

Impact of Ads with Celebrity Endorsements on Learners' intention to buy

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Abstract

A celebrity's appearances in a commercial likely affect buyers' purchasing choices. Furthermore, these commercials lift information of the creation, which can direct to augmented procure intent and, eventually, higher vending. One of the marketing strategies businesses use to expand understanding of and garner support for their goods and services is the endorsement of celebrities. This expectation is frequently not met because a terrible reputation for a celebrity endorser and the product they are endorsing can all lead to negative reactions towards the brand rather than either way around. The study indicated that celebrity-endorsed advertising significantly affects students' buying intention. The analysis advises that the various components should be carefully blended to produce celebrity-endorsed and non-celebrity-endorsed advertisements. Similarly, before a celebrity endorses a product, the public's perception of them should be carefully considered to ensure it will not harm the brand.

Keywords: Impact; Advertisement; celebrity endorsement; learners' intention to buy

1. Introduction

Advertising is crucial in persuading consumers to purchase the brands it supports. It is a component of the corporate communication plan. Advertising has a significant influence on consumers' thoughts, according to Kumar and Raju. Celebrities are frequently used in this type of advertising because they are considered a dependable basis of information consumers rely on when purchasing. In celebrity advertising, the theory is that optimistic celebrity traits can be transferred from the celebrity's make to the brand (or brands) they are endorsing, producing desired results for marketing campaigns (Youn & Kim, 2019; Susilo et al., 2019; Sugihartati, 2019).

In an extremely competitive environment, prominent endorsements have become a regular practice to set manufactured goods apart from competitors. Each advertising plan's eventual objective is to manipulate the beleaguered audience's real behavior, whether real utilization or buying intent. The million dollars spent on advertising would have been wasted if it did not succeed in achieving the same results. The young Indian consumer market is expanding quickly. By 2025, India's consumption market, estimated at US\$ 511 billion, will have risen to the fifth-largest globally (from the twelfth). Additionally, advertisers' differentiation and positioning strategies expose younger Indian consumers to various novel offerings every other day.

Companies invest much money in hiring celebrities to promote their goods or sponsored messages on television, radio, newspapers, magazines, billboards, the internet, and mobile phones in the hopes that this will encourage favorable attitudes regarding the brand and, in turn, increase customer demand for the brand, which will eventually impact sales and profits (Apejoye, 2013)

In addition, public communications from government and non-governmental organizations that aim to change views sometimes feature celebrities.

Therefore, it will be interesting to look into how celebrity endorsements affect Indian customers' purchasing patterns. This study effort will help businesspeople better understand Gujarat students' attitudes and views of celebrity endorsements.

2. Background information for the study

A celebrity's appearances in a commercial likely impact consumers' purchasing decisions. Additionally, these advertisements raise product knowledge, which may lead to increased purchase intentions and, ultimately, higher sales. In addition to making an impression on consumers' thoughts, celebrity endorsements of products have been shown to increase recall at the point of purchase by serving as testimonials for the products (Balakrishnan & Kumar, 2011).

2.1 Celebrity. A celebrity generally deviates from the social norm and is well-known to the general public. "A famous person" is the term "celebrity" that

refers to someone who has succeeded in their chosen career. A big percentage of a specific set of people will recognize a person as a celebrity if they are an actor, sports star, entertainer, etc.

Celebrities are those who receive widespread public awareness from a particular demographic. According to Choi and Berger, celebrities have become well-known or well-recognized in society due to their distinctive personalities.

Celebrities may function as spokespersons, endorsers, actors, or in other positions for commercial enterprises.

Celebrities can be specialists, famous people, or regular consumers of items. Celebrities lend their personality, appeal, social standing, or knowledge of the subject to the brand. It is appropriate for marketers to carefully choose an endorser who has a positive reputation now and will probably be able to maintain it in the future. Celebrities develop points of distinction, which helps them "stand out," and are exposed to the significant influence of ongoing client interaction through media appearances.

2.2. Celebrity Support: The definition of a celebrity endorsement is as follows: "any person who enjoys being known and who uses this endorsement on behalf of consumer products by appearing with it in a marketing campaign and they bring their own culturally associated meanings, to it, regardless of the required advertisement role.

2.3. Celebrity advertising role: Celebrity advertising's importance in shaping purchasers' purchasing intentions and subsequent purchases is clear. Although each position is distinct and special in itself, their interaction affects customers' purchasing decisions. It fosters an environment for sustaining and boosting sales (Saputra et al., 2021; Putra & Darma, 2021).

