

CELEBRITY ADVERTISEMENT: KEY TO MARKETING SUCCESS

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ABSTRACT

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. This paper analyses the role of celebrities in promoting sales and Criteria of selecting celebrities in endorsement. Celebrity advertisement helps to increase market share. Using celebrities in advertisements provides 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 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.

Keywords: Brand building, Buying behaviour, Celebrity advertisement, Endorsement

Introduction:

Advertising is a popular device employed in the modern marketing system. With the expansion of large scale production, the growth of competition amongst the producers to capture markets and the invention of substitutes for almost all kinds of products, effective advertisement has become more indispensable. In this age of intense competition most of the companies are trying to capture markets with the help of celebrities. 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 myth that celebrity endorsement is used to give a brand advantage over the competitors. Celebrity endorsements pull in hundreds of Corerss every year, and are widely preferred by marketers to promote their product. So it is 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. There are many noted ads were celebrities are seen endorsing a brand such as Sachin Tendulkar in Pepsi, Amita Bachan in Dairy milk, Sharuk Khan in Fair and handsome and so on. There for more and more companies prefer the celebrities of different fields in Kerala like the cricketers, film stars, and other sports personalities. Celebrity advertisement is quite famous and effective in Kerala. Most of the products of many companies are being endorsed by the actors and Indian 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.

Review of literature:

B. Zafer Erdogan (1999) identified factors from the academic literature which may have managerial importance for selecting celebrity endorsers. According to him effectiveness of celebrity endorsement is related to several factors like attractiveness, credibility, product celebrity match, message and product type level of involvement, number of endorsement by celebrities, target receiver characteristics etc is attached to celebrities. Besides these factors economic visibility of endorsers, regulative issues, compatibility with overall marketing strategy and potential risk must be simultaneously also considered. Celebrity endorsement strategy can be an effective competitive weapon in mature and saturated markets in order to differentiate products from competitors since there is a heavy advertising clutter.

Tanu Sree Bhowmick (2012) opined that celebrity advertisement provides an alternative to creative advertisement. Celebrity advertisement mainly focus on the strength of the celebrity and more often, it is mainly tends make the celebrity speak directly to the public. They also points out that the marketer also has to take care about the reputation of the endorser and should prefer to stay with a celebrity which has a stable image and not that the image of the celebrity changes every few weeks. According to them a careful analysis of the market situation indicates that celebrity endorsement strategies can justify the high cost incurred in advertising if used in the right circumstances.

According to Sri and Sudhakar (2003) use of celebrities in advertisement brings faster awareness, interest in the advertisements, and knowledge towards the product. The study also identified the TV watching habits of the consumers and their awareness on celebrity advertisements. All the respondents participated in the study have awareness on the celebrity endorsed advertisements. The author pointed that celebrity endorsement is essential for products such as soft drinks, cars and suiting. The advertisement s of the products used national celebrities and they were successful in creating interest in the customers.

Maneesh and Praneeth (2009) studied the effectiveness of celebrity endorsement in brand recalling. The study identified the influence of celebrity endorsements in brand recalling purchasing product. It was determined that celebrity advertisement is an effective tool in advertisement and it positively affects the brand recall. It does not affect decision making and it helps only in brand recalling. The study also suggested that inappropriate use of celebrity in advertisements fails to produce the desired results. Lack of credibility of consumers in celebrity endorsement may give negative results.

Chung –Kue Hsu and Danniella McDonald (2002) examined celebrity advertising was prevailing advertising techniques. Some marketers choose to utilize multiple celebrities to promote their brands. Nevertheless it is surprising that so little research has focused on this phenomenon. This research discussed the advantages and potential concern of multi celebrity endorsement advertising and documented actual use of the multiple celebrity endorsers in the milk moustache campaign in the USA. They found that these milk moustache advertisements have matched their celebrities' gender, age etc. The research supports that fit between the endorsed product and various celebrities is key factor for using multiple celebrity endorsers in advertising.

Frank R. Veltri (2003) examined the increase in endorsement marketability of professional female athletes. Professional female sports figures are becoming more popular and as results are receiving larger endorsement contracts from sports specific and nonspecific corporations. The 1996 summer Olympic Games produced more female endorsers than in any past Olympic games. A growing trend among American corporations is to increase the use of female athletes as product endorsers secondary to the growth of the female sports market and the stagnation and the situation of the men's market. With the development of professional women's leagues corporations are interested in hiring these new sports figures. Corporations are competing for the use of sports women as advertising models is an attempt to boost product image, sales and loyalty.

