

Effect Of Celebrity Endorsement On Consumers Purchase Decision Towards Cosmetics

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Abstract

We all are consumers and we use numerous products and services to satisfy our needs similarly Cosmetic products sales are at their peak in the contemporary times. There are numerous factors which have a direct or indirect impact on consumer buying behaviour. Similarly, in the case of cosmetics, Organisations use various methods to promote their sales like advertisements on traditional media like Television, Billboards, newspapers, magazines etc and also on Social media platform like Youtube, Instagram etc with the help of Celebrity Endorsers. The aim of the Research paper is to find out effectiveness of Celebrity Endorsement as a Marketing Tool and to Study the usage of Celebrity endorsement in Cosmetics Industry.

Keywords: Celebrity, Endorsement, Cosmetics

Introduction

Celebrity endorsement is considered to be very effective method by the organizations for the sales of the products and generation of the revenue.

When it comes to appearance, looks people are more conscious in current times with the rise in the income of the people they are spending more on the purchase of cosmetics, as now people wants to look good they are concerned about their appearance so spending more on cosmetics.

Celebrity endorsements is also of different types one of the different types of endorsement is one-off endorsement in which the celebrity has to wear or use the organization's product for one event or just a post on the social networking website also works. Another type of endorsement is the unofficial deal in which there is no official contract between the organizations and the celebrity. what they do is they send the organization's products to the celebrity for free and they hope that the celebrity going to promote the products. But the celebrity not being paid for the promotion of the products so there is no surety that celebrity going to promote the product.

Another type of celebrity endorsement is long term deal where the organization consider a celebrity for promotion for a long term. So, the organization opt for the endorsement method as per their requirement.

Aviral jain (2019) reported If we talk about the presence of Celebrity Endorsement in India than it is very evident from the Advertisements on the television and on social media the celebrities can be seen very easily endorsing one or the other product in fact there presence can be felt on bill boards, newspapers, magazines and other such mediums.

Nearby fifty percent of the Advertisements comprises of celebrities promoting the product in the year 2010 a sudden expansion of celebrity endorsement has been noticed.

Literature Review

Impact of Celebrity Endorsement on Consumer Buying Behavior

Muhammad Amir Adam and Nazish Hussain (2017) in their Research Paper Impact of Celebrity Endorsement on Consumer Buying Behavior stated that the first and foremost characteristic of the Celebrity Endorsement is Credibility which consists of the Two elements that is Trustworthiness and Expertise. Consumers prefer buying those products which are promoted by those celebrities whom can be trusted and have expertise in their field. When these two conditions are met the celebrity is considered to be Reliable and the females prefer buying cosmetics endorsed by such celebrities.

The Second characteristic is considered to be Attractiveness and as per this research paper the attractiveness of the celebrity has no connection with the buying of the cosmetics as everybody knows they won't look like the one who is endorsing the cosmetic product has an image which goes along the product which he/she is endorsing.

The fourth characteristic states that many a times consumers think that cosmetics endorsed by the celebrities will make them more beautiful.

Rizwan Raheem Ahmed , Sumeet Kumar Seedani and Manoj Kumar Ahuja et.al (2015) in their research paper Impact of Celebrity Endorsement on Consumer Buying Behavior after going through the Paper we can say that Advertisements that comprises of the Celebrities are more liked and are considered to be Attractive than the Advertisements which does not comprises of the celebrity.

It is quiet evident from this Research Paper that their is a crucial relationship between the celebrity Endorsement and the buying behavior. Respondents conveyed that they prefer buying those products which are promoted by the celebrities. Physical Appearances and other such characteristics do matter a lot and celebrity endorsement enhances the sales of the products. Television is also considered to be best medium to view the Advertisements over Internet. So, it is clear that people have an influence of both media and celebrity endorsement in todays digital world.

