

# Impact of Celebrity Endorsement in Marketing Campaigns on Customers

Archikey Singh Tomer<sup>1</sup>, Dr. Ajit Kumar<sup>2</sup>

<sup>1</sup>Student, School of Business, Galgotias University

<sup>2</sup>Guide, School of Business, Galgotias University

## Abstract:

A celebrity's fame and reputation are used to promote a brand or product by celebrity endorsement, sometimes also called as celebrity branding or celebrity advertising. Nonprofit groups that exploit a celebrity's fame to promote a cause or collect money for it are examples of other use cases. Alternatively, event marketers may use a celebrity's notoriety and appeal to generate buzz and prestige for their virtual or hybrid event.

It's not necessary for your chosen celebrity to be a movie star. Great branding efforts have been created by brands using several people like musicians, athletes, social media celebrities, or even artificial characters like cartoon characters. So, there can be two requirements for choosing of celebrity endorsements first one is according to image which means does our values matches with that celeb and the other one is following that is the reach of the celeb how much people follow them.

Then the question arises of why we use celebrities as a marketing tool or advertising for our brand so there are several reasons in favour of it.

**Keywords:** celebrity advertising, brand equity, brand awareness, celebrity endorsements.

## Introduction

Indian commercials changed significantly in a short period of time, moving from newspapers and magazines to TV and radio. The recognizable persona and phrase appeared on the scene. One of the intended taglines, "Lifebuoy hai Jahaan, Tandruti hai wahan," was introduced to Indian TV through a Lifebuoy campaign in 1964. It remains unchanged. Gabbar Singh, a character from the movie Sholay, was one of the most beloved. In the advertisement for Britannia Glucose D cookies, he was pictured. From that point on, the catchy slogans and popular celebrity faces appeared. People started watching movies as their enthusiasm for TV increased, and some of the parts they played went on to become well-known figures. The celebrity's fame increased as they played their part. They included Gabbar among them. As a result, celebrities began to appear in ads to support the brand. It really aided them in reaching a large audience with their message.

The Oxford Dictionary defines a celebrity as "A renowned person." a professional who is outclassed in their pitch. It might involve anything—sports, movies, theatre, politics, social life—but it must have a distinctive result (Giridhar, 2012). Celebrities are those who are honoured by a sizable crowd of people. Examples of these traits include being handsome, living an extraordinary life, and having outstanding skill. These celebrities frequently differ from members of the normal population, and they also value widespread public acknowledgment. The term "celebrity" refers to a person who is well-known to the

public (such as an actor, sports figure, entertainer, etc.) because of their achievements outside of the pitch of the product they have sponsored (Friedman and Friedman, 1979).

### **IMPACT OF CELEBRITY ENDORSEMENTS ON BUYING BEHAVIOUR**

When people are involved in controversies, blockbuster movies, events, videos, etc., we tend to remember their faces. These well-known people are viewed as social media influencers. Due of their enormous fan bases, whatever the great names speak about will be taken as a message by the audience.

The people take care of their hard work, personalities, and ways of life. Several of the actors and actresses are also taken into consideration as motivation. They teach kids a lot of things. Hence, a celebrity is constantly the focus of millions of people.

The justification for using them as an endorsement is that. The VIPs assist the marketing team in reaching a large audience with their message by merely appearing briefly in an advertisement film or social media post.

#### **Celebrity Endorsements as a marketing tool**

Marketing campaigns using celebrity endorsements can be a highly effective tool for building brand awareness and increasing sales. Celebrities are often seen as influencers and their endorsement can help create a strong connection between a brand and its target audience.

One of the key benefits of celebrity endorsements is the potential to reach a wider audience. Celebrities often have large social media followings and their endorsements can reach millions of people within hours. This can be especially valuable for brands looking to expand their reach or launch new products.

Additionally, celebrity endorsements can help build credibility and trust with consumers. When a product is endorsed by a well-known celebrity, it can create a sense of legitimacy and authenticity that is difficult to achieve through other marketing channels. This is especially true if the celebrity is considered a trusted authority in their field or has a strong reputation among their fans.

That being said, there are also potential downsides to celebrity endorsements. For example, if a celebrity behaves in a controversial manner or has negative comments, it may reflect poorly on the brand they are endorsing. Additionally, if the celebrity is not considered a good fit for the brand, their endorsement may not be effective and may even backfire.

Overall, celebrity endorsements can be a powerful marketing tool, but it's important for brands to carefully consider the potential risks and benefits before entering into a celebrity partnership. By selecting the right celebrity, creating a strong marketing campaign, and tracking the impact of the endorsement over time, brands can maximize the benefits of celebrity endorsements and support long-term growth.

