

CELEBRITY ENDORSEMENT: A STRATEGIC PROMOTION PERSPECTIVE IN FEMALE SKINCARE PRODUCTS IN TRIUVARUR DISTRICT

Mrs.D.Jegadeesh Shiney

*Research Scholar, Research Department of Business Administration
M.R. Government Arts College, Mannargudi*

Dr.T.Paramasivan

*Head, Assistant Professor, Research Department of Business Administration
M.R. Government Arts College, Mannargudi*

Abstract

The celebrity endorser is a panacea for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises. The star appeal however needs to be perfectly blended intelligently and strategically to reap the benefits and make brands .It serves as an aid to expedite recall and influence purchase. But can also be a nightmare unless accompanied by a powerful idea, effective and impeccable positioning A quantitative research is a method based on statistical data's gathering via questionnaires.

Keywords: *skincare market, Testimonial,*

Introduction

The modern world of marketing communication has become colourful with advertisements. It is an uphill task for the designer of an advertising campaign to differentiate itself from others and attract viewers' attention. In this modern age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. But even then, the glamour of a celebrity seldom goes noticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. So a celebrity is a person who grabs greater recognition of the common segments of the people and due to this uses this recognition in coming in various advertisements and letting customers knew about product (McCraken 1989).Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Strategic Positioning and effective communication are the two most important “mantras” guiding brand success in today's competitive marketing environment. Corporate are ensuring all possible efforts to promote their brands and to grab the customer's mind share. The impetus is on attracting the customer's attention and developing positive associations not just to influence recall but also to induce trial and eventually effect purchase decisions. In a market where advertising plays a vital role in coordinating consumer purchases, it becomes pertinent for companies to induct all possible measures to influence motivate and inculcate desire to purchase, in the customer through an effective advertising campaign. Theory and practice proves that

the use of superstars in advertising generates lot of publicity and attention. (Ohanian, 1991). The billion of dollars spent on celebrity endorsement contracts show that celebrities like LIZ Hurley, Britney spears and Tiger woods play an important role in the advertising industry. (DaneShvary and Schwer, 2000, Kambtsis et al.2002). It is estimated that the companies in US spent \$800 million in 1998 to acquire talent entertainers, athletes and other high profile personalities -to spot light in advertising, promotion and PR campaigns (Clark,Hastmann, 2003) In India advertisers pour crores of rupees every year into celebrity advertising. Think of Sachin Tendulkar -he means PEPSI in soft drinks, Boost in malted beverages, Fiat Palio in cars, TVS victor in two wheelers, Colgate Total in toothpaste, Britannia in Biscuits, Visa in credit cards, Airtel in mobile services and many more brands. The underlying question is if and how the lively interest of the public in “The rich and the famous “be effectively used by companies to promote their brands and consequently increase their revenues. As a first step to answer this question, this paper will examine the relationship between endorsements and brand there by unearthing risks and returns related to this strategy. In order to draw the relationship between celebrities, the brands they endorse and the perception of the people related to the two, models and concepts like source credibility, match up hypothesis ,model of meaning transfer and multi product endorsement would be discussed. The following paragraph will give a brief introduction into the topic of celebrity endorsement to provide a framework for later discussions. A firm that decides to employ a celebrity to promote its products or services has a choice of using the celebrity as:

Celebrity

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness .

Testimonial

If the celebrity has personally used a product or service and is in a position to attest its quality, then he or she may give a testimonial citing its benefits. For instance Aishwarya Rai endorses Lux by testifying the quality of the product as it forms a part of her consumption basket.

Endorsement

celebrities often lend their names to ads for product or services for which they may or may not be the experts For instance Sachin Tendulkar has been endorsing the Palio brand of Fiat.

Actor

A Celebrity may be asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement. For instance Sweta Tiwari of “Perna fame” (Kasauti Zindagi ki) enacts as a housewife for Nirma’s ad campaign. It has nothing to do with her on screen or off-screen image In fact she just enacts the character and expectations of a normal housewife from a detergent bar.

