

# TO BUY OR NOT TO BUY: IMPACT OF CELEBRITY ENDORSEMENT: A STUDY IN DELHI NCR

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## ABSTRACT

It can be said that, "celebrity advertisement is a boon" for promotion of any product but the real question is, "are our consumers really influenced to buy products by such advertisements?" To find an answer a

study was conducted with the help of a well constructed questionnaire with 120 respondents. Today celebrity endorsement is gaining popularity but mostly celebrities help in getting the brand noticed rather than convincing the consumers. Apart from Bollywood and cricket celebrities there are some other famous personalities like sports persons, TV actors and business tycoons etc. who influence the consumers.

**Keywords:** Celebrity Endorsement, Bollywood Celebrity, Sports Celebrity, Delhi NCR

## TO BUY OR NOT TO BUY: IMPACT OF CELEBRITY ENDORSEMENT: A STUDY IN DELHI NCR

We call it a small world as everything is within reach. We are living in the age of globalization. Globalization has led to more competition. Companies are inventing new strategies everyday to counter their competitors. Kodak went bankrupt. RIM is losing market worldwide. So even the market leaders cannot sit and relax.

There has been a shift from the traditional selling concept to new holistic marketing concept (Datta, 2010). People say customer is king but customer has actually become emperor.

Marketers are continuously trying to figure out new ways to allure customers. Many marketers are finding tough to be in the market because of the rise of consumerism. Today's consumers are more aware and that's why move demanding. Marketers are trying to be more creative in their approach towards customers and hence they are trying to bring creativity in the sales process also and in this process celebrities are also being used as a tool.

Marshall et al. (2008) showed that since aspiration advertising is still enhancing the motivation to purchase and convinces the marketers to make a frequent use of attractive spokespersons.

Celebrity endorsement is also one unique promotion type wherein the marketers try to encash the popularity of the well known public figures.

## DEFINING CELEBRITY

Patra, Supriyo et al. defines "A celebrity is a person who is successful in his/her own profession, widely recognized in

the society and have a huge fan following and enjoy media attention."

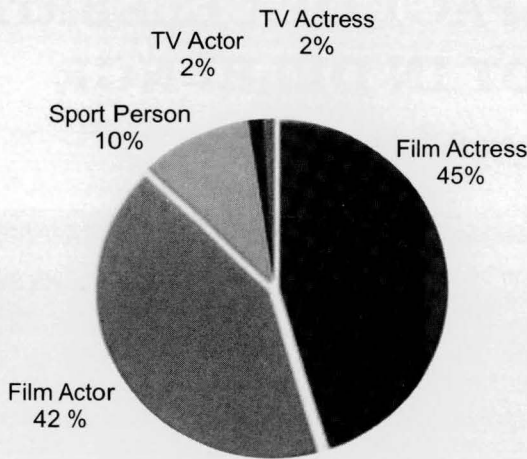
(Datta, 2010) A celebrity is a person who enjoys a greater degree of public interest, has a huge fan following and uses his charisma to allure the public. People may gain celebrity status as a result of a successful career in a particular field. While in the early years of post independence only film stars were deemed to be celebrities but now the word celebrity has widened its scope and is used for people from almost all the fields be it sports, politics, corporates etc. In general, common public tries to imitate the lifestyle of their favourite celebrity and this is the factor which forces the marketers to endorse the celebrities. Everybody tries to be rich and famous and in the process people try to live the lives of the celebrities.

## CELEBRITY ENDORSEMENT SCENARIO IN INDIA

Celebrity endorsement can be defined as the process where the company ropes in the celebs and uses their status in the society to promote their brand and in return pays them the agreed amount. In our country celebrity endorsement have gain quite a huge popularity in the advertising field. Almost all the major companies have celebrities as their brand ambassadors and through these brand ambassadors the companies try to connect with their target customers. Moreover, many experts believe that celebrities have a stopping power, so even if the customer is not buying the product but still the advertisement will still be able to grab the attention of the people because of the charisma of the celebrities. Statistics revealed out of the top 10 celebrities endorsement on TV in 2010 came 5 from the FMCG sector.

