

A Study on Purchase Decisions of Celebrity Endorsement on Advertising Campaign in Influencing Consumer: Impact Analysis

D. Rajasekar

#AMET University

Kanathur, Chennai -60311

rajaamet18@gmail.com

Abstract— Influence plays a important role in the field of advertising by changing the perception attitude of the consumer in information and media explosion. By different celebrities variety of brands is being practiced across the world. The power of celebrities influencing the consumer is being determined by the marketers. Over a period of time celebrity endorsement is in practice. In India the celebrity endorsement business has now turned into evergreen industry. The celebrities in order to increase the sales in the market extend the shares of the marketers who endorsers to increase the purchase decision of consumers. In order to investigate, analyze the relationship of credibility of celebrity endorser and consumer willingness to buy, to find the moderating effect of experience of celebrity are studied in detail. Using standards deviation and regression analysis the participants were asked to answer a questionnaire that corresponded with purchase intentions attitude towards the advertisement and the brand measured against the independent variables, physical attractiveness, source credibility, and celebrity/brand congruency, experience and buying intention by using mean. Using Cronbach alpha test of significance the reliability is being tested. Celebrity endorsements generated higher purchase intentions, positive attitudes toward the advertisement and positive attitudes toward the brand is being found out.

Keywords— *Celebrity Endorsements, Proliferated Overtime, Buying Intention, Advertisements.*

1. Introduction

The endorse products this may or may not use, to make their career development in clothing, perfume, and accessories the Celebrities have become famous for more than being in the movies or on a television show. The Economic worth of celebrity endorser: An event study analysis is explained by [1].

To create an immediate identity or persona for a product A celebrity is the person known to all whereas celebrity endorser is the person enjoys the public recognition and uses that recognized on behalf of a consumer good by appearing with it in an advertisement Celebrities where make people take notice of what they are endorsing. Advertising expenditure and firm profitability: An Investigation is discussed by [2].

The advertisers seek out celebrities to promote their products. Celebrities increases the odds of getting attention, make the copy more memorable, humanize the company, add glamour to the product, and make it more desirable, credible and trusted one. The Impact of Physically Attractive Models on Advertising Evaluations is described by [3].

2. Review of Literature

A study shows that when consumer behaviour is seen the activities people undertake for obtaining, consuming, and disposing of products and services are to be seen. Is this the beauty? The Highs versus usually attractive models in advertising are discussed in [4].

Studying this behavior is important because when more known about why people shop and buy certain products; the easier it becomes to develop strategies to influence consumers to buy. Model development and analysis among athlete endorser effectiveness is explained. There is a research going on why people buy and consume. The relationship of the visual element of an advertisement to service quality expectations and source credibility is discussed by [6]. After the purchase process occurs analysis of consumption behavior represents a broader conceptual framework which includes behaviour of the buyer. The consumer decides while buying which company will be successful and which one will be

failure. In India new business format for small retailers is discussed by [7].

The power of making or breaking a product the consumer has got every right. According to the needs and lifestyles Goods and services are accepted or rejected. Individuals has every right to ignore what the market says and also capable of buying what individuals want. Integrated environmental management for continued development is described by [8].

From economics, psychology, sociology, anthropology, statistics, and other disciplines the consumer behaviour is drawn to applied science. Researchers must learn what is going on in customer's heads to understand the consumer behaviour. In order to know product development, advertising, retailing, and other areas of marketing by applying it in the field and also must understand why consumers behave on their way.

If the relationship between attitude accessibility and attitude confidence are confident the availability and trust will grow the studies have shown that attitude accessibility and confidence can increase by advertising. Advertising 12 could influence more than just the evaluative dimension of the consumer's perspective this is the study. When individuals are highly motivated to process brand information, advertising can affect the confidence and the behaviour of the use.

The attitude concept can categorize into the attitude towards the advertisement (Aad) and attitude toward the brand choice (AB). It includes the entire content of the ad, not just the pictorial information. During a particular exposure situation the attitude towards the advertisement has been defined as a predisposition to respond favorably or unfavorably to a particular advertising stimulus.

