

Impact Of Celebrity Endorsement On Consumer Buying Behaviour- A Case Study Of Durable Products In Chennai City

A. Kavitha

Assistant Professor in Commerce,
SRM institute of science and technology

ABSTRACT

Celebrity Endorsements are a form of advertising that uses famous personalities or celebrities (Who command a high degree of recognition, trust, respect) to promote a product or service. Such people Advertise for a product lending their names or images to promote a product or service. Consumer Behaviour Is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and Dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes Have on the consumer and society. In this s research paper an attempt has been made to know The Impact of Celebrity Endorsement on Consumer Buying Behaviour. The research will help the Manufacturers of durable e goods in taking suitable decisions. I t will further help the Manufactures to make e n necessary change s in their Products. The study was carried out in Chennai city. The researcher has used both primary and secondary data for this research.

INTRODUCTION CONSUMER BEHAVIOR

The term consumer behaviour is defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is the study of how individual make decisions and spend their available resources (money ,time, and effort) on consumption-related items. It includes the study of what they buy, why y they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it. . Each step in the consumer decision making process is highly influenced by both internal and external factors. The internal factors include the individual's own motivation, personality, perception, learning attitude and his own past experience in addition to

the internal influencing factors, the external factors like the company's marketing efforts, ideas/opinions of friends, relations, family members and reference group members also have profound impact on the purchase decision of individuals. Consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the marketing. The consumers buy the goods to satisfy a number of needs and drives. Human wants are unlimited and varying time to time; from place to place and man to man. The study of consume r behaviour holds great interest for us as consumers, as students and

scientists, and as marketers. As consumers, we need insights into our own consumption related decisions: what we buy, why we buy, and how we buy. The study of consumer behaviour makes us aware of the subtle influences that pursued us to make the product or service choices we do. Consumer behaviour is a rapidly growing discipline of study. It means more than just how a person buys products. It is a complex and multidimensional process and reflects the totality of consumer's decisions with respect to acquisition, consumption and disposal activities. There are number of reasons why the study of consumer behaviour developed as a separate marketing discipline. Marketing scientists had long noted that consumer did not always act or react as economic theory would suggest. The various reasons why the study of consumer behaviour developed as a separate marketing discipline are shorter product life cycles, increased interest in consumer protection, growth in marketing services, and growth of international marketing, development of computer and information technology and increasing competition. Consumer is a king in the kingdom of market. To understand his behaviour is very necessary for the marketing man. Consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the marketing. The study of consumer behaviour holds great interest for us as consumers, as students and scientists, and as marketers. As consumers, we need insights into our own consumption related decisions: what we buy, why we buy, and how we buy. The study of consumer behaviour makes us aware of the subtle influences that pursued us to make the product or service choices we do. As a student of human behaviour, it is important for us to understand the internal and external influences that impel individuals to act in certain consumption-related ways. Consumer behaviour is simply a sub set of the larger field of human behaviour. As scientist, we are interested in understanding every aspect of human behaviour. As marketers, it is important for us to recognize why and how individuals make their consumption decisions so that we can make better strategic marketing decisions. Without doubt, marketers who understand consumer behaviour have great competitive advantages in the market place.

CELEBRITY ENDORSEMENT:

Celebrity Endorsement is a type of branding of advertising, in which a celebrity becomes a brand ambassador and uses his or her status in a society to promote a product, service or charity, and sometimes also appears as a promotional model. India is a country where people to live in dreams. They worship celebrities. Celebrities which might be cricket stars like Sachin Tendulkar, MahinderSingh Dhoni or Film Stars like Amitabh Bachan, Shah Rukh Khan. They treat them as God. Marketers use this very preposition so as to influence their target customers that may exist or potential ones. For this they rope in these celebrities and give them whipping amount of money. They believe that by doing this they target potential customers. This is called celebrity endorsement.

REVIEW OF LITERATURE:

1. Busler, M, 2000, study reveals that both the celebrity endorser and the endorsed product represent units connected to other units based on consumers' experiences with the product and the endorser, these connections represent their association set for the product and the endorser. Till and Busler maintain that an important variable in increasing the likelihood of an associative link is similarity. They explain that "generally, more likely the two concepts will become integrated within an associative work."

