

A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON BRAND POSITIONING OF DIFFERENT PRODUCT CATEGORIES

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ABSTRACT

A brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service, or business. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Positioning through Celebrity Endorsement is the base for developing and increasing the required knowledge and perceptions of the customers. The basic purpose of this research is to study the impact of Celebrity Endorsement on Brand Positioning of a product, to study how celebrity endorsement influences consumers mind while purchasing a product and to identify the most important strategy of the company to position its brand. For this research 14 different products are taken amongst 7 different product categories. From each category 2 products are taken, one product with celebrity endorser and the second product without any celebrity endorser. The 7 product categories are: Soap, Car, Junk Food, Mobile Phones, Shampoo and Soft drink. Data is collected through primary and secondary source. For data analysis and data interpretation ANOVA is used.

Keywords: Brand, Brand Positioning, Celebrity Endorsement, Advertisement, Consumer.

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INTRODUCTION:

A brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service, or business. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency.

Brand Positioning: Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. The positioning you choose for your brand will be influenced by the competitive stance you want to adopt. A brand's position is the set of perceptions, impressions, ideas and feelings that consumers have for the product compared with competing products. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. Brand Positioning forms an intrinsic part of any product/service launch. Positioning has become the heart of competitive strategy for the companies looking forward to win substantial market share. For any business the ultimate aim is to satisfy the customer and gain place in consumer's mind. Positioning reflects the "place" a product occupies in a market or segment. A successful position has characteristics that are both differentiating and important to consumers. A position is effectively built by communicating a consistent message to consumers about the product and where it fits into the market through advertising, brand name, and packaging.

Celebrity Endorsement: According to Friedman & Friedman "a celebrity endorser is an individual who is known for his or her achievements in areas other than the product class endorsed. Corporate credibility along with endorser credibility plays a significant role in the attitude of the consumer towards the brand and the advertisement respectively. On the other hand, the over popularity of the celebrity sometimes overshadows the brand. Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand. The general belief among advertisers is that brand communication messages delivered by celebrities and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrities.

LITERATURE REVIEW:

S. Sajeesh, Jagmohan S Raju, June (2010) has contributed to Brand positioning through their research paper, **“Positioning and Pricing in a Variety Seeking Market”**. They have studied competitive positioning and pricing strategies in markets where consumers seek variety. Variety seeking behaviour is modeled as an increase in the willingness-to-pay for the product not purchased on the previous purchase occasion. Using a three stage Hotelling type model, we show that the presence of variety seeking consumers reduces product differentiation in equilibrium. Furthermore, the observed switching in a market may not fully capture the true magnitude of the underlying variety seeking tendencies among consumers. Non-variety seeking consumers also gain from the presence of variety seeking consumers. Consumers are not forward looking. Forward looking consumers might be able to rationally exploit the marketing tactics of firms to increase consumer surplus further. There is some evidence in the literature that variety seeking tendency among consumers is affected by marketing mix variables like in-store display (Simonson and Winer 1992) or featured advertisements (Seetharaman, Ainslie and Chintagunta 1999). Relaxing these assumptions is likely to provide interesting opportunities for future research. Mahim Sagar, Rishabh Khandelwal, Amit Mittal, Deepali Singh, (2011) has contributed through their paper, **“Ethical Positioning Index (EPI): an innovative tool for differential brand positioning”**. The purpose of this paper is to introduce the Ethical Positioning Index (EPI), an innovative ranking scale based on the ethical issues in brand positioning. This paper is based on the core idea that ethics can be used as a product differentiator and can create a strategic advantage. Five basic elements of brand positioning, brand identity, brand image, brand personality, brand awareness, and brand communication, are blended with the three basic elements of ethics; beliefs, values, and symbols and customs. The EPI emerges from the established ethical brand positioning framework and the analysis from the conducted survey which was composed of brand positioning and ethics questions. The role of ethics in brand positioning has been studied and blended to generate a novel-ranking scale (EPI).