Customer recall of sponsored products is higher than that of unendorsed brands. Celebrity endorsements play a compelling role in persuading consumers to purchase the endorsed product by employing strategies such as undermining the

societal standing of the audience, guaranteeing happiness, restricting supply, forging good connections, fostering psychological appeal, and so on. Additionally, celebrity endorsements improve consumers' recollections and recognition of brands' skills. Similarly, people find endorsed products more appealing when they perceive the endorser as attractive to the target market. Customers are influenced to purchase endorsed brands by the information that celebrity brand ambassadors promote.

Customers are attracted to celebrity advertising and are often reminded of the recommended brand. Khatri discovered celebrity endorsements offer details that help consumers evaluate the recommended brand(s). When endorsers are credible, brand quality and image are improved, passed on to customers with a strong emotional connection to the chosen celebrity. Customers are more willing to purchase brands supported by celebrities because they command higher pricing, which helps the parent company make greater margins that otherwise would not be possible.

2.4. Personal Attributes of Celebrities: Similarly, people find endorsed products more appealing when they perceive the endorser as appealing to the target market. Customers are persuaded to procure endorsed makes by the information that celebrity brand ambassadors promote.

Customers are attracted to celebrity advertising and are often reminded of the recommended brand. Khatri discovered celebrity endorsements offer details that help consumers evaluate the recommended brand(s). When endorsers are credible, brand excellence and likeness are improved, passed on to customers with a strong emotional connection to the chosen celebrity. Customers are more willing to purchase brands supported by celebrities because they command higher pricing, which helps the parent company make greater margins that otherwise would not be possible. Trustworthiness also encapsulates a supporter's honesty, integrity, and credibility and the brand's standing in the market in terms of competition. Customer attitudes alter as a result of trustworthiness. Being attractive is a personality trait that superstars must have. According to Schlecht, a

celebrity's appeal includes physical attributes, psychological traits, likeability, and similarity to the audience, contributing to their perceived social value. In television and print advertising, attractive people are frequently used because they are more effective at changing consumers' attitudes and views than less attractive spokespersons.

Attractive celebrities influence consumer attitudes and behavior.

2.5. Intention to purchase and celebrity endorsement: The intent to buy forecasts future purchases. What buyers intend to purchase is what they believe they will do. Purchase intent now considers positive (word-of-mouth recommendations, purchase intents, and price sensitivities) and unfavorable (complaining behavior, poor word-of-mouth recommendations) behavioral intentions. There can be a discrepancy between stated purposes to purchase and actual purchasing behavior. Some research studies reveal major variations between intent to purchase and behavior. These discrepancies are found by collecting data on real purchases, which is then contrasted to information on indicated buy intentions. The variances in intention-purchase behavior are attributed to internal and external changes affecting customer choices.

3. Research Methodology

For analyzing the data, SPSS software was used.

3.1 Theories

For this study, several hypotheses have been developed:

H1 Celebrity endorsements in advertising have little to no effect on consumers' intentions to purchase.

H2 A product's appeal and credibility are not considerably increased by endorsement from famous people.

3.2. Samples taken

One hundred twenty ordinary learners from the four departments sampled, separated into two groups, took part in the study to assess the impact of popular endorsements on students' purchasing intentions.

4. Data Analysis and Interpretation

Test of Hypothesis

H1 Celebrity endorsements in advertising have little to no effect on consumers' intentions to purchase.

	N	Mean	Std. Deviation	Std. Error Mean
The advertisement contains pertinent information that should affect my purchase decision.	120	5.345	.793782	.09904
Overall, I start to like this brand after seeing the commercial.	120	1.256	.18781	.02378
I accepted the product's claims presented in the commercial.	120	4.589	1.37349	.14278
Would you purchase the item simply because a famous person recommended it?	120	2.289	.3899	.04579

The controlled group's alpha level is 0.05 or p.05, which indicates that the outcome would occur no more than 5% of the time (i.e., once every 20 samples) and was used to support or refute the null hypothesis. Since the value that was determined is less than the p-value or alpha value ($t(58) = 17.434, 18.655, 14.678, \text{ and } 12.787$ for every tested question, respectively, and the P value for each question is .000, the outcome is not

statistically significant. Therefore, we rebuff the null and believe the option based on those above. Therefore, a celebrity-supported commercial does have a big contact on the decision to buy a creation.

	Test Value=0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The advertisement contains pertinent information that should affect my purchase decision.	17.434	59	.000	2.4345	2.2727	2.8282
Overall, I start to like this brand after seeing the commercial.	18.667	59	.000	1.4656	1.74848	2.7272
I accepted the product's claims presented in the commercial.	15.567	59	.000	2.45777	2.4747	2.6474
Would you purchase the item simply because a famous person recommended it?	12.456	59	.000	1.44344	1.399	2.8488

H2: A product's appeal and legitimacy are not considerably boosted by celebrity endorsement.

