

Impact of Celebrity Endorsement on Customer with Reference to Mobile

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Abstract: This paper analyze, impact of celebrity endorsement of products (Mobile) is the collaborating multichannel promotion of products or services This marketing provides customers time and location conscious of personalized information that promotes goods, services and ideas. On other side of the debate, proponents argue that celebrity endorsements play a vital role in enhancing brand visibility and consumer recall. They contend that aligning a brand with a well-known personality can effectively capture consumer attention in a competitive Advertising landscape. Additionally, celebrities are believed to lend credibility to a brand and establish emotional connections with consumers, influencing their purchasing decisions positively. Therefore, while celebrity endorsements can be a powerful tool for brand building and marketing, their success hinges on various factors such as the relevance of the celebrity to the brand, consumer perception, and the overall marketing strategy. The debate regarding the positive or negative impact of celebrity endorsements on brands underscores the complexity of this marketing approach and the need for careful consideration and strategic alignment to maximize its effectiveness.

Keywords: Marketing, celebrity, customer, endorsement, Mobile, Impact

I. INTRODUCTION

The debate surrounding celebrity endorsement revolves around whether it serves as a genuine driver of the brand building process or simply as a means to increase brand visibility. While celebrity endorsements can undoubtedly enhance brand awareness and consumer recall, their impact on brand perceptions and consumer behaviour may vary depending on various factors such as the credibility and relevance of the celebrity, the alignment between the celebrity and the brand values, and the overall marketing strategy employed.

Therefore, while celebrity endorsements can be a valuable tool in a brand's marketing arsenal, it is essential to carefully assess their effectiveness within the broader context of the brand's objectives and target audience. A balanced approach that integrates celebrity endorsements with other marketing tactics may yield the most favorable outcomes in terms of brand building and consumer engagement.

The issue of aligning the values of the celebrity with those of the brand is paramount in celebrity endorsements. Consumers tend to associate the perceived quality and credibility of the celebrity endorser with the brand, making the endorsement a significant indicator of brand quality. However, if a celebrity is involved in multiple endorsements, it can lead to confusion among consumers and dilute the effectiveness of the endorsement, negatively impacting both the advertisement and the brand.

India is one of the places, where every year new mobile users are entering into this segment which is very big opportunity for marketers to market their product's Endorsing Celebrity is one of the biggest opportunities to marketers to enter in the market and target the customers.

Celebrity endorsed marketing has been considered a new form of marketing that provides new opportunities for companies to do businesses to best manner. Celebrity endorsement is value addition to it. In this marketing user can get information also they would understand modern features of mobile phones which directly has focus on their mind and brain. easily Marketing is a way in which new technology can promote personalized good or services to a user. Mobile. It provides customers facility for time and location sensitive, personalized information that promotes goods, services and ideas.

II. LITERATURE REVIEW

Celebrity Expertise Belch and Belch (2001) stated that celebrities are often chosen due to the knowledge and experience they have about the product they are endorsing. This implies that the celebrity is not simply recommending the brand to get money but based on his knowledge within the subject area that the brand is good. If the celebrity is perceived as being proficient, he or she is more likely to change the opinion of the consumers.

Celebrity Trustworthiness Celebrity trustworthiness is the level of self-assurance in the product endorser by consumers. A celebrity is perceived by the consumers to be dependable when certifying a product or a service (Belch & Belch, 2001; Ohanian, 1990). This is logically based on how honest the celebrity is about what he/she says concerning the brand. This is because consumers believe virtually everything that comes from celebrities due to the fact that they assume that celebrities would not want to associate with fake products as that may affect their reputation (Belch & Belch, 2001).

A celebrity is a person who enjoys public recognition, fame and acceptance. He uses these attributes on behalf of consumer products to appear in advertisements and promotions (Mahira, 2012). The use of celebrities in commercials can have affirmative effect on the trustworthiness, message recall, memory and likability of the commercials and on the buying motives of the target consumers (Pornpitakpan, 2003; Pringle & Binet, 2005; Roy, 2006). Celebrity endorsement can be emphasized around celebrity trustworthiness, celebrity expertise, celebrity respect, celebrity attractiveness, and celebrity similarity.

