



THE IMPACT OF CELEBRITY ENDORSEMENT IN THE ENHANCEMENT OF PURCHASE INTENTION AMONG ADOLESCENTS

Mahalakshmi.G*

Dr. P. R. Shini**

*Research Scholar, Mother Teresa Women's University, Kodaikanal.

**Assistant Professor, Department of Business Administration, Sri Meenakshi Government Arts College for Women (Autonomous), Madurai.

Abstract

The use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing. Advertisement by Involvement of celebrities becomes an essence in modern competitive marketing environment for high recognition and creation of strong product perception. Celebrity Endorsement is viewed as a billion dollar industry in today's era. Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signaling strategy. Gradually, consumers tend to make their purchase decisions based on the symbolic and imaginary aspects rather than substantial use of a product. Thus, popularity, affinity, and image of celebrities have a great impact on purchase intention of consumers so that it creates a mass purchase. The present paper aims to study the impact of celebrity endorsement on the enhancement of purchase intention among adolescents. The target population for this study was adolescents in Chennai city with in the age group of 15-20 years old who are considered to be potential buyers of celebrity-endorsed products and sample size considered for this study is 152. The data thus collected for this study is statistically analyzed and the results are then discussed. The research will be helpful to the organizations to improve their performance for the future promotion activities and to increase customer satisfaction.

Key Words: *Celebrity Endorsement, Purchase Intention.*

Introduction

Advertisement is "the art of persuasion" that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying. Since the last ten years, it has been seen that marketing environment changed significantly and witnessed the involvement of celebrities in advertisement. Advertisement plays a major role in every walk of life. The divergent sections of the society may need advertisement for a variety of reasons from information sharing to consumer persuasion to decision making. There is a potential for a direct casual link between the attitude towards an advertisement and the attitude and behaviour towards a product. The feelings engendered by an advertisement can create or influence an attitude towards the advertisement directly, as well as indirectly, through assessments of the quality of the advertisement's exceptional characteristics. In fact, some researchers believe that attitude to the advertisement really has two different components; an affective one, reflecting the direct effect of the feelings evoked by the advertisement, and a second more cognitive one, reflecting how well is the advertisement made and how useful is the advertisement. It is important, in understanding how an advertisement ultimately affects consumer attitude.

As media is becoming more influential in the era of new media, the impact and the power of celebrities of stage and screen have become greater than ever. Gradually, consumers tend to make their purchase decisions based on the symbolic and imagery aspects rather than substantial use of a product. Thus, popularity, affinity, and image of celebrities have a great impact on consumers, so that wide range of consumers can be effectively led to mass purchase (The Korea Economic Daily, 2006). Celebrity endorsement advertising is "a ubiquitous feature of modern marketing" (McCracken, 1989). In USA, a survey showed that in 1997, almost one quarter of all advertisements featured a celebrity endorser (Stephens and Rice, 1998). In the same year, in Japan, nearly 70 percent of advertisements use celebrity endorser (Kilburn, 1998).

Literature Review

Celebrities are well recognized personalities having a strong attractive and impressive power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers' minds. Consumers of the product especially adolescents are much affected by celebrity when they believe that endorser has actual attachment with product rather than materialistic gain. Numerous studies have similar views that the involvement of celebrities in advertisement shows successful results on credibility, communication evoke, recall and likeability of the advertisements and finally persuading the purchase intention among adolescents. The celebrity, who works as an endorser and is sponsored by a particular brand, is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with the sponsorship brand in advertisement or in the public place (McCracken, 1989; Caroll, 2009). It is really worth mentioning that why organizations spend a lot on brands by involvement of celebrity to endorse. Celebrities are well recognized personalities having a strong attractive and impressive



power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers' minds. Available literature on endorser effect gives clear information that how value is transferred by celebrity for promotion brand and creating awareness for the brand by celebrity characteristics, credibility, attractiveness (Pornpitakpan, 2004) and image congruence (Choi et al., 2005, Nazir et al, 2014).

