

A study of celebrity endorsement of event management ship on pre-purchase evaluation in India and its impact on sales

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Abstract

In the era of globalisation celebrities have an overwhelming influence on the society. The glamour industry is majorly focused on publicity, presence and present image in masses life. Possibly this is the one foremost reason of more and more brand association with celebrities. India has also emerged as one of the biggest consumer market, not only in metros or urban areas but also by penetrating in the small cities and towns. Celebrity endorsement proliferated as one of the strategic brand promotion tool used in recent time. The present research paper will attempt to find out the impact and will also attempts to evaluate the role and significances of celebrities while endorsing pre-purchase goods. The outcome of the study will help in boosting the sales and profit margins of the produces. The research methodology adopted will be deductive in nature. The data will be collected from the secondary sources mainly from books, magazines, journals etc.

Keywords: endorsement, globalisation, celebrity, consumers, association

1. Introduction

Celebrity endorsements have been universally exploited by marketers. Celebrities are an effective way to increase brand name, image, power, visibility, advertising effectiveness, etc. when implemented correctly and with right celebrity. Companies avails celebrities mass communication skills which can attracts large consumer attention and wider reach to raise their awareness towards brands or an issue, thus making celebrities effective fundraisers. "Ron Berger & Chong Ju Choi" (2009) in 21st century, celebrities are seen as the global icons and the symbol of power and status. According to "Shimp" (2000) 25% of US advertisements employ celebrity endorsers. Brands avails benefits of celebrity's equity in media clutter by establishing their instant credibility of their current media exposures. Celebrity endorsement is one of the most effective and impressive mode of communication according to ad agencies, were they create biggest impact on consumer's mind. Queen Victoria alliance with Cadbury's, Cocoa marks the commencement of celebrity endorsement. In mid-1880's American Tobacco Company named Goodwin and Co. for the first time introduced unofficial form of endorsement by featuring baseball player's cards in their cigarette packets "Cycleback.com n.d. Sherman" (2010). Companies and firms in 1980's then decided start making products around celebrities "Celebrity Endorsement-Throughout the Ages" (2004). Nike (1984) noticed Michael Jordan talented and young basketball player became their brand ambassador for their sport industry. Nike completely believed in his social image and popularity of Michael Jordan to make the brand internally popular, renowned and well known among target consumers, such as Nike whom signed Tiger Woods in 1996

saw a \$50 million increase in sales on golf balls by 2002. India (1980) sees the arrival of television as powerful media for mass advertising. Indian brands like Vimal, Gwalior, Thump's up, etc. used celebrities for mass advertising in early days. Hindustan Unilever Ltd.-Indian subsidiary of Unilever brand, Lux since their launch in India is using celebrity for their product endorsement. Coca Cola started associating with the celebrity in India in their advertisement and promotions. Parker being premium brand with high brand equity also endorses India leading star Amitabh Bachchan in their advertisements. Hyundai Santro car became second largest selling car in India within its four year of launch because of Shahrugh Khan Association with the brand which turned successful celebrity endorsement. According to "The Hindustan Times – 17 September" (2012) and Shahrugh Khan, who was endorsing three brands, went on to endorse more than 30 brands in 2009. "India Today – December"(2004) ^[8] the rise in celebrity advertisement has been attributed to cluttering of media which has seen an increase in the number of brands advertised on TV from around 3,000 a decade ago to almost 11,500. "India Today–December" (2004) it is said that for the same period, the number of commercials being aired is up by over 3,000 per cent. "The Economic Times – 28 March"(2008) research conducted by leading Indian research agency IMRB indicated that 86 % of the respondents say the most prominent advertisement that they remember has a celebrity in it. "The Economic Times – 3 February" (2010) according to an estimate, the celebrity endorsement market is considered to be worth more than Rs. 10000 million (\$ 200 million) business. Additionally, in late (1990) celebrity endorsement reached to another level, instead of images of them promoting a brand,

companies started doing different campaign using celebrity's presence in various events like Press conferences in that celebrity tells about the brand product or services, launches it & announces various deals & offers, Guest Appearance in different Talk Shows, Realities Shows & giving performances, Hosting Events in Public places like Malls, Colleges Concerts, Stores, Multiplexes, Award shows & etc. All this meant celebrities had now become a spokesperson for the firm. Companies through these campaigns try to educate their target customers, holds their visibility of product or service in minds of their consumers which ultimately leads to increase in immense sale of product or service. Using celebrities in advertising is therefore likely to positively affect consumer's brand attitude and purchase intention. A firm decide to employ a celebrity to promote its product or a service has choice of using a celebrity in a following ways:

