

## CELEBRITY ENDORSEMENT IN INDIA: PATTERN AND TRENDS

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### ABSTRACT

*The adoption of celebrities by Indian advertising agencies has experienced a tremendous increase in the last 15 years. Celebrity advertisement is considered as an effective communication strategy between the marketer and consumers. A good number of companies have adopted this strategy as an effective tool to penetrate the product in to the different segment of the market. The paper attempts to evaluate the pattern and trends in celebrity endorsement in India. The products are classified into five categories like medicine and toiletries, drinks and confectionery, personal appearances, home appliances and miscellaneous items. A sample of 125 advertisements belongs to five product categories featuring celebrities were considered and study reveals that film stars are frequently used as endorsers and dominated all product categories.*

**Keywords:** Brand, Celebrity, Endorsement, Product, Television.

### Introduction:

In the present scenario the modern marketing strategy of most business firms depends largely on creative advertising in order to promote reach their products to their target markets. Using celebrities in the process of advertisement will give an extra edge to the companies for holding the viewers' attention. With the advent of celebrity endorsements, many industries have started believing that celebrities can build brands, as well as the Companies image. There is a notion that celebrity endorsement is used to give a brand advantage over the competitors. Celebrity endorsements pull in hundreds of Corers every year, and are widely preferred by marketers to promote their products. It is considered as one of the powerful tools adopted by the companies to consolidate their brand in the crowded market place. Using celebrity in advertising causes to influence brand attitude and purchase intention of consumers in a positive way. Most of the products of many companies are being endorsed by the actors and Cricketers for better sales targets. Celebrities are people who enjoy specific recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extra ordinary lifestyle or special skills

that are not commonly observed. The use of celebrity endorsement strategy is nowadays more frequently used by marketers in order to increase their sales and thereby extend their market shares. Firms invest significant monies in exposing brands and organizations with endorser qualities such as attractiveness, likeability, credibility, Trustworthiness etc. Celebrities in advertisements provide many benefits like Facilitation of brand identification, changing or impressing the negative attitude towards the brand, repositioning an existing brand, global marketing and affecting purchase intention of consumers. Celebrity advertisements are more popular compared to other advertisement. The study reveals that celebrity advertisement is essential for popularizing the products. Celebrity advertisement has a strong effect on consumers' memory and learning approach too. Most of the consumers are not in a purchase situation when they encounter with message of the brand. Marketers use celebrity endorsement in order to help better memory power in consumers' mind which they can easily remember in purchasing situations. There are certain parameters like celebrity product match up, credibility, attractiveness, target audience match up, cost consideration that hypothesize compatibility between the celebrity and the brand.

Since the presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to use celebrity endorsements in order to sell their brands. Using celebrities in advertisements provides many benefits like Facilitating of brand identification, changing or impressing the negative attitude towards the brand, repositioning an existing brand, Global marketing and affecting purchase intention of consumers. Celebrity advertisement has a strong effect on consumers' memory and learning approach too.

### Review of Literature:

Many studies have been done to examine the effect of celebrity endorsement on consumer behavior.

According to M C Cracken (1989) one of the main reason for using celebrity endorsement is to create a better image for the product by transferring the symbolic meaning from the celebrity to the product. They identified that celebrity endorsement enhances brand recall and product awareness.

Arthur Cheng H Sui Chen, Rita Yahui, Ali Besharat, Daniel w. Baack (2013) found that advertisers commonly use celebrity endorsers to increase the effectiveness of advertising in persuading consumers. They focused on classical conditioning theory to earn exploration of multiple brand advertisements by a single celebrity and examined how brand concept consistency between endorsers' brands affects consumers' evaluation of the endorsed brand. The results of two studies revealed a greater favourable attitude by consumers towards the initial and latter endorsed brand in case of identical or close brand concept consistency as compared to case of far brand concept consistency. Multiple brand endorsements by the same celebrity, framed by classical conditioning process, found that the initial and later endorsed brands positively influences consumers attitude towards the endorsed brands.

Jasmina L Lick, Cynthia M Webster (2013) examined the effect of irrelevant information presented in marketing communications be a celebrity co-branding partner or consumer judgment of a partner brand. They identified that three experimental conditions manipulate the relevancy of information: relevant information, irrelevant information and relevant plus irrelevant information. They suggested that when a celebrity co- branding partner does not provide information about the partner based non brand benefits, consumers' judgments in the ability of the partner brand to deliver benefits their purchase intent and their match up perceptions become less positive. Consumers brand benefit belief and purchase intention show evidence of dilution effect one when consumers perceive a mismatch between celebrity and brand when presented with irrelevant information supplied by a celebrity in addition to relevant brand information. They also suggested that brand managers

should ensure a celebrity co-branding partner does not provide irrelevant brand information with in advertisements to avoid brand benefit belief, purchase intent and match up dilution.

