

## A STUDY ON THE EFFECTIVENESS OF CELEBRITY-ENDORSED ADVERTISEMENTS IN COSMETICS PRODUCTS: A STUDY WITH SPECIAL REFERENCE TO GREATER CHENNAI

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### Abstract

Advertisement is a vital source of communication for most business enterprises. A world with multiple product choices made companies reach consumers to identify the product differentiation only through proper advertisement. Among various advertisements, celebrity endorsing the product is most popular and widely adopted. Even though celebrity endorsers favorably influence various brands worldwide, the alluring of multiple endorsement contracts often brings unwelcome consequences, and consumers question endorsers' real motives. In India, the cosmetic sector is one of the significant divisions; changing lifestyles and growing attentiveness contributed to an important development in India's cosmetic business. This study intended to examine the effectiveness of a celebrity endorsement in buying decisions of cosmetic products among consumers in Chennai. The study primary and secondary data employed. The study adopted the Convenience Sampling Method. The sample size of the study is 473. The study used simple frequency distribution, a one-sample t-test, and Structural Equation Modeling. The study results also mentioned that the celebrity ads greatly enhance the cosmetic products' image and create the attention for the decisions. Furthermore, the study results also exhibit that the celebrity ads provide the unique recognition in my mind of cosmetic brands. Subsequently, the results also point out that celebrity-endorsed products create brand loyalty. Overall, the consumers are felt that the celebrity endorsement ads of cosmetic products significantly influence credibility, congruence, the expertise of the cosmetic products among the consumers in the study region.

***Keywords: Celebrity endorsements; Advertisements; Buying decisions; and Cosmetic Products***

### INTRODUCTION

Advertisement can be traced back to the commencement of recorded history. The archeologists researched in different continents worldwide, announcing various signs of events used by multiple establishments in the past era (Schwarzkopf, 2011; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2019). Advertisement is a vital source of communication for most business enterprises. A world with multiple product choices made companies reach consumers to identify the product differentiation only through proper advertisement (Tremblay & Polasky, 2002; Zipporah & Mberia, 2014). Among various

advertisements, celebrity endorsing the product is most popular and widely adopted (Erdogan, Baker, & Tagg, 2001; Schimmelpfennig, 2019). However, various critical factors determine consumers purchasing behavior. One such factor is endorsers' credibility and image, especially in luxury and ornamental products (Belk, 1988; Erdogan B. Z., Michael J. Baker, 2000; Jamal & Goode, 2001; Sirgy, 1982). Even though celebrity endorsers favorably influenced various brands worldwide, the alluring of multiple endorsement contracts often brings unwelcome consequences, and consumers question endorsers' real motives (Bailey & Cole, 2004). Aaa result concept of celebrity endorsement comes into the picture. In 2009, Domino's Pizza featured its CEO and employees to endorse their determination of product improvement due to an avalanche of criticism from various consumers.

Similarly, a successful endorsement can be seen in Dollar Shave Club. The advertisement was Co-founder of the company Mike Dubbing staged himself and employees who appeared in the ads. In India, some of the leading marketers of cosmetic products appearing in their advertisements to endorse their products gained immense popularity and acceptance.

In India, the Cosmetics Products Market is segmented by product type, category, and distribution channel. Based on product form, the marketplace is segmented into Color Cosmetics and Hair Styling and Coloring Products. Based on the allocation channels, the market is segmented into Hypermarkets/supermarkets, Specialty Stores, Pharmacy and Online Retail Stores, and Other Distribution Channels. Changing lifestyles and growing attentiveness contributed to a important development in India's cosmetic business. It was approximation to be valued at about 20 billion U.S. dollars in 2020, led by bath and shower products. A preponderance of the market was conquered by the unorganized subdivision, much like the rest of India's FMCG and retail sectors. Offline sales accounted for a superior share than online channels, although the concluding proverb a significant growth rate in recent years. Based on the business's potential in the cosmetic industry, the consumers have the vast opportunity to avail themselves the different category cosmetic products quickly. Today's consumers are expecting and looking for a more profound sense of engagement and trustworthy information. When a brand discloses is conveyed by the promoter of the establishment of internal authority, it creates a sense of influence and belief among consumers, which is lacking in the regular advertisement. These successful stories emphasize consumers' perception of personal believes before acknowledging any advertisement or endorsements.

