

**A STUDY ON CELEBRITY ENDORSED ADVERTISEMENT
EFFECTIVENESS TOWARDS COSMETIC PRODUCTS WITH SPECIAL
REFERENCE TO NORTH CHENNAI**

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ABSTRACT:

Marketing starts with the consumer and ends with the consumer. Satisfaction of consumers becomes the most important goal of a business enterprise. Cosmetic products no longer a means of luxury. They have become a necessity in urban living. Nowadays it is necessity in rural also. A study has shown that one spend about ten percent of ones income on buying these products. There has been a steep increase in the disposable income of consumers, in particulars of the middle class, which constitute the major percentage of buyers in the Indian market as the life styles of people has changed considerably. Due to this tremendous increase in the demand for the cosmetic products, several brands have entered the market. The manufacturers design their products based on the specifications and expectations of the consumers respectively, which may or may not satisfy them. Depending on the expectations regarding quality, price and other related features of cosmetic products, buying Pattern varies from one person to other. Moreover, the market is changing to a buyers market with consumers having a wide choice. The study mainly focus on the celebrity endorsed advertisement effectiveness on the performance of cosmetic products.

INTRODUCTION:

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy which uses a celebrity's fame or social status to promote a product, brand or service, or to raise awareness about an issue. Marketers use celebrity endorsers in hopes that the positive image of the celebrity endorser will

be passed on to the product's or brand's image. Non-profit organizations also use celebrities since a celebrity's frequent mass media coverage reaches a wider audience, thus making celebrities an effective ingredient in fundraising. Celebrity branding or celebrity endorsement of a company's product is effective largely because celebrities have the potential to reach a large number of prospective consumers. *Reach* can be loosely defined as the number of people that have seen and/or heard the brand's intended message at least once. If a company is considering using celebrity branding to market their product, they probably are wanting to reach the largest number of potential consumers, rather than reach a small number of consumers more frequently. A celebrity's reach can be demonstrated in measurements such as the number of followers of a celebrity's social media accounts such as Facebook, Instagram, Twitter, and Snapchat. A-list celebrity can potentially reach millions of consumers with a single post. The advertising industry, as a whole, has the poorest quality-assurance systems and turns out the most inconsistent product (their ads and commercials) of any industry in the world. This might seem like an overly harsh assessment, but it is based on testing thousands of ads over several decades. In our experience, only about half of all commercials actually work; that is, have any positive effects on consumers' purchasing behavior or brand choice. Moreover, a small share of ads actually appear to have negative effects on sales. How could these assertions possibly be true? Don't advertising agencies want to produce great ads? Don't clients want great advertising? Yes, yes, they do, but they face formidable barriers. So, the client must craft a sound strategy for its brand, based on facts, not wishful thinking and self-delusion. The client must carefully define the role of advertising in the marketing plan and set precise communication objectives for the advertising. What exactly does the client want the advertising to convey, to accomplish? Agencies are too often asked to create advertising in an informational vacuum. Agencies are not miracle workers. Once strategy and positioning alternatives are identified and tested, the strategy should be locked down and rarely changed thereafter.

REVIEW OF LITERATURE:

Antioco, M et.al (2012) In the last several years, marketers have started to use “nonidealized” models in advertisements (i.e., “Dove's Campaign for Real Beauty”). Little is known, however, about the effects of “nonidealized” advertising on

consumers and whether this type of advertising—when compared to idealized advertising—is truly beneficial for the branded products promoted in these ads. Based on a sample of 347 French women exposed to either idealized or “nonidealized” models, the authors established that the way these advertising models have an effect on brand responses—specifically, the attitude toward (and the purchase intention of) a brand—operates through a dual-process model. When a viewer had a high sense of self-esteem, it was crucial that both processes be understood simultaneously: the effect of the portrayed model's body image on the brand responses can be suppressed by the model-evaluation process. The authors also note that consumers' ages influenced the self-evaluative process following a quadratic function. Their place of residence (i.e., urban versus rural) influenced the self- and model-evaluation processes.

Wood, O. (2012) This paper proposes a new model for how advertising works and how it should be measured. It seeks to demonstrate the importance of measuring emotional response to advertising and illustrates the flaws in conventional pre-testing measures of persuasion, cut-through, and message receipt. Drawing on empirical data, it shows how an emotional model of advertising and emotional measurement can lead to greater effectiveness and efficiency and to better planning and decision making.

OBJECTIVES OF THE STUDY

- To evaluate the celebrity endorsed advertisement effectiveness on the turnover of cosmetic products.
- To identify the decision maker in the family of consumers and the influencing factors which lead to the purchase of selected cosmetic products.
- To find out the effective media of sales promotion which influence the cosmetic product users.
- To find the out the customer satisfaction and to analyse the sales potential of the selected cosmetic products.

