



Impact of Celebrity Endorsement on Consumer Buying Behaviour

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India is a developing country that is flooded with different brands. With too many products flooding the market, companies find it difficult to differentiate their products based on their inherent product features. In fact, advertising is an effective marketing tool available to marketers to create and promote awareness for their products and to position their products differently among the minds of their customers. But every day consumer's are exposed to enormous advertisements of different brand and every advertisement is highlighting the features of the respective products. So, it is very difficult for the customers to make product choice. This is a serious issue for the companies to convince customers to buy their product. So, Celebrity endorsement helps most of the organizations to work on these affairs. Celebrities apart from their primary job of playing, acting, modelling etc. are also helpful in promoting brand. Advertisement at recent is a tricky job, with involvement of huge risk, with the help of celebrity endorsement advertisement plays gamble and success depends on the celebrity to make the product popular. Only this much is not the aim of advertising also to alter the buying behaviour of customer comes in radius of modern advertisements. The usage of celebrities by the Indian advertising agencies has experienced a phenomenal increase in the last five years. Effective communication between the marketer and the consumers is the need of the hour and celebrity endorsement is a strategy that is perceived as making full use of this opportunity. Most of the countries have adopted this strategy as an effective marketing tool and even India is carving out space for itself in this arena

With so much revolution screened with the aim of depicting or studying that does really the celebrity has any impact on altering consumer's way of buying product. This paper would also research what is the impact of celebrity endorsement on the buying pattern of consumers. To our utter curiosity we are also keen to see whether the buying pattern of customers gets affected by following any celebrity that could be positive or it can also be negative.

KEYWORDS: Celebrity endorsement, Celebrity endorser, Consumer buying behavior,

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Introduction

Everyday consumers are exposed to thousands of accents, tones and images in magazines, newspapers, billboards, websites, radio and television. The marketers ensure all potential efforts to uphold their brands and to grab the consumers purchase attention. The thrust is on attracting the consumer's purchase intention and developing positive associations not just to retain their purchasing power but also to induce to attract the new consumers. According to a survey there are around 130 television channels in India broadcasting over 3 million television commercials each year in India. All these images in magazines and other media forms make the consumers numb to all the marketing techniques. Moreover, people forget 80% of the information in just 24 hours. Hence it becomes a challenge for a marketer to find a hook that will hold the subject's attention. But in a marketplace where advertising plays a fundamental role in coordinating consumer purchases, it becomes significant to companies to induce all possible measures to influence motivate and inculcate desire to purchase, in the customers through an effective advertising campaign proves that the use of celebrities in advertising generates lot of publicity and immediate attention.

In an effort to give their product a differentiated identity, more and more companies are investing large sums of money on celebrity endorsements to differentiate their product. Studies across all the products show that there is high percentage of advertisement recall for the celebrity endorsement. Hence it has become a fad for the companies to invest on celebrity as an endorser. Celebrity endorsers are individuals or a person who enjoy public recognition and uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). Celebrity endorsers pass on their symbolic meanings and acquired associations to the products they endorse, the symbolic meanings are passed on to the consumer; the product is

uniquely differentiated and its perceived value is infinitely enhanced (Gerbner et. al. 1977). People may gain celebrity status as a result of a successful career in a particular field (primarily in the areas pertaining towards entertainment and sports), in other cases, people become celebrities due to media attention for their extravagant lifestyle or wealth (as in the case of a socialite); for their connection to a famous person (as in the case of a relative of a famous person); or even for their misdeeds (as in the case of a well-known criminal). Celebrities may be known around the world (pop stars and film actors), within a specific country (a top Australian rugby player) or within a region (a local television news anchor).

The use of a Celebrity is one of the most successful ways of gaining the consumer's attention and getting him or her to convey the right message in a limited amount of space and time.

Celebrities are used by marketers to build their brands. Branded products are successful because consumers prefer them to "ordinary" unbranded products. Furthermore, due to the psychological factors, brands give consumers the means whereby they can make choices and judgments. The secret to successful branding is to influence the decisions of the consumer, i.e. the way consumers perceive the product, and brands can affect the minds of the consumers by appealing to the information acquired and analyzed. Celebrity tries to manipulate the purchase behavioural intention of a customer by promoting the endorsed brand.

CONCEPT OF CELEBRITY

Who is a Celebrity? A person who does not require any introduction, whose recognition is widespread and gets regular attention of media as well as people and always remain in headlines. Advertisement is assigned with a major task to make customers aware about the product and services and form favorable image to buy that product. Advertisements are needed to introduce products in market and making people aware about the product. The message of the advertisement depicts information about its quality, price, features etc. So a celebrity is a person who grabs greater recognition of the common segments of the people and due to this uses this recognition in coming in various advertisements and letting customers knew about product (McCraken 1989). They are usually known among the segments of the people for their

achievements in specialized areas which differs from the product or services endorsed by them. Friedman & Friedman 1979).