Spokesperson

A celebrity who represents a brand or company over an extended periods of time often in print and TV ads as well as in personal appearances is usually called a company’s spokesperson. The reason for using celebrities a spokesperson goes back to their huge potential influences. Compared to other endorsers, types, famous people achieve a higher degree of attention and recall. They increase awareness of a company’s advertising create positive feelings towards brands and are perceived by consumers as more entertaining Using a celebrity in advertising is therefore likely to positively affect consumer’s brand attitude and purchase intentions.

Review of Literature

Elif A. Ergin et al (2005), carried on a research study with view to determining brand loyalty among Turkish women with respect to skin-care products and enabling players to penetrate to the Turkish market and to shape marketing strategies. The results showed that there is a brand loyalty among Turkish women for cosmetic products.

Choi, Lee and Kim (2005) maintained that despite the importance of celebrity in marketing promotional strategies, there have been few studies of the different incidences of celebrity endorsement across the countries and they tend to be limited to assessing the frequency of appearance. This is an important omission since the percentage of advertisements worldwide that feature a celebrity has doubled in a little over a decade. Stated that differences in consumer dispositions towards celebrity endorsements are likely to lead to observed cross-cultural differences in the use of this technique. This brings to fore the importance of analyzing the celebrity endorsement process across different cultures.

According to Schiffman & Kanuk, 2004, four different views are considered for understanding consumer decision making process and behaviour. According to him first is ‘economic view’. According to this view point consumers gathered from various TV Add and words of mouth, newspapers, journals, magazines and websites.

Statement of the Problem

Due to keen competition and similarity of functions and sizes of products in the skincare market, consumers face problems in choosing the product they want. This has

pushed producers to adopt appropriate branding measures in order to differentiate and identify their products from competitors'. The study therefore intends to explore the practical influence of branding on the buying behaviour of consumers of skincare among the female gender

Objectives of the Study

- To analyse the perception of female consumers on the celebrity endorsement as a marketing strategy of skin care products.
- To study producers to adopt appropriate measures in order to differentiate and identify their products from competitors'.
- To find out the age group of female celebrities motivation and receptiveness to promotional media

Research Methodology

A quantitative research is a method based on statistical data's gathering via questionnaires, in order to know the general public tendency. The research is exploratory in nature Consumer survey method was adopted to develop an approach towards the problem so as to understand the consumer behaviour of this population towards skin care products. Closed ended questionnaire was administered through survey approach so as to address the problem exactly. This population is in the age group of 20-28. A conscious decision was taken to understand the behaviour of students. A total of 250 questionnaires was administered out of which 241 usable data has been analysed. Non probability quota sampling method is used.

Research Hypotheses

The study analyse the relationship with different factors associated with these skin care products in Thiruvavur district. The different factors associated with usage of these products are: Usage of various skin care product, Reasons for using skin care product, Things that are required in a skin care product and Brand of skin care product. The following hypotheses are verified:

- 1) H^0 : There is no relationship between gender and usage of various skin care product.
 H^1 : There is a relationship between gender and usage of various skin care product.
- 2) H^0 : There is no relationship between age group and reasons for using skin care product (consumer motivation).
 H^1 : There is a relationship between age group and reasons for using skin care product.
- 3) H^0 : There is no relationship between age group and things that are required in a skin care product (receptiveness to promotional media).
 H^1 : There is a relationship between age group and things that are required in a skin care product.

Table-1(Pearson Correlation-2-Tailed)

Correlation							
	Q1a	Q1b	Q1c	Q1d`	Q1e	Q1f	Q19
Q1a	1	.064	-.209**	-.257**	-.344**	-.131**	-.198*
		.331	.012	.013	.005	.140	.023
Q1b	.083	1	-.154	-.180*	-.362**	-.340**	.103
	.330		.070	.034	.005	.005	.230
Q1c	-.215**	-.152	1	-.222**	-.142	-.302**	.023
	.013	.070		.012	.090	.005	.830
Q1d`	-.270**	-.180*	-.220**	1	-.284**	-.080	-.175*
	.006	.035	.012		.005	.350	.039
Q1e	-.359**	-.361**	-.143	-.284**	1	-.085	.251**
	.005	.005	.090	.006		.326	.007
Q1f	-.125	-.337**	-.303**	-.080	-.085	1	-.066
	.142	.007	.006	.356	.326		.452
Q19	-.197*	.104	.024	-.176*	.257**	-.061	1
	.017	.228	.834	.834	.008	.447	

