

# A STUDY TO ANALYSE THE EFFECT OF CELEBRITY COMMENDATIONS ON CONSUMERS' PROCUREMENT INTENT

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## **ABSTRACT:**

The creation of emotional situations in television commercials is insufficient to generate customers for a company. Advertisements must be oriented and decisional for both new and existing customers. People who already own the goods depicted in the advertisement have a stronger attachment to them, which leads to increased sales. Advertisers use reasonable appeals to elicit passionate demand for their products. By comparing and demonstrating obvious differences between competitors' products, the advertisement encourages logical thinking. In advertising, endorsements have a significant impact on customer acquisition intentions. Celebrity product endorsements are becoming increasingly common in today's fast-paced market, as most corporations use celebrities to boost the appeal of their wares. For a long time, celebrities have been used in advertising. Celebrity endorsers have a variety of positive effects on happy moods, a favorable attitude toward the commercial and the brand, as well as a higher purchase intention for the brand. In a crowded marketplace, celebrities can help commercials stand out. Celebrity-endorsed products have been shown to help celebrities stand out and attract more attention for quite some time.

## **INTRODUCTION :**

Customers today have developed a brand consciousness to maintain their standard of living. The definition of celebrity refers to people who are well-known in the public eye and have distinguishing characteristics such as attractiveness and dependability. Significant changes have occurred in the consumer lifestyle. Brand recollections are made up of associations in the consumer's mind that are linked to the brand name. There is now television in every shop, home, office, and even business waiting room, except doctor's clinics, where people watch television. Because most television commercials are thirty seconds long, advertisers employ appealing aspects that appeal to the psychology of people of all ages who are watching the commercial. The internet, websites, radio, television, newspapers, and magazines are all examples of modern communication media. As a result, brand makers are increasingly using celebrity endorsers to make their products more appealing to consumers and to gain customer trust.

Companies anticipate that consumers will purchase their products as a result of advertisements that convey information about a specific brand and its products. Advertising, more than any other marketing tool is well renowned for having a longterm impact on the minds of the viewer (Katke, 2007). Academic experts have completed enough empirical study to express the product's benefits. endorsement, in addition to the logical justifications for this conduct (Till and Shimp, 1998).

A corporation cannot achieve its goal of becoming a wellknown brand unless it spends on its promotional operations, which the consumer market has dominated through commercials (Hussainy et al., 2008). The current study investigates the utility of celebrity endorsement as a promotional tool for gaining a competitive advantage through emotional connections with customers.

**LITERATURE REVIEW:**

Several studies have demonstrated the efficacy and beneficial impact of celebrities. Celebrity is a ubiquitous part of society, leaving indelible impacts on those who come into contact with it, **Kurzman (2007)**. **Friedman (1979)**, regarding celebrity endorsement as a concept and in practice According to **Agarwal and Kamakura (1995)**, about 20% of all television advertising feature a woman. Well-known individuals' celebrity endorsements can be found on some products, a lot more. Studies by **Agarwal and Kamakura** showed that out of all the endorsements investigated between 1980-1992, 60 percent of the participants in their study were women. Soft drink corporations and athletic shoe manufacturers are involved highly in endorsements. They also offer an abnormal event study when a corporation announces the signing of a contract, its stock price rises. For the aim of product endorsement and promotion, celebrities are used and it is interesting to see how celebrity endorsements influence customer buying decisions. Marketers and social psychologists have spent a lot of time studying it. Celebrity endorsements, improve brain recollection. When a product was supported by a celebrity, the subjects were more likely to like it. A celebrity endorser is expressed as "a well-known individual who uses their popularity to promote a product." **Kamins (1989)** defined celebrity endorser achievements in fields outside than the recommended product" Numerous studies have demonstrated the efficacy and favorable impact of celebrity endorsements, predominantly regarding the trustworthiness, communication reminiscence, announcement endorsement, and buy intent (**Menon, 2001**).

**RESEARCH OBJECTIVES:**

1. To investigate the influence of celebrity endorsers' attractiveness on consumer purchase intents.
2. To analyze the effect of celebrity endorsers' credibility on consumer purchase intents.
3. To analyze the stimulus of celebrity endorsers' expertise on consumers' buying intents.

**BENEFITS OF CELEBRITY ENDORSEMENT:**

The benefits of celebrity endorsement in advertising are as follows:

**i) Establishing credibility** - a celebrity's endorsement of a brand instills trust in the target audience, especially when the brand is young products.

**ii) Warranted responsiveness** - celebrities warrant the focus faction's consideration by sculpting by way of the strew of adverts and bringing the product recognition.

**iii) Greater levels of reminiscence**- individuals are inclined to match the dispositions of the personality with the label, therefore improving the brand's value.

**iv) Associatory return-**

The consumer will be attracted to the brand since the celebrity benefits from it also benefit as a result of this perception.

**v) Psychographic Ties**-Advertisers employ celebrities to tap into emotions to persuade consumers to buy their products.

**vi) Demographic ties**—different stars appeal to different demographic groups based on the stage of development, gender, social group, and region, amongst other factors.

**vii) Universal allure** - certain celebrities have a broad appeal and so are successful.

**DISADVANTAGES OF CELEBRITY ENDORSEMENT IN ADVERTISING:**

**i) Celebrity's reputation at stake** - The celebrity's reputation might agonize once he recommends the product. As a result of the celebrity's reflection on the brand, audience sentiments towards the brand are influenced by a thing that they recommend.

