

A Study on Attractiveness of Celebrity Endorsed Advertisements & Buying Behaviour

Dr. Rajiv Jain

Maharaja Agrasen Institute of Technology, Delhi, Assistant

Professor

rajivjain@mait.ac.in

ABSTRACT

Celebrity endorsements are the classified ads wherein any character that appreciates public popularity makes use of this popularity on behalf of a patron precise with the aid of using acting in it. Celebrities like film performers, sports activities individuals, TV stars are broadly utilized by entrepreneurs in classified ads to steer logo preference conduct of customers. They have demographic and mental hook up with the audience and as a result are frequently hired with the aid of using supporters to lend their façade to a product or logo The examiner investigates whether or not superstar endorsements make such classified ads extra attractive to the customers and whether or not they have got tremendous have an impact on brand preference & shopping for conduct. It is primarily based totally on number one statistics accumulated with the assist of a self administered, based closed ended questionnaire from citizens of Delhi for the duration of April –May, 2020. The statistics evaluation equipment protected frequency evaluation; Descriptive evaluation and one pattern take a look at of means (t take a look at) and correlation (Pearson's) evaluation. Linear Regression evaluation became hired to degree the connection among commercial attractiveness, logo acceptance & recollect and patron's shopping for conduct. The evaluation of statistics became completed the use of Statistical Package for the Social Sciences (SPSS). The effects of the examiner presents evidences that the customers discover superstar encouraged classified ads as attractive, interest grabbing, powerful and feature tremendous have an impact on logo acceptance & recollect. Celebrity endorsements had been now no longer observed to have a tremendous have an impact on shopping for conduct of the customers. The study additionally suggests that customers do now no longer discover superstar encouraged classified ads to be plausible and sincere and they may be skeptical approximately the facts furnished in them. These findings propose that there may be a want of rethinking at the part of advertisers' with inside the manner the stars are used and projected within side the classified ads to elicit favorable buy goal responses.

Keywords: Celebrity Endorsement, Advertisement, Brand Acceptance, Brand Recall, Buying Behavior.

I. INTRODUCTION

Celebrities are persons that have a sizable fan base, thrive on media attention, and enjoy their public reputation thanks to a large percentage of positive people. Celebrity endorsements are classified advertisements in which a well-known person uses their notoriety to promote a business by appearing in them (McCracken, 1989). Celebrities such as actors from films, athletes, and TV shows are frequently used by business owners in classified advertising to influence consumers' logo want behaviour (Shimp, 2003³⁰). Due of their mental and demographic resonance with the target audience, advertisers frequently employ them to add personality to a product or logo (Kaikati, 1987¹⁶). Persuading customers to shop around for the promoted logo or product is the aim of the commercial strategy. Nowadays' consumers have shown to be incredibly intelligent, discerning, and sophisticated. It's not always enough to have a great product on its own to survive and grow in the very competitive marketplaces. Stars are used by advertisers to attract customers. International marketers are shelling out hundreds of thousands of dollars to get celebrities to endorse their products and influence consumers' attitudes, perceptions, and intentions (Mishra, Roy & Bailey, 2015²¹). According to McCracken (1989), one "ubiquitous characteristic of present day marketing" is celebrity endorsement marketing.

