

## Perception of Ladies of Kolkata towards Celebrity Endorsement for beauty creams

<sup>1</sup>Palak Tahlani, <sup>2</sup>Prof. Supriyo Patra

<sup>1</sup>BBA 3<sup>rd</sup> Yr (Marketing) St. Xavier's College (Autonomous), Kolkata

<sup>2</sup>Assistant Professor (Marketing), St. Xavier's College (Autonomous) Kolkata

---

**Abstract:** The practice of celebrities being used for rendering services other than performing their actual job as either an actor or an athlete, such as endorsements has proliferated over time. Despite the cost and the risks involved with this technique of advertising, it is been used quite extensively in the present era. This study focuses on examining the perception of the ladies of Kolkata about the celebrity endorsement for beauty creams and the subsequent impact on their purchase decisions.

In depth quantitative approach has been adopted among 100 ladies of Kolkata in order to investigate the perception of the respondents towards celebrity endorsement and how it affects their purchase decision. The findings derived from analyzing the collected data unearthed some very interesting facts which have been summarized in the conclusion.

The findings show that celebrity endorsement helps in brand recognition and it is a link between the consumers and the company. The results of this work clearly show that celebrity endorsement does not influences the purchase decision of respondents and that the likability of celebrities has no role as respondents give more importance to other factors ( price, quality) while taking the purchase decision.

**Key Words:** Beauty Creams, Brand Awareness, Celebrity Endorsement, and Kolkata.

---

### I. Introduction

In the diverse market and competing with the other brands within the same industry is a huge challenge for the entrepreneurs and to be successful in this era marketers use celebrities to endorse their products. My work deals with FMCG industry. Fast-Moving Consumer Goods (FMCG) are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, cosmetics, toys, processed foods and many other Consumables. FMCG is probably the most classic case of low margin/high volume business. An excellent example is a newspaper—every day's newspaper carries different content, making one useless just one day later, necessitating a new purchase every day. The following are the main characteristics of FMCGs

➤ From the consumers' perspective:

1. Frequent purchase
2. Low involvement (little or no effort to choose the item – products with strong brand loyalty are exceptions to this rule)
3. Low price

➤ From the marketers' angle:

1. High volumes
2. Low contribution margin
3. Extensive distribution network.

Within FMCG industry there are various brands of beauty creams and few of them are described below:

#### Olay

Olay is an American skin care line. It is one of Procter & Gamble's multi-billion dollar brands. Olay originated in South Africa as Oil of Olay. Graham Wulff (1916-2008), an ex-Unilever chemist from Durban, started it in 1949. The Olay brand has expanded into a range of other products grouped in “boutiques” including Complete, Total Effects, Professional, Regenerist, Quench (North America), White Radiance (Asia) and Olay Vitamins (USA). Olay is the market leader in many countries including USA, UK, and China. Olay has extended its heritage as a moisturizer to stay looking young, to formally creating the “anti-aging” category in mass stores with the launch of Total Effects in 1999.

### **Garnier**

Garnier is a mass market cosmetics brand that produces hair care and skin care products. The company started as Laboratories Garnier in 1904. Garnier is sold in numerous countries worldwide, with specific product lines targeted for different skin types and cultures. In 2011, Garnier partnered with TerraCycle to promote up cycling of product containers and the introduction of biodegradable products.

### **Fair and Lovely**

In India people have a craze of fair skin colour and developed in 1975, Fair & Lovely is the world's first fairness cream. Today, 250 million consumers across the globe strongly connect with Fair & Lovely as a brand. The brand believes in empowering individuals to Re-script their Destiny.

### **Pond's**

Pond's is a brand of health care products owned by the multinational company Unilever. Pond's Cream was invented in the United States as a patent medicine by pharmacist Theron T. Pond (1800–1852). By the twentieth century, the company's main emphasis was selling cosmetics products. The "Pond's Vanishing Cream" and the "Pond's Cold Cream" were created, marking the entrance of Pond's products into the facial care industry. Today Ponds is sold around the world. Its larger markets are in Spain, India, Japan and Thailand.

