



**ORIGINAL RESEARCH PAPER**

**Management**

**Determinants of Effectiveness of Celebrity Endorsement in personal care products**

**KEY WORDS:**

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**ABSTRACT**

Celebrity endorsement in personal care products has acquired increasing importance in recent years where they are regarded as significant components of almost all advertisements. However, their effectiveness has not been sufficiently measured from the consumer's perspective. This study empirically examines factors which are critical to celebrities' effectiveness within the context of the Indian personal care products. A survey of 100 consumers was conducted and the results indicated that credibility and trustworthiness were the two most important factors determining celebrities' effectiveness. Based on these results, we concluded that celebrity's public image should be taken very seriously when adopting celebrities in product advertisement. The study concludes with an agenda for future research.

**Introduction**

The emergence of celebrity in personal care products industry in India is increasing day by day. Consequently, increasing number of studies have examined the ways in which celebrities are being used in promoting the industry's business with a view to providing useful information for effective decision making. However, despite the increase in research on celebrity endorsed advertisements in the industry, very few of these studies have investigated the typical qualities that determine the effectiveness of celebrity endorsed advertisement from the perspective of the customers. In this study, we propose an effective method for evaluating celebrities and identifying useful characteristics that is necessary for their effectiveness.

Huge money is spent annually by marketers on celebrity endorsements (Elberse & Verleun, 2012). Hence, the need to ensure that these endorsements are effective and provide returns on the investments made in them. This research is being undertaken to determine if some of the factors identified as crucial to the effectiveness of celebrity. Another aim of this research is to determine if celebrity endorsements are really effective.

Therefore, although the importance of this decision and the growing attention to celebrity endorsement has been very popular, few of these studies have attempted to investigate those factors that make celebrity endorsement effective. The main objective of this study is to identify factors or characteristics that most likely predict the effectiveness of celebrities in personal care products. In addition, the study also focuses on to understand the characteristics of effective celebrities.

The findings of this research will be useful to marketers as it will aid them in their selection of celebrity endorsers by stating the important characteristics that the celebrity must possess and also determine if the celebrity endorsements are worth investing in. Finally, this research will also provide a brief insight, by comparing the effectiveness of celebrity endorsements on social media.

**Conceptual framework and research hypotheses Credibility of celebrity and celebrity effectiveness in personal care products**

Celebrity credibility describes how well a celebrity is believed by the consumers. Credibility is very important in order to ensure that the celebrity is accepted among the customers. It requires that the organization uses a celebrity that is well accepted by the public and whose credibility is consistent and unique for each customer group. Purchase aspirations are created when endorsers can effectively create credibility about their association with the product and are perceived to really like and use the product (Erdogan, 1999 and Ohanian, 1991).

H1: Celebrity's credibility has a significant positive impact on celebrity effectiveness in personal care products

**Celebrity perceived expertise and advertising effectiveness**

The identification of celebrities with the right expertise enables organizations to select those celebrities that they thought are marketable significant and whom they believe will make meaningful contribution to the effectiveness of product advertisement. These celebrities have unique qualities and due to their value, will have products developed that will match their perceived value. It is immaterial whether the endorser possesses the expertise to endorse the product as long as the intended target market perceives it to be so (Erdogan, 1999). Daneshvary & Schwer (2000: 204) argue further that the perceived expertise of an endorser is seen as the most important component for endorsement to be effective

H2: Celebrity's perceived expertise has a significant positive impact on celebrity effectiveness in personal care products

**Trustworthiness and celebrity effectiveness in personal care products**

Trustworthiness refers to the dependability and consistency of a celebrity and can be relied upon by customers. Trustworthiness which is built on consumer's association with the endorsed brand has been considered an integral component of celebrity in personal care products. This is further correlated to ethnic issues, where likeability is likely to increase when using endorsers that are similar to the intended target market (Erdogan, 1999). It is more likely that the target audience would perceive the celebrity endorser as more likeable than the created spokesperson because of their familiarity with the target audience.

H3: Celebrity's trustworthiness has a significant positive impact on celebrity effectiveness in personal care products

**Celebrity's attractiveness and celebrity effectiveness in product advertisement**

Attractiveness plays an important role to enhance the celebrity effectiveness, the more the customer is attracted by the celebrity, the greater the possibility that his or her endorsement will be accepted by the customers. Therefore, one of the greatest achievements of celebrities in maintaining loyalty to an advertised brand is to build a strong image before the customers. Attractiveness is a function of credibility, which is necessary to develop proactively between the customer and the celebrity regarding the company's products or services. Thus, celebrity endorsement is strategically significant if the customers increase their expectations regarding the quality of relationship that may ensue from the dialogue. The success of celebrity endorsement depends on a number of factors, which trust is an essential part.

According to Erdogan (1999), attractiveness is the stereotype of positive associations to a person. Endorsers who are perceived to be attractive are more likely to lead to purchase aspiration. It is anticipated that attractiveness is an important factor when evaluating the effectiveness of an endorser. Schlecht (2003) indicates that the attractiveness of the spokesperson is important when creating effective messages.

