

COMPARISON OF CONSUMER RESPONSES TO CELEBRITY AND NON-CELEBRITY ENDORSEMENTS IN THE PERSONAL CARE PRODUCT MARKET

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Abstract

Celebrities plays an important role in buying behaviour of consumer's in recent time as well as it is key marketing strategy. Marketers use celebrity to advertise the product to influence the purchase decision of consumers in order to increase their sales and extend their market shares. As it has been observed that celebrity element in the promotion of the product makes it more attractive and noticeable. The main aim of the paper is to study the impact of celebrity and non-celebrity on consumer buying behaviour. For this purpose a data from 200 consumers using personal care product were collected. Literature review which provides an insight into the research done by the previous authors followed by the structure of the research method adopted to achieve the objective this study. A structured questionnaire has been adopted to investigate the attitude of the consumer towards celebrity endorsement and how it affects their purchase decision. The results reveal that there is a positive relationship between celebrity and non-celebrity endorsement with buying behaviour. Results shows that when celebrity and non-celebrity endorse the product, it positively influence the buying behaviour of consumer. Result also indicate that celebrity endorsement statistically influence the consumer buying behavious as compare to the non-celebrity buying behaviour.

Keywords: *Celebrity Endorsement, non-celebrity, consumer Buying Behavior*

Introduction

An advertisement refers to anything that leads to draw the good attention of consumer towards these things. It is usually designed by an identified sponsor, and performed through a variety of media, appear on television, as well as radio, newspapers and magazines and as billboards in streets and cities. Celebrity Endorsement is an influential tools by which advertisers try to impact the image and identification of the celebrity to promote a product or company (Atkin & Block, 1983). The main purpose of the advertisement is not only makesit lively, attractive, interesting, but attention getting as well (Kamins 1990, Ohanian 1991). Indian audience generally takes the celebrity as a role model and try to follow their footmark. Celebrity endorsement has a long term association with the Indian audience (Kaikati 1987), literature shows that not all the celebrities prove to be effective endorsers, it is very difficult for a company to choose the right endorser (Giffin 1967). Consequently, companies generally go for a careful selection of celebrities, ineffective celebrity may lead to decrease in demand and supply of the product, hence, entire of the celebrity endorsed advertisement campaign may flop. It may ultimately lead hire to washout the entire brand (Till and Shimp 1995).

Companies always try to contact such celebrities for endorsement who are not only good-looking (Baker and Churchill Jr 1977) and influential, but also credible (Sternthal, Dholakia et al. 1978). In modern era, customers has become very rational and he prefer those

celebrities who are trustworthy, constant and reliable, some like those who are attractive and own delightful physical features and remarkable conversation style. Moreover advertiser's customers also look for an appropriate parity between the celebrity's personality and product's attributes. Michael 1989 and Ohanin 1991 studied that similarity between celebrity's features and the product targets the interest of the customer more positively and may lead to the expansion of favorable observations about the brand of the company (Michael 1989, Ohanin 1991). Indeed, some consumers are seen to appreciate, reproduce, and become obsessed with their favorite celebrities, which forms the bottom for the celebrity endorsement being rather a required after advertisement technique.(McCutcheon et.al 2003)

Companies choose the celebrities of different fields in India like the cricketers, Bollywood celebrities and other sports personalities to endorse their brands. They spend huge amount of money on celebrity endorsement contracts, as they believe that celebrities are effective spokespersons for their products or brands. In Indian advertisement industry, Aamir Khan endorsed Titan to communicate the message that Titan watches are as trustworthy, Santro, a product of Hyundai motors whose sales sky-rocketed after Shahrukh Khan was signed for the endorsement. Furthermore, Cadbury used Amitabh Bachchan to promote the brand when it went through a bad phase in India, consequently it generated people's love for the brand and increased Cadbury's sale. (Joshi and Ahluwalia, 2008; Matrade Chennai, 2005). Literature shows that celebrity endorsements increased sales for some brands increased up to 20% upon commencing an endorsement deal.

The main aim of the present research is to study the impact of celebrity and non-celebrity endorsement on consumer buying behaviour. How celebrity and non-celebrity endorsement influence the buying behaviour of the customers.

Literature review

Marketing is an innovative and exceptional ways of advertising as companies are exploring different ways to make the advertisements more effective and influential. Celebrity endorsement plays an important role in the buying behaviour of the consumers. These days companies are aware that the positive image of the celebrities can positively influence the buying behaviour of the customers and can make the message in the advertisement more convincing (CHOI and Rifon 2007). Celebrity' can be defined as, "Celebrities are people who appreciate public recognition by a large share of certain Group of people" (Schlecht 2003), whereas 'Celebrity endorsement' as defined as an "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement"(McCracken 1989). There are certain potential advantages of celebrity endorsement, celebrity endorsement has a strong impact on the learning style and memory which is precarious to marketing communication success, as most consumers are not in a purchasing situation when they come into contact with the brand message. Marketers make use of celebrity endorsements as they lead to better information storage in the minds of the consumers which can be readily retrieved when the purchasing situation does arise. However, celebrity endorsement doesn't hold sole key to success. It also presents the company with potential hazards. These might include, overshadowing, overexposure, and controversy (Erdogan 1999).

