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Abstract

All of us are consumers. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. What we buy, how we buy, where and when we buy. Every customer shows inclination towards particular products and services. There are a lot of factors, which influence consumer buyer behaviour. This study aimed at to understand the "influence of celebrity endorsee and product advertisement on consumer buying behaviour and building brand image." The effectiveness of using a celebrity to endorse and advertise a firm's product can generally be improved by matching the image of the celebrity with the personality of the product and the actual or desired self concept of the target market. In this paper we will see the relationship between product advertisement and celebrity endorsement on consumer buying preference and building brand image.

Key Words: Consumer Buying Behaviour, Product Advertising, Impact of Celebrity Endorsement, Advertisement, Brand Image

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INTRODUCTION:

“Any brand can get a celebrity. That is easy. But getting a celebrity consistent with the right brand, to the right degree, at the right time, for the right purpose and in the right way... that is not easy.” Businesses stay in business by attracting and retaining customers. They do this by engaging in exchanges of resources including information, money, goods, services, status, and emotions with consumers, exchanges that both businesses and customers perceive to be beneficial. The term consumer behaviour can be define as the behaviour of individuals in regards to acquiring, using, and disposing of products, services, ideas or experiences. Consumer behaviour also includes the acquisition and use of information. Advertising has become the most efficient way for companies to transmit product information to consumers. Words and images are often used to display the product and thus attract the attention of consumers. Of all types of endorsement, celebrity endorsement is the marketing method most frequently used by entrepreneurs. Entrepreneurs use celebrity endorsement to increase consumer purchasing motivation. Not only can celebrity endorsements attract consumers to purchase products, but the appeal of statements by celebrities can also affect consumer product image.

Impact of Product Advertisement and Celebrity Endorsement on Consumer Buying Behaviour and Building Brand Image:

The burgeoning of a new trend in India– brands started being endorsed by celebrities. Hindi film and TV stars as well as sportspersons were roped in to endorse prominent brands. In recent times, we had the Shah Rukh-Santro campaign with the objective of mitigating the impediment that an unknown Korean brand faced in the Indian market. The objective was to garner faster brand recognition, association and emotional unity with the target group. Star power in India can be gauged by the successful endorsement done by Sharukh for three honchos- Pepsi, Clinic All Clear and Santro.

In the Indian context, it would not be presumptuous to state that celebrity endorsements can aggrandize the overall brand. We have numerous examples exemplifying this claim. A standard example here is Coke, which, till recently, didn't use stars at all internationally. In fact, India was a first for them. The result was a ubiquitously appealing Aamir cheekily stating Thanda matlab Coca Cola. The recall value for Nakshatra advertising is only due to
the sensuous Aishwarya. The Parker pen brand, which by itself commands equity, used Amitabh Bachchan to revitalize the brand in India.

India is one country, which has always idolized the stars of the celluloid world. Therefore it makes tremendous sense for a brand to procure a celebrity for its endorsement. In India there is an exponential potential for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product. This would especially prove true if the endorser and the category are a natural lifestyle fit like sportspersons and footwear, Kapil-Sachin and Boost or film stars and beauty products.

Advertising is a form of communication. Like all forms of communication, it has many different effects and these effects are often related to one another. Advertising is targeted messages that communicate information from a company to individual and groups of consumers. This medium allows companies to draw consumers to the company’s goods and services. It can also influence consumer buying behavior, which helps companies increase sales revenue. Advertising can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising. Companies may also need to use advertising to stave off the popularity of a competitor’s products in the economic market. This will result in advertisements that will influence consumers to change their buying behavior and switch products for specific reasons, such as cost or quality.

**Literature Review**

Debiprasad Mukherjee (2009) this paper is an effort to analyze the impact of celebrity endorsements on brands. Objective of this article is 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. This paper proposes a 20point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to this paper, is the foundation of the impact of celebrity endorsement. 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.

Dinesh Kumar Gupta (2007) has stated in his research that the field of consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of product, services, experiences, or ideas to satisfy needs and impacts that these processes have on the consumer and society. And understanding the consumer behavior is the prime and toughest task in front of every marketer. There are a lot of factors, which influence consumer buyer behavior. This study aimed at to understand the "influence of celebrity endorsee on consumer buying behavior and marketing."