The term "celebrity" encompasses a variety of endorsements, including those in the explicit mode ("I endorse this product"), the implicit mode ("I use this product"), the imperative mode ("You should use this product"), and the co present mode (i.e. in which the celebrity merely appears with the product) (McCracken, 1989). Many researches argued that if used appropriately, celebrities may serve a valuable role in developing brand equity and enhancing a brand's competitive position (Till, 1998) and this is particularly true of fashion categories (Caroll, 2009).

Problem Statement

Nowadays, consumers are over-exposed to the media. A person living in an overpopulated country will be exposed to one thousand advertisements on an average per day. But the viewers tend to forget 80% of the information within 24 hours. In order to deal with this, marketers use celebrity endorsement to reinforce their marketing messages considering the massive amount of celebrity endorsement practices in advertising. This study is an effort to explore the effectiveness of the use of celebrity endorsements in advertisements and its influence on young consumers' purchasing decision.

Research Question

What are the effects that celebrity-endorsed products create on purchase intention among adolescents?

Objectives of the Study

The following research objectives have been developed based on the above research question:

1. To find out the effectiveness of celebrity endorsement as a tool of persuasion for buying products.
2. To find out the significance of various factors that affects the purchase intention among adolescents.

Significance of the Study

This research aims to study "The impact of celebrity endorsement in the enhancement of purchase intention among adolescents". This research may be very beneficial, and it is really helpful to learn how many people get attracted towards product and brand because of the endorsement by celebrities in the advertisement. This research also helped marketers in learning that if they hire a brand manager, they can prioritize celebrities which are relevant to the product type and its promotion, to better the success potential of the product and company. The researcher seeks to find out whether celebrities have any link with the product that they promote in advertisements. This research is primarily focused on enhancement of purchase intention among adolescents where the product was endorsed by celebrities.

Methodology

This is a descriptive research based on personal opinions of respondents emanating from their perceptions and perspectives of the subject matter. The target population for this study was adolescents in Chennai city with in the age group of 15-20 years old who are considered to be potential buyers of celebrity-endorsed products and sample size considered for this study is 152. Convenient sampling was used in selecting respondents for the study. Data for the study was collected using self-administered questionnaires with closed ended questions. The data thus collected is analyzed using frequency distribution tables Cross Tables and Chi- Square Test.

Research Hypothesis

"There is significant influence of gender on various variables associated with the enhancement of purchase intention".

Results and Discussion

Table 1: Gender Based Percentage Analysis of Various Factors Influencing Purchase Intention

S. No	Factors	Gender		Percent (%)	
		Male	Female	Male	Female
1	Price	58	26	60.4	46.3
2	Brand	10	6	10.4	10.8
3	Peer	8	0	8.3	0
4	Celebrity	20	24	20.9	42.9
Total		96(63.2)	56(37.8)	100	100

Source: Survey Data

From Table-1, it is inferred that out of 152 respondents, 96(63.2) respondents are male and 56(37.8) respondents are female. 60.4% of male and 46.3% of female respondents opined that price as an important factor which influence purchase intention and as per 20.9% of male and 42.9% of female respondents' view Celebrity is important factor influencing purchase intention among young consumers.

Table 2: Mean Tabulation- Factors Influencing Purchase Intention

S. No	Factors	No. of Respondents	Mean	Standard Deviation	Rank
1	Price	84	0.55	0.499	I
2	Brand	16	0.11	0.308	Iii
3	Peer	8	0.05	0.224	Iv
4	Celebrity	44	0.21	0.455	Ii

Source: Survey Data

From the above table it is inferred that Price is ranked as the first important factor for persuading a person to buy a product with a Mean value of 0.55 and Standard Deviation of 0.499. It is followed by Celebrity endorsing a product which is ranked second with a mean value of 0.21 and Standard Deviation of 0.455. Brand Recognition and Peer factors takes up the third and fourth places respectively. It is concluded that among the young consumers, the price of the product determines its sale and with the influence of advertising, celebrity endorsement also has a major role in persuading in buying a product.

Table 3: Effectiveness of Celebrity Endorsement

Statement	Response	Gender		Percent (%)	
		Male	Female	Male	Female
Celebrity Endorsement Is An Effective Tool For Purchase Intention	Strongly Agree	16	4	16.7	7.2
	Agree	54	40	56.3	71.4
	Disagree	18	12	18.8	21.4
	Strongly Disagree	8	0	8.2	0
	Total	96(63.2)	56(37.8)	100	100

Source: Survey Data

From the above table it is clear that 56.3% of male respondents and 71.4% of female respondents agree with the statement "celebrity endorsement is an effective tool for purchase intention" among young consumers.

