

Role of Celebrity Endorsement in Advertisement: A Study of Cold Drink

Ashok Kumar

Research Scholar, Haryana School of Business, GJUS & T HISAR, Haryana, India

Abstract— The objective of the present study is to synthesize the students' opinion towards celebrity endorsement in advertisement. The present research study is exploratory-cum-descriptive in nature. The sample size for the present study was 150 which was selected on the basis of convenience sampling. These respondents were from various colleges and university teaching department of Sirsa district. Out of 150 respondents 130 respondents gave proper responses without any error. Both types of data i.e. primary data as well as secondary are used in the present study. Primary data were collected through the structured questionnaire on likert scale i.e. Strongly Agree to Strongly Disagree. The secondary data were collected from various articles, journals, books and websites, etc. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation (S.D.). PASW 18.0 was used for analysis. It found that majority of respondents are male from the age- group of 18-21 years from urban area are post-graduate and from income group of above Rs. 30,000 per annum. It also resulted that Celebrity endorsement helps in brand promotion, increase the cost of product, increase the sale of product, encourage for purchase cold drink, attract customer towards cold drink, influence buying decision, increase awareness of brands, products and services for money, celebrity endorsement is informative.

Keywords— Cold drink, customer, opinion, celebrity endorsement, etc.

I. INTRODUCTION

Many advertisers prefer to have their message presented by way of testimonial, where a person praises the product or service on the basis of his or her personal experience with it. Testimonial executions can be discussed by ordinary satisfied customers in term of their own experiences with brand and benefits of it. This approach can be very effective when the person delivering the testimonial is someone with whom the target audience can identify or who has an interesting story to tell. The testimonial must be based on actual use of the product or service to avoid legal problems and the spokesperson must be credible. A related execution technique is the endorsement, where is well known or respected individual such as celebrity or expert in the product or service area speaks on the behalf of company or the brand. When endorsers promote a company or its product, the message is not necessarily based on their personal experiences. Every Advertisement aims to create awareness and arouse interest in the minds of customers. To do so advertisers employ several of marketing techniques. Celebrity Endorsement is one of these power tools by which advertisers try to leverage the image and identification of the celebrity to promote a product or company. The use of celebrities in order to increase the sales and/ or the recall value of a brand is called celebrity

endorsement. A form of advertising campaign that involves a well known person using his/her fame for promoting a product or service. Celebrities act as spokes-people in advertising to promote products and services, which is referred to celebrity endorsement. In this age of intense competition, where capturing a position in the consumers' mind space is extremely tough and celebrity endorsements give an extra edge to the companies for holding the Viewers' attention. Celebrity endorsement is a type of communication that conveys the idea of the product to the consumer using the image of the endorser. The stronger the endorser the higher is the impact of the product in the minds of the consumers. The celebrities in India are the role models for majority of Indians, they tries to follow their styles, clothes and their small habits. Celebrity endorsement is most acceptable and common phenomenon that companies use to attract their consumers across the world. They believe that celebrities can influence the purchasing decision of their prospect consumers as they have special places in the heart of consumers. Therefore after analyzing the degree of involvement to follow the celebrities, the companies started hiring various Bollywood and sports stars for the commercial advertisements. Therefore, Celebrity endorsement has been established as one of the most proffered tools of advertising. It has become a trend and perceived as a winning formula for product marketing and brand building. It is very easy to have a celebrity for a product or brand but it is very tough to establish a very strong association between the product and the endorser: because the objective is to build a brand not the celebrity: if it is properly matched it can do wonders for the company, but it also has a number of potential problems like failure of celebrity in his profession, controversy, etc. An advertising technique used by marketers is using either some celebrities to endorse several brands or a specific brand is endorsed by different spokespersons. These theories are known as multiple brand endorsement or multiple celebrity endorsement respectively. Advertising firms might "share" certain spokesperson, thus celebrities end up promoting for more than one brand.

II. REVIEW OF LITERATURE

The present section deals with few prominent research studies.

Apejoye (2013) examined the influence of celebrity endorsement on students' purchase intention and found that that celebrity endorsed advertisement does significantly impact on buyers' purchase intent. The study finding indicated that a well-known and well-liked personality within the society evokes likeness and good image towards a product or

services. The results also show that expertise and the popularity of an endorser are capable of increasing information processing among consumers and the presentation of a spokesperson is significantly increase the likelihood that the product name will be called to mind.

Shukre and Dugar (2013) studied the effect of celebrity endorsements on consumers' decision making processes on 100 students of National Capital Region and found that if the respondents' favourite celebrity endorses the product then they are more likely to go and buy the product within month after watching the advertisement. Celebrity endorsement has a strong effect on consumers' memory and learning approach too. They found that celebrities are featured in the advertisements of FMCG products for increasing sales and getting attention. In selected FMCG products like soaps, cosmetics, soft drinks, chocolates etc, respondents prefer that celebrities should endorse these products. The study further revealed that females are more likely to go and buy the product as compared to males.