2. **Mukherjee, Debiprasad, 2009**, the research is based on the impact of celebrity endorsement on the effective brand management and it also studies the factors that contribute to the success or failure of the endorsement. If the celebrity endorsement strategy is correct then the product becomes highly successful in the market. Various factors have been studied by the researcher which have maximum impact on successful endorsement in which celebrity selection, celebrity brand match and over dependency on celebrity are important. It also deals with reasons for choosing celebrity endorsement as well as for the kinds of products for which celebrity endorsement is mainly effective like products with High price cost margins. It also includes the endorser's viewpoint of signing a contract with brand.

3. **Anjbarian, Bahram ,Shekarchizade, Zahra ,Momeni and Zahra, 2011**, this study aims to analyze the celebrity endorser influence on attitude toward advertisements and brands. Information was obtained from randomly selected respondents through survey questionnaires. All questionnaires were self administered by the participants without interference from researchers. This paper provides a model connected attitude toward celebrity endorser, attitude toward advertisement and attitude toward brand that has been examined and validated using respondents. The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly.

4. **Anjum, Bimal, Dhanda, Sukhwinder,Sumeet ,2011**, conducted a study in the area MandiGobindgarh, Punjab, India .From this point of view, the companies roping in the celebrities to enhance the image of the product, brand awareness, recall, retention and for credibility. On the other hand study concluded that those products have more market share which are endorsed by celebrities in that of normal celebrities. Consumer has seen the advertisements by celebrities as reliable, knowledgeable. And they have also affected and associated with celebrities and more over they feel that celebrities are able to influence the demand of the products. So in the end we can say celebrities endorsement has positive impact on company as well as brand and customers.

5. **ZM, Zhang, Au- Yeung Pui, (2012)**, have conducted a study on impact of celebrity endorsement on consumer buying behaviour in Hong Kong. Consumers thought that celebrity endorsement had many positive impacts on their buying behaviour processes. It helped to increase product awareness and brand acceptance of the consumer. More over consumers could have a higher chance to recall the fashion brands when shopping if it was endorsed by celebrities. Furthermore, celebrities played an important role in consumers brand alternative evaluation process. However, celebrity endorsement might have fewer impacts on consumers purchase decision. It is because celebrity endorsement could arouse their purchase intention but the final buying decisions were determined by other factors, such as price, quality and style of the products.

6. **Sivesan, S, 2013**, the research was done to investigate the impact of celebrity endorsement on the consumer buying behaviour in the Sri Lanka. The research is concentrated on the jaffon peninsula people The research deals with the facts that the use of celebrity endorsers in marketing enjoys high popularity, largely because they have positive impact on brand image. Various factors like trust worthiness, creditability, attractiveness, expertise and celebrity-match up are studied in the research

7. **Baso, Joseph, Esangbedo and Reginald(2014)**, have conducted on the “buying behaviour of Rowan university student.”Hypothesis I posited that the majority of Rowan university students age 18-24 are persuaded to buy digital media players that are endorsed by celebrities they view favourably. The results of the study show that an overwhelming majority of the respondents said that a celebrity endorsement would have no effect on their decision to buy a digital media player. Therefore, hypothesis is rejected. Many of the respondents said that digital media players are too expensive for celebrity endorsements to be considered when making a purchase decision. However, some said that a celebrity endorsement might make them more Interested in a digital media player. The majority of the respondents said that they would buy a product even if it was endorsed by a celebrity they did not like. A very small minority said they would not buy a product that was endorsed by a celebrity they viewed unfavourably; endorsements by star players of rival sports teams and people they viewed as bigoted were most likely to make them not buy a product.

OBJECTIVES OF THE STUDY:

1. To highlight the impact of celebrity endorsement on consumer buying behaviour in durable products.
- 2 To know the factors which affect the brand awareness

RESEARCH METHODOLOGY:

The present study has been conducted with the help of primary and secondary data to understand the impact of Celebrity endorsement on consumer Behaviour in durable products. The primary data for the study has been collected with the help of interviews ,personal observation, pilot survey and questionnaire. The secondary data has been collected from the books and journals, research reports, dealers, magazines, articles from newspapers and websites. Keeping in view the time factors for the completion of the present study only a sample of 100 consumers has been selected. Further, designing as ample, due care has been taken to cover all demographic variables like age, sex, income, education, background of consumers, etc. in order to make the sample more representative. For data analyzing and interpretation percentage method and pie chart have been used.

