

EFFECTIVENESS OF CELEBRITY ENDORSEMENT IN BRAND RECALL AND BRAND RECOGNITION

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ABSTRACT

Day by day consumers are exposed to thousands of voices and images in magazines, newspapers, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the wonderful and different attributes of the product at hand. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. In this process, the companies employ celebrities from a particular field to feature in its advertisement campaigns. The promotional features and images of the product are exactly matched with the celebrity image, which tends to persuade a consumer to fix up his choice from a range of brands. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and pleasant qualities and companies plan that these qualities are transferred to products via macro activities. Furthermore, because of their reputation, celebrities serve not only to create and maintain attention but also to achieve high recall rates for messages in today's highly cluttered environments. The consumer tries to consume a brand which has the maximum fit with his/her own personality/image. The celebrity endorser fits in between these two interactions, where he tries to bring the image of the product closer to the expectation of the consumer.

KEYWORDS: Brand, Celebrity endorser, Consumer, Celebrity Image, High recall.

INTRODUCTION

The challenge of the marketer is to find a hook that will hold the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing strategy. 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 attraction of a celebrity seldom goes unseen. Every celebrity, through their performance, creates an impression on society. On this basis people associate different attributes such as trustworthiness, reliability, credibility, likeability, attractive etc. with different celebrities. When such a celebrity endorses a product, the attributes associated with that celebrity is transferred to the product. This has a strong impact consumer's attitude towards brand, their purchase intentions and many other aspects (Erdogan, 1999)

CELEBRITY ENDORSEMENTS ARE IMPELLED BY VIRTUE OF THE FOLLOWING MOTIVES

- Instant Brand Awareness and Recall.
- Celebrity values define, and refresh the brand image.
- Celebrities add new dimensions to the brand image.
- Instant credibility

OBJECTIVES

1. To study the effectiveness of celebrity endorsement among the consumers.
2. To study the effectiveness of celebrity endorsement in Brand recall
3. To analyze the factors that affects the consumer's attitude in Quick brand recognition.

LITERATURE REVIEW

Atkin and Block, 1983; Sherman, (1985). Advertisers also believe that celebrities may also generate extensive public relations leverage for brands, thus improving their communicative. When used appropriately, celebrity endorsers can serve as a valuable role in developing brand equity and enhancing a brand's competitive position ability

Friedman and Friedman (1979) the instant recognition can assist consumers in achieving an emotional tie with the endorsed product as the celebrity is quickly recognized while "cutting through" the clutter of other advertisements. The implied preference is the assumption that if consumers already like the work that the celebrity does (film, television, sports, etc.), then these consumers will also like the products that the celebrity likes. Finally, as some celebrities are considered "cool", the endorsed product in turn, should be "cool" and form a competitive advantage through credibility. This competitive advantage is shown in a study comparing celebrities, "experts" and "typical consumers" in advertisements; "the celebrity endorser was most effective in sustaining brand-name recall and recall of the advertisement" in print advertisements.

Friedman, Termini and Washington(1977) Companies can still have effective advertisements if any type of endorser is used though; it was found that any endorser, celebrity or not, leads to "higher taste expectations, intent-to-purchase and believability than did the control advertisement which had no endorser".

Angela Byrne, Maureen Whitehead, Steven Breen (2003) study the process of transference of celebrity images to the product's image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place

recognizes and consumers associate themselves with the image of a celebrity endorser is explored.

LIMITATIONS OF THE STUDY

1. Due to paucity of time and cost constraint the study was confined to Chennai city only.
2. The study has been conducted based on the responses of the selected respondents in Chennai city. Hence the inferences, findings of the analysis need not hold good totally for Chennai city as a whole or the country at large.
3. The study was limited to the 50 responses of consumers in Chennai. More responses would have made an extensive study possible.
4. The study covered only select FMCG products.