**ii) The vampire effect**- which occurs when a celebrity takes precedence over a brand. As a result, instead of remembering the promoted goods, the audience will remember the celebrity.

iii) **Overexposure** -A celebrity's endorsement of multiple brands would result in overexposure. If a celebrity does too many things, his freshness is diluted.

## **INFLUENCE OF CELEBRITIES AND EXPERTS IN TELEVISION ADVERTISING:**

Customers are more likely to recall a product associated with a well-known actor or other celebrity. They continue to take advantage of the situation because of their position and popularity among the general public. While an expert is someone who has attained high social status as a result of his or her occupation.

Celebrities and experts have no direct influence on consumer attitudes toward advertising. If an only celebrity or another type of appeal is used, rational appeal outperforms emotional appeal. When a renowned actor or actress appears in an advertisement, its impact is reduced when compared to a combination of appeal.

### **THEORETICAL FRAMEWORK:**

The theoretical framework comprises of the following theories:

#### **Cognitive Perspective Theory:**

Psychologists examine in what manner people understand events and stimuli around them, and how they shape their actions based on their interpretations, individual comprehensions These perceptions and expectancies are based on these understandings, ideas, and expectations. This is referred to as cognition, which is a mental process. This entails both decision-making and communication (**Baum & Andersen, 1994**). The mind, in this analogy, is like a computer that takes in data, processes it in a variety of traditions, symbols as well as actions (**Black Jay, 1995**). This notion supports the use of celebrity endorsement in marketing.

#### **Theory Of Social Learning:**

Individuals learn through witnessing the behavior of others in the social learning hypothesis, often known as observational learning. Modeling is the term for learning by witnessing the effects of a model; vicarious conditions refer to learning by observing the effects of a model. From studying to teaching, observational learning has a huge impact. The most well-known modeling studies on children's violent behavior were conducted by (**Bandura, 1967**). The possibility of someone imitating a model is determined by a variety of circumstances, including the model's popularity, likeability, and attractiveness.

#### **Theory Of Innovation Diffusion:**

The process through which an innovation is communicated is known as diffusion. Knowledge, persuasion, decision, implementation, and finalization are the four steps of the adoption process. Phases of verification audience get an idea or learn something from a commercial that has been sponsored by a celebrity. National audiences the general public they subsequently acquire thoughts and attitudes toward or about it, which might be favorable or negative. Regarding an idea or invention peers who already have some influence can also persuade knowledge of the new technology Individuals to create their personalities. They can either reject or embrace the idea or inventions if they have an opinion about it. People begin to use the product or innovation.

## **CELEBRITY ENDORSEMENT WAYS:**

When a company hires a celebrity to market its products or services, the celebrity can be used in a variety of ways.

### **1. Recommendation:**

If a personality has utilized produce personally, it is considered a testimonial, or she may give a testimonial if he or she knows about it and can confirm its quality. Its advantages are mentioned. Aishwarya Rai, for example, testified in support of Lux.

**2. Endorsement:**

A celebrity's name is frequently used in product or service advertisements.

services they may or may not be specialists in Sachin, for example. Tendulkar has been a strong supporter of Fiat's Palio model celebrity enactment endorsement.

**3. Actor:**

An actor may be invited to sell a product or service as part of a character enactment. For Nirma's ad campaign, ki) pretends to be a housewife. It's irrelevant. with her in front of the camera or the background, She merely plays the part. and an average housewife's expectations from a detergent bar.

**4. Spokesperson**

A spokesperson is a well-known individual who promotes produce. long epochs of the timeframe in print and television advertisements, communications. Typically, a firm's spokesman is referred to as appearances. Schiffman and his collaborators. The use of celebrities as spokespersons can be traced back to **Kanuk (1997)**. their enormous sway Unlike other categories of endorsers, The attention and recall of renowned persons is higher. They promote good sensations by raising awareness of a company's advertising are devoted to brands.

**CONCLUSION:**

Advertisers must be aware of the intricate processing that occurs behind the scenes by understanding the concepts described, celebrities process endorsement. The marketer must determine the extent to which the product will be promoted. Advertisers all agree that celebrity helps their business. Although recommendation does not guarantee sales, it has the potential to generate excitement and revenue. A customer's opinion of a product improves, increasing sales.

In today's competitive market, advertising has evolved into one of the most significant commercial operations. Advertising's primary goal is to influence purchasing behavior; yet, the brand's impact on people's reminiscence is constantly changing or strengthening. Advertisers employ a variety of psychological obstacles, celebrities, and models to build persuasion. Individuals' preferences and dislikes, as well as what is right and wrong, are represented by their orientation. Celebrities have an important role in society. individuals who are well-known in the public eye Consumers are expected to become habitual as a result of the high quality of service provided by businesses. An expert has a distinct social standing as a result of his or her occupation, particular training, or exceptional abilities. a background that qualifies him to offer consumer advice (**Lin, 2008**). Experts and celebrities due to being a professional, take part in creating company advertisements.

Advertising is essential for marketing and raising product awareness among a variety of target audiences. This study suggests that to establish successful businesses and careers businesses to succeed in the market, they must select the appropriate marketing channels. According to the conclusions of this study, celebrity endorsements can be a successful marketing technique.

**MANAGEMENT IMPLICATIONS:**

The current study gives an insight to marketing managers on the specific dimension of a product to focus on. When making a decision, the importance of a celebrity endorser should be taken into account. Marketers can use it because it is likely to have a big beneficial impact on customer purchases intents. If other aspects of the marketing campaign are in place, these good buy intentions can be turned into actual purchases.

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