

Influence Of Celebrity Endorsement on Green Products

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INTRODUCTION

Celebrity branding or celebrity endorsement is a specific type of advertising movement. Under celebrity branding, the fame or social status of a celebrity is used to promote a product or brand or service. This method is commonly used to create awareness among the public about a concept or issue.

According to Agrawal, Kamakura, The employability of celebrity endorsement in an advertisement has been from the nineteenth century. Advertisement is one of the best tool to arrive at consumers and nearly 10% of the advertising budget area unit are spent on celebrities. This is also endorsed by Ding et al., 2011,]. It is evaluated that $\frac{1}{4}$ of the advertising campaign in the world used celebrities (Erdogan, 1999, Erdogan et al., 2001). Friedman defines celebrity endorser as , “ an individual who is known by the public for his or her achievements n areas other than that of the product class endorsed” [Friedman, Friedman, 1979,].

ADVERTISEMENT CONCEPT

Celebrity Endorsement is a marketing strategy in which the social status of an individual is employed to promote a product or to create an awareness about an issue among the general public. In the early days, the marketer did not seek any permission from the celebrities to use their image. The first celebrity and athlete “Babe Ruth was paid to endorse a brand Red Rock Cola which is a beverage company in the year 1930. Since then, most of the sports-related products are

using athletes for endorsements. Celebrity Endorsement is an effective way of arriving at a large number of prospective customers. The effectiveness of celebrity endorsement can be measured in terms of the number of followers of their social accounts such as Facebook, Instagram, and Snapchat. The relationship between a product, celebrity, and the process by which endorsements are transformed into the brand [McCracken, 1989,]. It has become nowadays common to witness almost all the organizations spending more funds on brands through celebrity’s engagement. Because they have a strong impressive power to persuade the targeted audience towards the orientation of the brand to become brand loyalty and value in viewers’ minds (Jamil R.A &RameezulHassan. S 2014). There are various studies which reveal that the role of celebrity endorser is vital in the process of creating awareness and transferring/transforming value for the brand among the viewers by their characteristics, attractiveness, trustworthiness, and credibility Pornpitakpan, C. Celebrity branding or celebrity endorsement is a specific type of advertising movement. Under celebrity branding, the fame or social status of a celebrity is used to promote a product or brand or service. This method is commonly used to create awareness among the public about a concept or issue. Based on the knowledge that the company has about celebrities, a famous personality can attract the attention of the brand.. It is the intention of the move that the fans of the famous personality will

also become the fans of the products or services. The modern world is said to be amazed with celebrities (Schickel 1985).

We notice that there is a switch in focus of popular celebrities to new faces across the advertising and media industry over the past year. We saw not only new faces but also the emergence of new brands and new platforms targeting and growing the Indian eco system. According to market survey, consumers are more particular for organic and natural products especially for hair care, skin care and cosmetic

THEORIES OF CELEBRITY ENDORSEMENT:

Meaning Transfer Model: McCracken (1989) developed transfer model applicable to celebrity endorsement. He has divided into three stages and observed that the celebrity endorser has an impact on all three stages. The celebrities offer lifestyle meanings and different types of personalities in the first stage which an ordinary people cannot. In the second stage, companies must select the right celebrity endorser for their specific product. The company should also make an advertising strategy with a goal to transfer the meanings and personality from the celebrity to the product. The third stage is when the meaning and personality of the product transfers to the consumer who has bought the endorsed product.

According to the McCracken study, it is observed that celebrities can deliver a personality and lifestyle meaning than a non celebrity. All celebrities have a special structure of meaning that cannot be followed. Celebrities can persuade the meanings with the help of their personality by more simplicity and divergence. Celebrities those who are strongly associated with certain role only can bring a clear and categorical meanings to the product they endorse. McCracken (1989)

Stage II : The selection of celebrities are based on the meaning they represent and effective marketing strategies.. The company should try to understand the concept and reason for symbolic consumption for the product by the consumers.

