

Impact of Celebrity Endorsement on Consumer Perception with respect to Cosmetic Products

Dr. Satnam Ubeja

Asst. Professor, Prestige Institute of Management and Research, Indore

Dr. Ranjana Patel

Associate Professor, Prestige Institute of Management and Research, Indore

Dr. Shail Shri Sharma

Asst. Professor, Prestige Institute of Management and Research, Indore

Dr. Manisha Singhai

Associate Professor, Prestige Institute of Management and Research, Indore

Abstract

Celebrity endorsement is one of the important key or marketing strategies used by marketer or companies in current scenario. Marketers are using this key of endorsement as a promotional tool for their respective brand or product. 15% and above advertisement shown on TV are endorse by famous celebrities either from sports or cinemas. The purpose of this study was to explore the impact of celebrity endorsement on customer perception with respect to cosmetic products. 4 factors were found; motivation, goodwill, brand value and physical appearance. 150 female respondents; married and unmarried both have taken as a sample size. Study shows that customer perception about cosmetic products were more influenced by celebrity endorsement and they get motivation from endorse advertisements and this feeling create more strong goodwill of brand and value. Study also shows that marital status and price of the product cannot change the perception of customers on the basis of celebrity endorsement. People are more positive to purchase the product after watching endorse advertisements, so with the help of this study marketer could better understand the use of celebrity endorsement and with the help endorsement of celebrity with right marketing strategies they could change the perception of customers with respect to their product or brand on positive direction.

Key Words:Celebrity Endorsement, Customer Perception, Advertisement, product perception,

Introduction:

Today's scenario people are changing their life style on the basis of different color communication which they are receiving from different medium; all communication have greater impact if message received from any famous celebrity Multi-coloured communication with beautiful advertising campaign is now a day's very important to attract the customer. (Carlson & Donovan, 2008; Cunningham, Fink, & Kenix, 2008) Celebrity endorsement is always a type of marketing campaign and always gives above average impact on consumer's psychology towards taking decision to purchase the product. Celebrity is the person who actually always enjoys the recognition by the public and uses this opportunity of recognition in the form of using consumer products and which show in any type of marketing campaign so that is become celebrity endorsement. (Nike Inc, 2010).

Use of any celebrity lifestyle is a very common factor to show in front of customers and attract towards products or services and influence them to purchase the products. Classic form like(actors, sportsman, models and politicians etc.) of celebrity endorsement is important part to show through advertisements and change the lifestyle of customers as well as fictional celebrities like: (Fido dido, Amul girl etc.) is equally play important role to change the psychology of customer towards the product. (Carlson & Donovan, 2008; Cunningham, Fink, & Kenix, 2008)

Endorsement of celebrity is symbolizing on values and culture and they recognized by the consumer with the help of these values and culture connectivity. Perception is something which is related to customer's image towards product or services after watching the advertisement or celebrity endorsement. (Walker et al, 1992). Customer always compare their perception of celebrity's values and culture to the actual products or services; which they are purchasing and after the consumption of this product or service their perception may change in to satisfaction or dissatisfaction. (S Silvera, D. H., 2003). To choose right celebrity for right product or brand is very important task for the marketing managers. Any celebrity can endorse any brand but the right brand with correct purpose and right celebrity give more impact on the consumer perception in throughout the country. Due to much competition in the celebrity endorsement market, advertisement style and media options companies are changing the strategies regularly (Kim, Y.J.,2007)

Consumer perception is the process of decision making before purchasing any product or services. Perception of buying any product by any consumer also depends to promotion strategies used by marketer to sell their product. Celebrity endorsement play very important role to change the psychology of customer's perception or buying behaviour of customer with respect to any product or service. (Reinhard, M. A., & Messner, M. ,2009).

Review of Literature:

It has been found that the brands which are advertised by celebrities are more attractive than the brands that are not advertised by celebrities. (Rabia et.al.,2019).on Lebanese jewellery industry, inclination and mentality of the consumers are found to be negatively influenced by celebrity endorsement. (Safi et.al. ,2016). There is a huge effect of celebrity endorsement on the consumer buying behaviour while celebrity trustworthiness, expertise and attractiveness has a positive impact on consumer buying behaviour. (Sri Lanka, Madhusanka,2017). In facial care products, although celebrity endorsements have been a trend but it has a very low influence on the consumer buying behaviour. (Bafna et.al., 2016). Majority of the respondents (79%) were not willing to buy products based on the fact that they are endorsed by celebrities. Only 4% strongly supported that they will buy products if they are endorsed by celebrities. (Chaudhary and Asthana ,2015). celebrity expertise and attitudes towards brands strongly predict allocation to Muslim consumers rather than non-Muslim consumers. The relative importance of the celebrity credibility aspects from Muslim consumers' perspectives was: celebrity expertise, celebrity attitudes towards brands, purchase intention, product–brand congruency and physical attractiveness. Muslim consumers are found to choose expertise but not trustworthiness. Muslim consumers' faith or trust may be linked to the perception that products and services endorsed by the celebrities are in line with Shariah principles which are consistent with Islamic principles. (Norazah ,2014). To show the expertise towards products or services by celebrity in front of customers gives more impact in customer mind and they feel more confidence to choose specific product or brand. (M C Cracken ,1989) , Positive thought works when endorser show the use of product physically and this demonstration of the product or service by celebrity give powerful impact and positive image in the consumer's mind. (Khale L.R., 1985), to show the culture and value importance by the celebrity, marketer used another strategy to endorse the product and that gives positive attitude and also change the image of the products and services in the customer mind. (Moti Z Willing, Gila E. Fruchter,2013), customer's purchase intention can be change to show the most influencer advertisement by marketer in which to show the characteristics of the celebrity; marketer also identify the need of customer. (Naganuri Srinivas ,2013), people were agreed that endorsement of product or brand by their favorite celebrity give them more confidence to take purchase decision. (Md. Zabid, 2002), Researchers have also found that when strong image of any celebrity give most influence in customer's mind towards identify the new needs of the same product or brand; same as the negative image of celebrity have damaged the image of brand specially new venture. (Erik Hunter, 2008), celebrity endorsement is one of the

moderate technique to attract the attention of the customer towards endorse brand or product. (Biswas, D., Biswas, A. & Das, N. (2006), celebrity endorsement is always likable strategy of the marketer for the any category customer and it has given always impactful result in purchase decision process. (N. Muthu, 2011). Multiple celebrity endorsement of same brand or product attracts more customers and gives more impactful positive attitude in the customer's mind and research also shows that single celebrity and multiple celebrity endorsement; both have significant difference and multiple celebrity endorsement give more positive confidence to the customer during purchase decision.(K Pughazhandi, 2012), Physical attractiveness of celebrity and their likeability are the most important factors to give positive image of respective brand , product or service in the customer mind. Customer's perception about advertise brand or product depends to the attractiveness of the celebrity and how much they are famous among that target customers. (Zafar &Mahira, 2012)

Rationale

Celebrity endorsement is now on very strong position in the Indian market. Sportsman or actors or models all have different and impactful strong position in customer's mind and in the market also. People follow celebrities and also they admire their lifestyle and use of different cosmetic brands; on the basis of this thought they take the decision to purchase that brand. Because of the product endorsement by the celebrity Indian market is getting huge difference in the market in terms of profit and increase the usage of cosmetic products.

As all were aware that Indian market is very big in terms of population, geographic variable, taste, choice, culture, and also for bollywood movies, cricket and many more sports. In our study we wanted to identify the answer of some questions like: whether celebrity endorsement is useful for Indian market, customer's perception could be change because of celebrity endorsement, customers change their decision and brand choice because of celebrity endorsement and also we wanted to identify the factors that affect the customer's perception on celebrity endorsement.

Objectives of the Study

- To Identify the Factors which affect consumer perception by celebrity endorsement with respect to cosmetics products.
- To Study the consumer perception with respect to demographic factors.

Research Methodology

Data were collected through self-designed questionnaire, which was divided in to two parts; first was based on demographic variable like: marital status and age, occupation and income and second was based on statements related ton impact on customer’s perception on celebrity endorsement, these statements have taken from different studies like: (M. D. Zabid, 2002, varsha jain 2009 et. al.) and different articles. 19 statements have taken from different reviews and respondents have given the response on the five-point scale, where 1 means strongly disagree and 5 means strongly agree. Total 150 respondents have filled the questionnaire by online form or offline form and convenient sample techniques have used to collect the data. Data have collected from Indore city only.

Data Analysis:

Reliability Test:

In the views of Cronbach’s coefficient alpha (α) should be applied to newly constructed evaluation tool. Coefficient tool of all 19 items have taken and the α was calculated on SPSS and it was high i.e.0.843. The item total correlation was applied and no item was leess than the accepted level so on all 19 items the item total correlation was applied.

Factor analysis

Factor analysis was done to know the consumer buying behavior when celebrity endorse it Table 2 is the result of KMO and Barlett’s Test and shows if the data is appropriate for factor analysis or not. High value (between 0.5-1) of KMO indicates that the factor analysis is appropriate and the result is 0.819 thus are data is appropriate.