RESEARCH METHODOLOGY

- Type of Research: Exploratory Research
- Type of Sample: Random sampling
- Respondents: With an intention to fulfil objectives, the data was collected, tabulated and analyzed. To analyze the opinion and reaction towards the Effectiveness of celebrity endorsement in Brand Recall and Brand Recognition the general public were selected.
- Sample size: 50
- Data collection method:
- Primary Method: Structured questionnaire
- Secondary Method: Journals and magazines
- Tools used for analysis:
- Percentage Analysis

DATA ANALYSIS AND DISCUSSION

DEMOGRAPHIC DETAILS

TABLE 1

TABLE SHOWING THE GENDER DETAILS OF THE RESPONDENTS

Gender	Respondents	percentage
male	25	50
Female	25	50
Total	50	100

(Source: Primary data)

TABLE 2

TABLE SHOWING THE AGE DETAILS OF THE RESPONDENTS

Age	Respondents	percentage
21-30	22	44
31-40	11	22
41-50	17	34
Total	50	100

(Source: Primary data)

TABLE 3

TABLE SHOWING THE INCOME DETAILS OF THE RESPONDENTS

Income	Respondents	percentage
Below 10,000	15	30
11,000-20,000	18	36
21,000-30,000	17	34
Total	50	100

(Source: Primary data)

TABLE 4

TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational Qualification	Respondents	percentage
Diploma	8	16
Degree	24	48
PG degree	18	36
Total	50	100

(Source: Primary data)

TABLE 5

THE IMPACT OF CELEBRITY ENDORSED ADVERTISEMENT IN BRAND RECOGNITION

OPINION	Max	Min	Total
Satisfied feel of the right choice of the FMCG product endorsed by a celebrity	32	18	50
Truth in the testimonials given by the endorsement	37	13	50
Celebrity endorsed advertisement creates better brand recognition	36	14	50
Celebrity based advertisements enhances the buyer's belief	32	18	50

(Source: primary data)

From the above table it is clear that celebrity endorsement creates better brand recognition and it also enhances buyer's belief when the right celebrity endorsing the product.

TABLE 6

THE OVERALL EFFECTIVENESS OF CELEBRITY ENDORSED ADVERTISEMENT AMONG THE CONSUMERS

Factors	Max	Min	Total
Favourite celebrity’s presence in the advertisement	40	10	50
Overall impact of the advertisement creates Brand awareness	35	15	50
Advertisements induces purchase intention	37	13	50
Advertisements creates awareness about the FMCG goods	32	18	50

(Source: Primary data)

From the table it is found that the celebrity endorsed advertisement creates brand awareness among the consumers and it is also induces consumers to buy the products. Therefore it is concluded that celebrity endorsed advertisement create more effect in Brand recognition.

TABLE 7

THE FACTORS THAT AFFECT THE CONSUMER’S ATTITUDE TOWARDS CELEBRITY ENDORSED ADVERTISEMENTS IN BRAND RECALL

Factors	Max	Min	Total
celebrity endorsed advertisement captures the consumers attention	34	16	50
celebrity endorsed advertisement created a long lasting impact in the consumers’ minds	29	21	50
Better recall at the point of purchase	36	14	50

(Source: Primary data)

From the above table it is found that celebrity endorsed advertisement created long lasting impact in the minds of the consumers and it also have high brand recall impact at the point of purchase. It is further concluded that celebrity endorsement are positively related.

FINDINGS OF THE STUDY

Celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the FMCG's at the time of purchase. The purchase attitude change of consumers is influenced by the celebrity endorsement factors, like better brand recognition more weight age, truth in testimonials, and satisfied feel.

CONCLUSION

It is concluded that Celebrity endorsement definitely create an impact in the purchase attitude of consumers. In spite of the economic advantage of using relatively unknown personalities as endorsers in advertising campaigns, the choice of celebrities to perform that role has become universal practice for brands competing in today's cluttered media environment. There are several reasons for such extensive use of celebrities. Because of their high profile, celebrities may help advertisements stand out from the surrounding clutter, thus improving their communicative ability. Celebrity endorsement if used effectively, makes the brand stand out, galvanize brand recall and facilitates immediate awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity.

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