



ISSN: 0975-833X

RESEARCH ARTICLE

MARKET ADVERTISEMENT AND CELEBRITIES PERSONALITY

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ARTICLE INFO

Article History:

Received 18th September, 2012
Received in revised form
25th October, 2012
Accepted 19th November, 2012
Published online 18th December, 2012

Key words:

Advertising,
Endorsement,
Manufacturer,
Consequently,
Coordinating.

ABSTRACT

In a market Where advertising plays a vital role in coordinating consumer purchasing behavior it becomes pertinent for companies to induct all possible measures in the customer through an effective advertising campaign theory and practice proves that the use of superstars in advertising generates lot of publicity and attention the billions of dollars spent per year on celebrity endorsement contracts show that celebrities like Liz Hurley Britney spears and tiger woods' play an important role for the advertising industry Sachin Tendulkar and Ricky panting for example have signed contracts worth millions with sportswear manufacturer Reebok international Inc. the underlying question in how the lively interest of the public in the rich and the famous' can be effectively used by companies to promote their brands and consequently increase revenues? As a first step to answer tips question this paper will examine the relationship between celebrity endorsement and brands, by applying a selection of widely accepted principles of how consumers' brand attitudes and preferences can be positively influenced.

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INTRODUCTION

Celebrity

Celebrity are people who enjoy public recognition by a large group of people they have attributes like attractiveness and extraordinary lifestyle specific common characteristics cannot be observed though it can be said that within a corresponding social Group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). (Anonymous, business standard, Dec,2003) this is true for classic forms of celebrities like actors (Sharukh Khan, Amitabh Bachhan), models (John Abraham, Malaika Aror , Diya Mirza) Sprotspersons / athletes (Sachin Tendulkar, Sania Mirza) TV anchors and entertainers (Barkha Dutt Shekhar Suman) and pop stars (Mika Dialer Ambani) or political like Ronald McDonald according to Friedman and Friedman a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed." The cosmetics manufactures Elizabeth ardor , for example uses The cateress Catherine Zeta-Jones to endorse its perfume the reason for using celebrities as spokespersons is traced to their huge potential influence compared to others famous people attract a higher degree of attention and recall They increase awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining . Consumers' brand attitudes and purchase intentions.

Celebrity Compatibility with brand image

A Celebrity Is Used To Impart Credibility and Aspirational Values To A Brand, But The Celebrity Needs To Match The Product. A Good Brand Campaign Idea and An Intrinsic Link Between The Celebrity And The Message Are Must For A

Successful Campaign. Celebrities Are No Doubt Good At Generating Attention Recall And Positive Attitudes Towards Advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand on the other hand they are rendered useless when it comes to the actual efficiency of the core product , creating positive attitudes to brands purchase intentions and actual sales. Certain parameters that postulate compatibility between the celebrity and brand image are

- Celebrity s relevance to the brand image
- Target audience match
- Associated values.
- Cost of acquiring the celebrity.
- Product match.
- Controversy risk.
- Celebrity popularity.
- Celebrity availability.
- Physical attractiveness.
- Celebrity prior endorsements.
- Celebrity prior endorsements.
- Whether celebrity is a brand user
- Celebrity profession

Multiple celebrity endorsement

Celebrity defiantly plays a very important role in the promotion of the brand in commercialized market of India. They are considered as role model for the people and for this reason only the companies hire celebrities for more than one brand promotion. In various advertisements in the print and electronic media, one will see that either some celebrities are endorsing several brands or a specific brand is endorsed by

different spokespersons. These concepts are called multiple brand endorsement and multiple celebrity endorsement respectively. Some spokespersons are "Shared" by different advertising firms, i.e. they are promoting more than one brand. There are many questions which need attention in the present brand-centric market like, does this special form of celebrity endorsement affect consumers' brand attitudes, especially in the Indian market where the people might consider the celebrity a god.

Celebrity endorsements, brand promotion

The latter part of the '80s saw the burgeoning of a new trend in India-brands being endorsed by celebrities, Hindi film and TV stars as well as sportspersons, advertisements, featuring stars like Tabasum (Prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Disnesh Suitings) became common. In recent times, we had the Shah Rukh-Santro car campaign with the objective of promoting an unknown Korean brand in the Indian market. The objective was to garner faster brand recognition, association and emotional unity with the target group. Star power in Indian can be goaded by the successful by; the successful endorsement done by Sharukh for three companies-Pepsi, Clinic All Clear and Santo. Similarly, when S Kumars used Hrithik Roshan, then the hottest advertising Icon, for their launch of advert sing for Tamarind, they reckoned they spent 40-50 per cent less on media due to the sheer impact of using Hrithik. Ad recall was as high as 70 per cent, and even the normally conservative trade got interested. There are many other examples which clearly show the use of celebrity to increase the sales like Aamir's Thanda Matlab Coca Cola. The recall value for Nakshatra advertising is only due to the sensuous Aishwarya. The Parker pen brand used Amitabh Bachchan to revitalize the brand in India. According to Pooja Jain, Director, Luxor Writing instruments Ltd (LWIL), post Bachchan, Farker's Sales increased by about 30 per cent.

The celebrities in Indian films have provided lifestyle cues to the youth given the popularity size and reach of the celebrities in the film industry they have the power to influence the attitude and behavior of millions of people, particularly the youth in India. Consumer's expectations and demands are continuously rising in today's dynamic and competitive environment, forcing marketers to adopt more creative advertising efforts such as celebrity endorsements to influence consumer brand choice and behavior, Hence, there was the novelty of the celebrity brand endorsement which has proliferated to become a multi-million dollar industry in India today (Malhotra 2005). Furthermore, the celebrities in India live a very public life; hence several aspects of their lives are exposed to the general public such as where they shop, where they holiday, their favorite food, all of which receives extensive coverage from the media. The South Indian actor Rajnikanth has temples dedicated to his glory.

However, a few of the brands have, no doubt, been established without celebrity endorsement. Procter & Gamble promoted its 'Rejoice' brand in India with an ordinary woman in their advertising which worked well. They do not believe in celebrity endorsement and think consumers, especially housewives, are more prone to identify with a lay person than a celebrity. A few more examples that can be given are lifebuoy, Close Up, Fevicol etc. Finally, it must be said that certainly celebrities play very important role in brand promotion, especially in countries like India where people are much more concerned and oriented towards the lifestyle of the celebrities. The studies on celebrity endorsement serve as a symbol communicative of social distinction in negotiating prestige and status, especially in a country like India where high income disparities and social mobility magnifies the tendency to claim differential status through the brand one consumes.

Despite the obvious economic advantage of using relatively unknown personalities as endorsers in advertising campaigns, the choice of celebrities to fulfill that role has become common 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. Celebrities may also generate extensive PR leverage for brands. A brief assessment of the current market situation indicates that celebrity endorsement advertising strategies can, under the right circumstances, justify the high costs associated with this form of advertising. Furthermore, another reason for choosing celebrity endorsement is that he consumers in the country hold the celebrities in high esteem. Thus, this would enforce the study as it is to study the Indian consumer perception on celebrity endorsements as little research has been done on it.

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