This stands true for classic forms of celebrities such as actors like Shah Rukh Khan, models like Milan Somen, Sports athletes like Sachin Tendulkar and entertainers like Maliaka Arora Khan but also for less obvious groups such as businessmen like the Ambani's or politicians like Rahul Gandhi.

CONSUMER BEHAVIOUR

Studying, why should a consumer become customer, what he buys, mode he selects to buy, why his buying behaviour becomes repeated and if not then what pattern he follows all these activities which sound interesting are part of consumer behaviour. Although to study all these activities one need to analyze these norms on the basis of sociology, sociology, socio-psychology, psychology, anthropology and economics. Consumer behaviour focus on the decisions of the customers followed to buy a product it could be taken individually or it could also come in group. To work on this idea one needs to study psychographic, behavioural and demographic variables. We also know that in buying a product family, peer friends, society also exerts pressure and therefore it tries to study all these aspects from these views as well Why to study this consumer behaviour? It's very obvious firms do wonder if they understand the consumer buying pattern. It helps a lot in organizing our marketing strategies and also helps us to present improved product offerings. To know them in brief let's see the following points:

- The alternative behind buying products that refers to psychology behind picking products.
- What is the role of environment in selecting products, do they also influence buying behavior.
- What is behavior depicted by the consumers when they shop.
- Knowledge or information shortage in buying products.
- Also we would find the motivation behind picking up different brands and level of importance they give to these strategies.
- What could be done by marketers so that they can target their customers more effectively and reach them?

WHAT IS THE NEED OF CELEBRITY ENDORSEMENT

Marketing world works very harder to make products and brand popular and in synch with the though most of the marketer spends huge amount of money every year on endorsing a brand through a celebrity. The reason they think for favouring celebrity endorsement as their strength to act as best spokesperson for the products and making it a brand (Katyal 2007) Celebrity Endorsement is viewed as a billion dollar industry in today's era. (Kambitsis et al, 2002). Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signalling strategy. Reynolds (2000) also quoted for celebrity endorsement that it makes a brand to acts as touch of glamour.

REVIEW OF RELATED LITERATURE

An important and crucial aspect of a research report in the survey is review of related literature which means to locate, to read and to evaluate the past as well as current literature of research concerned with the present investigation. It provides the investigator necessary knowledge and insight on what to start, where to start and how to start. It also furnishes the researcher a necessary sequence and enables him to enrich the shallow knowledge in the related field. A brief review of some important studies is presented below

Atkins and Block (1983) studied that celebrity advertising is influential because celebrities are viewed as dynamic, with both attractive and likable qualities. Furthermore, their fame is thought to attract attention to the product or service.

McCracken's (1989), states that a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales.

Tripp C Jensen T.D and Carlson L. (1994) found that how much consumers trust the celebrity endorser to be credible, when a celebrity endorses one or two products it is significantly more trustworthy than a celebrity who endorses even more products. Hence he states that there is always the possibility of negative effect due to multiple endorsement programs by a single celebrity

Daneshvary and Schwer (2000) studied that how consumers have a connection towards the celebrity endorsement/endorser, if a company wants a consumer to associate to an endorsed product it is important to choose an endorser who uses the product and where that use is a reflection of professional expertise.

M. Gayathri Devi and Dr. C. Ramanigopal (2010) stated that Celebrity endorsement has a positive or a negative impact on the consumer buying behaviour. These days customers are becoming more demanding .Their expectations are continuously rising while marketers are continuing their efforts to meet them (Alsmadi, Sami, 2006).

OBJECTIVES OF STUDY

The impact of celebrity endorsers on buying behaviour of consumer special reference to FMCG Sector

1. To Study the consumer perception on endorsement of celebrities through advertisement
2. To identify the influence of celebrity endorsement on consumer buying behaviour
3. To study the consumer perception on celebrity endorsement of FMCG Products
4. To study the impact of change in brand endorser on product image

RESEARCH METHODOLOGY

The present study entitled, “Impact of Celebrity endorsement on Consumer buying behaviour” is empirical in nature, where consumers of different age groups mostly young generation were asked to give their views about the influence of celebrity endorsement on Consumer buying behaviour.

Sample size

For the present study has a sample size of 50 respondents.

Sampling technique

For the present study, convenience sampling will be used to choose respondents.

Data collection

The present study is based on both primary and secondary data. The data for the study will be compiled mainly from the primary sources through a structured questionnaire.

Statistical tools

For the present study, Percentage method is used to analyze the Data.

