

AN EMPIRICAL STUDY ON ANALYZING THE ROLE OF CELEBRITY ENDORSEMENT AND ADVERTISEMENT CONTENT IN SPLIT BRAIN MARKETING ON CONSUMER PURCHASE CHOICES FOR SELECTED PRODUCT CATEGORIES

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ABSTRACT

In modern rapidly changing and aggressive economy, advertising's function in affecting consumer behaviour and purchasing decisions is more important than ever. Among the many advertising tactics, celebrity endorsements and captivating commercial material stand out as highly effective. The purpose of this study is to investigate these variables and their influence on customer preferences. Celebrity endorsements use the reputation and attractiveness of well-known figures to promote items, resulting in a transfer of legitimacy and attractiveness associated with the celebrity to the item in question. This method is predicated on the belief that consumers' adoration for the celebrity would improve their impression of the recommended item, affecting their purchasing decisions. Celebrity endorsements' impact might vary greatly between different kinds of products, making it an ideal topic for empirical research. Parallel to the influence of celebrity endorsements, advertising content plays a vital role. Marketing materials' content, design, and overall story may all have a substantial impact on customer opinions and behaviours. Effective advertising material engages the audience, effectively communicates the brand's value proposition, and leaves a lasting impression that encourages customer attention and action. Combining these tactics, the notion of Split Brain Advertising provides an effective strategy by engaging to both the analytical and emotive aspects of the consumer's brains. This method seeks to produce commercials that connect on several levels, so increasing their total efficacy. Split Brain Advertising aims to involve people more fully by addressing both rational and emotional components, establishing a stronger relationship with the business. This study will look at how famous endorsements and advertisements interact within the Split Brain Marketing framework to affect consumer purchasing decisions. The study's empirical research will give insights into optimising marketing tactics to improve customer loyalty and loyalty to the brand, especially among product categories that regularly use these advertising approaches.

Keywords: *Celebrity Endorsement, Advertising, marketing, split brain marketing, etc.*

Introduction

In today's rapidly changing and dynamic economy, advertising's function in affecting consumer behaviour and purchasing decisions is more important than ever. Among the many advertising tactics, celebrity endorsements and captivating commercial material stand out as highly effective. This study seeks to investigate these factors and their influence on customer decisions. Celebrity endorsements use the popularity and attractiveness of well-known figures to sell items, transferring legitimacy and appeal associated with the celebrity to the good in question (Matei, I. M. 2015). This method is predicated on the belief that consumers' adoration for the celebrity would improve their impression of the recommended item, affecting their purchasing decisions (Zhou, M. et al 2022). Celebrity endorsements' impact might vary greatly between different kinds of products, making it an ideal topic for empirical research (Eon, P. 2024).

Parallel to the influence of celebrity endorsements, advertising content plays a vital role. Advertisements' content, appearance, and overall story may all have a substantial impact on consumer attitudes and behaviours. Successful marketing material interests viewers, effectively conveys the brand's value idea, and leaves a lasting impression that encourages customer attention and engagement (Liu, L. et al 2023).

Combining these tactics, the notion of Split Brain Marketing provides an effective strategy by appealing to both the analytical and emotive aspects of the consumer's brains. This method seeks to create commercials that resonate on several levels, so increasing their total efficacy. Split Brain Marketing aims to appeal to consumers more fully by addressing both rational and emotional components, establishing a stronger relationship with the business (He, L. et al 2021).

This study will look at how the endorsements of celebrities and marketing materials interacts within the Split Brain Marketing paradigm to affect consumer purchasing decisions. The study's empirical research will give insights into optimising marketing tactics to improve consumer involvement and loyalty to the brand, especially for product groups that regularly use these advertising approaches.

1.2 Research Objectives:

- a. To evaluate how endorsements from celebrities and advertising content impact consumer purchasing decisions.
- b. To examine how split brain marketing methods use logical and psychological incentives to influence customer purchases.

