

Influence of Celebrity Endorsements on the Consumer Behavior for Facial Care Product

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Abstract: *In an era of Globalization and liberalization, the cosmetic industry has seen a growth across the world and specially in personal care products in India. One of the thriving markets in cosmetic industry is skin care products which then further have facial care as one of the flourishing segments in Indian market. With the growing market there are lots of competitors who are making up in this industry and thus leading to competition in market. It has become very important for every company selling facial care product to make their brand visible in the market. Celebrity Endorsements has become an emerging trend to advertise products in facial care segment not only to make their brand visible but also to make connect between their repo, consumers and company's brand.*

Celebrity Endorsements have been highly used in Indian context and has become a worldwide phenomenon in the field of advertising. Bubbling out amazing results in brand building and brand loyalty, celebrity endorsements in some cases have been seen influencing the decision making process of consumers.

After rigorous discussion and analysis of various research papers and articles, the team came to know that there were very few researches conducted to study the influence of celebrity endorsements on consumer behavior for facial care products. Also there were no researches that were conducted in Ahmedabad city. Hence, the group narrowed down the scope to study the influence of celebrity endorsements on consumer behavior for facial care products and went for a pilot survey to understand the influence in a better way and incorporate the changes in the final questionnaire which was used for the research. The team then conducted a survey of

400 respondents equally divided as per the age, gender and location of the respondents.

1. Introduction

In recent years, the plethora of use of celebrities in advertisements has become more prevalent than ever. Marketers have the perception that this technique of persuasion is a winning formula to build up brand image, to increase sales revenue, and to gain strong brand loyalty. We are bombarded by a variety of different advertisements in our everyday life without having a choice not to. Celebrity endorsement is very popular and widely used in advertising. From magazines to TV advertisements, from toothpaste to luxury goods, celebrity-endorsed products have penetrated almost every aspect of our lives. Famous endorsers appear in approximately 25% of all kinds of television commercials to promote different products and brands, and roughly 10% of advertisers' budgets are spent on the use of celebrities. This phenomenon displays the popularity and importance of the practice on communicating brand images, where the aim is to communicate the message to consumers in a suitable manner in order to achieve best results possible. (D.W White, 2009)

According to the Oxford Advanced Learner's Dictionary, a Celebrity has been defined as a famous person i.e. well-known actors, film stars and such personalities.

The below passage is from a Report-Journal of Advertising Research (1979).

The synonyms cited by the thesaurus for the word celebrity are fame, famous person and renown. Accordingly, this would mean a type of important person, an influential person, one of

laurels, honor and personage. The term 'celebrity' refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman, 1979)

The below passage is from a Report on Celebrity Endorsements-The Connect With The Target Audience (2006).

A celebrity is, hence, a person who is widely recognized (famous) in a society and commands a degree of public and media attention. The word stems from the Latin word 'celebritas', which is again, derived from the adjective 'célèbre' meaning 'famous, celebrated'. Fame is the major prerequisite for celebrity status, but not always sufficient. There has to be a level of public interest in the person which may or may not be connected to the reason they are famous. For example, a public figure such as a politician, industry leader etc. may be famous but not a celebrity unless something else triggers public and media interest (e.g. Richard Branson, founder of the Virgin Group, attempting to circumnavigate the globe in a balloon) Other types of fame, particularly those connected with mass entertainment are almost guaranteed to lead to celebrity even if the person deliberately avoids media attention. Examples of these are performers such as actors and musicians and athletes. (Acharya, 2006)

McCracken in the Journal Article- Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process (1989), has defined a celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement." (McCracken, 1989)

Celebrity/celebrity endorser is a person who is successful in his/her profession, is widely recognized, has huge fan following in the society and enjoys media attention.

The passage below is from a Journal Article on Celebrity endorsement in India-Emerging trends and challenges by Datta, SupriyoPatra and Saroj K.

Many-a-times, the target audience pay more attention to their favorite celebrity, endorsing a product and they fail to notice the brand. To attract larger number of target audience, credibility in advertisement plays an important role. Greater the impact on target audience, faster the brand recognition and emotional unity with the target group (Datta S. P., April 2010).

The below passage is from a Journal Article- Journal of marketing and communication on Celebrity impact- A model of celebrity endorsement by Jayant Sonwalker, Manohar Kapse & Anuradha Pathak.

The concept of celebrity endorsement can help in improving the brand image and thereby the sales of a product too, as a result of the value associated by the celebrity are transferred to the brand. To create a stronger impact on the target group, the companies try to make their brand highly acceptable and recognizable with the help of celebrities because consumers are more attracted towards well known and optimally exposed brand than unknown ones. Even, brands endorsed by celebrities are easy to recall and retain. (Jayant sonwalker)

Current Scenario of Celebrity Endorsement

In recent years, the excessive use of celebrities in advertisements has become more prevalent than ever. Marketers have the perception that this technique of persuasion can be a winning formula to build up the brand image in the market to increase sales revenue, and to gain strong brand loyalty.

The below passage is from a journal Article- British Food Journal.

The celebrities themselves transfer their own personality and image to the brand and product they are representing, generating a related image between themselves and the brand or product. In order for the endorsement to be successful, there are three different attributes the celebrity needs to communicate to the consumers. These are; credibility, attractiveness and power, where credibility is represented by knowledge, skills and expertise concerning the product(s); attractiveness includes likeability, familiarity and similarity of celebrity with the brand or product(s), and power enables the endorser to affect the consumer buying behavior (Byrne, 2003)

It is necessary to delve into the psyche of different segments in order to come up with the most effective means of choice of a celebrity for a targeted audience.

Celebrities create headlines. Their activities and movements are being closely watched and imitated by the followers. What actors and actresses wear in movies becomes a fashion. What they endorse sells like hot cakes. It is not

surprising therefore that using celebrities in advertisements has become common practice.

This phenomenon displays the popularity and importance of the practice on communicating brand images, where the aim is to communicate the message to consumers in a suitable manner in order to achieve best results possible.

Cosmetic Industry: An Overview

While the cosmetic industry is considered a “mature” industry (that means business people don’t expect much significant growth) it is a pretty reliable industry. No matter what, people want to smell and look good so even when the economy hits a recession people will still buy soap. The recent economic conditions demonstrates that people buy less, but they do keep buying. The information mentioned below is referred from the website ‘www.indianmirror.com’. The Indian Cosmetics Industry is defined as skin care, hair care, color cosmetics, fragrances and oral care segments which stood at an estimated \$2.5 billion in 2008 and is expected to grow at 7%, according to an analysis of the sector. Today herbal cosmetics industry is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people shun chemical products in favor of organic ones. (Indian Mirror)

What are Cosmetic Products?