One-pair sample tests were conducted for the control and experimental groups, and the results are reported in Tables 2a and 2d below. A question was posed to test the hypothesis.

The alpha level of 0.05 or p.05, which indicates that the finding would occur no more than 5% of the time (i.e., once every 20 samples), was utilized to admit or refuse the null theory based on the experimental group's above results. $P=.000$ since $(59)=31.119$.

The estimated value is below the p-value or alpha, making the result statistically insignificant. We rebuff the null and embrace the substitute due to the preceding. Therefore, a product's appeal and reputation are considerably increased by celebrity endorsement.

One-Sample Test						
	Test Value=0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I believe the arguments made by the merchandise in the commercial	32.127	59	.000	5.73838	4.1789	4.7878

5. Discussion of Results

This study aimed to determine the effect of celebrity support on pupils—buying intentions. Utilizing the cause-effect replica as the hypothetical framework for the study and a thorough appraisal of the relevant text, hypotheses were developed, tested, and multiple discoveries were made.

Hypothesis 1

The effect of celebrity support on advertising only considerably affects consumers' intentions to buy.

6. **Findings:** The study's findings contradicted the hypothesis and revealed that advertisements featuring celebrities substantially impact consumers' purchase intentions. The research results do, however, corroborate Knott & James' assertion that "the beauty of proposers manipulates the efficacy of a communication" (2003:9) (Putra & Prasetyo, 2017; Moshrefjavadi et al., 2012; Miyatake et al., 2016).

However, the study found that other aspects affected students' consumers' buying intentions. Other elements, like the commercial's music and graphics, also had a substantial impact. This result also shows that customers are impacted by complex messages and straightforward cues like catchy slogans, music, or eye-catching imagery in advertisements.

Hypothesis 2

The appeal and legitimacy of a product are not considerably increased by celebrity endorsement.

Results: The research results contradicted this hypothesis and revealed that a celebrity's endorsement of a product's advertisement increases its following and credibility more than when it is not. The study's conclusions showed that a renowned and popular individual in a civilization inspires a positive perception of a good product or service.

The results supported the source credibility model, which states that audience perceptions of a source's expertise, reliability, and understanding determine whether or not they will accept and respond favorably to an advertisement.

The survey found that consumers believe a brand to be trustworthy.

According to the study, the popularity of the celebrity has something to do with the brand's perceived legitimacy among consumers. Additionally, the results showed that the celebrity is not contentious, making them more likely to support the company.

The results also demonstrate that consumers' ability to digest information might increase depending on an endorser's knowledge and popularity.

7. Conclusion

This study has shown that celebrity-endorsed commercials have a greater impact than non-celebrity-endorsed marketing. In addition, celebrity-endorsed TV ads perform better than any other medium. According to the examination of respondents' opinions, there was a lower correlation between celebrity popularity and purchasing behavior and a higher correlation between celebrity knowledge and purchasing behavior. Thus, a significant and strong correlation exists between consumer behavior and celebrity endorsement. Additionally, this study has shown that students know the many media outlets featuring celebrity endorsements.

The predictive association between celebrity advertisement role and buy intention is moderated by celebrity advertising risk, whereas the relationship between celebrity personality traits and purchase intention is not moderated. Additionally, it is found that there are statistically significant positive relationships between the use of celebrities in advertising and consumers' buying intentions, as well as between their personality traits and those of consumers (Bekk & Spörrle, 2010; Alghamdi & Bogari, 2020).

8. Implications

Companies, salespeople, and telecommunications Network Providers must carefully consider the risks of using celebrities as brand ambassadors. This is because such risks have the potential to have a detrimental impact on how well celebrity advertising works to persuade buyers to make a purchase.

Suppose such communication techniques are to be successful at achieving their intended goals. In that case, a personality audit must be performed to weed out celebrities who may pose harm to their reputations through celebrity advertising.

The study helps with theory development due to the variety of hypotheses experienced, particularly the outcomes regarding the connotation transfer replica proposed by McCracken in 1986, and this holds that famous people hold a broad range of connotations related to demographic data (gender, race, position, race, and so on), traits, and way of life categories that individually but occasionally cooperatively manipulate the purchasing decisions of customers due to their popularity.

People absorb pictures of celebrities, so engaging them to advertise items makes sense in the hopes that they will also purchase the products they are connected with.

Advertisers and companies, in finicky, should use famous people or brand diplomats to promote their brands during personality advertising because the personality traits that make a celebrity an effective spokesperson for a brand also predict an important favorable variance in consumer purchase intentions. Both radio and television must air these commercials. It is necessary to increase the frequency of these commercials to expose the target audience (clients) to them. It will raise awareness, persuading consumers to buy the endorsed products.

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