H2: Celebrity's attractiveness has a significant positive impact on celebrity effectiveness in personal care products

**Methodology**

The target respondents were customers using personal care product from Northern Indian. The choice of this industry was necessitated by their increasing use of celebrity in advertising their various product offers in their promotional campaigns. A self administered questionnaire was developed by the researchers. In order to increase participation rate, these participants were then followed with an email and through phone call to ensure that they responded to the questionnaire items. For the study, 100 questionnaires were distributed. The respondents were selected by using convenience sampling technique. Five personal care products were selected randomly. The likert scale questionnaire was designed for collecting the data from the respondents. The instrument was also tested for reliability using Cronbach's reliability and the coefficients were as follows:

**Table 1. Reliability of scale**

Sr. No.	Variables	Cronbach's Alpha
1	Effectiveness of celebrity	0.89
2	Perceived Expertise of celebrity	0.72
3	Trustworthiness of celebrity	0.65
4	Attractiveness of celebrity	0.82
5	Credibility of celebrity	0.73

Table No. 1, shows the reliability coefficients of the scales range from 0.65 to 0.89, it can be depicted that instruments was reliable and could be further used for the study. Data were analyzed using descriptive and inferential statistics (Multiple regression analysis and tested at  $p > 0.05$ ).

**Analyses and Results**

The socio-economic and demographic characteristics of respondents reveal that most of the respondents were from business class (34.7%) followed by service class (28.9%), student class (20.9%), and others (14.5%). most of the respondents were from 18-25 age group category (34%). Furthermore, results show that 56.7% respondents were unmarried whereas 43.3% respondents were married. The income of the respondents lies between 20,001-30,000 and 26% respondents were from 20,001-30,000 income level group. Results also show that print media are playing a major role in providing information about personal care product to the respondents.

**Descriptive analysis Table 1:** Mean and S.D. of the variables Descriptive statistics in the form of arithmetic. Means and standard deviations were computed for the various dimensions assessed by the Celebrity effectiveness. The results are presented in Table 1. Table 1 indicates that the arithmetic means and standard deviation for the effectiveness of the Celebrity, Celebrity credibility, Celebrity perceived expertise, Celebrity trustworthiness and Celebrity attractiveness vary from a mean of 3.33 to 0.81

Variables	Mean	SD
Celebrity effectiveness	4.31	0.52
Celebrity credibility	4.29	0.51
Celebrity perceived expertise	3.33	0.81
Celebrity trustworthiness	3.39	0.78
Celebrity attractiveness	3.34	0.80

Pearson correlations were computed to determine relationships between effectiveness of the Celebrity, Celebrity credibility, Celebrity perceived expertise, Celebrity trustworthiness and Celebrity attractiveness. A one tailed test of significance was used

because the directions of the relationships were theoretically predictable. The results are presented in Table 2. Several moderate to strong correlations were found, supporting the hypothesis that Celebrity credibility, Celebrity perceived expertise, Celebrity trustworthiness and Celebrity attractiveness is positively related to effectiveness of the Celebrity. Note that all variables had positive correlation and the differences were ( $p > .01$ ).

**Table 2: Pearson correlations between effectiveness of the Celebrity and related variables**

Variables	1	2	3	4	5
Celebrity effectiveness	1	.43**	.15*	.11*	.25**
Celebrity credibility		1	.33**	.16**	.12*
Celebrity perceived expertise			1	.13*	.18**
Celebrity trustworthiness				1	.14*
Celebrity attractiveness					1

\*Correlation is significant at the 0.05 level.

\*\*Correlation is significant at the 0.01 level.

For the purposes of determining the extent to which the four dimensions affect the effectiveness of the celebrity's, the multiple regression analysis was performed. The results of the multiple regression analysis are presented in Table no.4. Results show that all the factors are positively affecting celebrity's effectiveness. Thus, every factor is significantly related to celebrity's effectiveness in personal care products.

**Table 4: Regression Coefficients.**

Variables	R2	R2 change	F	Sig.
Celebrity credibility	.64	.01	7.48*	.000
Celebrity perceived expertise	.36	.03	4.69*	.000
Celebrity trustworthiness	.33	.03	5.32*	.000
Celebrity attractiveness	.23	.01	4.19*	.000

Dependent variable: Effectiveness of the Celebrity

**Relationship between celebrity credibility and celebrity effectiveness in personal care products**

Results show that with an F value of 7.48, celebrity credibility has a significant positive association with their effectiveness. It can be said that as the credibility or public image of the celebrity increases, then their effectiveness in creating the desired advertising impact will also increase.

**Relationship between celebrity's trustworthiness and celebrity's effectiveness in personal care products**

Results show that with an F value of 5.32, Celebrity trustworthiness has a significant positive association with their effectiveness. The results show that there is a high positive relationship between the variables. It can be said that if the trustworthiness of the celebrity is high, then the probability of success will also be high.

**Relationship between Celebrities perceived expertise and effectiveness in personal care products**

Results show that with an F value of 4.69, Celebrities perceived expertise has a significant positive association with their effectiveness. The results show that there is a high positive relationship between the variables. It can be said that if the level of expertise exhibited by celebrity is high, then the probability of success will also be high.

**Influence of attractiveness on celebrity's effectiveness in personal care products**

Results show that with an F value of 4.19, Celebrity attractiveness has a significant positive association with their effectiveness. The results show that there is a high positive relationship between the variables. It can be said that if the attractiveness of celebrity is high, then the probability of success will also be high.

**Conclusion and Recommendations**

After conducting a research, we conclude that the characteristic of the celebrity's can positively or negatively affect celebrity

effectiveness towards the personal care products. This further means that celebrities with good public image will easily enhance product acceptance among consumers because of their perceived characteristics but poorly viewed celebrities are impediments to product advertisements success in the market place.

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