### **L'oreal**

The L'Oreal Group is a French cosmetics and beauty company, headquartered in France. It has developed activities in the field of cosmetics, concentrating on haircolour, skincare, sunprotection, make-up, perfumes and hair care.

### **Objectives of the Study**

1. To determine the level of awareness about the beauty creams and celebrities endorsing them.
2. To understand the spending pattern of the respondents on beauty creams.
3. To determine impact of celebrity endorsement on brand image and on respondents buying behavior.

## **II. Literature Review**

This section discusses the concept of celebrity endorsement in general and the related works associated with it. The literature review forms the main pedestal of the dissertation as the consequent analysis and future result is based on it. The review is done on celebrity endorsements.

According to **Horton & Wohl's (1956)** definition 'intimacy at a distance', it is seen that individuals have a tendency to form illusions of an interpersonal relationship with celebrities. A celebrity endorser used in an advertisement can be interpreted as a reference group. A reference group is defined as any person or group of persons that serves as a point of comparison (or reference) for an individual by communicating values, attitudes and providing a specific guide for behavior. Celebrities are usually known to the public for their accomplishments in areas other than the product endorsed by them. (**Friedman & Friedman 1979**).

**Schikel (1985)** highlights the subtle yet intense impact of celebrities on everyday thinking and living. This stands true for classic forms of celebrities such as actors like Shah Rukh Khan, models like Milan Somen, Sports athletes like Sachin Tendulkar and entertainers like Maliaka Arora Khan but also for less obvious groups such as businessmen like the Ambani's or politicians like Rahul Gandhi.

According to **McCracken's (1989)** definition, a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marketing communication). Research has shown that in general celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales.

Celebrities influence on consumers appears to be larger than ever before (**Alperstein 1991**). Companies invest large sums of money to align their brands and themselves with celebrity endorsers. Research has shown that because of the fame of celebrities, they do not only create and maintain attention of the consumers but they also achieve high message recall (**Ohanian, 1991; O'Mahony and Meenaghan, 1997**).

**Tom et al. (1992)** found that created endorsers were more effective in creating a link to the product than celebrity endorsers. **Mehta (1994)** has found that there were no significant differences for the concepts 'attitudes towards the advertisement', 'attitude towards the brand' and 'intentions to purchase endorsed brands'

between celebrity and non-celebrity endorsement advertisements. When confronted with non-celebrity endorsers, consumers were significantly more focused on the brand and its features, whereas with celebrity endorsers the subjects were significantly more concentrated on the celebrity in the advertisement.

When used effectively celebrity endorsers have the potential of serving a valuable role in enhancing a brand's competitive position and developing brand equity (Till 1998).

However, companies have limited control over the celebrity's persona which can also result in high risk and "no gain" situations (e.g. the "scandals" surrounding celebrities like Michael Jackson, Kate Moss, Britney Spears, Paris Hilton). As a result, companies build characters (using people who are not celebrities) which are congruent with their brands and target-audiences, and ensure that these characters are endorsing only one particular product.

Potential advantages of utilizing celebrity endorsers are that it can increase attention, polish the image of the brand, especially when a brand will be introduced in the market or a repositioning of a brand will take place. However, pre-testing and careful planning is very important and the life-cycle stage of the celebrity has also been taken into account (De Pelsmacker, 2004).

### **III. Research Methodology**

This work focuses on the perception of respondents towards celebrity endorsement for beauty creams and while deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., primary and secondary. The main focus of the methodology here is driven by primary research and the data is collected from 100 ladies of Kolkata. Primary data has been collected by preparing questionnaire and was helpful in making charts and secondary data has been collected for literature review. There are different types of sample design a Non probability sampling was employed in the survey. Data was collected based on the convenience of the researcher.

