

"It's truly vital to our customer base. Not only does that celebrity bring new value, excitement, or humor but they bring an energy and memorability that you don't get sometimes with non-celebrity advertising."-Mark Rooks, Pepsi's senior marketing manager of multicultural marketing

Celebrity endorsements and advertising effectiveness Millions of dollars are spent on celebrity contracts each year by assuming that the benefits of using celebrities will exceed the costs. Accordingly, many researchers have studied the impact of celebrity endorsements on advertising effectiveness. One of the theories used frequently by these researchers is the match-up hypothesis. This theory suggests that there should be a good fit between the celebrity and the product; however, it is not clear what constitutes a good fit. Some researchers suggested that attractive celebrities will be more effective if they are used to promote attractiveness-related products. Other researchers claimed that when there is congruence between the product type and the celebrity profession advertising effectiveness will be enhanced; however, these existing dimensions of the match-up hypothesis fall short of explaining some popular celebrity endorsement campaigns (e.g., Sharpie Pens and David Beckham).

Objectives of Study

- To compare the effectiveness and impact of celebrity endorsement on male and female
- To find out the positive and negative impact on celebrity endorsement
- Whether celebrity endorsement negatively affect the children

Celebrity

A celebrity can be considered as the sources of the message a company seeks to send their target audience. Celebrity refers to popular fame and public attention in the media, usually applied to a person, or group of people (celebrity couple, family etc.), or occasionally, to animals or fictional entities. Celebrity status is often associated with wealth (commonly referred to as fame and fortune) and fame can often provide opportunities to make money. Successful careers in sports and entertainment are commonly associated with celebrity status. People may also become celebrities due to media attention for their lifestyle, wealth, or actions, or for their connection to a famous person.

What is celebrity Endorsement?

The use of celebrities in order to increase the sales and/ or the recall value of a brand is called celebrity endorsement

Why Celebrity Endorsement Successful

Simply, it is down to a psychological phenomenon called transference. This is where we subconsciously transplant our feelings about a celebrity onto a product. For example, if we drink Boost ourselves, we feel much closer to Sachin and his sporting successes. When we carry around a bottle of Boost, we adopt Sachin's talent, strength and hard work mentality. In many ways, we embody everything that Sachin is and stands for when we consume his favourite drink.

For the advertising campaign to be successful, the celebrity needs to be perceived as credible and trustworthy. The endorser must be seen as somebody who possess expert

knowledge and is relevant to the product being advertised. Consumers will question the credibility of an endorser on factors such as physical attractiveness, likeability, familiarity and trustworthiness.

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The FRED Principle

After studying cases of successful and unsuccessful deals and interviewing 30,000 people, Amy Dyson and Douglas Turco of Illinois State University attempted to evaluate the feasibility of a celebrity and offered the FRED principle. FRED stands for Familiarity, Relevance, Esteem and Differentiation.

Familiarity: The target market must be aware of the person, and perceive him or her as empathetic, credible, sincere and trustworthy.

Relevance: There should be a meaningful link between the advertised brand and the celebrity endorser, and more important, between the celebrity endorser and the defined target market.

Esteem: Consumers must have the utmost respect and confidence for the celebrity.

Differentiation: The target consumers must see the endorser as a cut above the rest.

Benefits of Using Celebrity Endorsements

There are a number of advantages to using celebrities in advertising. Celebrities often work best because they naturally generate lots of attention and are known nationally. Below are a few of the common reasons why an organization would use a celebrity to help market its products or services, according to an article by Rick Suttle published by the online Houston Chronicle:

Attract New Users

Finding and keeping new customers is hard for some organizations. Using a celebrity to endorse an organization's product or service can entice new customers.

Breathe Life into A Failing Brand

Celebrity endorsements can help revive a product or service that is losing market share. Celebrities can tout the benefits of the brand and help create new interest from consumers.

Build Awareness

Brand awareness is an indicator that measures how familiar people are with a particular product or service. Celebrities advertising can build brand awareness, according to Supermarket News, a publication covering the food distribution industry.

