Impact of Celebrity Endorsement on Consumer Buying Behaviour

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Abstract

Celebrity endorsement is one of the most widely used tool for advertising in the marketing world today. Celebrities are meant to deliver self-image to brand image in order to make product popular, symbolic and attractive in the minds of consumers. Celebrity endorsement is a multi-million business now. It is so popular that celebrities earn more through advertisements than they do from their actual profession. This research aims to find out if a celebrity stands and returns the worth of every penny spent on them to the brand and product they endorse. In this research a detailed analysis will be done to find out the impact of celebrity endorsement on consumer buying behaviour. This study will trace out the impact along with factors that drive consumer to buy a product that is endorsed by a celebrity. Also, the study will trace what factors do not influence the consumer’s decision about buying a product that is endorsed by a celebrity.

Key Words – Celebrity endorsement, Consumer buying behaviour, image transfer, popularity, attractiveness, brand image.

Introduction

Celebrities are always in the eyes of public and at times, so much that they are themselves not flattered about it. But brands are always flattered when they get a lot of eyes from the public. Therefore, celebrities always make a safe bet for brands to gain popularity in market. Gaining popularity today is like gaining a super power. A super power of being able to influence public, shape people’s minds and be reckoned with trust from millions. This is exactly a position brands want to be at.
Advertisement endorsed by a celebrity has an incredible appeal. When a celebrity talks about a brand in a tv-ad, people are very likely to believe it. When a story of film gets life by a celebrity, a brand-story also does get life from celebrity. Celebrity endorsement is a big business in today’s era. Brand promotion is an exercise that companies do rigorously to keep their brands running and flourishing in the market.

“Consumer Behaviour is the activities people undertake when obtaining, consuming and disposing of products and services” (Blackwell et al. 2001). Consumer Behaviour is studied purposefully by the brands to do effective audience-segmentation, targeting the audience and positioning the brand in minds of consumers.

When celebrities endorse brands, do they create more chances for the products to sell in market? Or consumers only buy a product when it fulfils their needs and is worth the money. Is the image of celebrity enough for the brand to make business or is it really important for the product to earn a spot in market by building its own image through satisfying consumer’s needs, gain their trust and respect and not be painstaking to consumer’s pocket. Do brands really need celebrity endorsement to thrive in the market or is it possible to thrive on their own. This study aims to find out the impact of celebrity endorsement on buying behaviour of consumers. Do consumers feel the urge of going with the words celebrities are speaking for a brand’s promotion?

Brand image is the perception of a brand in minds of people. When there is a celebrity in an advertisement, the advertisement is better recognized and recalled by the consumers.

In this research the relationship between celebrity and brand will be studied to obtain consumer buying behaviour built around it. The study will take place by exploring various factors to determine this relationship namely, attractiveness, meaning transfer, credibility, liking, trustworthiness, image-transfer of a celebrity to the brand. To measure the relationship lets carry forward the research.

**Objectives**

1) To find the purchase drive celebrity endorsements create in consumer’s mind,
2) To trace if consumers are more likely to buy a product when it is endorsed by a celebrity,
3) To explore the factors behind celebrity influenced product purchase,
4) To observe the interlinkage of celebrity image with brand image and people’s perception about it.

**Hypothesis**

H1 - Celebrity endorsements create a huge drive in consumers to buy a product
H2 - Consumers are more likely to buy the product that is endorsed by celebrities
H3 - Popularity, trust, attractiveness and favouritism towards celebrity create the urge in consumers to buy the products they endorse.
H4 - The image of celebrity is highly interlinked with the image of brand, such that celebrity’s image shape the image
of a brand in consumer’s mind.

**Research Methodology:**

In this research study, the survey method was used to collect data from sample by using the tool – questionnaire. The survey was conducted on earning urban population between the ages of 21-50 years through convenience sampling. A total of 126 responses were received out of 150 sent.

**Data Analysis**

Does the presence of a celebrity in the advertisement of a product, influence your buying decision towards the product?

126 responses

- 32.5% felt it was highly influential
- 19% somewhat influential
- 42.1%给予 somewhat influence
- 51.5% responded that celebrity’s presence is generally non-influential (32.5%) or not influential at all (19%) on their buying decisions.

As a consumer, whether, as per you, a product is more easily recognised or recalled, if it has been endorsed by a celebrity in the advertisement.