Questionnaire was administered in order to collect the data to examine the perception of respondents (Ladies of Kolkata) towards celebrity endorsement for beauty creams. It provided facts and estimate which used to make accurate prediction about the relationship between celebrity endorsement and consumers' perception.

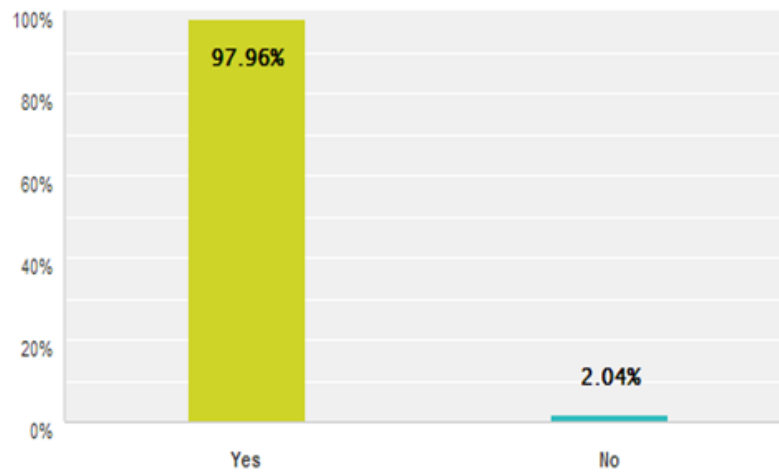
A structured questionnaire was used in which there are definite, concrete and pre-determined questions. The questionnaire consists of 9 questions. Questions 1-3 deal with the usage of the product and money spend by each lady of Kolkata in a month. Questions 4-5 deals with preference of ladies of Kolkata and factors they consider being important while making a purchase decision. Question 6-9 deals with the impact of celebrity endorsement on ladies of Kolkata.

#### **Data analysis and findings**

Based on the questionnaire the following data was collected and used for drawing conclusion.

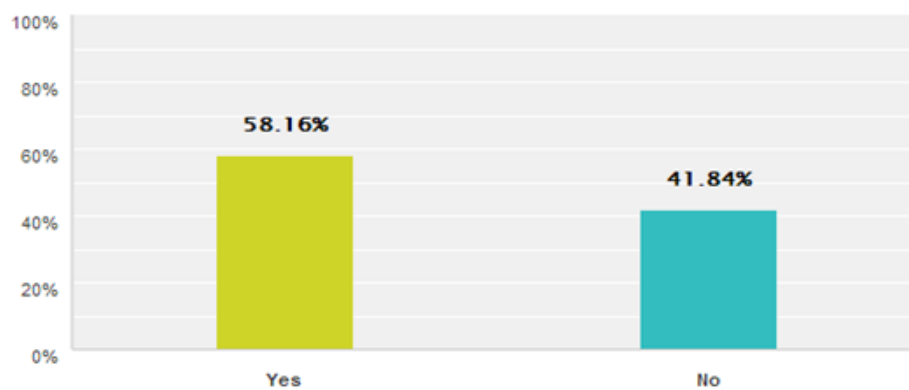
### Are you aware of these brands? Olay Garnier Fair N lovely Ponds Loreal