Table 4: Comparative Effectiveness of Male and Female Endorser

Statement	Response	Gender		Percent (%)	
		Male	Female	Male	Female
Male Endorser is More Effective than a Female Endorser	Strongly Agree	4	8	4.2	14.3
	Agree	50	28	52.1	50.0
	Disagree	26	16	27.1	28.6
	Strongly Disagree	16	4	16.6	7.1
	Total	96(63.2)	56(37.8)	100	100

Source: Survey Data

From the above table it is inferred that 52.1% of male respondents and 50.0% of female respondents agree that male endorser is more effective in persuading the buying behavior than a female endorser.

Table 5: Chi-Square Results Showing Association of Gender with Other Variables

Gender	Variables	Chi-Square Value	df	Asymp. Sig
Gender	Factors influencing Buying Behavior (1)	11.848	3	0.008
	Celebrity Endorsement as an effective tool for purchase intention (2)	8.551	3	0.036
	Male Endorser is more effective to Female endorser (3)	7.084	3	0.069

Source: Survey Data



The above table shows the Chi-Square result of gender associated with the factors influencing Buying behavior (1), effectiveness of celebrity endorsing a product as a tool of persuasion (2) and effectiveness of male to female endorser (3). The calculated Chi square value is 11.848 with 3 df with p value 0.008 (for1), 8.551 with 3 df with p value 0.036 (for 2) and 7.084 with 3 df with p value 0.069 (for 3). Therefore, it is concluded that there is significant difference among the opinion associated with the enhancement of purchase intention.

Conclusion

Celebrity endorsement has changed the way advertising used to be few decades ago. It is been accepted to be a ubiquitous feature of modern day marketing (McCracken 1989). The use of celebrity endorsers in the promotion and the sales of products have much influence on customers of organizations concerned. However, some respondents are not influenced by celebrities in advertisements. Celebrity endorsement is an expensive engagement and must be planned carefully in order for firms adopting it to gain profitability. As a result a greater understanding of consumers' reactions towards celebrity endorsements can help marketers to use it more effectively. It is important that firms that have tarnished images turn to this sort of promotion because celebrities aid advertisement to effectively stand out from the other surrounding clutter.

References

1. Caroll, A. (2009). "Brand communications in fashion categories using celebrity endorsement." *Journal of Brand Management*, 17(2), 146-158.
2. Choi, S. M., Lee, W. & Kim, H. (2005). "Lessons from the rich and famous: A cross-cultural comparison of celebrity endorsement in advertising", *Journal of Advertising*, 34 (2), 85-98.
3. Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands", *Journal of Advertising*, 43-54.
4. Kilburn, D. (1998). Star power. *Ad week (eastern edition)*, 39 (2), 20-1.
5. McCracken, G. (1989). "Who is the celebrity endorser? Cultural foundations of the endorsement process", *Journal of Consumer Research*, 16(Dec), 310-321.
6. Nazir, S., Khan, S., Jamil, R. A., and Mehmood, Q. S. (2014). "Impact of Customer relationship Management on Customer Satisfaction in Hoteling Industry", *Journal of Management Info*, 3(1), 84-98.
7. Pornpitakpan, C. (2004). "The effect of celebrity endorsers' perceived credibility on product purchase intention: The case of Singaporeans", *Journal of International Consumer Marketing*, 16(2), 55-74.
8. Solomon, M. R. (2002). *Consumer Behavior: Buying, Having, and Being* (5th ed.). New Jersey, NJ: Prentice-Hall.
9. Stephens, A. and Rice, A. (1998). Spicing up the message. *Finance Week*, 76 (26), 46-7.
10. The Korea Economic Daily (2006.11.02.). [Star Marketing is in] 'Star power' shines brands.
11. Till, B.D. (1998). "Using celebrity endorsers effectively: lessons from associative learning", *Journal of Product and Brand Management*, 7(5), 400-409.