Celebrity Endorsement or Innovative Advertisement and its impact on Product Branding: A comparative study

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Abstract

Celebrities being exploited for services other than performing their actual occupations as actors or an athlete, such as sponsorships, have become increasingly common in the current scenario. Despite the significant costs and risks involved in this sort of advertising, it is nevertheless commonly used in today's globe. An endorsement from a celebrity can help a firm acquire credibility and reach out to new clients. The ability of a person to influence others is referred to as celebrity impact. Businesses may use the celebrity's clout and influence to market their own products and services. Celebrities can aid in the development of a brand's reputation and glitz. When it comes to advertising promotion, you'll naturally think about celebrity endorsement businesses and the star effect. It's also critical for a brand to perform effectively in advertising.A brand's performance in terms of advertising and marketing, as well as the spokesperson, is equally crucial. They, like many other brands, strive to catch the star chaser's self-satisfaction by inviting a huge number of celebrities to represent the brand in order to raise brand awareness and product awareness. The research suggests novel advertising and celebrity branding tactics, as well as aspects that may influence their efficacy. Ethical marketing to vulnerable consumers, social marketing, and product branding are some of the other subjects being addressed for future research in celebrity marketing. The research is conceptual in nature, with a focus on a thorough evaluation of scholarly research works. The research is secondary research that studies and analyses various literature, and this paper makes a modest attempt to examine knowledge co-creation, in the form of indispensable knowledge that is interfaced between disciplines, based on the information collected from the literature.

Keywords: *Celebrity Endorsement, Innovative Advertisement, product branding, advertisement publicity, star effect, brand promotion*

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Introduction

In recent decades, celebrity endorsements have been a staple of advertising. The term celebrity is typically defined as a well-known individual who is viewed as a role model for society by the general public (McCracken, 1989), owing to professional talents or physical appearance (Kahle and Homer, 1985). Actors, models, sportsmen, and singers are examples of celebrities (Friedman and Friedman, 1979). Businesses are increasingly investing in the use of celebrities in advertising to influence consumers, recognizing the power that celebrities possess over them (McNamara, 2009). Every year, companies are spending millions of dollars on celebrity endorsements. The instinctive notion that the favorable image of celebrities will filter through to the products linked with them is one possible justification for this behavior. The impact of celebrity endorsement on advertising efficacy has been intensively explored in recent decades, given the potential benefits of using celebrity endorsers. The process of celebrity endorsement has been made clear using a variety of theoretical frameworks.

The Process of Celebrity Endorsement

"The success of the endorser depends, in part, on the meaning he or she provides to the endorsement process," writes McCracken, author of The Meaning Transfer Model. "Celebrities are frequently used as tools to convey meaning to a product. The message they conveyand impart on a product is frequently determined by their gender, reputation, lifestyle, and age opinions and viewpoints (Erdogan, 1999 as cited in Kwanzu). The model emphasizes on the implications of a celebrity'spersonality, class, gender, lifestyle, age and other demographic characteristics on products endorsed by them.McCracken (1986) is credited by Adam and Hussain with developing a three-stage process that explains the model. The audience equates a set of meanings with the well-known personality in the first stage. In the second step, the set of meanings is transferred from the celebrity to the brand or product, and in the third and final stage, the meaning of the product is actually conveyed to the customers through the purchase and use of the products. The model suggests that whenever a consumer comes across a product endorsed by a celebrity, they instantly associate some definite meanings with the endorser and eventually transfer it to the brand or product.

