

Celebrity Endorsed Advertisements and Its Influence on Brand Choice and Buying Behavior of Females

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ABSTRACT

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Celebrity endorsement is considered one of the popular tools of marketing which is used by many brands. The purpose is to involve any famous celebrity in order to promote that specific brand. Present study is designed to explore influence of celebrity endorsed advertisements on brand choice and perception of female students. Using survey research design, data from 300 female respondents is collected through a well-designed questionnaire. Theoretically, present study is based on elaboration likelihood model. In order to draw inferences from collected data, statistical tests such as chi square and correlation are used. Overall analysis describes that advertising has significant impact on brand choice of female students. Results also indicate that female students give more attention to advertisement of cosmetics and dresses as compared to gadgets. Accordingly, comparative analysis of the selected mediums for advertising showed that overall female students more prefer social media as compared to TV and print media for acquiring information about products and brands. Findings also suggest that celebrity is one of the key factors in advertising to influence females brand choices. It is evident from the findings that females are increasingly becoming brand conscious due to the role of celebrities which is part of celebrity endorsement. Brands advertisements containing celebrities have more successful impact as compared to brand ads without celebrities.

Keywords: Advertisement, gadgets, celebrities, endorsement, brands, chi-square.

Introduction

Advertisement

Celebrity Endorsement has become one of the most popular tools of advertisement in marketing; used by most of the major organizations these days. The meaning of 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”. The study has been performed using a qualitative approach and using exploratory research techniques. An extensive review of literature has been done and based on that a conceptual framework has been proposed. According to the study, the desirable qualities of a celebrity required for celebrity endorsement are Congruency, Flexibility, Expertise, Attractiveness, and Longevity & Likeability. Advertisement is of great importance in this era. Advertisement is basic need of product or brand in these days. Brand can be taken to the peak of success with the help of advertisement.

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Advertisement is a medium through which organization can communicate with the large number of people (Arens, W.F 2002).

Social Impacts of Advertising

Advertising is playing role of sending messages to the far distances. It is additionally use to focus on disseminate mass group of buyers. The part of publicizing on sales volume is. Researchers found that consumers mind can be strike with the repetition in the advertisement and this action of advertisers make them to memorize that product and purchase it again and again. It is turned out to be extremely fundamental instrument in improving the offers of brand (DuyguAydın, 2014).

Female Consumers Attitude and Behavior

Buying pattern of females is directly developed from their conduct and attitude. Commercials have imperative part in moulding the female buyer conduct. Ads are the wellspring of inspiration which compels them to purchase a specific item. Research which was about buyer conduct admitted the importance of consumer perception. Any organization can touch the height of success by tempting and keeping female buyers with profit and this objective is obtained when organization makes a strong buyer perception for its product or service (Geeta 2013).

Introduction of Cosmetics and Mobile Industry of Pakistan

The cosmetic and mobile industry in Pakistan is increasing day by day rigorously in last few years. Pakistan's local products don't have much demand as compared to the international brands. The increase in cosmetic products and mobiles is because of the reason that the advertisements are bombarded on the people with the help of which they gather or collect information and this factor urge them to buy that particular product. This particular thesis focuses on the advertisement and different factors of consumer buying behavior which are influences by various spending of advertisements. This report also tells us that there are some other factors which can also influence the buying behavior of the consumers like their lifestyles, purchasing power technology (Malik et al., 2014).

Different Medias of Advertising

1. Electronic or Broadcast Media Advertising: -

This media consists of

- i. Radio
- ii. Television
- iii. motion pictures
- iv. video
- v. the internet.

The radio is audio in nature, we cannot see image through radio it is appealing only to the sense of sound (ears). Radio advertising has more impact in rural areas as compared to urban areas. Television, as an electronic advertising source, attracts and effect people much more than radio because television is an audio-visual medium for viewers, and it effect sight and sound senses (eyes and ears) of viewers. Here different techniques used for broadcasting advertising messages, like spot announcements, sponsored programs etc. However, broadcasting media is one of the types of advertisement which is very costly and sometimes it also undertaken through movies, video, and the internet (Dheeraj, 2014).

2. Outdoor Media: -

Posters, billboard, neon signs, transit, point of purchase (POP), etc all of these mediums are known as outdoor media. Outdoor advertising can be very supporting media to other kinds of advertising. It is a best way to recall advertising, especially, the POP advertising.

3. Other Media: -

In other media direct mail, handbills, calendars, diaries, cinema advertising and internet and many others are included. These various media can play an important supporting role to the major media such as television, and newspapers (Dheeraj, 2014).