Based on the theoretical model built upon various literature, when most of the researchers examine the role of celebrities in product endorsement based on credibility, attractiveness, and product congruence ( Gauns, Pillai, Kamat, Chen, & Chang, 2018; Paul & Bhakar, 2018) this study significantly examines the influence of celebrity endorsement and its effects on consumer buying intention products. However, many researchers have proved the role of celebrity favored advertisement effectiveness in different products, including ornaments(Hani, Marwan, & Andre, 2018; Hsu & Mcdonald, 2002; Kaikati, 1987; La Ferle & Choi, 2005). The celebrity endorsement concept temptations consumer-based on their attitude towards the brand and purchase intention(Muda, Musa, Mohamed, & Borhan, 2014; Zeitoun, Michel, & Fleck, 2020).

This study intended to examine the effectiveness of a celebrity endorsement in buying decisions of cosmetic products among consumers in Chennai. The study considers consumer interest in advertised products, credibility, expertise, trustworthiness, attractiveness, etc. Furthermore, research also extended existing literature on celebrity and celebrity endorsement effects in different category products and services (Muda et al., 2014; Reidenbach & Pitts, 1986; Zeitoun et al., 2020).

In order to fill the gap, this research aims to theoretical a framework to understand the importance of the celebrity endorsement credibility, knowledge, and experience in influencing the effectiveness and impact of cosmetic products advertisement. The current study also intended to explore the efficacy of celebrity-endorsed advertisements in cosmetic's products: a study with special reference to greater Chennai city.

## LITERATURE REVIEW

In the globalized era, organizations are allowed to start a business anywhere in the world. The promoters of any organization's ultimate purpose are to establish the business well and capture the market share. The marketing department of any organization has a core responsibility to promote the brands and retain the organization's market share. Due to hectic completion among the marketers for promoting their brands in the market, the markets create effective advertisements. The marketers use celebrity-based advertisements to reach the customers. A significant portion of celebrity endorsement draws consumers' attention and adds value to a company, brand, or product. Advertisers use celebrities as they increase the appeal of ads. The presence of stars in advertisements creates attractiveness and attentiveness, brings credibility, and makes the ads memorable (Chan & Fan, 2020).

Celebrities have been generally accepted for advertising activities as they can provoke attitudinal and enthusiastic responses (Jin, Muqaddam, & Ryu, 2019). A Celebrity endorser has the capability to inducement attention of the customer towards the product (Tanjung & Hudrasyah, 2019), increase perceptibility of the promoted merchandise, and influence the buying judgment of the intended spectators "The foundation credibility model collected of celebrity trustworthiness, expertise, and attractiveness appears to detention the three most excellent significant foundation effects on buying intentions, brand attitudes, and attitudes towards the advertisement(Zhu, Amelina, & Yen, 2020). Recall of the merchandise is indispensable for slight purchase movement. This can be accomplished by the convention of celebrities in ads and hence the motive for wide spread usage of celebrities. Bowman (2002) stated that celebrity endorsements lead to a higher level of degree of a product recall. There is also observed evidence that celebrity endorsement produces greater recall for both the endorsed brand and the ads (Atkin and Block, 1983). Systematic studies have also exposed that celebrity endorsers constructively influenced significant ads effectiveness measures: attitudes on ads, brand, and buying (La Ferle & Choi, 2005; Petty et al., 1983). Furthermore, celebrity endorsement method has the competence to generate an image for product complete meaning transfer (McCracken, 1989). For these benefits, companies are intense to pay enormous volumes to have celebrities endorse their brands in the ads.

Soliciting celebrities is an established method in advertising and marketing (Kaikati, 1987). The three factors: credibility, appeal, and power It may impact a person's buying conclusion, both positively and negatively.