#### **How celebrity endorsements have influenced the younger generation?**

Celebrity endorsements have had a significant impact on the younger generation, especially in terms of their purchasing decisions and consumer behavior. Here are some ways celebrity endorsements have influenced the younger generation:

**Brand Awareness:** Celebrity endorsements have helped increase brand awareness among younger consumers. By promoting products on social media and other platforms, celebrities have introduced new brands and products to their followers, generating buzz and interest among the younger generation.

**Product Selection:** Younger consumers are often more influenced by celebrity endorsements when it comes to product selection. Seeing their favorite celebrity using or endorsing a product can make them more likely to choose that product over others.

**Trends and Fads:** Celebrities have a significant influence on fashion and beauty trends and their endorsement can spark new trends and fads among the younger generation. For example, a celebrity who wears a certain brand of clothing or make-up will quickly become popular among their followers.

**Aspirational Lifestyle:** Many younger consumers see celebrities as role models and aspire to live similar lifestyles. Celebrity endorsements can reinforce this aspiration and make them more likely to buy products that are associated with a certain lifestyle or image.

In general, celebrity endorsements have had a strong influence on the younger generation, shaping their consumer behavior and influencing their purchasing decisions. As social media and influencer marketing continues to grow, it is likely that the influence of celebrity endorsements on the younger generation will continue to increase.

### **Objective of the study-**

1. To study the Scope of celebrity endorsements as a marketing tool.
2. To see How celebrity endorsements creates awareness in the market and helps to target the potential customers.
3. To know in details about the pitfalls and advantages of celebrity endorsements and how they play their role in the market demand.
4. To understand the Current trend analysis of celebrity endorsements using social media.

### **Importance of research**

Although the present research is descriptive in nature, it will help managers understand the influence of celebrity endorsement on customer purchase intention. How the study proves the importance and brand credibility of celebrity promotion. Perspective is very important because it facilitates the planning of communication strategy. The present study will guide the experts in the field to understand the importance of brand attitude on purchase intention, that is, how positive consumer attitude towards the brand increases the chances of positive purchase behavior intention as well as the importance of using the right kind. celebrities at the right time to promote their product/services in the market.

### **LITERATURE REVIEW-**

Large corporations that want to promote their corporate or brand image frequently use celebrities as part of their marketing communications strategies. Companies spend a lot of money contrasting brands and organisations with endorsing qualities like appeal, likeability, and authority. They think these traits function transferrably and will lead to successful campaign outcomes. Yet, celebrity attributes can occasionally be inappropriate, pointless, and undesirable. The key issue is how to manage that resource while avoiding potential dangers while choosing and keeping the "correct celebrity" out of all of its competitors.

By combining information from many literary sources, this essay makes an effort to analyse the factors that might be taken into account in any celebrity selection process.

Several studies have looked at the efficacy of celebrity endorsement in advertising since it has grown to be one of the most popular kinds of advertising globally. Friedman and Friedman (1979) shown that when

celebrities promote goods with high psychological or social risk, like jewellery, they have a considerable impact on product views and purchase intentions. Regardless of the product category, they also discovered that celebrities outperform experts and regular consumers in terms of advertisement and brand memory. According to Cracken (1989), celebrity endorsement can boost a product's image and raise consumer awareness of both the brand and the product. According to Kamins, Brand, Hoeke, and Moe (1989), celebrity attraction had a beneficial impact on brand views and purchase intentions.

In their 2009 study, Maneesh and Praneeth sought to determine the impact of celebrity endorsement on brand recall at the time of product purchase and came to the conclusion that it is a useful tool to influence product recall. Also, they claimed that improper celebrity endorsements do not have a positive impact. Carroll (2009) found celebrity endorsement to be extremely effective and came to the conclusion that it is a useful commercial communication strategy in his study on the impact of celebrity endorsement in fashion brand communication. Fashion branding should diverge from conventional strategies and put more emphasis on visual clues than written cues.

