



Celebrity Endorsement of Cosmetics: a Study of Consumer's Perception and Buying Preferences

KEYWORDS

Celebrity endorsement, advertisement, buying preference

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ABSTRACT *Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. Marketers use celebrity to advertise the product to influence the purchase decision of consumers in order to increase their sales and market share. As it has been observed that celebrity element in the promotion of the product makes it more attractive and noticeable. Objective of this article is to examine the perceptions of young consumers towards celebrity endorsement, to observe the difference between male and female consumers in purchase of cosmetics endorsed by the celebrity. For the present study the primary data is collected by using questionnaire. The data is analysed by using statistical techniques and hypotheses are tested with the use of Z test and Chi-square test.*

Introduction –

Now a day's customers are exposed to the numerous advertisements. It is necessary for the marketers to attract the customers towards the purchase of the product. Advertisement is the very effective tool to inform as well as to influence the target customers. So to influence the purchase decision of customers, marketers use celebrities to endorse the product in the advertisements. Use of celebrities helps marketers to create unique ads which can create a positive attitude of the customers towards the product and influence purchase decision.

The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand. (Mukherjee, 2009)

Celebrity Endorsement is a way to get the brand noticed amongst the rush that is there in the market place. More and more companies prefer the celebrities of different fields in India like the cricketers, bollywood celebrities and other sports personalities to endorse their brands. Marketers spend enormous amount of money on celebrity endorsement contracts based on the belief that celebrities are effective spokespersons for their products or brands.

The research paper focuses on the study of consumer's perception and buying preferences towards cosmetics which are endorsed by celebrities. In this paper it is studied that which factors viz. trustworthiness, sense of similarity between customer and celebrity, familiarity, likability, relevance of celebrity to the product influence consumers while purchasing cosmetics.

Review of Literature -

There may be books and articles written on the subject of celebrity endorsement. In the context of the present research paper, the studies focusing on various aspects of celebrity endorsement and other issues are taken into

concern.

Mukherjee (2009) found in the research article that celebrity endorsed advertisements have overall influence on audience recall and purchase intention than non celebrity endorsed advertisements. The study also shows that consumers report higher self-brand connections for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. Celebrity endorsement effects are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects than brands that do not. In the case of aspirational celebrities, the positive effect of image congruency is stronger for those brands that are perceived to communicate something symbolic about the brand's user compared to those brands that do not.

Anjum et al (2012) concluded in their research article that consumers consider that celebrities are reliable, knowledgeable and are able to influence the demand of the products. Also the study concluded that the products endorsed by the celebrities have more market share. It is found that celebrity endorsement helps to enhance the brand image.

Chan et al (2013) found in the study that adolescents value the entertainment skills of celebrities. The adolescent replied that their most memorable celebrities were attractive, funny and expressive. In essence, the celebrities were able to transfer their entertainment value to the brand they were endorsing. The study revealed that positive images and congruence between image of celebrity and brand are important to adolescents. Also it is interpreted that the adolescents perceived that advertisements using celebrity endorsement influence consumers' brand awareness, brand perceptions, and consumption intentions.

Patel (2012) found in his Ph.D. study that the perceived image of celebrity endorsers had a positive impact on product buying behavior among the college students. It is also observed that compare to cricket celebrities; film stars have more influence on purchase intentions of college students. The college students admire and adopt the

celebrities into their own lives. The study also concluded that consumers were likely to take more notice of celebrity advertisements and thus it improves their level of product recall.

Yi and Priscilla concluded in their research project that as per the source credibility model, males' purchase intentions tended to be positively aroused by the celebrity endorsers who are experts and experienced in fashion. But sexy and beautiful celebrities are not able to trigger their purchase on fashion apparel products. For females, their purchases are relatively easier to be triggered by knowledgeable celebrities. On the whole, females' purchase intentions are easier to trigger by most of the attributes than males, especially attractive, beautiful and sincere celebrities. Trustworthiness and expertise of the celebrity endorsement is the most influential dimension that can positively trigger consumers' purchase intention.

The above review points out certain trends and gaps in research. It makes clear that a study of celebrity endorsement of cosmetics is done in Kolhapur City which has not been done earlier.

Research Objectives -

1. To examine the perceptions of young consumers towards celebrity endorsement.
2. To observe the difference among male and female consumers in purchase of cosmetics endorsed by the celebrity.
3. To elicit the consumers' source of information on cosmetics.
4. To study the factors that attracts consumers towards celebrity endorsement.

Scope and Limitation -

The research study is conducted to assess the perceptions of young consumers towards celebrity endorsement and to study the factors that attracts consumers towards celebrity endorsement. The study is conducted only for cosmetics. The data is collected from the youth especially college students. The study is conducted in Kolhapur city of Maharashtra state. The sample of 210 respondents is selected from various colleges situated in Kolhapur city on the basis of convenience sampling method to collect the data.

Hypothesis -

Preference of consumers for the cosmetics endorsed by celebrities is influenced by trustworthiness, sense of similarity between customer and celebrity, familiarity, likability, relevance of celebrity to the product.

There exists no significant difference among the male and female consumers towards the purchase of cosmetics endorsed by celebrities.

Research Methodology -

For the study both primary and secondary data are used. Primary data are collected through the questionnaire from the respondents. The questionnaire was prepared keeping in line with the objectives of the study. Five Point Likert scale was used to assess the response of the respondents. The ratings are given as follows -

Strongly Disagree - 1

Disagree - 2

Neutral - 3

Agree - 4

Strongly Agree - 5

Data collected is analysed by using percentage method. Hypotheses are tested by using Z test and Chi Square Test.

