

Celebrity Endorsement - An Analysis of Brand Image and Celebrity Image

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Abstract

The rearticulated Aristotle's quote on anger, "To get a celebrity for a brand is easy, but getting a celebrity steady with the right brand, to the right level, at the right time, for the right purpose and in the right way... that is not easy". The study helps to select the right celebrity for the right brand to maximize the reach of the advertising campaigns through some matrices developed. Personal image matrix: How much a celebrity is popular in the market? Brand image matrix: What are the expectations from a brand? Association matrix: Blend the suitable celebrity with the right brand. Initial two matrices give us the celebrity value score, helping us to calculate the association score. The higher the score the more suitable celebrity is for the brand. This model helps us to reduce the costs of endorsing besides to maximize the outcome.

Keywords: Branding, Advertising, Brand Image, Celebrity Endorsement, Attribute Matching

Introduction

Celebrity endorsement is "A universal feature of the contemporary marketing". Celebrity appeal is a common method of convincing the customers. Today a plenty of cut throat competition is prevalent in the market and the advertising companies are continuously trying to overcome the clutter. Marketers believe the celebrity endorsements is a perfect remedy for all these problems (Kamble 2014).

Celebrity endorsement creates a positive attitude towards a brand and purchase intention of the same among customers (Kamble 2014). Nevertheless, it may boomerang if there is a basic mismatch between the personal image of the celebrity and product image.

Factors Driving the Celebrity's Impact on the Brand

Celebrity Power

Social psychologists John R. P. French and Bertram Raven (2004) suggested different types of social powers: expert power, referent power, legitimate power, coercive power and reward power. The celebrities should possess almost all of them. These powers make the celebrities to induce the customers. Except these social powers, the celebrities have some other characteristics also like

- Credibility
- Attractiveness
- Association

Hovland and Weiss (1952) explained that credible personalities are more influential than non-experts or persons lacking in credibility. This is because arguments carry more weight when delivered by someone who is familiar with or at least appears to know, all the facts. The credibility can be sub-divided into two components: expertise and trustworthiness.

Consumers develop constructive stereotypes about attractive individuals and found that physically attractive persons are more thriving at altering the attitude (Baker and Churchill 1977) and generating demands (Friedman et al. 1976; Kahle and Homer 1985) than their unattractive complements. According to Erdogan (1999), attractiveness does not mean simply physical attractiveness, but includes any number of attributes that consumers might perceive in a celebrity endorser: for

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example, intellectual skill, celebrity properties, lifestyles, or athletic ability. Respondents in Kahle and Homer's study (1985) were more likely to buy an Edge razor after seeing an attractive celebrity in an advertisement than an unattractive celebrity. However, as indicated earlier by both Till and Busler (1998) and Ohanian (1991) the celebrity's expertise is more important than physical attractiveness in affecting attitude towards an endorsed brand. The attractiveness credibility can be sub-divided into two components: likeability and Resemblance.

The association of the image of the celebrity with the image of the product also affects the preference of customers towards the product. The association can be sub-divided into two components: Celebrity's own benefits and customers' benefits.

Attribute Matching

The selection of the right celebrity at the right time for the right product is the sure shot mantra for success of celebrity endorsement. The selection of the celebrity for a product depends on the following criteria

- Purpose of endorsement
- Type of product

The main purpose behind the endorsement is to get rid of the clutter: Each minute the consumer is facing almost 10-15 advertisements sometimes of same category. The hiring of right celebrity helps here to garner the attention of the consumer towards advertisements. Another reason behind the endorsement is to get a place at the top of mind awareness of the consumers.

The product types too have an implication here prior to go for a celebrity. Whether is it high-involvement or low involvement product, also affect the choice of celebrity. For high involvement product customers would like to get the message from the celebrity who is serious towards his or her career and has achieved a good position in his or her life. While for the low involvement product the availability of the product also matters.