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Fig 1:- The Meaning Transfer Model
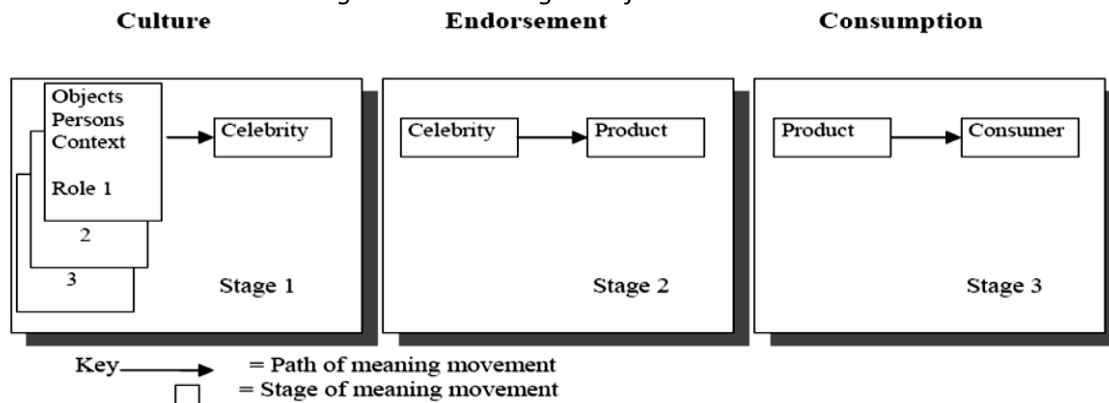
Source -: McCracken (1989 pp. 45)

Consumer purchase intentions are influenced by celebrity endorsement, according to market research studies (Wei and Lu, 2013).Many researchers have looked into a number of interconnected factors, including the impact of celebrity endorsement on product recall, celebrity credibility and knowledge, and image of the celebrity (Amos et al., 2008). The Advertisement industry has become dynamic and innovative in the 21stcentury. It is crucial to recognize what is novel in the current era and then capitalize on that innovation in marketing and advertising. Advertising, as an economic engine for change that encompasses a wide range of creative activities, and human creativity is frequently the source of new advertising forms that lead to new industries.

The traditional forms of Integrated Marketing Communications (IMC) in India have been TV, radio, and digital advertising.Younger generations, such as millennials, have been exposed to more trendy and contemporary kinds of advertising as a result of technology advancements, as opposed to prior generations who focused more on traditional marketing methods. The question now is how India's advertising industry has fared, and whether the country's ad agencies and target audiences have developed into a more creative promotional attitude. Advertising in our country has grown into a concept of marketing to customers rather than to customers. There is a thin line between these two concepts. Customers are no longer drawn to traditional forms of advertising; instead, they expect something unique, innovative, and full of creativity that adds freshness to the advertisement campaign designed to promote the brand or product. Advertising agencies have gained a revolutionary mindset of promoting for the customer, as customers no longer want traditional forms of advertising; instead, they expect advertising to be unique, innovative, and

creative, which adds newness to an advertisement campaign designed to promote the brand. With the novelty of ideas, creativity and innovation in Advertisement campaigns brands are able to create a lasting impression in consumer's mind.

In this context, adv. creativity refers to the skill of establishing significant and innovative linkages between prior and current advertisements using relevant, credible, and tasteful means (Smith, Mackenzie, Yang, Buchholz & Darley, 2002). In the global context, ad creativity has been a contentious issue, and it is vital to explore the elements that influence ad creativity in India so that marketers, aspiring entrepreneurs, and economists may have a thorough understanding of the Indian advertising business. According to Miles and Green's (2008) research, the advertising sector has a high level of innovation activity, however much of this work is not recognized as such by advertising professionals.

In addition to looking at advertising, this study also examines the creative revolution. Technological advancements have led to the implementation of IMC concepts (Kliatchko, 2005). Consequently, since most customers are reached via digital channels, an understanding of advertising creativity must be based on the perspective of the consumer. Because, according to Smith et al., 2002, creativity exists in the eye of the person who is himself creative enough to judge the ad creativity in order to understand the customer's impression. As a result, another main purpose of the study is to learn more about how customers' mindsets have changed and what they pay attention to when they are exposed to various advertising and promotional techniques and tools.As a result, data is obtained on customers' needs, aspirations, and requirements, along with their attitudes toward commercials, where their interest in new age

marketing resides, and how the promotions they end up receiving operate.