DATA ANALYSIS AND INTERPRETATION:

TABLE-1.1
REASON BEHIND PURCHASE OF DURABLE PRODUCTS

FACTORS AFFECTING ON PURCHASE DECISION	NUMBER OF RESPONDENTS	PERCENTAGE
DISCOUNT AND OFFERS	12	12
PRICE OF THE PRODUCT	25	25
POPULAR PRODUCTS	8	8
CELEBRITY ENDORSING THE PRODUCT	15	15
QUALITY OF THE PRODUCT	35	35
VALUE FOR MONEY	5	5
TOTAL	100	100

Source: Data collected through questionnaire

It is evident from the table 1.1 that there are various factors influencing the purchase decision of respondents. 12% of people have selected their brands on the basis of discount and offers, 25% have selected on the basis of price of the product, 8% on the basis of popularity of the products, 15% selected on the basis of celebrity endorsement the product, 35% of people have selected their brands on the basis of the quality and remaining 5% gave more emphasis to value of their money.

TABLE-1.1 REASON BEHIND PURCHASE OF DURABLE PRODUCTS

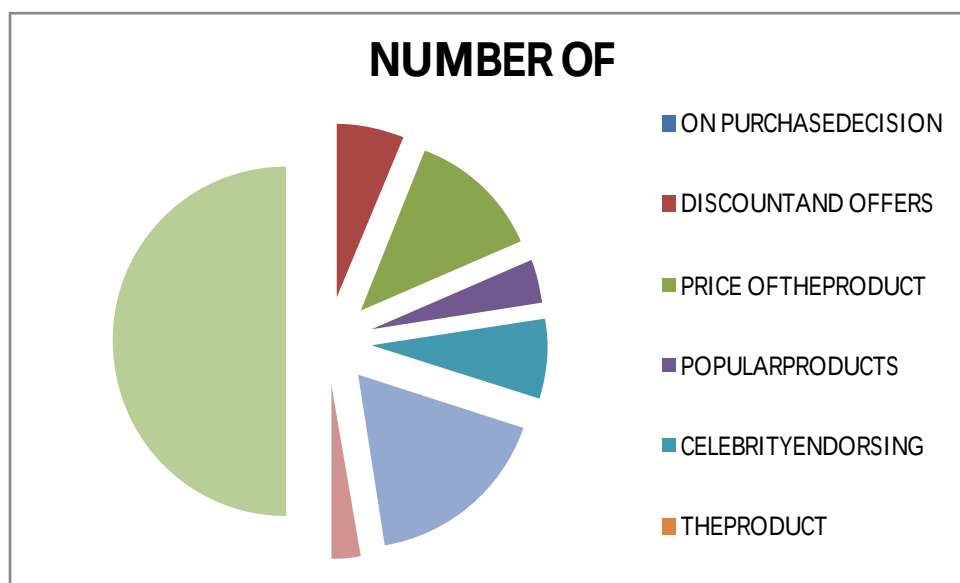


TABLE-1.2
IMPACT OF CELEBRITIES ON PURCHASE DECISION OF CONSUMERS

IMPACT	NUMBER OF RESPONDENTS	PERCENTAGE
HIGH IMPACT	25	25
NO IMPACT	45	45
NOT SURE	30	30
TOTAL	100	100

Sources: Data collected through questionnaire

The research revealed that 25% respondents would like to make purchase decision based on celebrity in advertisement, 45% of respondents opined that no impact can be created by the celebrities, rest 30% are not sure whether an impact can be made or not.