In nutshell the entire marketing activity works together to get the positive results from celebrity endorsement. To get

the process on the right track some steps are suggested:

- Define the objective behind the endorsement.
- Identify characteristics of the product and the celebrity.
- Match the characteristics of the product and celebrity and decide which characteristics need to be conveyed from the celebrity to the product.
- Choose the right media.
- Design the right kind of advertisement mulling over the factors like exposure of the celebrity and his image.

The use of celebrity in India now days for the advertising campaign has been turned into a drift and apparently has become a sure shot mantra for corporate image-building and product marketing. This fact is reflected in most of the market researches finding, that 8 out of 10 TV commercials have the highest recall were those, which were of celebrity endorsement category. Few examples are Sachin Tendulkar-Boost, Mahendra Singh Dhoni-Aircel, Shah Rukh Khan-Boroplus, Aishwarya Rai-L'oreal. One can measure the effectiveness of a celebrity that how much values, he or she may add to the product after the endorsement.

Through endorsed commercial, a brand finds a celebrity and endorses apparent as the personalities of the brand. Consequently, as it is essential to bring a synergy between an individual's outfit and his celebrity, the same way it is essential to bring a synergistic effect between the brand and the endorser. For example, in the Cadbury's worm issue, the brand wanted to build a trust amongst the customers in order to regain its market share. They had chosen Amitabh Bachchan as an endorser to build that trust and in order to regain their market share. According to the sales data, it was found that the right celebrity selection gave the right results to them.

Another example of a successful brand can be the "Thums Up Taste the Thunder" Campaign of Thums Up with Akshay Kumar as their endorser. The success behind the campaign was the synergy between the energy in the brand and the energy of the endorser.

The image of the brand and that of the endorser should have some consistency in the campaign. This can be proved by another example. The Bachchans duo, Amitabh and

Abhishek Bacchan have endorsed Maruti Versa, but the entire campaign as well as the product both were rejected by the customers. There was a clear lack of consistency between the endorser and the brand which led to the failure of the brand. The consumers have not believed that Amitabh Bacchan could ever drive a B-segment car.

The quantitative measurement of all these criteria gives more reliable information and provides the minutes details about the celebrity and the product endorsed. It also lowers down the risk involved in endorsing the celebrity for the advertising campaign. The cost benefit ratio plays a very significant role here behind the selection of the most appealing and sought celebrity in the market. The cine-star and the cricketers have started to demand a huge amount for the commercials (Saif and Kareena were given INR 600 million for 10 second advertisement of Airtel commercials). Consequently the quantitative method used here gives us the real worth of the celebrity for the investment in advertising campaign.

Measurement of Celebrity Fit: The Model Development

The study has been divided into two stages - exploratory and descriptive. For exploratory, personal interviews, focus group discussion and some literature review have been done to find out the different qualities/criteria responsible for the popularity of a celebrity and brand. The primary part includes data collection followed by analysis.

We categorized few companies and brands into twelve categories mentioned below:

1. Aficionado: Personalities or products that claim gentle care, e.g., Beauty Soaps
2. Naive: Personalities or products that retain and renew faith, e.g., Johnson & Johnson
3. Perceptive: Personalities or products for guidance and opinion, e.g., Newspaper
4. Proscribe: Personalities or products that encourage breaking the rules, e.g., Jeans
5. Researcher: Personalities or products that claim self enhancement through exploration, e.g., Jeeps
6. Leader: Personalities or products that show how to apply control, e.g., Tires

7. Healer: Personalities or products which give the perceived benefit of security and care, e.g., Insurance Companies
8. Entertainer: Personalities or products positioned for fun and frivolous activities, e.g., Soft drinks
9. Conjuror: Personalities or products which claim to produce results which are unexpected, e.g. fairer skin with fairness cream
10. Conqueror: Personalities or products that prompt courageously action, e.g., Sprite, Thums Up
11. Common Man: Personalities or products that have slice of life execution format, e.g., Peter England
12. Architect: Products or personalities famous for disruptive, architectural, modular or incremental innovations, e.g., Infrastructure,

These constructs are taken from the book, "The Hero and the Outlaw: Building Extraordinary Brands through the Power of Archetypes" by Margaret Mark, Carol S. Pearson (2001).