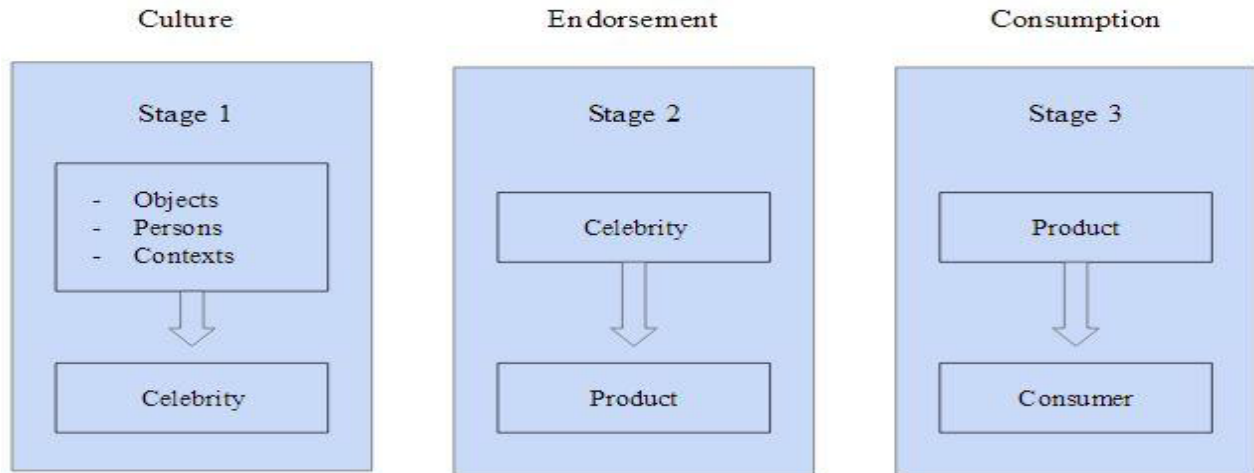
Then the company should examine the availability of the celebrities, their meaning to the product and financial constraints.

Stage III :The author reiterates that the final stage of meaning transfer model is a complex and problematic. Consumers would't enjoy the meaning of the product just by owning the product. They should claim, transfer and use the product. Consumers have to assimilate the meanings in the experimentation process. Thus the final stage indicates the importance of the consumer's role in the process of endorsing the brands.

Source Credibility and attractiveness Model:

The effectiveness of the advertising message depends upon the trustworthiness and expertise of the celebrity endorser. Therefore, the credibility of the endorser and attractiveness of the brand are immense in order to persuade the target audience Till and Shimp 1998. The perception of the audience about trustworthiness and attractiveness of the celebrity builds the brand attitude, brand credibility and purchase intention towards the product. Endorser trustworthiness is the only important component to low involvement consumers Wang, S. W., & Scheinbaum, A. C.

According to Samuel Doss the overall credibility and expertise of the celebrity are influenced by the perceived attitude towards the endorsed product. According to the study of Ohanian 1991, the impact of the buying behavior of the brand is not influenced by the trustworthiness towards the endorser. Spry et al. 2011 reiterates that attractiveness is an aspect for endorser credibility. According to Goldsmith, Lafferty, & Newell, 2000, Celebrities are the main source of information with high credibility among the consumers. S O Mahony observed that consumers expects congruence between the perceived image of the celebrity endorser and the types of products they endorse. They must hold expertise in product categories in compatible to their public life style. Credibility and expertise are the two important characteristics which influence the buying behavior of the product greatly.



Source: from McCracken (1989, p. 315)

PRE-REQUISITES OF CELEBRITY BRANDING

The celebrity should be proficient in the products or services to influence or impress the target audience.

The famous personality should have a high degree of visibility and accessibility that results in brand loyalty.

Must have a strong set of possibly useful associations, opinions, and emotions.

The celebrity needs to be credible in terms of expertise, reliability, and likeability or charm.

They need to have a distinct association to carry product relevance.

ADVANTAGES OF CELEBRITY BRANDING:

Awareness of the brand: Celebrity branding creates awareness and improves reactions towards the product.

Helps to build the brand loyalty

People are connected to their favorite celebrity

It creates an impression in the minds of the public that if the product is good enough for a popular personality, it is also good for the public.

It differentiates the brand from the competitor's product.

Viewers can remember the advertisement thereby improving the ad recall.

Celebrity can attract the public who never used the brand and influence the users of the competitor's product to long term customers.