PIE CHART- 1.2

IMPACTS OF CELEBRITIES ON PURCHASE DECISION OF CONSUMERS

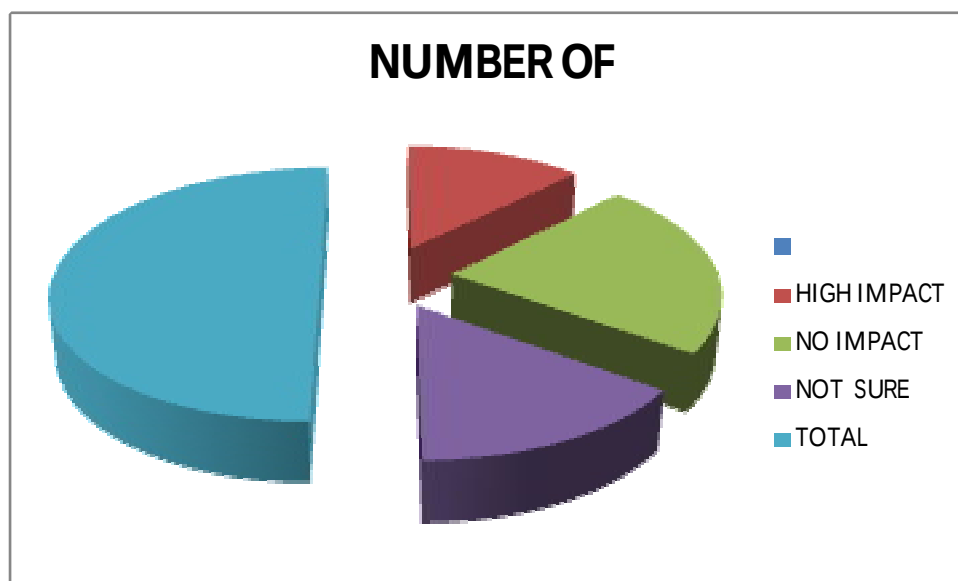


Table1.3

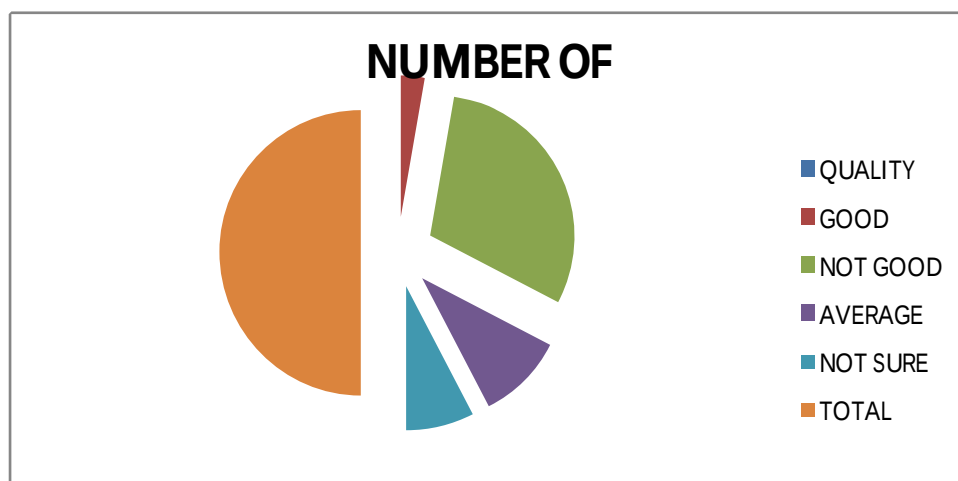
OPINION ON THE QUALITY OF DURABLE GOODS ADVERTISED BY CELEBRITIES

OPINION ON QUALITY	NUMBER OF RESPONDENTS	PERCENTAGE
GOOD	5	5
NOT GOOD	60	60
AVERAGE	20	20
NOT SURE	15	15
TOTAL	100	100

Source- Data collected through questionnaire It has been observed from the table1.3 that 5% of people gave opinion that the products advertised by celebrities are of good quality, 60% of respondent opinion that they are of not good quality, 20% gave opinion that either they would be of good quality or they would not be and remaining 15% are not sure.

PIE CHART-1.3 OPINION ON THE QUALITY OF GOODS ADVERTISED BY CELEBRITIES

TABLE-1.4



OPINION WHETHER THE CELEBRITIES ALSO USE THOSE PRODUCTS OR NOT

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
YES	5	5
NO	85	85
NOT SURE	10	10
TOTAL	100	100

Sources- Data collected through questionnaire It is obvious from the table 1.4 that 5% of Consumers said that the celebrities are also using those products which they are endorsing, 85% People believe that celebrities are not using those products which they are endorsing and remaining Respondents 10% are not sure.