Government of India under THE DRUGS AND COSMETICS ACT, 1940 defines Cosmetic as follows:

“Cosmetic” means any article intended to be rubbed, poured, sprinkled or sprayed on, or introduced into, or otherwise applicable to, the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and includes any article intended for use as a component of cosmetic. (India, 1940)

Skin Care Market

The ranges of products that are offered for the skin care market are much more diverse than the hair care market. Skin care makes up about 27% of the total cosmetic industry and includes skin moisturizers, cleansers, facial products, anti-acne, and anti-aging products. Of all the cosmetics, skin care products can be one of the most expensive products with 2 ounces of product routinely selling for >\$200. Women do not mind spending big bucks to keep their skin looking young (Corner).

Face Wash Market

One of the most essential personal care products in the market today. Face washes have become an inseparable part of human existence. Since waking up in the morning and washing our faces is a part of our daily routine, having a good quality face wash is of prime importance. Face washes were unheard of since a few decades back. But today, it has become a part and parcel of our lives. The benefits of face washes are innumerable and ever since it has been proved that soaps can be harmful for the facial skin, most of the top face wash companies are on a roll. Face washes are just not restricted to cleaning properties, because if you have the right kind of face wash that suits your skin type then you can bid goodbye to all kinds of skin rashes, acne etc. The damage caused by the rays of the sun is also tremendous, hence, there is a constant need to take care of your face which is undoubtedly one of the most important parts of your body.

To add to the excitement, expensive brand ambassadors have been engaged by some companies to endorse their products. Saif Ali Khan can be seen promoting a charcoal-based Fair & Lovely face wash from Hindustan Unilever Ltd(HUL) even as Alia Bhatt pushes the case for Garnier India. Today, face wash is a Rs.1,600 crore category, growing roughly at 15% a year. Aasritha Poorna, insights director at IMRB Kantar World Panel, said so far 2015 has been a landmark year for face wash, with its annual all-India penetration touching double digits at the end of March 2015. It currently stands at 10.3%. This means that 10% of Indian households have purchased a pack of face wash at least once between April 2014 and March 2015. In urban India, face wash penetration is 14%. (Bansal, 2015)

Consumer Behavior

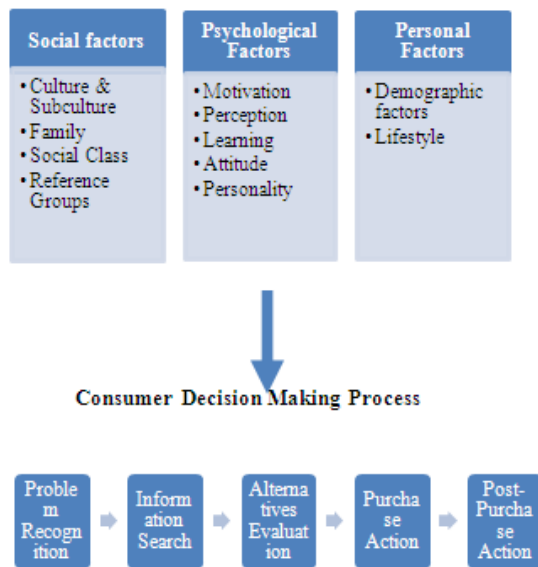
In order to get an insight into understanding of use of celebrity endorsements in influencing the consumer behavior for facial care products, we should first understand consumer behavior as a theory and as an approach (Satish. K. Batra, 2008).

Consumer behavior refers to “the mental and emotional processes and the observable behavior of consumers during searching for, purchasing and post consumption of a product or service.” How consumers make decisions to spend their available resources such as money, time and effort on consumption and use-related items is

the subject of consumer behavior study (Satish. K. Batra, 2008).

There are three factors that affect consumer behavior. It is very important to study consumer decision making process to attain a better understanding of what and how factors affect consumer behavior (Satish. K. Batra, 2008).

The flowchart mentioned below gives an elaborative understanding of different factors and it's impact on consumer decision making process. The diagram is as follows:



SOCIAL FACTORS: Social factors refer to forces that other people exert and which affect consumers' purchase behavior. These include culture and subculture, roles and family, social class, and reference groups.

PSYCHOLOGICAL FACTORS: Psychological factors are internal to an individual and generate forces within, that influences her/his purchase behavior. The major forces include motives, perception, learning, attitude, and personality. It includes motivation, perception, learning and attitude of consumer or customer.

PERSONAL FACTORS: Personal factors include those aspects that are unique to a person and influence purchase behavior. These include demographic factors, lifestyle, and situational factors.

Consumer Decision Making Process

Buyer behavior has two aspects: the final purchase activity is visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex

variables is not visible to anyone. Actual purchase is just one activity, but the process is initiated several steps prior to a purchase and often progresses beyond consumption. In fact, purchase behavior is the end result of a long process of consumer decision-making, influenced by many variables. (Satish. K. Batra, 2008)

The company tries to get involved into the decision making process of consumer through advertisements and altering their decision making. The involvement can be high and low as per the way the consumer wants to carry out his action after engaging with an advertisement.

2. Literature Review

As described by Datta in his research 'Celebrity endorsement in India-Emerging trends and challenges', Celebrity endorsement is a form of brand or advertising campaign that involves a well-known person using their fame to help promote a product or service or using his/her name as a brand. The ability to build brand equity by the endorser is a valuable asset. To a consumer, brand equity creates product/brand differentiation over the other competitors in the market (Datta S. P.).

Further, "Celebrity branding is a type of branding, or advertising, in which a celebrity uses his or her status in the society to promote a product, service or charity. Celebrity branding can assume different forms like a celebrity simply appearing in advertisements for a product, service or charity, to a celebrity attending PR events, creating his or her own line of products or services, and/or using his or her name as a brand" (Datta S. P., April 2010).

A research paper titled 'Celebrity endorsements and branding strategies: Event Study in India' published by IIM Udaipur talks about the role of branding strategies of companies which decided the success of using celebrity endorsements in branding in Indian context. The research also talks about the way celebrity branding is perceived in a collectivist culture. The paper argues about a positive role of celebrity branding in promoting products in Indian context.