Pranav Rajan, Razia Shehdev and Yuvraj Bhatnagar (2013) tried to find out the factors that affect people choice towards different reality shows. By taking one very popular Indian reality show 'kaun Banega Crorepati' efforts have been made to understand that among two stars warts of Indian celluloid world. Amitab Bachan and Sharuk Khan who is the better host of the show and why? They applied in Q score technique to understand the same focus group discussions were also conducted to understand the reasons for variations in the viewership of this show from 2000 to 2012.

Naganuri Srinivas (2013) investigated the consumers' attitude towards the brand celebrity advertisement and their intention to purchase the advertised product. The dependent variables like purchase intentions attitude towards s the advertisement and celebrity were measured against the independent variables source of information, essential features and celebrity qualities using one way ANOVA and Chi Square test. The result of the study was the celebrity endorsement generated higher purchase intention, positive attitude towards the advertisement and brand.

Kara Chan Yu Leug and E.K. Luk (2013) identified the attributes of celebrity endorsers and attributes of celebrity endorsement advertisements that are most appealing to the adolescents. They also examined adolescents' perception about how celebrity endorsement advertisement works. They traced that popularity, good image and congruence between celebrity's image and brand image factors for marketers to consider in selecting celebrity endorsers. The study concludes that celebrity advertisement increase brand awareness, attract the celebrity fans, encourage trial and enhance purchase confidence.

Moti Z Willing, Gila E. Fruchter (2013) found that celebrity's endorsement of a product or service truly influenced the purchase intention of consumers. Such feelings have created a necessity to identify the specific characteristics of celebrities that most positively influence an advertisers target audiences. The study developed an innovative model for selecting celebrities that will most effectively endorse a specific product.

Nam Hyum Um (2013) investigated the relationship between negative brand publicity and a celebrity endorser. The study found that negative brand publicity had negative impacts on the celebrity endorser, brand evaluation and purchase intention. It explored two things i.e. Whether identification with a celebrity moderates the relationship between negative brand publicity and evaluation of a celebrity endorser and a brand.

Urvashi Guard (2013) pointed that appearance of celebrities in advertisement helps the customers to remember the brand during shopping. The attractiveness of a celebrity is a crucial factor in advertisement. Celebrity endorsed product can capture the market than the non-celebrity endorsed product/brands. He opined that multiple endorsement i.e. same celebrity endorses several brands, reduces the strength of brand and the advertising content. Nathalie Fleck and Gerasdine Michel and Valerie Zeotoum (2014) found that celebrities can magically transport consumers to an idealized place, provided there was congruence between the celebrity and the brand. Celebrity association with a brand seemed to have the effect of increasing the brand's importance and salience. Further, a celebrity brand spoke person seemed to elicit fantasy that magically transported respondents to a better and more beautiful place. They also found that a spoke person who, for any reason is perceived as in congruent with the brand is in effective due to a loss of credibility. Personifying a brand through the use of a spoke person is a strategy that some companies use to harmonize their brands.

### Knowledge Gap:

In spite of vast number of previously published research papers dedicated to the field of celebrity endorsement and buying behaviour, there are no studies which specifically focus on identifying or establishing a relationship between types of celebrity and category of products endorsed and trends and pattern of celebrity endorsements in India. Here the authors attempt to fill this gap.

### Objectives of the study:

- To evaluate the trends in celebrity endorsements with respect to categorized products in India
- To find out the usage of celebrities in television commercials, according to product categories

### Methodology:

To study the use of celebrities in television advertisements proforma containing different questions covering various aspects of the study was prepared. Here all the advertisements which appeared on various TV channels during prime time were recorded. A sample of 185 advertisements belongs to five product categories were considered. Of which 125 advertisements were featuring celebrities. A detailed analysis i.e., content of messages, types of celebrity, category of product, for each advertisement was done separately and each advertisement was viewed 3 times to gather information required for the study. The products are classified in to five broad categories in to medicines and toiletries, Drinks and Confectionary, Personal appearances, Home products and appliances

and miscellaneous services. A detailed sample frame is given below:

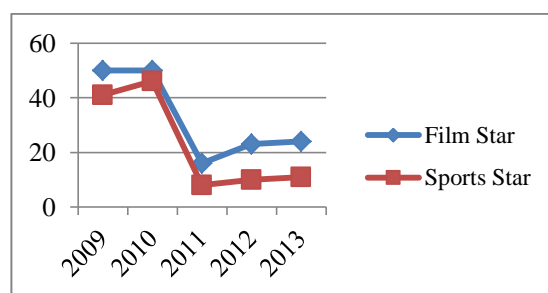
### Category of products selected for study:

Medicines and Toiletries	Drinks and Confectionary	Personal appearances	Home Products and Appliances	Miscellaneous Services
OTC Drugs Pain Killers Balm Health Drinks Toothpastes Detergents and Soaps	Soft Drinks Coffee Biscuits Chocolates	Cosmetic items Hygiene products Clothing and Foot wears	Washing Machine Refrigerator  Two wheelers Four Wheelers Paints Steel bars	Insurance services Mobile services

### Celebrities: Film stars and Sport star:

Celebrity endorsements act as a credible means of money burning. This is because there is a world of products the value of which a customer obtains from purchasing any given variety. Different categories of celebrities are used as spokespersons in marketing programmes. A good number of companies are using either film stars or sports stars as celebrities. The table depicted below clearly indicates the presence of celebrity in each year.

Table-1 exhibits the trends of top Indian Celebrities with maximum number of brands endorsed on Television between 2009 and 2013. The figure clearly indicates that top film actress Katrina Kaif ranked number one in 2013, followed by Sharuk Khan and Salman Khan. In the year 2011 and 2012 Top movie star Sharuk Khan ranked number one, followed by Saif Alikhan and Katrina Kaif in 2012 and Katrina Kaif and Kareena Kapoor in 2011. The Captain Cool MS Dhoni positioned number one in 2009 and 2010.



Celebrities like film stars and sports stars are widely used in advertisements to influence consumers' product choice in India. The graph depicted above clearly indicates that majority of companies in India are adopting film stars as endorsers, but the adoption of both the celebrities were decreased in a sizeable manner from 2009 to 2011 and there is a slight increase in 2012 and 2013.

Table 2 indicates that aerated soft drink is the top ranking category that used celebrity endorsement extensively with (8.4%) share during Jan- June 2013. It is interesting to note that top ten product categories

contributed (41%) share of celebrity endorsement during Jan-June 2013.

### Celebrities: The types of Products Endorsed:

Different types of celebrities are used as spoke persons for different categories of product. Table depicted below reveals the frequency of celebrities used in advertisements for various product categories. Of the total 185 advertisements analyzed, 125 (67.6%) advertisements had used celebrities as endorsers, actors or spoke persons.

The table 3 reveals that 35.38 percent of the medicine and toiletries are used the services of celebrities to endorse their products or brands and followed by home products and appliances (26%) and drinks and confectionary (21.54%). It is interesting to see that 33.33 percent of home appliances brands are not using any celebrities.

### Gender of Celebrities and Types of Products Endorsed:

A gender wise analysis was carried out and found that female celebrities were more frequently used in cosmetics and beauty products. The following table shows the gender of celebrities and types of products endorsed.

The table no 04 depicts that the use of female celebrities was most prevalent in the drinks and confectionery category (68.75) followed by personal appearances (57.69) and miscellaneous (47.36). As per the table medicines and toiletries are endorsed by male celebrities (41%) than female celebrities. It is interesting to note that about (19%) advertisements used both male and female celebrities.

### Category of celebrities and types of products endorsed:

Celebrities like film stars, sports stars, TV stars, anchors and musicians are widely used in television advertisements to influence consumers' brand choice behaviour. Marketers try to establish a link between their brands and a positive favourable image. The table mentioned below shows the category of celebrities and types of product endorsed.

The table no. 05 shows clearly points out that film stars are frequently used as endorsers (52.5%) and dominated all product categories. Other celebrities' features in advertisements are sports stars, T V personalities, models etc. Maximum advertisements that were analyzed for the present study had film stars followed by TV stars (23.73%) and sports stars (16.38%). Personal appearances (69.23%) items had the maximum percentage of film stars followed by medicines and toiletries (62.30%), home products appliances (50%) drinks and confectionary (40.63%). For endorsing drinks and confectionary items, after

film stars (40.6), it is noticed that companies preferred sports stars (37.50%).