Buyers perceive celebrities as more good-looking, i.e., likable, and therefore are more effortlessly recognizable. (Kelman, 1961). Celebrities are considered to be practiced and trustworthy than non-celebrities (Ohanian, 1990). As important, consumers distinguish with celebrities and adopt the 'things' they say about the endorsed products.

Pornpitakpan (2004) established that various studies assumed designate that perceived foundation credibility has some degree of influence on communication effectiveness. In advertising background,

such credibility is frequently associated with model or an endorser (Ohanian, 1990, 1991, Friedman & Friedman, 1979; Patzer, 1985;), the advertiser (MacKenzie & Lutz, 1989), the advertisement (MacKenzie & Lutz, 1989), corporate credibility (Goldsmith, Lafferty & Newell, 2000a; Lafferty & Goldsmith, 1999, Newell & Goldsmith, 2001), or web credibility (Choi & Rifon, 2002). Source attractiveness, credibility, and the appropriate between the endorser and the endorsed product are investigated by Kok Wei, K. , and Li, W.Y. (2013). Their findings indicate that source attractiveness and credibility are energetic for celebrity endorsement effectiveness. Nevertheless, the fit between the endorser and the product is not originating to be significant. But the fit has an indirect effect on consumers' behavioral intentions via the shared variances with foundation attractiveness and credibility. Rojan Baniya stated that the physical beauty, source credibility know-how, and celebrity brand match-up positively affect developing attitudes towards the brand.

Nevertheless, only physical attractiveness and celebrity brand match-up are connected with buying intention. The relationship among celebrity endorser source effects and effectiveness in advertising proves to be an essential element. Clinton Amos, Gary Holmes & David Strutton summarizes the relationship, and the results suggest that the negative celebrity information can be highly detrimental to an advertising movement. The source credibility composed of celebrity trustworthiness, expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes, and attitudes towards the advertisement.

While user-brand and brand-celebrity personality congruence has a key effect on brand attitude and purchase intention, the celebrity-user congruence does not affect (Debasis Pradhan, Israel Duraipandian & Dhruv Sethi, 2016). Further, brand attitude is found to be fractional mediator on the association between the pair-wise personality congruence on Brand Purchase Intention.

To be successful, a celebrity endorser should have the reputation and credibility to draw interest (Miciak & Shanklin, 1994), create awareness about the endorsed product, and influence the purchase decision of the targeted audience (Ohanian, 1990). In addition, celebrity endorsers have often been chosen on the grounds of their appeal to benefit from a dual influence of both celebrity status and physical attraction (Erdogan, 1999; Ohanian, 1990).

Celebrity endorsement is likely to gain greater exposure and recall, raise brand recognition, and build favorable emotions about brands (Solomon, 2014). This indicates that the usage of celebrities in advertisements conveys the brand message, and consequent endorsement of the brand may create brand loyalty among consumers.

## RESEARCH METHODOLOGY

The study is focused on assessing the effectiveness of celebrity-endorsed advertisements in cosmetic products in greater Chennai. The study primary and secondary data employed. The secondary data was collected on celebrity endorsement, advertising, the effectiveness of celebrity ads, and cosmetic products evolution and usage by the customers in the study area. Based on the secondary data outcome, the following hypothesis was framed.

## HYPOTHESIS

H1: Celebrity Endorsement Ads has a significant impact on consumer buying decisions of cosmetic products in the study area

H2: Celebrity Endorsement Ads creates the credibility of cosmetic products

H3: Celebrity Endorsement Ads creates the Congruence of cosmetic products

H4: Celebrity Endorsement Ads creates the expertise of cosmetic products

**Purpose:** The study's goal is to determine the effectiveness of celebrity-endorsed advertisement's in cosmetic's products: a study with special reference to greater Chennai

**Population:** The study's population is the consumers who purchased the cosmetic products.

**Sampling Technique:** Convenience Sampling Method

**Sample Design:** 500 questionnaires were circulated among the consumers in the study region. Out of 500 questionnaires, 480 filled questionnaires are returned. Out of these questionnaires, seven questionnaires were rejected due to irrelevant information provided in the questionnaires. Finally, 473 questionnaires were used for the final study.

