
IMPACT OF CELEBRITY ENDORSEMENT ON BRAND IMAGE A STUDY ON COSMETIC INDUSTRY

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Abstract:

Celebrity endorsement is viewed as a billion-dollar industry in today's era. Celebrity endorsement is one of the most effective and universal methods accepted worldwide for advertising strategies. A celebrity is a famous and well-known individual and is widely recognized in the society and draws ample attention of the public and media. The main purpose of this study is to find out that, celebrity endorsement and brand image has significant role in developing an impact in the minds of consumer which ultimately influence their buying decision. We have referred many research papers but we rarely found one based on a research between the impact of celebrity endorsement on brand image which influence the cosmetic industry.

Key Words: *Celebrity endorsement, brand image*

Introduction: Every day, consumers are exposed to a variety of advertisements, most particularly in Television, Internet, Newspaper, Radio, etc. The challenge of the marketer is to find a hook that will hold the subject attention. In helping to achieve this, use of celebrities for endorsing a brand is widely used marketing strategy. Celebrities may be film stars like Shah Rukh Khan, Aiswariya Rai, Mammooty, etc or sports stars like Sachin Tendulkar, Virat Kohli, etc., particularly on cosmetic industry. For the grand success of a business a number of marketing and publicity strategy are employed nowadays. In addition to the strategic plans, many tactics and tools are also used usually for the promotion of the products and brands. Implementation of an effective

strategy should be specific, measurable, actionable, time-related, and relevant.

STATEMENT OF PROBLEM: The main purpose of this study is to find out that, celebrity endorsement and brand image has significant role in developing an impact in the minds of consumer which ultimately influence their buying decision. We have referred many research papers but we rarely found one based on a research between the impact of celebrity endorsement on brand image which influence the cosmetic industry.

OBJECTIVES

- 1) To identify the effect of the celebrity endorsement on cosmetic product.
- 2) To measure the brand image created out of celebrity endorsement of cosmetic products.
- 3) To study the relation between the effect of celebrity endorsement and brand image.
- 4) To study the factors that leads to celebrity and brand influence on consumers.

HYPOTHESIS OF THE STUDY

H₀: There is no significant relation between celebrity endorsement and brand image of the cosmetic product industry.

METHODOLOGY OF THE STUDY

Sample Size:100

Sampling Technique: Random Sampling

Tools for Analysis: The collected primary data were statistically processed, classified, tabulated and analysed by using statistical and mathematical tools and techniques like percentages, mean, mode and SD. Correlation analysis was used to test the hypothesis.

LITERATURE REVIEW

Aristotle said, “Beauty is a greater recommendation than any letter of introduction. “This could aptly summarize why innumerable products are endorsed by celebrities, with or without a significant need or benefit from the same. Similarly, every product has an image. The consumer tries to consume a brand, which has the maximum fit with his/her own personality/image. The celebrity endorser fits in between these two interactions, where he tries to bring the image of the product closest to the expectations



of the consumer, by transferring some of the cultural meanings residing in his image to the product.

Now, despite the potential benefit derived from celebrity endorsements, they increase a marketer's risk manifolds and should be treated with full attention and aptitude. A brand should be cautious when employing celebrities to ensure promise believability and delivery of the intended effect. The growing importance of mythical characters asks celebrities and their sway over the target segments are ample proof of public demand for icons to look up to. As the celebrities traverse from a mere commercial presence to public welfare message endorsements, a whole new dimension is added to this process and helps us in achieving a holistic view of the impact which celebrities generate in every sphere and segment through their well-versed endorsements.

DATA ANALYSIS AND INTERPRETATION

Inferential analysis of the respondents

Celebrity Endorsement

A form of brand or advertising campaign that involves a well-known person using their fame to help to promote a product or service. This is done due to the perception that messages conveyed by attractive or well-known sources can achieve higher retention and recall.

Table 3.3.1
Celebrity endorsement factors

Measures	Item Acronym	Mean	Mode	SD
Do you buy a new product being endorsed by your favorite celebrity?	CB 1	2.83	3	.900
Do you consider the expertise a celebrity may have as influential when making a purchase decision?	CB 2	3.34	4	.945
Do you consider trustworthiness as influential when making a purchase decision?	CB 3	3.34	4	.966
Do you think the sense of similarity between yourself and the celebrity endorser as influential when making a purchase decision?	CB 4	2.95	3	.936
Do you think the relevance of the celebrity to the product is influential when making a purchase decision?	CB 5	3.11	3	.886
Do you buy a product based on the attractiveness of the reality than the celebrity endorsement?	CB 6	3.26	4	1.107
Do you feel that "negative publicity" about a celebrity endorser can influence your purchase decision within the cosmetic industry?	CB 7	2.99	3	.980

Mean is highest for CB 2 and CB 3 at 3.34 for both. Mode is highest for CB 2, CB 3 and CB 6 at 4 each. In the case of SD, highest is for CB 6 at 1.107 and CB 8 at 1.104, and a lowest for CB 5 at .886. Celebrity endorsement has great influence on purchase decision of consumers.

Brand Image

Brand image is the current view of the customers about a brand. It can be defined as the unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand.