The proposed model matrix for brands and celebrities is

Aficionado	Architect	Common Man	Conjuror
Conqueror	Entertainer	Healer	Leader
Naïve	Perceptive	Proscribe	Researcher

This model helps for effective decision making in hiring the best suitable celebrity for the brand.

The Variables

Celebrity Value Score (CVS): This is a parameter defined to evaluate the image of a particular celebrity. It is the sum of score of each archetype for a celebrity.

Brand Positioning Index (BPI): This is a parameter defined to evaluate the image of a particular brand. It is the sum of score of each archetype for that brand.

Association Score (AS): It is the weighted product of corresponding archetypes of brands and celebrities.

Hypothesis Statement

H_{01} : There is no significant relationship between celebrity image and brand image

H_{02} : There is no association between success celebrity association score (SCAS) and brand image (BPI)

Research Methodology

Calculation of Celebrity Value Score: Respondents were given a name of a celebrity and asked to rate the celebrity as against the model defined earlier. The sampling was convenience sampling and sample size of 108 at 95 % confidence level with 10% of marginal error (I assumed the estimated accuracy of the respondent here only 80%). The sample elements were selected as per convenience and data has been collected from the MBA graduate students in January 2017.

Thirty different celebrities were selected for the purpose. The selection of the celebrities was based on the focus group discussion to calculate the CVS. Pilot survey was conducted to list down the 10 different brands against the above-mentioned celebrities. The most frequent reply was traced. The brands were then presented for prototype scoring, and association score was measured.

The steps involved in testing of hypothesis were

Step 1: Respondents were asked to personify the brand on the basis of given 12 constructs. Respondents have to give score 0-10 to each of the construct.

Step 2: Same process has been repeated to personify the celebrity image too.

Step 3: Respondents were also asked to pick any 3 celebrities randomly from the given list of 30 celebrities for each of the given brand (Name of celebrities can be repeated).

Step 4: Calculation of CVS, BPI and AS followed by a thorough comparison and analysis

Step 5: Testing of hypothesis with the help of correlation index analysis

Results

Celebrity Value Score (CVS): CVS calculation was made for all the 30 celebrities. The CVS is sum of quantitative measures of constructs. The average value of 108 responses has been calculated for each of the columns.

Celebrity/Construct	Aficionado	Architect	Common Man	Conjurer	Conqueror	Entertainer	Healer	Leader	Naive	Perceptive	Proscribe	Researcher	Total Score
Shahrukh Khan	7	7	6	7	7	8	7	8	7	8	8	8	88
Virat Kohli	8	6	5	7	7	9	7	8	7	9	8	7	88
Amir Khan	8	7	3	7	7	8	7	8	5	8	7	8	83
Salman Khan	7	6	5	7	7	8	7	8	6	7	7	7	82
Ranbeer Singh	8	6	4	8	6	7	7	7	6	7	7	7	80
Akshay Kumar	7	6	6	6	6	6	6	6	6	8	6	7	76
Sachin Tendulkar	8	7	4	6	8	6	6	7	5	6	6	6	75
Priyanka Chopra	7	5	5	6	7	6	6	7	6	6	6	7	74
Amitabh Bacchan	6	6	3	7	6	6	6	7	6	7	6	7	73
Mahendra S Dhoni	7	6	7	5	6	7	4	7	6	6	5	6	72
Hritik Roshan	7	5	4	6	6	6	6	6	5	6	6	7	70
Deepkia Padukone	6	6	4	6	6	6	6	6	4	6	5	6	67
Kangna Ranaut	6	6	5	5	6	6	5	6	5	6	5	6	67
Sonam Kapoor	6	8	3	7	5	5	5	6	5	5	7	5	67
Yuvraj Singh	7	4	4	6	5	7	5	6	5	7	5	5	66
Aishwarya Rai	7	5	3	6	6	6	6	5	4	6	5	5	64
Ranbeer Kapoor	7	4	4	6	5	6	5	5	5	5	6	6	64
Shahid Kapoor	6	7	4	6	4	6	6	5	5	5	5	5	64
Kareena Kapoor	6	4	2	6	5	5	6	6	5	6	5	5	61
Saina Nehwal	6	5	5	6	5	5	5	5	5	4	5	5	61
Varun Dhawan	6	4	3	6	5	6	6	5	5	5	5	4	60
Katrina Kaif	5	5	1	5	4	5	6	6	6	6	5	6	60
Anushka Shirma	5	5	4	5	5	5	5	4	4	5	4	5	56
Ayushman Khurana	5	4	4	5	4	6	5	4	5	5	4	5	56
Sania Mirza	4	4	3	4	3	5	3	4	3	4	4	4	45
Kapil Dev	5	3	5	3	4	3	4	4	3	4	3	3	44
Rohit Sharma	5	3	3	5	3	4	3	4	3	4	3	3	43
Rahul Dravid	4	5	3	2	4	4	2	3	2	4	4	4	41
Suresh Raina	4	4	4	4	3	4	2	3	3	3	3	2	39
Abhishek Bacchan	4	4	2	3	3	4	3	1	3	3	2	3	35

