



IMPACT OF CELEBRITY ENDORSEMENT WITH BRANDED COSMETIC PRODUCTS AMONG THE COLLEGE STUDENTS AT COIMBATORE



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ABSTRACT

Using famous person's image to sell products or services by focusing on the person's money, popularity or fame to the products or services. If the famous person agrees to allow his or her image to be used, it is termed a celebrity endorsement. The world is fully occupied by the advertisement using the famous celebrity. Hence this study has conducted the survey on celebrity endorsement with branded cosmetic products among the college students in Coimbatore and it conclude product which meets customer expectations in terms of its performance parameters can only be reinforced by celebrity endorsement and promotion.

KEYWORDS: *Celebrity Endorsement, Branded Cosmetic, Advertisement.*

INTRODUCTION

Advertising:- "Advertising, a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office."

Celebrity:- Using a famous person's image to sell products or services by focusing on the person's money, popularity, or fame to promote the products or services. If the famous person agrees to allow his or her image to be used, it is termed a celebrity endorsement.

STATEMENT OF PROBLEM

In the competitive world number cosmetic products have been emerged and captured the market too. Almost every college students are using branded cosmetic for their prestige symbol among the friends. Each product has been providing various advertisements and introducing their market with celebrities. In fact, it is a daunting task for advertisers, to search for celebrities who have an idealistic image in the minds of the consumer and are also an "ideal fit" for their products. Based upon many factors and largely on the type of product to be endorsed, advertisers choose the celebrities. So it is very complicate to decide about the advertisement has its role. Hence this study is going to conclude the role of celebrity advertisements with regarding the cosmetic product.

OBJECTIVES OF THE STUDY

- ✧ To determine the impact of celebrity endorsement with branded cosmetic products.
- ✧ To understand the perceived image of celebrity endorsers by the consumers.
- ✧ To analyse the relationship between mode of advertisement and impact of celebrity endorsement.

RESEARCH METHODOLOGY

The study area was confined to Coimbatore and the sample has been chosen there from. Random sampling has been resorted to the focus was on the behavioral

pattern and the role of celebrity endorsements on the purchase attitude of the college students towards cosmetic product. Data can be quantitative or qualitative. Statistical Tools used for Analysis are Simple Percentage Analysis, Ranking Analysis, ANOVA and Chi - Square through SPSS.

Ho: There is a significant relationship between Mode of Advertisement and Spending Amount for Cosmetic Products.

H₁: There is no significant relationship between Mode of Advertisement and Spending Amount for Cosmetic Products Vs Impacts of Celebrity Endorsement.

ANALYSIS AND INTERPERTATION:-

PERCENTAGE ANALYSIS

Particular	Frequency	Percent
Gender		
Male	66	44
Female	84	56
Education Qualification		
Under Graduate	62	41
Post Graduate	42	28
Professionals	46	31
Family Monthly Income		
Below 9999	29	19
10000-19999	47	31
20000-29999	53	35
30000 & Above	21	15
Spending amount for cosmetic products per month		
Less than 49	19	13
50 to 99	29	19
100 to 199	60	40
200 to 399	24	16
400 and above	18	12
Advertising Media to know the brand		
TV ads	65	43
Magazines	28	19
Newspapers	12	8
Internet	15	10
friends/ relatives	30	20
Motivating Factor to buy a new product		
Discount and offers	28	19
Lower prices	31	21
Latest models and Trends	36	23
Celebrity Endorsing the Product	55	37
Option for Satisfaction about a product after buying cosmetic product through selecting celebrity endorsement		
Yes	78	52
No	72	48
Reason for Dissatisfaction about a product after buying cosmetic product through selecting celebrity endorsement		
Unbelievable Words	27	18
Just Channel Attraction	30	20
Negative Publicity	15	10

