

A Study on Influence of Celebrity-Endorsed Advertising on Purchasing Behaviour among College Students

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ABSTRACT

An advantage of using celebrities to promote your product is that it increases your chances of making an emotional connection with your customers. People see over 3,000 commercial images over their day, and most fail to register with them. On seeing their favourite celebrity attached to a product, the customers look at the product, which later makes them buy it. This study will help to see whether celebrity endorsements influence consumers' purchasing decisions. This will help the advertisers and producers to have a look on their advertising strategies. It helps them realize the importance of using a celebrity in endorsing a product. The study conducted among college students can bring an outlook of the youth towards celebrity-endorsed advertisements.

KEYWORDS: *Celebrity endorsement, Advertisement, celebrity branding, purchasing behaviour*

INTRODUCTION

The modern world of marketing communication has become colourful and inundated with advertisements, and it is hard to get noticed. It is a big task for the designer of an advertising campaign to differentiate itself from others and attract viewers' attention. Consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio, and Television daily. Every Brand attempts to steal at least a fraction of an unsuspecting person's time to inform them of the fantastic and different attributes of the product at hand. The marketer's challenge is finding something that will hold the subject's attention. Celebrity endorsers are a widely used marketing communication strategy to help achieve this. A celebrity endorser refers to a famous person who uses their recognition through a consumer product by showing it in an advertisement (McCracken, 1989). By definition, a celebrity is a well-known persona such as entertainer, actor, or athlete who is being identified by the public for their achievements in the areas additional to the product category endorsed (Friedman & Friedman, 1979). Therefore, McCracken's definition gives a clear view

of celebrity endorsement. It is the activity of utilizing celebrity publicity to endorse a product in advertising. Thus, companies use celebrities to endorse their products; however, more profound attributes are involved in 12 celebrity endorsements. Celebrities might be endorsed as brand ambassadors or brand faces. Brand Ambassador would be more than just a spokesperson for the Brand or just appearing as a testimonial for the Brand's benefits. He/she is an integral part of the brand persona and helps build an emotion beyond just appearing in T.V. commercials. He takes up the cause of a Brand Champion and is associated with every aspect of the Brand.

Moreover, a significant difference exists between making just an endorsement, say, a shampoo or an automobile, and being that Brand's alter ego. Both parties take the latter far more seriously to the deal. So, a brand ambassador would be involved in press releases, and he/she would be actively participating in any sales promotion, sporting the Brand all the while. On the other hand, a Brand Face would be the current celebrity just used as a tool to increase brand recall and only appear in the Advertisement. It is usually

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seen that a brand face is a temporary contract and is sometimes very short-term.

STATEMENT OF THE PROBLEM

In the commercial world, celebrity endorsers and companies benefit from celebrity endorsement. In return for the enormous expenditures in celebrity endorsement, companies expect to reach their objectives by capturing consumers' attention, increasing brand awareness, strengthening brand recall, reinforcing the product's image, supporting marketing communications and increasing the likelihood of consumer purchase. An advantage to using celebrities to promote your product is that it increases your chances of making an emotional connection with your customers. People see over 3,000 commercial images over their day, and most fail to register with them. Celebrity can break through the filter and be the deciding factor that convinces a consumer to buy. A large amount of money is spent on celebrity endorsements by companies in India every year when there are other effective ways of advertising. This study determines whether celebrity endorsement is practical in featuring celebrities compared to other advertisements without celebrities. The problem under study is stated as the Influence of celebrity-endorsed advertisements on buying behaviour of college students in Iritty and nearby areas.

OBJECTIVES OF THE STUDY

1. To assess the Influence of celebrity advertisement on the buying behaviour of consumers.
2. To identify the factors determining the selection of a brand.
3. To assess the perception of consumers towards celebrity-endorsed Advertisement.
4. This study aims to determine how vital celebrity endorsement is to consumers and whether it affects their awareness and responsiveness towards the Brand.

RESEARCH METHODOLOGY

The study is designed as descriptive. It is also empirical as it tests the Influence of celebrity endorsement on a brand. The population of the study includes students of various colleges located in Iritty and nearby areas. The study used a convenient sampling method to select the presumed samples. 100 students were taken conveniently from different colleges in Iritty and nearby areas as samples. The study consists of both primary and secondary data. Primary data were collected by administering structured questionnaires. Secondary data were collected from Books, online journals, the Internet, etc. Structured questionnaires were administered for

collecting primary data. The study used pie diagrams, bar diagrams, and percentages to analyze the primary data. The analyzed data were presented in tables and graphs in a simplified and attractive manner.

LITERATURE REVIEW

Celebrities' Para social relationships can affect impulsive buying behaviour and emotional reactions to celebrity endorsements can influence impulse buying tendencies (Xiaofan et.al, 2022). The physical appeal of celebrity endorsers doesn't significantly impact remembering ads. However, their trustworthiness has a significant impact on remembering ads and the intention to make a purchase (Dewi, Wuisan, 2023). The endorsement of celebrities has varying effects on the purchase behaviour of beer and wine. Beer endorsers must match the product, while wine endorsers should be seen as knowledgeable experts (Cristina et.al.,2023). The influence of celebrities extends to consumer attitudes and purchasing choices, as companies leverage their appeal to strengthen brand recognition and attract customers (Shruti et.al.,2022).