Influence Consumer Purchases

Celebrities who are well respected can instantly add credibility to a product or service. Consumers may have the attitude, 'If this celebrity is backing the product or service, it must be good.' Consumers might also think 'If the product is good enough for him or her, it is good enough for me.'

Position a Brand

Celebrities can be used to position a brand. Product positioning is a process of convincing the consumers that the product being advertised is the best on the market and all other products are inferior

Celebrity Endorsement and Customer Satisfaction

In terms of consumer satisfaction after buying a product that involves celebrity endorsers, the consumers are willing to pay a higher price for a premium product of a high quality simply because the celebrity endorser has a more positive image and well-respected [Balakrishan, & Shalini Kumar, 2011;

The ability to buy is still directly dependent on the consumer's lifestyle, preferences, budget, etc. but it is indirectly influenced by the endorser to buy the particular product. Ultimately, the satisfaction boils down to two aspect: entertainment-based motivation (admiration towards a celebrity, know about the celebrity in general, would have a problem with multiple endorsements of brands) and intense attachment (think that they are connected personally with the endorser, would not mind the endorser endorsing multiple brands, experience the "feelings" of the endorser.

Gender as it Relates to Celebrity Endorsements

A study conducted at the University of Toledo investigated the impact of gender on celebrity endorsements. The authors examined the impact of the celebrity endorser's gender on the consumer's attitude toward the celebrity and the ad as a whole, as well as the impact of the consumer's gender on his or her attitude toward the celebrity endorser and the ad. Respondents were asked to review ads featuring female soccer player Mia Hamm and male soccer player Landon Donovan; afterwards, they were given a questionnaire that measured their reaction to the celebrity in the ad and the ad as a whole. The authors of the study maintain that they made every effort to have everything in each ad as similar as possible, including the athletes' poses and the ad background. The results of the study show that the female respondents reacted more favorably to the ad featuring Mia Hamm than the male respondents. They also reacted more favorably to Mia Hamm than the male respondents (Klaus and Bailey). The female respondents also reacted more favorably to the ad featuring Landon Donovan than the male respondents. However, the male respondents reacted more favorably to Landon Donovan than the female respondents

Positive Impacts of Celebrity Endorsement on the Brand

The uses of a celebrity endorser have a strong and associate link between the brand and the celebrity to strengthen brand equity. Approval of a brand by a star fosters a sense of trust for that brand among the target audience. This is especially true in case of new product¹¹. Celebrities ensure attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand more noticeable. A celebrity's preference for a brand gives out a persuasive message and hence, because the celebrity is benefiting from the brand, the consumer will also benefit.

There is a demographic and psychographic connection between the stars and their fans. Demographic connection establishes that different stars appeal differently to various demographic segments i.e. age, gender, class, geography etc., while psychographic connection establishes that stars are loved and adored by their fans. Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses. Another invaluable benefit from celebrity endorsements is the public relation opportunities. After all the celebrity is widespread and persistent and the marketing managers continue to believe in that celebrity endorsement is worthwhile component of the advertising strategy. The findings suggest that corporate credibility plays an important role in consumers' reactions to advertisements and brands, independent of the equally important role of endorser credibility

The Negative Impact of Celebrity Endorsement

Now, we will look into the negative effects of celebrity endorsements and why is it risky to companies and consumers alike. There is the “vampire effect”, which is the effect of a celebrity overshadowing the brand [Jain, 2008, Kazi, n.d.]. This can cause a breakdown in the effective communication of a product being advertised towards the consumer simply because consumers are more attracted with celebrities. There is also a risk of companies incurring a higher cost to rope in a celebrity for the advertising, and this can lead to a decrease in sales revenue and even the celebrity endorsers themselves switching to a rival brand, which is detrimental to the company. The negative publicity of the celebrities will greatly reduce the brand equity of the product, since the companies do not control the celebrities' private lives, and this can be a risky situation for brands to come out of, especially newer brands that are looking to stamp their mark. It will be met with a serious backlash and thoughts of celebrities' motives. There are many companies who use celebrities' image and likenesses without their permission, or even use impersonators of well-known celebrities as the endorsers [Erdogen, 1999].