Dr. Bernadette D’silva, Dr. Stephen D’silva, Roshni Subodhkumar Bhuptani, December (2010).through their research work, **“Positioning strategies in Indian supermarkets: An empirical study”** have shown positioning strategies of growing supermarkets in India. It has been found that Indian consumers are quite influenced by the visibility, advertising and attractive bumper offers on the product. Further analysis was revealed that there is a need of proper positioning of items in supermarkets to make the customers buy as many products as

they can. The paper has also identified some major factors, if adhered, can increase the customer's loyalty as well as the demand for the products in the supermarkets. Finally the study also outlines the experiences and buying behaviour of Indian consumer that has to be considered by retail corporate for maximizing their sales. Overall, the results reinforce the need of P-O-Ps and proper positioning of items in supermarkets to make the customers buy as many products as they can. The point worth considering is that the consumer who looks for choices should be satisfied with the shopping experience and so should the proprietors of the supermarkets be, by making the consumer buy the products that they choose to sell. The first hypothesis of the research was "The rate of exposure is directly related to the rate of sale of merchandise", which has been proven true in the course of the research and therefore we can state that with higher visibility of a product, the sales for the product increases. The positioning of any and every item should be done religiously in a supermarket, as it is one of the most important factors that maximize sales. The main principle that should guide every other principle of supermarkets is product selection, placement on shelves and displays.

Dr. Puja Khatri, July-Dec. (2006), "**Celebrity Endorsement: A Strategic Promotion Perspective**" has done an assessment of current market situation indicated that celebrity endorsement and advertising strategies if correctly blended in terms of marrying the strengths of the brands with the celebrity's quality indeed justify the high cost associated with this form of advertising. However, advertising needs to be aware of the complex processing underlying celebrity endorsement by gaining clarity on described concepts of celebrity source credibility and attractiveness, match-up hypothesis, multiple product endorsement etc. Marketer has to decide how far the benefits outweigh the risks associated. Advertisers agree that celebrity endorsement does not itself guarantee sales. It can create a buzz and make a consumer feel better about the product, which in turn has to come to expectation of customers as a real star by delivering the promise. There have been instances where the endorsement or real consumers have started working better than celebrity endorsers. In fact much research needs to be done on customer testimonials, which tend to induce better credibility and helps in carving the competent, rational, knowledgeable customer of today who is said to be the real hero.

Surveys suggest that compared to any other types of endorsers, famous people achieve a higher degree of attention and recall. They increase awareness of a company's advertising as well as help in retention of message in the psyche of the audience. Using a celebrity in advertising or for any, other type of communication for brand building is likely to positively affect consumers brand preference, brand attitude, brand association and purchase intentions.

To ensure positive results, however, it is critical for advertisers to have a clear understanding of consumer's reactions and reinforcement of celebrity endorsement.

For this research 14 different products are taken amongst 7 different product categories. From each category 2 products are taken, one product with celebrity endorser and the second product without any celebrity endorser. The 7 product categories are: Soap, Car, Junk Food, Mobile Phones, Shampoo and Soft drink. The Company Profile and companies strategies are explained below of each product is explained below:-

SOAP CATEGORY

LUX - Lux soap was launched in India in 1929. It was branded in India as "the beauty soap of film stars". Lux is a product of HUL. Lux was first introduced as toilet soap in 1925. Produced by Lever Brothers, it arrived in the UK in 1928, offering people a chance to pamper themselves for a modest price. From the 1930s right through to the 1970s, Lux soap colors and packaging were altered several times to reflect fashion trends. In 1958 five colors made up the range: pink, white, blue, green and yellow. People enjoyed matching their soap with their bathroom colors. Lux beauty facial wash, Lux beauty bath and Lux beauty shower were launched in 1992. **Tag Line: Lux Chu Jaye Mujhme Star Jagaye. Brand Ambassador:** Hema Malini, Sridevi, Madhuri Dixit, Juhi Chawla, Karisma Kapoor, Rani Mukerji, Amisha Patel, Kareena Kapoor, Tabu, Aishwarya Rai, Nikki jaiswal ,Priyanka Chopra and Katrina Kaif have been brand ambassadors of Lux. In India Shahrukh Khan was the first male in a Lux advertisement and he is now joined by Abhishek Bachchan. The very first advertisement in 1929 featured Leela Chitnis as its brand ambassador. It was branded in India as "the beauty soap of film stars'

Dove - Hindustan unilever limited offers dove. Dove soap, which was launched by unilever, has been available in India since 1995. While dove soap bar is widely available across the country, dove body wash is available in select outlets. To help you enjoy your own brand of beauty, Dove provides a wide range of personal care, hair care, skin care and deodorants. Dove is known to be a keeper of promises and has given real products to women world over.

Tag Line: It's Different.

