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THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR

The purpose of our paper is to analyze how celebrity endorsement in advertisement affects people's opinions.

Advertising is a very strong component of business in any society. Celebrities advertising products is nothing new, in fact it has been part of our lives for years. The first celebrity endorsement dates back to the 1760's. Josiah Wedgwood, a British entrepreneur, created a tea set for Queen Charlotte. Soon, everyone had heard about the tea set and called it "Queensware". This had set him apart from competition, and monetized significantly while creating a respectful brand image [1].

Why are consumers prone to buy a product promoted by a popular star?

1. The answer lies in the brain. First, our minds do not do a good job of differentiating between real and make-believe, so celebrities become familiar to us. When a familiar face promotes a product, it makes it seem as if the product itself is familiar, which makes people more likely to buy it.

2. People want to be like the celebrities.

The stars' fame and success stories are inspirations to majority of their fans. Therefore, some attempt to live their lifestyles or even attempt to alter their physical looks just to appear even remotely close to the star.

3. The belief of getting high quality product

Most fans believe that it must be a high quality product because they see some credentials. Most fans would believe that if their favorite stars think the product is favorable, then they would most likely buy the product [2].

Celebrity endorsement has its pros and cons.

Builds credibility. People are attached to their favorite celebrity, and they are generally well-trusted by their fans. The celebrity would be at risk for damaging their reputation if they endorsed a product that's quality was lacking.

Makes your brand stand out. Using a celebrity to represent you helps to differentiate your brand from competitors and can open up your brand to new markets.

Among the cons we can name the following:

Celebrity images change. When you sign on a celebrity to endorse your brand, you sign on to everything that comes with that person. While this usually means bringing in some of their fan base as customers, it can lead to disaster if a scandal occurs.

They may overshadow your brand. If a celebrity is too big, their popularity might instantly overshadow your brand. If the ad focuses too much on the celebrity, it can cut out brand recognition in the minds of consumers.

Endorsements are expensive. This may seem obvious, but getting a celebrity endorsement typically requires shelling out a pretty substantial chunk of money [3].

But does celebrity endorsement really influence people's decisions? A recent study by the University of Arkansas in collaboration with the Manchester Business School in London found that consumers (ages 18-24) take on an active role in developing their identities and appearance based upon celebrities. Research by Nielson conducted in 2015 broke down the level of trust in advertising formats by different generations. It found that celebrity endorsements resonate more strongly with Generation Z (ages 15-20) and Millennial (ages 21-34) audiences.

While celebrity endorsements certainly help to attract consumers, its direct influence on the consumers' purchasing decisions are inconclusive. In the book *Contemporary Ideas and Research in Marketing*, researchers found that 85% of people surveyed said that celebrity endorsements enhanced their confidence in and preference decisions. Even consumers are unsure about the influence of celebrity endorsements with 51% of consumers saying that they have little impact on their purchasing decisions [1].

We have conducted a small survey. The number of respondents is 55. Their age varies from 16 to 22. We were interested to what extent our Belarusian celebrities influence our buying decisions. According to the results of our study, only 12% of respondents believe that Belarusian famous people have influence on the buyer in our country, while the remaining 88% are convinced of the opposite.

And our assumption is that it is due to the mentality of our Belarusian society. We have analyzed some of our advertisements and concluded that most of them are in Belarusian. We can't help mentioning the fact that the main characters of commercials are the members of an ordinary Belarusian family. Some of adverts are created in the style of national Belarusian folk art.

In comparison with foreign countries, where the majority of advertisements focus on famous people who are well-known all over the world, Belarus emphasizes the value and importance of Belarusian culture, traditions, language, mentality (for example: kvass "Khatni", "Lida beer", "Coca-Cola", advertising of Belarusian dairy products, washing powder "Mara", "Lida flour" and many others). However, it is impossible to deny the fact that Belarusian celebrities periodically appear in domestic advertisements. Among the celebrities who starred in our advertisements, we can name such Belarusian singers and TV-hosts as - A. Solodukha, A. Lanskaya, M. Gritsuk, the group "Naviband" and athletes – M. Mirny, D. Domracheva.

In conclusion we can say:

- ✓ The main source of advertising is the Internet-71% (+TV-18%, billboards-9%, radio and games-2%).

- ✓ People do pay attention to advertising, and especially if it includes a well-known celebrity.

- ✓ Belarusian celebrities indeed have impact on people's opinions but still the sphere of their influence is limited just by TV, because we seldom come across them on the Internet.

References:

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INTERNET ADVERTISEMENT: NEW ERA OF ADVERTISING OR ANNOYING INNOVATION

"Advertising is the ability to feel and to express the heartbeat of the business by words, on paper and in ink" (Leo Burnett, the founder of "Leo Burnett Company"). And it is true. Moreover, it is the well-known fact that correctly chosen slogans, articles and witty phrases of marketers affect the consumer strongly.

And if earlier advertising was only on TV or printed in newspapers, now the main part of it has spread to the Internet, because it is silly not to take advantage of the situation when more than 5 billion users enter the World Wide Web every day.

Advertising on the Internet: distinctive features

Nowadays, the Internet space is actively used as an advertising platform. Today Internet advertising performs the following functions:

- Advertising is placed on websites.
- It actively attracts visitors to the advertiser's website.
- It is aimed at finding goods, services, consumers.

Types of advertising

Contextual advertising. Contextual advertising is presented in the form of text or text-graphic images. Contextual ads are a kind of online advertising, characterized by efficiency. Features of advertising: compliance with the theme, focus on the interests of users.

Banner. It is located on the graphic media. It's not a new kind of an advertisement, which appeared with the creation of the Internet. There are several types of broadcast objects according to the principle of dynamics: static and animated objects. The main task is to attract the attention of the audience to a product or service.