Objectives of the Study

- i. To identify the impact of advertisement on consumer brand choice.
- ii. To identify the role of advertisement on building consumer perception.
- iii. To study the impact of consumer awareness and perception on brand choice.

Significance of the Study

This particular research focuses on the influence of advertisement on the female perception and brand choice. It explores the factors which are affected by the advertisement and ultimately influence the perception and brand choice of the female consumers. It will also help the organizations to structure their adverts and brands to make them more appealing in order to improve sales and lead to better performance. This study will talk about the techniques that make advertisement attractive and appealing for female consumers.

Literature Review

Advertisement is of great importance in this era. Advertisement is basic need of product or brand in these days. Brand can be taken to the peak of success with the help of advertisement.

Léger and Scholz, 2004 for consumers there are many options of brands to choose from. Advertisement plays vital role in modern era as it helps to shape the behaviors, thinking and perceptions of consumers and society which strongly influences the customer buying behavior along with advertisement. To get information questionnaire survey has been done from different chosen foundations University of the Punjab, Gift University, Punjab College for women, Lahore grammar school and normal buyers. In this research test of around 150 respondents was acquired inside a month and their reactions were additionally checked through SPSS programming by applying diverse factual methods. After effects of this investigation demonstrated a solid positive connection between advertisement and customer observation towards purchaser purchasing conduct. The investigation uncovered that the impact of commercial on shopper purchasing conduct is more noteworthy than the effect of purchaser observation. Impression of Consumer has positive yet feeble impact on customer purchasing conduct (Malik et al., 2014).

Ahmed et al. (2015) concluded that the celebrity ads are more eye-catching than the non-celebrity ads. Consumers also said that the top medium for watching the ads is TV and then the Internet. Results indicate that the celebrity endorsement has sound impact on customers as per their attitude and buying behavior.

Brand is described as a name linked with one of more items in the product line through which consumers can easily identify the source of characters of the particular product or item (Kotler, 2002). A strong brand image and reputation increases discrimination from other brands and has a positive impact on buying behavior of consumers (Gordon et al., 1993; McEnally and de Chernatony, 1999 as cited in Kuhn et al., 2008). According to (Arens, 1996) Advertisement is very informative for consumers and tells all features, specification and attributes of products Ads have a tendency to be exceptionally useful and give the client various vital item characteristics or highlights that will prompt ideal mentalities and can be utilized as the reason for a levelheaded brand inclination. Malik & Guptha (2014) tailored research on influence of endorsements by celebrity and brand mascots on buyers' purchasing behavior. Celebrity and brand amulet endorsements are very widespread skills by marketers. A well-arranged questionnaire was the instrument of data collection from 150 individuals from the Northern India. The test was applied according to requirement of study for analysis. The results determined that

a celebrity endorser inspire the consumers in the personal care and food brands. The scholars take Celebrity endorsers as initiator and influencer in the consumer’s purchasing behavior to inform about brand and build link between brand and public. The results also established that Celebrity-endorsed brands are taken by the consumers more important than non-celebrity products.

Advertising plays important role in this era to shape the behaviors and perception of consumers regarding brands. Advertisement is very informative, and it tells consumers about specification, attributes or other details about brands and after watching advertisement consumers can easily make their choices about brand. Advertising has strong effect on consumers brand choice as compared to their perception about brands. Advertising reinforces what consumers already know about the brand and strengthen their resolve that they consistently make the right choice by buying it. The advertisement strengthens their attachment to the brand by depicting pride, satisfaction, positive experiences, strong user imagery, and strong brand personality. There are different factors which influence brand choice of consumers these factors include brand credibility, emotions, situational factors, product attributes and trends. Every brand has different specialties, characteristics or qualities which differentiate them from the other brands and their specifications-built image of a brand in the mind of consumer and strong image of brand helps the consumer to choose among different brands. Advertising changing perception, consuming pattern and effects thinking pattern of customer while shopping and celebrity endorsement is one of the main causes of switching brands.

Methodology

Present research is a survey-based study to investigate the advertising effect on brand choices and perception of women about brands of different products, services and ideas. Data from 300 females was collected through a well design questionnaire. Main purpose of the study was to explore effect of advertising in selection of different products, services or ideas by female viewers. The sample was further divided intermediate of age, education and background (urban/rural) in order to get diverse opinion of females about the topic. Responses were recorded by filling questionnaire and data was analyzed through SPSS software. Detailed findings are presented in the form of tables.