In marketing campaigns aimed at selling goods and services, celebrities serve as spokespersons (Kambitsis, Yvonne, Nicholas and Giannis, 2002; Tom, Clark, Elmer, Grech, Masetti & Sandhar, 1992³⁵). Star endorsement is a popular choice among advertisers because of its additional benefits and significant potential effect. Classified advertisements featuring celebrities tend to generate more interest than those featuring non-superstars. Celebrity endorsements have been shown to be effective in shifting consumers' perceptions and helping businesses reposition their goods and logos (Atkin & Block, 1983³; Petty & Cacioppo, 1983²⁶). It was their goal to provide higher-quality responses closer to the marketing and sales phase, impacting the commercial's credibility and believability, building brand awareness and reputation (Misra & Beatty, 1990²²), and increasing purchase intentions (Amos, Holmes & Strutton, 2008²; Erdogan, 1999; Atkin & Block, 1983) compared to a non-superstar endorser. On the other hand, a lot of study on the use of celebrity endorsements was essential. Endorsements by celebrities are not cheap. Endorsement prices are steadily exceeding ceilings. Additional risks include the following: excessive celebrity exposure, product overshadowing, public controversy and the extrusion of celebrity image, incorrect celebrity suit logo, etc (Erdogan, 1999). The current study aims to determine if celebrity endorsements increase the appeal of these classified advertising to consumers and whether they have a significant influence on consumer behaviour related to logo desire and purchase. The remainder of the article depends on these points. The next section provides a review of the literature on celebrity endorsements and their efficacy. This is supported by a stage in the examiner's study methodology. The information analysis and its outcomes are provided in the next phase. Discussions and conclusions round out the paper.

II. Explanation of the Problems

One common feature of major corporations' and business houses' advertising communications strategies is the employment of celebrities to promote brands and

enhance corporate image. A celebrity is used in about one-third of all global ads to promote a brand or product (Shimp, 1997). This practice isn't always novel, though. The British actress Lillie Langtry promoted Pears cleaning soap in 1893, becoming the first celebrity endorsement in history (Skarfstad & Bergstorm, 2004³¹). According to a 1978 Business Week poll conducted in the United States, almost one in three TV companies employed celebrity endorsement. 10% of the commercial payments were recorded as celebrity endorsement fees, and celebrities were urged to promote 20% of all TV classified advertising within the United States (Bradley, 1996⁶; Crutchfield, 2010¹⁰). Similarly, 20% of all businesses screened in Great Britain were inspired by a celebrity (Erdogan, Baker & Tagg, 2001).

In India, where celebrities appear in 45% of advertising, the variety is still better (Crutchfield, 2010). More than half of the classified advertisements on Indian TV these days, according to Financial Explicit, are promoted by celebrities. The superstar endorsement business in India is valued at around Rs. 2.5 billion. Over the past several years, there has been a notable rise in celebrity endorsements in India. AdEx India reports that there was a six-fold growth in celebrity endorsements on TV between 2003 and 2007 (Sharma & Rai, 2013²⁷).

Kaikati (1987) has diagnosed 5 blessings of superstar endorsements – drawing interest, disaster management, emblem repositioning, international advertising and boosting sales. Celebrity endorsements act as a reputable method of spending cash for the manufacturers because the client without problems accomplice him/her to the emblem and differentiates it from the opposite manufacturers. Marketers attempt to set up a hyperlink among their manufacturers and a perfect photo or lifestyles fashion of superstar (Suegger, 2003³⁴). They lease celebrities due to the fact they consider that customers who're fans & fans of celebrities will eat manufacturers related to them and additionally due to the fact superstar create and keep interest and excessive consider fees of commercials (Croft, Dean & Kitchen, 1996)⁹

Perceived celebrity photos are likely to have a significant impact on product selection and purchasing behaviour (Goldsmith, Lafferty, and Newell, 2000¹⁴; Mathur, Mathur, & Ranjan, 1997¹⁸). Using a superstar is likely to generate a wonderful customer's emblem thinking and purchase intents as well as a larger amazing response to marketing and marketing (Atkin & Block, 1983; Petty & Cacioppo, 1983). Celebrity endorsements draw in the target demographic, enhance the glitz of the product, and make ads memorable, believable, and flawless (Spielman, 1981³³). The producers generate a great deal of attention towards the firm and its products (Solomon, 2002³²).

