

Impact of celebrity endorsement in advertisements on consumer buying behavior of cosmetic products (with special reference to Udubaddawa area in Kurunegala District)

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Introduction

In the modern world nowadays organizations require to continuously introduce innovative products which meet the trends, lifestyles and expectations of customers to compete in a turbulent and competitive business landscape. Advertising is the most common and effective tool in creating awareness and convincing customers about the brand name and also it is well known fact that the advertisement plays an important role in achieving the organizational goals and strategies especially in the market. It seems that the use of celebrity is increasing day by day. The popularity and credibility of a celebrity helps the companies to attract more and more customers. There is a need to find out the impact of celebrity endorsement on the buying trends or purchasing behaviors of the consumers. Because in today, celebrity endorsement is a very successful and commonly practiced strategy for major firms to create and improve company's brand image (Arora & Sahu, 2014). Celebrity endorsements have long been used and which are one of the most popular advertising strategies and recognized as "ubiquitous feature of modern day marketing" (Biswas et al., 2009). General objective of this study was to study the impact of celebrity endorsement in advertisements on consumer buying behavior of cosmetic products and specific objectives were to study the relationship between attractiveness of celebrity endorsed advertisements and consumer buying behavior, to study the relationship between credibility of celebrity endorsed advertisements and consumer buying behavior and to study the relationship between meaning transfer of celebrity endorsed advertisements and consumer buying behavior.

Methodology

The research is quantitative and descriptive in nature. Both primary and secondary data were collected and analyzed through SPSS 16.0 version. The conceptual framework is depicted in Figure 01. Primary data were collected through a structured questionnaire. Qualitative data were measured by using Likert's scale. Secondary data were collected from books, journals, newspapers

and web-sites. The target sample is 100 consumers from general public who are using cosmetic products in Udubaddawa area. Sample was selected using stratified random sampling method. Descriptive statistics and inferential Statistics were used in data analysis.

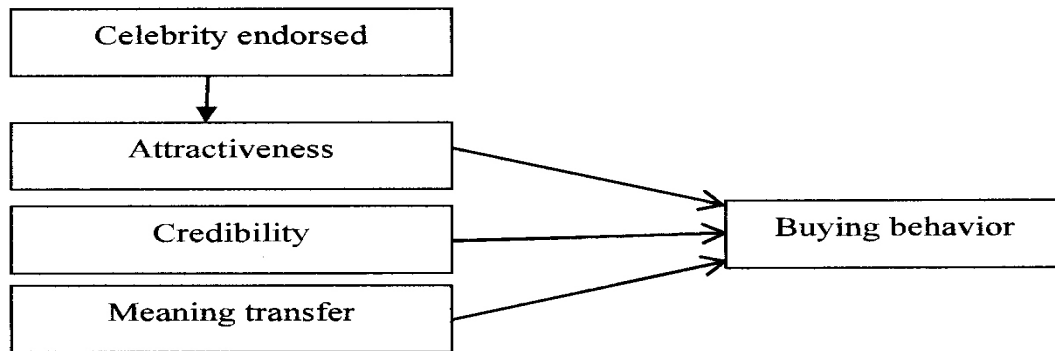


Figure 1 Conceptual framework

Results and discussion

According to the results 70 percent of respondents have not purchased cosmetic products those which are endorsed by celebrity related to their purchasing in last 6 months. They have considered price, quality and the brand name for taking decisions on purchasing cosmetic products rather than the celebrity advertising. 64 percent of respondents have considered quality and 19 percent considered price and 17 percent considered the brand name.

Though the majority of respondents have not purchased cosmetic products those which are endorsed by celebrity, 85 percent of those have agreed that celebrity endorsed advertisements are more attractive than the non-celebrity endorsed advertisements.

It implies that celebrity-endorsed advertisements are more attractive in the perception of the viewers. Results show that cosmetic products which are mostly endorsed by celebrities are as skincare products as it indicated by 100 percent of the respondents. With respect to the hair care products, 97 percent of the respondents agreed that hair care products are endorsed by celebrities and 92 percent agreed that personal care products are mostly endorsed by celebrities. Further, 40 percent of the respondents have agreed that color cosmetic is endorsed by celebrities. With respect to the awareness on celebrity endorsed advertisements, 43 percent viewed that television as the media. Secondly highest is recorded for the internet media (32). The least percentage which is 14 percent aware on the celebrity endorsed advertisement from newspapers. With respect to the frequency which the respondents watch celebrity endorsed advertisements, majority of respondents (64%) often watch such advertisements while 31 percent occasionally see those advertisements.

With respect to the celebrities who can be seen mostly in cosmetic advertisements, 48 percent viewed television or movie personalities, 24 percent told that musicians are impressed by them through the advertisements while 23 percent agreed athlete as the factor.

As shown in this correlation matrix (See Table 1), correlation coefficient for the relationship between attractiveness of celebrity endorsed advertisements and consumer buying behavior is 0.773 that is significant at 0.01 significance level ($p < 0.01$). So that it can be concluded that there is a strong and positive relationship between attractiveness of celebrity endorsed advertisements and consumer buying behavior.

The correlation coefficient for the relationship between credibility of celebrity endorsed advertisements and consumer buying behavior is .853 that is significant at 0.01 level ($p < 0.01$). It indicated that there is a positive and strong relationship between credibility of celebrity endorsed advertisements and consumer buying behavior. The correlation coefficient for the relationship between meaning transfer of celebrity endorsed advertisements and consumer buying behavior is .837 that is significant at 0.01 level ($p < 0.01$). It indicated that there is a positive and strong relationship between meaning transfer of celebrity endorsed advertisements and consumer buying behavior.

Table 1 Correlation analysis

		A	B	C
A. Attractiveness	Pearson Correlation	-		
	Sig. (2-tailed)			
B. Credibility	Pearson Correlation	.778**	-	
	Sig. (2-tailed)	.000		
C. Meaning transfer	Pearson Correlation	.691**	.818**	-
	Sig. (2-tailed)	.000	.000	
D. Buying behavior	Pearson Correlation	.773**	.853**	.837**
	Sig. (2-tailed)	.000	.000	.000

Table 2 Results of Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	.028	.184		.154	.878
Attractiveness	.213	.069	.223	3.085	.003
Credibility	.339	.084	.367	4.035	.000
Meaning transfer	.388	.080	.383	4.849	.000

Conclusion

This study examined the effect of celebrity endorsement in advertisement on consumer buying behavior with respect to cosmetic products. The results reveal that there is a positive relationship between attractiveness of celebrity endorsed advertisements, credibility of celebrity endorsed advertisements and transfer of celebrity endorsed advertisements with consumer buying behavior.

Keywords: *Advertisement, consumer buying behavior, celebrity endorsement.*

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