Findings

Table 1
Preference of Medium for Exposure to Advertisement

Category	Overall	Education		Background	
		Gradation	Postgraduate	Urban	Rural
TV					
Very Much	47	44	53	47	46
Much	28	30	24	27	29
Somewhat	12	14	9	12	13
Rarely	11	11	11	12	10
Not at all	2	2	3	2	2
Newspaper					
Very Much	9	12	4	8	10
Much	24	21	30	26	21
Somewhat	24	23	25	19	29
Rarely	27	27	27	28	25
Not at all	16	18	14	18	15
Radio					

Very Much	4	4	4	3	4
Much	10	10	10	7	13
Somewhat	15	15	15	18	11
Rarely	32	31	35	30	35
Not at all	40	42	36	42	36
Social Media					
Very Much	57	60	51	57	56
Much	21	21	21	19	23
Somewhat	12	11	15	12	12
Rarely	7	5	10	7	6
Not at all	4	4	3	4	3
Billboards					
Very Much	16	15	18	15	18
Much	23	22	25	21	24
Somewhat	22	23	20	23	21
Rarely	21	21	20	22	19
Not at all	19	20	17	19	18

Table 1 shows the medium preference for exposure to advertisement. Empirical findings reveal that respondents (78%) prefer social media as a medium to get exposed to advertisement as compare with minor difference to Television (75%) followed by Billboards (39%), Newspaper (33%) and Radio (14%).

Exclusive analysis in terms medium preference for exposure to advertisement shows that majority of the respondents (78%) significantly prefer social media as compared to somewhat (12%) followed by rarely (7%). Similarly in term of education it has been observed that Graduate students (81%) significantly prefer social media as compared to Post Graduate students (72%). Locality wise analysis of study shows no significant difference.

Exclusive analysis in terms medium preference for exposure to advertisement shows that majority of the respondents (75%) significantly prefers Television as compared to somewhat (12%) followed by rarely (11%). Similarly, education wise analysis shows that Post Graduate students (77%) significantly prefer television as compared to Graduate students (74%). Locality wise analysis of study shows no significant difference.

Exclusive analysis in terms medium preference for exposure to advertisement shows that majority of the respondents 39% significantly prefers Billboards as compared to somewhat (22%) followed by rarely (21%). Similarly, education wise analysis shows that Post Graduate students (43%) significantly prefer television as compared to Graduate students (37%). Locality wise analysis of study shows that respondents (42%) belong to rural area use billboards more as compared to respondents (36%) belong to urban area.

Exclusive analysis in terms medium preference for exposure to advertisement shows that majority of the respondents (33%) significantly prefers Newspaper as compared to somewhat (24%) followed by rarely (27%). Similarly, education wise analysis of the study's results reveals no significant difference. Locality wise analysis of study shows that respondents (34%) belong to urban area significantly prefers newspaper as compared to respondents (31%) belongs to rural area.

Exclusive analysis in terms medium preference for exposure to advertisement shows that majority of the respondents (14%) significantly prefers Radio as compared to somewhat (15%) followed

by rarely (32%). Similarly, education wise analysis of the study's results reveals no significant difference. Locality wise analysis of study shows that respondents (17%) belong to rural area significantly prefers newspaper as compared to respondents (10%) belongs to urban area.

Table 2
Attention paid to Advertisements for Brand Categories

Category	Overall	Education		Background	
		Gradation	P-Graduate	Urban	Rural
Cosmetics					
Very Much	40	37	48	40	41
Much	22	24	19	21	24
Somewhat	14	15	12	18	9
Rarely	18	19	17	17	20
Not at all	5	6	4	5	6
Dresses					
Very Much	61	61	63	68	53
Much	25	24	27	20	30
Somewhat	7	8	7	6	9
Rarely	7	9	3	6	7
Not at all	0	0	0	0	0
Jewelry					
Very Much	37	34	43	39	33
Much	27	29	24	25	30
Somewhat	14	16	11	15	13
Rarely	17	17	16	13	21
Not at all	5	5	6	8	2
Food Items					
Very Much	38	37	42	38	39
Much	32	33	30	34	30
Somewhat	16	15	17	15	17
Rarely	11	13	9	11	12
Not at all	3	3	2	2	3
Mobiles					
Very Much	40	41	39	38	43
Much	24	23	26	22	26
Somewhat	17	19	15	18	16
Rarely	13	13	14	16	10
Not at all	6	6	6	6	5

Table 2 shows attention paying level of respondents to watch advertisements for brand categories. The empirical findings reveal that respondents (86%) significantly paid attention to dress advertisements as compared to Food items (70%) followed by Mobile (64%), Jewelry (64%), Cosmetics (62%).

The exclusive analysis of attention paid by respondents to advertisement for brand categories shows that majority of the respondents (86%) significantly paid attention to advertisement of Dresses as compared to somewhat (7%) followed by rarely (7%). Education wise analysis of the study's results reveals that Post Graduate students (90%) significantly paid attention to advertisement of dresses as compared to Graduate students (85%). Locality wise analysis of study shows that respondents (88%) belong to urban area significantly paid attention to dress advertisements as compared to respondents (83%) belongs to rural area.

