

# Measuring The Impact Of Celebrity Endorsement On Consumer Purchase Intention Of Beauty Soap In Indian Context

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**Abstract:** Celebrity Endorsement is a marketing strategy whose purpose is to use one or more celebrities to advertise a certain product or service. The primary goal of marketers is to reach a mass of audience represented by a celebrity. It helps to build brand equity, help viewers remember the advertisement and help to make the brand different from the rest. This study will examine and measure the impact of celebrity endorsement on consumer purchase intention of Beauty Soap in Indian context. It will also analyze how celebrity endorsement as a tool can affect advertising and how it influences the viewers and the society. In this study, Multiple Regression Analysis was used to analyze collected primary and secondary data and to build a research model by using SPSS-23 software.

**Keywords:** Celebrity Endorsement, Consumer Purchase Intention, Beauty Soap, Marketing Strategy, Indian Context

## 1. INTRODUCTION

Advertising is an integral part of the society and an economic source of business. It helps to deliver messages to target audiences about upcoming products and services. Celebrities are those personalities who are popularly well known because of their trustworthiness and attractiveness. To leverage this, advertisers use celebrities in their advertisements to increase its effectiveness and awareness. Celebrity endorsement is one of the most effective tool used in commercials to promote a new product or service (Choi & Rifon, 2007)<sup>6</sup>. It is a marketing strategy used by millions of industries to build trustworthiness, induce dependability, attract consumers and aware them of the various brands available in the market. Consumers find various endorsements by flipping television channels, print media, social media or radios. To promote brands, advertisers are mostly using celebrity endorsers. It helps to gain the attention of the audience and gives entrepreneurs a better chance for communicating with the mass media. The use of celebrities helps consumers to remember the advertisement message and the brand name which the celebrity is endorsing. This creates a brand personality because pairing a celebrity with a brand, helps consumers to shape the brand image in their minds (Agarwal & Kamakura, 1995)<sup>1</sup>. For example, when LUX beauty soap is advertised by Katrina Kaif or Deepika Padukone or LAKME iconic kajal is promoted by Kareena Most buyers prefer to use those products which are represented by famous personalities.

Kapoor people get overwhelmed and get attracted by their beauty and personality and hence purchase the product. The media thus influences the public and stimulates their behavior. Consumers in today's world can view an advertisement through various images, voices, newspapers, websites, television channels and advertisers try to steal at least a fraction of a person's time to inform him or her of the different products and services at hand. The challenge lies within the marketer to gain the consumer's attention either through media technologies or by endorsing celebrities in advertisements. This study finds the impact of celebrity endorsements on the intention of consumer purchase (Beauty Soap) in the Indian context. It may bring significant and positive impact on the consumer regarding new brands entering the market.

## 2. WHY ADVERTISING AGENCIES ARE SHIFTING PARADIGMS TOWARDS CELEBRITY ENDORSEMENT?

The aim of advertising is to change a consumer's thinking process about a product or service. The main purpose is to influence them to purchase and use the product. To do so, unique marketing strategies should be applied which can deliver the message clearly and effectively (Kotler & Caslione, 2009)<sup>8</sup>.

Thus, advertising agencies have started using Celebrity Endorsement technique to influence the buying attitude of consumers, to enhance and make the brand stand out of the crowd and promote mass awareness. It is a strategy used to make the brand gain attention amidst the rush in the market. Consumers tend to trust and depend on those products which are promoted by well-known celebrities and thus get motivated to purchase and use the product. Celebrities have not only been successful in gathering public attention but also help in increasing the volume of sales. For example, Lakme brand which is endorsed by famous personality Kareena Kapoor helps to increase the purchasing rate of the cosmetics. Celebrity endorsed products have been selling so much in the market because consumers want to associate with the celebrities.