**Statistical Tools used:** Simple frequency distribution, one-sample t-test, and Structural Equation Modeling

## RESULTS AND DISCUSSION

**Table 1**

### Demographic Profile of Respondents

(*n*=473)

Demographic Profile	Frequency	Percent
Gender		
Male	172	36.4
Female	301	63.6
Age (Years)		
Up to 25 Years	73	15.4
26-35 Years	170	35.9
36-45 Years	150	31.7
Above 45 Years	80	16.9
Marital Status		
Married	246	52.0
Unmarried	227	48.0
Educational qualification		
UG	163	34.5
PG	171	36.2

Professional	139	29.4
Annual Income		
Up to 3 Lakhs	122	25.8
3.1-5.0 Lakhs	243	51.4
Above 5 Lakhs	108	22.8
<b>Occupation</b>		
Government	119	25.2
Private	169	35.7
Profession	90	19.0
Business	95	20.1

**Table 2**

### Purchase Place of Cosmetic Products

Purchase Place of Cosmetic Products	Frequency	Percent
Nearby shops	120	25.4
Local retail outlet	146	30.9
Branded Cosmetic shops	207	43.8
<b>Total</b>	<b>473</b>	<b>100.0</b>

**Celebrity Advertisement influencing towards the Purchase of Cosmetic Products among the Customers in the study area**

**Table 3**

### Results One-sample t-test for Celebrity Advertisement influencing towards the Purchase of Cosmetic Products

	<i>(n=473)</i>	
	Mean(SD)	t(p-value)
Ads influencing towards the Purchase of cosmetic products	3.17(.803)	4.580 (<0.001**)

**Customer Perception towards the Cosmetic Products Celebrity Advertisements**



**Table 4**

**Results of One-sample t-test for Customer Perception towards the Cosmetic Products Advertisements**

	(n=473)	
Perception	Mean(SD)	t(p-value)
Celebrity Ads enhances Product's Image	3.17(.981)	4.019(.000)
Celebrity Ads Create more attention/interest to view	3.35(1.247)	6.361(.000)
Celebrity Ads provides unique recognition in my mind about a brand	3.16(1.353)	2.719(.007)
Celebrity endorsement Ads delivers a good Brand value to the product	2.78(.905)	4.412(.000)
Use of Celebrity endorsements Advertisement improve the Brands of Cosmetic Products	3.15(.927)	3.733(.000)
Celebrity Endorsed Brands strive to be loyalty	3.31(1.189)	5.897(.000)
Celebrity Ads carry more weightage to the cosmetic products Brand	2.82(1.110)	5.642(.000)
Celebrity endorsement advertisement brand gets my attention more than the Other brand being advertised by celebrities	3.15(.952)	3.637(.000)

**Customer Attitude towards the Cosmetic Products Celebrity Advertisements**

**Table 5**

**Results of One-sample t-test for Customer Attitude towards the Celebrity Endorsements Ads**

	N=473	
Attitude	Mean(SD)	t(p)
Celebrity endorsements ads increase the value of their endorsed brands of cosmetic products	3.22(1.274)	3.989(.000)
Celebrity endorsement ads image and value increase their endorsed brand of cosmetic products	3.24(1.474)	3.774(.000)
Brand cosmetic products are more favorable	3.43(1.142)	8.671(.000)
Celebrity endorsement is more attractive for the purchase of cosmetic products	3.54(1.348)	9.064(.000)
Celebrity ads could gain consumers attention easily for buying attitude of cosmetic products	3.22(1.275)	3.918(.000)
Celebrity endorsement is one of the mainly effective methods of cosmetic products brand building	3.23(1.476)	3.591(.000)

## STRUCTURAL EQUATION MODELING

SEM is used to examination the proposed hypothesis. The hypothesized model of the study is there is a significant impact of celebrity endorsement towards the purchase intentions of cosmetic products. The designed model presented the relationship among Credibility, expertise, Congruence, celebrity endorsement of a brand, and purchase intention. The model used observed endogenous variables and observed exogenous variables. Besides, the model used unobserved, exogenous variables. The variables included observed, endogenous variables, i.e., Buying Intentions, Credibility, Congruence, and Expertise. The unobserved, exogenous variables are, i.e., celebrity endorsement. To further discuss the results of the structural equation modeling, Table 6 shows the estimates of the research model and its goodness-of-fit indices. The model fit results indicate that the CMIN/DF: .409, p-value: 0.522. The p= value is >0.05. Therefore the proposed model is fit. The results confirmed a significant impact of celebrity endorsement towards the buying intentions of cosmetic products. The other parameters, namely GFI, CFI, and AGFI values, are >0.9. The study suggested that if the Index value is greater than 0.9 and if RMSEA values are less than 0.05 it indicates the model is fit and accepted.