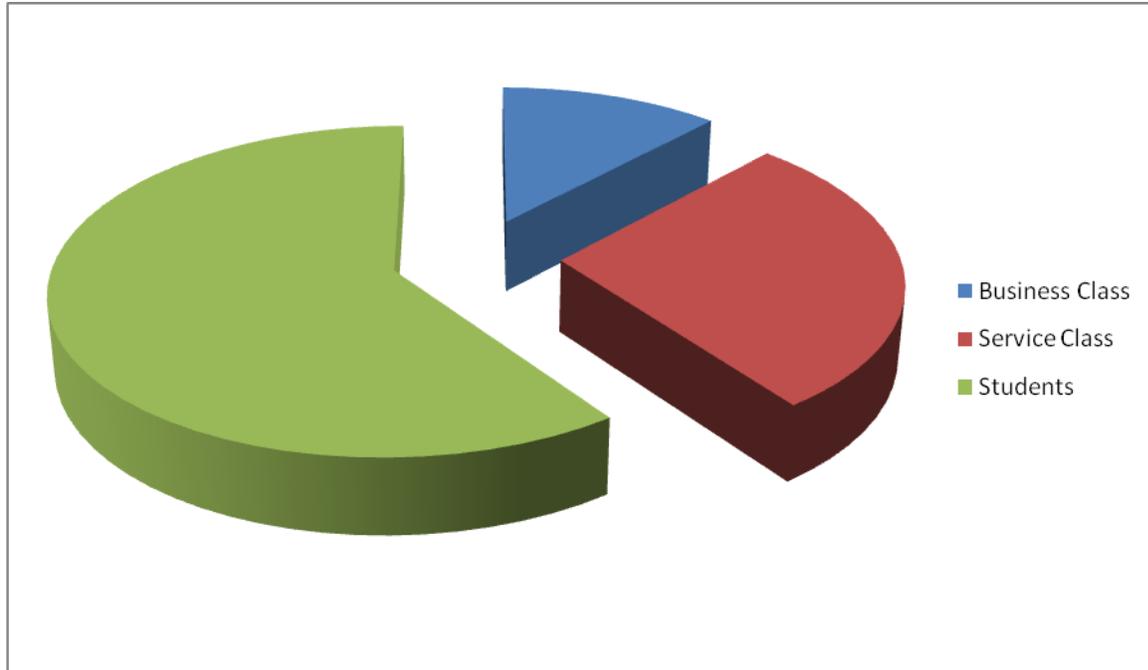
Analysis and Interpretation:

Table no.1 Occupation of respondents

Respondent occupation	Number of respondents	Percentage
Business class	6	12
Service class	14	28
Students	30	60
Total	50	100

Sources: Field survey

Above table shows the occupation of respondents. 12% of respondents are from business class, 28% are from service class, 60% are students.



Pie Chart for occupation of respondents

Table no.2

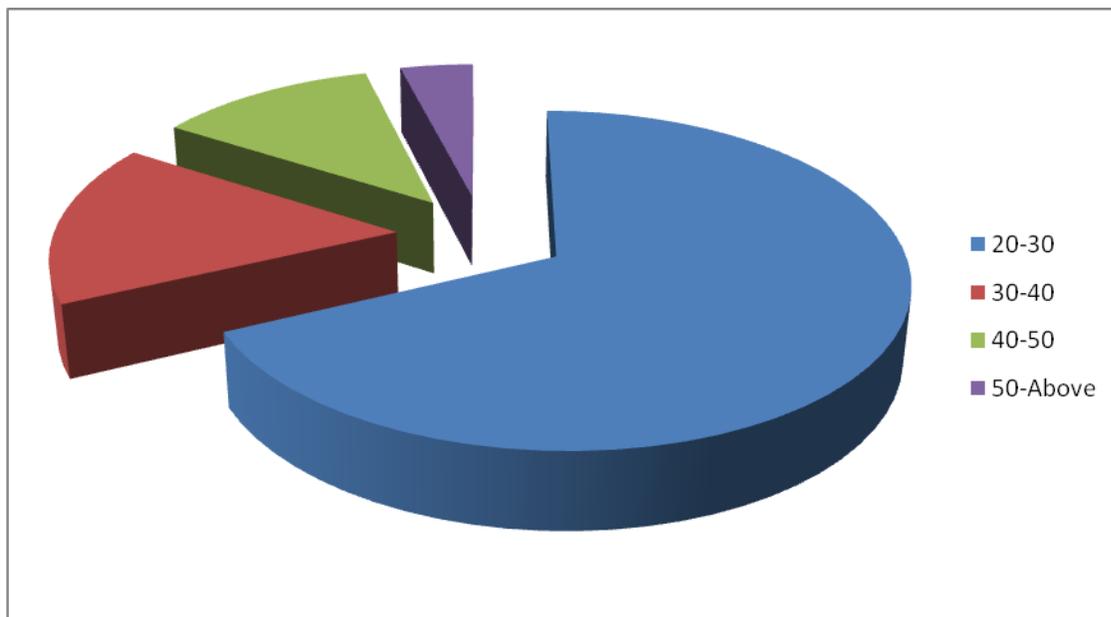
Age and sex of respondent

Age of respondents	Male	Female	Total	Percentage
20-30	20	14	34	68
30-40	4	4	8	16
40-50	6	Nil	6	12

50- Above	2	Nil	2	4
Total	32 (64%)	18(36%)	50	100

Source: Field survey

Above table represents the data of age and sex of respondents. Response has been collected from both male and female. But there is a variation as per the age group is concerned. 68% of respondents aged between 20-30 years, 16% respondents aged between 30-40, 12% respondents aged between 40-50, 4% aged between 50 and above on whom celebrity's impact happens at hard.