Apporv Bafna, Prof. Pervin Gandhi and Avi Jain et al. (2016) in their research paper named Influence of Celebrity Endorsements on the Consumer Behavior for Facial Care Products have concluded that A Large Scale Research has been conducted and it has been found that most of the population uses products under Facial care category and only facial care products are deeply focused upon. A very high number of endorsers endorses such products. The Data has been collected from 400 Respondents. The very important fact that came out in the Limelight is that the celebrities doesn't play a vital role in sales of the products as they don't influence the buying behavior of the consumers.

In case of the Face washes just 2.5% influence on the consumers intention to buy the product and quality of the facewash, suitability to the skin are kept as priority while purchasing it.

Uttera Choudhary, Ankita Asthana (2015) in their paper Impact of celebrity endorsements on consumer brand loyalty: Does it really matters? Concluded that it is evident that Celebrities are used for endorsement purpose and to create a connection between the consumer and the product. But usage of celebrities for the promotion of the product alone does not help as various other factors are also their which needs to be considered like price of the product, it features. People are well aware that celebrities are being paid for the advertisements and the endorsements so they make the choice wisely. Maximum number of the respondents still prefer quality of the product and image of the brand over advertisements and such people don't want to switch from one product to another just because now the celebrity they like the most is endorsing some other brand. This ultimately proves there is no impact of celebrity endorsement on brand loyalty.

Fatima Zohra Chekima, Sued Azizi Wafa Syed Khalid Wafa and Rini Suryati Sulong (2018) in their paper The Impact of Celebrity Credibility on purchase intention of Cosmetic Products : The Moderating Role of Ethnocentrism stated that as the different countries and Organizations are coming up with different types of products that is same products but differentiating them with the help of Advertisements and one of the widely used method is taking help of the celebrities to endorse the products. Moreover with the expansion of the Market Nationally and Internationally the Ethnocentrism needs to be kept in mind.

Karuna Krishna Gauns , Subhash Kizhakanveatil Bhaskaran Pillai , Kaustubh Kamat et.al (2017) in their paper Impact of Celebrity Endorsement on Consumer Buying Behavior in the State of Goa stated that Celebrity

Endorsements can actually help the Organizations or the so called Marketers to know more about the consumers view about any Celebrity. Students came out to be in larger number so the study is contort towards them.

The Respondents know well that the claims that are made by the Celebrities are not true totally or in total so it is clear that factors like trustworthiness and expertise are not important for influencing the Consumer's decision to buy a Product. It is also identified from the study that there is a pre- eminence of the film celebrities in the promotional activities and very less or the fewer advertisements comprises of the sports personalities and the most crucial point that needs to be noticed is that 44% of the respondents know that the celebrities are not actually using the products promoted by themselves and 76% of the respondents buys the products which are advertised by the celebrities which they like the most so the organizations must opt for those celebrities who can create high in consumers mind. As per the Research 78% of the consumers does not pay any heed to the negative publicity of the celebrities and they go ahead and purchase the commodities endorsed by them so negative publicity have no impact on their buying behavior.

Chioma Dili Ifeanyiichukwu (2016) in his research paper Effect of Celebrity Endorsements on Consumers Purchase Decision in Nigeria stated that Usage of the Celebrities is one of the most common marketing strategy opted by the marketers in the contemporary times that is also because of the high level of the competition due to which the companies require the Ambassadors. Data is collected from 200 Respondents for this study from a University in Anambra state. It is quiet obvious from this Empirical study that for sure young adults gets influenced with the use of the celebrities in the Advertisements. Consumers makes the Celebrities their idol. Celebrity Endorsement is a good strategy for positioning the product in the eyes of the customer for a longer span of time and it is clear ruined image of the celebrity also affects the sale of the product or image of the product that celebrity is endorsing.

Muneeba khalid, Dr. Danish Ahmed Siddhiqui (2018) in their Research Paper Impact of Celebrity Endorsement on consumer buying behavior towards beauty soaps in karachi city concluded that the main aim of this research paper is to know about the influence of the celebrity endorsement of the buying habit of the consumers in case of the beauty soaps namely Lux and Dove. This particular research paper focuses on the three main aspects that is credibility of the Brand Endorser, emotional involvement of the brand endorser and effective communication that is celebrity should be capable enough to communicate all the information about the product to the people or the prospective customer.