Factor 1: Motivation

Factor	Statement	Statement Load	Factor Load
Motivation	Trust towards celebrity motivates me to purchase the cosmetics product	0.854	
		0.815	
	Credibility of celebrity motivates me to purchase the cosmetics product	0.772	

	Pleasant celebrity endorser motivates me to purchase a cosmetics product	0.718	6.298
	I am quite interested in cosmetics which are advertised by celebrities	0.709	
	Beauty of celebrity motivates me to purchase cosmetic product	0.688	
	I think Cosmetics that are specially advertised by celebrities are of good quality	0.644	
	My selection of alternative cosmetic brands is affected by celebrity endorsing it	0.602	
	When I am confused about cosmetics product, I believe celebrity endorsement	0.496	
	Celebrity increases the awareness for me for the cosmetics Brand		

The factor measures the motivation for purchasing the cosmetics product when the favourite celebrity endorsed it. Trust toward the celebrity scores the highest on this factor as people trust their celebrity when they go for buying the cosmetics product. The word of mouth by the celebrity motivates them to buy the product. Table 3 indicates that highest loading (0.854) item is trust toward the celebrity. And lowest loading (0.496) is celebrity create awareness for cosmetics product. (Carolyn, 1994) stated that the trust on celebrity actual works and give positive motivation to the customers to purchase the product. (Johnson, 2009) have found the different reason of motivation by celebrity endorsement like: likability, trust, values and culture etc.

Factor 2: Physical Appearance

Factor	Statement	Statement Load	Factor Load
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Physical Apperance	The price of cosmetics product does not affect my decisions if my favorite celebrity endorses the product	0.763	2.448
	Social acceptance of celebrity increases the cosmetics product value	0.665	
	Good looking celebrity has great ability to promote the cosmetics product	0.595	
	Advertisement by this celebrity fails to present actual value of cosmetics product	0.425	

The factor measures the physical appearance of celebrity required for buying the cosmetics product. People don't see the price if their favourite celebrity endorses the product. There physical appearance plays the important role in attracting large customers. Table 3 indicates the highest loading (0.763) item is price of cosmetics is not affected if favourite celebrity endorse the product. And lowest loading (0.425) is advertisement by favourite celebrity fails to present the actual value. (Kahel L.R. 1985) found that physically demonstration by celebrity and good looking with high social acceptance give positive feedback of the brand or product and people are more interested to purchase that product or brand.

Factor 3: Brand Value

Factor	Statement	Statement Load	Factor Load
Brand value	I am not affected by the fact that who advertise the cosmetics product.	0.814	2.208
	Celebrity Advertisement doesn't affect my purchase decision for cosmetics product.	0.798	

	My decisions are not affected by celebrity endorsement	0.596	
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The factor measures the brand value of celebrity is required for buying of product. This survey also states that people are not affected by fact that who endorse the product also decisions of some people are not affected by celebrity endorsement. (Friedman, 1979) also suggested that good quality is equally important for selling the product and endorsement give positive result if brand name is also have strong positioned in the market. Table 3 indicates the highest loading (0.814) item is decision is not affected by fact that who advertise the product. And lowest loading (0.596) is decisions are not affected by celebrity endorsement.

Factor 4: Goodwill

Factor	Statement	Statement Load	Factor Load
Goodwill	I do not buy cosmetic products which are promoted by celebrity who plays negative role.	0.688	0.417
	Advertising through the celebrities is the most effective medium of promotion.	0.588	
	Celebrity increases the awareness about the brand	0.517	

The factor measures the goodwill of the celebrity is very important for buying of cosmetics product. People don't buy products which are endorsed by Celebrity who plays negative role. There negative image overshadows the product. Celebrity with goodwill helps in creating awareness to the customers about the product. (White, 2004), has given the concept of making goodwill with the help of celebrity endorsement. Result found that good market position of celebrity also makes strong goodwill of the brand. Table 3 indicates the highest loading (0.688) item is that customers do not buy the product which are endorse by celebrity with negative image. And the lowest loading (0.517) is celebrity with good image create awareness about the brand.

ANOVA Test

To study of celebrity endorsement in customer perception with respect to cosmetics products following hypothesis was taken

H0: There is no significant difference between marital status of customer perception and celebrity endorsement with respect to cosmetics products.

H1: There is no significant difference in price of cosmetic products and customer perception on celebrity endorsement.

Table 4 depicts that there are three statements where there is significance difference in marital status and customer's perception. Like selection of alternative cosmetic brands is affected by celebrity endorsing it. Also people do not buy cosmetic products which are promoted by celebrity who plays negative role and the price of cosmetics product does not affect decisions if favourite celebrity endorses the product.

While there are other statements where there is no significance difference in marital status customer perception on celebrity endorsement. Like trust towards celebrity motivates to purchase the cosmetics product. Beauty of celebrity motivates to purchase cosmetic product. Cosmetics that are specially advertised by celebrities are of good quality. Decisions are not affected by celebrity endorsement. Good looking celebrity has great ability to promote the cosmetics product. Etc.

Conclusion

The purpose of this study was to investigate how different dimensions of celebrity endorsement would be related with customer perception with respect to cosmetics product. This research concluded that the Celebrity endorsed cosmetics products are more attractive than the non-celebrity endorsed products.

Motivation, physical appearance, goodwill and brand value of the celebrity plays a very important role in change the perception of customers with respect to the cosmetics product. Thus all this factors should be kept in mind while endorsing the celebrity with particular brand. There is significant relation between the celebrity endorsement and customer's perception with respect to the cosmetic products.

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