Fang et.al. (2003) determined the impact of thin female models in advertising. The results of the study indicated that women perceived that they influenced by media images with male friends or romantic partners and American respondents perceived greater differences among diverse types of close Vs distant, gender in group than the Hong Kong Women. Therefore, there is difference in the opinion of the differences between the two cultures in processing the advertisements.

Pawar and Milan (2006) have assigned a study to extend knowledge of cognitive processing of advertising message by urban children in India. The study aimed to find out whether advertisement elements like endorsers, music, slogans, etc. influence processing and understanding of advertisement message by children. 250 children were surveyed and found out from the response given by them refers to elements like likeability of the model, character of endorsers, strong line slogans and the music. These will create liking or disliking for a particular advertisement and hence deciding of its message.

Celebrity Advertisement- The Concept:

Celebrity based advertisements have become the order of the day. Nowadays, we rarely find

advertisements not featuring celebrities. In this age of intense competition where capturing a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers attention. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value to the brand. Celebrities are peoples who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extra ordinary life cycle or special skills that are not commonly observed.

The term Celebrity- Defined:

- A "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". (Friedman and Friedman)
- A "celebrity is a well-known personality "actor, entertainer, or athlete" who is known to the public for his or her accomplishment in areas other than the product class endorsed" (Shimp 2003)
- A celebrity is a well-known personality who enjoys public recognition by a large share of a certain group of people.

Celebrities are popular among the public and take pleasure in being recognized by numerous people. Good looks, classy life styles and special skills are only some of celebrities' special features that are different from several people and are seen by the public which grants them a large amount of the public's attention.

Impact of Celebrity Endorsement on Brand:

Over the past years the loudening of celebrities endorsing brands has been steadily increasing. The reason may be detected as an attempt to mingle diverse activities to win customer preference. The poser of celebrities influencing consumer purchase decision is widely acknowledged by all. Celebrities can bestow special attributes up on a product that it may have lacked otherwise. If a celebrity can amplify the merits of a brand, he or she can also exaggerate its image. Actually celebrity advertisement is propelled by virtue of the following motives:

- Instant brand awareness and recall
- Celebrities define and refresh brand image
- Celebrities add new dimensions to a brand's image
- Instant credibility
- Convincing consumers

There are certain parameters that hypothesize compatibility between the celebrity and the

Endorser Select on Criteria:

Marketers and advertising makers use variety of select on criteria. Below is a list of most important ones:

Celebrity /audience matchup:

It refers to compatibility between an endorser and the target audience. It represents the extent to which the target market relates positively to the endorser.

Celebrity/brand math up:

It means the compatibility between an endorser and the image desired for the endorsed brand. The determinants of the match between celebrity and brand depend on the degree of perceived 'fit' between brand and celebrity image. (Misra and Beatty 1990)

Celebrity credibility:

Researchers in the area of gender matching found gender to have an impact on celebrity appeal. Female celebrities have gained popularity and the marketability of professional female celebrity of professional female athletes has increased Venus Williams, considered the richest women in sports has received 8 million dollars annually for endorsements on Reebok. Female celebrities are often times also perceived by the consumers to be more credible than male celebrities. (Paul J. Costanze 2005)

Celebrity attractiveness:

This factor argues that consumers generally have a more positive attitude towards attractive people. McGuire (1985) argues that the effectiveness of a message depends on similarity, familiarity and linking of the endorser. Research has shown that physically attractive endorsers are more successful at changing beliefs. (Chaiken 1979)

Cost consideration:

The cost of acquiring a celebrity's service is an important issue in the advertising industry. It unnecessary increases the price of the articles.

Saturation factor:

It refers to whether an endorser is overexposed to the media (Multiple brand endorsement) If a celebrity endorses several brands his or her perceived credibility will suffer.

Pros and Cons of Celebrity Advertisement Strategy:

Using celebrities in advertisements has become the new trend in advertising. This has helped to make the product more popular. It increases products appeal and the product is remembered along with the celebrities advertising it.

Pros and Cons of Celebrity Endorsement Strategy:

Potential Advantage	Potential Hazards
<ul style="list-style-type: none"> • Brand awareness • Influence consumer purchase • Position a brand • Attract new users • Breathe life in to failing brands • Compensates the lack for innovative idea • Image recovery • Creates mass appeal • Enhanced credibility 	<ul style="list-style-type: none"> • Image change and over exposure • Over shadow the brand • Public controversy • Less public recognition • Expensive • Celebrities may disappear out of the media • Multiple endorsements leads to negative results

Opportunities of Celebrity Endorsement:

The following are the some of the specific advantages of Celebrity advertisement.