As a result, the goal of this study is to conduct a comparison of celebrity endorsement and innovative advertising to promote a brand or product in the Indian market.

Literature Review

Businesses are increasingly turning to celebrity endorsement as one of their most effective marketing methods. This seems to be an important part of practically every brand's promotional strategy, as well as a key marketing trend. Using employment of celebrity advertising has been shown to be an effective means of drawing the public's attention in both theory and practice. Celebs are revered people of society who serve as role models for the majority of Indians. People are influenced by celebrities' dress, tastes, or practices. Because of this, businesses hire celebrities to advertise their brands or products and to influence buyers. Consumers believe that celebrity endorsement influences brand attitudes, buying decisions, and even thoughts positively. Furthermore, celebrity endorsement has been shown to affect customer purchasing behavior.

As part of their marketing communications strategy, prominent corporations frequently use celebrities to bolster corporate or brand imagery. Companies invest heavily comparing brands and organizations based on endorser traits such as attractiveness, likeability, and trustworthiness. It is believed that these traits are transferrable and will lead to positive campaign effects. Celebrity characteristics, on the other hand, might be unsuitable, irrelevant, and unpleasant at times. Furthermore, the big challenge arises i.e. how can organizations choose and maintain the "correct" celebrity amid a plethora of competing options, while also managing the source and preventing possible problems? By mixing strands from

several pieces of literature, this paper aims to analyze variables that may be considered in any celebrity selection process.

A celebrity endorser, according to McCracken (2011), is "any male or female who enjoys popularity and who leverages that popularity given by the public on behalf of a purchaser privilege by participating in a adv. commercial" (p 310). Celebrity endorsement isn't a recent concept, however it has quickly become one of the most well-known types of advertising (Choi & Rifon, 2012), particularly in the non-profit sector (de los Salmones, Dominguez, & Herrero, 2013).

The multiple advantages that businesses have received from using this sort of advertising might be traced to celebrity endorsements' current reputation. Despite of current media-saturated climate, wherein capturing an attention of the consumer is tough, marketing and advertising executives are seeking for superstars to generate interest and traction, giving businesses a better opportunity of expressing their information to people. (Kamins, emblem, Hoeke, & Moe, 2011; Erdogan, Baker, & Tagg, 2011).

Celebrities are generally effective in persuading consumers when they are worried about interpersonal acceptability and their perception of other people (DeBono and Harnish 1988) or when a product is not as well received by the public as it should be (Buttle, Raymond, and Danziger 2000). This is a very well understood fact that celebrities are often attractive, which aids in persuading customers who are concerned about social approval and other people's opinions (Buttle, Raymond, and Danziger 2000). Whenever a celebrity has expertise and experience in a certain field, such as an athlete promoting shoes (Ratneshwar and Chiaken 1991) or a supermodel pushing make-up (Baker and Churchill 1983), they can be trusted. In addition to being a proven formula

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for corporate marketing and image building, endorsements are now a mainstream thing. Consumers have become engrained into brands, allowing them to express themselves, become more self-aware, and find their identity in brands. The ubiquity of superstars might bring about recognizable proof and purchaser influence as buyers look to lay out some sort of relationship with them (Belch and Belch 2007). At that point, publicizing organizations supported their utilization of famous people by referring to "the soul of imitating." About 10 years prior, one in each three TV plugs included VIP supports (Business Week, 1978), and this promoting methodology had all the earmarks of being on the ascent across all media types today (Sherman, 1985 and Levin, 1988).

Advertising and branding go hand in hand both are interdependent on each other. An organization's or product's brand is defined as a combination of concrete and intangible attributes designed to promote awareness and identity while also enhancing the reputation of that organization or product. Branding strategy is to establish brand products that catch the eye by decreasing the number of purported replacements, ramping up price elasticity, and maximizing revenue. Brand equity management, competitive brand positioning, and value chain development have all been mutually dependent methodologies for marketing strategy. It is essential to identify a distinct market space, as perceived by the consumer, as well as a cognate location, in order to position one's brand competitively. (Sammut-Bonnici and Tany 2015)Advertising, according to Kotler, is any paid form of non-personal presentation and promotion of ideas, goods, or services by a specific sponsor.