2. Literature Review:

In the words of Karmakar, A. et al. (2023), knowing clients has a tremendous impact on market success. Repeated advertising that combines emotional and intellectual appeals is one approach for gaining a footing in the minds of customers. Even commercials on reality shows, films, and games are popular ways to teach customers about the most widely utilised product in marketing. Marketers may now use neuromarketing to get into clients' subconscious processes in the brain, but testing neurological marketing strategies is expensive. Advertisers may use split-brain theory to better predict how customers will respond to their ads. Notwithstanding the reality that sound logic would prevent them from owning an object, humans frequently form emotional attachments to objects. This study examined four nations and their leading refrigerator brands to see how the content of advertisements connected to both the right and left sides of the human brain. According to this study, although Germany and India focus on the right hemisphere of the brain, Bangladesh emphasises both sides equally. Nevertheless, the United States is more likely to utilise the one side of the brain. Financial, socioeconomic, cultural in nature and political factors may all impact a consumer's demand, which in turn leads to a consumer's mental connection with promotional activities (Eijlers, E. et al. 2020). The results of the research might be used to influence content selection for both national and global campaigns, with substantial implications for advertising firms.

As per Nichifor, E. et al. (2021), in an era of electronically controlled rivalry, when the performance of Facebook advertisements drives social media advertising tactics, most sectors face new prospects. In this setting, this research seeks to identify and summarise the main optimisations for the inventive ad elements required to run highly personalised advertising based on a user profile. The people who took part were Facebook users aged 18 to 65+ who had an interest in dentistry services. Qualitative methodologies were used to identify appropriate solutions for professionals to build their businesses. In the initial stage, the most effective artistic component was identified using an A/B split test utilising Facebook Ads management. In the second step, an eye-tracking experiment produced 30 heatmaps illustrating the disparities across the parts. The findings provide methods for enticing people by enhancing the amount of personalisation of adverts. These are more useful for social media marketing focused at increasing brand recognition among women by displaying them a smiling human face. Whenever the demographic being targeted is guys, technical information are chosen to make the ad more appealing to them. This research contributes to the literature and enables practitioners to use social networking marketing growth methods to draw in users and converting them to their maximum potential.

3. Research Methodology:

In this study, a both analytical and descriptive research approach was adopted. The study explains how endorsements from celebrities and other aspects of advertisement content impact customer purchasing decisions. The study also looks at the interaction between logical and feelings in split brain advertising techniques and their overall influence on customer purchases. The primary data was acquired via a semi-structured questionnaire given to 100 customers who make purchasing decisions for Fashion and Apparel goods based on the aforementioned criteria. The convenient sampling approach was employed to acquire a sample of 100 clients.

4.1 Impact of celebrity endorsement and advertising content on consumer purchase decision:

Endorsements from celebrities and appealing commercial material have a huge impact on consumer purchasing decisions. When a well-known celebrity supports a product, their renown, trustworthiness, and desirability can have a beneficial impact on customers' impressions of the product, resulting in an intense emotional connection and increased brand memory. The transfer of good traits exhibited by the celebrity to the good in question frequently results in enhanced consumer trust and likelihood of purchase. Furthermore, advertisement content, encompassing the message, images, and tone, is critical for attracting consumers while successfully communicating the brand's value proposition. Well-crafted advertising material may stir feelings create lasting impressions, and effectively express the product's merits, compelling customers to buy. endorsements from celebrities and high-quality advertising material may greatly increase consumer attention, generate brand loyalty, and impact purchase behaviour, making them essential elements of effective marketing campaigns.