Pie Chart for Age and sex of respondents

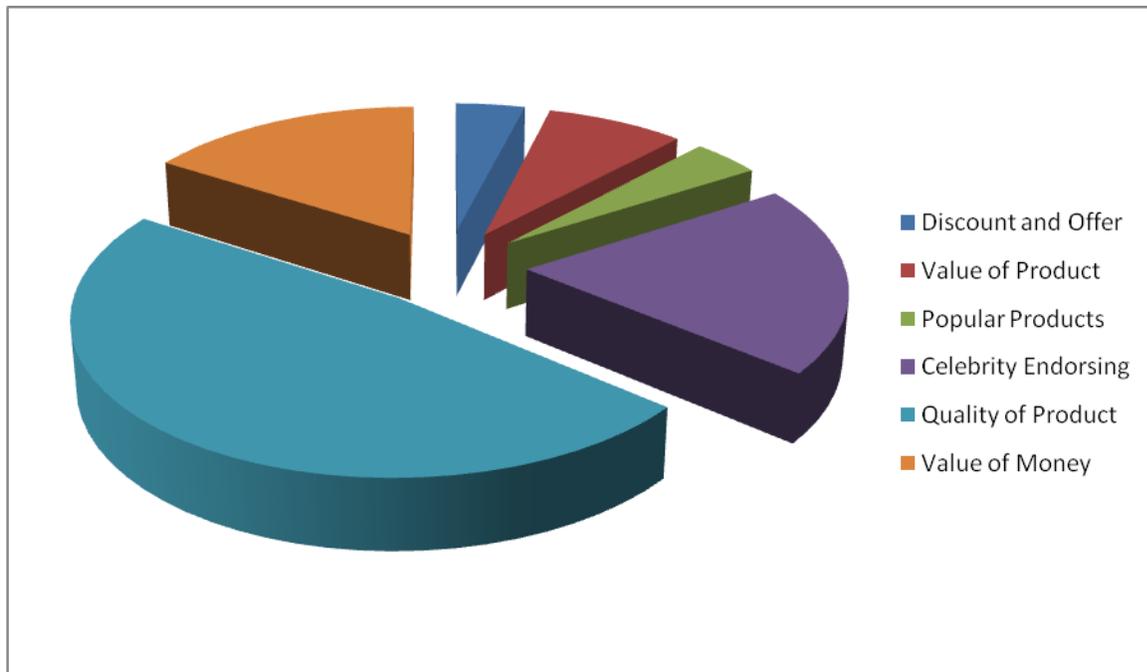
Table no.3 Motivating factors that leads to purchase of products

Factors affecting on purchase decision	Number of Respondents	Percentage
Discount and offers	2	4
Price of the product	4	8

Popular products	2	4
Celebrity endorsing the product	10	20
Quality of the product	24	48
Value for money	8	16

Sources: - Field survey

From the data it can be found that the factors influencing the purchase decision of respondents are as under : 4% of people are selected their brands on the basis of discount and offers, 8% are selecting on the basis of price of the product, 4 % on the basis of popularity of the products, 20% selecting on the basis of celebrity endorsing the product, 48 % of people are selecting their brands on the basis of the quality and remaining 16 gives more emphases to value of their money.