The increased consumer power over programmed advertisement has made advertising has made advertising more challenging. To ease this threat and to help create and maintain consumer attention to advertisements celebrity endorsement strategy is seen to be advantageous. Celebrities have the potential of helping the advertisements stand out from the surrounding clutter, guiding towards an improved communicative ability by cutting through excess noise in a communication process(Sherman 1985). Also one probable solution in the face of tarnished company image is the hiring of a celebrity to restore it. Celebrity Endorsement assists in the image polishing of the company's image.(Erdogan, 1999)

Literature shows that attributes such trustworthiness, similarity, likableness, expertise that cause a celebrity to stand as a persuasive source which may turn creates a sense of certainty(Mustafa 2005). Consumers are highly ready to spend and more comfortable, when products that relate to their desired image is endorsed by celebrities. (Internet World 2001) as it helps them to take more notice of celebrity endorsements and improve their level of product recall. (Bowman 2002)

Celebrity endorsement has a strong influence on the learning style and memory that is acute to marketing communication success for any product. In India, many consumers are not in a purchasing situation when they come into contact with the brand message. Marketers make use of celebrity endorsements as they lead to better information storage in the minds of the consumers which can be readily retrieved when the purchasing situation occurs.

These days, the trend of non - celebrity advertising is getting g more attention due to the negative effect of celebrity endorsement (Prieler et al., 2010). Literature shows that empirical result shows that the non-famous endorser creates more favorable attitudes towards advertising, brand and intent to purchase that those created by a celebrity. The non - celebrity persuasion credibility has much positive impact on the consumer perception and it is more appropriate toward consumer attitude of purchase (Gaiad & Rached, 2010).

Motives behinds endorsements by celebrities and non-celebrity:

- Prompt Brand Awareness and Recall.
- Celebrity values define, and refresh the brand image.
- Celebrity enhances new dimensions to the brand image.
- Immediate credibility or aspiration PR coverage.
- Lack of ideas.
- Convincing consumers.
- Use of popularity of Celebrities.
- To relate possessions of celebrities with that of the product.
- To push the demand of the product.
- To bring the dependability and retention of the product.
- To know the impact on market share after roping in celebrities

Models of celebrity endorsement

A number of models have been offered on celebrity endorsement clarifying its mode of application. Some of the renowned models include The Source Models (The Source Attractiveness Model, The Source Credibility Model), The Product Match-up Hypothesis and The Meaning Transfer Model and The Elaboration Likelihood Model.

The Product Matchup Hypothesis: The Product Match-Up is based on the premises that there should be a balance between the celebrity personality characteristics and brand attributes, as the degree of successful match-up can be determined by the degree of fitness between the brand and the celebrity endorser (Erdogan 1999; Michael 1989 and Ohanian 1991). Literature shows that celebrities should endorse who are congruent and perceived by the customers to have expertise as well (Ohanian 1991). An advertisement in which the celebrity and the brand are highly congruent yields to be more influential and believable. Attractive celebrities are more convincing particularly when endorsing the products that improve the prettiness, because customers undertake that as the product enhanced the beauty of the endorser, so does it will in real (Kamins 1990).

Source Attractiveness Model: Advertisements represent eye-catching celebrities (Baker and Churchill Jr 1977). It can be perceived that customer build very easily a positive and favorable opinions about those endorsers who are physically striking (Erdogan 1999), attractive endorsers are good at persuading the beliefs of customers (Debevec and Kernan 1984). Present paper shows that the advertisers focus on the celebrity presence and physical plea (Erdogan 1999). But in reality, attractiveness doesn't merely mean physical attractiveness; it too comprises lifestyle of the endorser, its personality dimensions.

Source Credibility Model: this model is based on the premises that an effectiveness of a message is based on the apparent level of knowledge and honesty the customers have in an endorser (Sternthal, Dholakia et al. 1978). Expertise can be defined as the degree to which the endorser is professed to be knowledgeable, reliable, skilful, stable and experienced. The main of using expert endorser is that it can improves brand recall and positively affects the buying behaviour of consumers (Erdogan 1999). Trustworthiness may be defined as the degree to which the endorser is apparent to be credible, authentic and dependable, Larger the these aspects, higher will be the probability of the endorser to be selected by the advertisers (Shimp 2007).