Celebrity Respect According to Shimp (2007), celebrity respect involves the extent to which consumers regard or respect the person certifying a product, based on the endorser's personal potentials and achievements. Celebrities earn respect from the general public due to their acting skills and their contributions to the society in music, sports, business, politics, and other issues in the society. All these are counted as personal qualities of the celebrity which earn him respect and credibility as a spokesperson and product endorser.

Shimp (2007) asserted that celebrity similarity involves the degree to which celebrity endorser of a brand matches the target viewers of commercials in terms of some features such as age, gender, ethnicity, et cetera. It is perceived that consumers tend to prefer and rely on messages from celebrity endorser of a brand that shares these common characteristics. When celebrity endorser and consumers share similar qualities, such as needs, goals, interest, lifestyle, et cetera the celebrity endorser is better valued in the eyes of the consumers.

Owusu-Mensah, Nimssah and Mensah (2013) asserted that an advertisement from celebrities is not only effective as it captures the attention of the consumers to buy the product being promoted but also create a long-lasting memory in the minds of consumers as this will influence the consumers to purchase the product repeatedly. In the views of Amaoteng and Poku (2013), the information in a celebrity endorsed advert is perceived to be true because of the belief held by most consumers that celebrities would not want to destroy their integrity by getting linked with 'fake products'.

Srivastava and Tiwari (2014) affirmed that firms are operating in a complex and competitive business environment where demands of consumers are continually changing. In today's era of strong business rivalry, firms in the telecommunication industry can achieve success through understanding consumer purchasing behaviour towards their products using celebrity endorsement. Consumers can distinguish the feature of products by collecting necessary information which they usually get through celebrity endorsements. It is essentially critical to evaluate and provide deep insights towards the role of celebrity endorsement in influencing the consumer purchasing behaviour in the Nigerian telecommunication industry.

Research conducted by Verma and Kishore (2015) found that youths are highly attracted towards celebrity endorsement. They affirmed that youths tend to purchase items of products that they see in advertisements. In the same vein, Biswas, Hussain and O'Donnell (2015) emphasized that people between the ages of 18-25 have the greatest ability to recall brands using celebrity endorsers compared with older age groups. It is against this background that understanding the influence of attributes of celebrity endorsement on consumer purchasing behaviour among students of the University of Benin is deemed critical.

Source attractiveness model According to Erdogan (1999), he says that customers on seeing an endorser, who is physically attractive, form favorable perception. The feature of attraction doesn't mainly include physical pleasant appearance, but it includes the lifestyle and also personality dimension of the endorser. Research findings have proven that endorsers who are perceived as attractive can easily influence the values of the customers. (Debenec and Kernan 1984)

The product matchup hypothesis the above model explains that there has to be an almost ideal match between the celebrity characteristics of the personality and the features of the brand. (Erdogan 1999) says that a successful matchup can be determined by the extent of the fitness between the celebrity and the brand endorsed by that celebrity. This same concept is further stated by Michael (1989) who believes the same. Another study done by Ohanian in 1991 reveals that simply such celebrity should be endorsing who is compatible and the consumers perceive them to possess expertise too.

WHAT IS ENDORSED MARKETING?

Absolutely, endorsed marketing has become a cornerstone of modern digital marketing strategies. It encompasses a diverse array of channels, including celebrity endorsement, websites, email, SMS and MMS messaging, social media, and mobile apps, all aimed at reaching consumers on their smartphones, tablets, and other all devices. As consumer perception towards celebrity endorsement continues to evolve, with more attention and spending shifting to mobile platforms, marketers are adapting their strategies to meet them where they are. Marketers are increasingly integrating

mobile into their broader marketing efforts to ensure consistency and coherence across channels. This omnichannel approach allows for more effective communication and interaction with consumers, regardless of the device or platform they're using. As technology advances, endorsed marketing continues to evolve, leveraging innovations such as augmented reality, virtual reality, and artificial intelligence to create more immersive and engaging experiences. These technologies enable marketers to deliver highly personalized content and interactions tailored to the preferences and behaviour of individual consumers.