Celebrities make sure interest of the customers with the aid of using breaking via the muddle and making emblem and commercials extra noticeable (Malik & Guptha, 2014¹⁹). Compared to different form of endorsers, celebrities advocated commercials are perceived with the aid of using customers as extra entertaining, reap better degree of interest & enhance the extent of product keep in mind (Bowman, 2002)⁵. The advocated brand is possibly to have better buy price.

According to Clark & Horstman (2003)⁷, if a purchaser observes messages one advocated with the aid of using superstar and the alternative now no longer, they consider superstar advocated product to be of better price and possibly to have extra purchases. Similar findings have been mentioned with the aid of using McCracken (1989²⁰) that widely known man or woman or superstar is possibly to have extra impact on purchaser's buy behavior. The underlying notion is that brand Image constructed via superstar could

have a better degree of interest & keep in mind for customers in order to result in better sales (Rai & Sharma, 2013²⁸).

A study conducted by Gallup & Robinson Inc. from 1982 to 1993 examined 248 celebrity-endorsed ads, and the results showed that these commercials had a 34% higher level of awareness than non-star advertising. An afternoon following commercial exposure, awareness was assessed in terms of commercial recall (Rai & Sharma, 2013). This recognition is passed to the recommended brand, which then creates and improves the brand image together with the attractive and lovable high-satisfactory of the celebrity (Mooji, 1994²³; Dickenson, 1996¹¹). Star endorsements are beneficial and successful in many ways, but there are risks and drawbacks as well. These negative elements include overshadowing the brand, public debate, changing the photograph and overexposure, and not being recognised by the public, according to Erdogan (1999).

The phenomenon of a celebrity character overshadowing an emblem figure occurs with products and brands. Customers become so absorbed in the celebrity that they neglect to pay attention to the recommended brand (Erdogan, Baker & Tagg, 2001¹³). The main issue that results from this issue is that consumers ignore the brand that is being promoted because they are more focused on the celebrity (Erdogan, 1999¹²). Overexposure to celebrity endorsements is another drawback.

Overexposure is a not unusual place problem amongst tremendously demanded and famous celebrities due to the fact each foremost company residence needs them to suggest their emblem which in the end results in making the purchaser extra burdened and not able to keep in mind the emblem correctly (Tripp, Jensen & Carlson, 1994). If a superstar lends his photograph to numerous manufacturers with the aid of using performing in commercials it additionally has much less effect at the customers' minds as the connection among the superstar and the advocated brand isn't distinctive (Mowen & Brown, 1981²⁴).

For financial gain, most well-known celebrities frequently recommend an excessive amount of items. A superstar's reputation is damaged when they simultaneously promote many firms. This is what Solomon, Bamossy, and Askegaard (2002) called the "employed gun" problem. Customers are wary of records provided by celebrities because they are aware that they receive large sums of money as endorsement fees in exchange for providing high-quality information about the endorsed brand, which has nothing to do with the features or product being promoted (Cooper 1984⁸; Tripp, Jensen & Carlson, 1994³⁶). (Wells & Prensky, 1996³⁷).

Numerous scholars have also suggested that negative publicity surrounding a celebrity no longer just affects consumers' perception of the celebrity, but also the product that the celebrity endorses (Klebba and Unger, 1982¹⁷; Till and Shimp, 1995²⁹). Superstar-endorsed commercials are meant to pique viewers' interest and convince them to buy the product, but it's frequently observed that viewers may find such commercials enchanting, even though they don't always purchase the recommended product or symbol or pledge allegiance upon endorsement (Alsmadi, 2006)¹.

III. Research Objectives

Since the effectiveness of superstar endorsements in classified ads isn't conclusive, the reason of this study is to discover how purchasers reply to superstar endorsements in India. Specifically, the researcher seeks to reply the subsequent questions:

1. Do purchasers locate superstar advocated classified ads attractive?

Accordingly the subsequent hypotheses have been formulated:

H1: Celebrity endorsements have sizeable effect on elegance of classified ads amongst Indian customers.

H2: Correlation among attractiveness of superstar advocated classified ads and consumer's shopping for conduct is big.