PIE CHART-1.4 OPINION WHETHER THE CELEBRITIES ALSO USE THOSE PRODUCTS OR NOT

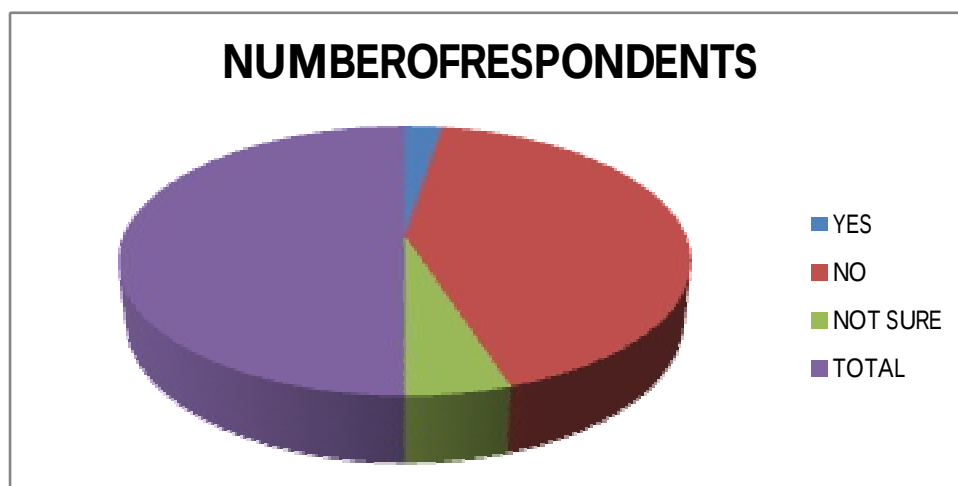


Table-1.5**FREQUENT CHANGES IN CELEBRITY AND IMPACT ON PRODUCT DEMAND**

IMPACT	NUMBER OF RESPONDENTS	PERCENTAGE
YES	35	35
NO	10	10
NOTSURE	55	55
TOTAL	100	100

Source- Data collected through questionnaire

It is evident from table 1.5 that 35% people opined that frequent change in celebrity effect the product Demand 10% believes that frequent change in celebrity doesn't have any impact on product Demand and 55% of people are not sure.

PIE CHART- 1.5

IMPACTS OF FREQUENTCHANGES IN CELEBRITY AND IMPACT ON
PRODUCT DEMAND

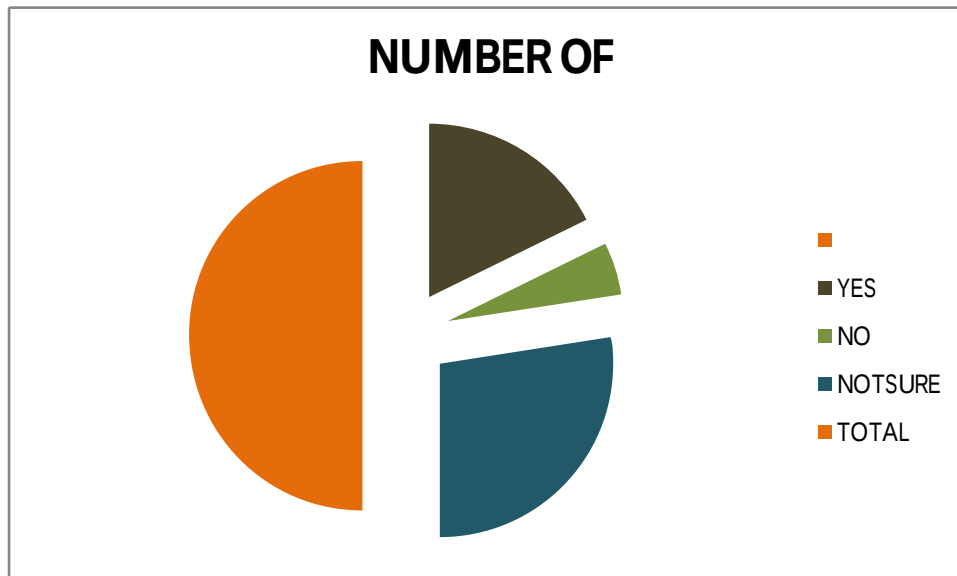


TABLE-1.6

MEANS OF ADVERTISEMENT PERSUADE CUSTOMERSTO PURCHASE DURABLE PRODUCTS

ADVERTISEMENT	NUMBER OF RESPONDENTS	PERCENTAGE
CELEBRITY ENDORSED ADS	60	60
NONCELEBRITY ENDORSED ADS	5	5
COMIC CHARACTER ADS	20	20
FICTION ADS	5	5
EXECUTIVE ADS	10	10
TOTAL	100	100

Source- Data collected through questionnaire

It can be concluded from the table 1.6 that 60% are getting influenced by Celebrity Endorsed Ads, 5% gets influenced by Non Celebrity Endorsed Ads, 20% gets influenced by Comic Character Ads, 5% gets influenced by Fiction Ads, 10% gets influenced by Executive Ads.