The Meaning Transfer Model: this model holds that endorsers bring their very own meanings to the brand (McCracken 1989), leads to transmission process moves along a path including three consecutive stages (McCracken, 1989). Every celebrity endures an exclusive set of meanings, comprising its personality, attitudes, existence and even demographic components profiles.

The Elaboration Likelihood Model: this model have two main ingredients, motivation and ability serve as the basis of elaboration likelihood. Motivation to perceive the message comprises being involved and relevancy whereas ability is based on knowhow of the individual and analytical capability to perceive and process the persuasive message. The Elaboration Likelihood Model suggests two paths i.e. Central Route and Peripheral Route that lead to attitude change. According to the Central Route, the customer actively pays attention to the advisement and the customer level of involvement is high. Now this

persuasion of advertisement may lead to either favorable response or unfavorable response by the customer which ultimately results into development of lasting positive and negative attitudes. According to the Peripheral Route, the receiver isn't actively involved and thus lacks motivation. It just perceives and evaluates the advertisement on secondary cues. Eventually the attitudes the receiver forms (favorable or unfavorable) about the message are temporary

Product Life cycle of Personal Care Products in India

Exposure of international marketing leads to development of personal care product in India. Indian scenario indicates that development of product care products depend upon increase in disposable income; growth in men's grooming section, female's inclination for beauty conscious, increase in self-awareness, and growth in rural segment and rise in organized retail. Literature shows that following factors are responsible for increasing the demand of personal care products in India

- An upsurge in disposable income of people acts as the primary driving force in increasing the capacity to spend more on these products.
- The expansion of the small practical segment of personal care products aids to dissemination to the smaller and low income group customers.
- Another reason for growth is the emergence of the male grooming sector. Women category has always been a driving force, but the added percentage in terms of male segment has only furthered growth in this sector. As men pay more attention to their appearance and image, this category has attracted a host of products represented strictly for their needs.
- The gradual breaking of the earlier concept of home-made concept of personal grooming up products has transformed to the readily available variety of such need.
- An improvement in education level, health and hygiene awareness and media penetration to the remotest part even may help in building health and hygiene awareness that leads to the use of personal care products.
- Female participation in the large work force requires personal care products more for better socialization are the prime drivers of the development.
- In India, rural section has also plays an important role in the markets growth of personal care product. We know that. Near about more than 70% population of the Indian population, resides in rural areas. Indian Government is also taking an initiatives to enforce certain regulations that contribute to growth in rural income.
- An Indian organized retail sector presents with it an opportunity to showcase products, both domestic and international, on a larger platform. Availability and penetration of products determine a brand's success which is aptly sourced through retail outlets. However, the sector is also facing certain challenges. Factors such as harmful effects of chemicals, depreciation of rupee and rise in packaging cost pose as impediments for this sector.

- Organized retail sectors and participation of foreign companies excel the development of the personal care product in India.

Hypotheses of the research:

After discussing the literature, following were the hypotheses formulated:

- Celebrity endorsed advertisement positively influences buying intention of customers.
- Non-celebrity endorsement positively influence the consumer buying behaviour

Research Methodology:

Measure

After studying review a literature, a questionnaire was designed. The questionnaire was scaled on a reverse 5 categories scale 'Likert Scale' ranging from "1= Strongly Agree" to "5= Strongly Disagree". The questionnaire was contained four main sections. First of all, demographic information relating to the consumer collected. Section-I was contained 10 questions that were related to "Celebrity Endorsement", Section-II contained 6 "Non-Celebrity Endorsement" questions, and finally Section-III comprised 4 questions indented to "Measure the effect of Celebrity Endorsement and non-celebrity endorsement on buying behaviour of the consumers". Data analysis was done with the help of SPSS 17. 5 new variables were computed out of which 4 were independent variables and only 1 was a dependant variable. Due to the pilot study conduct for the present research, the cronbach's coefficient alpha for the scale was found to be 0.831 that is more than 0.70 the standard value that the whole world of research fellows will accept (Churchill 1979). Since all measures were based upon prior relevant literature and were often used or adapted in research, evidence of content validity was provided.

Data collection and sampling technique

For the present research, data was collected from the 250 consumers using the personal care products. Personal care products are those consumer using products relating to beauty, personal grooming up, look and hair style, and personal sanitation. The population was all from Northern India (Himachal Pradesh, Jammu, Haryana and Punjab) and it consisted of both males and females of different age groups and of different occupations as well. Reason for selecting such diverse population was to see that whether these demographics cast their impact upon the overall process of taking meaning from celebrity endorsement or not. A sample size of 250 was selected across whole of the Northern India out of which 200 responses were received with response rate of 80%.