The above mentioned research paper helped us in understanding the role of brand strategies resulting in the success of celebrity endorsements and how celebrity endorsements as a tool can be strengthened with other activities. Also, it gave us a clear understanding

of how celebrity endorsement works in Indian context which helped us in defining our research.

Celebrity Endorsement and Cosmetic Industry: A Global Perspective

Celebrity Endorsement has been a global phenomenon when it comes to raising brand equity. A research paper written by Emma Löfgren, Juan Li in a report on Brand Loyalty: A Study of the Prevalent Usage of Celebrity Endorsements in Cosmetics Advertising (2010) talks about celebrity endorsement advertisements have been known as 'ubiquitous feature of modern marketing. Essential objective of celebrity endorsement is to achieve a favorable impact on brand image. Celebrity endorsement is a type of channel in brand communication through which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending their personality, popularity and status in the society or expertise in the field to the brand. In an endorsement context, the celebrity is an impersonal message source, so his or her characteristics, including perceived personal attributes like attractiveness or credibility, may determine endorsement success in terms of the favorable brand image outcome. There is a 98% correlation between success of celebrity endorsement of brand and the power of the brand in the market place. The research also shows a positive correlation between celebrity endorsement and brand equity (Emma Löfgren, 2010).

The trend has been noticed widely in cosmetic advertising. Essential objective of celebrity endorsement is to achieve a favorable impact on brand image. The reason that has been identified for celebrity endorsements constitutes the following:

- The first reason because of which most celebrities would endorse a product is the huge compensation involved in it.
- The second reason why celebrities wish to endorse is to get an enhanced level of acknowledgement. Kaun Banega Crorepati and Movers and Shakers helped stabilize the fast declining careers of their hosts by providing strong audience recognition (McCracken, 1989).

Celebrity endorsement is frequently used in the promotion of cosmetic products. By using Celebrities as endorsers in advertising for these specific type of products, the company in

question communicates the talent, beauty and perfection that are often associated with famous actresses/actors, artists, etc. This is something consumers can relate to in the sense that they can buy the particular product and thereby achieve a connection to and find similarities with the endorsing celebrity. Customers' attitudes regarding brands and products are well enhanced by celebrities, but whether it generates repeat purchase intention and brand loyalty is not so clear (Byrne, 2003).

As described in Journal of Consumer Marketing on Matching products with endorsers: attractiveness versus expertise by Till, B. D., & Busler, M. (1998), there is no doubt celebrity endorsers influence consumers' purchasing decision. If there is an inherent fit or consistency between a celebrity and a product, the endorsement is in fact perfectly matched with the purpose of celebrity endorsement (Till, 1998). However, there is no evidence proving that the usage of celebrity endorsement will achieve stronger brand loyalty in comparison to a non-use of celebrity endorsement. In fact, consumers might pay more attention to celebrities in advertisements than the actual product endorsed, which is not the marketers intention. As in most cosmetics advertisements, physically attractive celebrities are especially recognized. They might exert a magnetic power to consumers resulting in a behavioral purchase instead of true brand commitment. But whether or not the purchase behavior will become repetitive is less clear (Byrne, The naked truth of celebrity endorsement, 2003).

Based on the advertisement for Edge disposable razors, a laboratory study found that the status of celebrity endorsers was, to many consumers, not related to an assessment of the true value of the product. The celebrity endorsers still served as a peripheral cue because they were adored more than ordinary people (Kahle, 1985). However, a simple behavioral response cannot be considered as real brand loyalty, and the behavioral response might easily be wavered by other factors if consumers do not have a strong commitment to the brand. Heavy use of celebrities in cosmetics advertisements might create a paradox, because consumers cannot identify whether they like the celebrity in the advertisement it is the actual product they like. The ultimate goal of marketers is making consumers assert most of their attention to the products. But whether this goal can be accomplished by using celebrities is unsure. *"Attractiveness remains important but the attraction of the celebrity is not the best way to*

build a positive benefit for the brand (Till, 1998) (Byrne, 2003).

Euromonitor (2009) pointed out in its report, “*The problem is that the celebrity beauty industry has become over saturated by the large number of products that have inundated the market*” (Prance, 2007). Cosmetics companies are putting themselves at risk as there are too many celebrity endorsed products available to choose from for the consumers, causing confusion.

Based on the findings in a study, consumers are more willing to see anonymous spokespersons or experts in advertisements, rather than the use of a celebrity endorser. In the test, “*56 per cent of volunteers were opting to buy a cosmetic product that was marketed by an unknown person*” (Prance, 2007). The appropriate usage of celebrity endorsement should be supportive in building brand loyalty but not function as a purpose of beautification. Moreover, celebrity endorsers should not be used as an excuse of lazy marketing when marketers cannot think of better ways to promote the products (Till, 1998) (Byrne, 2003).

Celebrity endorsers often appear in cosmetics advertisements but not all of them fully match with the products or brands. The fact that they are famous might often be the only reason for a marketer to choose a celebrity as a spokesperson. In Kahle and Homer’s *match-up* hypothesis (1985), they stated that the physical attractiveness of a celebrity endorser may only enhance both product and ad-based evaluation if the product’s characteristics “match-up” with the image conveyed by the celebrity. Further empirical studies made by Kamins (1990), based on the match-up hypothesis, suggest that there is no evidence proving a general axiom in advertising saying “*what is beautiful is good*”. That is a too simplistic of a judgment for marketers and with no doubt important for celebrity marketing. Celebrities, as a person or as a character, do convey a profound meaning in our life, but to many ordinary people, the celebrity’s unreal attractiveness has fewer connections with the situation in reality. It is pleasant to see celebrities appearing in a number of cosmetics advertisements, but perhaps not in everyone. The meaning of many cosmetics advertisements is to serve as a social approval message, which merely encourages people to respond by adding intangible pressure on them, because the endorsers look too perfect in advertisements. Is it really necessary for us, as human beings, to look perfect? The original purpose of using celebrities in advertising is mainly for the support of attaining brand loyalty (Emma Löfgren, 2010).

Many prior researches have been done regarding celebrity endorsement and brand loyalty separately. However, there is no connection between a celebrity endorser and its effectiveness in creating brand loyalty as yet. We do not know whether the prevalent usage of celebrities as endorsers in special cosmetics advertising have an effect on creating brand loyalty or not. Even if it is effective, what kind of loyalty can it create? As we have discussed earlier, brand loyalty should not only be defined by behavioral loyalty, but should also include attitudinal loyalty. (Emma Löfgren, 2010)

With the increasing use of celebrity endorsements, there was a wave of selecting the right celebrity for the right brand. McCracken gave an interesting model to select the right celebrity for the right brands. The model will help us in identifying the factors considered to select the celebrity as we can use the similar factors to study the positive or negative influence of celebrity endorsements on consumer behavior for consumer products (McCracken, 1989).