SHAMPOO CATEGORY

Sunsilk Shampoo - Sunsilk, a well known brand as far as products for hair care is concerned, is popular all over the world. This reputed hair care brand was launched by the Unilever Group in the year 1954. It needs to be stated here that out of all the products designed for hair

care, it is the shampoo products that are most well known. **Tag Line: Expert Advice. Brand ambassador: Priyanka Chopra.**

Clinic Plus - Clinic Plus understands that healthy hair is an important asset which helps your family progress in life and empowers you. For over 20 years, for most Indians, a shampoo means Clinic Plus. Over this period of time the brand has constantly evolved to meet the hair care needs of millions. Clinic Plus appeals the most to mothers and daughters who are most concerned about the health of their hair.

JUNK FOOD CATEGORY

Lays - Lays is the brand name for a number of potato chip (crisps in British English) varieties as well as the name of the company that founded the chip brand in 1938. Lay's chips are marketed as a division of Frito-Lay, a company owned by PepsiCo Inc, since 1965. **Tag Line: No One Can Eat Just One, It's Dillological. Brand Ambassador: Saif Ali Khan, Dhoni**

Bingo - Bingo's portfolio includes an array of products in both Potato Chips & Finger Snacks segment. ITC Limited - Foods Division today announced the launch of its new snacks brand Bingo, which marks the company's foray into the fast growing branded snacks segment. The launch of Bingo represents ITC Food's fifth major line of foods business after the highly successful Staples, Biscuits, and Ready-to-Eat and Confectionery businesses. Bingo! Is positioned as a youthful and innovative snack, offering the consumers a choice of flavors that are fast becoming popular. **Tag Line: No Confusion Great Combination.**

SOFT DRINK CATEGORY

Thums Up - Thums Up is a carbonated soft drink (cola) popular in India, where its bold and red thumbs up logo is common. Introduced in 1977 to offset the expulsion of The Coca-Cola Company and other foreign companies from India, Thums Up, Limca gained nationwide acceptance. The brand was bought out by Coca-Cola which, after unsuccessful attempts at killing the brand, later re-launched it in order to compete against Pepsi. **Tag Line: Taste the Thunder. Brand Ambassador: Akshay Kumar**

Coca-Cola - Coca-Cola is a carbonated soft drink. The Coca-Cola Company claims that the beverage is sold in more than 200 countries. The bottlers, who hold territorially exclusive contracts with the company, produce finished product in cans and bottles from the concentrate in combination with filtered water and sweeteners. **Tag Line: Thanda Matlab Coca Cola**

CARS CATEGORY

Hyundai - Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (South Korea) and is the second largest car manufacturer in India. Hyundai Motor India markets a great number of Hyundai passenger car variants in six segments.

Drive Your Way. Tag Line - Santro- The Sunshine car, I10- Catch the I, Verna- Feel It.

Brand Ambassador: Shahrukh Khan

Maruti - Maruti Udyog Ltd. (MUL) is the first automobile company in the world to be honored with an ISO 9000:2000 certificate. The company has a joint venture with Suzuki Motor Corporation of Japan. It is said that the company takes only 14 hours to make a car. Suzuki Motor Corporation of Japan is India's largest passenger car company, accounting for over 50 per cent of the domestic car market. **Tag Line: Count on Us**

MOBILE PHONE CATEGORY

Nokia - Nokia is a Finland based company established in 1865. The company is a leader in mobile communications. Nokia brings best-in-class devices and solutions to the market together with leading enterprise technology partners. The software works across a wide range of Nokia devices. It enables easy access to advanced telephony features and popular desk phone capabilities. Nokia offers a wide range of devices covering business user's needs across form factors, input methods and price points. **Tag line : Connecting people**

Sony Ericsson Mobile - Sony Ericsson Mobile Communications is a global provider of mobile multimedia devices, including feature-rich phones, accessories. The products combine powerful technology with innovative applications for mobile imaging, music, communications and entertainment. Sony Ericsson Mobile Communications was established in 2001. The company is owned equally by Ericsson and Sony and announced its first joint products in March 2002. **Brand ambassador: Hrithik Roshan**

CHOCOLATE

Nestle Munch - Nestle Munch provides great value-for-money for Munch lovers. It is a delicious chocolaty treat that delivers the superlative crunch which Munch is known for. Nestle Munch is wafer covered with delicious chocolate and is the largest distributed brand in its category. Munch is positioned as a tasty brand. The brand is a result of the intense war between Kit kat and Perk. Munch is any time consumption product. The brand is positioned based on its taste. **Tag Line: Mera Munch Mahan. Brand Ambassador: Rani Mukherjee, Jenelia**

5 Star - Chocolate lovers for a quarter of a century have indulged their taste buds with a Cadbury 5 Star. A leading knight in the Cadbury portfolio and the second largest after Cadbury Dairy Milk with a market share of 14%, Cadbury 5 Star moves from strength to strength every year by increasing its user base. One of the key properties that Cadbury 5 Star was associated with was its classic Gold color. More recently, to give consumers another reason to come into the Cadbury 5 Star fold, Cadbury 5 Star Crunchy was launched. This different and delightfully tasty chocolate is well poised to rule the market as an extremely successful brand.

