

Celebrity Endorser and product category

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Abstract

Celebrity endorsement is like a panacea for marketing professionals. In a world where catching, holding and engaging attention of consumers is becoming difficult with each passing time. Celebrities have the magic to hold the attention of the consumers, which the brands miss. When the celebrities endorse any brand the strength of brand gets enhanced. The brand communication gets the necessary lift due to the celebrity endorser. It's not the case that the celebrity endorsers are used by fewer or particular product categories as in the past. Now days the celebrity endorsers are used to promote the brands in all the product categories. Whether it's fast moving consumer goods, consumer goods, services or any other product category. Products are proliferating, new product categories are arising. Marketers are facing challenges to grab the attention of consumers, competition is also increasing. In such a scenario, celebrity endorser is providing the relief to the marketers in the promotion of their products. Each product category has a different importance and satisfies different need in the life of consumer. The pertaining question is whether celebrity endorser promoting any product category will have the same influence on the consumer or not? Is it the case that the celebrity endorser is suitable for a one particular product category and not suitable for another product category? Thus it becomes interesting to study the influence of celebrity endorser as per the product category. The paper tries to draw attention towards the decision making regarding choice of product category and celebrity endorser. The study is exploratory in nature and findings are based on few respondents. It is found that the influence of celebrity endorser on consumer varies as per the product category. The celebrity endorser is most important for the consumers with respect to certain product categories.

Keywords: *Celebrity, Consumer, Endorser, Influence, Product Category*

1. Introduction

The Celebrity endorsement is like a panacea for marketing professionals. In a world where catching, holding and engaging attention of consumers is becoming difficult with each passing time. In marketing communication the share of celebrity endorsed advertisement is increasing. The marketers are choosing this strategy over the other ways of brand promotion. Celebrities have the magic to hold the attention of the consumers, which the brands miss. Celebrities overpowers the brand in marketing communication, though holds true at times, but still emphasizes that celebrities have power of influence. When the celebrities endorse any brand the strength of brand gets enhanced. The brand communication gets the necessary lift due to the celebrity endorser. In addition to the need fulfillment and benefits offered by product, communicating the same with the consumer is a challenge. Left alone on the brands, products may not lead to desired results. It's not the case that the celebrity endorsers are used by fewer or particular product categories as in the past. Now days the celebrity endorsers are used to promote the brands in all the product categories. Whether it's fast moving consumer goods, consumer goods, services or any other product category. There are immense numbers of products leading to many brands. Products are proliferating, new product categories are arising. Marketers are facing challenges to grab the attention of consumers, competition is also increasing. In such a scenario, celebrity endorser is providing the relief to the marketers in the promotion of their products. Each product category has a different importance and satisfies different need in the life of consumer. So, the pertaining question is whether celebrity endorser promoting any product category will have the same influence on the consumer or not?

2. Review of Literature

Atkin and Block (1983) examined the rise of a celebrity versus a non-celebrity endorser for a brand of beer, and found that the use of a celebrity led to the ad being evaluated as more interesting, stronger and effective.¹Friedman H. et al. (1979). In the

discussion analysis stated that for a complex product high only in financial, performance, and/or physical risk, the advertiser should choose an expert endorser. For products with little inherent risk, the advertiser should choose a typical-consumer endorser.²Kamins (1990) observed that celebrity endorsements are more effective when the image of the celebrity match the image of the product they endorse.³Rajini, G. et al. (2016) mentioned in the results as follows, the model depicts that chance of purchasing Cosmetics depends highly on ‘Brand reach due Celebrity Endorsement’. The model depicts that chance of purchasing Food & Beverages depends highly on ‘Brand reach due to Celebrity Endorsement’. The model depicts that chance of purchasing Electronic Gadgets depends highly on ‘Brand reach due to Celebrity Endorsement’. The model depicts that chance of purchasing Vehicles depends highly on ‘Purchase Opinion due to Celebrity Endorsement.’⁴Ramakrishnan, V. et al, (2013) in their study provides evidences for two product categories - low involvement and high involvement (as well as high value item / low value items) in nature. For high involvement / high value item, trustworthiness and attractiveness emerged as most significant constructs and expertise as less important. For the low involvement / low value items, trustworthiness and

expertise emerged as more important factor than attractiveness.⁵ Singh, M. et al. (2010) stated that, the type of brand is the most important factor in the effectiveness of celebrity endorsement on purchase decision of consumer. This indicates that celebrity endorsement is more effective for less familiar brands and for which consumers have limited knowledge.⁶

3. Materials and Methods

The study is exploratory in nature. Secondary data is collected through search on internet, websites, e-papers, journals. Primary data is collected through respondents and analyzed. **Objectives:** To study the influence of celebrity endorser on the consumer as per the product category.

4. Results and Discussion

4.1 Analysis

The responses given by respondents were analyzed and the analysis is as follows

Table No: 1 Celebrity Endorser importance as per Product category for consumer buying

Sr. No.	Product Category	Celebrity endorser - Most important
1	Personal Accessories	24.13%
2	Cosmetics	22.41
3	Garments	18.96%
4	Food Products	13.79%
5	FMCG	8.62%
6	Services	6.89%
7	Consumer durables	5.17%

4.2 Findings

It is found that the celebrity endorser is most important for the product category personal accessories for (24.13%) respondents, followed by cosmetics (22.41%), Garments (18.96%), food products (13.79%), FMCG (8.62%), Services (6.89%) and consumer durables (5.17%) respectively.

4.3 Limitations

The study is exploratory in nature. The study did not focus on how the celebrity endorser influences on consumer as per product category. The study is based on conveniently selected few respondents. The study did not take all the product categories.

5.1 Conclusions

It can be said that the influence of celebrity endorser on consumer varies as per the product category. The celebrity endorser is most important for the consumers with respect to certain product categories.

5.2 Implication

For practitioners the study will be fruitful to effectively use celebrity endorser in consideration with product category. The study will be useful in the decision making regarding celebrity endorsement.

5.3 Further Research Area

The further research can be carried out on the influence of celebrity endorser wider range of

product categories. The study can be carried out for a larger number of respondents.

Reference

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