Answered: 98 Skipped: 2

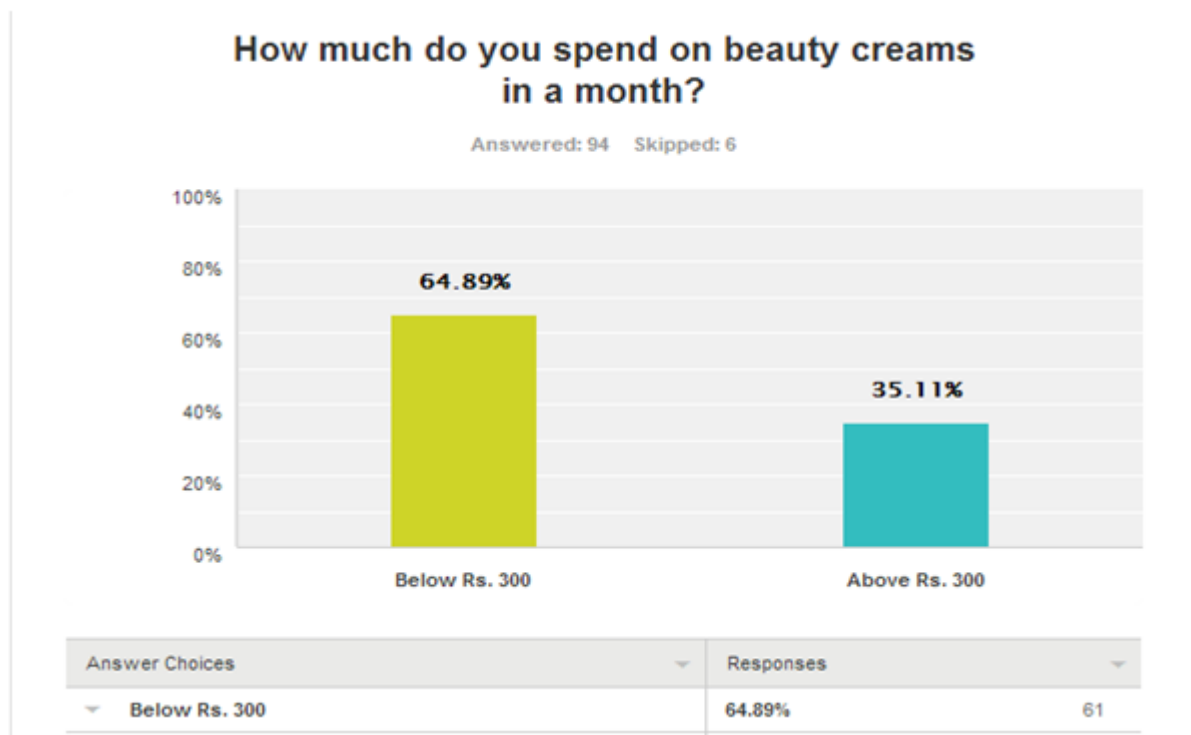


Answer Choices	Responses	Count
Yes	97.96%	96
No	2.04%	2
Total		98

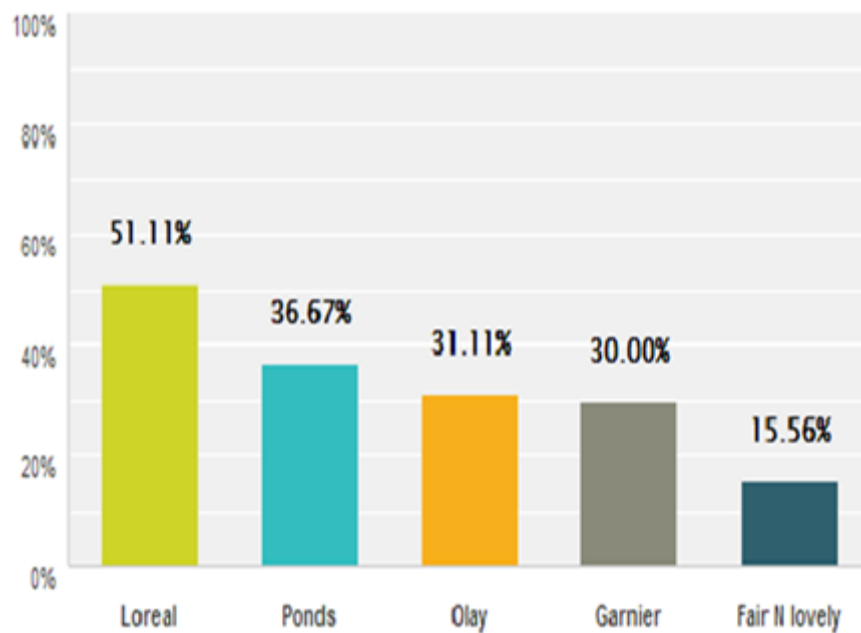
Answered: 98 Skipped: 2



Answer Choices	Responses	Count
Yes	58.16%	57
No	41.84%	41
Total		98



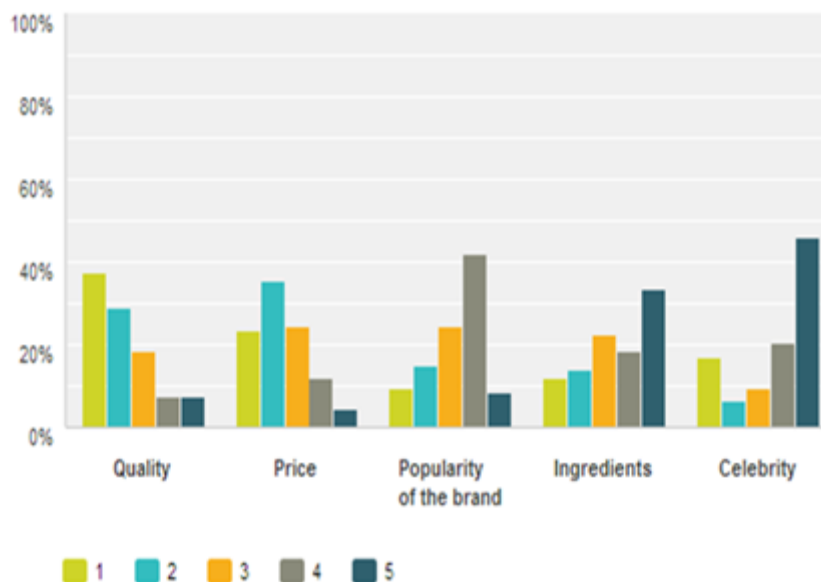
Which brands do you prefer? (You may choose more than one)



Answer Choices	Responses
▼ Loreal	51.11% 46
▼ Ponds	36.67% 33
▼ Olay	31.11% 28
▼ Garnier	30.00% 27
▼ Fair II lovely	15.56% 14