PIE CHART1.6-

MEANS OF ADVERTISEMENTS PERSUADE CUSTOMERSTO PURCHASE DURABLE PRODUCTS

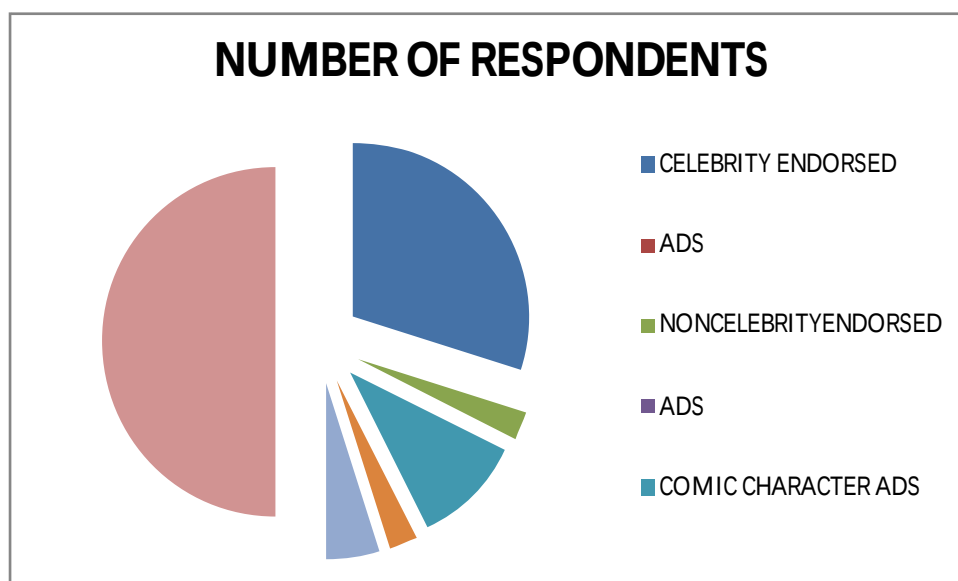


TABLE-1.7

TYPES OF CELEBRITY ENDORSEMENT AND PERSUASION TO PURCHASE PRODUCTS

CELEBRITY ENDORSEMENT	NUMBER OF RESPONDENTS	PERCENTAGE
FILM STAR	55	55
FAMOUS PERSONALITIES	10	10
CRICKETER	30	30
POLITICIAN	5	5
TOTAL	100	100

Source: Data collected through questionnaire

It can be seen from the table 1.7 that 55% people get influenced by the film stars, 10% get influenced by famous personalities, 30% gets influenced by cricketers, 5% gets influenced by politicians.

