

IMPACT OF CELEBRITY ENDORSED COSMETIC PRODUCTS ON YOUNG CONSUMERS WITH SPECIAL REFERENCE TO DELHI-NCR

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ABSTRACT

In today's marketing industry celebrity has become an important integral part. Many studies have proven empirically the effectiveness and positive influence of celebrity endorsements on consumers. Since there are numerous brands emerging consequently over years, the cosmetic retailers are trying hard to stand out from the brand clutter. In present study essential elements of celebrity endorsements namely- expertise, trustworthiness, attractiveness and likeability have been used to understand the impact on young consumers in Delhi-NCR with special reference to cosmetic industry. After conducting the quantitative research it was found the celebrity endorsements have significant impact on the consumers.

Keywords- celebrity endorsements, cosmetic products, elements, advertising, marketing.

Introduction

In present business environment, the marketers are using different kind of strategies of marketing to achieve their organizational goals. They believe that it has positive impact of assisting in improvement of brand awareness, brand equity, and even financial returns. Celebrities are usually chosen by marketers to peddle their products. Especially in cosmetics industry, this tactic is commonplace and often seen in TV advertisements, magazines and other types of media. If you scroll through the television channels, you can easily find a number of different celebrity endorsers; from Aishwariya rai bacchan for L'Oreal to Kareena Kapoor for Lakme. What do marketers expect from enormous amounts spent on celebrities appearing in their advertisements? Today celebrity endorsement has become an integral part of the advertisement industry. In fact, celebrity endorsements are omnipresent feature of present day marketing. Celebrities have proved to be the potential of helping the marketers for making advertisements stand out from the surrounding clutter. It has been experienced that the products endorsed by celebrities help them to stand out and get more noticed while shopping due to their improved level of product recall (Bowman 2002).

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REVIEW OF LITERATURE

- Celebrity is defined as local or overseas person who is familiar with the community (McCracken 1986) for his or her success in a specific area other than the product brand endorsed (Friedman and Friedman, 1979).
- Celebrity endorsers, if used effectively they have the potential of serving a valuable role in enhancing a brand's competitive position and developing brand equity (Till, 1998).
- Celebrities are usually known for their accomplishments in areas other than the products endorsed by them (Friedman & Friedman, 1979) this stands true for classic form of celebrities such as actors like Shah Rukh Khan, models like Milind Soman, cricketers like Sachin Tendulkar and entertainers like Malaika Arora Khan, and also for less obvious groups such as businessmen like Ambani's or politicians like Rahul Gandhi (Schlech, 2003).
- McCracken (1989) states that use of celebrity endorsements as an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in celebrity is passed on the product, which in turn passed onto the consumer in the light of company's reports and academic writing, it is safe to argue that celebrity endorsers are more effective than the non-celebrity endorsers in generating in generating desirable income (Erdogan, 1999).
- Celebrity endorser is, "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989, p. 310)."

Selecting the right celebrity

Many studies predicted that the celebrity endorsers influence consumer purchasing decision. If there is an inherent fit or consistency between a celebrity and product, the endorsement is in fact perfectly matched up with the celebrity endorsement (Till and Busler, 1998). Shimp (2000) put forward five factors in order of decreasing order namely.

- The celebrity credibility
- Celebrity and audience match up
- Celebrity and brand match up
- Celebrity attractiveness and
- Miscellaneous considerations

Apart of these there were three more additional models:

- The source credibility model
- The match up model by Erdogan (1999)
- The source attractiveness model by Mc. Guire (1985)
- The meaning transfer model by Mc Craken (1989)

Let's take a close look of the above models and their stated considerations.

The source credibility model

Most of the research on celebrity endorsements has concentrated on the source effects (i.e. the celebrity being the source of and the consumer being the receiver) of celebrity endorsements on the consumers. Researchers, such as Ohanian (1990), have identified three dimensions of source credibility; which are Trustworthiness, Expertise and Attractiveness and have constructed a

reliable and valid scale to measure source credibility. Source credibility refers to the perceptions of the sources expertise, objectivity and trustworthiness(Ratneshwar and Chaiken(1991).Over the past 30 years the research conducted by psychologists states that the source which is distinguished as high credible is likely to be more persuasive than a low a low credibility sender.

The source attractiveness

For the source-attractiveness model, Ohanian(1990) suggested that the effectiveness of endorsement depended on the familiarity, likeability, similarity and attractiveness of endorser to the receiver. Mills and Harvey (1972) and Kamins et al. (1990) have revealed the findings of Kelman (1961) that through identification, source attractiveness could result in enhanced persuasiveness. Identification is the result from the aspiration of one’s behaviour or personalities. The adoption of behaviour or attitude of an individual celebrity by the audience, the consumers may believe that they are having some common features and values with the celebrity (Farrell, Karels, Monfort and McClatchey, 2000) and therefore consumers may perceive themselves as having an enhanced self-image (Kamins et al., 1990).