Celebrity Endorsements and Cosmetic Industry: An Indian Perspective

A Report on The Cosmetic & Personal Care Sector in 2008 said that, The personal care market in India was estimated to be about Rs. 141 billion in 2006-07 (Rs 128 billion in 2005-06) recording a value growth of about 10%. This includes two important daily hygiene product categories - personal wash (soap) and dental care (toothpaste and powders), which cannot really be classified as cosmetic products. Excluding these products, the size of the Indian cosmetics market is Rs. 64 billion (Rs. 57.5 billion in 2005). The major segments, by value, are skin care and shampoos, followed by men’s grooming products (which includes also shaving accessories) (Commission, 2008).

The consequence of Globalization and Liberalization in India has brought to light the emerging trends in celebrity endorsements. The dawn of the 21st century saw the phenomenon of celebrity endorsement gaining prominence in our country. Multinationals as well as domestic companies are going the extra yard to sign up leading Hindi Film stars for endorsing their brand.

The following trends are also evident in celebrity endorsement in India which actually should be avoided by celebrity endorsers. Marketers should take care that product/service for which they are spending i.e they are using

celebrities as their marketing strategy should not be overlooked.

- **Overshadow:**-Often it is seen that the target audience focus their attention on the celebrity and in the process may fail to notice the brand. Advertisers should select a celebrity who can attract attention and convince the target audience, yet not overshadow the brand.
- **Overexposure:**-In the beginning of the 21st century it was a common phenomenon to find Bollywood celebrities endorsing more than one brand. Multiple brand endorsement is common among Indian celebrities and this often brings to light the concept of celebrity over exposure.

Also, it has been that celebrity endorsements influence consumers' attitudes and intentions. One of the primary goals of advertising is the persuasion of customers, i.e., the active attempt to change or modify consumer's attitude towards brands. For that matter, also a perfect match should be there between the celebrity and the product for which he/she is endorsing (Datta S. P.).

In India, celebrity endorsement started gaining prominence from 1980's. Celebrities may convey a broad range of meanings, involving demographic, personality and lifestyle types. Beauty brands and fragrance houses have traditionally aligned themselves to celebrities. Sometimes that association surpasses the endorser's original claim to fame and we see an actress making headlines not for her craft but for her endorsement (Datta S. P.).

Skin Care Industry

Skin care consists of products ranging from moisturizing, cleansing lotions to anti marks and anti-ageing products. The skin care market is highly contested, with more than 170 companies and 350 brands and close to 1500 SKUs reported to be on the market shelves. The market size of the skin-care segment is estimated at Rs 21 billion. Fairness creams, with a market of around Rs 11.75 billion, accounts for around 56 per cent by value. The contribution of moisturizing lotions and creams was 17 per cent; antiseptic creams 14 per cent and cold creams 13 per cent of the total skin cream market by volume. Vanishing creams, calamines and foundations, snows and astringents remained marginal categories within the skin-care market (Commission, 2008).

In a report published by Euromonitor international on Skin Care in India in 2015 stated that, Facial care continued to be the biggest contributor to sales in skin care in 2014, with 90% of all skin care sales being generated by facial care. Facial care contains the highest number of brands and products in the country, and these products are the most often used, in the beauty regime of every woman, and increasingly also men. Facial care is one of the few beauty routines followed by all age groups, from teenagers to those aged 65+. This was further improved by the increased use of facial care products by men, which registered strong growth from 2012 (Skin Care In India, 2015).

An article published in IIM Bangalore review titled 'Fighting Perceptions: Dilemma of a Face wash Brand' talks about how face wash had to go through a big perception fight with soaps in Indian perspective. The article also highlights the use of celebrity endorsements which was used as a powerful sales technique to promote face wash over soaps. The article also talks about the benefits of using face wash over normal soaps which is given below in the diagram.

Facial Care Industry

Talking about the gender role in defining the face wash market, Brands like Nivea, Garnier, Fair and Lovely, Ponds have made a huge market share and have earned a lot in Indian Market. The research done on topic 'Factors Affecting Men Perspective Towards Purchase Of Face Wash' talks about the above fact with reference to Face wash market being the largest contributor to Skin care industry in India (Kapadia, 2016).

Men's grooming industry has grown by 22 percent in the last couple of years. Presently, the market size of this industry stands at Rs 1,700 crores. Now men are more particular about their looks and personal hygiene than ever before. As per Men & Boys (M&B) report, the monthly per capita consumption of grooming products of this segment is expected to be more than double by 2020. At present the monthly per capita consumption is Rs 850, a figure that is expected to touch Rs 1,774 by 2015 and Rs 3,739 by 2020 (Kapadia, 2016).

The research also talked about the consumers and especially men of age group 18-32 years were the ones who used face wash the most. While people from age group of 18-24 years constituted the largest user (Kapadia, 2016).

A research titled 'Consumer Buying Behavior Towards Cosmetic products' published in IJMSS in July 2015 talks about age group 15-30 years who comprised of largest user of cosmetic products (Prof. Nilesh Anute, 2015).

Creating brand loyalty appears to be beneficial in the skin care arena, particularly facial care, but isn't always the case for other personal care categories such as colour cosmetics (Prof. Nilesh Anute, 2015).

A recent survey on personal appearance, beauty and grooming found that, in facial care, 50% of consumers stick to one trusted brand. But in other categories consumers are more open to experimentation – such as in colour cosmetics (Skin Care In India, 2015).

Thus, we have seen a strong correlation that exists between celebrity endorsements and brand equity when we talked about cosmetic products. But while talking about brand loyalty we hardly find an influence of celebrity endorsements on the same, which further gets us into a debate of studying the influence of celebrity endorsements on consumer behavior keeping in mind the trust relationship in the cosmetic industry. Also various researches have shown that skin care products are yet to be researched and should be researched when talking about influence of celebrity endorsements on consumer behavior in cosmetic industry.