Pie Chart for Motivating factors that leads to purchase of products

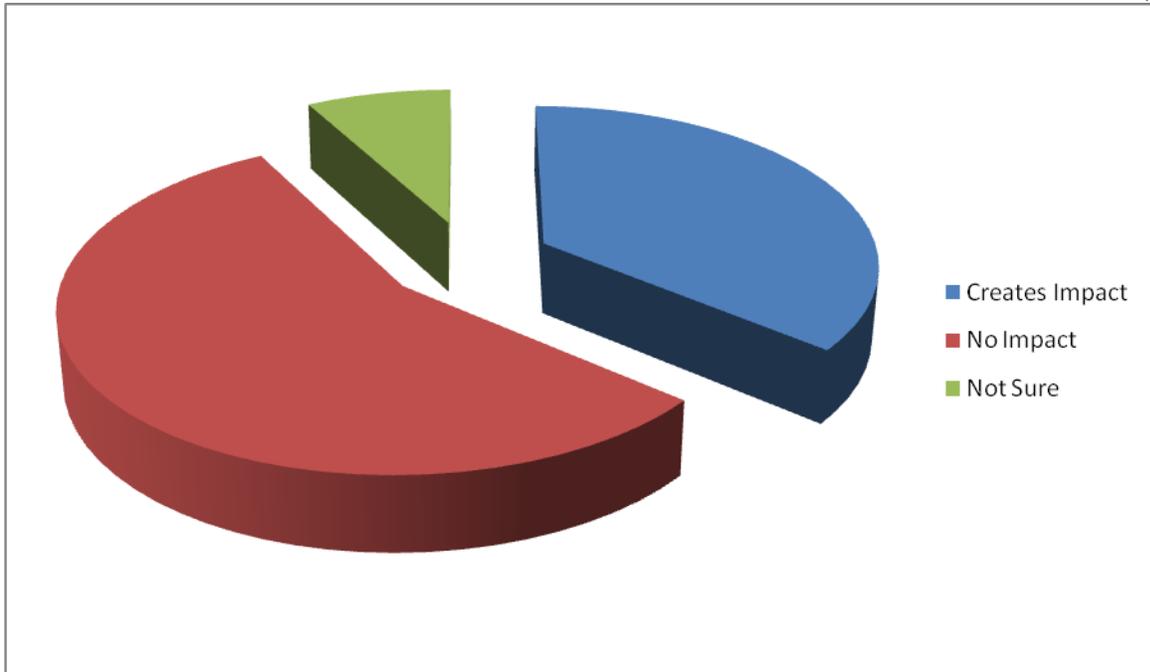
Table no.4

Impact of various celebrities like Shahrukh Khan, Ms Dhoni, Virat Kohli,
Deepika Padkone, on purchase decision of people

Impact	Number of respondents	Percentage
Creates impact	18	36
No impact	28	56
Not sure	4	8
Total	50	100

Sources: - Field survey

From the survey it was found that amongst 50 respondents, 36 % respondents would like make purchase decision based on celebrity in advertisement, 56 % of respondents opinion that no impact can be created by the celebrities , rest of 8 % are not sure whether an impact can be made or not.



Pie chart of Impact of various celebrities on purchase decision of people

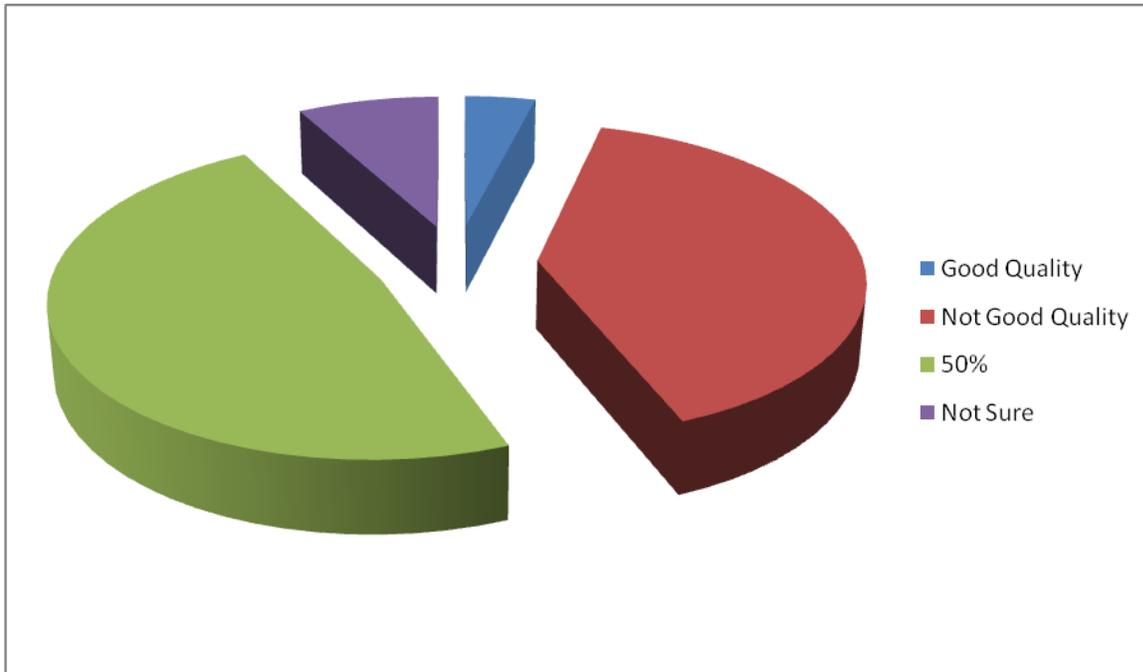
Table no.5

Opinion on the quality of Goods advertised by celebrities

Opinion	Number of respondents	Percentage
Good Quality	2	4
Not Good Quality	20	40
50%	24	48
Not Sure	4	8
Total	50	100

Sources: - Field survey

From the survey it was found that amongst 50 respondents, 4 % of people gave opinion that the products advertised by celebrities are of good quality, 40 % of respondents opinion that they are of not good quality, 48 % gave opinion that either they will be of good quality are they will not be and remaining 8 % are not sure.



