

# Effectiveness of Celebrity Endorsement in Cosmetic Industry (Selected Brands) With Special Reference to Coimbatore City

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**Abstract** - Celebrity endorsement is an advertisement strategy in which a celebrity acts as the voice of that brand and certifies the brand's position through his/her personality, expertise, popularity and status in the society. Celebrity endorsements have been the most promising strategy to the advertising sector for decades. With the rise of celebrity power, brands harnessed celebrity influence by designing products specifically to the celebrity endorsing it. The consumers started buying the products with the attitude that it will help them achieve perfect radiant complexions and attractive looks like their favorite stars. Celebrity endorsement, it is a concept that includes certain factors which will make this strategy a successful one. Thus this study aims at finding out the effectiveness of celebrity endorsement and its influential factors while making purchase decision of buying cosmetics.

**Keywords:** Celebrity branding, Endorsement, Brand, Endorser.

## I. INTRODUCTION

Marketing is an activity of promoting a product at the right time and place for a defined price for such product. Marketing revolves around four main elements or components generally known as 'four PS' or 'Marketing Mix', they are Product, Price, Place and Promotion. To overcome the denigrations, "People, Process and Physical evidence" also became the part of marketing mix.

Celebrity is the one who is famous and known to the public, when they promotes a particular brand or a product they become brand ambassadors of that brand and this way of promotion is Celebrity Endorsement. This method of advertising gave an illusion to the consumers that celebrities use the products they endorse, particularly in the cosmetic industry. The necessity of this study arises to know whether this strategy of endorsement is effective for the promotion of product, also to know the consumer's attitude towards

celebrity endorsement and the influence created by it in their purchasing decision.

## II. OBJECTIVES OF THE STUDY

- i. To study the personal profile of the respondents
- ii. To know the effectiveness of celebrity endorsement in selected cosmetics brand

## III. RESEARCH METHODOLOGY

The research methodology is a systematic way of solving a research problem. It is a science of studying how a research is done systematically. The secondary data, participant observation, survey research and experiments are some of the quantitative and qualitative research methods drawn by sociologists. Quantitative methods, aims to group features, total them and generate statistical models to analyse the hypotheses drawn before and justify the observations. Whereas, qualitative method aims for a detailed description and complete analysis of observations, including the circumstances and events.

## IV. LIMITATIONS OF THE STUDY

- i. Majority of the respondents constitutes young generation people thus the results may vary with older generation.
- ii. The respondent's view may differ over a period of time with the change in endorser or the ambassador of the particular brand.
- iii. The study does not apply for the consumers who prefer non-celebrity endorsements.

## V. ANALYSIS AND INTERPRETATION

### 5.1 Percentage Analysis

**TABLE I**  
**Personal Profile**

Personal Profile	Parameters	No of respondents	Percent
<b>Age</b>	less than 18 years	9	9.0
	19-25 years	61	61.0
	26 - 35 years	20	20.0
	above 35 years	10	10.0
<b>Gender</b>	Male	17	17.0
	Female	83	83.0
<b>Marital status</b>	Married	26	26.0
	Unmarried	74	74.0
<b>Educational qualification</b>	School level	9	9.0
	Under graduate	41	41.0
	Post graduate	50	50.0
<b>Occupational status</b>	Student	30	30.0
	Self employed	3	3.0
	Private employee	64	64.0
	Government employee	3	3.0
<b>Income level</b>	less than Rs 15000	22	22.0
	Rs 15001 - Rs 25000	26	26.0
	Rs 25001 - Rs 35000	35	35.0
	Rs 35001 & above	7	7.0

(Source: Computed)

- Majority (61%) of the respondents falls between the age group of 19-25 years.
- Majority (83%) of the respondents are female.
- Majority (74%) of the respondents are unmarried.
- 50% of the respondents are post graduates.
- Majority (64%) of the respondents are private employees.
- 25% of the respondents fall between the income levels of Rs25001-Rs35000.

**TABLE 5.1.1**  
**Advertisement preference**

Parameter		Celebrity advertisements	Non celebrity advertisements	No specific preference	Total
Advertisement preference	No	42	15	43	100
	%	42.0	15.0	43.0	100.0

(Source: Computed)

The table shows that, 43% respondents have no specific preference, 42% prefer celebrity advertisements and 15% prefer non- celebrity advertisements.

**TABLE 5.1.2**  
Awareness of celebrity endorsements and purchase of celebrity endorsed products

Parameters		Yes	No	Total
Awareness of celebrity endorsements	No	96	4	100
	%	96.0	4.0	100.0
Purchase of any celebrity endorsed product	No	85	15	100
	%	85.0	15.0	100.0

The table shows that, 96% of respondents are aware of advertisements featuring celebrities and 4% are unaware of advertisements featuring celebrities. 85% of the respondents have purchased products endorsed by celebrities and 15% has not purchased any product endorsed by celebrities.