3. Research Problems

The team did brainstorming and discussions on various dimensions that we could provide to our study of celebrity endorsements. After doing rigorous literature review, the team came to know about facial care industry and especially face wash which saw an emerging trend of use of celebrity endorsements. While even when the use was at peak, there were no researches that talked about the influence that these endorsements are making on buying behavior of consumers towards the face wash brands. The team found the problem and planned to further study whether there is influence of celebrity endorsements on the consumer behavior for facial care products (Face wash) or not. Also, if there is any influence, whether it is found in a particular gender or age group.

4. Research Questions

Question 1: Is there significant influence of celebrity endorsement on the consumer behavior for facial care products (Face Wash)?

Question 2: Is there a major influence of celebrity endorsement on any particular gender?

Question 3: Does any particular age group gets influenced by celebrity endorsement or not?

5. Objectives

To study the influence of Celebrity Endorsements on the Consumer Behavior for Facial Care Products (Face Wash).

6. Scope

- Our research will be focused upon people from 2 malls with highest foot falls and supermarkets in those malls from Ahmedabad city.(Alpha One and Himalaya mall)
- We have taken a sample of 400 considering the power test of Ahmedabad city which come out to be 384 considering the errors.
- Our sample has been divided into 4 different age groups from 18-40.
- Our study upon the impact of celebrity endorsement on facial care products is limited to Face Wash. According to a recent survey, it has been proved that 50% of the consumers stick to one trusted brand in case of facial care products, especially Face Wash. (Indian Mirror)
So we will try to study that how companies persuade or influence people to buy their product through celebrity endorsements.

7. Hypothesis

This hypothesis is the result of detailed analysis of Literature Review and group discussion amongst our group members.

1. H0: There is influence of celebrity endorsements on the consumer buying behavior for facial care products (face wash).

8. Research Methodology

Research methodology is a practice of studying how research is to be carried out scientifically.

Nature of study

For this research, we are trying to understand the consumer behavior patterns. So we will record qualitative responses like their liking, choice,

view which will be further quantified using measurement scales, thus making it a quantitative research. This data can then be subjected to rigorous quantitative analysis in a formal and rigid form.

Research design

For our research we have considered 'causal research' because it deals with an effect on independent variable on the dependent variable. Causal research is concerned with exploring the effect of one variable on another. It requires a rigid sequential approach to sampling, data collection and data analysis. (Sondhi, 2011) Since our research has an independent variable (celebrity endorsements) and a dependent variable (Consumer Behavior), Causal research has been selected as our intended methodology for this research.

Population

Our population under study will be the people in the age group of 18-40 years visiting malls in Ahmedabad city.

Sample

Our research will be focused upon people from 2 malls with highest foot falls and supermarkets in those malls from Ahmedabad city. (Alpha One and Himalaya mall). Our sample size is 400 considering the sample size test for Ahmedabad city which came out to be 384. Our sample has been divided into 4 different age groups from 18-40.

Sampling Mix

Age	Male	Female	Total
18-24	50	50	100
24-30	50	50	100
30-35	50	50	100
35-40	50	50	100
Total	200	200	400

Sampling Technique

Convenience Sampling

Convenience sampling is a non-probability sampling technique wherein the subjects are selected because of their convenient accessibility and proximity to the researcher. In all forms of research it would be ideal to test the entire population but in most cases the population is just too large that it is impossible to include

every individual. This is the reason why we have relied on convenience sampling technique.

Study period

The study was conducted in a period of 8 months (July 2015-February 2016).

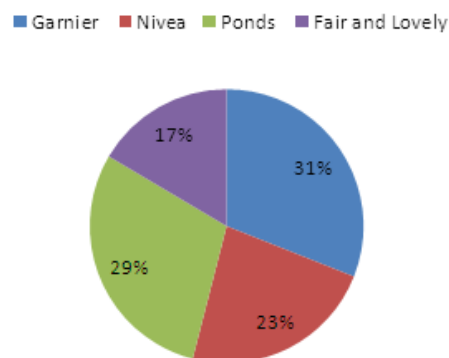
Data collection method

In this research two methods are adopted for collecting the data. They are primary and secondary data. **Primary data** is original and collected first hand for a problem under study. **Secondary data**, on the other hand is the information that has been collected and compiled earlier. (Sondhi, 2011) Primary data for our study will be collected with an aid of a Questionnaire. The Questionnaire will contain a series of questions arranged in a proper order. The questionnaire was designed to collect data about the influence of celebrity endorsement on the consumer behavior for facial care product (Face wash).

The **Secondary data** for our research will be obtained through other research reports, articles, journals, website in the same field. We also had a talk with the representatives of the malls who are the heads of department related to face wash and we also understood some interesting facts regarding consumer behavior and the same is reflected in our analysis.

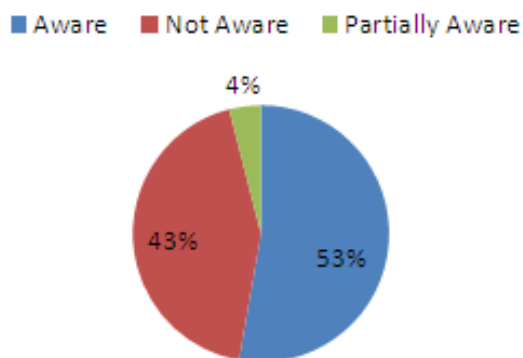
9. Analysis of Primary data

Graph 1: Which brand of facewash do you use/buy the most?



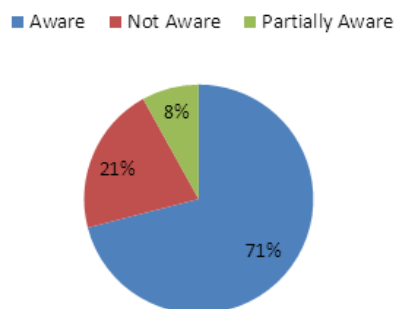
Analysis: - The question was asked to find out the usage of different face wash brands by respondents. We came to know that majority of them use Garnier (31%) face wash followed by Ponds (29%) and Nivea (23%) while fair and lovely (17%) was least used brand. The responses clearly shows that Garnier has been the most popular and commonly used brand in facial care industry which was also seen in other researches that was done on impact of celebrity endorsement on cosmetic/skin care/facial care industry.