RESEARCH METHODOLOGY

The study is descriptive in nature; relevant data has been collected from both primary and secondary source of information. . Random sampling method was used to collect data from 120 respondents in North Chennai. The data was collected through structured questionnaire which was divided into two parts respondents were asked to reveal their personal characteristics in the first part of the questionnaire i.e. age, education, income, marital status and second part to contextually fit the retail industry, the validated retail service quality scale and celebrity endorsed advertisement effectiveness. The Secondary Data were collected from various journals, articles, research report etc.

RESULTS & DISCUSSION:

Demographic Profile of the Customer and their Satisfaction Level towards Celebrity Endorsed Advertisements

Level of customer satisfaction towards celebrity endorsed advertisements is most influenced by the demographic profile of the respondents which includes age, education, income level, marital status of the respondent.

Table 1 Demographic Profile of the Respondents

		FREQUENCY	PERCENT	HYPOTHESIS
Age	Below 20 years	12	10	F value is .145 , p = .933 (i.e. p >0.05) Not Supported
	21 - 35 years	84	70	
	36 - 45 years	10	8.3	
	Above 45 years	14	11.7	
Equation Qualification	UG	32	26.7	F value is 3.043, p = .032(i.e. p >0.05) Supported
	PG	62	51.7	
	Professional	14	11.6	
	Others	12	10	
Marital Status	Single	87	72.5	t value is .609, p = .544(i.e. p >0.05) Not Supported
	Married	33	27.5	
Monthly Income	Below Rs.15000	40	33.3	F value is 2.972, p = 0.35 (i.e. p>0.05) Supported
	Rs.15,001 to Rs.20,000	27	22.5	
	Rs.20,000 to Rs.25,000	31	25.8	
	Above Rs.25000	22	18.4	

From the above presented table, it is interfered that

- Out of 120 respondents, 80% of the respondents are below 35 years followed by 20% of the respondents are in the age group of 35 - 45 years and above 45years. The ANOVA test is performed to identify the significant differences between age group of the respondent in relation to effectiveness of celebrity endorsed advertisements on cosmetic products. The result indicated that there is no significant difference in the mean score of the different age group in

relation to effectiveness of celebrity endorsed advertisements on cosmetic products F value is .145, $p = .933$ (i.e. $p > 0.05$).

- Out of 120 respondents, 51.7% of the respondents are post graduate, 26.7% were graduates followed by 11.6% were done professional courses and 10% of them done other courses such as diploma, schooling etc. The ANOVA test is performed to identify the significant difference between education qualifications of the respondents in relation to effectiveness of celebrity endorsed advertisements on cosmetic products. The result indicated that there is significant differences in the mean score of the different education qualification of the respondent in relation to effectiveness of celebrity endorsed advertisements on cosmetic products, F value is 3.043, $p = .032$ (i.e. $p > 0.05$)
- Out of 120 respondents, 72.5% of the respondents are single and the remaining 27.5% were married. The independent sample t test was performed to identify the significant differences in marital status of the respondents with respect to effectiveness of celebrity endorsed advertisements on cosmetic products. The result indicated that there is no significant difference between marital status and effectiveness of celebrity endorsed advertisements on cosmetic products of the respondents t value is .609, $p = .544$ (i.e. $p > 0.05$).
- Out of 120 respondents, 33.3% of the respondents monthly income is below Rs.15000, followed by 25.8% respondents monthly is between Rs.20,000 to Rs.25,000, 22.5% monthly income is between Rs.15,001 to Rs.20,000, and the 18.4% of the respondents monthly income is above Rs.25000. The ANOVA test is performed to identify the significant differences between Monthly incomes of the respondents in relation to effectiveness of celebrity endorsed advertisements on cosmetic products. The result indicated that there is significant difference in the mean score of the different Monthly income of the respondent in relation to effectiveness of celebrity endorsed advertisements on cosmetic products, F value is 2.972, $p = 0.35$ (i.e. $p > 0.05$).

CONCLUSION

Service quality has become the basic marketing tool to create competitive advantage in the present market situation. The expansion of the retail sector is incredible over the past few years with the increasing number of competitors from regionally, nationally and globally to determine the customer satisfaction. The study has confirmed there is a positive relationship between effectiveness of celebrity endorsed advertisements on cosmetic products and customer satisfaction. The retail service quality dimensions of policy were plays most significant role with respect to customer satisfaction and the other dimensions of physical aspect, Problem solving, personal interaction and reliability is not as significant as policy in relation to customer satisfaction. In order to improve the effectiveness of celebrity endorsed advertisements on cosmetic products, the retailer has to concentrate more on handling customer complaints, train the employees, improve the store environment etc. also the retail management has to evaluate the store performance regularly for gaining competitive advantage.

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