Table-2

Correlation							
	Q3a	Q3b	Q3c	Q3d	Q3e	Q3f	Q18
Q3a	1	.239**	-.082	-.0 23	-.199*	-.037	.093
		.009	.360	.857	.023	.717	.294
Q3b	.239**	1	.120	.042	-.012	-.068	.065
	.009		.162	.657	.938	.452	.461
Q3c	-.081	.120	1	.009	.345**	.067	.063
	.359	.162		.962	.006	.459	.486
Q3d	-.021	.042	.009	1	.386**	.077	-.039
	.857	.657	.962		.006	.459	.486
Q3e	-.197*	-.013	.344**	.386**	1	.343**	.009
	.023	.937	.007	.006		.006	.974
Q3f	-.36	-.066	.066	.079	.343**	1	.073
	.717	.452	.459	.368	.007		.407
Q18	.092	.067	.063	-.059	.009	.074	1
	.294	.461	.485	.682	.974	.402	

Table-3

Correlation							
	Q17a	Q17b	Q17c	Q17d	Q17e	Q17f	Q18
Q17a	1	.489**	-.016	-.064	.051	.298**	.116
		.007	.907	.467	.578	.007	.178
Q17b	.490	1	.219**	.064	.578	.008	.178
	.489**		.012	.467	.277	.032	.244
Q17c	-.016	.220**	1	.319**	-.046	.106	-.144
	.906	.013		.007	.614	.224	.089
Q17d	-.065	.064	.319**	1	.320	.036	.006
	.466	.466	.007		.007	.720	.997
Q17e	.052	-.095	-.047	.321**	1	.293**	.018

	.577	.276	.614	.007		.009	.881
Q17f	.298**	.184*	.104	.036	.234**	1	.168*
	.006	.032	.226	.721	.009		.049
Q18	.116	.102	-.144	.007	.019	.169*	1
	.178	.243	.090	.997	.882	.047	

Results and Discussion

1) By applying correlation analysis we found that out of six skin care product types, there is a relation between three product types with female gender and rest of the three product type does not show relationship with the female gender. The product types that is Facial forms, Sun creams and Fairness creams shows a positive significance level with gender and hence there is a relationship between these three products with gender. On the other hand, Day and Night moisturizing creams, Anti wrinkle creams and Eye creams does not show a positive significance level with gender hence there is no relation between these products with gender. By applying cross tabulation we found that females are more conscious while using the specific type of skin care product. Hence:

HNull 1 is partly accepted as; Z calculated < Z critical (α = .05)

2) By applying correlation analysis we found that there is a significant difference related to reasons for using skin care product with different age group people. By applying cross tabulation we found that 20 years to 28 years age group people uses skin care product for certain reasons. Hence:

HNull 2 is accepted as; Z calculated > Z critical (α = .05)

3) By applying correlation analysis we found that there is no significant difference related to receptiveness to promotional media with different age group people. Only celebrity endorsement shows a significance level of correlation with age group (as has been highlighted by the green area in Table 3. By applying cross tabulation we found that 20 years to 28 years age group people feel that celebrity endorsement is required for a specific type of skin care product. Hence:

HNull 3 is accepted as; Z calculated > Z critical (α = .05)

Conclusion

Any brand can get a celebrity. That is easy. But getting a celebrity consistent with the right brand, to the right degree, at the right time, for the right purpose and in the right way... that is not easy.” In this age of intense competition, where capturing a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers' attention. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value to the brand. While selecting a celebrity as endorser, the company has to decide the promotional. Beyond massages, women were more likely to opt for a facial treatment (57%) While three quarters of consumers felt under pressure to look good, less

than half said they tried to look stylish at all times. Women were evenly split on the topic, while 58 percent of those in the 20 - 28 age group were most likely to maintain their own standards of style. Moreover the respondents also strongly agree that celebrities bring brand equity. The research also indicates that celebrity endorsement helps in brand promotion to the products.

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