

A Study on Consumer Perception of Celebrity and Non-Celebrity Endorsement of Detergents in Bhubaneswar

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ABSTRACT

Endorsement is a form of brand communication in which a celebrity acts as the brand's spokesperson and verifies the business's claim and stance by lending his or her personality, reputation, social standing, or industry experience to the brand. Celebrity endorsement has typically been regarded to give a distinct differentiator in a market with a high proliferation of local, regional, and international businesses. A wonderful way to improve the effectiveness of your advertisement is through celebrity endorsement. A link between a product and a celebrity must be developed by marketers by looking at the type of product and celebrity. Popular celebrities, such as cricket players and movie stars, are worshipped as gods by their adherents. Despite the fact that consumers are growing more savvy and less receptive to the exaggerated promises made in the majority of advertisements, advertisers continue to focus on celebrities and their fame to promote their products. Using famous people in advertising means hiring a large number of famous people to advertise their respective businesses through a variety of media, including print, internet, and television advertisements. Each consumer can choose for himself whether these advertisements are effective. These are the most popular and successful types of advertising currently. Although there are many celebrities endorsing detergent businesses, there hasn't been much research on how consumers feel about celebrity versus non-celebrity endorsements. Marketers employ celebrity endorsement to aid with brand remembers, particularly during purchase scenarios. The scope and variety of advertising is rapidly expanding. Businesses are spending more money on celebrity advertising than they were previously. However, with shifting customer

preferences and attitudes, non-celebrity endorsement is sometimes more effective. There are detergent brands which are endorsed by celebrities such as Tide by AyushmanKhurana, Ariel by Anil Kapoor and SanjeevKapoor and Ghadi detergent by Amitabh Bachchan. Also there are detergent brands which are endorsed by non-celebrities like Surf Excel, Wheel, Rin etc. There was a time even Surf and Wheel detergents were endorsed by famous celebrities. In this paper we have attempted to find out the impact of celebrity and non-celebrity advertisements on purchase behaviour of consumers for detergents.

Keywords Purchase behaviour, Celebrity endorsement, Non-celebrity endorsement, Detergents, Advertisements

I. INTRODUCTION

Celebrities have been used in advertisements to sell products for over a century and the practise continues today. According to some research, celebrity endorsements are used in up to 25% of all commercials that are broadcast (Shimp 2000). In India, the situation is not much different. A long list of endorsements can be found on the resumes of athletes and movie stars. Celebrities are used to promote products ranging from cement to pencils. A famous person can have as many as 21 advertisements endorsing their products (Ad-Ex India Report 2007). As a result, celebrity endorsements have become a hot topic in India.

Marketers spend a lot of money on celebrity endorsement deals every year because they believe celebrities are good spokespersons for their products (Katyay, 2007). In today's world, celebrity endorsement is seen as a multibillion-dollar industry (Kambitsis and colleagues, 2002).

Various corporations are making arrangements with celebrities in the hopes of achieving a unique and relevant position in the minds of consumers by doing so (Temperley&Tangen, 2006). Regardless of the product type, celebrity endorsement is becoming more common in a variety of businesses.

Advertisements frequently feature celebrity endorsements. According to some estimates, a celebrity endorser appears in over 20% of all television commercials in the United States (Agrawal and Kamakura 1995). Some of the advantages of having celebrity endorsers include increasing the effectiveness of advertising in specific situations (Kamins et al. 1989), improving message memory (Friedman and Friedman 1979), and assisting in the recognition of brand names (Kamins et al. 1989). (Petty, Cacioppo, and Schumann 1983). Expert endorsements in advertising have been steadily increasing in recent years, though not as frequently as celebrity endorsements.

The "source credibility" research, which largely looked into figuring out the qualities of a celebrity source that affect the consumer in the communication process, is one of the most important lines of research in celebrity endorsements. Celebrity brand congruence studies are another prominent area of research. The "match-up" theory has been used to investigate the similarities or connection between the brand and the celebrity in congruence studies (Kamins 1990; Kamins and Gupta 1994; Kirmani and Shiv 1998; Misra and Beatty 1990; Mittelstaedt and Riesz 2000). Every star, once again, has a distinct personality. A portion of that is meant to rub off on the brand as a result of the endorsement.

McCracken's (1989) Meaning Transfer Model hints at this, but not directly. However, no consumer research has looked into this aspect of celebrity personality's impact on brand personality. The study aims to determine whether celebrity personality has an effect or not, and the following factors are included in the study:

- Celebrity physical attractiveness
- Celebrity – brand –risk
- Celebrity-Target audience match
- Celebrity is a brand user
- Celebrity-Brand match

II. LITERATURE REVIEW

In today's fiercely competitive environment, where consumer expectations and demands are continually rising, marketers are being forced to adopt more creative advertising efforts like celebrity endorsements to influence consumer brand choice and behaviour. Malhotra (2005) observed for the first time aggressive competition

between new players and big established businesses with the opening of the new Indian economy in 1991.

However, according to Kulkarni and Gaulkar (2005), a handful of the firms have undoubtedly grown without celebrity support. In India, Procter & Gamble advertised its 'Rejoice' brand with an everyday woman, which worked wonderfully. They reject celebrity endorsement, believing that consumers, particularly housewives, are more likely to identify with a regular person than with a celebrity. Lifebuoy, Close Up, Fevicol, and others are a few more examples.

According to Alsmadi (2006), there was a novelty in celebrity brand endorsement, which has now spread to become a multi-billion dollar industry in India.