Data Analysis:

The number and percent of respondents along with different characteristics are mentioned in the

Table No. 1

			%
Gender	Male	100	50
	Female	100	50
Age	Below 30	28	7
	30-40	130	57.5
	Above 40	42	35.5
Experience	Below 5	49	12.3
	5-10	192	48
	Above 10	152	39.8
Qualification	UG	34	8.5
	Graduation	91	47.8
	PG	75	43.8

Celebrity endorsement in personal care product are presented as following given below table and analysis. Regression analysis and Correlation analysis techniques were conducted. Table No. 2 shows the descriptive analysis of the dependent and independent variables to determine the central tendency and variability of interval data. It gives us a basic idea as to how the consumers responded on the scale towards the satisfaction or dissatisfaction side towards celebrity and non-celebrity endorsement.

Table No. 2 descriptive analysis of celebrity, non-celebrity endorsement and consumer buying behaviour

Variable	Mean	SD
Celebrity endorsement	4.15	1.89
Non-Celebrity endorsement	3.75	2.13
Consumer buying behavior	3.98	1.98

Table No. 3 describes the correlation of the sub variables of "celebrity and non-celebrity and consumer buying behaviour. The result shows that there is a relation between celebrity endorsement and buying behaviour is positive with strong correlation ($r=.624$). Hence, our H1 is supported. The benefit of using correlation is that it not only measures the strengths of relationship but also the direction between the variables. Table also shows that there is a positive relation between non-celebrity and consumer buying behaviour. Our H2 is also supported. Results reported that relationship among all the three independent variables is positive.

Table No. 3 Correlation matrix of the dependent and independent variables

Variables	1	2	3
Celebrity Endorsement	1		
Non-celebrity	.624**	1	
Consumer Buying behavior	.369**	.624**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows the regression analysis of the celebrity and non-celebrity endorsement. The results shows that the value of R-squared (R = .816) points out that nearly 81% variation in consumer behaviour is explained by celebrity endorsement, whereas 73.4% variation in the consumer behaviour is explained by the non-celebrity endorsement. The celebrity endorsement is explaining more variation in the consumer behaviour.

Table No. 4 regression analysis of the selected variables

Variables	R	R ²	Adjusted R ²	Std. Error
Celebrity endorsement	.768	.816	.768	.389
Non-celebrity endorsement	.612	.734	.799	.413

Table No. 5 indicates the T-table of the selected variables

Model	T	Sig.
Celebrity endorsement	5.43	.000
Non-celebrity endorsement	.869	.567

Table No. 5 indicates that Celebrity controversy has an effect on consumer behaviour, whereas non-celebrity endorsement have no effect on the consumer buying behaviour.

Interpretation

Results shows that there is a positive relationship between celebrity, non-celebrity and buying behaviour of consumers. From the table above we can see that the relationship among all the three independent variables is positive. The values of r ranges from .369 to .624. It implies that customers become more motivated to purchase because of celebrity endorsement, their attitude towards celebrity endorsement also become more positive. Results also reveals that celebrity endorsement has a statistical significant impact on celebrity endorsement, whereas non-celebrity endorsement has no statistical significant on consumer behaviour.

Results shows that customers become more motivated by celebrity endorsement as they see more congruency between the attributes of the product/brand and personality dimensions of the celebrity. Results reveals that advertisements are always designed to attract greater attention of the audience. For this marketers come up with different techniques. Celebrity Endorsement is one of these. And as reported by previous studies, this study also affirms the importance of celebrity endorsement in advertisement campaigns that it positively influences the buying intention of the customers. Most of the times customers are attracted by the attractiveness of the celebrities, and influenced by the credibility of the endorsers. Moreover, if the personality of the product is corresponding with that of the product, customers infer and assume such congruency more positively.

Celebrity endorsement is becoming very popular these days in industry today. It may be due to the fact that they have a mass appeal and once recognised with a product, they can prompt an instantaneous recall in the mind of the consumer. The present research was undertaken to identify the relationship between select parameters associated with celebrity and non-celebrity

endorsement on consumer buying behaviour. The following conclusions were drawn after a vigorous statistical analysis involving that there is a positive relationship between celebrity and non-celebrity on consumer buying behaviour. Furthermore, it may be concluded that celebrity endorsement have a maximum effect on consumer behaviour. Hence, marketing firms must preferably select those celebrities who command a high credibility in the minds of consumers. The results shows that in a regression analysis both celebrity and non-celebrity endorsement may have a positive effects on buying behaviour of consumers. The results reinforce the view of advertisers that celebrities do influence consumer behaviour in some way or the other. Even after their favourite celebrities are embroiled in a major controversy, still the consumers (who it seems have a very short memory) ignore these issues and go ahead with purchasing branded products and services endorsed by them. The consumers also do not pay much attention towards the celebrity or non-celebrity of a product. They generally focus on the reliability and trust of the celebrity. The result shows that the loyalty of customers towards their idols and highlight the idea that celebrities are here to stay in Indian advertising world.

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