So, this Research is conducted by taking responses of the 100 respondents in karachi city and after the analysis it is quite clear that is we consider the importance of the two factors that is credibility and the emotional involvement these two are not important to the customers alone but the third factor makes a huge big difference that is meaning transfer and particularly for the soaps, the use of the celebrity endorsers really matters a lot for the people who belongs to the karachi city. The main aim of these beauty soap companies is to convert these celebrity fans to the fans of the product endorsed by the celebrity and eventually making them a permanent customer.

Here in this particular research two soaps were chosen that is Lux and Dove and from the data which is collected through the questionnaire and the verbal interview it is clear that the people prefer Lux soap over Dove one biggest reason for this is that company is using strategy of celebrity endorsement since very beginning on the other hand Dove soap never opted for such strategy for the promotion purpose. The second reason is the climate of the Karachi City for which Dove is not suitable at all and the third reason is the price factor Dove is more expensive than Lux and another reason is that the soap Lux is used by both the genders that is male and females and the males resists from using the Dove soap because it feels greasy even after washing it away from the skin.

So, the conclusion drawn after this Research is that more or less the results are same in case of other areas of the world and attractive looks or popularity of the celebrities doesn't matter that much what matters the most is the communication methods of the celebrities the message should be conveyed in such a way that the customer can easily understand or gets to know about the details in an effective manner and the most important thing is this method is very effective at the subcontinental areas as it comprises of the young generation and for them celebrities matters lot as they are very trendy and follow the contemporary style and fashion.

Afsheen Khan and Samreen Lodhi (2016) in their Research Paper Influence of Celebrity Endorsement on Consumer Purchase Decision : A Case of Karachi concluded that We can notice from the study that the consumers deems the celebrities as an important factor in the Advertisements and for them the Advertisements without the celebrities are less reliable as compare to those which have presence of the celebrities. Consumers always go for the products which matches their image so most of the consumers prefer buying those products which are endorsed

by the celebrity of their choice. So there is an influence of the celebrities on the purchase decision of the consumers.

Effect of celebrity endorsement on purchase of Beauty Care products

Kodhai Nayaki N and Dr. Jayachandran R (2016) in their Research paper A Study on impact of endorsement of Celebrity on Purchase of Beauty Care Products stated that the main agenda of the study is to see the influence of the celebrity endorsers on the sale of the beauty care products or purchase decision of the consumers. The celebrity endorsement is considered to be a powerful tool and the consumers prefer buying those products which matches their personality and this they can easily make out from the celebrity who is endorsing the product. So as per this study celebrities have a great influence on the buying decision of the consumers.

Mrs. M. Mahalakshmi and Ms. S. Shanmugapriya (2015) in their study Impact of Celebrity Endorsement with Branded Cosmetic Products among the College students at Coimbatore stated that as we all know Advertisement is a type of Marketing Communication through which the Organization tells about their Product to the Customers or the Prospective Customers. If the Advertisements reaches the Customers or the Audience properly it leads to increase in the sales volume. Celebrity Endorsements plays a vital role in building the brand image developing Brand Equity. As per the students point of view if the quality of the product is good and the product is satisfying than only the celebrity can strengthen their decision of buying the Product.

Dr. Priyanka Yadav, Vivek Agarwal and Vivek Kr. Tripathi (2012) in their Research Paper stated that there is not a very big effect of male Celebrities on Endorsement of the Cosmetic Products. A systematic research needs to be conducted in order to manage this impact. Various Limitations were also there first of all the small sample size and quantitative method is being used which has its own drawbacks.

Bhavik U. Swadia (2018) in his Research Paper Impact of Advertisement on Buying Behaviour of the Consumers: study of Cosmetic Industry in Ahmedabad City stated that the Research is conducted in Ahmedabad City and the data has been collected from 200 Respondents and as per the study there are two variables which influence the buying behavior of the people but they are just the contributing factors.