Rate the factors according to their importance while deciding a brand.

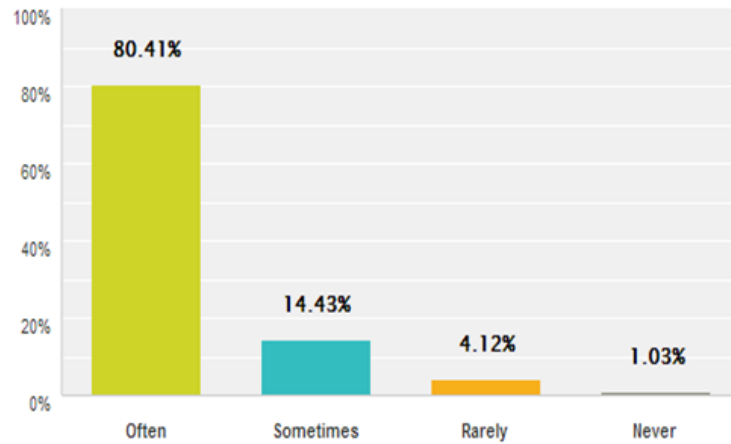
Answered: 93 Skipped: 7



	1	2	3	4	5	Total	Average Ranking
▼ Quality	37.63% 35	29.03% 27	18.28% 17	7.53% 7	7.53% 7	93	3.82
▼ Price	23.66% 22	35.48% 33	24.73% 23	11.83% 11	4.30% 4	93	3.62
▼ Popularity of the brand	9.68% 9	15.05% 14	24.73% 23	41.94% 39	8.60% 8	93	2.75
▼ Ingredients	11.83% 11	13.98% 13	22.58% 21	18.28% 17	33.33% 31	93	2.53
▼ Celebrity	17.20% 16	6.45% 6	9.68% 9	20.43% 19	46.24% 43	93	2.28

