

# Celebrity Endorser's Gender and Its Influence On Consumers

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## Abstract

Celebrities, the central thread in the advertising of brands, are now an established fact. Celebrities endorse brands and pass their elegance on to the brands. They influence the consumers with their exceptional qualities, attributes and the aura they possess. Consumers get influenced by benefits that a brand offers and also by the celebrity endorser. Celebrities signing roles as a brand endorsers are of different types. As witnessed, it can be said that Bollywood stars, cricketers are the prominent endorsers of brands. The field of the celebrity such as sports, film, experts in any field, defines their celebrity type. Along with the celebrity type, if it is considered a Bollywood celebrity, there are male celebrities and female celebrities, actor and actresses respectively. In case of cricketers, male cricketers and female cricketers are the types. Whether to take celebrity endorser or not for brand promotion? Is a question, mostly gets the prominence. This question answers yes or no, whereas when the answer is yes, it leads to many questions again. Which type of celebrity to take film celebrity, or sports celebrity? In that too male celebrity or female celebrity? Marketers take the celebrities as endorsers for their brands so as to influence the consumers positively. So, it becomes interesting to study whether the gender of celebrity have the same influence on the consumer? The work tries to focus on influence of gender of celebrity endorser on consumers. The study is exploratory in nature and findings are based on few respondents. The secondary data is collected through search on internet, journals etc. The study did not focus on a particular type of celebrity endorser, and particular gender of respondents. It can be said that the influence of gender of celebrity endorser on consumer differs as per product categories.

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

## 1. Introduction

Celebrities, the central thread in the advertising of brands, are now an established fact. According to

McCracken (1989), a celebrity could be defined as, "any individual who enjoys public recognition and who uses this recognition when they appear in the advertisement in front of the consumers."<sup>7</sup> In most of the brand advertisements celebrities are there as endorsers. Celebrities endorse brands and pass their elegance on to the brands. Celebrities transfer their persona to the brand persona, with which the consumer persona resonates. Celebrities influence the consumers with their exceptional qualities, attributes and the aura they possess. Consumers get influenced by benefits the brand offers and also the celebrity endorser. Celebrities as endorsers enhance the brand positively. Celebrities signing roles as a brand endorsers are of different types. As witnessed, it can be said that Bollywood stars, cricketers are the prominent endorsers of brands. The field of the celebrity such as sports, film, and experts in any field, defines their celebrity type. Along with the celebrity type, if it is considered a Bollywood celebrity, there are male celebrities and female celebrities, actor and actresses respectively. In case of cricketers, male cricketers and female cricketers are the types. The gender of celebrity endorser i.e. male and female is a crucial aspect in the choice of celebrity endorsement. Whether to take celebrity endorser or not for brand promotion? Is a question, mostly gets the prominence. This question answers yes or no, whereas when the answer is yes, it leads to many questions again. Which type of celebrity to take film celebrity, or sports celebrity? In that too male celebrity or female celebrity? Marketers take the celebrities as endorsers for their brands so as to influence the consumers positively. To achieve the desired intended results it is crucial to give thought before selection of a celebrity endorser. So, it becomes interesting to study whether the gender of celebrity have the same influence on the consumer?

## 2. Review of Literature

Babu, N. et al. (2018) study proved that meaning transfer dimension of the celebrity endorsement has played an important role in the dependent relationship of brand personality as it conveys the same meaning of all the dimension of brand personality altogether.<sup>1</sup> Baker and Churchill (1977)

observed that sex and physical attractiveness of the model are main determinants of liking an advertisement by the consumer and they increase the chance of good evaluation of an advertisement.<sup>2</sup> Belch and Belch (2001) in their study revealed that there are two main reasons that why celebrity endorsers have gained so much popularity. First, they are traditionally viewed as being highly dynamic, having both attractive and likeable qualities. Secondly, celebrity fame is thought to attract attention to the product.<sup>3</sup> Gupta T. (2014) concluded in the study that celebrity endorsement is one of the effective tool of promoting products to the customers, it can be said that customers do get attracted towards advertisements having a celebrity and also it helps in creation mass awareness towards the brand or product, so companies should very carefully try to match the attributes of the products with the celebrity they are willing to use.<sup>4</sup> Kahle L. R. et al. (1985) in the study results mentioned that the results also jibe with Aristotle's observation: "Beauty is a greater recommendation than any letter of introduction."<sup>5</sup> Kamins, M. A. (1990) in the discussion and results stated that the use of an

attractive celebrity spokesperson appears to be effective for a particular category of products, those which are attractiveness related.<sup>6</sup>

### 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 Gender of celebrity endorser on the consumer. To study the influence of Male celebrity endorser on the consumer as per product category. To study the influence of Female celebrity endorser on the consumer as per 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 Influence of gender of celebrity on buying of brands as per product categories on consumers.**

Sr. No.	Product Category	Male Celebrity has most influence	Female Celebrity has most influence
1	Personal Accessories	25.86%	20.68%
2	Cosmetics	10.34%	48.27%
3	Garments	29.31%	17.24%
4	Food Products	6.89%	6.89%
5	FMCG	10.34%	8.62%
6	Services	8.62%	5.17%
7	Consumer durables	8.62%	1.72%

### 4.2 Findings

It is found that male celebrity endorser has most influence on (29.31%) of respondents on the garments product category, followed by Personal Accessories (25.86%), Cosmetics and FMCG (10.34%, 10.34%), Services and Consumer durables (8.62%, 8.62%), Food products (6.89%) respectively. It is found that female celebrity endorser has most influence on (48.27 %) of respondents on the Cosmetics product category, followed by Personal Accessories (20.68%), garments (17.24%), FMCG (8.62%), Food products (6.89%), Services (5.17%) and Consumer durables (1.72%) respectively.

### 4.3 Limitations

The study is exploratory in nature. The study is based on conveniently selected few respondents. The study did not focus on a particular type of celebrity endorser, and gender of respondents.

### 5.1 Conclusions

It can be said that the influence of gender of celebrity endorser on consumer differs as per product categories. For certain product categories male celebrity endorsers have most influence on

consumers, whereas for certain product categories female celebrity endorsers have most influence.

## 5.2 Implication

For practitioners the study will be fruitful to effectively use celebrity endorser as per gender and product category. The study will be useful in decision making regarding celebrity endorsement.

## 5.3 Further Research Area

The further research can be carried out on the influence of celebrity endorser on consumer as per customer gender. The study can be carried out for a larger number of respondents.

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