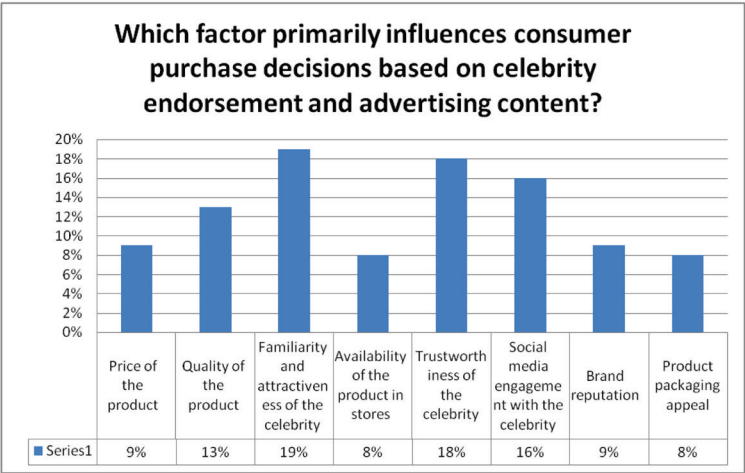


Fig. 1 Factors influencing consumer purchase decision

According to the poll results, celebrity familiarity and beauty have the greatest influence on consumer buying choices based on endorsements from celebrities and advertising material, with 19% naming this aspect as primary. Following closely, celebrity trustworthiness (18%) and social media involvement with the celebrity (16%) have a significant impact. According to survey respondents, the quality of the product (13%) scores moderately, while other aspects such as brand reputation (9%), product pricing (9%), product availability in stores (8%), and its packaging attractiveness (8%) contribute to a lower degree.

4.2 The relation between intellectual and appeals to emotion in split brain advertising techniques and their overall influence on customer buying decisions:

In split brain advertising strategies, the interplay between intellectual and emotional appeals is critical in influencing customer purchasing decisions. Rational appeals often emphasise product characteristics, advantages, and logical reasoning in order to persuade consumers using factual data and pragmatic factors. Emotional appeals, on the other hand, elicit sentiments, wants, and ambitions, resulting in a stronger personal and psychological connection with consumers. When skillfully combined, these two appeals can boost customer involvement and impact decision-making. Rational appeals give rationale and trust in the product's usefulness and worth, but emotional appeals elicit emotions and create a sense of immediacy or commitment. The balance between both techniques is critical because it addresses both the intellectual and psychological aspects of customer behaviour, resulting in purchase choices and loyalty to brands in competitive marketplaces.

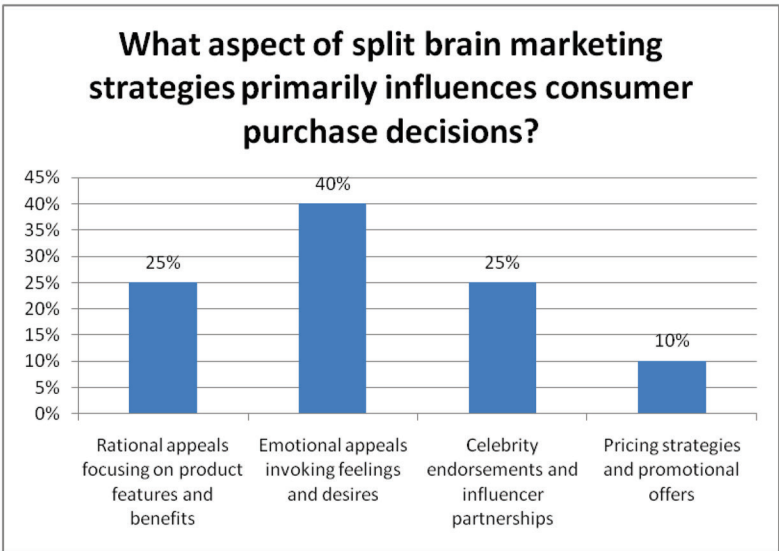


Fig. 2 Aspects of split brain marketing strategies

According to the survey results, emotional appeals that tap into customer sentiments and wants have the most effect on buyer choices among split brain advertising strategies, with 40% naming this element as primary. Rational arguments, which highlight product characteristics and benefits, are carefully followed by 25%. endorsements from celebrities and influencer relationships also have a substantial impact, each earning 25% of answers. Meanwhile, while price tactics and special offers continue to have an influence, 10% of respondents see them as the key factor affecting consumer choices in this context. These findings emphasise the relevance of both emotional and intellectual appeals, as well as the strategic usefulness of endorsements from celebrities and price reductions in altering customer behaviour in split brain advertising strategies.