RESEARCH METHODOLOGY:

Research is the systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon about which we are concerned or interested.

Objectives: Following are the objectives of this research paper:

- 1) To study the impact of Celebrity Endorsement on brand positioning of a product.
- 2) To study how celebrity endorsement influences consumers mind while purchasing a product.
- 3) To identify the most important strategy of the company to position its brand.

Hypothesis:

Ho: Celebrity endorsement does not have a significant effect on brand positioning.

H1: Celebrity endorsement has a significant effect on brand positioning

For this research both descriptive and exploratory study is used. The descriptive study is typically concerned determining frequency with which some things occurs or variable very together this study is guided by an initial hypothesis. Data from research papers, journals, magazines and internet is used. Data is collected through a questionnaire from Durg and Bhilai. Sampling plan is simple random. Survey method has been used to conduct this research study. Sample size is of 140 respondents. In this research direct & indirect questions are asked. The method was discussed questioning. Each respondent was asked a set of question in a given order and answer was limited to a list of alternative. For data analysis tool used is ANOVA.

The demographic characteristics of the respondents:

| Measure | Item | Number of Respondents |
|---------|-------|-----------------------|
| Age | 0-20 | 5 |
| | 21-30 | 135 |
| | 31-40 | 0 |
| | >40 | 0 |

DATA ANALYSIS:

ANOVA: ANOVA is used to test for the significance of the difference among more than two sample means and to test significance by comparing one source of variability against another source of variability.

Assumptions:

- The data set consists of k random samples from k populations.
- Normality: Each sample is drawn from a normal population.
- The population from which samples are drawn have identical means and variances.
- Null hypothesis: Means of different samples do not differ significantly.
- Research hypothesis: The means are not equal for at least one pair of population.

Between-Subjects Factors

| | | N |
|-----------|-------------|-----|
| Category | Car | 40 |
| | Chocolate | 40 |
| | Mobiles | 40 |
| | Shampoo | 40 |
| | Snacks | 40 |
| | Soap | 40 |
| | Soft drinks | 40 |
| Celebrity | No | 140 |
| | Yes | 140 |

Tests of Between-Subjects Effects

Dependent Variable: Match

| Source | Type III Sum of Squares | Degree Of Freedom | Mean Square | F | Sig. |
|-----------------|-------------------------|-------------------|-------------|---------|------|
| Corrected Model | 18.618 ^a | 13 | 1.432 | 3.589 | .000 |
| Intercept | 1532.232 | 1 | 1532.232 | 3.840E3 | .000 |
| Category | 17.793 | 6 | 2.965 | 7.431 | .000 |
| Celebrity | .004 | 1 | .004 | .009 | .925 |
| Category * | .821 | 6 | .137 | .343 | .914 |
| Celebrity | | | | | |
| Error | 106.150 | 266 | .399 | | |
| Total | 1657.000 | 280 | | | |
| Corrected Total | 124.768 | 279 | | | |

Tests of Between-Subjects Effects

Dependent Variable: Recall Tag line

| Source | Type III Sum of Squares | Degree of Freedom | Mean Square | F | Sig. |
|-----------------|-------------------------|-------------------|-------------|---------|------|
| Corrected Model | 486.046 ^a | 13 | 37.388 | 8.506 | .000 |
| Intercept | 5805.804 | 1 | 5805.804 | 1.321E3 | .000 |
| Category | 211.571 | 6 | 35.262 | 8.023 | .000 |
| Celebrity | 9.289 | 1 | 9.289 | 2.113 | .147 |
| Category * | 265.186 | 6 | 44.198 | 10.056 | .000 |
| Celebrity | | | | | |
| Error | 1169.150 | 266 | 4.395 | | |
| Total | 7461.000 | 280 | | | |
| Corrected Total | 1655.196 | 279 | | | |