Secondary data is collected from the books, journals and internet. The study is conducted with the sample size of 210 young respondents. The convenience sampling method is used. The respondents are selected from the various colleges located in Kolhapur city.

Analysis and Interpretation of the Data -

Analysis of the primary data is done by using the percentage method. Hypotheses are tested by using Z test and Chi Square test.

Table No. 1 - Analysis of data-

Table No. 1 shows the analysis of the nominal data on the basis of percentage method.

Parameters	Responses	% of respondents
Gender	Male	50
	Female	50
	Total	100
Monthly Family Income	11,000 to 20,000	13.3
	21,000 to 30,000	12.9
	31,000 to 40,000	24.3
	Above 41,000	49.5
	Total	100.0
Frequency of exposure to the advertisements that feature celebrities	Often	45.2
	Sometimes	43.8
	Rarely	9.0
	Never	1.9
	Total	100.0
Attractive Ads	Celebrity Endorsed	70.0
	Non Celebrity Endorsed	30.0
	Total	100.0
Media considered most effective for celebrity endorsement	Television	78.6
	Newspaper and Magazine	12.9
	Internet	6.7
	Radio	1.9
	Total	100.0

Table No. 1 shows that 50% male and 50% female respondents are taken for the study. Majority of the respondents have family income more than ₹ 41,000 that they are from upper middle income group. Most of the respondents' i. e. 45.2% & 43.8% are exposed to the celebrity endorsed advertisement often and sometimes respectively. 70% respondents are of the opinion that celebrity endorsed advertisements are more attractive. Television media is considered as most effective media for celebrity endorsed advertisement by 78.6% respondents.

Reliability Test -

Reliability test is conducted by using Cronbach's Alpha. 9 items were tested.

Cronbach's Alpha - 0.812

The value of Cronbach's Alpha is more than 0.7 this shows that data used is reliable.

Hypothesis Testing -

Hypotheses are tested with the use of Z test and Chi-square test.

Table No. 2 – Z Test

Table no. 2 shows the Mean, Standard Deviation and values of Z test.

Sr. No.	Statements	Mean	S. D.	Null Hypothesis	Alternative Hypothesis	Z Test
1.	Trustworthiness of celebrity influence purchase decision	3.8810	0.78875	$\mu = 3$	$\mu > 3$	16.33
2.	The sense of similarity between customer and celebrity influence purchase decision	3.7857	0.89485	$\mu = 3$	$\mu > 3$	12.84
3.	Familiarity with the celebrity influence purchase decision	3.7190	0.87064	$\mu = 3$	$\mu > 3$	12.07
4.	Likability of the celebrity influence purchase decision	3.7524	0.79810	$\mu = 3$	$\mu > 3$	13.78
5.	Relevance of the celebrity to the product influence purchase decision	3.7048	0.97258	$\mu = 3$	$\mu > 3$	10.59

The hypotheses are tested at 5% level of significance. The critical value of Z 0.05 = 1.64

Table no. 2 shows that

- Value of Z is 16.33. Therefore accept alternative hypothesis i.e. Trustworthiness of celebrity influence purchase decision.
- Value of Z is 12.84. Therefore accept alternative hypothesis i.e. the sense of similarity between customer and celebrity influence purchase decision.
- Value of Z is 12.02. Therefore accept alternative hypothesis i.e. Familiarity with the celebrity influence purchase decision.
- Value of Z is 13.78. Therefore accept alternative hypothesis i.e. Likability of the celebrity influence purchase decision.
- Value of Z is 10.59. Therefore accept alternative hypothesis i.e. Relevance of the celebrity to the product influence purchase decision.

Therefore the hypothesis 'Preference of consumers for the cosmetics endorsed by celebrities is influenced by trustworthiness, sense of similarity between customer and celebrity, familiarity, likability, relevance of celebrity to the product' is accepted.

Table No. 3 – Association between gender and Purchase of cosmetics endorsed by celebrities.

Table No. 3 shows the association between gender and Purchase of cosmetics endorsed by celebrities.

Gender	Purchase of cosmetics endorsed by celebrities					Total
	Never	Not sure	Sometimes	Often	Always	
Male	15	22	42	11	15	105
Female	7	21	52	16	9	105
Total	22	43	94	27	24	210

From the above table it is found that majority of the male as well as female respondents purchase cosmetics endorsed by celebrities.

Chi square test- $\chi^2 = 6.422$

At 5% level of significance the critical value is $\chi^2_{0.05} (4) = 9.488$

$\chi^2 < 9.488$

Therefore the alternative hypothesis H_1 , 'there exists no significant difference among the male and female consumers towards the purchase of cosmetics endorsed by celebrities' is accepted.

Conclusion –

Celebrity endorsement has become an important tool for creating awareness about the product. Celebrities attract the attention, create interest in advertisement and create a differentiation. From the study it can be concluded that celebrity endorsement create an impact on consumer buying preferences for cosmetics. Celebrity endorsed advertisement are more attractive than non-celebrity endorsed advertisement. Television media is considered as most favorable media for celebrity endorsed advertisement. The study throws a light on the fact that both male and female prefer cosmetics endorsed by celebrities. It also reveals that preference of consumers for the cosmetics endorsed by celebrities is influenced by trustworthiness, sense of similarity between customer and celebrity, familiarity, likability, relevance of celebrity to the product. So advertisers are required to consider those celebrities for their product endorsement who are trustworthy, liked by consumers, familiar, and have relevance with product.

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