Indeed, the key to success in endorsed marketing lies in delivering strategic, highly personalized content that resonates with target audiences. With the abundance of data available today, marketers can leverage insights into consumer demographics, interests, and behaviour to tailor their messaging and campaigns effectively. By delivering content that is relevant, timely, and personalized, marketers can capture and maintain the attention of potential buyers.

Endorsed marketing is a multi-channel, digital marketing strategy which aim at reaching a target audience through smartphones, tablets and other mobile devices, via websites, email, SMS and MMS, social media and apps. In recent scenario, customers have started to shift their attention (and dollars) to mobile. Due to this, marketers are doing the same in order to create true omnichannel engagement. As technology becomes more advanced, so it does market very well and in order to earn and maintain the attention of potential buyers, content must be strategic and highly personalized.

III. OBJECTIVES OF THE STUDY

The main aim of study:

- To determine the impact of celebrity's endorsement on the consumers (mobile users) buying intention in regards of credibility.
- The impact that celebrity endorsement creates on its consumers in terms of product fit match between the product/brand and the celebrity.

To see how does celebrities transfer meaning to the products endorsed by them and to what extent does it shape their buying intention.

IV. RESEARCH METHODOLOGY

This paper is fundamentally descriptive and analytical in nature. In this paper an attempt has been taken to analyze the impact of celebrity endorsement on customer with reference to mobile phones in Indian Scenario. Here, the data from various research journals, websites and articles are collected in order to understand the impact of mobile marketing in the market.

V. CONCLUSION

In conclusion, the impact of celebrity endorsement on customers, particularly in the mobile industry, is significant and multifaceted. Celebrities considerable influence over consumer perceptions and behaviour, affecting attitudes and purchase intentions towards mobile products and brands. The alignment between the celebrity endorser and the endorsed mobile product or brand is crucial, influencing consumer perceptions positively when values, image, and target audience match seamlessly.

Furthermore, celebrity endorsements play a crucial role in bolstering the credibility and trustworthiness of mobile products and brands, particularly when there is a strong alignment between the endorser and the endorsed product. Consumers are more likely to be drawn to celebrities who endorse mobile products or brands that align with their personal image, thereby strengthening the impact of the endorsement and driving higher purchase intent. This underscores the importance of ensuring a fit match between the celebrity endorser and the mobile product or brand to maximize the effectiveness of the endorsement strategy. The findings indicate that consumers are discerning and evaluate celebrity endorsements critically. Factors such as the relevance of the celebrity to the product, consistency with the celebrity's image, and the sincerity of the endorsement message significantly impact consumers' perception of credibility and subsequent buying intentions

Marketers must meticulously select celebrities based on their alignment with mobile products or brands, considering factors such as relevance, values, and image congruence to ensure effective endorsements. Future research should delve deeper into the nuances of fit match perceptions, exploring factors like celebrity credibility and attractiveness, while also investigating the enduring impact on consumer loyalty and brand equity in the mobile industry.

In essence, celebrity endorsement plays a pivotal role in shaping consumer perceptions and purchase decisions regarding mobile products and brands. Understanding and leveraging this influence strategically can significantly impact marketing strategies and brand success in the competitive mobile market landscape.

The effectiveness of such endorsement's hinges on the credibility of the celebrity, particularly in the realm of mobile technology. Consumers evaluate celebrity endorsements critically, considering factors such as relevance, consistency, and sincerity, thus highlighting the importance of expertise and authenticity. Future research should further explore credibility aspects, such as expertise and trustworthiness, while also investigating the impact of different endorsement

types for valuable marketing insights. Overall, the alignment between the celebrity and the endorsed product or brand is vital, positively influencing consumer perceptions and contributing to a robust brand image and marketing strategy. Influencer Marketing: Celebrities serve as influential figures in influencer marketing campaigns, where they create sponsored content or partnerships with mobile brands to promote products to their followers, amplifying brand visibility and engagement.

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