Brand Image Factors

Measures	Item Acronym	Mean	Mode	SD
Do you intend to purchase a new version of a particular brand?	BR 1	3.34	3	.956
Does the presence of the celebrities help you recognize the brand?	BR 2	3.57	4	1.112
Does the negative information about the product affect your perception to that brand ?	BR 3	3.51	4	1.040
Do you believe that product brand specifically advertised by the celebrity is of good quality?	BR 4	2.64	3	.916
Do you think that the particular brand provides a sense of self-esteem to you ?	BR 5	3.26	3	.824
Do you stick on to the same brand irrespective of celebrity endorsement ?	BR 6	3.38	3	.874
How likely it is that you would recommend the brand to your friends and family?	BR 7	3.45	4	.796

Mean is highest for BR 2 at 3.357 and near to that BR 3 at 3.51, and lowest for BR 4 at 2.64. Mode is same for BR 2, BR 3 and BR 7 at 4, and lowest is same for the remaining BR 1, BR 4, BR 5 and BR 6 at 3. In the case of SD, highest is for BR 2 at 1.112 and near to that BR 3 at 1.040, and the lowest is for BR 7 at .796. Thus Brand image plays a great importance on consumer purchase decision of cosmetic products.

Correlation Analysis

A correlation analysis is done to test the hypothesis fixed at the outset that there is no significant relation between celebrity endorsement and brand image. Correlation analysis is done to measure the relationship between two independent variables. In this study the independent variable where celebrity endorsement (CE) and brand image (BR). The Table 3.3.3 shows the result of correlation.

Correlation between CE and BR

Variables	Correlation Coefficient	P Value	N
CE and BR	.732	.000**	100

** denotes significant at 1% level

Based on the above table, since P Value is less than 0.01 we reject the null hypothesis that there is no significant relation between celebrity endorsement and brand image, at 1% level which means we accept the alternative hypothesis there is significant relation between celebrity endorsement and brand image. Based on correlation coefficient we find that there exists a strong positive correlation between celebrity endorsement and brand image.

FINDINGS, CONCLUSION AND SUGGESTION

- Based on the analysis celebrity endorsement is a good tool to reach the customers.
- It is evident that respondents who follow celebrities, track them on social media also, the frequency and percentage are somewhat equal.
- It is clear that film stars are better for promoting products.
- It can be inferred that television is the easily accessible media for advertisements and then comes the internet; this is because of the technological growth of the country.
- It is evident that cosmetic products endorsed by celebrities exert an influence over the customers.
- It is found out that there is a positive attitude by customers towards product endorsed by celebrities.
- It is evident that customers are more attracted towards credible and reliable products.
- It indicates that consumers are more focused on transparent customer relations.
- It denotes that the purchase decision of the customers is influenced by other psychological factors.
- It can be concluded that the image of the celebrity is an influential factor.
- It can be inferred that the product reality is judged more than attractiveness of the celebrity.
- It is evident that major portion of the respondents neither agree nor disagree on the influence made by celebrities on the light of negative publicity on

celebrities.

- This study shows that new brands are accepted by the customers.
- It is analyzed that celebrities play a major role in the purchase decision of the customers.
- It denotes that cosmetic products are somewhat influenced by celebrity endorsers.
- It is evident that a negative report on brand can affect the consumers interest on branded products.
- It can be inferred that product quality is the driving factor influencing the purchase decision of customers.
- It depicts that most of the respondents' shows loyalty towards a particular brand.
- It is evident that branded product adds to the level of status of the consumers.
- It is clear that; brand image can act as a good tool for promotional strategy, through brand connectivity among customers.
- It shows that product quality is the major factor which can increase the brand image.
- It depicts that more than the image of the celebrity the values possessed by them influence the minds of the customers.
- Celebrity endorsement has great influence on purchase decision of consumers, since mean is highest in most of the cases.
- Brand image plays a great importance on consumer purchase decision of cosmetic products.
- Based on correlation coefficient we find that there exist a strong positive correlation between celebrity endorsement and brand image.

Suggestion

- Attitude towards celebrity endorser can have a direct or indirect influence on the product, so selection of the celebrity is an important factor.
- Film star inclination towards a product stimulates the students better than any other personalities like sportsperson, common man etc...
- Endorsement by popular celebrities will help the consumers for easy recognition of the product and the brand.
- Companies are suggested to invest more amounts in television advertisements



using celebrities than other media.

- Based on the correlation analysis it is inferred that firms has to see that they have to include celebrities with good brand image to increase the sales and buying behaviour of customers in cosmetic industry.

Conclusion

We conducted a study on the Impact of celebrity endorsement on brand image with a view of various factors affecting cosmetic industry as well as consumers purchase decision. The study was conducted in Kochi and nearby place, which include respondents of different age groups.

The study concludes that celebrity endorsement has significant impact on brand image. According to the finding of this study, we are able to observe that celebrative endorsement and brand image is positively correlated with a coefficient of 0.732 and the relationship is significant at the 0.000 at 1% level and also each dimensions of celebrative endorsement are positively correlated with brand image. It is recommended that various elements like the subject's education level, or the endorser's gender and area should be considered to give a more precise analysis of the effectiveness of the endorser.

Cosmetic companies have to polish the celebrity endorsement programme to enhance the brand image. The major factors which enlarge celebrity endorsement are trustworthiness, expertise, likeability, credibility etc. Brand image should bear the factors such as brand connectivity, brand equity, brand awareness and brand loyalty.

Generally, the use of celebrity endorsers in marketing enjoys high popularity, largely because they may exert a positive impact on brand image. So, companies need to have a celebrity endorsement programme to build the brand image. Advertisements are always designed to attract greater attention of the targeted customers. For this marketers come up with different marketing and branding techniques. Celebrity Endorsement is one of these, and as reported by previous studies, this study also affirms the importance of effect of celebrity endorsement on brand image; it positively influences the buying intention of the customers. In most of the times customers are attracted by the attractiveness of the celebrities and influenced by the credibility of the endorsers. Additionally, if the personality of the celebrity is congruent with that of the product features, the product associations will become easy for the customers and thereby creating a lasting impression in the minds of customers.

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