Debiprasad Mukherjee (2009) described that endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, this paper is an effort to analyze the impact of celebrity endorsements on brands. Objective of this article is 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. Amit Kumar (2011) found that the practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This made the author curious to explore the impact of celebrity endorsements on consumer buying behaviour. In his paper he focuses on the perception of Indian consumers about celebrity endorsements, examining the celebrity attributes likely to influence consumer purchase intentions and finally the impact of celebrity endorsements on their purchase intention. This project begins with the review of existing literature available on celebrity endorsements, which provides an insight into the research topic and clarifies many important aspects related to the subject. A quantitative method is used for this research project to investigate the perceptions of the consumer, attributes and its subsequent impact on purchase intention.
Objective of the Research

- To identify the influence of product advertisement and celebrity endorsement on consumer buying behavior.

- To study product advertisement and celebrity endorsement as a source of brand-building.

- To find which type of advertisement and celebrity persona is more effective.

The Four Qs of Product Advertising and Celebrity Endorsement:

Quick saliency: It gets cut through because of the star and his attention getting value. Nerolach as ensured high saliency for its brand with the inclusion of SRK in its advertising.

Quick connect: There needs to be no insight but the communication connects because the star connects. Ranbir Kapoor & Shah Rukh Khan ensure an easy connect for Pepsi with the youth.

Quick shorthand for brand values: The right star can actually telegraph a brand message fast without elaborate story telling. Sehwak and Sachin Tendulkar seem to have done that successfully for Boost in the early '90s. And helped to differentiate it in the malted beverages market.

Quick means of brand differentiation: In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market. Boost did it in the malted beverage category.
Theoretical Framework

Various Risk Factors Associated With Advertisement and Celebrity Endorsement:

The various risks associated with celebrity endorsements are as follows:

Celebrity overshadows the brand:
In certain cases where the celebrity values category benefit and brand values are not closely linked. There are chances that the celebrity is remembered more than a brand. Cyber media research study reveals that 80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed.

Garud
Necessary Evil:
Marketing have felt that once the brand rides the back of celebrity it becomes difficult to promote it without the star as it becomes difficult to separate the role of message and the role of the celebrity in selling the brand. The celebrity activity becomes an addiction and the task to find substitute becomes more and more difficult.

Celebrity creditability a question mark for the competent customer:
Today’s marketing endorsement has to deal with a competitive and knowledgeable customer who has begun to voice his opinion about their perception about endorsing a brand. Celebrity is said to befool the public as he is paid to sell and communicate good things about the brand. Hence the question of creditability of the celebrity being chosen to protect the brand is becoming pertinent.

Conflicting Image:
A mix match between the image of the credibility and the product can damage both. Unless there is a synergy between celebrities own image and that of product category the strategy of endorsement is rendered futile.

Multiple Endorsement:
The poly endorsement have lead to a celebrity clutter. Celebrity endorsing multiple products and multi brands in a category have left the customer confused and have lead to dilution in the celebrities value.

Influence of Celebrity scandals and moral violation on brands:
A number of entertainers and athletes have been involved in activities that could embarrass the companies whose products the endorsed. When the endorser’s image is finished. It actually leads to a greater fall in image for the brand. For instance Azharuddin was charge with betting and match fixing, which created negative feeling and repulsive thoughts among people for the products he was endorsing.
Conditions for Effective Product Advertisement and Celebrity Endorsement:

Fit with the Advertising Idea:

One of the most successful celebrity endorsement campaigns which reflect the fit between the brand and the 360 degree advertising fit is Fardeen Khan and Provogue. Provogue’s positioning in the apparel market is of a young, active, party-going, attention-grabbing brand and so is Fardeen Khan. The conjunction between the two has been immensely impactful and brand managers have utilised this endorsement through 360 degree reinforcement.

Celebrity-Product Match:

Nikhil Chinnapa is the brand ambassador for MTV since both the celebrity and the brand are considered as friendly, young, mood-boosting, humorous and outspoken. MTV's brand personality overlaps Nikhil Chinnapa's image as a brand. Some more examples of compatible celebrity product match in which celebrity brand attributes get transferred to the brand and increases the brand equity is of Amitabh Bachan & Navratan Tel, Sunny Deol & Lux Undergarments, Aishwarya Rai & Nakshatra, etc.

Celebrity Controversy Risk:

The perfect example here is of Salman Khan and the controversy in which he crushed a man to death with his Pajero when he was driving under the influence of alcohol. Also, any act on the part of the endorser that gives him a negative image among the audience and goes on to affect the brands endorsed. The brand, in most instances, takes a bashing.