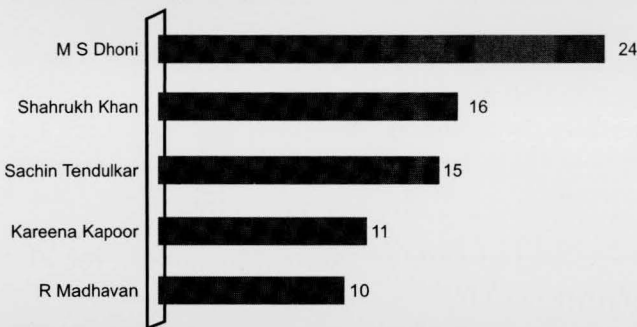
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Source: AdEx India (A Division of TAM Media Research)  
 Note: Figures are based on Secondages

The above graph shows the supremacy of bollywood in the advertisement industry. In 2010 bollywood accounted for 87 % of celebrity endorsement and out of which 45 % were female actors and 42 % male actors, where as the lowest were TV actors. In spite of the huge popularity of sports persons they were able to grab only 10% of the total endorsements. While in 2010 it was M S Dhoni, in 2011 SRK was the most visible celebrity in TV ads, followed by Katrina Kaif and Kareena Kapoor, according to a study by TAM (Ambwani, 2012)



Source: AdEx India (A Division of TAM Media Research)  
 Note: Figures are based on Secondages

On contradiction to above stats M. S. Dhoni a cricket celebrity had endorsed the maximum number of brands in 2010

### REVIEW OF LITERATURE

Jayant Sonwalker, (2011) conducted the study on the youth population aged between 18-30 of Indore City, with the sample size of 250. Bartlett test of sparcity and other statistical tools were applied using the SPSS software. The researcher has proposed a celebrity model using the AMOS software. Model proposed in the paper consisted of 3 constructed role models, argument, inspiration and image consideration. Finally the author has concluded that celebrity endorsement may initiate the process but

lacks the long lasting effect. Although in a country like India, celebrities, especially, bollywood, act as a major opinion leader but they also from fail to bring any credibility to the advertising message.

Datta, (2010) in his study revealed that, leading Indian celebrities endorse multiple brands and popularity and familiarity of the celebrity among the target audience are important factors which need to be considered by the advertisers and the advertising agency for selecting the celebrity.

Jain, Roy, Daswani, & Sudha, (2010) conducted a study, taking the study of McCracken (1989) as base, with an aim to identify the various modes in which celebrities were depicted. Data was collected from TV commercials downloaded from YouTube website for the time period 1995-2007. Study indicated that out of the four modes suggested by McCracken(1989) i.e. Explicit Mode, Implicit Mode, Imperative Mode, Co-present mode, Implicit mode is the most frequent mode. Furthermore the study also revealed that there was no clear correspondence between the product categories and the mode of celebrity present in the ads of these products. The research also proved that film celebrities have always dominated sports celebrities in terms of endorsements.

### OBJECTIVES OF THE STUDY

Although there have been many studies done on the celebrity endorsement area in Indian as well as in western context. But still the researcher wants to conduct a study in this area because less celebrity endorsement is the phenomena which has gained momentum only in the 21 st century as far as India is concerned.

The researcher hence is motivated to conduct this study, keeping the following objectives in mind:

1. To identify the impact of celebrity endorsement on customers
2. Comparison of Sports celebrities and Bollywood celebrities
3. To identify the most preferred mode of advertisement

### RESEARCH METHODOLOGY

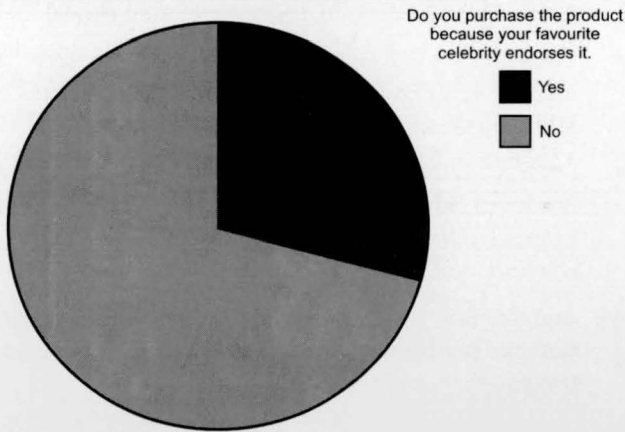
The research design that is followed is empirical in nature because empirical research is appropriate when proof is sought that certain variable affects other variables in some way. The study is conducted in the Delhi NCR as the city is very significant being the capital of India and having mixed cultural population. Simple random sampling is used for conducting the study. Total sample size is 120 for ages between 18-35 including both males and females. The data is collected with the help of questionnaire prepared by the researcher and administered on the

samples and the secondary data is sourced from books, journals, articles and the internet. The data is analysed with the help of SPSS tool.

**DATA ANALYSIS**

Do you purchase the product because your favourite celebrity endorses it.