A study by Khalid & Siddiqui (2018) focused on the influence of celebrity endorsements on consumer purchasing behavior for beauty soaps, particularly in the city of Karachi. The results show that companies depend on factors such as credibility (physical attractiveness, credibility, expertise), emotional involvement (passion, dedication) and meaning transfer (effective communication, celebrity domains of interest) (Venkata Sabiah and Satish). , 2020) show that choosing celebrities based on their best match with product attributes) has a positive effect on consumer purchase behavior. Hani and Andre (2018) analyzed the effect of endorsements on consumer behavior for jewelry advertisements among Lebanese female consumers. The situation in Lebanon shows that consumers are price sensitive, although they are influenced by celebrity endorsements. Jewelry companies may benefit from market price adjustments. Also, the brand itself is more important than the endorsers. Venkata & Sathish (2020) investigated the effect of celebrity endorsement on rural youth, students' purchase intention and loyalty to the beverages they consume. The results show that celebrity endorsement plays the most important role in shaping consumer brand loyalty based on consumer purchase intention.

## **TYPES OF CELEBRITY ENDORSEMENTS**

Celebrities can endorse your brand or product in a variety of ways.

Ads and Featured Ads - These ads may appear as banners and videos on paid campaigns, social media, or video ads on YouTube. You can also go the classic route and buy TV commercials, or have a celebrity host an infomercial instead of an ad.

Celebrity Live Event Appearances - Brands often invite celebrities to present or host their entire hybrid or virtual event. When released in 2020, Dreamforce to You go all out, featuring performances from James Corden, Metallica and Lenny Kravitz.

Celebrity Signature Lines – Some brands put a celebrity's name or face directly on their products. This is common in certain industries, such as musical instruments (think Fender Stratocaster Eric Clapton Signature model), clothing (the aforementioned legendary Nike Air Jordan) or other products, such as Vitaminwater, which 50 Cent lent his face.

Celebrity spokespersons - Celebrity spokesperson ads are common in the industry and nonprofit causes. Celebrities get noticed when they speak on behalf of the organization at third-party events and in the media.

### **Potential pitfalls of celebrity endorsements and recommendations**

Celebrity endorsements are not without their flaws. Since brand or product mentions rely heavily on celebrity imagery, one misstep can cause collateral damage. Compared to the days when social media was less prevalent, celebrities were paid to star in ad campaigns or TV commercials, and that was it. But today, celebrity endorsements must also extend to social media, says Williams (2013). Celebrities must align their image with the product they endorse, otherwise the effectiveness of the endorsement will be compromised (Helmig and Huber, 2008).

Kellogg's Michael Phelps, Wrigley's Chris Brown and Chanel's Kate Moss are examples of celebrities who lost endorsement deals after getting embroiled in controversy. There are also instances where a celebrity's personality or image does not match the brand or product. Companies should note that brand personality is directly proportional to consumer trust and brand loyalty (Sung and Kim, 2010). For example, famous sisters Mary-

Kate and Ashley Olsen are the face of the Got Milk movement, which promotes the dairy industry and healthy eating. The campaign ultimately had to be canceled when it was discovered that Mary-Kate Olsen suffered from an eating disorder.

Before a brand decides to use a celebrity, it is important to ensure that it fits the overall marketing campaign and reaches the target consumer segment. Selection is therefore an important part of the process. Selecting celebrities with product expertise as opinion leaders or desired by target consumer groups is a surefire way to ensure the effectiveness of marketing campaigns (Seno and Lukas, 2007). In choosing athletes to represent your brand, Stuart (2007) found that athletes who are both sports heroes and celebrities, such as Tiger Woods and Michael Jordan, are most likely to influence consumers' purchasing decisions. Consumers. Elberse and Golod (2007) confirmed that hiring top athletes to support your brand brings the highest financial returns and can also provide long-term positive publicity.

To get the most out of celebrity endorsements, Pringle (2012) argues that building a relationship between a celebrity and a brand is essential. That could mean encouraging more celebrity involvement in decisionmaking. Stout (2013) clearly agrees that relationship management can make partnerships a win-win situation for everyone. Celebrities will be more willing to fulfill their sponsorship obligations if you offer them something other than a check. Thomson (n.d.) The suggestion of having a well-known person as the creative director and giving them more power over product development would also have greater appeal to consumers as they are more interested in the ideas they bring to a product.

### **Recent increase in adaptations of celebrity endorsements-**

There are several reasons why celebrity endorsements have become prevalent in recent years:

**Rise of social media:** The rise of social media has greatly expanded the reach and influence of celebrities. With millions of followers on platforms like Instagram and Twitter, celebrities can easily promote products to their fans, creating a powerful marketing tool for brands.

**Increased skepticism of traditional advertising:** Consumers have become more skeptical of traditional advertising in recent years and are looking for more authentic and personalized marketing messages. Celebrity endorsements can provide a way for brands to connect with consumers in a more personal way and build trust and credibility.

The rise of influencer marketing: Influencer marketing has become a popular marketing strategy in recent years, and many celebrities are now considered influencers in their own right. Brands can work with these influencers to promote their products and reach a wider audience.

