CELEBRITY ENDORSERS IMPACT ON THE BRAND BUILDING - A CASE STUDY OF LUX

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ABSTRACT

Scope and influence of the celebrities is a known phenomenon. Their name and fame increases the familiarity of the products that they endorse. The job of marketers becomes easier in taking those products close to the customers. The word ‘Celebrity endorsement’ has enticed most of the retail giants as it has proved to be an effectual tool for aiding brand image and identity. This research paper’s objective is to examine the impact of Multiple Celebrities on the brand and its consumers. HUL’s brand Lux has used multiple celebrities in its commercials since its launch in India in 1929. The present study Concluded over a period of 3 months, for the study 60 female respondents using Lux were questioned on their brand preference and attitude towards the commercials. Findings revealed that very few buy Lux because it is portrayed as beauty soap of film stars majority buy soap for its quality, price and additional offerings. Age group most influenced by celebrities is 25-34 years and least influenced are 35-45 years; for them quality is the matter and not the celebrity in the advertisement. However most respondents instantly recall Lux commercials as refreshing and attractive because of multiple celebrities that appear from time to time thus proving that Multiple Celebrities endorsement can galvanize brand recall and facilitate instant awareness but it cannot directly influence the customer’s intension to buy a brand.