Pie Chart for Opinion on the quality of Goods advertised by celebrities

Table no.6

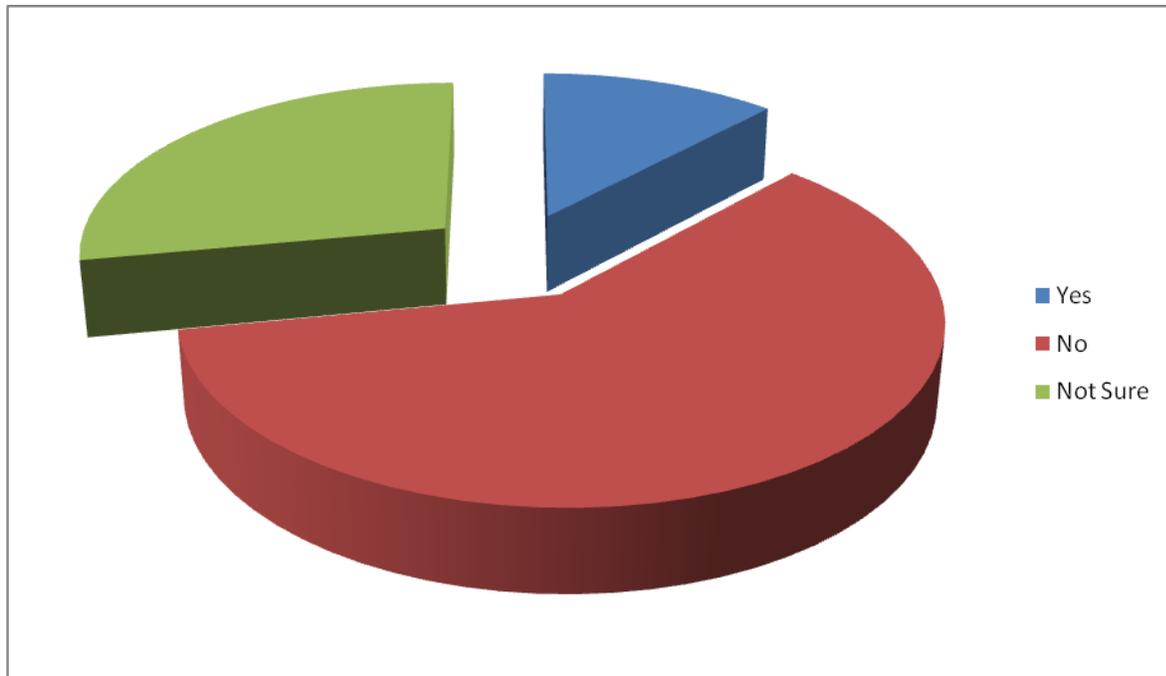
Opinion whether the celebrities also use those products which they themselves endorse

Opinion	Number of respondents	Percentage
Yes	6	12
No	30	60
Not sure	14	28

Total	50	100
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Sources: - Field survey

From the survey it was found that amongst 50 respondents, 12% opinion that the celebrities are also using those products which they are endorsing, 60 % people believe that celebrities are not using those products which they are endorsing, remaining 28 % are not sure .



Pie chart Opinion whether the celebrities also use those products which they themselves endorse