Malhotra (2013) checked the effectiveness of celebrity endorsement on buying behavior of 100 consumers of FMCG products in NCR Delhi and found that consumers are more likely to purchase a celebrity endorsed product because celebrities draw attention to the brand. The study also found that amongst the FMCG celebrity endorsed advertisement of Pepsi tops the heap because Pepsi in India has been using popular film actresses to endorse the soft drink. The study further revealed that target audience age group of 25-35 years like celebrity endorsed FMCG Companies advertisement over other advertisements.

Clark and Horstmann (2013) found the degree of advertising intensity and the advertising format in advertisement featuring a celebrity or advertisement without a celebrity and found that, if celebrity endorsers are not scarce, then firms adopt a celebrity advertising format. The researcher also found that celebrity endorsements lower the cost of reaching a given set of customers by enhancing consumer recall and/or increase consumer's valuation of an endorsed product.

Ahmed, *et al.* (2012) studied 200 respondents across whole of the Pakistan to check the effect of celebrity endorsement on consumers' buying behavior and found that celebrities significantly impact the buying intention of the customers. Celebrity Endorsed advertisements are more influential than the non-celebrity one. The study also found that customers give more preference to the product-celebrity matchup as compared to the physical attractiveness of the endorsers. Lastly and more interestingly non-celebrity endorsement was found to have negative relationship with the buying intentions. This study presented the respondent with printed advertisements comprising celebrities and analyzed their response. Overall phenomenon of celebrity endorsement was found to be influencing. The results show that customers are motivated to celebrities that appear in advertisement but also look for celebrity product association

Agrawal and Dubey (2012) studied the impact of celebrity endorsement on consumer buying behaviour of 400 respondents of Varanasi City and found that the male

endorsers are more popular and effective than their female counterparts, the celebrity endorsement is an effective tool to affect positively the consumer's decision towards a product and majority of people still prefer bollywood stars than sports stars. They stated that many businesses believe that an advertisement delivered by a celebrity provides a higher degree of appeal, attention, recall and possibly purchase compared to those without celebrities.

Choi and Rifon (2012) studied 251 under graduate students of Midwestern state university and found that when a consumer perceives a celebrity endorser as possessing an image close to his or her ideal self-image, the consumer is likely to rate the advertisement as more favourable and report greater purchase intentions. The celebrity and product congruence appeared to have a direct and positive effect on attitude towards the advertisement. The study also suggested that ideal congruity adds explanatory power to a congruence model of celebrity endorser effects.

Thwaites, *et al.* (2012) studied the impact of negative publicity on celebrity advertisement endorsements on 184 respondents and found that negative information have a significant influence on the credibility and attractiveness of celebrities. The findings suggest that the statements had a negative effect on the overall attitudes toward the celebrities but showed variations for different product categories.

Misra (2012) studied the impact of celebrity endorser on 300 rural consumers and found that there is a significant impact of celebrity endorsement on rural consumers and Indian consumers prefer celebrities in the television commercials.

Anjum, *et al.* (2012) stated that companies roping in the celebrities to enhance the image of the product, brand awareness, recall, retention and for credibility. The study found that those products have more market share which are endorsed by celebrities in that of normal celebrities. Consumers have seen the advertisement by celebrities as reliable, knowledgeable and they also affected and associated with celebrities and moreover they feel that celebrities are able to influence the demand of the products. The researcher concluded that celebrity endorsement has positive impact on company as well as brand and customers.

Banerjee, *et al.* (2012) studied the impact of celebrity endorsement on the consumer buying behaviour with special reference to the motor bike on 215 respondents of different age groups of Gwalior region. The study found that the endorsement made by the celebrity is having a significant impact on buying behaviour towards motor bike. The study concluded that celebrity endorsement makes significant impact on buying behaviour of customer and one can increase the sales of product by many folds by using celebrity in the promotion of their products.

Bhal (2012) studied the impact of celebrity endorsement on 200 consumers from rural and urban area of Punjab state and concluded that celebrity endorsements of brands do not affect consumers' perception and behaviour. The study also observed that in both the categories i.e. rural and urban the respondents have no faith on celebrity endorsement as majority of the urban respondents have shown their doubt

towards quality of the products endorsed by the celebrity however, in case of rural respondents a majority are not expressed their views towards celebrity endorsement. The study found that people have some considerations other than celebrity endorsement and gender has no influence on the perception of quality of products being endorsed by celebrities in rural and urban category. The study also revealed that a sizeable majority of rural and urban consumers are aware of the products being endorsed by the celebrities and multiple endorsements affect the endorser credibility. The study concluded that both the rural and urban consumers having high level of brand awareness for both durables and FMCG products.