This may contain both affective reactions (ad-created feelings of happiness) and evaluations (a credibility or informativeness). The advertising function not directed at specific products attributes/benefits, and the objective is not to influence the consumer belief towards a particular brand.

After processing the customers are felt with a positive feeling towards creating a favorable attitude through the advertisement. There are two distinct dimensions of Aad, one cognitive and the other emotional. By consciously processing execution elements (components found in advertisements, such as the endorser, presentation

style, color use, and title/font presentation) the consumers attitude towards the ads are emotional.

The Consumers attitude results from a conscious processing of particular execution elements in the ad, such as the endorser, the copy, the presentation style, etc. The ad evokes an emotional response, such as a feeling of love, joy, nostalgia, or sorrow, without any conscious processing of execution elements. These two dimensions may have different impacts on consumers attitudes.

Using celebrity endorsers advertising is one of the most popular forms. In recent time the estimate indicates that the use of celebrity endorsers in the United States has increased from 15% to about 25% of advertisements in between 1979 and 1997. The celebrity endorser remains a favorite among advertising agencies.

The consumers learns, communicate about the products through advertisement. There were several many underlying themes associated with advertising such as the relationship of the product and the advertisement, or the persuasion factor of the person in the ad and this leads for a choice given to consumers to buy or ignore the product. Consumers live in a media saturated and product cluttered environment.

An adult may see many advertisements and learns messages from that. In one day, with over 2 million brands vying for our attention. Celebrities ostensibly have the ability to hold viewers attention and penetrate the clutter of the multitude of advertising spots that compete for audience attention. So how do consumers choose? The concept of publicity must be explained.

In order the consumer to become educated in an efficient and elusive way about the various products the advertising is a type by which businesses have to offer. By increasing the sales having consumers who relate the messages and claims which are made out of different advertising mediums this being the main motive of advertisement to increase the sales.

These mediums can be television commercials, print ads, billboards, posters, flyers and more recently, product placements on television shows. Advertising affects people in many ways. It can influence anybody from large corporation to rural. Advertising that is intended to educate the consumer of the products available is done so by explaining and demonstrating the products attributes.

Ultimately, the advertisers want to make their product distinct and so valuable that the consumer will become a repeat buyer. The fact is that an international celebrity or a foreign brand name can enhance or diminish consumer attitude, product quality perception and purchase intention in another country. After researching in a country where consumers speak a different language with unique cultural heritage, the use of an international celebrity and an English brand name can be a liability. The paper thoroughly examines the moderating effects of celebrity, different brand, and COO on consumer product evaluations.

The criteria for selecting celebrity are different according to different researchers. Some of the different standards are Celebrity /Audience Match-up Celebrity / Brand Match-up, Credibility of celebrity, cost related to the celebrity/ Working Ease / Difficulty, Saturation factor. The troubling factor in face recognition, Risk associated with the celebrity, is the success of a celebrity. The consumer willingness to purchase is complicated due to the credibility of the celebrity, who understands the knowledge of the celebrity their pleasant appearance, reputation as well as celebrity resemblance to a product.

There is no difference in providing of factual information either by a credible person or non-credible person. The systematic impact of source credibility on thinking generation is more on attitude at the time of their initial views. There are different factors which affect the origin credibility of the celebrity and a model has been proposed which is based on the inputs. Consumer Behavior of Aavin Milk in Bethel Township in Trichy is given.

There is three main identification of source credibility which is attractiveness, experience, and trustworthiness. Each determinant has different characteristics. The experience with the moderating effect and investigating the impact of credibility of the celebrity on consumer willingness to buy is being taken into consideration.