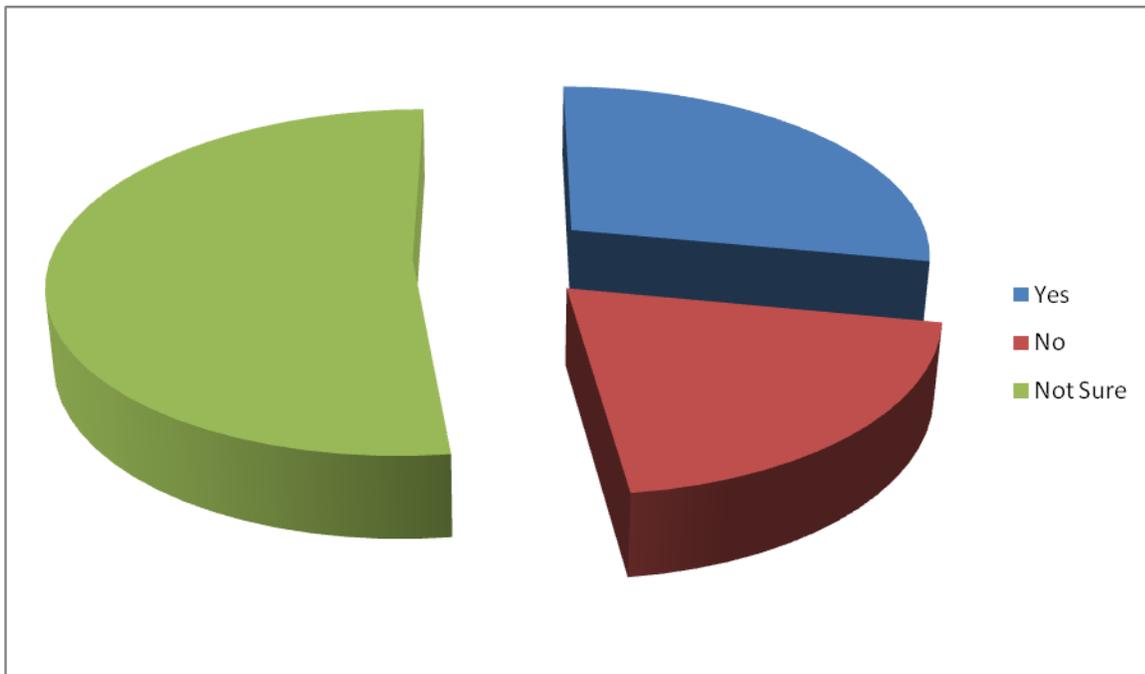
Table no.7 Impact of frequent change in celebrity for advertising the product

Impact	Number of respondents	Percentage
Yes	14	28
No	10	20

Not sure	26	52
Total	50	100

Sources: - Field survey

From the survey it was found that amongst 50 respondents, 28 % people opinion that frequent change in celebrity for adverting the product has a greater impact to the people on the other hand 20 % believe that frequent change in celebrity doesn't have any impact to the people and 52% of people are not sure.



Pie chart Impact of frequent change in celebrity for advertising the product

Table no.8

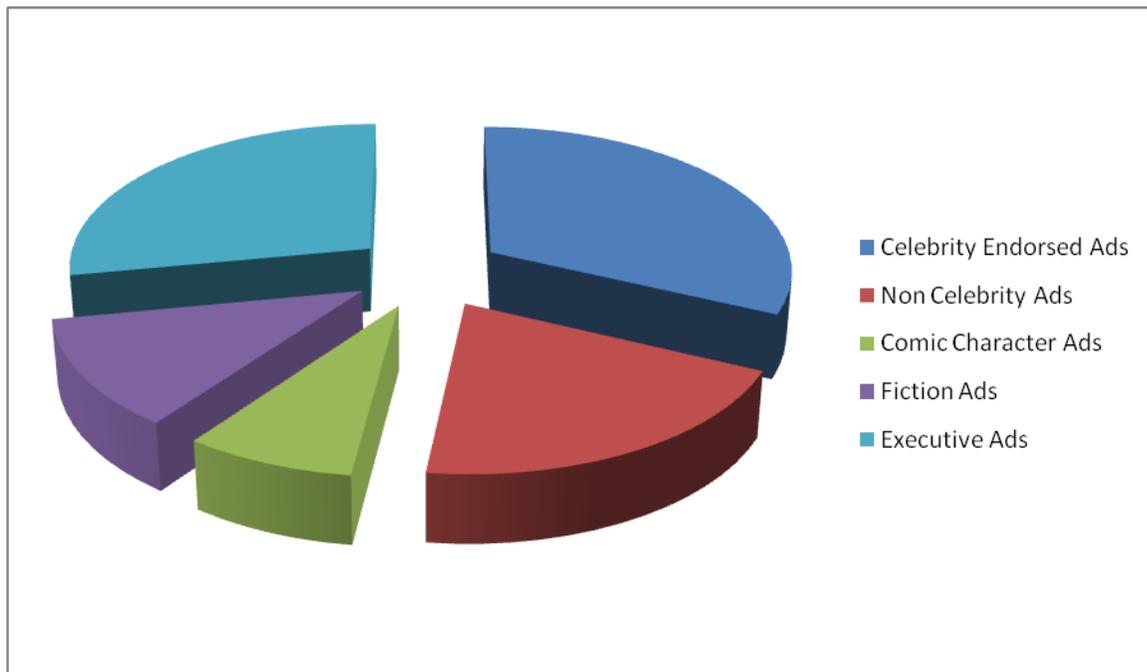
Means of advertisements persuade customers to purchase products

Advertisements	Number of respondents	Percentage
Celebrity Endorsed Ads	16	32

Non Celebrity Endorsed Ads	10	20
Comic Character Ads	4	8
Fiction Ads	6	12
Executive Ads	14	28
Total	50	100

Sources: Field survey.