Source: - Primary Data



Impacts of Celebrity Endorsement							
IMPACTS		SDA	D	N	A	SA	TOTAL
Celebrity endorsements increase my awareness of their endorsed brands.	Frequency	0	10	27	46	67	150
	Percent	0	6	18	31	45	100
Celebrity endorsements increase my acceptance of their endorsed brands.	Frequency	0	43	68	36	3	150
	Percent	0	29	45	24	2	100
Celebrity endorsements help me to recall their endorsed brand before shopping.	Frequency	0	0	27	47	76	150
	Percent	0	0	18	31	51	100
Celebrity endorsements affect my selection of alternative brands during evaluation process.	Frequency	0	15	39	60	36	150
	Percent	0	10	26	40	24	100
Celebrity endorsements can help me to make the buying decision.	Frequency	0	0	14	33	103	150
	Percent	0	0	9	22	69	100
When I am confused about product, I believe celebrity endorsements.	Frequency	0	15	56	48	31	150
	Percent	0	10	37	32	21	100
Trendy brand with celebrity endorsement can grab my attention.	Frequency	0	0	33	92	25	150
	Percent	0	0	22	61	17	100
I am interested in fashionable Cosmetic brands which use celebrity endorsement.	Frequency	0	24	57	54	15	150
	Percent	0	16	38	36	10	100
I want to know more about the products which endorsed by celebrities.	Frequency	0	17	73	42	18	150
	Percent	0	11	49	28	12	100
I am willing to pay higher prices for the products which endorsed by celebrities.	Frequency	0	15	50	43	42	150
	Percent	0	10	33	29	28	100

Source: - Primary Data

The Majority Score which influenced by the students to Prefer Shah Rukh Khan as a male celebrity endorser gain best Score in good looking, SURYA as a best

celebrity on the basis of Trustworthiness, Kareena Kapoor for Expertise and at the same time Katrina Kaif for Attractiveness as a celebrity.

Celebrities	N	Sum	Mean	Std. Deviation	Rank
Genilia	150	371	2.4733	1.81602	10
Ashin	150	626	4.1733	2.13235	8
Trisha	150	706	4.7067	2.91616	6
Deepika Padukone	150	657	4.38	2.31908	7
Katrina Kaif	150	908	6.0533	1.78279	5
Patrineeti Chopra	150	608	4.0533	2.11033	9
Surya	150	913	6.0867	2.72186	4
Aiswarya Rai	150	1053	7.02	2.43705	2
Kareena Kapoor	150	1369	9.1267	1.08866	1
Shah Rukh Khan	150	1003	6.6867	2.45807	3

Source:- Primary Data

The college students opined that Kareena Kapoor is the best celebrity endorser for cosmetic products.

Likewise Aiswarya Rai and Shah Rukh Khan are also gained good reputation among the students.

CHI-SQUARE TESTS

Mode of Advertisement Vs Impacts of Celebrity Endorsement

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	114.085 ^a	12	.000
Likelihood Ratio	110.575	12	.000
Linear-by-Linear Association	.616	1	.433
N of Valid Cases	150		

The calculated value is less than the table value. that there is significant relationship between mode of advertisement and impacts of celebrity endorsement. So the null hypothesis is accepted. It can be concluded

**Spending Amount for Cosmetic Products Vs Impacts of Celebrity Endorsement
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	155.323 ^a	12	.000
Likelihood Ratio	169.923	12	.000
Linear-by-Linear Association	47.990	1	.000
N of Valid Cases	150		

The calculated value is less than the table value. So the null hypothesis is accepted. It can be concluded that there is a significant relationship between Spending Amount for Cosmetic Products and impacts of celebrity endorsement.

CONCLUSION

Advertising is a form of marketing communication used to encourage, persuade manipulate the respondents to take or continue to take some action. The effectiveness of advertising creates awareness among the cosmetic products and which will improve sales too. Celebrity endorsement can play a valuable role in developing brand equity and enhancing brand’s competitive position. Thus, celebrity endorsements can be an effective marketing strategy when the celebrity image, brand image, and students’ aspirations are taken into consideration. Students have clearly indicated that the role of celebrity endorsement is to reinforce their choice of products or service based on Quality, Price and

utility and a mere endorsement will not attract them towards a product. So, a product which meets students expectations in terms of its performance parameters can only be reinforced by celebrity endorsement and promotion!

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