IV. Examining-Test Frame

The study is primarily based totally on discipline work. The survey was done within side the of Delhi. The survey used handy pattern of 250 respondents out of which 185 stuffed questionnaires had been received. The questionnaire (scale) used within side the observe turned into self designed primarily based totally at the inputs gathered throughout literature review. Several statistical strategies had been used for evaluation. To determine the reliability of the dimensions Cronbach's Alpha turned into calculated. The evaluation of statistics turned into done the use of Statistical Package for the Social Sciences (SPSS) 20.0 for Windows

Demographic traits of the respondents are given below. The pattern had 103 males & 82 females. Most of the respondents belonged to graduate & post graduate. 68% had been salaried, 17.8 % had been self hired.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	82	44.3	44.3	44.3
	Male	103	55.7	55.7	100.0
	Total	185	100.0	100.0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below secondary	1	.5	.5	.5
	Graduate	57	30.8	30.8	31.4
	Higher Secondary (10+2)	7	3.8	3.8	35.1
	Post Graduate and above	120	64.9	64.9	100.0
	Total	185	100.0	100.0	

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business/Self Employed	33	17.8	17.8	17.8
	Service	127	68.6	68.6	86.5
	Student	20	10.8	10.8	97.3
	Unemployed	5	2.7	2.7	100.0
	Total	185	100.0	100.0	

Reliability became tested the use of Cronbach Alpha values (Cronbach, 1951). Table 1 indicates Cronbach Alpha cost of the size used within side the study. The scale had 36 objects as defined within side the method segment The Cronbach's alpha cost became located to be 0.934 that is better than the threshold stage of 0.70 (Walsh, 1995³⁸). Hence it could be concluded that the objects covered within side the scale reliably degree the described constructs.

Reliability Statistics	
Cronbach's Alpha	N of Items
.934	36

Advertisement Attractiveness: Descriptive Statistics and t- Test

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence	
					Lower	Upper
I think the product endorser looks attractive	44.200	184	.000	3.5784	3.419	3.738
I think the endorser is graceful and stylish in appearance	45.145	184	.000	3.5297	3.375	3.684
I buy the product because it is endorsed by a trustworthy celebrity	30.305	184	.000	2.9135	2.724	3.103
I buy the product because the celebrity had a pleasant experience from it.	27.789	184	.000	2.8000	2.601	2.999
I buy the product	27.263	184	.000	2.7568	2.557	2.956

because the celebrity has enough knowledge of the product.						
Products endorsed by celebrities are of very high quality	31.201	184	.000	2.9459	2.760	3.132
Products endorsed by celebrities are very reliable	30.619	184	.000	2.8811	2.695	3.067
Products endorsed by celebrities draw my attention easily	37.817	184	.000	3.3189	3.146	3.492

Correlations			
		Celebrity Endorsement	Purchase Intention
Celebrity Endorsement	Pearson Correlation	1	.403**
	Sig. (2-tailed)		.000
	N	185	185
Purchase Intention	Pearson Correlation	.403**	1
	Sig. (2-tailed)	.000	
	N	185	185
**. Correlation is significant at the 0.01 level (2-tailed).			

Above study measured attractiveness of celebrity endorsed advertisements among consumers. The research findings, as tabulated in suggest that consumers find celebrity endorsed advertisements attractive. The overall attitude means score which measured the dimension as a whole is 3.09 which is above the scale midpoint (2.5). Further the analysis of agreement shows majority of the respondents agrees that celebrity endorsed advertisements to be attractive overall all the statements had mean score above the scale midpoint which clearly indicates positive attitudes of consumers regarding the statements. However two items of this dimension – celebrity experience & knowledge had very less mean score suggesting that though the consumers find celebrity endorsements to be attractive they are skeptical about their experience & knowledge.