III. METHODOLOGY

The objective of the present study is to synthesize the students' opinion towards celebrity endorsement in advertisement. The present research study is exploratory-cum-descriptive in nature. There is no significance difference of the students' opinion towards celebrity endorsement in advertisement is taken as null hypothesis (H_0). The sample size for the present study was 150 which selected on the basis of convenience sampling. These respondents were from various colleges and university teaching department of Sirsa district. Out of 150 respondents 130 respondents gave proper responses without any error. Both types of data *i.e.* primary data as well as secondary are used in the present study. Primary data were collected through the structured questionnaire on likert scale *i.e.* Strongly Agree to Strongly Disagree. The secondary data were collected from various articles, journals, books and websites, etc. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation (S.D.). PASW 18.0 was used for analysis.

IV. ANALYSIS AND INTERPRETATION

Table 1 shows that majority of respondents 59 (45.4 per cent) are from the age- group of 18-21 years and only 5 respondents (3.8 per cent) are from the age group of 15-18 years. 69 respondent (53.1 per cent) are male and 61 (46.9 per cent) are females. Majority of respondents 76 (58.5 per cent) are from urban area and 54 (41.5 per cent) are from rural areas. 65 respondents (50 per cent) are post-graduate and 65 (50 per cent) are graduate. 51 respondents (39.2 per cent) are from income group of above Rs. 30,000 per annum and 22 respondents (16.9 per cent) are from income group of below Rs. 10,000 per annum. Table 2 shows that 57 respondents (43.8 per cent) are strongly agreed that celebrity endorsement helps in brand promotion. 60 respondents (46.2 per cent) are strongly agreed that celebrity endorsement increase the cost of product. 53 respondents (40.8 per cent) are disagreed with the statement that celebrity also use the self endorsed product. 46 respondents (35.4 per cent) are neutral with the statement that celebrity endorsed products are good quality. 70 respondents (53.8 per cent) are agreed that celebrity endorsement increase the sale of product. 74 respondents (56.9 per cent) are agreed that celebrity endorsement encourage for purchase cold drink. 70 respondents (53.8 per cent) are agreed that celebrity

endorsement attract customer towards cold drink. 56 respondents (43.1 per cent) are agreed that celebrity endorsement influence buying decision. 64 respondents (49.2 per cent) are agreed that celebrity endorsement increase awareness of brands. 53 respondents (40.8 per cent) are neutral that celebrity endorsement makes blind followers. 61 respondents (46.9 per cent) are strongly agreed that celebrity endorsed the products and services for money. 39 respondents (30 per cent) are disagreed on statement that consumer consume favourite celebrity endorsed cold drinks. 40 respondents (30.8 per cent) are neutral that celebrity endorsement affects the choice of consumer's brand. 59 respondents (45.4 per cent) are neutral that celebrity endorsement helps to recall their endorsed brand. 51 respondents (39.2 per cent) are agreed that celebrity endorsement is informative. To achieve the objective, the table 3 was prepared on the basis of responses given by 130 respondent and found that celebrity endorsement help in brand promotion at top ($\bar{X} = 4.207$, S.D = 0.929) followed by; it increase the cost of product ($\bar{X} = 4.192$, S.D = 1.012); celebrity endorsed the product and services for money ($\bar{X} = 4.153$, S.D = 0.991); it increase the sale of products ($\bar{X} = 3.992$, S.D = 0.830); it attract customer towards cold drinks ($\bar{X} = 3.715$, S.D = 0.958) and it encourage for purchase cold drinks ($\bar{X} = 3.692$, S.D = 0.861). It found that there is significant difference to synthesize the students' opinions towards celebrity endorsement on the basis of age, gender, area profile, education and income at 5% level of significance. Therefore, it concluded that Hypothesis is rejected.

TABLE 1. Profile of the respondents.

Age (In years)	No. of respondents	Per cent
15-18	5	3.8
18-21	59	45.4
21-24	53	40.8
Above 24	13	10.0
Total	130	100.0
Gender		
Male	69	53.1
Female	61	46.9
Total	130	100.0
Areas		
Urban	76	58.5
Rural	54	41.5
Total	130	100.0
Educational Qualification		
Under Graduation	65	50.0
Post Graduation	65	50.0
Total	130	100.0
Family Income (M)		
Less than 10000	22	16.9
10000-20000	33	25.4
20000-30000	24	18.5
More than 30000	51	39.2
Total	130	100.0

Source: Survey.