A celebrity can highlight the special features, advantages of the product among the public and thereby positioning the brand as NO.1

CHALLENGES OF CELEBRITY BRANDING

Endorsement of several products at a time

Endorsers/ Celebrity can lose the popularity

Monetary motivation. People may also feel that celebrities never used the product and endorsed the product only for the monetary benefits.

Mismatch between product and celebrity

DIMENSIONS/ELEMENTS OF CELEBRITY ENDORSEMENT



Physical Attractiveness: Usually attractive endorsers are more effective than unattractive endorsers.

Trustworthiness: The honesty, integrity, and believability of an endorser is known as

trustworthiness. Products correspond with personal image and relate to lifestyle. The audience believe that the dissemination of information by the endorsers is unbiased.

Credible: The effectiveness of marketing communication is determined by the level of expertise, and trustworthiness the endorser has. Celebrity can influence the attitude, behavior, opinion and beliefs towards the audience group through the process of internalization.

Celebrity Expertise: According to Zafer Erdogan the term expertise as the extent to which a communicator is perceived to be a source of valid assertions. It refers to knowledge, skill, and experience possessed by the endorser. Zafer Erdogan 1999

CELEBRITIES WHO INVOLVED IN GREEN MARKETING PRACTICES

Celebrities are not only focused on monetary gains but also on selecting more responsible and sustainable endorsements.

Alia Bhatt :she has taken initiatives on water conservation, sustainable fashion and sustainable solutions to electrify remote villages to educate and engage communities where man and nature can live in harmony through Coexist platform

Bhumi Pednekar used to raise an active voice towards the environmental issues from oil spills to carbon footprints, Bhumi expressed her concern about government policies and practices that have caused damage to resources.

Dia Mirza is a famous model, filmmaker, actress, and activist. Her contributions in the field of social change, conservation and environment are enormous. She has been the face of many important environmental campaigns across India, and has worked towards the conservation of wildlife. As a Goodwill Ambassador, Mirza focused on several areas including clean air, clean seas, wildlife protection, and climate change.

Priyanka Chopra is UNICEF's Global ambassador took initiatives to make the environment better for the coming generations. Besides this Priyanka took part in many environmental campaigns. She launched a campaign titled 'Greenathon' for a cleanup drive to spread the message.

Rahul Bose has been an active voice against climate change, global warming, and other environmental crises. He has a non-profit organisation that is persistently functioning to make a change and spread awareness about global warming.

Ajay Devgn is a strong advocate of eco-friendly energy to generate power. He helped set up a solar power plant in Gujarat and started a similar project in Rajasthan as well.

Nandita Das has been actively involved in spreading awareness about water conservation. She also collaborated with the Centre for Science and Environment to spread awareness about the conservation of water.

Gul Panag changed to an electric car to reduce air pollution and has expressed her strong views about pollution caused by certain technologies and waste disposal in the country.

Hypothesis:

Consumers move from conventional products to green products that are endorsed by celebrities.

Objectives of the Study:

1. The primary objective of the study is to ascertain how the celebrity endorser can influence the purchase intention of green products.
2. To find out the important attributes of the celebrity endorser from the perspective of the consumers.

Research Methodology: This research paper is a conceptual study in green marketing, Therefore qualitative research strategy is adopted. Data is collected through self-administered questionnaires which were divided into two sections. The first section consists of demographic information and the second section consists of research variables. Questionnaires were distributed to people age between 20 to 65 years. The main aim for selecting the said population is to find out whether people are keen interest and awareness about green product is being endorsed by the celebrities. A Random sampling strategy was carried out. A survey was conducted to the consumers in Chennai region. For analyzing the data Statistical package for Social Sciences (SPSS)

is used where several tests are run to find out Anova and Hypothesis . Five point Likert scale from 1 to 5 where 1 stands for strongly disagree and 5 stands for strongly agree was used in most of the questions.

Cronbach's alpha figure suggests the evidence of reliability in the constructs of measuring instruments or the concerned variables for the study. Hence the questionnaire had reliability for present study.