The results of one sample t test indicate that mean difference for the dimension as a whole is significant statistically at 1% (Sig. 0.000). This means that among Indian consumers the mean score of the respondents who agreed that celebrity endorsed advertisements are attractive as a whole was significantly different from the respondent who disagreed with them. The results support the hypothesis one (H1: Celebrity endorsements have sizeable effect on elegance of classified ads amongst Indian customers) of the study and it is accepted.

The results of correlation analysis between different items included in the study for celebrity endorsement and buying behavior are given in Table. Overall celebrity endorsement and buying behavior are positively related ($r= 0.403$) which indicates that celebrity endorsement has a positive influence on buying behavior of consumers.

V. CONCLUSION

The study provides useful insights to the phenomenon of celebrity endorsed advertisements in India and how consumers perceive them. It is evident from the results of the study that the consumers find celebrity endorsed advertisements as attractive and attention grabbing. They are impressed by the visual attractiveness of the advertising message which uses a celebrity to appeal to them. The present study also provides evidence that consumers do not find celebrity endorsed advertisements to be believable and trustworthy and they are skeptical about the information provided in them. The study by Bowman (2002) also supported this observation and showed that advertising problem in Asia is not so much the celebrities but the lack of imagination in the way they are used. Alternatively the choice of celebrity may not meet consumer's expectations. Studies have found that credibility of celebrity is more effective in changing the buying.

REFERENCES

1. Alsmadi, S., (2006). The Power of Celebrity Endorsement in Brand Choice Behavior: An Empirical Study of Consumer Attitudes in Jordan. *Journal of Accounting- Business & Management*, 13, pp.69- 84.
2. Amos, C., Holmes, G. and Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), pp. 209-234.
3. Atkin, C. and Block, M. (1983). Effectiveness of Celebrity Endorsers. *Journal of Advertising Research*, 23(2), pp. 57-61.
4. Balakrishnan, L.,& Kumar, C. S. (2011). Effect of celebrity based advertisements on the purchase attitude of consumers towards durable products- A study with reference to the city of Chennai. *World Review of Business Research*, 1(2), pp. 98–112.
5. Bowman, J. (2002), Facing Advertising Reality, *Media Asia*, Vol. 7(26), pp. 14-15.
6. Bradley, S. (1996). Marketers are always looking for Good Pitchers. *Brand Week*, June, pp. 63-68.
7. Clark, R. C. and Hortsman, I. J. (2003). Celebrity Endorsements “Is celebrity advertising effective Business Standards” Available from www.bu.edu/e.con/seminar/micro/pdfav/celebendorse_bu.pdf. Retrieved December 1, 2015.
8. Cooper, M. (1984). Can celebrities really sell products? *Marketing and Media Decisions*, September, pp. 64-65.
9. Croft, R., Dean, D. and Kitchen, P. J. (1996). Word of Mouth Communication: Breath of Life or Kiss of Death? The Marketing Education Group Conference. The Department of Marketing, University of Strathclyde, Glasgow, pp. 47-50.
10. Crutchfield, D. (2010). Celebrity endorsements still push product. *Advertising Age*, pp. 22.
11. Dickenson, N. (1996). Can Celebrities Ruin a Launch? *Campaign*, May 3, pp. 24.
12. Erdogan, B.Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), pp. 291-314.
13. Erdogan, B. Z., Baker, M. J. and Tagg, S. (2001), Selecting Celebrity Endorsers: The practitioner' s Perspective, *Journal of Advertising Research*, Vol. 41 (3), pp. 39-48.
14. Goldsmith, R. E., Lafferty, B. A., and Newell, S. J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29, pp. 43-54.
15. Han, O. W. and Yazdanifard, R. (2015). The Review of effectiveness of Celebrity