Advertising has long been known for its innovation and creativity, which has resulted in time frames of profound change and reconfiguration. This same marketing industry has rapidly undergone several significant changes, which some observers believe endangers its long-term essentialness as well as survivability (Rust and Oliver, 1994; Stewart, 1992). Those around say that current analogies (for example, customer relationship management and marketing communication) have always been needed to interpret the current and future state of advertising world (e.g., McGann, 1992).

This Research Paper reviews the recent innovation in advertising research and the role of endorsements by the celebrities in making a purchase decision by customers. In order to forecast future developments and directions, current trends are identified. Metaphors are used to describe advertising practice and to suggest areas for future research. Amongst some of the character – investigated are:

- The task of developing an innovative advertisement and researching how it affects the consumer psyche.
- The correlation between the consumer purchase behavior and celebrity endorsement.
- Celebrity endorsement and emerging trends in advertising research for brand promotion.

Research Methodology

This paper focuses on perception about the product/brand based on celebrity endorsement and innovative advertisement. In this paper has qualitative approach to measure perception for celebrity endorsement and innovative advertisement. In this paper primary data is collected on various parameters with the help of e-survey 56 respondents. Factor Analysis is used to determine various factors to find impact of celebrity endorsement and innovative advertisement on product/brand. This paper is an attempt to established relationship between

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celebrity endorsement and innovative advertisement with brand image.

Objective of the study

1. The primary objective of this study is to find the impact of celebrity endorsement on product/brand.
2. The secondary objective is to find out the impact of innovative advertisement on product/brand.

Data Analysis

The main focus of the paper is to establish the relationship between brand image a brand/product and celebrity endorsement/innovative advertisement. It has been measure with various elements. The data has been collected from 56 respondents. This data was gathered on 26 features using a Likert scale on a five-point scale, as well as other components. The data was analysed using Principle Component Factor Analysis.

Table 1:- Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	56	0	2	.61	.528
Age in Years	56	1	2	1.98	.134
Education	56	2	5	3.95	.553
Occupation	56	1	4	1.50	.853
What category of advertisement encourages you to buy the product?	56	1	4	2.64	.862
Celebrities use the products that they promote.	56	1	5	2.18	1.064
Celebrities have an impact on the brand's image.	56	1	5	3.91	.815
People buy celebrity-endorsed brands to boost their social perpendicular.	56	2	5	3.73	.842
What sort of advertisement has the power to change your perceptions?	56	1	4	2.43	.850
All the factual features of a product can be conveyed using	56	1	4	2.63	.822
What holds the viewer's attention more?	56	1	4	2.16	.826
What helps you more to reminisce a brand/Product?	56	1	4	2.32	.834
What helps more to project a positive image of the endorsed brand?	56	1	4	2.09	.859
What do you think helps a brand to build credibility?	56	1	4	2.21	.929
How well you remember this advertisement Surf Excel....Daag achche hain Campaign?	56	1	4	3.64	.862
If you were describing this advertisement to a friend, would you say this advertisement is...?	56	1	17	6.86	5.047
Based on the (Surf Excel....Daag achche hain) campaign features advertised this ad	56	2	6	4.87	1.402
How do you rate the Surf Excel ad's motivating power?	56	1	5	3.41	.708

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What are some impressions that you take away from the Surf Excel advertisement?	56	1	2	1.16	.371
How would you rate the advertisement compared with others of the same kind product?	56	1	4	2.02	.842
How well do you remember Ariel's Sanjeev Kapoor Campaign?	56	1	4	3.27	1.136
If you were describing this advertisement to a friend, would you say this advertisement is...?	55	1	17	5.82	4.967
Based on the (Ariel's Sanjeev Kapoor Campaign) features advertised this ad	56	2	6	4.73	1.408
How do you rate the Ariel ad's motivating power?	56	1	4	2.80	.840
What are some impressions that you take away from the Ariel advertisement?	56	1	2	1.59	.496
How would you rate the advertisement compared with others of the same kind product?	56	1	5	2.46	.990
Valid N (listwise)	56				

Table 1 above shows various statistical descriptive the various component to analyze the impact of celebrity endorsement and innovative advertisement on image of product/brand.

