

# The Role Of The Celebrity In Promoting Products

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## Celebrity Endorsement and the Changing Structure of Promotion

The dynamics of the business world have changed over time. Marketing has been used as the main communication tool for spreading the business goals to the targeted market. Though promotional strategies have been used to highlight the existing functional requirements of promoted products, these strategies have been changed over time to keep people's attention. Any user will be fascinated if his favourite personality is promoted or if he is using something particular. The marketing managers found it a more resourceful way of adding to the targeted group once they knew that the people in the limelight or with more fan following had been using the said product. But does this sound ethical? Does the people involved in marketing particularly know that the product they are promoting has any positive influence on users? No! The only concern is how much positive marketing or fan following they are able to cater to once they involve any celebrity.

Celebrity endorsements have always been fancier and appreciated by followers, but this never means that the product users should avoid if the product manufacturing is suitable for them or not. The media is filled with people who are suing drugs or smoke openly in public. Their fans see that if this celebrity could look marvellous while smoking, they would be able to project themselves in the circle with the same charisma while smoking. However, no one tells them that smoking may cause what type of health problems. (Federal Trade Commission, 2023)

The marketing principle uses academic references for celebrity endorsements, with the opinion that the more people acknowledged by the public supporting any cause, the more weight the product and the event will have. People actually attend any event or buy any product with the opinion that if the particular celebrity has endorsed it, then it means that it may have some magical effect on it. However, this aspect is never given the weightage of whether this particular product is supported or verified by any physician or doctor. No user or buyer ever checks this validity! The only thing kept in mind is that this product has been associated with a particular person who has a large fan following. Even the celebrities themselves may not know the benefits or side effects of the product they are endorsing. Any brand could get any known celebrity on board with this power of money. If they are able to pay more, they will be able to get the attention and time of the known celebrity to endorse their product.

# Brand Awareness, New Products, and the Influence of Famous Figures

Even the products which are presented in the market for the first time can get considerable market attention due to their particular celebrity endorsements. It is a general perception that the more attractive and fascinating the advertisement is, the more it will be able to grab the attention of the customer sector. The advertisements are developed to communicate the non-personal messages of any brand. Celebrities are just the external face of this thinking. The product name, sign, or label is just the representation of any business or firm that differentiates it from its competitors. However, the marketing strategies used for promoting the product are the ones that are responsible for the success or failure of the product. If the product to be launched has a strong market and is able to serve a genuine need or purpose of the society but it is not backed by good marketing skills then there are 80% chances that the particular product might fail in the market. (American Marketing Association, 2017)

Since the business competitiveness has increased so is the margin for capturing the attention has been reduced. Businesses these days have to work harder on their commercial and make them more lucrative so that they are able to speak for the product. Especially, the products made and presented in the market for children are promoted with fancier features to increase the desire among children for purchasing the product then this desire becomes the demand which forces the adults or the parents to purchase the product for them. It is convenient to create a hype among these innocent brains because they are unable to see that if this product has any need or no. The businesses shall fulfil their ethical responsibilities and develop products that may serve educational purposes or may be beneficial for them during their developmental stages.

The children are the actual budget consumers of the family budget. Whether they are Disney cartoon characters or any new theme, children can persuade adults to buy them. Thus, there is maximum benefit in this field.

## Consumer Trust, Social Status, and the Risks of Celebrity Marketing

Any product which is not backed by the celebrity is always considered as the second option to be purchased due to no valid background or weightage to its standing in the market. People of weak socio-economic backgrounds are more fascinated by the products presented on television. They are the actual customers of the brands whether it may be of cigarette or any other addiction, these customers if get the chance to purchase will avail the opportunity. Developing countries like India have the biggest audience for these advertisements. People's health is even affected by TV ads. The more the business is able to present the flashier side of the product, the more are the chances that

people will buy the product? So, are these businesses following the ethical perspective or fulfilling their responsibility? Indeed not! What only they are doing is that they are covering up their profit margins and availing every opportunity which could help them to stay ahead of their competitor.

Even if the celebrity is smoking any particular cigarettes brand or drinking any particular label will give a certain boost to that label without even catering the side effects that how badly they are effecting the health of the users. Nowadays, many toothpaste ads are flooded with the pretty celebrities and their enchanting smiles but none of the actual users of these tooth paste knows that if these products which these celebrities are promoting are actually used by them or not. Even the ingredients are ignored in the product if the viewers are fascinated by the celebrity performance in the ad.

This the celebrity effectiveness on the brand which helps the brand to cover the profit margin in lesser then expected time and if the business is able to do so they offer a certain profit percentage for the celebrity as well. Thus, this shows that none of the celebrity promoting the business products or services have the intention of highlighting the actual benefits the product could offer but they are only working in their own favor or for the business interest. However, there are non-profit organisations that are promoting their services for a general cause. For example, if any celebrity is involved in gathering funding for a hospital or asking for donations for any particular cause, it shall be appreciated for the reason that they are not paid or getting any profit from these promotional techniques.

The user of the business product shall be responsible enough and have this insight as to whether or not the product they are purchasing has any positive outcome for their personality or if it has any negative effect. The more the user will become cautious of their surroundings and may be able to anticipate the reason whether the product has been promoted by a famous person but how effective it is for their family society, the less the businesses will be able to exploit their customers. These businesses are flourishing due to the liking from the consumers, if they are unable to capture the attention of targeted customers they will change their marketing strategy and begin to promote on new lines. For businesses, it's all about how much they invest in a certain product to be successful among buyers, but it is about how beneficial it actually is. Thus, these celebrity endorsements are another way to lure in the consumers, masking off the actual side of the product features. Therefore, it is highly supported that the user shall never trust what they see rather they shall investigate the benefits and harms of every product to be used for the reason that the health once lost may never be recovered with any amount of money and charisma of any celebrity. (Albrecht et al., 2023)

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