These 200 Respondents from whom the data has been collected used different types of cosmetics of various brands. Cosmetic companies use Billboards and Hoardings in order to promote their products or can say cosmetics and such advertisements comprises of the enough information about the product through which customers can easily buy the product. Different hypothesis are being used the first one was used to check the relationship between the Advertisements and the Awareness in the minds of the Customers and the Results showed that there is a very clear relationship between these two that is people get to know about the cosmetics product by seeing the Advertisements.

The second Hypothesis tests relationship between Perception and Advertisement and it is clear that there is no Relationship between these two as advertisements cannot create perception about the product the cosmetic product specifically as these products are very sensitive from the customer's point of view as they use them on their skin once a customer is using a cosmetic product it is very hard for the customer to switch the Brand which he / she is already using.

The Third hypothesis was accepted which says that there is a relationship between Consumer Awareness and Perception. So, as per this research paper the cosmetic companies should use different Attractive Methods for attracting the customers and they should not only depend on the advertisements rather they should opt for different methods for promotion of their cosmetic product.

Palak Tahlani and Prof. Supriyo Patra in their Research Paper Perception of Ladies of Kolkata towards Celebrity Endorsement for Beauty Creams concluded that the consumers prefer L'oreal over other Brands which means high price doesn't matter much when it comes to quality and Celebrities who endorses the products doesn't play vital role at all. Consumers are well aware in the contemporary times and they don't give importance to the celebrities instead they pay attention to the product and its ingredients.

As per the Research conducted Madhuri Dixit is the number one still Olay is not highly preferred product instead L'oreal is so they don't give importance to the Celebrities. 80.41% Respondents said that they notice the Celebrities while seeing the Advertisements they also get to know about the brands with the help of Celebrities but they don't play any role while buying the product and 43% of the Respondents agreed that the Celebrities helps

in recognizing the Brands. The celebrities can build an image in the minds of the customers but while buying the consumers prefer quality not the Celebrities.

Effect of Celebrity Endorsement on consumer buying behavior of fast moving goods

Aradhana Pokharel and Binita Pradhan (2017) in their study Influence of Celebrity Endorsement on Consumers Buying Behavior of Fast Moving Goods in Kathmandu stated that the main agenda of this Research Paper is to see the impact of the celebrities' traits on the buying habit of the people living in the Kathmandu valley. The data is collected from the well organized Questionnaire and it is quite evident from the data analysis that people are well aware of the Celebrity Endorsement method used by the companies to promote their products and people gets positively influenced by such advertisements comprises of celebrity endorsement, cost, experience, quality, brand are ranked by the respondents and the results were rank 1 was given to brand rank 2 was given to quality rank 3 was given to cost rank 4 was given to celebrity endorsement and rank 5 was given to experience.

As we can see from the Ranks it is quite clear that brand of FMCG really matters a lot so it is a most dominant factor and gender has no relation in purchase of FMCG from the study itself it is very much evident that there is a big relationship between the different attributes such as Expertise, Attractiveness, Trustworthiness. This result is similar to the other studies result that is western study (chanian , 1991), (Baniya , 2017), but only difference was that

celebrities were not considered to be trustworthy. Involvement of the celebrities in the Advertisements have a huge impact on the minds of the customers and especially this strategy is actually mandatory for the firms whose image is tarnished so they can improve the image by using this method.

It is very much clear from this study that a correct and suitable celebrity for promotion is a thumbs up and this strategy works well for Nepal to promote fast moving consumer goods. Brand is one of the most important aspect so the companies should focus more on enhancing the brand value by taking help of the celebrities.