Influence consumer purchases:

People may have the attitude “if the product is good enough for her, it is good enough for me”. They purchase the brand that the celebrity uses to achieve her objectives. Local consumers may also desire the same. The testimonial of the local celebrity adds instant credibility to a small company’s product.

Build awareness:

Celebrities in advertising build brand awareness. According to “super market news”, a publication covering the food distribution industry and they build it much more quickly than traditional types of advertising. Brand awareness measures the percentage of people who are familiar with a particular brand. Small business spends lots of money and time for exposure to incrementally increase brand awareness among consumers.

Position a brand:

Some small companies use celebrities in advertising to position their brands. Product positioning is placing a company’s products in the best possible light in minds of a target group, according to imc.com. For example, small investment firm may use a well- respected and retired local disk jockey to market a retirement plan for people aged 50 and over.

Attract new users:

One challenge small company’s face is finding new users for their products. Local celebrities in advertising appeal to customers as well as those who have never tried the brand. Those who continuously

see the local celebrity in a commercial for a certain products may be convinced to by the products.

Breathe life into failing brands:

The use of celebrities in advertisement may also help to breathe life in to a failing brand. For example a small soap manufacturer might think about dropping a brand or product, especially if production and overhead costs are leaving little or no profit. Celebrities have the ability to create new interest and excitement in consumers.

Compensate the lack for innovative idea:

There are some instances when business man invests more in creating a perfect advertising campaign rather than developing their products. So celebrity endorsements sometimes prove to be an efficient strategy. Even if the products lack useful features and functionalities there still many people that patronize them for the fact that they are promoted by a reputable person.

It is appealing to the masses:

For the fact that celebrities have many followers, there is a big chance that an advertisement would bring a great impact to the audience. It will help you to delivering your message to them effectively. You can ensure that the attention of your target markets would be at your product.

Ensure credibility:

Using famous individuals in advertisements would help a start-up business build its name in the market. This is because if the public believes and trust that person, there is a high probability that it goes the same with the commodities that he or she represents.

Criticisms or Limitations of Celebrity Advertisement:

Despite the preceding potential benefits, there are still many potential hazards in utilizing celebrities as spoke persons. Benefits of using celebrities can reverse markedly if they, for example, suddenly change image, drop in popularity, get into a situation of moral turpitude, and lose credibility by over endorsing or over shadow endorsed products. (Cooper 1984: Kaikati1987). The following are the specific criticisms leveled against the celebrity endorsements:

Image change:

Celebrities make mistakes. And when they do, they can affect the brands they endorse. In 2009, Tiger wood’s public image crumbled after his infidelity with a number of women including pornography actresses, hit the news. General Motors, Gillette, Accenture and Gatorade dropped tiger to avoid negative perception.

Celebrities become overexposed:

When celebrity works with so many companies, the celebrity's credibility may suffer. People may feel that the celebrity will endorse anything to make a buck. When a celebrity becomes an endorser for many diverse products, impact and identity with each product may lessen since the relationship between the celebrity and a particular brand is not distinctive. (Moven and Brown 1981)

Celebrities can overshadow brands:

Consumers may focus on the celebrity, not the product. This is a particular danger when celebrities endorse multiple products at a time. A common concern is that consumers will focus their attention on the celebrity and fails to notice the brand being promoted. (Cooper 1984). David Beckham endorses a number of companies, which feature him prominently in print advertising.

Expensive:

Companies have to spend huge amounts for celebrity advertisement. Hence it is an expensive and costly affair. In all times the results may not be fruitful. Celebrities may disappear out of the media flash lights before the end of contractual terms.

Conclusion:

Celebrity advertisement has become the order of the day. Celebrity usage in advertisement is one of the topical strategies of many brands. Companies invest large sums of money to align their brands and themselves with endorsers. The purpose of celebrity advertisement is to increase the brand image and brand awareness, increased attention, Brand repositioning, Image polishing etc. Celebrity advertisement acts as a credible means of spending money. Though marketers should remember that celebrities are mere living beings like us and if they can highlight the benefits or advantage of a brand, they can also have some uncanny negative impact. Some of the negative impacts are overshadow the brand, public controversy, image change and over exposure, drop in popularity of celebrity, expensive etc. It is revealed that using celebrities in advertisement is an effective strategy but it is not able to influence the buying behaviour of the consumers.

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