Graph 2: Brand association (overall)

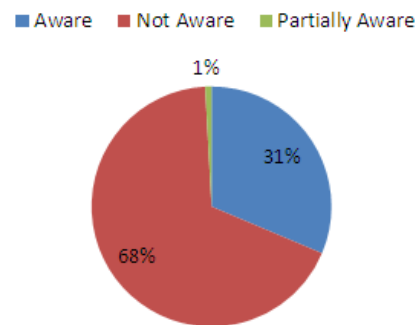


Analysis: - Majority of respondents (53%) is aware about the celebrity endorsers of the brand they use. Also there have been some elements of over exposure of celebrity endorsement that has been seen in 4% of total respondents who are partially able to associate celebrity with the brand they endorse. Moreover, there are 43% of respondents who are not able to associate celebrity with the brands they use. This shows that there are healthy numbers of respondents who uses the brand which are endorsed by celebrities but the respondents are not at all aware about it.

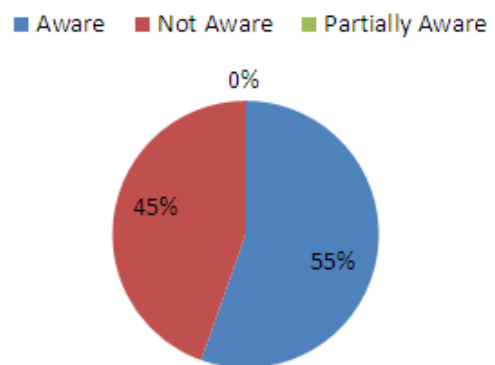
Graph 2.1 brand association(Garnier)



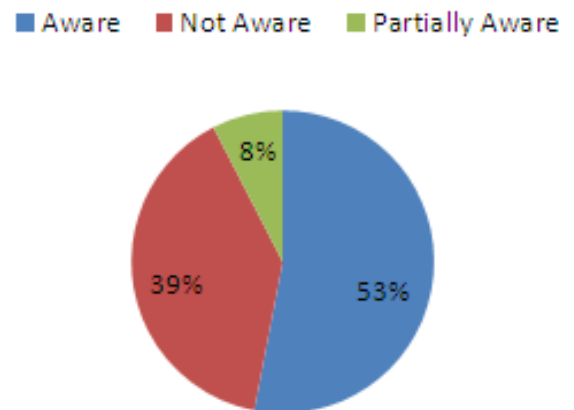
Graph 2.2: brand association (ponds)



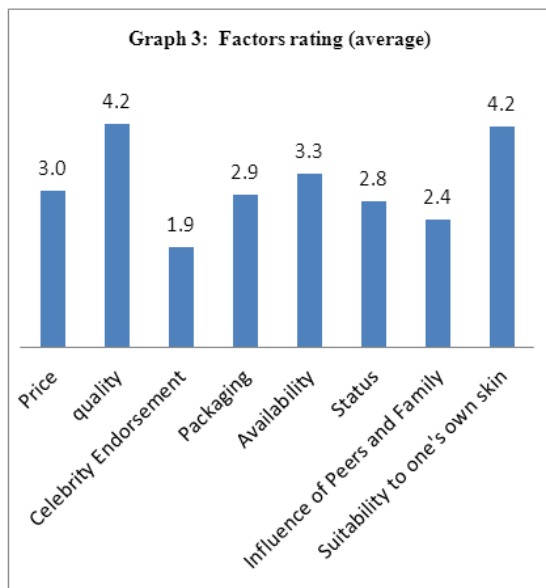
Graph 2.3: brand association (nivea)



Graph 2.4: brand association (Fair & Lovely)

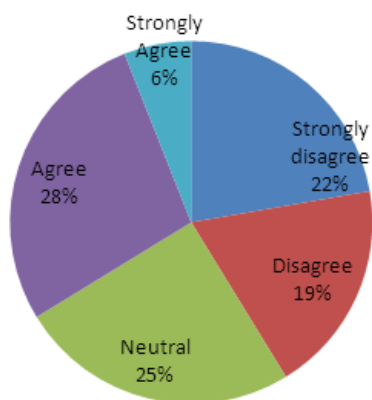


Analysis: - Getting into the further analysis of brand association for different brand, we came to know that highest number of association is seen in Garnier (71%) followed by Nivea (55%), Fair and lovely (53%) and lastly, Ponds (31%). Now from business's perspective, Garnier has been effective enough to create strong association with celebrity on people using celebrity endorsement while other 3 brands have relatively low effectiveness when it comes to brand association with celebrity. (for graphs 2.1, 2.2, 2.3 and 2.4)



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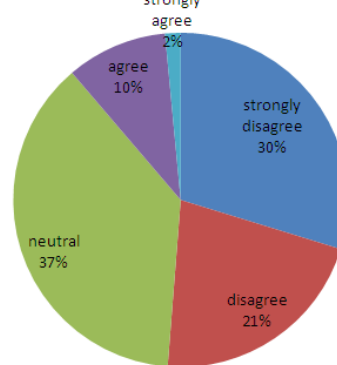
Graph 4: Does the presence of celebrity help you recognize the brand?



Analysis: - The question was asked to understand various factors and their importance for a consumer to select a particular face wash. We came to know that, respondents rated quality (4.2) and suitability to one's own skin (4.2) as the most important factor while selecting a face wash brand. While price(3.0) and

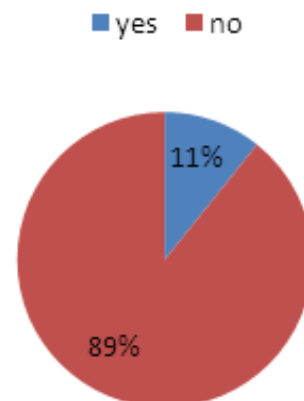
availability(3.3) were rated as normal factors followed by packaging (2.9), status(2.8) and influence of peer pressure and family(2.4) which was not a very important factor considered while selecting a face wash brand. Interestingly celebrity endorsements (1.9) were rated least as a factor to be considered while purchasing a face wash. It clearly canvas the picture of celebrity endorsement not being a very important factor that influences the decision making of a respondent while he/ she is making purchase of a face wash.

Graph5: Are you likely to buy the facewash that has been endorsed by celebrities than non celebrities?