Impact of Celebrity Endorsement on Brand Loyalty

P.V.M.V.D Udovita and Mohamed Ismail Mujahid Hilal (2018) in their Research Paper Factors determining Celebrity Endorsement and impact on Brand Loyalty: A Sri lanka based study on Cosmetic Advertising stated that this Study was conducted in Srilanka and it focuses on the 5 elements or aspects of Celebrity Endorsement which needs to be kept in mind while opting for a Celebrity for Endorsement in Cosmetic Industry : Attractiveness, Activation, Multiplicity, Credibility, Congruency of Celebrity Endorsers. And at the same time the Organizations of the Cosmetic Products should specifically focus on the appearance, fan following, sex appeal of the celebrity who is Endorsing the Product. the limitations considered in this particular research paper are specific geographical and cultural backgrounds are not focused upon further this has been assumed that the customers are aware about the brand and sample size is 200 so, the result may be bias.

Objectives

1. To Find out Effectiveness of Celebrity Endorsement as a Marketing Tool.
2. To Study the usage of Celebrity Endorsement in Cosmetics Industry.

Research Methodology

The Data for the Research Paper has been collected from the Secondary Data Source that is from the various Research papers, Articles, Journals etc.

Discussion

From this Descriptive Study many results were expected but few were not as after reviewing various papers it is very much clear that

1. Involvement of the Celebrities have a huge impact on the minds of the customers.
2. A Suitable Celebrity as per the Product should be chosen for the promotion purpose.
3. Advertisements without the Celebrities are considered to be less Reliable by the Customers.
4. Young Adults gets influenced very easily from the Celebrities in the Advertisements and ruined image of the Celebrity affects the sale of the product.
5. 44% of the Respondents knows that the Celebrities are not actually using the products that they are endorsing.
6. 76% of the Respondents buys those products which are endorsed by the Celebrities which they like the most.
7. The Attractiveness or the Good looks of the Celebrities have nothing to do with purchasing of the Cosmetics. Everybody knows they won't look like that particular Celebrity after using that Cosmetic product.
8. Advertisement plays a Vital role for Promotion of the Cosmetics. Only usage of the Cosmetics can create perception the Advertisement cannot create one.
9. The Organizations of the Cosmetic Products should specifically focus on the Appearance, Fan Following, Sex Appeal of the Celebrity who is endorsing the Cosmetic Product.
10. High price doesn't matter much what matters the most is the quality of the product.
Now a days more importance is given to the quality of the product and its ingredients.

So the customers are aware and they cannot be fooled by the organizations by making false claims or by involving celebrities in promotional activities.

Conclusion

The main aim of this Research Paper was to find out effectiveness of celebrity endorsement as a marketing tool and to study the usage of the celebrity endorsement in cosmetics industry and after going through several research papers different facts came into limelight. As we all know the level of competition is quiet high in each and every sector and in this research paper we are talking about the cosmetics products specifically and there is a clear lot of competition. So many national and international brands are their which deals in cosmetics so they need to opt for different strategies in order to sell their products and to earn profits at the same time for the survival. One of the such strategies is the advertisement of the cosmetics and the organizations take help of the celebrities in order to endorse their products. As we all know communication is really important on the part of the organizations so that more and more people get aware about their product and different information related to the product like its price, specialty etc.

For the young generation the celebrities are like role models they like to copy their style statement and various other things. It is also very clear from the research paper referred here in this study that ruined image of a celebrity have a very bad impact on the sales of the product and people prefer buying those products more which are endorsed by the celebrities rather than those which are not they feel such products are quiet reliable.

Another important thing which came into limelight was that just a presence of the celebrity in the advertisement doesn't matter a lot what matters the most is the other factors like price of the product, features, suitability to the skin, recommendation etc.

Attractiveness of the celebrity endorsing the cosmetic product doesn't matter as all consumers know well that it's not necessary that the celebrity endorsing the product is using the same product.

Advertisements does play a vital role but promotion of the cosmetic products cannot create a perception in the minds of the consumer only usage of the cosmetic products can create perception even a high price doesn't matter to the consumers when it comes to quality. The consumers don't want to sacrifice on quality of the cosmetic products.

The organizations should focus on the appearance, fan following and other such factors while choosing a celebrity to endorse their product.

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