Due to the changing lifestyle of people the new business format for a small retail sector in India is undergoing transformation. One Person Company concept as a strategy to develop small retail businesses regarding their corporate status is being dealt with. The Integrated Environmental Management for Sustainable Development (IEMSD) sought to promote the systematic integration of environmental considerations and

sustainable development principles into socio-economic policies and strategies. It stresses on the strengthening of policy-making processes and on enhancing the roles and capabilities of public agencies, non-government organizations and the citizenry in general for accomplishing the goals of the Philippine Strategy for Sustainable Development (PSSD) within the framework of Agenda.

Quality management focused on business sectors. Quality has metamorphosed from the synonyms of "Customer satisfaction" to "Customer delight," which is thriving for excellence in every sphere of business with continuous improvements. In present scenario, the quality is perceived as "Fitness for purpose" focusing on the customer. There is the horizon beyond this as "quality" is always interconnected with "safety and reliability" if the nature of the business is perilous. The prime focus for any nuclear industry is about the safety and security that can be accomplished only through the inherent quality.

This study had the following objectives:

- Left To investigate the significance of celebrity endorsement.
- Right To analyze the relationship of credibility of celebrity endorser and consumer willingness to buy.
- Top To examine the celebrity and consumer desire to buy with the optimization effect of experience of celebrity.

3. Research Methodology

The H1: the celebrity increases the willingness of consumers to buy.

H2: Credibility with the optimizing effect of moderating experience of celebrity increases willingness to buy.

3.2 Methodology Sampling

The From Visakhapatnam town purposively from various fields as their buying behaviour discloses many patterns a sample of 100 respondents was selected. To elaborate the cause and effect of celebrity matters to consumers and to buy a product this technique gets involved. Later to determine the influencing variable to this relationship the mechanism is used. Questionnaires were distributed to 110 respondents and selected for study purposively.

3.2.1 Data Analysis and Interpretation

The study mainly based on the primary data. A print advertisement of the celebrity endorsing a product was contained in the questionnaire that was provided to the respondents. Respondent was directed to view the print publication first and then to fill the questionnaire so that a more strong and involved response could be gathered.

After viewing the advertisement, respondents were asked to rate the credibility of celebrity on the 5-point scale provided for what they perceive celebrity is attractive, expert and trustworthy.

A Later section of the questionnaire included the statements to measure the buying intentions of consumers influenced by the celebrity

For this measurement, five points Likert scale was used ranging from Strongly Agree to Strongly Disagree (1 = Strongly, Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree).

4. Results

To verify the internal consistency, all variables were tested to determine the structure of the data. . Factor analysis facilitated that the datas are right. Cronbach alpha of Credibility of Celebrity Endorser resulted from 0.865, buying intentions 0.895 and the experience of celebrity with a usage of a product had 0.65 Cronbach alpha. The measure of credibility was analyzed with the 5- Point Likert scale with 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Disagree. All measures are strongly correlated with each other. The reliability of the measures is checked by Cronbach's alpha, and values are acceptable.

Table 1. Reliability statistics of credibility

Cronbach alpha	No. of Items
0.865	10

Table 2. Reliability statistics of credibility

Cronbach alpha	No. of Items
0.895	11

Table 3. Reliability statistics of credibility

Cronbach alpha	No. of Items
0.65	3

The above Table shows male responded with a high percentage of (69.1 %) and female with (30.9 %). It shows age group of 21-25 years met with largest percentage of (64.5 %), an age group with 15-20 years on second with the rate of (20 %), age group 26-30 years responded (10.9 %) and lastly above 30 years group at lowest with (4.5 % only). It exhibits that student with the highest percentage (70.9 %), young professionals with (18.2 %), and part-time business owners with 7.3 % and other with the lowest rate (3.6 %)

Two hypotheses are being used in the research. The first one is about the relationship of credibility of celebrity and consumer willingness to buy. The other one is about the relationship of credibility of celebrity and consumer desire to buy with the moderating effect of experience of celebrity.

The validity of both of hypothesis with the help of descriptive statistics has been checked. Computed the mean and standard deviation of all the items. The celebrity shows the average of 3.5418, which demonstrates the evaluation about it excellent. The evaluation about the experience and buying intentions is median.