Tests of Between-Subjects Effects

Dependent Variable :Recall Brand Ambassador

| Source | Type III Sum of Squares | Degree of Freedom | Mean Square | F | Sig. |
|----------------------|-------------------------|-------------------|-------------|---------|------|
| Corrected Model | 500.800 ^a | 13 | 38.523 | 9.178 | .000 |
| Intercept | 6860.700 | 1 | 6860.700 | 1.635E3 | .000 |
| Category | 203.850 | 6 | 33.975 | 8.094 | .000 |
| Celebrity | 11.200 | 1 | 11.200 | 2.668 | .104 |
| Category * Celebrity | 285.750 | 6 | 47.625 | 11.346 | .000 |
| Error | 1116.500 | 266 | 4.197 | | |
| Total | 8478.000 | 280 | | | |
| Corrected Total | 1617.300 | 279 | | | |

Interpretation: From the above table it is being interpreted that the effect of celebrity endorsement on brand positioning is found to be not significant as the value came .104 which is greater than .05

The brand ambassador does not influence consumers mind while purchasing a product.

Findings of the Study: From the ANOVA analysis it is found that the Celebrity Endorsement does not have a significant impact on brand positioning of product of different categories. Among 7 product categories, 2 products are taken from each category, one product with a celebrity endorser and the other without a celebrity endorser.

Products with celebrity endorser: In these products consumers are not influenced by celebrity endorsement.

Lux: i) Most of the respondents are attracted by the tagline telecasted for Lux.

ii) Respondents are not in the favor of increasing the frequency of Lux ads.

Sunsilk: Positioning of Sunsilk shampoo by the company is not good. There is a wide gap between the perceived positioning and actual positioning.

Hyundai: i) According to most of the respondents the tagline of Hyundai is appealing.

ii) Respondents are not in favor of changing the brand ambassador of Hyundai.

Lays: i) Respondents are very much attracted by the tag line telecasted for lays.

ii) According to them the frequency lays ads telecasted is sufficient.

Munch: In munch majority of the respondents are influenced by its crunchy and chocolaty taste.

Thums up: The positioning of Thums up is very good, most of the respondents recall its tagline, type of ad and brand ambassador also.

Sony Ericsson: Respondents are in favor of increasing the rate of Sony Ericsson ads.

Products without celebrity endorser:

Dove: In dove soap the consumers are very much influenced by its features & ingredients (moisturizer, low pH). Its impact on skin like softness and smoothness are very much appealing to the consumers.

Clinic Plus: Positioning of clinic plus shampoo is not appropriate; respondents are unable to recall its tagline, features.

Maruti: Maruti is being positioned by the company as a small family car and economical too.

Bingo: According to the respondents the tagline of bingo is highly appealing as well as the ads of bingo telecasted are very influencing. Respondents recall bingo ads easily.

Coke: Most of the respondents agree that tagline of coke suits its image. Respondents want to increase the frequency of coke ads.

Nokia: In Nokia, tagline of Nokia played a significant role, most of the respondents recall its tagline and they agree that its tagline suits its image.

RECOMMENDATIONS:

Following are the recommendations for marketers so that they improve on their brand positioning strategies.

- Proper market research should be done before positioning the product.
- Taglines prepared should be appealing, easy to recall and the tagline should depict the product attributes clearly.
- For selecting a brand ambassador to promote a brand, effective measures to be taken because a brand ambassador is very much responsible to make a particular product famous and being correctly perceived by the consumers.
- Repetition or frequency of ads of a particular brand telecasted should be sufficient so that it get easily recalled by the consumer.
- Analyze the competitors and place the brand with its unique attributes.
- Proper consumer research will help to identify new and neglected attributes of a product which helps in proper positioning.

LIMITATION:

During the study a number of limitation constraints were faced and it is necessary to point them at the very outset.

- It took a lot of time to explain each and every questions and getting their choice.
- Many often the respondents do not express their true feelings. In such case their habits, preference, practice cannot be assesses correctly.
- Some respondents gave their response very casually.

CONCLUSION:

Through this research an attempt is made to study the impact of celebrity endorsement on brand positioning of different product categories and from the above study it is being concluded that the celebrity endorsement does not have a significant impact on brand positioning. Among the 7 product categories only the category of soft drink has shown that it is bit influenced by celebrity endorsement. It is also being found that there is a wide gap between consumers perceived positioning and the actual positioning by the company. Celebrity endorsement a strategy, among various strategies incorporated by a company to position its brand is found to be ineffective.

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