

Influence of Celebrity Endorser on consumer as per media type

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Abstract

Promotional media has seen a huge development and fragmentation in the current time. The technology has given birth to newer versions of media. The growth and advancement in the social media is astonishing. The traditional media used by marketers for convincing the customers as like television, radio, print has also seen a sea change. Digital media, interactive media are also playing important role in the brand promotion strategy of companies. Through all these media, the brands are trying to convince the consumers with the impactful opinion leader i.e. celebrity endorser. Usage of celebrity endorsers by brands is not limited to a particular media type. It is clear that the celebrity endorsers promoting brands are seen on all the media types, such as television, radio, print, social media and digital media. The decision regarding which media type to be used or the combination of media types to promote the brand is dependent on different factors. Celebrities also seen promoting themselves on the social media, but it's hardly seen that the celebrity promoting themselves through print media. So when the marketer's takes decision regarding celebrity endorsement or going for celebrity endorser, they need to also think about, which will be the most effective media for celebrity endorser to promote their brands? Thus, it becomes interesting to study which media is most effective for celebrity endorser for promotion of brands. Does celebrity endorser of a brand in all the media types influence the consumer equally? The study tries to draw attention towards the influence of celebrity endorser on consumer and the media type. 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 product category as well as a particular celebrity endorser. The study did not focus on a particular type of media. It can be said that the influence of celebrity endorser on consumer varies as per the media type.

Keywords: *Celebrity, Consumer, Endorser, Influence, Media*

1. Introduction

Promotional media has seen a huge development and fragmentation in the current time. The role of media in the human life is valuable. The technology has given birth to newer versions of media. The consumer is also consuming the different types of media. The growth and advancement in the social media is astonishing. Due to the internet and smartphones, consumers in particularly millennial generation and society at large, their pattern of media consumption is shifting. The traditional media used by marketers for convincing the customers as like television, radio, print has also seen a sea change. The budgets of media spends by advertisers are shifting to newer and innovative media. Digital media, interactive media are also playing important role in the brand promotion strategy of companies. Through all these media, the brands are trying to convince the consumers with the impactful opinion leader i.e. celebrity endorser. Usage of celebrity endorsers by brands is not limited to a particular media type. It is clear that the celebrity endorsers promoting brands are seen on all the media types, such as television, radio, print, social media and digital media. The decision regarding which media type to be used or the combination of media types to promote the brand is dependent on different factors. Celebrities also seen promoting themselves on the social media, but it's hardly seen that the celebrity promoting themselves through print media. So when the marketer's takes decision regarding celebrity endorsement or going for celebrity endorser, they need to also think about, which will be the most effective media for celebrity endorser promoting their brands?

2. Review of Literature

Ahmad A. H. et al. (2019) in the results stated, from the TEARS Model, similarity and respect has an influence on celebrity endorsement in social media whereas expertise, physical attractiveness and trustworthiness do not influence celebrity endorsement in social media. Brand image and celebrity endorsement in social media also found to be significant antecedents for the purchase intention.¹ Harshitha, Y. S. et al. (2017) concludes that the Celebrity endorsed advertisements are more attractive and effective than the non-celebrity endorsed advertisements. Respondents also voted that the best medium for watching the advertisements is TV and then Internet.² Mulianda Lestari & Wahyono (2021) in their research result showed that celebrity endorser, online promotion and brand image had positive and significant influence on purchasing decision. Brand image are also able to mediate the effect of celebrity endorser and online promotion toward purchasing decision.³ Priyankara R. et al. (2017) in the study on Celebrity Endorsement and Consumer Buying Intention with Relation to the Television Advertisement for Perfumes, results showed significant relationship between the celebrity endorsement (likability, credibility, personality, attractiveness, and expertise) and consumer purchasing intention, so that all five hypotheses were accepted by this exploration.⁴ Pughazhendi A. et al. (2012) in study Impact of Celebrity Endorsement on Advertisement in Various Media towards Selected Retail Outlets in Chennai City, India, revealed in the results that broadcast media and print media have high impact on the consumers and they reach the consumers fast. Word of mouth too plays a significant role in influencing the consumers when compared with other modes of communication.⁵ Singh R. et al. (2021) from the