V. CONCLUSIONS

It found that majority of respondents are male from the age- group of 18-21 years from urban area are post-graduate and from income group of above Rs. 30,000 per annum. It also

resulted that Celebrity endorsement helps in brand promotion, increase the cost of product, increase the sale of product, encourage for purchase cold drink, attract customer towards

cold drink, influence buying decision, increase awareness of brands, products and services for money, celebrity endorsement is informative.

TABLE 2. Opinions of customers towards celebrity endorsement.

Sr. No.	Statements	N/%	1	2	3	4	5	Total
1.	It helps in brand promotion	N	4	3	12	54	57	130
		%	3.1	2.3	9.2	41.5	43.8	100
2.	It increase the cost of product	N	5	6	8	51	60	130
		%	3.8	4.6	6.2	39.2	46.2	100
3.	Celebrity also use the self endorsed product	N	21	53	23	28	5	130
		%	16.2	40.8	17.7	21.5	3.8	100
4.	Endorsed products are good quality	N	16	29	46	30	9	130
		%	12.3	22.3	35.4	23.1	6.9	100
5.	It increase the sales of product	N	1	7	18	70	34	130
		%	0.8	5.4	13.8	53.8	26.2	100
6.	It encourage for purchase cold drinks	N	2	12	26	74	16	130
		%	1.5	9.2	20	56.9	12.3	100
7.	It attract customer towards cold drinks	N	3	15	20	70	22	130
		%	2.3	11.5	15.4	53.8	16.9	100
8.	It influence buying decision	N	7	18	38	56	11	130
		%	5.4	13.8	29.2	43.1	8.5	100
9.	It increase awareness of brands	N	4	19	20	64	23	130
		%	3.1	14.6	15.4	49.2	17.7	100
10.	It makes blind followers	N	10	28	53	20	19	130
		%	7.7	21.5	40.8	15.4	14.6	100
11.	Celebrity endorsed the product and services for money	N	3	5	22	39	61	130
		%	2.3	3.8	16.9	30	46.9	100
12.	Consumer consume favourite celebrity endorsed cold drinks	N	15	39	33	34	9	130
		%	11.5	30	25.4	26.2	6.9	100
13.	It affect the choice of consumer brand	N	10	33	40	34	13	130
		%	7.7	25.4	30.8	26.2	10	100
14.	It help to recall their endorsed brand	N	3	27	59	30	11	130
		%	2.3	20.8	45.4	23.1	8.5	100
15.	It is informative	N	6	14	37	51	22	130
		%	4.6	10.8	28.5	39.2	16.9	100

Source: Survey, Data processed through PASW 18.0.

TABLE 3. Confirmatory data analysis for opinions of students towards celebrity endorsement.

Opinions	Descriptive Statistics		Inferential Statistics									
			Age df(3,126)		Gender df(1,128)		Area profile df(1,128)		Education df(1,128)		Income df(3,126)	
			F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
It helps in brand promotion	4.207	.929	4.391	.006*	2.511	.115	2.511	.115	.080	.778	.691	.559
It increase the cost of product	4.192	1.012	.132	.941	.673	.414	.673	.414	.007	.931	1.030	.382
Celebrity also use the self endorsed product	2.561	1.113	.262	.852	.126	.724	.126	.724	1.400	.239	1.820	.147
Endorsed products are good quality	2.900	1.105	.629	.598	.030	.862	.030	.862	.307	.581	1.886	.135
It increase the sales of product	3.992	.830	9.948	.000*	3.268	.073	3.268	.073	.277	.599	.486	.693
It encourage for purchase cold drinks	3.692	.861	1.810	.149	2.543	.113	2.543	.113	.165	.685	2.022	.114
It attract customer towards cold drinks	3.715	.958	.396	.756	1.365	.245	1.365	.245	2.448	.120	3.114	.029*
It influence buying decision	3.353	1.002	.633	.595	.900	.345	.900	.345	.274	.602	4.274	.007*
It increase awareness of brands	3.638	1.034	1.123	.342	2.963	.088	2.963	.088	.869	.353	1.126	.341
It makes blind followers	3.076	1.124	.796	.499	.002	.962	.002	.962	4.911	.028*	2.356	.075
Celebrity endorsed the product and services for money	4.153	.991	1.025	.384	2.355	.127	2.355	.127	.280	.598	.910	.438
Consumer consume favourite celebrity endorsed cold drinks	2.869	1.137	1.248	.295	.217	.642	.217	.642	.480	.490	1.623	.187
It affect the choice of consumer brand	3.053	1.108	1.639	.184	.073	.787	.073	.787	.056	.813	1.454	.230
It help to recall their endorsed brand	3.146	.924	2.475	.065	1.342	.249	1.342	.249	2.042	.155	.891	.448
It is informative	3.530	1.043	.047	.986	1.551	.215	1.551	.215	.176	.676	1.029	.382

Source: Survey, Data processed through PASW 18.0. * Significant value at 5% Level

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