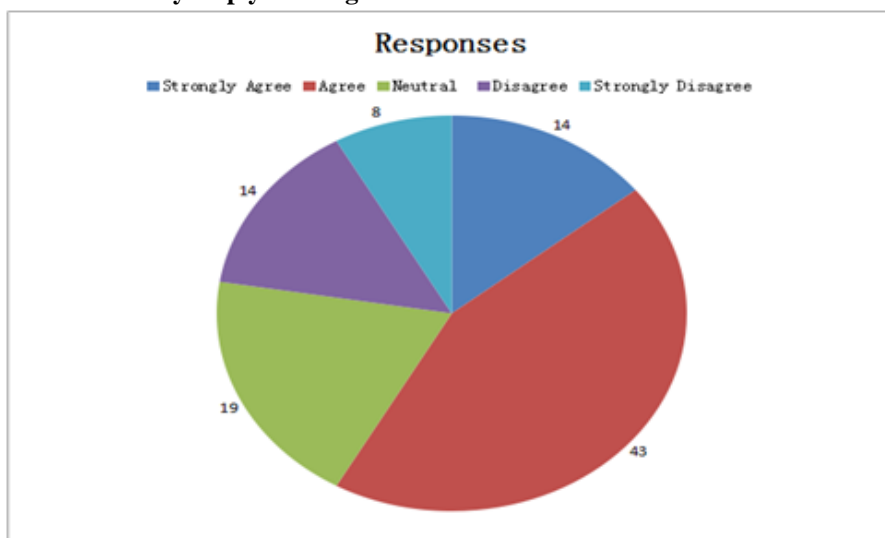
### How frequently do you come across advertisements that feature celebrities in these brands?

Answered: 97 Skipped: 3



Answer Choices	Responses	Count
Often	80.41%	78
Sometimes	14.43%	14
Rarely	4.12%	4
Never	1.03%	1
<b>Total</b>		<b>97</b>

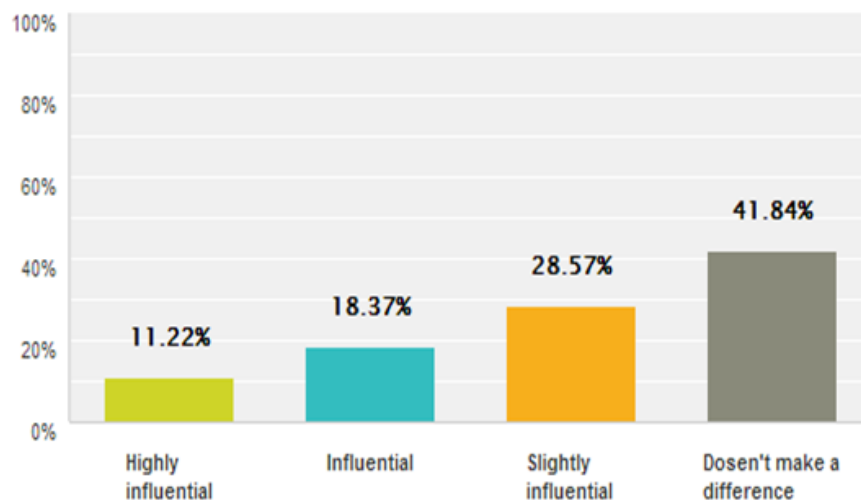
### Does the presence of celebrity help you recognize the brand?



Answer Choices	Responses	
Strongly Agree	14.29%	14
Agree	43.88%	43
Neutral	19.39%	19
Disagree	14.29%	14
Strongly Disagree	8.16%	8

### As a consumer, do you consider the likeability of the celebrity as an influential factor when making a purchase decision?