study findings advocate that celebrity endorsement is a substantial marketing tool for driving consumer purchase intention via digital media platforms. The indirect effect of celebrity endorsement on consumer purchase intention was also significant when digital marketing media was used as a meditating variable. In their study it was discovered that celebrity endorsement is important when promoted via a digital platform for increasing consumer purchase intention.⁶ Uribe R. et al. (2022). The main result highlights that using social media (vs digital media) enhances celebrity endorsement's indirect influence on purchase intention via the serial mediating role of ad attitude and brand attitude, regardless of the explicitness of the message. In terms of the message format, no differences were observed.⁷

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 media type. To studies the level of influence of celebrity endorser on the consumer as per media type.

4. Results and Discussion

4.1 Analysis

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

Table No:1 Media –Highest Influence of celebrity endorser on consumer buying of brands as per media

| Sr. No. | Media | Highest Influence |
|---------|--------------|-------------------|
| 1 | Social Media | 55.17% |
| 2 | Television | 43.10% |
| 3 | Print | 1.72% |
| 4 | Radio | 0.00% |

Table No:2 Highest influence of celebrity endorsed brand advertisement on buying of brands appearing in the following types of media as per product categories

| S.No. | Product Category | Social Media | T.V. | Print | Radio |
|-------|-------------------|--------------|--------|--------|-------|
| 1 | Cosmetics | 50% | 37.98% | 8.62% | 3.44% |
| 2 | Food Products | 32.75% | 62.06% | 1.72% | 3.44% |
| 3 | Personal A. | 58.62% | 29.31% | 8.62% | 3.44% |
| 4 | Garments | 58.62% | 31.03% | 6.89% | 3.44% |
| 5 | Services | 50% | 32.75% | 13.79% | 3.44% |
| 6 | Consumer Durables | 29.31% | 53.44% | 15.51% | 1.72% |
| 7 | FMCG | 65.51% | 18.96% | 10.34% | 5.17% |

4.2 Findings

It is found that for the cosmetics product category, advertisement of brand on social media having celebrity endorser have highest influence on (50%) of respondents buying, followed by television (37.98%), Print (8.62%) and Radio (3.44%) respectively.

It is found that for the food products category, advertisement of brand on television having celebrity endorser have highest influence on (62.06%) of respondents buying, followed by social media (32.75%), Radio (3.44%) and Print (1.72%) respectively.

It is found that for the personal accessories product category, advertisement of brand on social media having celebrity endorser have highest influence on (58.62%) of respondents buying, followed by television (29.31%), Print (8.62%) and Radio (3.44%) respectively.

It is found that for the garments product category, advertisement of brand on social media having celebrity endorser have highest influence on (58.62%) of respondents buying, followed by television (31.03%), Print (6.89%) and Radio (3.44%) respectively.

It is found that for the services product category, advertisement of brand on social media having celebrity endorser have highest influence on (50%) of respondents buying, followed by television (32.75%), Print (13.79%) and Radio (3.44%) respectively.

It is found that for the consumer durable products category, advertisement of brand on television having celebrity endorser have highest influence on (53.44%) of respondents buying, followed by social media (29.31%), Print (15.51%) and Radio (1.72%) respectively

It is found that for the FMCG product category, advertisement of brand on social media having celebrity endorser have highest influence on (65.51%) of respondents buying, followed by television (18.96%), Print (10.34%) and Radio (5.17%) respectively.

4.3 Limitations

The study is exploratory in nature also the study did not focus on how the celebrity endorser influences on consumer as per media type. The study is based on conveniently selected few respondents

5. 1 Conclusions

It can be said that the influence of celebrity endorser on consumer varies as per the media type and product category.

5.2 Implication

For practitioners the study will be fruitful to effectively use celebrity endorser, media type and the product category. The study will be useful in the decision making regarding celebrity endorser.

5.3 Further Research Area

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

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