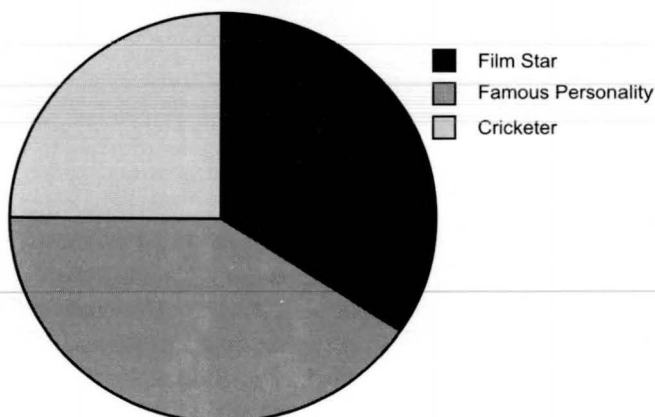
	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid Yes	35	29.2	29.2	29.2
No	85	70.8	70.8	100.0
Total	120	100.0	100.0	



Which Type of Celebrity endorsement persuades you personally to purchase products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Film Star	41	34.2	34.2	34.2
Famous Personality	49	40.8	40.8	75.0
Cricketer	30	25.0	25.0	100.0
Total	120	100.0	100.0	

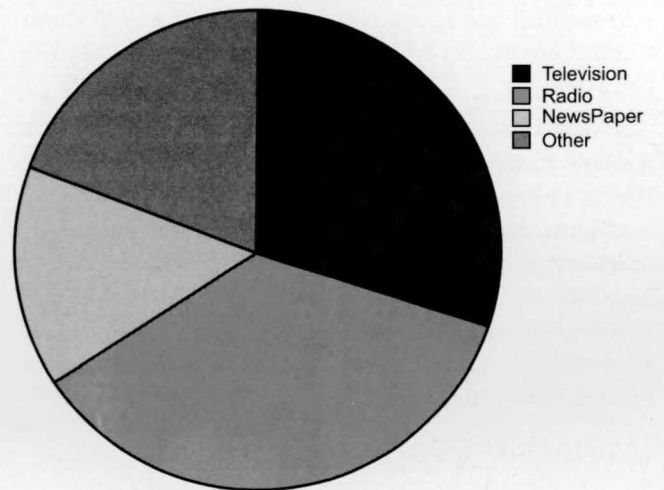
Which Type of Celebrity endorsement persuades you personally to purchase products?



What means of advertisement persuade you the most to purchase a Product?

	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid Television	36	30.0	30.0	30.0
Radio Personality	43	35.8	35.8	65.8
News Paper	18	15.0	15.0	80.8
Others	23	19.2	19.2	100.0
Total	120	100.0	100.0	

What means of advertisement persuable you the most to purchase a Product?



**DATA INTERPRETION**

Although huge amount is spent on advertisements by the companies with the notion that people get influenced by advertisements but our results show a different story altogether. Only 21% consumers said that they buy the product because their favourite celebrity endorses it while 71% consumers don't get influenced by their favourite celebrity when they make a purchase.

Although India is known for Bollywood and its craze for cricket but consumers have started following other well known figures from other fields also. While only 34% consumers preferred Bollywood celebrities, only 25 % get lured by cricketers whereas 49 % preferred other celebrities (other sports celebrities and TV personalities).

Today's marketers have many options to communicate to the customers but knowing the right mix is important for the marketers in order to reach the target audience. Although radio is primitive than television but 36% consumers preferred radio as compared to 30% for television. Only 15 % preferred newspaper and 20 % preferred other modes of advertisement.

## CONCLUSION

Although celebrities are perceived to be the role model and people try to imitate the celebrities and try to emulate them but as far as purchase is concerned not many people get influenced or convinced by them. Celebrities act like a show stopper or they may help the product get noticed but may not influence purchase decision. Ultimately it is the product quality which has to speak for the product.

Our country is crazy about Bollywood and cricket is like a religion which unites the country. Majority of the ads in India are shared among Bollywood celebrities and cricket celebrities. If we compare Bollywood celebrities with cricket celebrities number of brand endorsements are more by Bollywood celebrities. Apart from Bollywood and cricket celebrities there are some other famous personalities like sports persons, TV actors and business tycoons etc. which influence the consumers (as per our research).

Although television is so far considered to be the best medium to advertise a thing by most of the people but on the contrary our results show that radio has overtaken the popularity of television when it comes to preferred mode of advertisements. One of the prime reason behind this can be availability and access to large number of "FM Station". In a way it can be considered for corporates because radio advertisements are much less expensive compared to television advertisements.

## LIMITATION OF THE RESEARCH

As the project was required to be completed in the stipulated timeframe, the researcher was not able to give

ample of time to the study. This research could have been a comparative study among different states but due to geographical boundations of the researcher this study was limited to Delhi NCR only. To err is human, there can be biasness in the answers given by samples that cannot be overcome.

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