Answered: 98 Skipped: 2

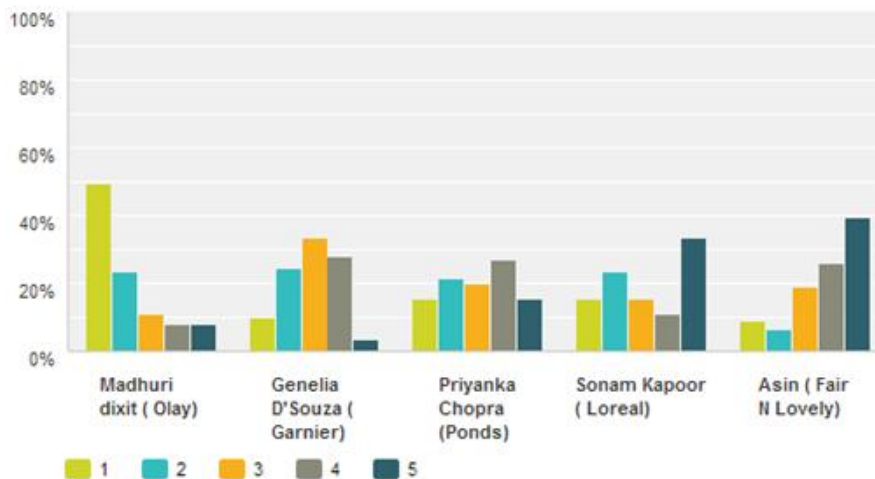


Answer Choices	Responses	
Highly influential	11.22%	11
Influential	18.37%	18
Slightly influential	28.57%	28
Doesn't make a difference	41.84%	41
<b>Total</b>		<b>98</b>



**Rank the brand ambassadors of the above mentioned beauty creams in the order of their beauty.**

Answered: 89 Skipped: 11



	1	2	3	4	5	Total	Average Ranking
Madhuri dixit (Olay)	49.44% 44	23.60% 21	11.24% 10	7.87% 7	7.87% 7	89	3.99
Genelia D'Souza (Garnier)	10.11% 9	24.72% 22	33.71% 30	28.09% 25	3.37% 3	89	3.10
Priyanka Chopra (Ponds)	15.73% 14	21.35% 19	20.22% 18	26.97% 24	15.73% 14	89	2.94
Sonam Kapoor (Loreal)	15.73% 14	23.60% 21	15.73% 14	11.24% 10	33.71% 30	89	2.76
Asin (Fair N Lovely)	8.99% 8	6.74% 6	19.10% 17	25.84% 23	39.33% 35	89	3.10

**IV. Limitations of Research**

Like all other research works even mine work has few limitations which are mentioned below:

- Research was limited to the city of Kolkata as a result of which sample was representative of Kolkata only.
- Many respondents were not willing to answer the questionnaire and that is why few questions consist of skipped answers.
- Sample was collected by using convenient and judgment sampling.

Scope for further Research

- Research can also cover the positive impacts celebrity endorsement has on the brand and the company.
- Research can go for wide survey where the data collected can be for a large geographical area with more number of respondents.

## V. Conclusion

Research clearly shows that consumers prefer L’Oreal more than they prefer other brands which means that they are not price sensitive and consumers give least importance to celebrities while purchasing a product.(refer question no. 5).Consumers nowadays are literate and give more importance to ingredients of the product rather than the celebrities.(refer question no.5) Even though the respondents have ranked Madhuri( brand ambassador of Olay) in the first position, still they do not prefer Olay as much as they prefer L’oreal which clearly shows that they do not give much importance to the celebrities they like and consider to be beautiful.(refer question no.9)80.41% respondents agreed that they often see celebrities featuring advertisements and they can also recognize brands with the help of celebrities but still while making purchase decision they do not consider the likeability of celebrities.It can be seen from the research that celebrities help in brand recognition as 43% of respondents agreed to this. Overall celebrity endorsement helps in brand recognition and build an image of the brand in the mind of consumers.Likeability of celebrities is not influential while making a purchase decision and consumers prefer quality over celebrities.(refer question no. 5)