**Table 6: Results of the Model**

Parameter	Results
CMIN/DF	0.429
p	0.512
GFI	0.999
AGFI	0.995
CFI	0.994
RMSEA	0.000**

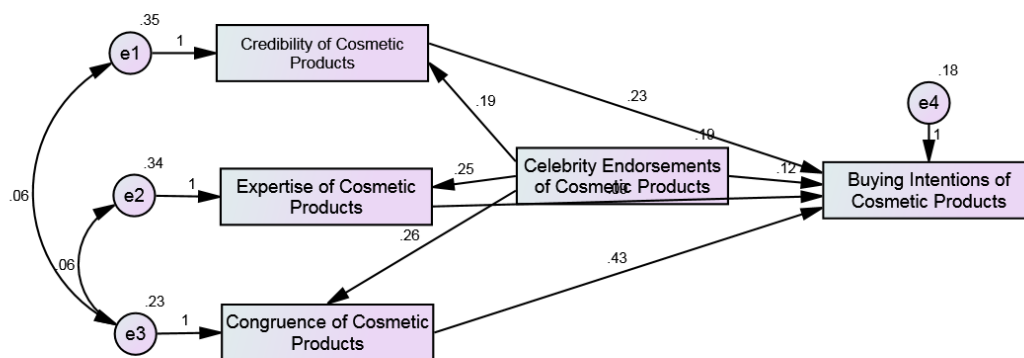
**Table 7: Results of Hypothesis**

Endogenous variables	E x o g e n o u s variables	Estimate	S.E.	C.R.	P	Decision
The credibility of Cosmetic Products	<---	.190	.062	3.073	0.002**	Supported
The expertise of Cosmetic Products	<--- C e l e b r i t y E n d o r s e m e n t	.251	.061	4.097	<0.001**	Supported
Congruence of Cosmetic Products	<--- A d s o f C o s m e t i c P r o d u c t s	.262	.051	5.145	<0.001**	Supported
Buying intentions of Cosmetic Products	<---	.123	.046	2.695	0.007**	Supported



Buying Intentions of Cosmetic Products	<---	Credibility	.233	.034	6.928	<0.001**	Supported
	<---	Congruence	.431	.042	10.350	<0.001**	Supported
	<---	Expertise	.092	.034	2.727	0.006**	Supported

**Figure Impact of Celebrity Endorsement**



## DISCUSSION

Table 1 reveals the demographic profile of respondents. Out of 473 customers, the majority, 301(63.6%), are female, and 172(36.4%) are male. Regarding the age classification of customers, the majority, 170(35.9%) of the customers, are in the age group between 26-36 years. It is followed by 36-45 years (31.7%), >45 years (16.9%), and up to 25 years (15.4%). Marital status concern, 246(52%) of the respondents are married, and 227(48%) are unmarried. Regarding the educational qualification concern, the majority, 171(36.2%), of the respondent's educational background is post-graduation, followed by 163(34.5%) of the respondent's educational qualification is under-graduates and 139(29.4) of the respondents are professionals. In connection with the annual income of the respondents, majority 243(51.4%) of the respondent's annual income is 3.1-5.0 Lakhs, 122(25.8%) of the respondent's annual income is up to 3 Lakhs, and 108 (22.8%) of the respondent's annual income is above Rs.5 Lakhs. Regarding the occupation, most 169(35.7%) of the respondents' are working in private organizations. It is followed by 119(25.2%) respondents working in government organizations, 19% are professional, and 20.1% are

engaging themselves in their own business.