Furthermore, when celebrities themselves are paid to endorse a product by a company, he or she might or might not have use those products before, an example would be the case of Bollywood actor Shah Rukh Khan drinking Pepsi, but might not have use Lux soaps [Jain, 2008]. Consumers will see whether these celebrities have actually tested the product before as they do not actually consider this as an important factor in buying the product. Multiple product endorsement also has a negative impact on customers' purchasing intentions. Tripp et al.¹⁹ investigated the effects of multiple product endorsement by celebrities on customers' attitudes and intentions. They found that the number of products a celebrity endorses negatively influences consumer perception of the endorser and the advertising itself. It was suggested that when as many as four products are endorsed, celebrity credibility and likeability, as well as attitude towards the ad, may attenuate. Superstar Amitabh Bachchan endorses multiple brands

like Pepsi, Mirinda, ICICI, BPL, Parker pens, Nerolac, Dabur, Reid & Taylor, Maruti Versa, Hajmola, Tide, Cadbury and a few social messages

However, a number of brands have been built without celebrity endorsement. For some of their brands, Hindustan Lever and Procter & Gamble do not believe in celebrity endorsement because they think that consumers, especially housewives, are more likely to identify with a lay person on screen than a celebrity. Procter & Gamble launched its 'Rejoice' brand in India with testimonials from ordinary women in their TV advertising. Few more examples of this will be Lifebuoy, Wheel, Dettol, Close Up, Fevicol et

Pros and Cons of Celebrity Endorsement Strategy

<i>Potential Advantage</i>	<i>Potential Disadvantage</i>
<i>Increased attention</i>	Over shadow the brand
<i>Brand introduction</i>	Image chance and overexposure
<i>Brand repositioning</i>	Image change and loss of public recognition
<i>Underpin global campaign</i>	Expensive

SOURCE: Erdogan 1999 p.295

Impact of Children

Concerns about teen and childhood obesity have topped public health priorities in the past several years, with programs such as First Lady Michelle Obama's "Let's Move" campaign aiming to encourage more healthful behaviors. But recent research suggests that one of the biggest obstacles to progress might be campaigns of a more ubiquitous nature — ads featuring unhealthy food and drinks endorsements by celebrities. A study published last fall found that the vast majority of food and drink endorsements of elite professional athletes were full of sugar or calories without healthy nutrients. And it was teens who saw these ads the most. The study, published in *Pediatrics* in October by researchers at Yale University's Rudd Center for Food Policy and Obesity, led to more in-depth research to learn about the effects of these ads on kids and teens.

According to the Yale study, professional athletes' endorsements of food and beverages made up about a quarter of all their endorsements in 2010, second only to sporting goods and apparel. Yet, approximately four out of every five food products endorsed by influential athletes that year were high-calorie and nutrient-poor. Further, added sugar accounted for all the calories in just over 93 percent of the drinks endorsed by the athletes. Not that these findings are surprising, according to Yoni Freedhoff, MD, an obesity specialist and assistant professor of family medicine at the University of Ottawa. "The least surprising aspect of the study's findings

are that the athletes as a whole are endorsing the worst foods our food industry has to offer,” Freedhoff said. “Those foods that are the least nutritious are also the food industry’s biggest profit drivers. The food industry’s sole responsibility is to maximize profit, and celebrities and athletes help them do so.” The Yale study analyzed the endorsements in TV, radio, newspapers and magazines of the top 100 professional athletes based on their prominence and endorsement value as ranked by Bloomberg Businessweek in 2010. Together, the athletes had endorsed 122 food and drink brands that year, but 79 percent of the endorsed food products had few nutrients and high calorie counts, and nearly all the drinks had nothing but sugar calories added.

Conclusion

The main objective of this study is to examine the positive and negative impact of celebrity endorsement on consumer and children and impact on male and female. Whether Celebrity endorsement has a positive or a negative impact on the brand is a debate that is open to interpretation. Celebrities advertising create both positive and negative impact on consumer but provide only negative impact on children. The customer perception and attitude towards the celebrities also has an influence in whether the brand is truly to be followed by consumers for brand recall, or just another ploy to gain more sales. In the end, be it to restore a failing brand, increase sales, or to further boost the image, celebrity endorsement can bring more glitz towards the retail brand’s marketing strategy.

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