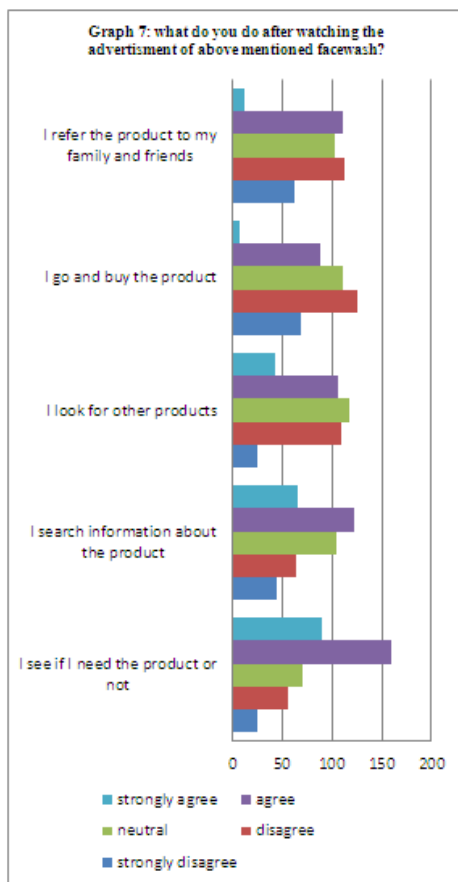
Analysis: - From further analysis of 53% people who were able to associate brand with celebrity, we came to know that 22% of them did not agree that they can recognize brands which has celebrity endorsement. Here comes the element of overshadowing of celebrity upon brand. But here, we can see opposite side i.e. brands overshadowing celebrities. Therefore, it becomes our further research scope to study this concept

Graph 6: Would you pay a higher price for the same face wash if your favourite celebrity is endorsing it?



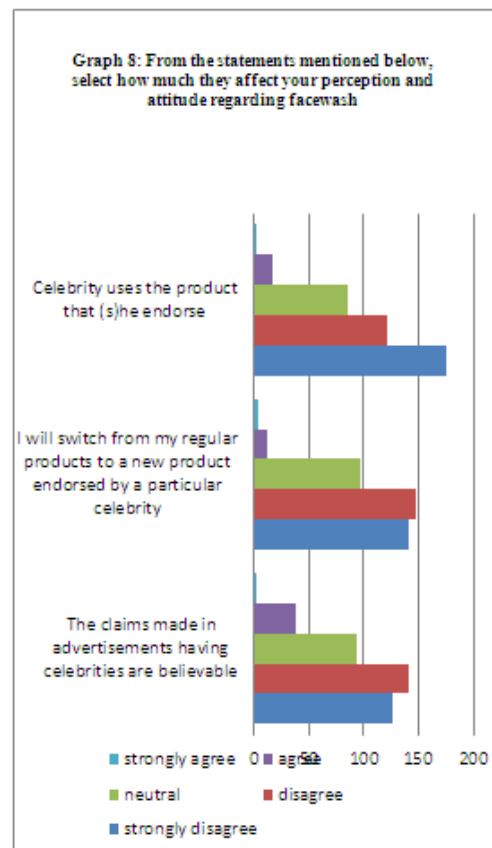
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Total	20	26	57	89	19	211

Analysis: - The question was asked with the intention to understand whether a respondent would prefer a brand which is endorsed by a celebrity than a brand which is not endorsed by a celebrity. We can observe that nearly 51% of respondents strongly disagree and disagree to the fact that they would prefer a brand endorsed by a celebrity over a brand which is not endorsed by celebrity. While there were quite a few respondents (37%) who stayed neutral over the selection of a brand on the basis of celebrity endorsements. There were a few respondents (12%) who agreed and strongly agreed to use a brand which is endorsed by celebrity than a non-celebrity. There has been a clear majority that has selected not given much importance of a brand used by a celebrity than brand which is not endorsed by a celebrity.

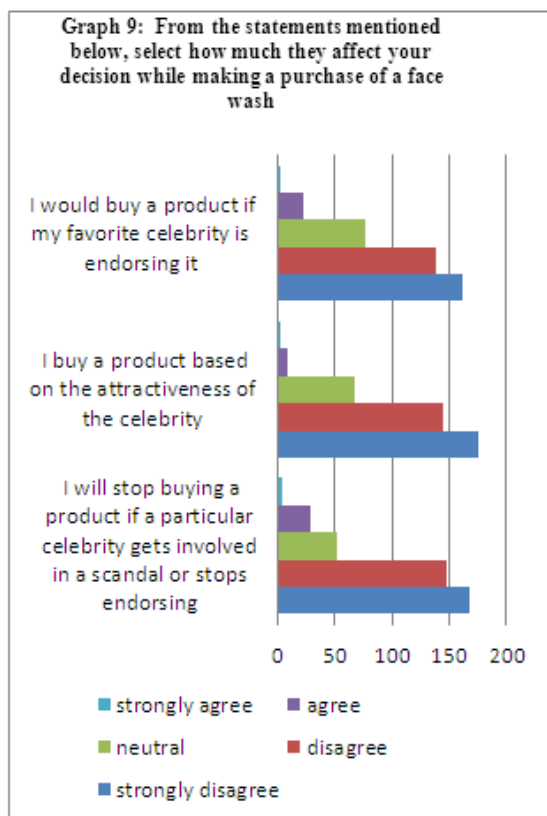


Analysis: - The question talks about the opinion of respondents whether they would like to pay more for face wash which is endorsed by celebrity or not. There were nearly 90% of

people who said no for paying extra for a face wash endorsed by a favorite celebrity while there were few respondents (11%) who agreed to pay higher price for a face wash if it is endorsed by their favorite celebrity. The analysis clearly shows that majority of people are not ready to pay extra for face wash for their favorite celebrity as it is also seen in question 3 where celebrity



Analysis: - This question talks about different possibilities of a consumer proceeding after watching the advertisement of above mentioned face wash. As we can clearly see that about 90% of the sample is agreeing with the first statement but in rest of the statements their views are significantly neutral. This shows that about 60-70% of our samples have a very neutral view about celebrity endorsements and it only manages to influence them slightly. We can also see that many of them are agreeing and even disagreeing to the statement instead of strongly agreeing or disagreeing, which can be read as a slight influence only.



Analysis: - This set of question deals with perception of people regarding celebrity endorsement. From this, we came to know that companies should focus less on making claims about the product utilization as it doesn't create impact on them. Secondly, we understood the factors of influence and came to know that companies can change their celebrity endorser as it does not have impact on buying decision of people once they are comfortable with one face wash. But, it will surely result weak in brand recognition. Lastly, we can see that people do not believe that the same product which features in the advertisement is used by celebrity; hence it would be advisable for companies to select celebrity endorser keeping in mind the meaning transfer model.