### Conclusion:

Celebrity endorsement can be seen as a powerful and effective marketing strategy which helps to enhance brand recall and recognition. Companies invest large sums of money for capturing celebrities as spokespersons. Different types of celebrities are used as endorsers in marketing campaigns. Most of the celebrities are from the film and sports arena as their popularity extends to relatively wider segment of the population. Film stars are frequently used as endorsers and dominated all product categories. Majority of the drinks and confectionary items are endorsed by female celebrities. A celebrity endorser used in advertisement can be interpreted as a reference group. Celebrity advertisement can be treated as a double edged promotional sword.

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**Table 1: Celebrities with highest number of brands endorsed (2009-2013)**

Year	Rank I			Rank II			Rank III			Rank IV			Rank V		
	Name	N	%	Name	N	%	Name	N	%	Name	N	%	Name	N	%
2009	M S Dhoni	26	28.6	Sharuk Khan	21	23	Kareena Kapoor	15	16.5	Sachin Tendulkar	15	16.5	Katrina Kaif	14	15
2010	M S Dhoni	28	29	Sharuk Khan	23	24	Sachin Tendulkar	18	18.5	Amitab Bachan	13	18.8	Sharuk Khan	14	14.4
2011	Sharuk Khan	06	25	Katrina Kaif	05	02	Kareena Kapoor	05	21	MS Dhoni	04	21	Salman Khan	04	16.6
2012	Sharuk Khan	10	30.3	Saif Ali Khan	07	21.2	MS Dhoni	06	18	Kajol	05	18	Amir Khan	05	15
2013	Katrina Kaif	09	25.7	Sharuk Khan	08	22.9	Sachin Tendulkar	07	20	Amir Khan	05	20	Kareena Kapoor	06	14

Source: www.tamindia.com

**Table 2: Celebrities and Product Categories (2013)**

Rank	Product Category	Share (%)
1.	Aerated Soft drinks	8.4
2.	Toilet Soap	6.3
3.	Social Advertisements	6
4.	Non aerated Soft drinks	4.3
5.	Perfumes	4
6.	Shampoos	3
7.	Hair Oils	3
8.	Tooth Pastes	2
9.	Scourers	2
10.	Milk Beverages	2

Source: http://www.tamindia.com

**Table 3: Use of Celebrities and Types of Products Endorsed**

Sl. No.	Category	Celebrity Used		Celebrity not Used		Total
		Number	%	Number	%	
1.	Medicines & Toiletries	43	35.38	13	21.66	56
2.	Drinks & Confectionary	27	21.54	9	15	36
3.	Home products & Appliances	33	26.15	20	33.33	53
4.	Personal appearances	18	13.9	15	25	33
5.	Miscellaneous	4	3.3	3	5	7
	<b>Total</b>	<b>125</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>185</b>

Source: Sample Data

**Table 4: Sex of Celebrities and Types of Products Endorsed**

Sl. No.	Category	Male		Female		Both		Total
		N	%	N	%	N	%	
1.	Medicine Toiletries	19	44.26	18	40.98	7	14.57	43
2.	Drinks confectionery	3	12.5	16	68.75	4	18.75	23
3.	Home products, Appliances	4	44.4	3	38.46	2	23.08	9
4.	Personal Appearance	8	23.08	21	57.69	7	19.23	37
5.	Miscellaneous	4	26.32	6	47.36	3	26.32	13
	<b>Total</b>	<b>38</b>	<b>29.94</b>	<b>64</b>	<b>51.41</b>	<b>23</b>	<b>18.65</b>	<b>125</b>

Source: Sample Data

**Table 5: Category of celebrity and types of product endorsed**

Sl No.	Category of Product	Film stars		TV Stars		Sports stars		Others		Total
		No.	%	No.	%	No.	%	No.	%	
1.	Medicine &Toiletries	27	62.30	13	31.15	1	3.28	2	3.28	43
2.	Drinks &Confectionary	9	40.63	3	12.5	9	37.5	2	9.38	23
3.	Personal appearances	6	69.23	1	15.38	1	7.69	1	7.69	9
4.	Home products, & Appearances	19	50.0	8	23	7	19.23	3	7.69	37
5.	Miscellaneous	4	36.84	3	26.32	3	21.05	2	15.79	13
	<b>Total</b>	<b>65</b>	<b>52.5</b>	<b>28</b>	<b>23.73</b>	<b>21</b>	<b>16.38</b>	<b>10</b>	<b>7.35</b>	<b>125</b>

Source: Sample Data

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