The Congruence or match up theory

Celebrity endorsements belong to the congruence or match-up theory. Researchers have tried to explain the issue of congruence between the celebrity and the product endorsed (e.g., Friedman and Friedman 1979; Kamins and Gupta 1994; Mittelstaed et al. 2000; etc.) and its impact on the consumers. In most cases it has been found that the congruence of the product with the celebrity creates a more favorable impact on the consumer attitudes than that of an incongruent celebrity-product combination. Since 1990, researchers have used various theories such as associative network theory (Misra and Beatty 1990), elaboration likelihood model (Kirmani and Shiv 1998) and theory of correspondent inferences (Cronley et al. 1999; Silvera and Austad 2004) to explain the congruence theory of celebrity endorsements. The match-up studies shares their contradictory findings as well

The meaning transfer model

According to McCracken (1989) the previous model discussed above are not capable to capture the factors that leads to success of endorsement process, hence he proposed the mean transfer model as a rich and all inclusive model of the same. The models aims to structure, organize and analyses many earlier empirical studies conducted by different authors on celebrity endorsements. The four different models namely-), source credibility Model, (Hovland and Weiss 1952), source attractiveness model (McGuire 1985, Meaning Transfer Model (McCracken 1986), Match-up Hypothesis (Kamins and Gupta 1994), regarding celebrity endorsement are used widely in order to check their impact on consumer buying behaviour **(Refer Table no.1)**

MODELS EXPLAINING ENDORSEMENT PERCEPTIONS	BASIC TENENT	SOURCE OF INF LUENCE ON CONSUMER	CELEBRITY CONSUMERS
SOURCE ATTRACTIVENESS MODEL(MC GUIRE 1985)	<i>Expertise, trustworthiness of celebrity.</i>	<i>Identification process(kelman)</i>	<i>Positive perception of ad, celebrity and brand when expertise and trustworthiness is high</i>

SOURCE CREDIBILITY MODEL (HOVLAND AND WEISS 1951)	<i>Familiarity, Likeability and Similarity of celebrity</i>	<i>Internalization process (kelman) balance theory(Heider)</i>	<i>Positive perception of ad, celebrity and brand when celebrity is familiar and likeable.</i>
MATCH-UP HYPOTHESIS MODEL(KAMINS AND GUPTA 1994)	<i>Celebrity images matches product image</i>	<i>Social adaption theory, attribution theory, correspondence theory</i>	<i>Positive perception of ad,Celebrity and Brand</i>
MEANING TRANSFER MODEL(MC CRACKEN 1986)	<i>Process of transfer from celebrity to product and to consumer</i>	<i>Transfer process of meaning from celebrity to product to consumer</i>	<i>The higher the perceived match between symbolic properties of the product and celebrities meaning drawn from his/her assumed rol, the higher t he likelihood of consumer's c onsumption and appropriation of product's meaning</i>

TABLE EXPLAINING CELEBRITY ENDORSEMENS

SOURCE: BISWAS ET AL.2009

OBJECTIVES OF THE STUDY:

Consumers now wants more personal contacts from lively, trendy, inspiring brands, for which personal relationship between the brand and consumers are required to Be maintained. Endorsement can be one of the marketing methods to achieve a close relationship with consumers, and how consumers correlates the endorsement with the brand can be an important issue for marketers and brand strategists (Nadeau (2007), Advertisers may also be interested in the results since young individuals are potential consumers in purchasing fashionable products and a better understanding of them will guide the advertisers in planning the upcoming advertising promotions.

The objectives of my study are:

1. To understand how personal attributes of a celebrity endorser would impact consumers.
2. To investigate the crucial attributes of celebrity endorser would impact consumers.

Research Hypothesis of the Study

In context of the above said objectives, the following hypothesis are formulated for the proposed study.

H1: Attractiveness of a celebrity endorser has a significant impact on consumers.

H2: Trustworthiness of a celebrity endorser have a significant impact on consumers.

H3: Expertise of celebrity endorser have a significant impact on the consumers.

RESEARCH METHODOLOGY:

“Research means different things to different people” (Amartunga, Baldry, sarshar and newton, 2002) and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law.

“A research is the procedural framework within which the research is conducted” (Remenyi ET al.1998).

Sampling design:

A random sampling covering age group of 15-35 years and income levels will be chosen from the various regions of *Delhi-NCR*. The alternative sampling methods can be grouped under two headings, namely probability and non- probability sampling methods. Probability sampling is an objective procedure in which the probability of selection is known in advance for each population unit. Non-probability sampling is a subjective procedure in which the probability of selection of each population unit is unknown.

The sampling method that shall be used for the proposed study is **convenience sampling, a type of non-probability sampling.**

Sample size:

For the proposed study a sample size of about 120 respondents is proposed to be collected from *Delhi-NCR*.