## References

- [1]. Alperstein, Neil M. (1991) “Imaginary Social Relationships with Celebrities Appearing in Television Commercials.” *Journal of Broadcasting and Electronic Media* 35,1:43 -58
- [2]. Atkin , Charles and Block M.,(February/March 1983), “ Effectiveness of Celebrity Endorsers” , *Journal of Advertising Research* 23, 1 : 57-62
- [3]. Friedman, H.H and Friedman, L. (1979), “Endorser Effectiveness by Product Type”, *Journal of Advertising Research*,19, 5:63-71.
- [4]. McCracken, G. (1989). “who is the celebrity endorser? cultural foundations of the endorsement process”, *journal of consumer research*,16:310-321.
- [5]. Mehta, A (1994), ‘How advertising response modelling (ARM) can increase ad effectiveness’, *Journal of Advertising Research*, 34, 3:62-74
- [6]. Ohanian, R. (1991), “The Impact of Celebrity Spokespersons’ perceived image on consumers’ intention to purchase”, *Journal of Advertising Research* ,31 , 1:46-54
- [7]. O’Mahony, S and Meenahgan, T (1997), ‘Research the impact of celebrity endorsements on consumers’, in *New Ways for Optimizing Integrated Communications*, The Netherlands: ESOMAR, p1-16
- [8]. Schickel, Richard.(1985.) “Intimate Strangers: The Culture of Celebrity”. Garden City, NY: Doubleday
- [8]. Till, B.D (1998) “Using celebrity endorsers effectively: lessons from associative learning” *Journal of Product & Brand Management*, 7 (5), 400-409.

Websites referred:-

[en.wikipedia.org/wiki/Olay](http://en.wikipedia.org/wiki/Olay)  
[en.wikipedia.org/wiki/Pond's](http://en.wikipedia.org/wiki/Pond's)  
[en.wikipedia.org/wiki/L'Oreal](http://en.wikipedia.org/wiki/L'Oreal)  
[en.wikipedia.org/wiki/Garnier](http://en.wikipedia.org/wiki/Garnier)

Book referred:-

- Kothari, C.R., 1985, *Research Methodology- Methods and Techniques*, New Delhi, Wiley Eastern Limited. Charts are prepared on the basis of primary data collected during research.

Appendix

PERCEPTION OF LADIES OF KOLKATA TOWARDS CELEBRITY ENDORSEMENT FOR BEAUTY CREAMS.

1. Are you aware of these brands?

Olay

Garnier

Ponds

Fair N Lovely

L’Oreal

Yes

No

2. Do you use beauty creams?

- Yes
- No
3. How much do you spend on beauty products in a month?
- Below Rs. 300
- Above Rs. 300
4. Which brands do you prefer?( You may choose more than one)
- Olay
- Garnier
- Ponds
- Fair N lovely
- L'Oreal
5. Rate the factors according to their importance while deciding a brand.( 1 to 5)
- Price
- Quality
- Popularity of the brand
- Ingredients
6. How frequently do you come across the advertisements that feature celebrities in these brands?
- Often
- Sometimes
- Rarely
- Never
7. Does the presence of celebrity help you recognize the brand?
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree
8. As a consumer, do you consider the likeability of the celebrity as an influential factor when making a purchase decision?
- Highly influential
- Influential
- Slightly influential
- Doesn't make a difference

9. Rank the brand ambassadors of the above mentioned beauty creams in the order of their beauty and their likeability.

- Madhuri Dixit (Olay)
- Genelia D'Souza (Garnier)
- Asin (Fair N Lovely)
- Priyanka Chopra (Pond's)
- Sonam Kapoor (L'Oreal)

NAME OF THE RESPONDENT- \_\_\_\_\_

PROFESSION- \_\_\_\_\_