Factor Analysis

Table 2:- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.50
Bartlett's Test of Sphericity	Approx. Chi-Square	387.396
	df	231
	Sig.	.000

However this paper contains qualitative data about consumer perception and the data was collected using a Likert Scale and other elements, factor analysis should be used when we have a large enough sample size and all of the factors have some significant relation. The KMO test is used to determine sample adequacy. Previous research has shown that the value of the KMO test must be greater than 0.5 for sampling adequacy. The current work has a KMO Test value of 0.50. Based on the KMO test, it is possible to conclude that the sample size is sufficient to move ahead with Factor Analysis.Another requirement for using Factor Analysis is that all of the factors have some degree of correlation. The Bartlett's Test of Sphericity can be used to examine the relationship between all of the variables. According to the Bartlett's Test of Sphericity, the Chi-Square value is 387.396, which is significant at the 5% level of significance. Based on the results of this test, it is possible to

conclude that all of the factors in this study are related, and factor analysis can be used to conduct the analysis.

Table 3:- Communalities

	Initial	Extraction
What category of advertisement encourages you to buy the product?	1.000	.576
Celebrities use the products that they promote.	1.000	.695
Celebrities have an impact on the brand's image.	1.000	.664
People buy celebrity-endorsed brands to boost their social perpendicular.	1.000	.484
What sort of advertisement has the power to change your perceptions?	1.000	.726
All the factual features of a product can be conveyed using	1.000	.788
What holds the viewer's attention more?	1.000	.690
What helps you more to reminisce a brand/Product?	1.000	.829
What helps more to project a positive image of the endorsed brand?	1.000	.657
What do you think helps a brand to build credibility?	1.000	.801
How well you remember this advertisement Surf Excel....Daag achche hain Campaign?	1.000	.671
If you were describing this advertisement to a friend, would you say this advertisement is...?	1.000	.793
Based on the (Surf Excel....Daag achche hain) campaign features advertised this ad	1.000	.648
How do you rate the Surf Excel ad's motivating power?	1.000	.676
What are some impressions that you take away from the Surf Excel advertisement?	1.000	.803
How would you rate the advertisement compared with others of the same kind product?	1.000	.704
How well do you remember Ariel's Sanjeev Kapoor Campaign?	1.000	.577
If you were describing this advertisement to a friend, would you say this advertisement is...?	1.000	.656
Based on the (Ariel's Sanjeev Kapoor Campaign) features advertised this ad	1.000	.669
How do you rate the Ariel ad's motivating power?	1.000	.670
What are some impressions that you take away from the Ariel advertisement?	1.000	.810
How would you rate the advertisement compared with others of the same kind product?	1.000	.754

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Extraction Method- Principal Component Analysis

The table 3 above shows the communities among the various factors itself. Also every factor has a correlation of one in and of itself. According to the above table, the factor 'What helps you more to recollect a brand/product?' has the highest value of extraction, which is 0.829, and on the premise of this value, we can

conclude that this factor is highly effective in brand remembrance. Likewise, a further important factor in competency mapping is 'What are some impressions that you take away from the Ariel advertisement?' This factor's extraction value is 0.810.