Customer : young consumers of the age group 15-35 years

(Note the problem is to determine how many respondents should be included in the sample for the study, if one need to be 95% certain (confidence level) that the error of estimation does not exceed 0.05 (confidence interval=5).

Design of Survey Instrument

Primary data were collected from the respondents through a questionnaire. In the questionnaire, items for the three dimensions of celebrity endorsers given by Ohanian (namely, attractiveness, trustworthiness and expertise) were used for the study. The study employed twenty one items under the three constructs given by Ohanian (1999) namely, expertise, attractiveness and trustworthiness. Each of these items was evaluated on a seven-point Likert scale ranging from 1: “Strongly disagree” to 7: “Strongly Agree”.

The Primary data were collected from the respondents in various regions of Delhi/NCR. The questionnaires were personally distributed to the respondents who are exposed to celebrityendorsed advertisements. Respondents were asked to indicate their level of agreement with a given statement on the seven-point Likert scale.

Assessment of Reliability

The reliability of the items was assessed by computing the coefficient alpha (Cronbach, 1951). Cronbach alpha measures the internal consistency or reliability of items. For a measure to be acceptable, Cronbach alpha should be above 0.7 (Nunnally, 1978). Owing to the multidimensionality of ‘Celebrity Endorsements’, Cronbach alpha was computed separately for all the constructs identified under the common construct ‘*celebrity endorsements*’. In the present study, all alpha coefficients calculated for the three dimensions of a celebrity endorser were above 0.9, indicating good consistency among the items within each dimension. These alpha coefficients are

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 provided in Also, the Cronbach alpha calculated for all the 21 Likert scale questions was 0.928
 which indicated the reliability of the survey instrument.

Results and findings:

Demographics frequency table:

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	58	48.3	48.3	48.3
21-25	16	13.3	13.3	61.7
26-30	15	12.5	12.5	74.2
31-35	31	25.8	25.8	100.0
Total	120	100.0	100.0	

Table 2: This table shows the respondents of different age group taken up for the study

The sampling adequacy is examined through Kaiser-Meyer-Olkin (KMO) statistic. Also, Bartlett's test of sphericity measures whether there are correlations in the data set that are appropriate for factor

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.864
Bartlett's Test of Sphericity Approx. Chi-Square	2417.095
Df	276
Sig.	.000

Notes: KMO = 0.90-marvelous, in the 0.80's-meritorious, in the 0.70's-middling, in the 0.60's-mediocre, in the 0.50's-miserable, and below 0.50-unacceptable (Kaiser, 1974)

From Table 3 it can be seen that KMO value is acceptable. Bartlett's test results also show that the values are significant and thus, acceptable. The items in the respective category were individually subjected to the Principal Component Analysis with Varimax rotation using SPSS 21.0.

After running factor analysis, three factors (Attractiveness, Trustworthiness and Expertise) comprising fifteen items were extracted and the results are shown in Table 3. Further, in order to assess the appropriateness of the data for factor analysis, the communalities derived from the factor analysis were reviewed. These were all relatively large (greater than 0.6), suggesting that the data set is appropriate (Stewart, 1981). Thus, the factor structure given by Ohanian (1990) was reconfirmed using the present data set.

S.NO EX1	NAME OF THE FACTOR EXPERTISE—	FACTOR LOADING	CRONBACH ALPHA
1.	EXPERT	.614	
2.	KNOWLEDGABLE	.678	
3.	QUALIFIED	.663	.837

4.	EXPERIENCED	.739	
5.	WELL TRAINED	.757	
TR1	TRUSTWORTHINESS-		
6	Honest	.904	
7	Reliable	.924	.965
8	Trustworthy	.929	
9	Sincere	.918	
10	Impartial	.888	
11	Believable	.910	
12	Dependable	.724	
13	AMIABLE	.742	
AT1	ATTRACTIVENESS		
14.	Attractive	.757	
15	Beautiful	.707	
16	Fashionable	.632	.881
17	Pleasing personality	.802	
18	Likeable person	.704	
19	Positive image	.744	
20	Style icon	.767	
21	ELEGANT	.725	

- Notes:**
1. Factor Loadings greater than 0.5 are acceptable (Hair et al., 1995).
 2. Alpha Values of 70% or higher are considered acceptable (Nunnally, 1978).

Results and findings

The present study aims at understanding the impact of celebrity endorsed cosmetic advertisement on young consumer of Delhi-NCR. In order to assess the impact of celebrity advertisement, a three dimensional celebrity scale proposed by Ohanian(1990) is used. The survey questionnaire contained 21 seven likert scale statements. The result of the study revealed that the celebrity advertised cosmetic product have the significant impact on young consumer. It clearly proves that expertise, trustworthiness and attractiveness of celebrity is able to influence the young consumer perception about the product endorsed by the celebrity. Thus the finding of the study reveals that the celebrity can be used as an effective tool by the marketer to endorse a product.

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