Celebrity Popularity:

Celebrity Brand association like Garnier endorsed Tara Sharma & Simone Singh, Agni Diamonds with Riama Sen don't get much brand recall, and even if they do, it's difficult to attribute it to the celebrities' endorsing the brand. On the other hand, the same brands is endorse by much popular celebrity is recall easily.

Celebrity Availability:
In case of various brands, there are situations in which they prefer to go without a brand face, since there is no brand-fit between the celebrities available and the brand. Also, due to multiple endorsements by certain celebrities, brands refuse to adopt celebrity endorsement since they fear dilution of the brand image.

**Celebrity Physical Attractiveness:**

Bipasha Basu's physical attractiveness and her connect with the brand makes sugarfree and clinic all clear campaign through celebrity in India, John Abraham endorsing Garnier and Yamaha are some examples which portray the celebrities' physical attractiveness that help creating an impact.

**Celebrity Credibility:**

The most important aspect and reason for celebrity endorsement is credibility. Most experts believed that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the recommended product or service. One of the most obvious reasons of Amitabh Bachchan endorsing huge number of brands is the credibility of the celebrity and his recognition across consumers. To cite one of the most successful campaigns in which the celebrity's credibility has had an indelible impact on the brand and has saved the brand is of Cadbury's. After the worm controversy, Amitabh Bachchan's credibility infused into the brand through the campaign, helping it to get back on track. The campaign has won an award for the same.

**Multiple Endorsements:**

The case of multiple endorsements, both in terms of a single brand hiring multiple celebrities and that of a single celebrity endorsing multiple brands, is often debated. At times, consumers do get confused about the brand endorsed when a single celebrity endorses numerous brands. The recall then gets reduced and reduces the popularity of the brand. Not many people can remember all the brands that a celebrity endorses and the chances of losing brand recall increases if the celebrity endorses multiple brands. For example, in case of Sachin Tendulkar people recall Pepsi, TVS Victor and MRF, but might not remember brands like Britannia and Fiat. Similarly, for Amitabh Bachchan, consumers remember Cadbury, Pepsi, Parker Pens, Pulse Polio and BPL. They might get confused in the endorsement of Nerolac or AsianPaints.
Thus, for multiple endorsements where the same celebrity endorses several brands, it boils down to the strength of the brand and the advertising content.

**Findings**

Marketing world works very harder to make products and brand popular and in synch with the though most of the marketer spends huge amount of money every year on endorsing a brand through a celebrity. The reason they think for favouring celebrity endorsement as their strength to act as best spokesperson for the products and making it a brand An assessment of current market situation indicated that celebrity endorsement and advertising strategies if correctly blended in terms of marrying the strengths of the brands with the celebrity’s quality indeed justify the high cost associated with this form of advertising. However, advertising needs to be aware of the complex processing underlying celebrity processing endorsement by gaining clarity on described concepts of celebrity source creditability and attractiveness, match-up hypothesis, multiple product endorsement etc. The concept of celebrity endorsement has become a rage in India as well, with every company trying to rope in a brand ambassador of sorts for their brands. The increasing number of endorsements throws a valid question to the consumers.

**Conclusion:**

“Consumers and brands have relationships. Nurturing those relationships ensures a company’s success. While juggling their many duties, brand managers must keep answering three questions: who buys the brand, what do they want from it, and why do they keep coming back.”

A good brand does offer good quality. Impactful, clever or well-made advertisements are understood to imply big brands, major advertisers, and trustworthy products. Consumers do view advertisements but do not generally dwell for any great length of time on any advertisement. There are personal, social and psychological factors that influence the consumers’ outlook of advertisements and also in the formation of a brand.

Use celebrities in advertising, because of high attractiveness, can help the customers to remember the brand during shopping, and using celebrities can get more attention than the advertisements that don’t. Marketers pay millions of dollars to celebrity endorsee hoping that the stars will bring their magic to brand they endorse and make them more appealing and
successful. But all celebrity glitter is not gold. Celebrity sources may enhance attitude change for a variety of reasons. They may attract more attention to the advertisement than would non-celebrities or in many cases, they may be viewed as more credible than non-celebrities. Third, consumers may identify with or desire to emulate the celebrity. Finally, consumer may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire. The effectiveness of using a celebrity to endorse a firm's product can generally be improved by matching the image of the celebrity with the personality of the product and the actual or desired serf concept of the target market.

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