- **Testimonial:-** When a celebrity personally uses the product or services and he or she is in a position to authenticate its quality then he or she can testify the benefits of product & service. For example Aishwarya Rai endorses L'Oreal Paris & Hema Malini endorsing Patanjali soap by testifying quality of product as it form part of its consumption basket.
- **Endorsement:-** Celebrities giving their names to ads for products or services for which they may or may not be the expert. For example Amitabh Bachchan has been endorsing Gitanjali Jewellers and TATA Sky.
- **Actor:-** A Celebrity is asked by brand to present or service as a part of their current character enactment image rather than personal testimonial or endorsement. For example, Prachi Desai (Bani in Kasamb Se) enact housewife in "Active Wheel Detergent Ad" along with Salman Khan. It has nothing to do with on screen or off screen image in fact she just enacts the character and expectation of housewife from a detergent bar.
- **Spokesperson:-** Leon G. Schiffman & Leslie Lazar Kanuk" (1997) a celebrity who represents a brands or company over a long period of time often in Print & TV ads as well as in personal appearance is usually known as company's spokesperson. For Example, Amitabh Bachchan Incredible India Government ads.

2. Literature Review

According to "Schlecht" (2003), celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristic cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy high degree of public awareness. "Mac Cracken" (1989) any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in a advertisement. "Choi & Rifon" (2007) endorsement by celebrities is not a new phenomenon, however today celebrity endorsement has become one of the most popular forms of advertising. "Udo, Nwulu & Stella" (2015) celebrity branding is also known as celebrity endorsement and is a form of publication by portraying a well-recognized sports or entertainment celebrity to be a brand ambassador for a company or firm and by using their social status to promote a service or product. "Solomon" (2002) celebrities increase awareness of a company's

advertising create positive feelings toward brands and are perceived consumers as more entertaining. "Reynolds" (2000) celebrity endorsement can give a brand a touch of glamour. "Tamperley & Tangen" (2006) various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish unique and relevant positions in the mind of consumers. "Agarwal & Kamkura (1995) [6], Erdogren (1999), Freidman & Freidman (1979), Mishra & Beatty" (1990) the use of celebrities to help consumers remember the message of the advertisement and the brand name the celebrity is endorsing. "Erdogan" (1999) in employing celebrity endorsement; celebrity brings their own distinctive images to the advertisement and its associated brand and can create; enhance and change their image. "Agarwal & Kamakura" (1995) [6] when celebrity is associated with a brand, her image help to shape of that brand in the mind of consumer. "Mustafa" (2005) celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of signalling strategy. "Kasin.d" in India celebrities are being worshipped like idols to the masses, and would follow them and even wait for them in droves at event such as a filming of a movie. "Katyal" (2007) marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople of their product or brands. "Kambitsis *et al*" (2002) celebrity endorsement is viewed as a billion dollar industry in today's era. "Dhane Shvary & Schwer (2000), Kambtsis *et al*" (2002) the billions of dollar spent celebrity endorsement contract shows that celebrities like LIZ Hurley, Britney Spear, Tiger Woods play an important role in the advertising industry. "Clarks & Hatsmann" (2003) it is estimated that the companies in US spent \$800 million in 1998 to acquire entertainers, athletes and other high profile personalities to spot light in advertising, promotion and PR campaign. In India also advertisers pours cores of rupee in every year in celebrity advertisement. "Ohanian" (1991) theory and practice proves that the superstars in advertising generate lots of publicity and attention.

3. Objectives

The objectives of my study are as under below:

1. To study the relationship between the celebrity endorsement and pre purchase campaign.
2. To study the impact of celebrity endorsement on pre purchase of goods campaign.
3. To study the impact of celebrity endorsement on potential consumer through pre purchase campaigns of brands.

4. Research Methodology

The research methodology adopted for my research is fully based on secondary data which is collected from concerned books, magazines, journals & websites. The research method is fully deductive in nature and character.