Shahrukh Khan and Virat Kohli have been emerged as the most favorite choice of the respondent followed by

Amir and Salman Khan. The findings match almost with the Forbes List of Indian celebrities (Forbes India, 2016).

Brand Positioning Index (BPI):

Brand/Construct	Aficionado	Architect	Common Man	Conjurer	Conqueror	Entertainer	Healer	Leader	Naive	Perceptive	Proscribe	Researcher	Total Score
Tanishq	5	6	4	4	5	7	3	5	6	7	8	9	69
L'oreal Eyliner	7	6	5	5	6	7	4	3	5	6	8	5	67
Vivel Soap	4	7	4	4	3	5	6	7	7	7	4	6	64
Manyawar	3	4	5	7	8	3	6	7	8	3	4	5	63
Hero Mastero	6	5	5	5	6	3	6	4	5	6	7	4	62
Boost	5	5	6	7	4	5	6	7	3	2	4	6	60
Thums Up	7	3	6	3	4	5	6	7	4	3	5	6	59
Fair & Handsom	7	6	6	5	7	5	3	2	5	4	3	6	59
Aircel	4	5	6	2	4	4	5	6	7	3	4	5	55
Fortune Oil	3	4	5	6	3	5	6	3	5	6	7	2	55

Tanishq was found most sought and respected brand followed by L'oreal in case of brand endorsement. It proves that Tanishq has used celebrity endorsement for its brand beautifully and wisely. While Fortune oil has to rework on its brand endorsement strategy to make brand recall more powerful.

brands and celebrities. Category I is the success celebrity (SC), who can be the best endorser for that particular brand. These celebrities have scored the maximum. The second category of celebrities is the alternate celebrity (AC) who can replace the success celebrity for endorsing that brand while the third category of celebrities who scored the least is termed as failure celebrity (FC).

Brand-Celebrity Association Score (AS)

As already decided only those celebrities will be selected for further analysis who will score more than 50% of the total CV Score. Therefore last 10 celebrities have been omitted from further analysis. These ten celebrities can be termed as failure celebrities.

Brand/Celebrity	Celebrity ¹	Celebrity ²	Celebrity ³
Aircel	334	294	190
Boost	415	375	196
Manyawar	453	364	176
Fortune Oil	309	278	199
Tanishq	427	389	265
Fair & Handsom	427	314	276
Hero Mastero	414	331	311
Thums Up	406	373	281
L'oreal Eyliner	374	362	332
Vivel Soap	393	329	298

Brand/Celebrity	Celebrity ¹	Celebrity ²	Celebrity ³
Aircel	Mahendra S Dhoni	Yuvraj Singh	Rohit Sharma
Boost	Amir Khan	Sachin Tendulkar	Suresh Raina
Manyawar	Virat Kohli	Hritik Roshan	Abhishek Bacchan
Fortune Oil	Sonam Kapoor	Saina Nehwal	Kapil Dev
Tanishq	Amitabh Bacchan	Kangna Ranaut	Sania Mirza
Fair & Handsom	Shahrukh Khan	Shahid Kapoor	Ayushman Khurana
Hero Mastero	Ranbeer Singh	Ranbeer Kapoor	Varun Dhawan
Thums Up	Salman Khan	Akshay Kumar	Rahul Dravid
L'oreal Eyliner	Deepkia Padukone	Aishwarya Rai	Katrina Kaif
Vivel Soap	Priyanka Chopra	Kareena Kapoor	Anushka Sharma

