

Impact of Celebrity Endorsed Advertisements on Consumers

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Abstract: the article below is trying to trace the connection between the customer reaction towards advertisements that have been endorsed by famous celebrities and whether or not they affect their purchase decision. The celebrity endorser is a solution for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises. The star appeal however needs to be perfectly blended intelligently and strategically to reap the benefits and make brands .it serves as an aid to expedite recall and influence purchase. But can also be a nightmare unless accompanied by a powerful idea, effective and impeccable positioning.

Keywords: Customer Reaction towards Advertisements, Celebrity Endorser.

1. INTRODUCTION

Strategic Positioning And Effective Communication Are The Two Most Important “Mantras” Guiding Brand Success In Today’s Competitive Marketing Environment. Corporate Are Ensuring All Possible Efforts To Promote Their Brands And To Grab The Customer’s Mind Share. The Impetus Is On Attracting The Customer’s Attention And Developing Positive Associations Not Just To Influence Recall But Also To Induce Trial And Eventually Effect Purchase Decisions. In A Market Where Advertising Plays A Vital Role In Coordinating Consumer Purchases, It Becomes Pertinent For Companies To Induct All Possible Measures To Influence Motivate And Inculcate Desire To Purchase, 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. (Ohanian,1991).The Billion Of Dollars Spent On Celebrity Endorsement Contracts Show That Celebrities Like Liz Hurley, Britney Spears And Tiger Woods Play An Important Role In The Advertising Industry. Now A Day’S Lots Of Advertisements Are Endorsed By The Celebrities. Even Celebrities Are Endorsing Multibrands. It Has Created A Great Confusion In The Mind Of The Customers Regarding The Purchase Of The Product. So There Is A Need To Study The Impact Of Celebrities’ Endorsers And Non Celebrity Endorsers On The Purchasing Behavior Of Customers. This Study Will Also Help To Know Whether Celebrities’ Endorsers Are Able To Influence The Buying Behavior Of The Customers Or Not.

VIP support if utilized viably makes the brand emerge, brand review and encourages moment mindfulness. To accomplish this, the advertiser should be truly trained in decision of a big name. Thus the right utilization of big name can heighten the Unique Selling Proposition of a brand to new statures; yet a quick introduction of a big name with a brand might turn out to be productive for a brand. A big name is a necessary chore, and not an end. VIP Endorsement is an approach to get the brand saw in the midst of the surge that arrives in the commercial center. There is a gigantic Impact of Celebrity Endorsements among the shoppers through Television ads in India as Indians such as the superstars a great deal and there is a gigantic fan taking after. A shopper that watches messages for two distinctive firm’s items, one product’s message containing a big name supported and the other not trusts the VIP embraced item will have more buys as be of higher worth. (Lalitha Balakrishnan and C.Shalini Kumar, 2010). More organizations favor the big names of various fields in India such as the cricketers, Bollywood big names and different games identities to support their brands. Advertisers spend huge measure of cash on big name support contracts taking into account the conviction that famous people are compelling spokespersons for their items or brands (Katayal, 2007). TV is something which is observed all over India by the general population of all class whether the individuals have a place with lower class or working class or high society,

every one of them sit in front of the TV to captivate themselves. In India, big name force can rightly be surveyed by their fruitful supports. Here, big names such as film stars and cricketers have not just been fruitful in gathering gigantic open consideration, additionally in expanding deals volume. For instance, Cadbury utilized Amitabh Bachchan to advance the brand when it experienced a terrible stage in India. Before long the advertisement reproduced people's love for the brand and expanded Cadbury's deal. (Joshi and Ahluwalia, 2008; Matrade Chennai, 2005).

RESEARCH DESIGN In This Paper, We Have Done Conceptual Research. We Have Tried To Understand The Meaning Of Guerrilla Marketing. We Have Reviewed Existing Articles And Understood What The Previous Researchers Are Stating. In Today's Time The Average Attention Span Of Consumers Is 7 Seconds. So, Interesting And Creative Ideas Are Required Constantly To Engage Them.