Table 4:- Total Variance Explained

| Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.206	14.574	14.574	3.206	14.574	14.574
2	2.816	12.799	27.373	2.816	12.799	27.373
3	2.297	10.442	37.815	2.297	10.442	37.815
4	1.847	8.398	46.213	1.847	8.398	46.213
5	1.505	6.842	53.055	1.505	6.842	53.055
6	1.335	6.069	59.125	1.335	6.069	59.125
7	1.280	5.818	64.943	1.280	5.818	64.943
8	1.054	4.791	69.734	1.054	4.791	69.734
9	.987	4.487	74.221			
10	.894	4.065	78.286			
11	.792	3.601	81.887			
12	.692	3.147	85.034			
13	.672	3.053	88.087			
14	.509	2.312	90.399			
15	.422	1.919	92.319			
16	.352	1.598	93.917			
17	.339	1.543	95.460			
18	.281	1.279	96.739			
19	.246	1.119	97.858			
20	.198	.900	98.758			
21	.163	.741	99.500			
22	.110	.500	100.000			

Extraction Method:- Principal Component Analysis

Table 4 shows the amount of variation in all of the key factors for competency mapping. On the basis of Eigenvalue, a factor can be extracted. The Eigenvalue must be greater than one in order to have an effective factor. Four of the factors in the preceding table have Eigenvalues greater than one. All of these

factors can extract sums of square loadings of around 69.734 percent of the total. Based on this, we can conclude that 8 factors, which are endorsed by celebrities or have innovative advertising, are very effective in the image of a product/brand.

Figure 2 :-Scree Plot
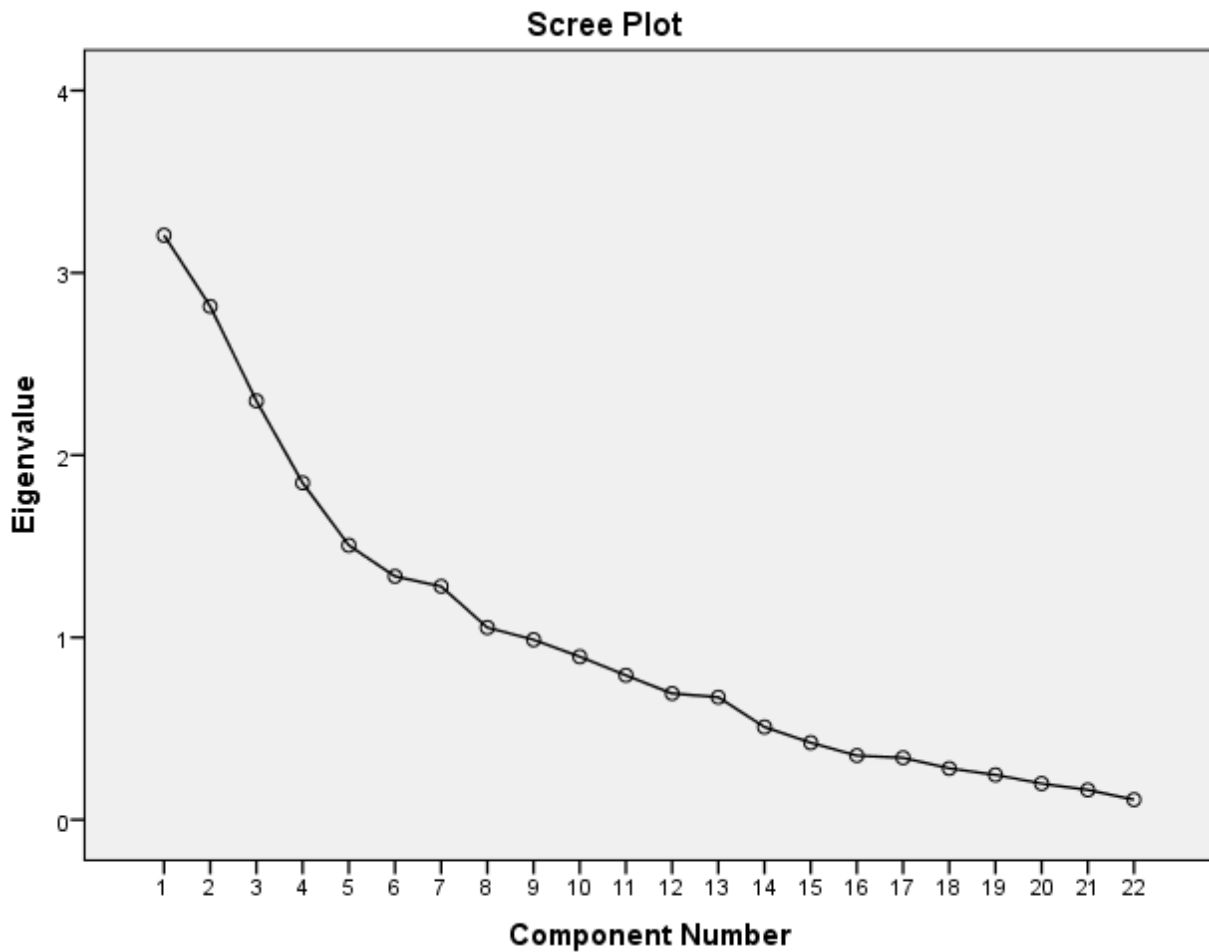
Figure 2 shows graphical representation in the form of Scree Plot of factor loading, which have Eigenvalue more than 1.