Table 2 describes the majority of the respondents, 207(43.8%) are prefer to buy cosmetic products from branded cosmetic outlets. Besides, the results point out that 97(18.6%) of the respondents preferred to buy the 30.9% of the respondents prefers to buy the cosmetic products from a local retail outlet and, and 120(25.4%) of the respondents preferred to buy the cosmetic products from neighboring shops from locally familiarized merchants.

Table 3 shows the results of a one-sample t-test for celebrity ads influencing the purchase of cosmetic products. The mean and Standard deviation for celebrity ads influencing the purchase of cosmetic products is 3.17 & 0.803. The study also reveals the t & p-value is 4.580 (<0.001). The p-value is <0.01. Therefore the study confirmed that the celebrity ads are significantly influencing the purchase of cosmetic products among the Customers in the study area

Table 4 describes the results of a one-sample t-test for Customer Perception towards the celebrity ads of cosmetic products in the study region. It is identified from the above table-4, the entire statements related to customer perception towards the celebrity ads are <0.01. It indicates that the customers have a positive perception of the celebrity ads on cosmetic products. The study results also exhibit that celebrity endorsement ads are significantly attracted customers. The ads create the brand image and positive intention about the cosmetic products. The advertisement also creates the brand recall, trust, and creditability of cosmetic products. Overall, the study concluded that celebrity ads are significantly influencing customers to purchase cosmetic products.

Table 5 indicates the results of the one-sample t-test for Customer Attitude towards the cosmetic products celebrity ads. The study results indicate that the p-value for whole statements of customers' attitude towards the celebrity ads of cosmetic products is <0.01. Therefore, the study confirmed that the customers positively favor the celebrity ads on cosmetic products in the study area.

## **H<sub>1</sub>: There is a significant impact of celebrity endorsement ads on buying decisions of cosmetic products in the study region**

It is observed from the SEM results, the t & p-value for the impact of celebrity endorsement ads on buying decisions of cosmetic products is 2.695 & 0.007. The p-value is <0.01, based on the results, the proposed hypothesis supported and concluded that there is imperative impact of celebrity endorsement ads on consumer buying decisions of cosmetic products in the study region.

## **H2: Celebrity Endorsement ads of cosmetic products significantly influencing Credibility**

In the context of above hypothesis, the calculated t & p-value is 3.073 & 0.002, the p-value is <0.01. Therefore the proposed hypothesis supported and concluded that the celebrity endorsement ads of cosmetic products significantly influence creditability among the consumers in the study region.

## **H3: Celebrity Endorsement ads of cosmetic products significantly influence the expertise of cosmetic products**

Regarding the above hypothesis, the outcome model indicates that the t & p-value is 4.097 & <0.001. The p-value is <0.01. Therefore the study inferred that the framed hypothesis supported and concluded that the celebrity endorsement ads significantly influence the expertise of cosmetic products among the consumers in the study region.

## H4: Celebrity Endorsement ads of cosmetic products significantly influence on Congruence of cosmetic products

In connection with the above hypothesis, the outcome model indicates that the t & p-value is 5.145 & <0.001. The p-value is <0.01; the study inferred that the framed hypothesis supported and concluded that the celebrity endorsement ads significantly influenced the Congruence of cosmetic products among the consumers in the study region.

## CONCLUSIONS

The study focused on assessing the effectiveness of celebrity-endorsed advertisements in cosmetics products, with special reference to greater Chennai. It is observed from the survey, 43.8% of the consumers are purchased cosmetic products. The study also described that celebrity ads are significantly influencing to buying of cosmetic products. The study results also mentioned that the celebrity ads greatly enhance the cosmetic products' image and create the attention for the decisions. Furthermore, the study results also exhibit that the celebrity ads provide the unique recognition in my mind of cosmetic brands. Subsequently, the results also point out that celebrity-endorsed products create brand loyalty. In addition, the results also exhibit that the celebrity ads make a positive attitude among the consumers. Overall, the consumers are felt that the celebrity endorsement ads of cosmetic products significantly influence creditability, congruence, the expertise of the cosmetic products among the consumers in the study region.

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