2. LITERATURE REVIEW

1. Celebrity Endorsement Advertising And Product Adoption Through Social Networks

By Zhe Yin (Jane) Gustern School Of Business New York University, August 2005

This Study Looks At Vip Underwriting From A Vital Point Of View And Ex-Amine S The Effect Of Informal Organizations On An Association's Vip Support Methodology. I Concentrate On Two Interpersonal Organization Impacts: The Data Scattering Impact And The Interest Intercorrelation Impact. Data Scattering Implies That Master Channel Data Can Be Transmitted Between Two Socially Joined People; Request Intercorrelation Implies That Two Socially Associated People Are Liable To Be Influenced By Basic Natural Elements And Thusly Are Prone To Have Bury Connected Interest. Superstar Support Can Be Utilized As Long Haul Or Fleeting Techniques. A Company's Long Haul Big Name Support Procedure Influences Its Expert Channel Quality And Cost. With Long Haul Vip Support, A Firm Creates A Higher Master Pipe Quality Than Without Just When The Data Scattering Impact And The Interest Entomb Relationship Impact Are Both Solid. An Association's Transient Big Name Support Procedure Is Influenced By The Business Sector Mindfulness Level Of Its Item. Specifically, With Solid Interest Entomb Relationship, A Firm Ought To Utilize A More Prevalent Transient Vip Endorser For An Item With Higher Business Sector Mindfulness; Interestingly, With Frail Interest Bury Connection, A Firm Ought To Utilize A Less Well Known Superstar Endorser To Advance An Item With Higher Business Sector Mindfulness. At Last, Regardless Of Whether For Long Haul Or Fleeting Big Name Underwriting, A Firm Ought To Utilize A More Famous Big Name Endorser When The Data Scattering Impact Is More Grounded And When The Interest Entomb Connection Impact Is Weaker.

2. Impact Of Celebrity Endorsements On Brand Image

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Big Name Support Has Been Set Up As A Standout Amongst The Most Well Known Instruments Of Promoting In Late Time. It Has Turned Into A Pattern And Saw As A Triumphant Equation For Item Promoting And Mark Building. It Is Anything But Difficult To Pick A Big Name Yet It Is Hard To Build Up A Solid Relationship Between The Item And The Endorser. While The Extent Of The Effect Of Superstar Underwriting Stays Under The Domain Of Dim Displays, This Paper Is A Push To Examine The Effect Of Big Name Supports On Brands. Target Of This Article Is To Analyze The Relationship Between Big Name Supports And Marks, And The Effect Of Big Name Underwriting On Customer's Purchasing Conduct And In Addition How Buyer Makes Brand Inclinations. This Paper Proposes A 20 Point Model Which Can Be Utilized As Blue-Print Criteria And Can Be Utilized By Brand Supervisors For Selecting Superstars And Underwriting The Big Name Asset Through 360 Degree Brand Correspondence Which, As Per This Paper, Is The Establishment Of The Effect Of Big Name Support. Vip Support Is Dependably A Two-Edged Sword And It Has Various Positives—If Legitimately Coordinated It Can Do Ponders For The Organization, And If Not It Might Deliver An Awful Picture Of The Organization And Its Image.

3. CONCLUSION

In Nutshell The Study Presumes That Organizations Reserving In The Famous People To Upgrade The Picture Of The Item, Brand Mindfulness, Review, Maintenance And For Believability. Then Again Consider Presumed That Those Items Have More Piece Of The Overall Industry Which Are Embraced By Famous People In That Of Ordinary Vips. Buyer Has Seen The Notices By Famous People As Reliable, Knowledgeable. What's More, They Have Additionally Influenced And

Connected With Big Names And Besides They Feel That Big Names Can Impact The Interest Of The Items. So At Last We Can Say Celebritie Support Has Positive Effect On Organization And Also Brand And Clients.

Publicizing is seen as playing a manipulative and hardhearted part in the developing brandscape, looking to change clients into the representation of brand character. Keller stresses the requirement for an organized methodology in light of sound exploration keeping in mind the end goal to oversee marks deliberately what's more, to create ideal quality both regarding resource valuation and showcasing productivity. To accomplish this successfully, esteem for the brand must be made and chiefs must have the developing so as to learn and ability to adventure this worth productive brand systems. Generally research focuses to aggregated positive impact over the gathering of people's review and buy aims, with superstars considered more compelling than utilizing an ordinary buyer or master. Effective big name/brand organizations have brought about huge increases in wage for brand proprietors. The small scale variables, for example, the requirement for intelligence, the level of control practiced by purchasers over messages got and expanding media discontinuity render big name support a legitimate system. Watchful administration of brand picture that effects on brand affiliations put away in purchaser memory is basic to a fruitful system. This study demonstrates that purchasers report higher self-brand associations for brands with pictures that are reliable with the picture of a big name that they try to be similar to, especially for the situation when the picture of the big name and the brand match. Concentrate likewise analyzes how self-brand associations are shaped. Big name underwriting impacts are directed by brand imagery, such that brands that convey something about the client yield more grounded impacts than brands that don't.

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