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### 3. REVIEW OF LITERATURE

Advertisement is a form of communication about a product, idea or service (Bafna, et al., 2016)<sup>3</sup>. For advertisement purpose, advertisers employ several marketing techniques. One of them is celebrity endorsement. Celebrities (like actors, sports-figure, entertainer etc.) refer to individuals who are well-known for their achievements in their area and not for the products they are endorsing (Friedman & Friedman, 1979)<sup>7</sup>. They are people with fame and are popular in their appeal and appearances and easily recognized by the common public. For several years, advertising phase is changing and getting modernized. Presently, the best strategy used by marketers is to involve a celebrity during the promotion of a brand to influence the consumer to purchase the product (Ohanian, 1991)<sup>9</sup>. Endorsement is an advertising or marketing strategy used by companies. It involves celebrities who use their social status and popularity to promote a product, service or even raise awareness. Commercials using celebrity endorsement strategy affects Indian consumers to a large extent. Every commercial these days intend to stimulate interest and influence the mind of viewers. It encourages them to purchase the goods and utilize the services shown in the advertisement. It helps to convey information to the mass effectively and efficiently. It is a basic promotional tool used to increase the company profit. Celebrity endorsement strategy helps to induce trustworthiness within the consumers. This is because of the honesty and credibility of the endorser which further influences the consumer's purchasing intention. They try to copy their favorite stars by purchasing those products and thereby helps to increase the volume of sales. (Ahmed, et al., 2015)<sup>2</sup>. When a product like Navaratna Cool Tel is endorsed by favorite celebrity Amitabh Bachchan or Nerolac paints endorsed by Shah Rukh Khan the entire family gets inspired and starts using them. Consumers gradually start depending on those products which are endorsed by celebrities and thus increases their purchasing intentions (Baker, et al., 2001)<sup>4</sup>. Celebrity endorsement also induces dependability among consumers and this in turn increases the consumer's intention of purchase. A consumer decides to buy a product when they understand the benefit and the value for money they will get in return. Celebrity endorsement also acts as an important key to induce attractiveness among consumers through their skills and performance and thereby motivating the consumers to increase their product purchase intention (Solomon, 2009)<sup>11</sup>. If this strategy is used effectively, it can make a brand unique and facilitate instant public awareness which will further increase the intention of purchase of the consumer. Brand is a given name or a symbol used, that makes a product different from the rest. It is a set of descriptions and insights that signifies a service or a product. It helps to create customer association as a customer can recognize the brand immediately when he sees any characteristic of it. (Bearden & Etzel, 1982)<sup>5</sup>. A brand delivers its messages well, assures its trust-worthiness, pursues buyers to purchase the product, creates loyalty and emotionally attracts the target customers. It becomes successful only when it can meet the demand of the customer and can stay for a longer period in the market. Thus, celebrity endorsement tool helps to induce brand awareness among consumers which thereby increases their purchasing intention for the product

(Silvera and Austid, 2004)<sup>10</sup>. This strategy helps to gain consumer's attention and influence their buying attitude. The use of celebrities in commercials helps to raise a product's loyalty, motivate consumer's purchasing behavior and helps to spread awareness to the mass population (Zafar & Rafique, 2009)<sup>12</sup>. Apart from all these, aspects like perception, belief and amount of information about the product, preferences and the picture perceived in the minds of the consumer can also influence the purchasing intentions. Researchers have intended to extensively concentrate on the study of the consumer's mind-set towards the commercials and to focus on the intervening consumer influences and brand attitude.

### 4. OBJECTIVES OF THE STUDY

- To identify the factors related to Celebrity Endorsement affecting the consumer purchasing behavior.
- To study the impact of celebrity endorsement on consumer purchase intention of Beauty Soap in Indian context.

### 5. HYPOTHESES AND RESEARCH MODEL

H1: 'Trustworthiness Induced by Celebrity Endorsement' positively influences 'Consumer Purchase Intention' of Beauty Soap.

H2: 'Dependability Induced by Celebrity Endorsement' positively influences 'Consumer Purchase Intention' of Beauty Soap.

H3: 'Attractiveness Induced by Celebrity Endorsement' positively influences 'Consumer Purchase Intention' of Beauty Soap.