Table 1

Relationship between rational and emotional appeals in split brain marketing strategies and their overall impact on consumer purchase decision

ANOVA

Consumer Purchase Decision

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	229.535	3	76.512	36.767	.000
Within Groups	199.775	96	2.081		
Total	429.310	99			

The ANOVA findings show a statistically significant variance among the groups (factors linked to logical and emotional appeals) with regard to of their influence on consumer purchasing decisions. The F-value of 36.767, along with a significance level (Sig.) of.000 (less than the standard alpha level of 0.05), indicates that the variance between the groups is unlikely to be attributed to random chance alone. This lends credence to the concept that rational and emotional messages in split brain advertising techniques have a combined impact on customer purchase decisions. In practice, this means that intellectual and feelings play different and substantial roles in determining consumer behaviour, emphasising the need of properly combining both methods to improve advertising efficacy and customer engagement.

5.1 Findings and conclusion:

The findings emphasises the intricate interplay of factors that influence consumer behaviour in reaction to endorsements from famous people and advertising content. The celebrity's strong emphasis on familiarity and beauty highlights the persuasive power of personality-driven marketing methods. Furthermore, the high ratings for reliability and social media involvement indicate that customers prefer authenticity and direct connection with celebrities

when making purchase decisions. Meanwhile, while product quality, brand recognition, pricing considerations, availability, and package attractiveness are all significant, they play a secondary role in influencing customer decisions in this setting. This complex knowledge highlights the requirement for advertisers to properly connect celebrity endorsements with customer tastes in order to maximise campaign efficacy.

The findings also indicate a more complex understanding of consumer behaviour in split brain marketing methods, emphasising the importance of emotional appeals in influencing decisions about purchases. This demonstrates the success of methods that engage with customers on a psychological level, using their needs and ambitions to influence purchase decisions. Rational appeals, which emphasise product characteristics and advantages, are equally important, reflecting customer preferences for making educated decisions. The prevalence of endorsements from celebrities and influencer collaborations emphasises the role of social media influence in moulding customer perception and preferences. Meanwhile, pricing tactics and incentives, while less prevalent, are nonetheless critical for attracting price-sensitive customers and boosting sales. Overall, these findings highlight the complexities of consumer decision-making processes, emphasising the importance of marketers deliberately balancing emotional and rational appeals, as well as influencer methods and price approaches, to maximise marketing efficacy.

This study emphasises the significance of a comprehensive marketing strategy that includes logical appeals, which give factual information and emphasise product qualities, and appeals to emotion, which appeal to consumers' sentiments and ambitions. Understanding and efficiently using these dual methods allows marketers to better respond to differed consumer preferences and influence purchase choices. Furthermore, the findings highlight the strategic importance of connecting marketing activities with consumer psychology in order to develop engaging brand encounters that resonate strongly with those who are targeted.

5.2 Recommendations:

Based on the findings, marketers are recommended to use a comprehensive strategy to marketing that includes both intellectual and emotional appeals. The poll emphasises the importance of psychological appeals when influencing consumer purchase decisions, highlighting the necessity to engage with customers on a more deeply, more personal level in order to successfully utilise their needs and goals. Concurrently, logical appeals based on product characteristics and advantages remain important, reflecting customer desires for informed decision-making.

In addition, the study emphasises the strategic significance of endorsements from celebrities and influencer collaborations, demonstrating their impact in altering consumer views and

preferences via social influence. Pricing methods and advertising campaigns are equally important, but they should supplement rather than replace emotional and intellectual arguments. Overall, these findings highlight the complexities of consumer choices and the need of marketers aligning their tactics with consumer psychology in order to develop engaging brand experiences that effectively engage varied audiences.

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