126 responses

- 57.9% strongly agree
- 21.4% agree
- 16.7% disagree
- 16.7% strongly disagree
It is noted that the majority of the respondents agree (57.9%) that a product is more easily recognised or recalled, if it has been endorsed by a celebrity in the advertisement. Moreover, 16.7% of the respondents strongly agree that a product is more easily recognised or recalled, if it has been endorsed by a celebrity in the advertisement.

In contrast, only 25.4 percent of the respondents have shown certain disagreement to this question.

As a consumer, do you feel that the product endorsed by a celebrity are of higher quality as compared to the similar product endorsed by non-celebrity?

126 responses

- I Strongly feel it: 33.3%
- I sometimes feel it: 13.5%
- I generally do not feel it: 24.6%
- I never feel it: 28.6%

It has been observed that the responses to this question is majorly divided with 46.8% of the respondents strongly feeling (13.5%) or somewhat feeling (33.3%) that the products endorsed by a celebrity are of higher quality as compared to similar product endorsed by non-celebrity, while 53.2 % of the respondents generally (28.6%) or never (24.6%) feeling that that the products endorsed by a celebrity are of higher quality as compared to similar product endorsed by non-celebrity.

As a consumer, do you think the brand image and fan following of the celebrity as perceived by the public in general, is influential on the your decision towards the product endorsed by that celebrity?

126 responses

- Highly influential: 18.3%
- Somewhat influential: 40.8%
- Generally non-influential: 9.5%
- Not influential at all: 25.4%
It is found that the brand image and fan following of the celebrity as perceived by the public in general, generally influences the decision of a buyer towards the product endorsed by that celebrity with 18.3% of the respondents responding for high level of influence and 46.8% respondents responding for some level of influence.

Looking at the other side, a chunk of respondents believes that brand image and fan following is generally non-influential (25.4%) while very few believes that brand image and fan following is not influential at all (9.5%).

As a consumer, do you think the sex, age, lifestyle or habits of the celebrity endorser, influence your buying decision towards the product?
125 responses

It has been observed that the highest percentage (47.6) of respondents do agree that the sex, age, lifestyle or habits of celebrity endorser, influence their buying decision towards the product endorsed. However, a fair share of respondents disagreed to this question (32.5%).

Strong agreement was noted in 8.7% of the respondents, while Strong disagreement was noted in 11.1% of the respondents.

As a consumer, will you be willing to pay certain reasonable premium price towards a product endorsed by your favourite celebrity as compared to a similar product endorsed by non-celebrity?
126 responses
Contrasting to majority of other responses where respondents generally tended to be in favour of influence of celebrities on consumer buying behaviour, almost half of the respondents (49.2) were not in favour of paying any premium price towards a product endorsed by their favourite celebrity, while only 20.6% of the respondents were willing to pay a reasonable premium price. Further, 30.2% of the respondents were not sure on their response.

**Findings and Conclusion:**

On the basis of data received and hypothesis tested, It is concluded that the presence of celebrity in an advertisement influences buying behaviour of consumers. A product is more easily recalled and recognized when a celebrity is associated with it.

Although, for most people the presence of a celebrity does not impact the perception on products or service’s quality. Only few people think that celebrity endorsement adds to quality of product or a service. When talking about entry of a new product in market, celebrity endorsements help the brand gain positive response from consumers.

When a celebrity endorses a product of his own domain, the advertisement becomes instantly more impactful. The trustworthiness of a celebrity is also an important factor which helps in the growth of impact and positive image of a product, service or brand.

For most people, the brand image, reputation and fan following of a celebrity directly influences the image of brand in consumer’s mind. Celebrities transfer self-image to brand and product image. The personal image, lifestyle, sex, age, habits shape a perception about brand they endorse in consumer’s minds. It is also viewed that an unfortunate or negative event which has taken place in celebrity’s life does not highly impact the image of brand. A brand can switch endorser and continue to play in the market. So only the positive attributes of a celebrity add to the image of a brand.

In comparison to competitive products, the quality is not questioned whether or not brand is endorsed by celebrity or not. If two similar brands are there in market then people are not willing to pay an extra premium price to see a celebrity endorse that brand. If a celebrity switches to a competitive brand people are likely to stay with their current brand unless a material difference is seen in the two.

To sum up, it can be seen that celebrity endorsements do play an important role in influencing the buying decisions of majority of consumers and therefore, it is quite essential to factor the celebrity endorsements from varied and dynamic angles while advertising for a product.
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