5. Findings & Suggestion

On the basis of my research, the findings and suggestions can be explained in the following ways:

i) Celebrity Target Audience Impact

The findings of my research suggest that the celebrity

endorsement has a major impact on pre purchase of goods campaign which can be explained by the fact “Shilpa Shetty being mother doing Prega News campaign so that married women can associate with her and take proper precaution at the time of their pregnancy”.Anupam Kher doing HUL ad for children education, Priyanka Chopra being one of the navratan in Swachh Bharat campaign, Vidya Balan promoting UNICEF Total Sanitation and is also associated with Nihar Shanti Amla children education campaign and Amitabh Bacchan promoting Pulse Polio are few example, which shows the transfer celebrity values to the brand, creating impact that generate recall.

ii) Celebrity Regional Appeal Impact

The finding shows that the relationship between celebrity endorsement & pre purchase campaign exploits celebrity to target their audience in urban & as well as rural market which can be more explained through an example Bangur Cement ad done by Nirahua & Amrapali Dubey for targeting Bhojpuri consumers or in pan India Bangur cement have a marketing alliance with Force 2 cobranded by John Abraham..

iii) Effect of Celebrity Product-Match

Recently Star plus join hands with BCCI for their Nayi Soch campaign endorsing M.S Dhoni, Virat Kohli & Ajinkya Rahane proudly wearing their mother’s name on jerseys promoting women empowerment which justifies their tagline.

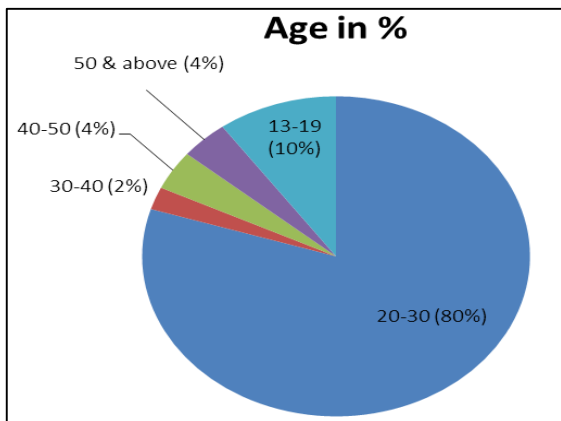
iv) Celebrity Controversy Risk

The findings of the research further suggest that controversy of celebrity have negative impact also on brands which can best be explained by the example. When Salman Khan crushed man to death on road under influence of alcohol from his Pajero car had brought defame to Mitsubishi motors brand image.

v) Celebrity Physical Attractiveness

Celebrity physical attractiveness also plays a significant role in creating and enhancing the image of the particular brands. For instance, John Abraham endorsing Sofit energy drink, Garnier men’s face wash & cream are some examples which emphasis on the celebrity’s physical attractiveness that help to create an impact.

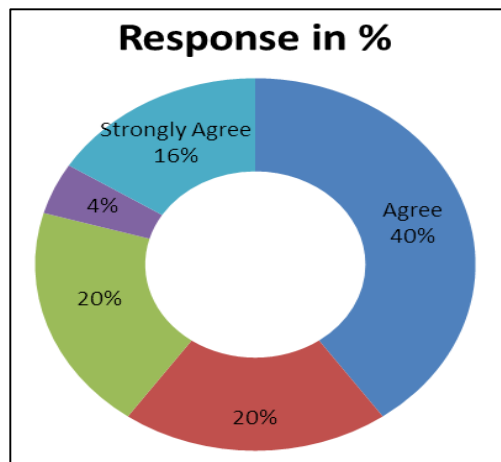
Findings of the Study



Source: Global Journal Inc. (USA)/ GJMBR-A Classification. Vol. 11(4).

Fig 1

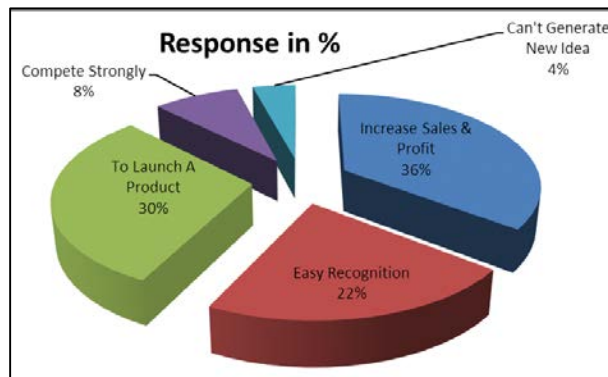
Celebrity Endorsed Product Are of Good Quality



Source: Global Journal Inc. (USA)/ GJMBR-A Classification. Vol. 11(4).

