

Evolution of Celebrity Endorsement in Indian Market

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Abstract: Marketing is all about understanding the consumer and then execute your marketing strategy and when it comes to analyze Indians mindset it get even more complicated as India has a diverse culture. But when thing that is common in Indian market is that they are highly attracted with the lifestyle of the celebrity they tend to follow them which led in high demand of these celebrity endorsements. In past few decades the celebrity endorsement has rise more than 50% when we compare it with any other country which reflect the fact that Indians are partial towards these celebrity endorsement. Thus, there is a potential purchasing impact of the product when a celebrity is the brand ambassador for that product. Hence this paper is all about the evolution of Indian market in term of celebrity endorsement.

Keywords: celebrity endorsement, digital era, millennial, purchasing impact; consumer mindset.

I. INTRODUCTION

In the world of marketing use of celebrities as a brand promoters have been prevailing for long period of time. So who are these celebrities and when this term came into the picture. The word celebrity came from a latin word *celebritās* meaning fame, in year 1831 the word celebrity was officially attested in OED stating its meaning as a well-known or famous person by the mass of people. But when we talk about celebrity endorsement in India a bollywood star or a famous sportsperson probably a cricketer is on our minds. Since people are so fond of these celebrities and want to know all about them; marketers found an opportunity to influence the consumer by hiring these celebrities to promote their brand. Back in year 1941 when an Indian actress Leela Chitnis was hire to endorse the soap brand, Lux in the Indian market this was the start of celebrity endorsement in India. By the late 80s the growth of celebrity endorsements was reaching the new heights, marketers genuinely started to think that celebrity endorsement can be the card of ace in the marketing world.

Now in the 21st century which is known as the digital era and the world of millennial where everything is on the fast pace and on digital platform that marketers have a different perspective to reach in the consumers mind. In todays time frame it's really hard to sustain in the market where competition is high and consumers mind is hard to get. But one thing that is still common in the generation X and millennial is the mind that can get influence by their favourite celebrity the difference is the platform of entertainment medium. Millennial are totally into the digital platforms from online shopping to entertainment media but the challenge for the marketers is where; how; and by whom to project their brand in the market so that they can sustain for the long period of time. The celebrity endorsements have a huge role in the market place in current scenarios as millennials have a tendency to get attach by their favourite celebrities at personal level; these millennial want to follow their favourite celebrities habits and lifestyle to the core of their heart. The way of thinking of the consumer is that if their favourite celebrity is promoting a particular product then that product is tending to be good. Thus, it can be said that celebrities work as the influencer in the millennia's life so to use these celebrity to endorse the product can be fruitful for the companys' progress.

II. LITERATURE REVIEWS

Cracken M C (1989) For any company their essential asset is there product and for any product to become a brand, the product should be in the mind of the consumers. For these products awareness the company use celebrity endorsement to enhance the better image of the product in the minds of the consumer since people can relate with these celebrities which result into to demand for celebrity endorsement. As it is said that in Lux was the first ever brand in India to use celebrity

to promote their brand that is the start of celebrity endorsement in India. Pranav Rajan, Razia Shehdev and Yuvraj Bhatnagar (2013) want figure out the effect of brand that is showcase in the reality shows towards the consumers mind; in the year 2000-2012 there were the flow of reality shows in the television show business where various brand sponsor that shows. One of the biggest and most popular reality show at that time period of time was 'kaun banega corepati?' which was hosted by the two leading star of the bollywood industry Amitabh Bachan and Shahrukh Khan. So the author have used Q techniques for their research where they find out that people watch the show because of their favourite stars which helped in increasing the sales those product which has endorsed in these reality shows. Arthur Chen C.H., Yahui R., Besherat A., & Baack B.W. (2013) in their paper they figure out that celebrity endorsement is done by the brands to increase their brand value as well as to increase the sales. The authors done two studies where they analysis about the consumer mindset towards multiple brand endorsement done by single celebrity and brand concept consistency between endorsers' brands affects consumers evaluation of the endorsed brand. Through this study it was indicated with the favourable and positive result of celebrity endorsement in consumers mind excluding the fact that these celebrities are promoting more than one brand at the same time Buttle, Heather, Rayone J. E., & Danzinger S., (2000).

Naganuri S (2013) stated that celebrity endorsing the brand actually impact the purchase decision of the consumers. The use of spss tools like ANOVA and Chi Square test determine the facts about the high purchase intention from the consumers' side towards the product which is promoted by their favourite celebrity. Another set of authors Kara Chan Yu Leug and E.K. Luk (2013) have a similar outlook over the celebrity endorsement with the purchasing intention over those product. But they the sample they took for their research were the youth. So they wanted to figure out how is the youth of the country getting affected with the advertisement of the product when celebrities endorse it. So the research layout the fact that these young adults get pretty much attach to the product when their favourite celebrities promote the product but when that favourite celebrity promote the luxury product at that time these young adults have a desire to buy the product however they are unable to afford the luxury product prices. The matter of fact came out in such a way where these young adults are seen as potential consumers but not potential customer for the luxury brand. Hyum N U (2013) discussed in the paper that the bad image of the celebrity can affect the brand image of the product and vice-versa. The endorsement of the product can either destroy it or make that product into a brand in the market. Thus, all the decision made for the promotion of these products should consider all the aspects of the celebrities' image that is endorsing the particular product.

