

## A study on impact of endorsement of celebrity on purchase of beauty care products

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### Abstract

The research was based on the study of celebrity endorsement. The celebrity endorsement is a marketing strategy that makes a product differentiable in this competitive era. Companies use this strategy for brand recognition. The main purpose of the study was to identify the influence of celebrity endorsed advertisement on consumer purchase decision. The research was conducted on brands of beauty care products used in Coimbatore city. The research focused on the factors and attributes of celebrities through which marketer endorses a celebrity for endorsement. These factors and attributes have an influence on consumer purchase decision. According to findings of the research, celebrity endorsed advertisement is not only utilized to create brand awareness and brand recognition but they help the company to capture target audience. Celebrity do not make the advertisement effective but others factors like product performance, quality and brand image, personality and trustworthiness of celebrities make the mind of consumer to choose the particular beauty care product of his/her choice. Moreover these elements play a major role in making an advertisement successful and in influencing the purchasing behavior of the consumer.

**Keywords:** Consumer Purchase Decision, Celebrity Endorsement, Advertisement

### 1. Introduction

The research is based on the study to examine the influence of celebrity endorsement on purchase decision of consumers towards faced care products. There was a mixed conclusion on this topic from the past researches and theories.

According to (anjum, dhanda, & nagra, 2012) <sup>[2]</sup> Celebrities endorsement has positive impact on company as well as brand and customers and they enhance the image of the product, Brand awareness, recall, retention and for credibility. While according to (R. Sathiy, 2014) <sup>[8]</sup> the use of celebrity in advertising is like a double-edged weapon, thoroughly analysis and properly executed it may not be always effective, as it depends on the celebrity, the product, the message, the execution and the media. Celebrity endorsement is very useful advertising cue to attract or to make more customers and also helpful to attain potential customers attention towards the product or service. Different celebrities have been used to endorse beauty care products. It is a very popular strategy of any brand to use famous celebrities for the endorsement of a brand and all these beauty brands have been very successful in utilizing this marketing tool. The purpose of this research was to explore the impact of celebrity endorsement on consumer purchase decision. This study on impact of endorsement of celebrity on product purchase.

### 2. Objectives of the study

The research objectives of this research are as follows:

- To explore the consumers' perception towards beauty care products and celebrity endorsements.
- To study the influence of celebrity endorsement on the consumer's purchase decision.
- To identify key factors of celebrity endorsements which can influence consumers' purchase decision.

### Limitations of the study

This research has the following limitations:

- The research is concise to study consumer's perception towards beauty care products.
- The area of research is restricted to Coimbatore and
- The sample size was 200

### Scope of the study

The study is conducted in Coimbatore city from people of different age group. The study can be base research for cosmetic brands to identify the current market situation. Furthermore, this study has examined that how celebrity is effective for endorsing the beauty products and how companies can make their brand much more powerful in their customer's mind through this communication tool.

### 3. Literature Review

This research was carried out to find about Celebrity Endorsement and its impact on Sales. The study (Jain, 2011) <sup>[3]</sup> explained the culture of India that Indians used to idolized Stars and Sports figures. This became the opportunity for companies to use celebrities in their advertisements to promote their product and to influence the purchasing decision of their consumers. As a result there was a rapid increased in Celebrity Endorsement. Respondents of the study also agreed that celebrities increase brand Equity and people were motivated to buy the product. Researcher concluded that there was no harm to use celebrities for endorsement and everything has its positive and negative aspects.

The article (anjum, dhanda, & nagra, 2012) <sup>[2]</sup> was based on finding the impact of celebrity endorsed advertisement on consumers and on Sales. According to the study celebrity endorsed advertisements have high degree of deliverance and sense of appeal than those delivered by non-celebrities. The

study was based on both primary and secondary data, it has proved that celebrity endorsed advertisements are reliable and memorable to recall brand. The study concluded that Celebrity Endorsement if used effectively can make a positive impact in influencing the product demand and the brand image.

(Nelson & Gloria, 2012) [5] Focused celebrity endorsement on global perspectives as it is a communication strategy that promote goods and services in the society. Right choice should be taken to select celebrities for endorsing a brand, because celebrity endorsement can positively or negatively affect the image and productivity of an organization. Hence the researcher concluded that celebrity endorsement must be accompanied by powerful idea and effective positioning to promote the brand. The reason of this study was to highlight the marketing tool that has stolen the subject's attention that is Celebrity Endorsement.

The study (K.V., 2012) [4] explained that the successful endorsement of a brand depends on a condition that the image of a product should match with the image of celebrity. The researcher concluded that the purchase attitude of customer is influenced by the celebrity endorsement factors as well as quality and price. Thus, celebrity endorsement has a positive impact on customers. The purpose of the study was to find out the influence of Celebrity Endorsement on customer buying behavior. The researchers explained that celebrity endorsement is a technique to attract greater attention of audience.

The study (Ahmed, Mir, & Farooq, 2012) [1] presented printed advertisement to respondents that comprising celebrities, and analyzed that celebrity endorsement has positive influence in the customer buying behaviors and customers were motivated to purchase a product endorsed by celebrity. However customer also considered celebrity product association in their buying decision. Celebrity endorsement is a way of brand communication through which celebrities endorse the brand by transferring their personality, status in the society.

According to the study (OGUNSIJI, 2012) [6] celebrity endorsement is a marketing tool that create a point of differentiation among the different brands and also niche in the market. There must be a match between the image of the endorser and the brand. In addition endorsed brands convey the uniqueness of product to the audiences. They effectively utilize all elements in the communication and deliver the brand message reach to the target market successfully. The research was conducted to find the influence of celebrity endorsement on consumer buying behavior. It was concluded that celebrity endorsement has a positive visibility to the product endorsed, and Celebrities are the easiest way to appeal the customers. Although the mismatch between celebrity and the product may affects the effectiveness of advertisement.

The study (Ravindran, 2012) [7] proved that celebrities encourage positive attitude towards the advertisement and brand regardless of the number of endorsements.

**Table 1:** Factors influencing the purchase of beauty care products

Particulars	No. of Respondents	Percentage
Quality	54	27
Past Experience	27	13.5
Fragrance	57	28.5
Brand Image	49	24.5
Price	13	6.5
Total	200	100

**Interpretation**

Out of 200 respondents, 28.5 percentage of respondents are influenced by Fragrance, 27 percentage of respondents are influenced by Quality, 27 percentage of respondents are influenced by Brand Image, 13.5 percentage of respondents are influenced by Brand Image and 6.5 percentage of responses are influenced by price.

**4. Conclusion**

The study is conducted in Coimbatore city; the aim was to analyze the influence of celebrity endorsed advertisements on consumer purchase decision. Through the findings of the study and pie chart representation, it is found that celebrity endorsement is a powerful marketing tool which is always a centre of attraction to most of the consumers. Consumers perceive celebrity endorsed advertisement positively as compare to non-celebrity ads. According to the respondents celebrity endorsed advertisement are more reliable than non-celebrity endorsed advertisement due to which they preferred trustworthiness of celebrity to be the influencing factors in their mind. Therefore through this feature celebrities deliver their image to the target market effectively. Celebrities attribute are the key components on the basis of which they are chosen as an endorser. Consumers always try to choose the product that matches with his/her image that is why majority

of the respondent preferred style and attractiveness of the celebrity that influence their purchase decision and increase the effectiveness of the celebrity endorsed advertisement. According to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.

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