**TABLE 5.1.3**  
Celebrity-product-target customer relationship and effectiveness of celebrity endorsements in purchase decision of cosmetics

Parameters		Highly effective	Effective	Neutral	Somewhat effective	Not at all effective	Total
Celebrity-product-target customer relationship	No	30	44	2	17	7	100
	%	30.0	44.0	2.0	17.0	7.0	100.0
Effectiveness of celebrity endorsement	No	18	49	3	21	9	100
	%	18.0	49.0	3.0	21.0	9.0	100.0

(Source: Computed)

The table shows, 44% of respondents think that, the endorsement with good relationship between celebrity, product and target consumers will be effective in the cosmetic industry. 49% of respondents consider celebrity endorsement as effective while making a purchase decision in buying cosmetics, 21% consider it as somewhat effective, 18% consider it as highly effective, 9% consider it as not at all effective and 3% of the respondents consider celebrity endorsements as neutrally effective while making a purchase decision in buying cosmetics.

**5.2 Chi Square Test**

**TABLE 5.2.1**  
H<sub>0</sub>: There is no significant difference between advertisement preference and personal factors such as age, gender and educational qualification

Personal factors	Pearson Chi-square	Degree of freedom	P – value	Accept / reject the hypothesis
Age	3.822 <sup>a</sup>	6	0.701	ACCEPT
Gender	1.845 <sup>a</sup>	2	0.398	ACCEPT
Educational qualification	1.2939	4	0.863	ACCEPT

(Source: Computed)

From the above table it is found that, the calculated value is more than the tabulated value at 5% level of significance, so the null hypothesis is accepted. Thus, it is evident that

personal factors such as age and gender have no significant relationship with advertisement preference.

**TABLE 5.2.2**

**H0: There is no significant difference between factors influencing celebrity endorsement and personal factors such as age, gender and educational qualification**

Personal factors	Pearson Chi-square	Degree of Freedom	P-value	Accept / reject the hypothesis
Age	3.190 <sup>a</sup>	6	0.785	ACCEPT
Gender	0.859 <sup>a</sup>	2	0.651	ACCEPT
Educational qualification	1.902 <sup>a</sup>	4	0.754	ACCEPT

(Source: Computed)

From the above table it is found that, the calculated value is more than the tabulated value at 5% level of significance, so the null hypothesis is accepted. Thus, it is evident that

personal factors such as age, gender and educational qualification have no significant relationship with factors influencing celebrity endorsement.

**5.3 Correlation Analysis**

**TABLE 5.3.1**

**Correlation between influence and effectiveness of celebrity endorsement in purchase decision**

Parameters		Influence of celebrity endorsement in purchase decision	Effectiveness of celebrity endorsement in purchase decision
<b>Influence of celebrity endorsement in purchase decision</b>	Pearson correlation	1	.568**
	Sig. (2-tailed)		.000
	N	100	100
<b>Effectiveness of celebrity endorsement in purchase decision</b>	Pearson correlation	.568**	1
	Sig. (2-tailed)	.000	
	N	100	100

(Source: Computed) \*\*. Correlation is significant at the 0.01 level (2-tailed)

From the above table, it is found that the coefficient of correlation is + 0.568 which indicates a positive correlation, meaning that the variables, influence and effectiveness of celebrity endorsement in purchase decision have positive relationship and moves in the same direction.

**VI. SUGGESTIONS**

- i. Even though respondents are aware of celebrity endorsements, they claim that they do not frequently come across advertisements featuring celebrities. As this is a most promising strategy of endorsing products, advertisers should make sure that these kinds of advertisements are frequently reaching the

customers not only through TV ads but also through other medium.

- ii. Celebrity endorsement is mostly preferred by female respondents which constitutes the major portion of the total advertisement categories. Companies should make celebrity advertisements more effective so as to attract the male customers too. Male celebrities featuring advertisements are less when compared to female celebrities, bridging this gap will gain the attention and preference of male customers.

## VII. CONCLUSION

This study was conducted with the main objective to know the effectiveness of celebrity endorsement. Five trending, famous and generally used cosmetic brands such as Lakme, L'Oreal Paris, Maybelline New York, Nivea and Elle 18 were taken for the study. Lakme is the most preferred and widely used cosmetic brand among the respondents. It is found that consumers are 'satisfied' with the endorsements made by the celebrities of their desired brand. From the study it is found that Aishwarya Rai & Deepika Padukone the endorsers of L'Oreal Paris are the most suitable celebrity endorsers for the cosmetic products, among the selected brands. Majority of the respondents are aware of celebrity endorsements and celebrity

advertisements are mostly preferred by female respondents which constitute the major portion of the total advertisement categories. Attractiveness of the celebrity is considered as the highly influencing factor in celebrity endorsements. Respondents feel that celebrity endorsements are influential in purchase decisions of cosmetic products and thus celebrity endorsements are considered as effective while making a purchase decision in buying cosmetics.

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