According to Katyal (2007), there is a lot of potential for celebrity endorsement to be viewed as actually significant in India, causing customers to buy the product. He also claims that Shah Rukh Khan's successful sponsorships for three businesses, Santro, Clinic Al-clear, and Pepsi, demonstrate India's star power.

Weiss and Hovland (1952) One of the most explored areas, according to McCroskey and Young (1981), is "source credibility," which is related to Aristotle's "ethos." Source credibility is described as a receiver's attitude regarding a source of communication at a specific period. Three characteristics of source credibility have been found in the literature, particularly when the source is an individual: trust, expertise, and attractiveness.

According to Kamen, Azhari, and Kragh (1975), the celebrity chosen for the endorsement may be an expert in the product/related subject, such as Michael Jordan endorsing Adidas basketball shoes. However, it's possible that the celebrity isn't an expert. The celebrity may have a long-standing relationship with the product or brand.

Baker and Churchill (1977); Mowen and Brown (1981); Kamins (1990); Misra and Beatty (1990); Kamins and Gupta (1994); Till and Busler (1998, 2000); Bower (2001); largely studied the effects of physical beauty rather than McGuire's three components (1969). In effect, the study concentrated on physical attractiveness rather than overall attractiveness.

Objectives

1. To investigate consumer purchasing behaviour in response to celebrity and non-celebrity detergent endorsements.
2. To explore the effects of qualities such as credibility, attractiveness, expertise,

trustworthiness, and knowledge on customers' perceptions of celebrity and non-celebrity endorsers in ads.

Research Methodology

The study would be describing consumer purchasing behaviour in response to celebrity and non-celebrity endorsements for detergents. It will also get us a clear picture about the effects of qualities of celebrities such as credibility, attractiveness, expertise, trustworthiness and knowledge on customers' perceptions of celebrity and non-celebrity endorsements. A non-random

convenience sampling method has been used to select the respondents. People who were easy to reach were contacted in this study. For this a sample 300 respondents were considered from different regions of Bhubaneswar. In this survey a well-structured questionnaire is used to collect data. A z-statistical test is used to compare the variations between consumer perceptions of celebrity and non-celebrity endorsement. For carrying out Z test, the opinion of respondents have been collected on a scale of 1 to 7 (1 is low and 7 is high) towards celebrity and non-celebrity endorsements separately.

III. DATA ANALYSIS

Table 1- GENDER

Male	111	37%
Female	189	63%

Among the respondents numbers of female respondents are more. Female members are more attracted by advertisements than male members.

Table 2 - MARITAL STATUS

Married	171	61.70%
Unmarried	129	38.30%

From the above table, it can be seen that number of married people are more in comparison to unmarried. The study was conducted for celebrity and non-celebrity advertisements for detergents. So it is clear that married people are more attracted and they are the major user of detergents.

Table 3 - OCCUPATION

Student	74	24.67%
Professional	36	12%
Job	72	24%
Business	31	10.33%
Housewife	87	29%

Table 3 indicates that housewives are the major user of detergents followed by students and job class people. They are the people who are mostly affected by advertisements.

Table 4 - MONTHLY INCOME

<40,000	22	7.33%
40,001-60,000	126	42%
60,001-80,000	129	43%
> 80,000	23	7.67%

Most of the respondents belong to the income category of 60001 to 80000 followed by 40001 to 60000 which can be seen from Table 4. These two categories are mostly affected by advertisements.

Table 5 - z-Test: Two Sample for Means

	Variable 1(Celebrity Endorsement)	Variable 2(Non-Celebrity Endorsement)
Mean	5.373333	3.6
Known Variance	1.83	3.3
Observations	150	150
Hypothesized Mean Difference	0	
z	9.589088	
P(Z<=z) one-tail	0.000	
z Critical one-tail	1.644854	
P(Z<=z) two-tail	0.000	
z Critical two-tail	1.959964	

Table 5 is the output of Z test for two sample means. Here we have taken the following hypothesis:

H0: There is no significant difference between the mean ratings provided by the respondents for celebrity and non-celebrity advertisements of detergents.

The output from Table 5 depicts that the mean rating of celebrity endorsement is 5.37 whereas it is 3.6 for non-celebrity endorsement. The calculated value of Z is 9.58 and it is much greater than the table value of Z (One tail), 1.64 and Z (Two tail), 1.95. The p value in both the cases is 0.000 which is again less than 0.05. Hence the null hypothesis is rejected here. So there is a significant difference in the mean ratings provided by the respondents for celebrity and non-celebrity endorsement of detergents.

IV. CONCLUSION

Advertisements whether it is a celebrity endorsement or non-celebrity endorsement attracts almost everyone. In this study we have found that mostly female respondents are attracted by endorsements. It is also seen that respondents who are married are more attracted by endorsements than unmarried. Housewives and students are the ones who get attracted by endorsements mostly. We have also seen that the middle income category people are mostly attracted by advertisements. However we have taken only detergents into account here. Detergents in India are advertised by non-celebrities as well as celebrities. From the analysis of Z statistical test, it can be concluded that there is a significant difference between the opinion of respondents given for celebrity endorsement and non-celebrity endorsement. So celebrity endorsement and non-celebrity

endorsements do not equally attract customers, there is a significant difference between these two. Customers have an inclination towards the celebrity endorsements as compared to non-celebrity endorsements as far as detergents are concerned.

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