The 30 celebrities were divided into three categories based on the weighted product of corresponding archetypes of

Celebrity¹: Success Celebrity; **Celebrity²**: Alternate Celebrity; **Celebrity³**: Failure Celebrity

Testing of Hypothesis

H_{01} : There is no significant relationship between celebrity image and brand image

	Mean	Std. Deviation	N
BPI	61.30	4.644	10
CVS	77.40	7.891	10

		BPI	CVS
BPI	Pearson Correlation	1	-.076
	Sig. (2-tailed)		.834
	N	10	10
CVS	Pearson Correlation	-.076	1
	Sig. (2-tailed)	.834	
	N	10	10

The level of significance value appears here 0.843, which makes the relationship between brand image and celebrity image insignificant. We cannot reject the null hypothesis in such case. Therefore we can conclude that

1. There is no relationship between image of a celebrity and brand image. The selection of celebrity does not depend on the matching of his/her image and the brand image only.
2. A little negative relationship between brand image and celebrity image may reveal that the marketers select celebrity to endorse those brands which have

The image of celebrity (CVS) and brand positioning index (BPI) gives a correlation index of -0.07641. The further significance analysis of correlation gives the following results:

lower brand image.

Further analysis is required actually on what basis the celebrity is hired for the endorsement of a product. The analysis of this study matches with the findings of Mishra & Beatty, 1990 and Erdogan, 1999.

H_{02} : There is no association between success celebrity association score (SCAS) and brand image (BPI)

The correlation index value between SCVS and AS is +0.555634. The further significance analysis of correlation gives the following results:

	Mean	Std. Deviation	N
BPI	61.30	4.644	10
CVAS	393.10	43.355	10

		BPI	CVAS
BPI	Pearson Correlation	1	.597
	Sig. (2-tailed)		.068
	N	10	10
CVAS	Pearson Correlation	.597	1
	Sig. (2-tailed)	.068	
	N	10	10

The level of significance value appears here .068, which makes the relationship between brand image and CVAS (with the weighted product of corresponding archetypes of brands and celebrities) insignificant. We cannot reject the null hypothesis in this case too. Therefore we can conclude that:

Score of success celebrity is moderately positive correlated with the weighted product of corresponding archetypes of brands and celebrities. But the analysis does not reveal here that while selection of a celebrity the each of the constructs should be matched with corresponding construct of the brand or not. Also a moderate correlation does not help to conclude that the proposed model to match

the brand image and celebrity image is significant. There are some more criteria which can be studied further and can be added into the model to make it more significant.

Conclusion & Recommendations

The CVS and BPI provide us a formidable solution to match the brand image and celebrity image. The CVS helps us to decide whether a celebrity is able to endorse a brand or not also it extracts out the celebrities who are not able to endorse a brand. Moreover, the CVS is also a good predictor of popularity of the celebrity. Brands generally will have lower BPI than personalities due to deliberate attempts to have strong positioning to fight competition and develop competitive advantages. The brand managers and account managers can think of following

1. The cost of an endorsement will be positive correlated function of CVS.
2. The popularity of the campaign is a function of association correlation matrix.
3. If the right match is existing between the brand and celebrity, popularity of the campaign can be optimized.
4. The cost of the campaign can be reduced by involving celebrities with high polarized archetype value which matches with the brand.

Limitations

The CVS and area correlation are highly time dependent. The image and archetype of a celebrity is often volatile and may change with time. Repeated surveys for CVS calculations may give different results also keeping track of celebrity activities and the continuous search for new and emerging celebrities may provide different results too. The study has been conducted in Indian sub-continent only therefore it does not represent the universal solution.

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