- advertising that Influence Consumer's Perception and Buying Behavior, 15 (4), pp. 23-29.
16. Kaikati, J.G. (1987). Celebrity advertising. *International Journal of Advertising*, 6(2), pp. 93-105.
 17. Klebba, J.M. and Unger, L.S. (1982). The Impact of Negative and Positive Information on Source Credibility in a Field Setting. *Advances in Consumer Research*, (Eds.) Richard P. Bogazzi and Alice M. Tybout Vol. 10, Provo, Utah: Association for Consumer Research, pp.11-16.
 18. Mathur, L. K., Mathur, I., and Rangan, N. (1997), The Wealth Effects Associated With a Celebrity Endorser: The Michael Jordan Phenomenon, *Journal of Advertising Research*, 33, pp. 67-73.
 19. Malik G. and Guptha, A. (2014). Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior. *Journal of Global Marketing*, 27, pp. 128-143.
 20. McCracken, G. (1989). Who is the celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16, pp. 310-321.
 21. Mishra, A. S., Roy, S. and Bailey, A. A. (2015), Exploring Brand Personality–Celebrity Endorser Personality Congruence in Celebrity Endorsements in the Indian Context. *Psychology & Marketing*, 32(12), pp. 1158–1174.
 22. Misra, S., and Beatty, S. E., (1990). Celebrity spokesperson and brand congruence. *Journal of Business Research*, 21, pp. 159–173.
 23. Mooij, M. D. (1994). *Advertising Worldwide: Concepts, Theories and Practice of International, Multinational and Global Advertising* (2nd ed.). London: Prentice-Hall International Inc.
 24. Mowen, J.C. and Brown, S.W. (1981). On Explaining and Predicting the Effectiveness of Celebrity Endorsers. *Advances in Consumer Research*. (Ed.) Kent B. Monroe, Vol. 8, Michigan: Association for Consumer Research, pp. 437-441.
 25. Ohanian, R., (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), pp. 46-52.
 26. Petty, R. E., Cacioppo, J. T. and Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10, pp. 135–146.
 27. Rai, S. K. and Sharma, A. K. (2013). Celebrity Attributes and Influence on Consumer Behavior- A Study of Shekhawati Region of Rajasthan. *Pacific Business Review International*, 5 (11), pp. 57-64.
 28. Sharma, A. K. and Rai, S. K. (2013). Trends in Celebrity Endorsements on Indian Television, *International Journal of Marketing, Financial Services & Management Research*, 2(1), pp.21-29.
 29. Shimp, T. E. (1997). *Advertising, communication and supplemental aspects of integrated marketing communication* (4th ed.). Fort Worth, TX: Dryden Press.
 30. Shimp, T. (2003), *Advertising & Promotion: Supplemental Aspects Of Integrated Marketing Communi- cations*, Sixth Edition, Dryden Press, New York, pp. 292-301.
 31. Skärfstad, R., & Bergström, C. (2004). Celebrity endorsement: case study of J. Lindeberg. *International Business and Economics Program*, 193, pp. 8- 19.
 32. Solomon, Michael R. (2002), *Consumer behavior: Buying, Having, and Being*, 5th edition, New Jersey, Prentice Hall.
 33. Spielman, H.M. (1981). The celebrity sell: Making it work. *Marketing Times*, 28, 13–14.

34. Suegker, B. (2003), Lifestyles of the Fit and Famous, *Biography*, 7 (1), pp. 60-65.
35. Tom, G., Clark, R., Elmer, L., Grech, E., Masetti, J., Jr., and Sandhar, H. (1992). The Use of Created versus Celebrity Spokespersons in Advertisements. *Journal of Consumer Marketing*, 9 (4), pp. 45-51.
36. Tripp, C., Jensen, T.D. and Carlson, L., (1994). The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, Vol.20(2), pp. 535-547.
37. Wells, W. D. and Prensky, D. (1996). *Consumer Behavior*. John Wiley & Sons, New York, NY, pp. 44-46.
38. Walsh, W.B. (1995). *Test and Assessment (3rd Edition)*. Prentice Hall, New Jersey