Table 5:- Component Matrix

	Component							
	1	2	3	4	5	6	7	8
What category of advertisement encourages you to buy the product?	.339	.165	-.408	-.339	.224	.292	.104	-.072
Celebrities use the products that they promote.	.182	-.328	.220	.194	-.264	.570	.081	-.259
Celebrities have an impact on the brand's image.	.112	-.107	.211	-.701	-.180	-.057	-.231	.123

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People buy celebrity-endorsed brands to boost their social perpendicular.	.071	-.437	.250	-.224	-.289	-.061	.274	.113
What sort of advertisement has the power to change your perceptions?	.707	.228	-.088	-.074	.287	-.255	.103	.066
All the factual features of a product can be conveyed using	.756	.061	-.272	-.189	.184	-.178	.193	-.013
What holds the viewer's attention more?	.465	.465	-.152	.195	-.238	.277	-.195	-.159
What helps you more to reminisce a brand/Product?	.651	.302	-.081	.201	-.422	-.110	-.008	-.279
What helps more to project a positive image of the endorsed brand?	.229	.578	-.151	.092	-.197	.346	-.232	.165
What do you think helps a brand to build credibility?	.061	.558	.003	-.389	.258	.080	.466	.211
How well you remember this advertisement Surf Excel....Daag achche hain Campaign?	.450	.278	.567	.020	.161	.123	-.094	.138
If you were describing this advertisement to a friend, would you say this advertisement is...?	-.060	.206	-.178	.526	-.270	-.583	.119	.112
Based on the (Surf Excel....Daag achche hain) campaign features advertised this ad	.274	-.011	.161	.240	.543	-.022	-.372	-.235
How do you rate the Surf Excel ad's motivating power?	-.080	.273	.687	-.006	-.077	.206	.057	.265
What are some impressions that you take away from the Surf Excel advertisement?	-.419	.048	-.388	.228	.287	.256	.451	-.268
How would you rate the advertisement compared with others of the same kind product?	-.199	-.170	-.499	.198	.113	.352	-.063	.454
How well do you remember Ariel's Sanjeev Kapoor Campaign?	.024	-.013	.600	.030	.067	.020	.315	-.335
If you were describing this advertisement to a friend, would you say this advertisement is...?	.086	.428	.176	.449	-.133	.044	.296	.355
Based on the (Ariel's Sanjeev Kapoor Campaign) features advertised this ad	-.235	.153	.369	.333	.514	-.067	-.263	.081
How do you rate the Ariel ad's motivating power?	.391	-.513	.187	.289	.068	.079	.332	.116
What are some impressions that you take away from the Ariel advertisement?	-.452	.671	.162	-.126	.019	-.072	.183	-.271
How would you rate the advertisement compared with others of the same kind product?	-.592	.569	-.037	-.188	-.165	-.013	-.083	-.093

Extraction Method: Principal Component Analysis

a. 8 components extracted

The loading of various factors in the extracted factor is shown in table 5. The factor analysis identifies eight factors. The loadings of various factors in extracted factors are explained in this table. The high correlation between factors and extracted factors is explained by the high loading in a factor.