From the survey it was found that amongst 50 respondents, 32 % are getting influenced by Celebrity Endorsed Ads, 20 % gets influenced by Non Celebrity Endorsed Ads, 8 % gets influenced by Comic Character Ads, 12 % gets influenced by Fiction Ads, 28 % gets influenced by executive Ads.



Pie Chart for means of advertisements persuade customers to purchase products

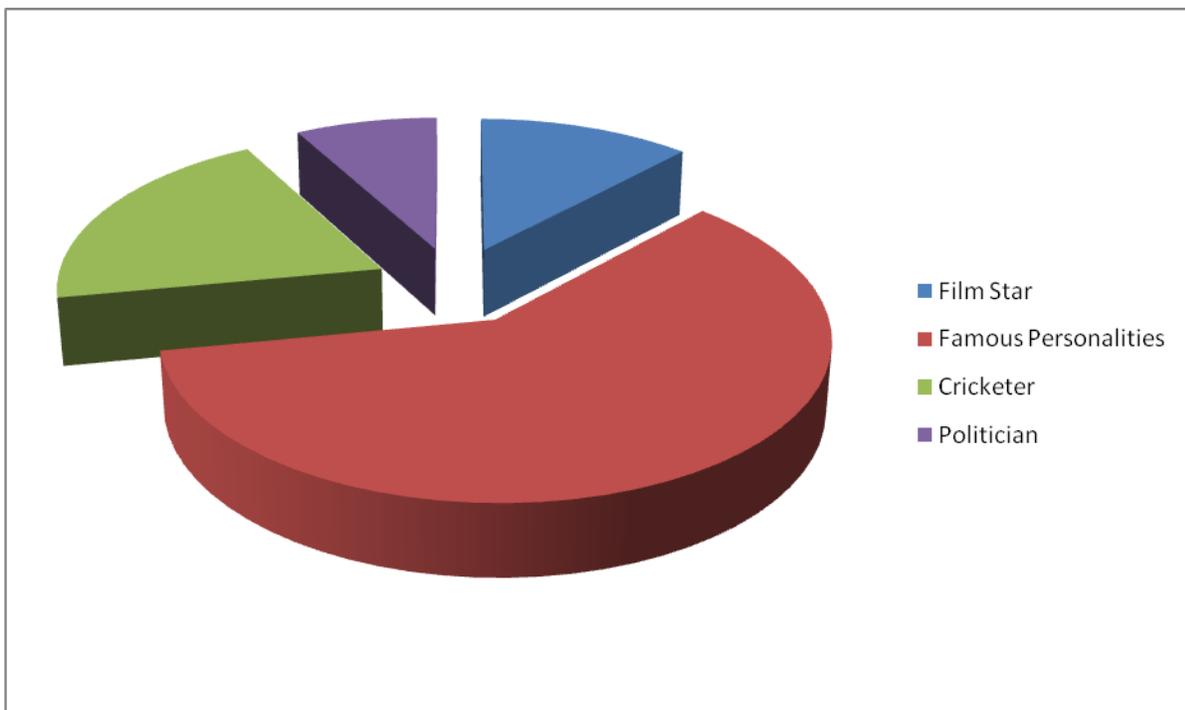
Table no.9

Type of Celebrity endorsement persuades customers to purchase products

Celebrity endorsement	Number of respondents	Percentage
Film Star	6	12
Famous Personalities	30	60
Cricketer	10	20
Politician	4	8
Total	50	100

Sources: Field survey

From the survey it was found that amongst 50 respondents, 12 % people gets influenced by film stars, 60 % gets influenced by Famous personalities, 20 % gets influenced by cricketers, 8 % gets influenced by politicians.



Pie chart Type of Celebrity endorsement persuades customers to purchase products

FINDINGS:

1. Celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the endorsed products.
2. Celebrity Endorsed Ads persuade customers to purchase products rather than non celebrity endorsed Ads, Comic character Ads, Executive Ads and Fiction Ads.
3. A good number of respondents believe that celebrities are not using those products which they themselves endorse.
4. Most of the respondents believe that frequent changes in celebrity for advertising the product reduce the purchasing decision of customers.
5. The purchase attitude is influenced by the Quality of the products rather than endorsement factors, price of the product, Discounts and offers etc
5. Famous personalities are playing major role in creating an impact than Sports personalities and other Film stars.
6. A good number of respondents believes that the quality of Goods advertised by celebrities may be are may not be good in quality.

SUGGESTIONS:

1. Celebrity endorsements will be more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand.
2. Celebrity endorsements will be more effective when the ad execution is simple, clean and free of irrelevant design elements.
3. Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.
4. Celebrity endorsers will be more effective for brands for which consumers have limited knowledge/facts.
5. Celebrity endorsements will be more effective when there are not frequent changes in celebrities who are endorsing the products.

6. Celebrity endorsements will be more effective when Famous personalities are used rather than film stars, cricketers.

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