Fig 2

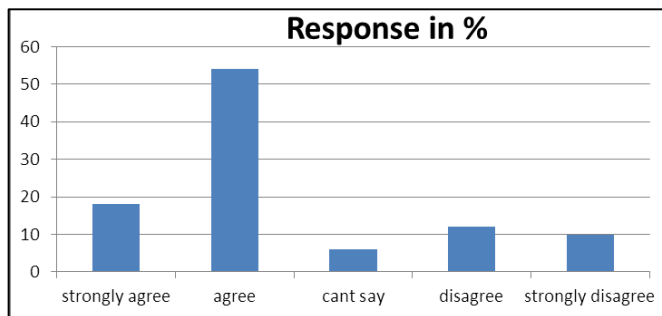
Response for Choosing Celebrities



Source: Global Journal Inc. (USA)/ GJMBR-A Classification. Vol. 11(4).

Fig 3

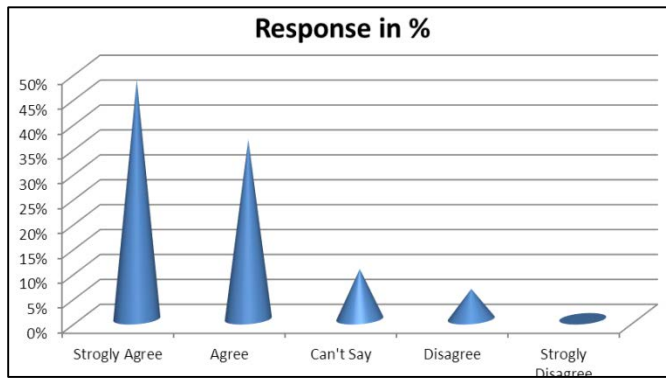
Total Revenue Increases When Brands are endorsed by Celebrities



Source: Global Journal Inc. (USA)/ GJMBR-A Classification. Vol. 11(4).

Fig 4

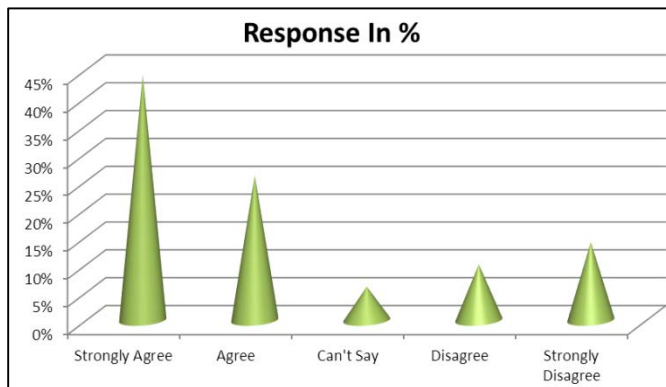
Are People Motivated By Celebrity Endorsement



Source: Global Journal Inc. (USA)/ GJM BR-A Classification. Vol. 11(4).

Fig 5

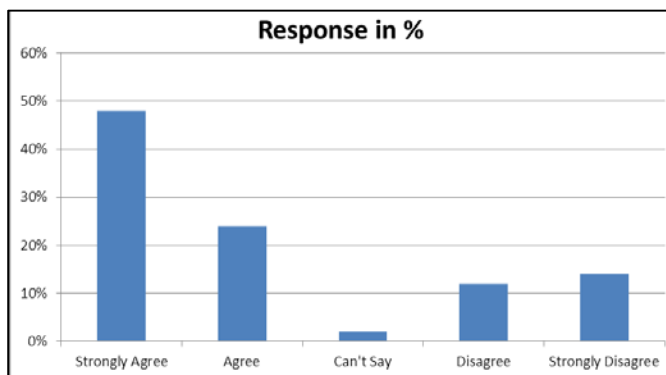
Celebrity Endorsement Helps in Brand Promotion



Source: Global Journal Inc. (USA)/ GJM BR-A Classification. Vol. 11(4).

Fig 6

Celebrities Brings Brand Equity to the Product



Source: Global Journal Inc. (USA)/ GJM BR-A Classification. Vol. 11(4).

Fig 7

6. Conclusion

The findings and the results of my study can be concluded in the way mentioned below:

1. My study shows that celebrity endorsement is legible only to an extent that the respondent's answer ranges between agree and can't say.

2. Further it may be concluded that the celebrity endorsement has a positive impact on sales up to a little extent and that Celebrities should not always be used to endorse Brands of various products.
3. We may also conclude that there is positive inclination towards the belief that people are motivated to buy products as a result of celebrity endorsement.
4. The outcome of our research shows that celebrity endorsement helps in brand promotion.
5. Finally we may conclude that there's no danger in using the services of celebrities for endorsements for getting maximum mileage both in terms of sales volume and brand establishment.

7. References

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