Table 1. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.279	.113	20.190	.000	2.057	2.501
	Celebrity endorsement	.169	.053	.158	3.194	.002	.065

a. Dependent Variable: Purchase Intention

Brand	Respondents considering celebrity as important
Garnier	8
Nivea	9
Pond's	3
Fair&Lovely	7

Analysis :- Majority of the respondents disagree with the claim that they stop buy the product if endorser involves in scam or scandal or stop endorsing which clearly shows that they are not very much associated with celebrities while making a purchase. And there are other factors like price, quality suitability etc. which influences in decision making process. While checking for the second claim which talks about attractiveness of the celebrity, majority of respondents disagree and they don't consider celebrity endorser's attractiveness as a major factor while making a purchase. Again in the third claim we can say that out of total respondents majority of them don't buy the product just based on their favorite celebrity and very few people are buying the product based on their favorite celebrity.

Regression

To validate our hypothesis we have also done simple linear regression considering celebrity endorsement as an independent variable and purchase intention as a dependent variable.

Table 2. Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158 ^a	.025	.023	1.053
a. Predictors: (Constant), celebrity endorsement				
b. Dependent Variable: purchase intention				

In the above given tables, the relationship between celebrity endorsement and purchase intention has been shown wherein Celebrity endorsement is the independent variable and purchase intention is the dependent variable. The overall model is significant as $p = 0.002$, which is less than 0.05. The overall model predicts 2.5% of variance in the purchase intention as the value of $r^2 = 0.025$. Thus keeping other variables constant, there is a 2.5% variance in purchase intention for face-wash due to Celebrity endorsement which is very low. $B = .169$ suggests that with a unit change in Celebrity endorsement, there is 0.169 change in purchase intention for face-wash. Thus regression analysis suggests low variance in purchase intention due to celebrity endorsement which means the influence of Celebrity endorsement on consumer behavior is not significant. But our hypothesis is accepted.

11. Findings

1. Findings for hypothesis [There is influence of celebrity endorsements on the consumer buying behavior for facial care products (face wash)]

Regression analysis is used to ascertain the causal effect of one variable upon another i.e. the effect of celebrity endorsement on purchase intention. Regression analysis suggests low variance in purchase intention due to celebrity endorsement which means the influence of Celebrity endorsement on consumer behavior is not significant. But our hypothesis is accepted.

2. Influence of celebrity endorsements on age and gender

Through cross-tabulation we came to the fact that young age group (18-24) has more influence of celebrity endorsement and this gets degrading effect as we go towards elder age group.

- Also, factors like quality, price and suitability to skin plays major role in altering the behavior for young age group people.
- Irrespective of the importance given to celebrity endorsements, all the respondents consider factors such as 'quality' and 'suitability to one's skin' while buying the face wash.

12. Recommendations

1. During the study, we interacted with the consumers and found that they got confused between Garnier's oil clear face wash (adv. by John Abraham) and Pond's face wash (adv. by VarunDhawan) due to similar packaging (colour). Thus it is advisable for companies to come up with unique packaging for better brand awareness and recognition. (Refer to Table-2 in Appendix)
2. Majority of people who rated celebrity endorsements as an important factor but did not buy the product were influenced by the quality and peer/family influence. Thereby we recommend companies to target this set of people by making advertisements that match the collectivistic values of the audience. For example- a celebrity is personified to be a member of family and he/she buys a face wash by influence of family/friends.
3. It is necessary for the companies to consider price factor keeping in mind the quality of product. We have seen that products which are not endorsed by celebrity are priced highly (consider Dove face wash). Dove has been able to position itself as a premium brand without associating itself with celebrities. Here come the factors like Quality and Suitability to one's skin into picture. Hence, price should be in accordance with quality and positioning of the company and not as an excuse of using celebrity endorsement i.e. charging higher price for celebrity endorsed product.
4. The study has shown that influence of celebrity endorsement doesn't always lead to purchase intention, which is why companies need to focus on other factors like price, suitability to one's skin, quality, status etc. to go hand in hand with celebrity endorsements.
5. As shown in the table below we can see that Nivea enjoys the highest likeability when it comes to celebrities endorsing a brand. Garnier and Fair&Lovely also go hand in

hand with Nivea but Pond's need to rethink its decision.

Brand	Respondents considering celebrity as important
Garnier	8
Nivea	9
Pond's	3
Fair&Lovely	7

13. Future Research Scope

- A study on finding out what features of a product does a consumer attaches to a product like face wash with the help of celebrity endorsements.
- A study on impact of persona creation by celebrity endorsements on attitude and perception of consumer towards face wash brand.
- A detailed study on transfer meaning model and 20 point model for selection of celebrity endorsements from consumer point of view.
- A study can be done to find out if packaging plays an important role if the product is celebrity endorsed.
- A study can be done to check whether similar kind of packaging confuses a consumer to make a purchase decision.
- A study to see whether there is any impact of overexposure of celebrities on the brand he or she is endorsing.

14. Conclusion

We did an extensive search in the field of skin care products and reached to a finding that majority of the population uses facial care products under the Skin Care segment. Hence, we made this research more focused by considering only facial care products. We also found out that Facial care products have a very high number of celebrity endorsements under its umbrella. Be it Nivea, Garnier, Ponds and Fair&Lovely and all the other major brands, most of their products are endorsed by the top celebrities. We also did a pilot survey in this research to check the validity of our objective as well as our questionnaire for the final survey. We also considered the psychological factors and the consumer decision making process while making our questionnaire to study the influence of celebrity endorsements on the consumer behavior for facial care products more effectively and accurately. After conducting the final survey of our research where we surveyed

400 respondents equally distributed among different age group and gender, we came to know some very interesting findings. We observed that although celebrity endorsements have been a trend in facial care industry, but it has a very low influence on the consumer buying behavior. We also came to know that celebrity endorsement causes only 2.5% influence on the purchase intention of consumers towards face wash. Also, there is no significant influence seen in any of the age group or gender as the influence on the whole is not as significant. Moreover, the study also leaps towards the importance of factors like quality and product suitability to the skin has been considered while purchasing a face wash. Highlighting and developing the context of overshadowing, we observed that 22% of total 53% respondents who could recognize the brand cannot identify the brand with the help of celebrity but can associate a celebrity with a brand. This can be termed as an overshadow effect in terms of brand overshadowing celebrity. Interestingly, when celebrity endorsements have become a success in other categories of brand in Indian context, a very low influence has been seen in the facial care industry. Moreover, a research can be facilitated to further understand the role of cultural factors that also leads to influence and strengthens the role of celebrity endorsements in facial care industry.

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