H1: The credibility of celebrity has the positive relation on the purchase intentions of consumers.

H2: The experience of celebrity about a produce moderates the effect of credibility of celebrity and its impact on buying intentions of the user.

Table 3. Profile of respondents

Gender	Percentage
Male	69.1
Female	30.9
Total	100
Age	Percentage
15 - 20 years	20
21 - 25 years	64.5
26 - 30 years	10.9
Above 30 years	4.5
Total	100
Occupation	Percentage
Student	70.9
Professional	18.2
Business	7.3
Others	3.6
Total	100

Variables	Mean	SD
Credibility	3.5418	0.76415
Experience	3.4121	0.89389
Buying Intention	3.4529	84359

In analyzing the results of a model, the result shows that all proposed relationship did not get strong support. Regression results show that the respondents are not willing to purchase a product with the moderating effect of experience of a celebrity due to not care about the experience because the outlook and trust on celebrity are more important for the public.

4.1 Findings

- Using a credible celebrity in the advertisement is the goldmine for the companies for earning the market share, profits and revenues. Regarding attractiveness, trustworthiness, and expertise, has vital importance when there is the celebrity to endorse a product.
- The experience of Celebrity Endorser with the usage of support brand positively moderates the relationship of credibility of celebrity endorser and buying intentions. Consumers believe that if the celebrity uses the endorsed product, then it increases intentions to purchase the supported product
- The buying intentions of the users that are attractiveness, trustworthy, and experience. Experience does not matter to the consumers because the credible and attractive celebrity can influence more the audiences. When the entertainment or sports celebrity is selected then their attractiveness and the trustworthiness are the first priorities of the companies.

5. Conclusion

Seeking to transform customers into the personification of brand identity the advertisement plays a significant role in emerging brands cape.

With respect to researcher's point of view the celebrity's influences a positive intention the client where the audience recalls with a purchase intension towards that particular product. There was a significant profit by the successful implementation in involving celebrity's partnership. In the case of app rational celebrities, the positive effect of image congruency is stronger for those brands that are perceived to communicate something symbolic about the brand's user compared to other brands that do not. This is an important demonstration that consumers are motivated by their self-needs to utilize brand associations derived from celebrity endorsement in a contingent fashion to construct and present their self-identities.

References

- [1] Agrawal, J. and W. A. Kamakura, "The Economic worth of celebrity endorser: An

- event study analysis.*" Journal of Marketing Vol. 59, pp. 56-62, 1995.
- [2] Amadi, C. W. "Advertising expenditure and firm profitability: An Investigation." Academy of Marketing Studies Journal, Vol 9, pp. 3-19, 2005.
- [3] Baker, M. J., G. A. Churchill,. "The Impact of Physically Attractive Models on Advertising Evaluations." Journal of Marketing Research Vol. 14, pp. 538-555, 1977.
- [4] Bower, A. B. and S. Landreth, "Is beauty best? Highs versus usually attractive models in advertising" Journal of Advertising. International Letters of Social and Humanistic Sciences Vol. 20, No. 9, pp. 1-11, 2001.
- [5] Braunstein-Minkove, J. R., J. J. Zhang, "Athlete endorser effectiveness: model development and analysis" Sport, Business, and Management: An International Journal, Vol. 1, pp. 93-114, 2011.
- [6] Clow, K. E., K. E. James, "The relationship of the visual element of an advertisement to service quality expectations and source credibility." Journal of Services Marketing, Vol. 20, pp. 404-411, 2006.
- [7] Dorothy, M.B.C., "One Person Company (OPC)-The new business format for small retailers in India" Management: Journal of Contemporary Management Issues, Vol. 20, No. 1, pp.173-181, 2015.
- [8] Rajaraman, J., & Thiruvengatasamy, K. "Integrated environmental management for sustained development" International Journal of GEOMATE, Vol. 5, No. 2, pp. 735-743, 2013.