The exclusive analysis of attention paid by respondents to advertisement for brand categories shows that majority of the respondents (70%) significantly paid attention to advertisement of Food items as compared to somewhat (16%) followed by rarely (11%). Education wise analysis of the study's results reveals no significant difference. Similarly, locality wise analysis of study shows that respondents (72%) belong to urban area significantly paid attention to food items advertisements as compared to respondents (69%) belong to rural area.

The exclusive analysis of attention paid by respondents to advertisement for brand categories shows that majority of the respondents (64%) paid attention to advertisement of Mobiles as compared to somewhat (17%) followed by rarely (13%). Education wise analysis of the study reveals no significant difference. Locality wise analysis of study shows that respondents (69%) belong to rural area significantly paid attention to mobile advertisement as compared to respondents (60%) belongs to urban area. The exclusive analysis of attention paid by respondents to advertisement for brand categories shows that majority of the respondents (64%) paid attention to advertisement of Jewelry as compared to somewhat (14%) followed by rarely (17%). Education wise analysis reveals minor difference but not at significant level. Locality wise analysis of study shows no significant difference.

The exclusive analysis of attention paid by respondents to advertisement for brand categories shows that majority of the respondents (62%) paid attention to advertisement of Cosmetics as compared to somewhat (14%) followed by rarely (18%). Education wise analysis of the study's results reveals that Post Graduate students (67%) significantly paid attention to advertisement of dresses as compared to Graduate students (61%). Locality wise analysis of study shows no significant difference.

Table 3
Advertisement Creates Need for Branded Product

Category	Overall	Education		Background	
		Gradation	Postgraduate	Urban	Rural
Very Much	20	18	24	22	18
Much	41	44	36	39	43
Somewhat	28	25	33	27	28
Little	8	10	6	8	9
Never	3	4	1	4	2

Table 3 shows extent of creating need of branded products in consumers mind through advertisement. The empirical findings reveal that respondents (61%) significantly expose to advertisements and create need of branded products as compared to somewhat (28%) and followed by rarely (8%). Education wise analysis shows minor difference but not at significant level. Locality wise analysis shows no significant difference

Table 4
Advertisement Influence Brand Choices

Category	Overall	Education	Background
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		Gradation	Postgraduate	Urban	Rural
Very	17	19	15	20	14
Frequently					
Frequently	46	44	49	42	50
Somewhat	20	22	17	16	24
Rarely	13	13	14	16	9
Not at all	4	4	5	5	3

Table 4 shows influence on brand choice of respondents through advertisement. The empirical findings reveal advertisement more frequently influence Brand Choice of respondents (63%) as compared to somewhat (20%) and followed by rarely (13%). Education wise analysis shows minor difference but not at significant level. Locality wise analysis shows minor difference but not with significant level.

Summary and Discussion

This study was designed to explore and document Advertising influence on Brand Choice and Perception of Female Students (A Case Study of University of Sargodha). Frequency of exposure to advertisement, mediums preference for advertisement exposure, frequency of attention towards brand advertisement, attractive factors in advertisements, frequency of purchasing under influence of advertisement, advertising effects, sources help in brand choice, frequency of creating need for product through advertisement, frequency of advertisement influence on brand choice, reasons to choose brand, frequency of switching brands. As evident from the study findings it was observed that mediums for exposure to brand advertisements, however, showed that overall students preferred social media and Television relatively more for exposure to brand advertisements. This finding extended support to study's hypothesis "It is more likely that female students prefer different advertisement medium to get information about Brands". It's also examined here that female students belong to urban area pay more attention to dress advertisements. This finding extended support to study's hypothesis "It is more likely that female students mostly influence by the dress advertisement as compared to other categories".

It is more likely that more exposure to brand advertisement more the female students influence by it. Among the selected educational group, it has been observed that Graduate female students significantly influence by dress advertisements. Respondents significantly expose to advertisements and create need of branded products. Female students feel significant level of satisfaction after using dress of selected brand. Highly educated female students feel significant satisfaction after using dress of selected brand. Localities wise it shows female students from urban area feel significant satisfaction after using dress of selected brand. Majority of female students switch brand of dresses. Mostly graduate students frequently switch brand of dresses. switching action of customers for specific brand is also influenced by celebrity endorsement. It is evident from the findings that females are increasingly becoming brand conscious. Brand advertisements containing celebrities have more successful as compared to brand ads without celebrities. Females tend to follow their favourite celebrities in dressing and gadgets.

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