H4: 'Brand Awareness Induced by Celebrity Endorsement' positively influences 'Consumer Purchase Intention' of Beauty Soap.

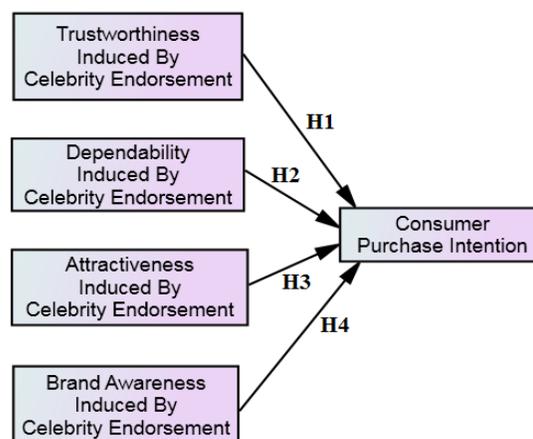


Figure 1: Hypothesized Research Model

### 6. RESEARCH METHODOLOGY

In this study, Secondary and Primary data were used for analysis and model (Figure 1) establishment. For collecting primary data through survey questionnaire with 5 Point Likert Scale was prepared. Responses were collected from 250 customers of different organized retail outlets through Convenience Sampling method. Survey period was September, 2019 to November, 2019. Exploratory Factor Analysis (EFA) and Multiple Regression Analysis by SPSS-

23 were used as statistical tools for analyzing the data in this research.

## 7. DATA ANALYSIS AND FINDINGS

### A. Reliability and Validity Testing:

First of all, we tested the reliability of primary dataset. Here reliability was judged by Cronbach's Alpha value. The alpha value more than 0.70 indicates the acceptable range of reliability. In this study, alpha value proved the tolerable range of reliability (Table 1). With the aim of checking validity of primary dataset, we executed Exploratory Factor Analysis (EFA). Acceptable KMO value (0.729) and significant Bartlett's Test of Sphericity (<0.001) proved sampling adequacy and good fit for executing EFA (Table 2). We got 5 distinct factors with 'factor loadings' greater than 0.5 by the help of EFA (Table 3).

**Table 1: Reliability Statistics**

Cronbach's Alpha	N of Items

**Table 2: KMO Measure and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.729
Bartlett's Test of Sphericity (Significance Level)	<0.001

In this study we executed multiple regression analysis for checking relative influence of independent factors on the dependent factor. Here, R-Value (0.892) and R<sup>2</sup> value (0.796) were significantly (Table 5) high (Table 4) which could explain dependent factor properly by the help of all independent factors.

**Table 4: Regression Analysis: Model Summary**

R (Model-1)	R Square	Adjusted R Square	Std. Error of the Estimate
.892 <sup>a</sup>	.796	.792	.400

a. Predictors: (Constant), Trustworthiness, Dependability, Brand Awareness, Attractiveness

**Table 5: ANOVA<sup>a</sup>**

Model-1	Sum of Squares	df	Mean Square	F	Sig.
Regression	152.417	4	38.10	238.6	.000 <sup>d</sup>
Residual	39.125	245	.16		
Total	191.542	249			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Trustworthiness, Dependability, Brand Awareness, Attractiveness

For the purpose of hypothesis testing, Unstandardized Regression Coefficients and their significance level were checked as follows (Table 6).

**Table 6: Regression Coefficients for Hypothesis Testing**

Model-1	Un-standardized Coefficients		t-Value	Sig.	Hypothesis
	B	Std. Error			
(Constant)	-1.6	.197	-8.103	<.01 <sup>b</sup>	
Brand Awareness	.233	.044	5.315	<.01 <sup>b</sup>	H4 (S)
Dependability	.277	.039	7.078	<.01 <sup>b</sup>	H2 (S)

.846	10
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B. Validity Testing:

**Table 3: Exploratory Factor Analysis (EFA) by RCM**

Factors	Questions	Factor Loading (>0.50)	% of Variance Explained
Trustworthiness	q1	.943	18.187
	q2	.932	
Brand Awareness	q8	.915	16.890
	q7	.884	
Dependability	q4	.912	16.589
	q3	.899	
Attractiveness	q6	.911	16.063
	q5	.853	
Consumer Purchase Intention	q10	.826	13.531
	q9	.801	

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 5 iterations.