The traits of celebrities can affect how people make purchasing decisions by leading them to imitate the celebrities. Additionally, personal and social qualities also play a role in influencing a consumer's intention to buy (Ha, Minh et.al, 2022). The characteristics of celebrities can impact impulsive purchasing and the desire to buy. The intention to make a purchase acts as a mediator in the connection between celebrity endorsement and behaviour (Cristina et.al.,2021)

DATA ANALYSIS AND INTERPRETATION

TABLE 1: AREAS OF CELEBRITIES THAT ATTRACT RESPONDENTS

Response	Number of Respondents	Percentage
Film Stars	36	36
Sports Persons	54	54
Musicians/Dancers	3	3
Models	2	2
Others	5	5
Total	100	100

Source: Primary data

Table 1 shows that celebrities from sports attract more attention (54.0 per cent), followed by film stars, other prominent people, music, and models, respectively. Sports stars show the highest percentage (54.0), so respondents are likely to watch Advertisements if the celebrity is from that area. Film stars (36.0) are the second most likely celebrities to attract respondents.

TABLE 2: CELEBRITIES IN ADVERTISEMENTS

Reasons	Number of Respondents	Percentage
Easy identification of a product	43	43
Easy remembrance	18	18
Make Advertisement more appealing	22	22
Increase brand image	17	17
Total	100	100

Source: Primary data

Table 2 reveals that celebrity advertisements help in the easy identification of products. 43 per cent of respondents agree that celebrity advertisements helped them identify the product from the market as such. They also make the Advertisement more appealing. However, only 17 per cent of respondents agree that it increases the product's brand image.

TABLE 3: FACTORS DETERMINING SELECTION OF A PRODUCT/BRAND

Factors	Number of Respondents	Percentage
Quality of the Product	21	21
Price of the Product	19	19
After-sale services	20	20
Celebrity endorsements	36	36
Opinion of others	4	4
Total	100	100

Source: Primary data

Table 3 shows that celebrity endorsement is the prime factor that makes respondents notice a brand. Quality is the second important factor, followed by others' opinions. Pricing of the product and other factors like brand value help respondents the least to notice a product/Brand.

TABLE 5: LOYALTY TOWARDS CELEBRITY

Response	Number of Respondents	Percentage
Strongly Agree	25	25
Agree	44	44
Neutral	19	19
Disagree	7	7
Strongly Disagree	5	5
Total	100	100

Source: Primary Data

Table 5 shows that only 44 per cent of the respondents agree, and 25 per cent strongly agree, that consumers will stop purchasing an item if their favourite celebrity is replaced in advertisements. This implies that once a product is well-branded and famous, the celebrity does not have much of a role. Consumers need not care whether their favourite celebrity is replaced in Advertisements; they will keep purchasing the product.

TABLE 6: PREFERRED ADVERTISEMENTS

Response	Number of Respondents	Percentage
Clothing	25	25
Stationary	10	10
Beverages	18	18
Food items	12	12
Cosmetics	30	30
Others	5	5
Total	100	100

Source: Primary Data

Table 6 reveals that most respondents (30 per cent) prefer celebrity-endorsed cosmetics products. The following most preferred product is celebrity-endorsed clothing. The least preferred products are stationary and other products.

FINDINGS

- Celebrity advertisements help to identify products in the market quickly.
- The consumers highly prefer celebrity-endorsed products in the market.
- Celebrity branding is the prime factor that makes respondents notice a brand. Quality is the second important factor, followed by opinion of others.
- Once a product is well-branded and famous, the celebrity does not have much of a role. The consumers need not care whether their favourite celebrity is replaced in the Advertisement or not; they will keep on purchasing the product
- To select the favourite advertisements, respondents selected a celebrity-endorsed advertisement. Also, advertisements with a tinge of humour were selected.

SUGGESTIONS

- Consumers prefer televisions mainly when viewing advertisements. Thus, advertisers could concentrate on creating advertisements in Television.
- An advertisement becomes attractive if it is presented in a humorous tone. The presence of a celebrity alone cannot make an advertisement attractive.

- If the advertiser selects celebrity endorsement, it is better to endorse it with a celebrity from the sports field as they get the most attraction. Film stars are also good at attracting people.
- The presence of celebrities in Advertisements enables consumers to identify products quickly. It also helps in making advertisements more appealing. Celebrities could be used so that consumers can memorize and relate celebrities to the product.
- Family is the major influencing party in a consumer's buying behaviour. Thus, advertisements should be targeted at family houses.
- Instead of spending vast amounts on advertising with celebrities, it is better to concentrate on aftersales services of the product as it is the most critical factor in getting people's attention. People also look for quality when selecting a product.

CONCLUSION

Celebrity endorsement is the most widely used type of mass advertising in India. It may be because of various cultural factors in India, and advertisers find it easy to attract people by hiring celebrities to speak for them. Other sorts of advertisements are also made nowadays. The study assessed the Influence of celebrity endorsements on consumers' purchase decisions. The study also tried to assess consumers' perceptions of celebrity-endorsed advertisements. When it comes to celebrity endorsements, people have a clash of opinions. Even though celebrity endorsements help people remember the product, they may not help in making an advertisement attractive. In advertisements, people look for humour, good concepts, etc., rather than celebrities. The study also aimed at identifying the factors in determining the selection of a brand. Various factors, including after-sales services, quality, and celebrity-endorsed advertisements, were identified. To conclude, celebrities have an influence on consumers' buying behaviour.

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