Increased competition: With so many brands vying for consumers' attention, it can be difficult to stand out. Celebrity endorsements can give brands a way to differentiate themselves and create buzz around their products.

Overall, these factors have contributed to the rise of celebrity endorsements in recent years. As social media continues to expand and consumers become increasingly interested in authenticity and personal connections, it is likely that celebrity endorsements will continue to play a significant role in marketing.

### **Will celebrity endorsements continue to grow in the future?**

It is likely that celebrity endorsements will continue to play a significant role in marketing in the future. As social media platforms and other digital channels continue to grow, the reach and influence of celebrities is likely to increase, making their endorsement even more valuable to brands. In addition to consumers becoming more skeptical of traditional advertising and more interested in authenticity and personal relationships, celebrity endorsements can provide brands with a way to build trust and credibility with their target audience.

That being said, it's also possible that we may see changes in the way celebrity endorsements are used in marketing. For example, as consumers become more concerned with social and environmental issues, we may see more brands partnering with celebrities who are known for their activism and advocacy work. We may also see more brands using micro-influencers and other lesser-known individuals who have strong followings in specific areas.

Overall, while it is difficult to predict with certainty the future of celebrity endorsements in marketing, it seems likely that they will continue to be an important tool for brands to reach and connect with target audiences for years to come.

**Methodology-** Interviews and surveys were used as a method to collect the data and the descriptive research method were used.

### **FINDINGS**

- Respondents more than 40 % believe that celebrity endorsements eventually increases their exposure and improve their brand image, while 10% don't believe in this concept.
- In the past years, the celebrity endorsements were not in use that much but as the time passes now its in more use and people find it most beneficial for their brand.
- Almost more than 27% people believe that if the product is endorsed by the celebrities they will go for it and think about it once for using the product because they have a belief that if a celeb is using a product and its marketing is done by him or her, it must be worth using and something will benefit it rather than providing harm.
- Respondents of the age group of 18-22 gets influenced by the celebrity endorsement around 58 % which is mostly the age group of youngsters, while the least category of age group of 26-28 only gets influenced by 8%.
- Respondents around 76% use celebrity endorsements in comparison to other branding techniques.

## Discussions

Celebrities play a bigger role in our lives than ever before, and this is amplified by the use of social media. This provides marketers with a new platform to pitch their products, especially in light of the increasing use of social media accounts by various demographic groups. Celebrities are powerful opinion leaders with a global reach who have the power to influence customer behavior and alter how they view products.

Moreover, superstars might create more attention and press. They can take advantage of this with a big audience by encouraging discussion or excitement about a new company or item. For firms that are having trouble or have a smaller consumer base, co-branding with a celebrity might be the ideal alternative. The presence of celebrities can extend their influence to a wider audience and transfer their popularity to the brand. . As long as the company has an interesting marketing strategy paired with the right celebrities, their representation and endorsement can have an overall positive impact.

Celebrities can be a highly effective marketing tool for building brand awareness and increasing sales. Celebrity endorsements can help brands reach a wider audience and build credibility and trust with consumers. However, there are also potential risks associated with celebrity endorsement, such as negative behavior that reflects poorly on the brand. It is important for brands to carefully consider the potential risks and benefits of celebrity endorsements, choose the right celebrity, create a strong marketing campaign, and monitor the impact of the endorsement over time to maximize its benefits.

## Conclusion

This study found that brands or products promoted by famous celebrities bring positive brand awareness and thus increase product sales. This study shows that if one wants to achieve the desired result in his efforts and wants his product to reach the maximum number of consumers, he can use celebrity endorsements to promote his product. In conclusion, celebrity endorsements may be a great help to companies wanting to raise their profile or enhance their profits. However, since their image is closely related to the brand, businesses must carefully select celebrities that appeal to the audience or target demographic. It's also crucial to remember that for customers to believe it, the celebrity's image needs to align with the brand's. Thus, businesses that require influencers might select superstars to serve as their spokespersons. Their representation and endorsement can have a generally favourable effect if the business has an intriguing marketing plan and the suitable celebrity. Customers are more likely to associate your product or brand if the product is promoted by a celebrity they respect or relate to. This is a simple psychological effect. People subconsciously believe that by buying products promoted by the Bollywood stars and cricket stars they admire, they can imbibe the desirable qualities of their favorite celebrities. Consumers associate celebrities' success, personality, skills, etc. with a particular product. Celebrities can be a very powerful marketing tool for boosting sales and brand exposure.

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