Attractiveness	.462	.048	9.693	<.01 <sup>b</sup>	H3 (S)
Trustworthiness	.403	.046	8.818	<.01 <sup>b</sup>	H1 (S)

Note: Dependent Variable: Consumer Purchase Intention  
β indicates 1% level of significance  
(S)- indicates 'Hypothesis is supported'

Finally, Regression equation for establishing the model was written as follows.

$$\text{'Consumer Purchase Intention'} = (-1.6) + 0.233*(\text{Brand Awareness}) + 0.277*(\text{Dependability}) + 0.462*(\text{Attractiveness}) + 0.403*(\text{Trustworthiness})$$

Here, all hypotheses were accepted. Consumers believe that the information given by celebrities is trustworthy and accurate and thus they can depend on them. Advertisers realized that by using publicly renowned personalities in advertisements can align the products with the name of the celebrities. They believe celebrities can affect the credibility of the claims made, make the message memorable and provide positive impact on the consumers. Use of attractive personalities is common and has proved to be successful in attracting consumers and influencing their buying attitudes and purchase intention. This is the reason for advertising agencies to shift paradigms towards Celebrity Endorsement strategies.

## 8. MANAGERIAL IMPLICATIONS

In today's marketing world, consumers are bombarded with hundreds of advertisements daily on an average. It is always not possible for a consumer to remember all such commercials and thus marketers try to come up with innovative ideas that had not been used before. Nowadays, celebrity endorsement strategy is widely used and is helping consumers to remember the message given by the brand or the unique selling technique used by brand endorsed celebrities. Marketers have identified some factors (Trustworthiness, Dependability, Attractiveness and Brand Awareness) to study the impact of celebrity endorsement on the consumer's purchasing behavior. From the industrial point of view, Celebrity Endorsement is beneficial for companies in terms of brand differentiation, brand equity and brand awareness that is created in the

minds of consumers. It helps to influence the consumer's purchasing behavior by building a sense of trustworthiness. This increases the company's product sales, market share and improves their brand image. It also helps to revise their marketing strategies and increase their skills for evaluating advertisements. It helps to understand the present impact that celebrity usage has on product sales and brand promotion. From the societal point of view when consumers go for shopping and see those brands in the market, they can easily recall the brands endorsed by that celebrity. It also helps consumers to create awareness, build dependability while selecting a product from the market. It further helps in identifying the impact of commercials on the The celebrity may endorse the brand through social media or advertisements. This paper studies the impact of public figures on shoppers or consumers for beauty soaps in the Indian context. It focuses on factors like credibility of celebrities (physical attractiveness, dependability, trustworthiness, brand awareness) and to prominently influence the shopping intention of buyers. Celebrities are trusted by their fans and if they are promoting a product the fans tend to rely on the brand as well. It also reassures consumers to trust the brand as the name of the celebrity is attached to it. This helps to build credibility. For example, when NIKE wanted to expand from primarily sponsoring tennis and track-pants, they partnered with Michael Jordan and this made it successful and helped to expand it in its own subsidiary company. Using a celebrity to represent a brand helps consumers to remember and recall the advertisement while shopping. It helps a brand to stand out and differentiate from competitors. Choosing the right celebrity can open the brand to new markets.

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brand awareness of consumers and their reactions in terms of purchase decision or preferences about brands after watching such advertisements.

## 9. CONCLUSION

Celebrity Endorsement is a form of branding or advertising campaign that involves celebrities who uses their fame to promote a product or a service. It helps to form a relationship between a brand and an influential individual who "fits" with the brand and whose personality influences the target consumers.

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