According to a Taiwanese study, it is shown that consumers remember the products promoted by celebrities for a longer duration which impacts the sales of that organization. It is also observed that consumers believe purchasing a product which is promoted by a celebrity they admire, will associate to the celebrity's success, beauty, athletic skill, life style etc. with a particular product/brand. According to Rizwan Raheem Ahmed (Sep 2015) celebrity endorsement is more attractive and effective than non-celebrity endorsement, he has also found out that Internet plays a major role in influencing consumers in buying a product. His analysis shows that there is a significant relationship between celebrity endorsement and buying behavior of consumers.

III. FUTURE SCOPE OF CELEBRITY ENDORSEMENT

The brand endorsement market in has been ruled by these celebrity of top notch, the 80% of the endorsement market is taken by them according to the market expects' they believe that these celebrities have a strong influencing approach towards the consumers of India. Hence prediction said by these market researchers state that the market will grow immensely during the time frame of 2020-2025 as the current set of consumers have more than 50% of millennia which have a different set of priority which helps industry of lifestyle, travel & tourism, media & communication, FMCG and the e-commerce business to its full potential. According to 2018 records, Personal care products dominated the market through celebrity endorsement strategy and is expected to maintain the dominance for the next few years in the Indian Market.

Celebrity endorsement has been a key factor in Indian marketing which is evidenced by the fact that 50% of celebrity endorsements in India is on the upper hand when compared to US celebrity endorsements i.e. around 20%. Revolution of marketing to digital marketing has made a significant impact on Indian Celebrity endorsement, consumers on all social media platforms are likely to be influenced by the celebrities and they tend to purchase those goods endorsed by their favorite celebrities. Also, due to this revolution there are many endorsers in the market in various platforms like – Instagram, TikTok, YouTube, Facebook etc. who contribute a major part in influencing and attracting consumers towards a brand, product or service.

As per 2018 records, the number of celebrity endorsers has increased from 650 ads in 2007 to 1660 ads in 2017. It is also observed that film stars dominate the endorsement industry with 76% share of the endorsement market & sportspersons with 12%. Some of the famous Indian sportspersons endorsing major brands are Virat Kohli (171 million – 2018 records), MS Dhoni (27 million – 2018), PV Sindhu (22 million – 2018), also few celebrities choose to own equity of the company as a part of their pay, for example Sachin Tendulkar owns nearly 3% equity of Smaash Entertainment. Under Film Industry category, Shah Rukh Khan, Amitabh Bachchan, Salman Khan, Ranbir Kapoor, Deepika Padukone, Alia Bhat, Anushka Sharma are some of the bollywood's highest paid celebrities to endorse a particular brand, apart from these there are other celebrities from different film industries who play a vital role in influencing and attracting consumers and also these days there are many social media influencers who are promoting a brand by reviewing the products & services. But only these bollywood stars are grabbing the endorsement many television star are the brand ambassador as many. Hence, celebrities are innumerable through which it can be said that Indian consumers tend to get attracted to brands endorsed by their favorite celebrities and also social media influencers contribute in marketing a brand.

Can Celebrity Endorsement affect the sales/image of a brand in the future? Yes, surely would affect due to various factors, it can be a celebrity's scandal which would create a negative impact on consumer's mind set due to the endorsement, Celebrities maybe over exposed due to endorsement in various brands, celebrities over brands which means consumers may focus only on Celebrities but not the brands endorsed by them, this usually happens when celebrities endorse multiple brands and the most common demerit is that endorsements can be expensive – it is obvious that celebrities charge more.

IV. CONCLUSION

In the marketing Celebrity endorsement plays a crucial role in influencing a customer's purchasing decision. Earlier, celebrity endorsement played a dominant role only in the advertisements that is in TV ads or Print Media but also towards the millennial generation celebrity endorsement dominates all the marketing platforms like Social Media, TV, Internet etc. and also the number of Celebrity endorsers have rapidly increased in India compared to other countries. Celebrities promote products and services through most commonly used medias like Instagram, Facebook, TikTok etc. where large number to target audience are attracted or influenced. Not only the commercial products are being endorsed by these celebrity but the e-commerce ventures also use celebrity endorsement to promote their business as the current digitalized generation is all about online and following their favorite celebrities' lifestyle. And also for the millennial the term celebrity doesn't limit to bollywood or any sportsperson but they even follow the people who influence them on social media platforms like a comedian or a youtube channel holder. So for the marketers it is essential to figure out their target audience and then use the celebrity to endorse that brand to get valuable outcome as Indian market has a good scope for any kind of business.

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