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THE USE OF CELEBRITY ENDORSEMENT IN ADVERTISING PROMOTION

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INTRODUCTION

Endorsement is a type of advertising in which well-known personalities or celebrities with a high level of public recognition, trust, respect, or awareness are used. In advertising promotional efforts, celebrities such as actors, actresses, comedians, singers, athletes, and many others are employed to advertise products or services. This is due to the celebrity's own fan base, who will purchase the things they endorse. Furthermore, when it comes to aiding a brand or a product during marketing efforts, each celebrity endorser has unique traits and benefits. As a result, the more famous or well-known celebrity endorser is, the more expensive it is to use their image to express a product's or brand message's attractiveness. Popularity is a term coined to describe how well-known people can affect customers' attitudes, perceptions, and intentions. The more well-known the endorser, the greater the influence he may have on the consumer's view of the brand and buying intent (Nguyen, 2021).

The history of celebrity endorsement may be traced all the way back to Queen Victoria, who was a fan of Cadbury's chocolate. Between 1875 and 1900, trade cards incorporated images of well-known people to raise brand recognition. Various showbiz figures allied themselves with businesses such as tobacco, beauty, fashion, electrical equipment, and alcoholic and non-alcoholic beverages throughout the early twentieth century (Melewar et al., 2021). Celebrity endorsement research began in the mid-1990s, as Michael Jordan's prowess as a spokesperson became increasingly prominent and appreciated as an investment option in the business sector. During this time, the emphasis shifted to aligning the endorser with the brand (Moore et al., 2021). Since then, advertisers have been willing to spend thousands or even millions of dollars to employ a well-known and respected celebrity as a brand endorser in order to influence buyers' purchasing behaviour toward the endorsed items. According to Pokharel and Pradhan (2018), 61.3 percent of people agree that celebrity endorsers impact their purchasing decisions. According to Ekeland and Borenstein (2020), four out of five consumers would trust an endorsement over relatives and family members. This demonstrates how powerful celebrity endorsement can be in advertising. Thus, this paper will further discuss on the use of celebrity endorsement in advertising promotion.

CELEBRITY ENDORSEMENT

The employment of a celebrity in product or service promotion can draw consumers' attention and raise their intents to buy the product, as well as more effectively present the product to consumers. For example, in a sports advertisement, a celebrity endorser with a desirable physical appearance might improve the appeal of the advertisement to the target demographic (Frank & Mitsumoto, 2021). A brand can be attracted to a celebrity endorser who is attractive in terms of personality or accomplishments. Furthermore, by successfully drawing buyers to a

specific brand, it will be possible to increase brand recall and familiarity. When buyers are presented with a product category, they will be able to recall the brand from their memories. This is more easily accomplished with the use of an endorsement as a messaging appeal. Customers will remember the brand represented by the endorser more easily, and the brand will be mentioned first, compared to brands that do not use attractive endorsers (Paramhita & Purnamie, 2019). Therefore, using endorsers in advertising can effectively draw consumers' attention to the brand's existence. It can also help people remember and recognise the brand.

In addition, using celebrity endorsers as messaging appeal can also help to establish consumers' trust in the brand. This situation can be achieved by enlisting the help of celebrities who specialise or have knowledge in specific fields as endorsers. The competency level, knowledge, and experience that endorsers possess is referred to as expertise. Consumers believe that the knowledge of endorsers is the foundation of their purchasing intentions for a brand, rather than the appeal and trust in that brand (Andita et al., 2021). For their product and brand image, a firm should choose an endorser who is an expert in the relevant industry rather than the one who has a large follower on social media (Lee et al., 2021). Besides, using experts as product advocates can help build confidence among brand consumers. When a product is utilised and marketed by someone who is knowledgeable in the industry, consumers are more likely to believe in its usefulness. A heart health expert, for example, would utilise and recommend a heart health product. Consumers will be able to trust the product's brand because of his considerable experience and understanding in the sector. When opposed to an endorser who doesn't have enough knowledge in the subject, an expert endorser is more trusted and honest (Schouten et al., 2020). The employment of endorsers in message appeal, particularly the involvement of experts as brand endorsers or ambassadors, can help to increase customers' trust in a brand.

Furthermore, a celebrity endorser who shares the same traits as the target population may help the advertisement and brand gain popularity. Celebrity endorsers are used by companies because it is more enticing to show celebrities advocating items compared to ordinary people endorsing products. Because celebrities are already appealing and attractive people, it may provide a more real personal experience that consumers can trust, as well as a greater rise in product credibility. Meanwhile, the aspects of attractiveness include celebrity attraction, familiarity, and likeness to the brand consumer. A bond of equality exists between the message's recipient and its sender, which is characterised as celebrity similarity. As a result, a customer may feel a connection to the endorser and assume they have something in common. When people believe and learn that they and the endorser share similar features, interests, and a way of life, they are more easily influenced (Komalasari & Liliani, 2021). Because of the campaign's endorser is a celebrity, the campaign's credibility has been improved, resulting in a more trustworthy advertising message. Thus, celebrities may be useful as message sources for certain sorts of items because they have qualities that the public associates with reliability.

Moreover, celebrity endorsements are used to draw attention to a product because endorsers can transfer their traits to it, and if target consumers enjoy or aspire to have the endorser attributes, they will buy the product or service. Celebrity endorsers are another aspect that influences purchasing decisions, and their utilisation will have an impact on the brand's image and can be leveraged to boost sales (Lestari & Wahyono, 2021). In an attempt to build a consistent image between the company and the consumer, advertisers have depended on celebrity endorsement as one of their communication techniques. Celebrity endorsers have been demonstrated to elicit higher purchase intentions and more positive responses to advertising. When these characteristics are correctly and efficiently communicated, it is believed that they can develop and contribute to brand and image awareness, as well as other desirable marketing results like higher sales and revenues (Nzuva, 2021). Consumers also stated that they consistently follow the lifestyle and product recommendations of their favourite celebrities, either by purchasing or recommending the product to others. Celebrities frequently advocate products in genuine, real-life situations, which may increase trustworthiness perceptions. As a result, when celebrities support a product, people are more likely to assume that the endorser genuinely believes in the benefits of the product.

CONCLUSION

In conclusion, celebrity endorsements have a significant impact on people. When we see someone we respect, particularly celebrities endorsing a product, we are more inclined to buy the product or service offered. Since we are social beings, endorsements will always appeal to us. It can be seen in today's society that celebrity endorsement for advertising has become a worldwide phenomenon. It is increasingly being employed in all advertising channels, including social media platforms, televisions, billboards, and newspapers, to ensure that consumers are always pulled to the transmission of messages with a strong appeal. When properly combined in terms of merging the sources of the businesses with both quality and quantity, celebrity endorsement can justify the high expense of advertising while resulting in amazing customer purchasing.

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