Model on Effectiveness of Advertisement

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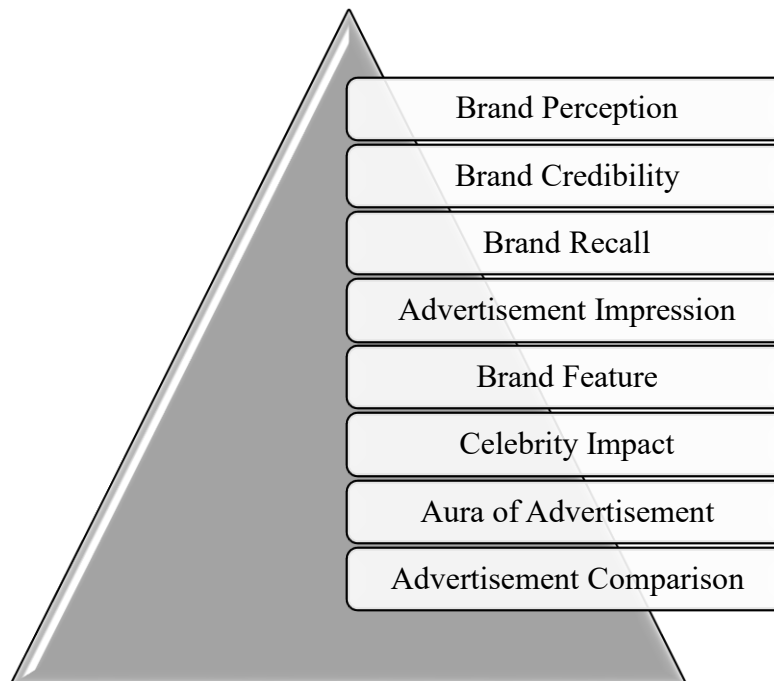| Brand Perception |
| Brand Credibility |
| Brand Recall |
| Advertisement Impression |
| Brand Feature |
| Celebrity Impact |
| Aura of Advertisement |
| Advertisement Comparison |

Figure 3:Effectiveness of Advertisement

As factors are extracted using the Factor Analysis in table 4, there are eight components extracted. Each component has different variable (s). Based on this model is crated to find effectiveness of advertisement. According to this model, effectiveness of advertisement is dependent on eight factors and has been indicated as:

Effectiveness of Advertisement = f(Brand Perception, Brand Credibility, Brand Recall, Advertisement, Impression, Brand Feature, Celebrity Impact, Aura of Advertisement &Advertisement Comparison)

Conclusion

This research is an attempt to analyze the effective of advertisement, whether it has been endorsed by celebrity or is an innovative advertisement. To make it more general, two brand of watching powder have been discussed and questions are being asked to respondents on various factors. After the data analysis, it is found that innovative advertisement is more

effective than advertisement endorsed by celebrity. According to this research, there are eight factors such as Brand Perception, Brand Credibility, Brand Recall, Advertisement, Impression, Brand Feature, Celebrity Impact, Aura of Advertisement &Advertisement Comparison, which have significant impact on effectiveness of brand or a product.

Scope for Further Research

This paper guides future research to investigate the effect of celebrity endorsement used by a brand against the use of innovative advertisement to recall a particular brand or a product. To widen the scope of research more components can be introduced to analyze the effective of innovative advertisement and celebrity endorsement. Large sample size can be collected through questionnaire with more components for more brand/product. Other statistical tool such as Multiple Regression Model can also be applied on extracted factors to established relationship between effectiveness of advertisement of a brand or product and factor affecting it.

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