Reliability Statistics

Cronbach's Alpha	N of Items
.786	9

Oneway

[DataSet1] D:\downloads\celebrity data 20 june.sav

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1. Do you buy a Green product which is endorsed by a celebrity?	Between Groups	.000	1	.000	.000	.993
	Within Groups	23.234	92	.253		
	Total	23.234	93			
2. Do you get attracted to buy a green product endorsed by celebrities?	Between Groups	5.512	1	5.512	2.898	.092
	Within Groups	174.967	92	1.902		
	Total	180.479	93			
3. Would you switch from your regular products to green products endorsed by your favorite celebrities?	Between Groups	3.361	1	3.361	1.765	.187
	Within Groups	175.192	92	1.904		
	Total	178.553	93			
4. Do you find product endorsed by celebrities are trustworthy?	Between Groups	7.175	1	7.175	3.750	.056
	Within Groups	176.027	92	1.913		
	Total	183.202	93			
5. The celebrity gave a positive image to the green products?	Between Groups	8.817	1	8.817	5.082	.027
	Within Groups	159.609	92	1.735		
	Total	168.426	93			
6. What type of celebrity endorsement persuade you personally to purchase the products?	Between Groups	3.715	1	3.715	5.236	.024
	Within Groups	65.264	92	.709		
	Total	68.979	93			
7. Do you agree that celebrity endorsement is an influencing factor while making your buying decision	Between Groups	3.010	1	3.010	1.647	.203
	Within Groups	168.192	92	1.828		
	Total	171.202	93			
8. The quality of the green product endorsed by celebrity is regarded as the best benchmark with respect to environmentally friendly	Between Groups	4.417	1	4.417	3.042	.084
	Within Groups	133.583	92	1.452		
	Total	138.000	93			
9. What attributes of the celebrity endorser do you value the most?	Between Groups	.525	1	.525	.610	.437
	Within Groups	79.188	92	.861		
	Total	79.713	93			

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories defined by 1. Do you buy a Green product which is endorsed by a celebrity? = yes and no occur with probabilities 0.5 and 0.5.	One-Sample Binomial Test	.353	Retain the null hypothesis.
2	The categories of 2. Do you get attracted to buy a green product endorsed by celebrities? occur with equal probabilities.	One-Sample Chi-Square Test	.024	Reject the null hypothesis.
3	The categories of 3. Would you switch from your regular products to green products endorsed by your favorite celebrities? occur with equal probabilities.	One-Sample Chi-Square Test	.486	Retain the null hypothesis.
4	The categories of 4. Do you find product endorsed by celebrities are trustworthy? occur with equal probabilities.	One-Sample Chi-Square Test	.840	Retain the null hypothesis.
5	The categories of 5 The celebrity gave a positive image to the green products? occur with equal probabilities.	One-Sample Chi-Square Test	.022	Reject the null hypothesis.
6	The categories of 6. What type of celebrity endorsement persuade you personally to purchase the products? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of 7. Do you agree that celebrity endorsement is an influencing factor while making your buying decision occur with equal probabilities.	One-Sample Chi-Square Test	.354	Retain the null hypothesis.
8	The categories of 8. The quality of the green product endorsed by celebrity is regarded as the best benchmark with respect to environmentally friendly occur with equal probabilities.	One-Sample Chi-Square Test	.033	Reject the null hypothesis.
9	The categories of 9. What attributes of the celebrity endorser do you value the most? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Findings:

According to one way analysis of variance (ANOVA) test, it is found that the respondents would not prefer for a green product though it is endorsed by a celebrity. The respondents would not move from their regular products to the green products. There is a perception among the

respondents that the products are not trustworthy despite the green products are endorsed by the celebrities. The study revealed that there is no impact on the buying decision of the consumers due to the influence of the celebrities.

At the same time the respondents are fascinated towards green products which are endorsed by

celebrities. The study revealed that the celebrities give a favourable image to the products. When the celebrities are viewed as an expertise in endorsed products, which in turn persuade the consumers to buy the products. The quality of the green products endorsed by the celebrities is observed as best benchmark. The attributes such as trustworthiness, expertise and attractiveness has a significant effect on the value of the product.

Conclusion: The purpose of this research is to find out the purchase intention and decision of the consumers gets influenced by the celebrity endorsements. Celebrity endorsements inspire psychological effects on consumers through affiliating the products. According to the research, consumers are not inclined to buy the green products due to doubts over the quality and performance of the green products. Therefore the companies should concentrate more on the performance ability of the green products rather than advertisement.

FOR FURTHER RESEARCH: The same research can be conducted in other parts of the country and ascertained the similarities and differences of the results.

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