PIE CHART 1.7-TYPES OF CELEBRITY ENDORSEMENT PERSUADES CUSTOMERS TO PURCHASE PRODUCTS

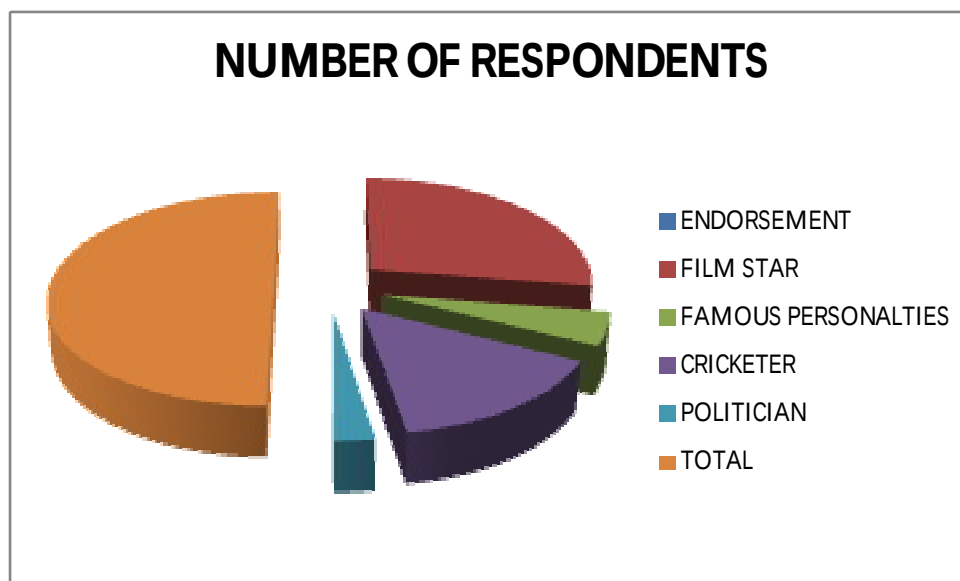


TABLE-1.8

KIND OF DURABLE PRODUCTS YOU WANT TO PURCHASE

DURABLE PRODUCTS YOU WANT TO PURCHASE	NUMBER OF RESPONDENTS	PERCENTAGE
CELEBRITY BRANDS ONLY	15	15
NOT PARTICULAR	85	85
TOTAL	100	100

Source: Data collected through questionnaire

The table 1.8 represents that 15% of respondents want to purchase of durable products of celebrity brands only, 85% of respondents want to purchase of durable products even if it is not endorsed by celebrities.

PIE CHART1.8- KIND OF DURABLE PRODUCTS YOU WANT TO PURCHASE

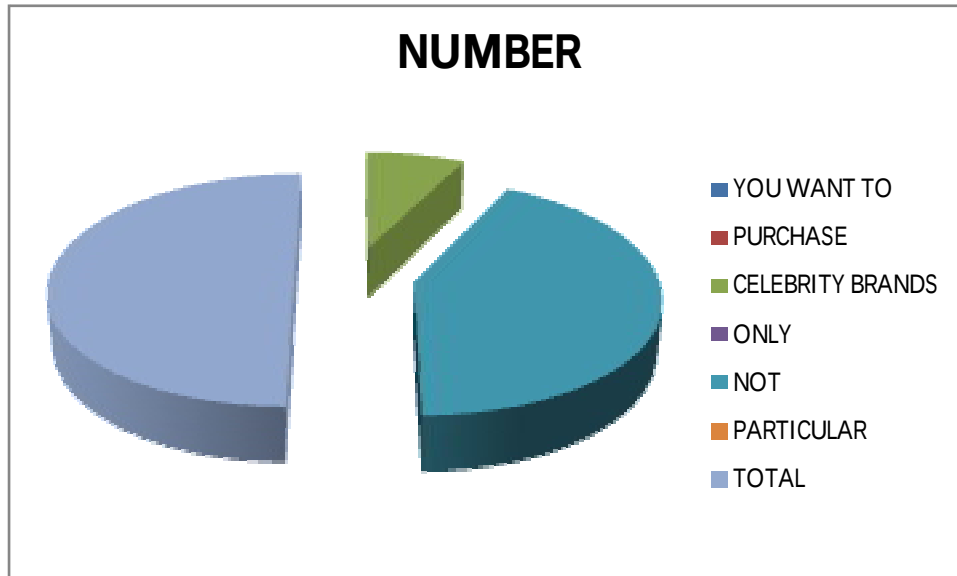


TABLE-1.9
CELEBRITIES CREATE THE DESIRE AMONG BUYER

CELEBRITIES CREATE DESIRE AMONG BUYER	NUMBER OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	8	8
AGREE	11	11
NEITHER AGREE NOR DISAGREE	23	23
STRONGLY DISAGREE	13	13
DISAGREE	45	45
TOTAL	100	100

Source: Data collected through questionnaire

The table 1.9 indicates that celebrities create the desire among buyer. Response has been collected from both male and female. 8% of respondents strongly agreed that celebrities create the desire among buyer. 11% of respondents agreed that they create desire among buyer, 23% of respondents neither agree nor disagree, 13% of respondents strongly disagreed and 45% of respondents disagree that celebrities create desire among buyer.

PIE CHART1.9- CELEBRITIES CREATES THE DESIRE AMONG BUYER

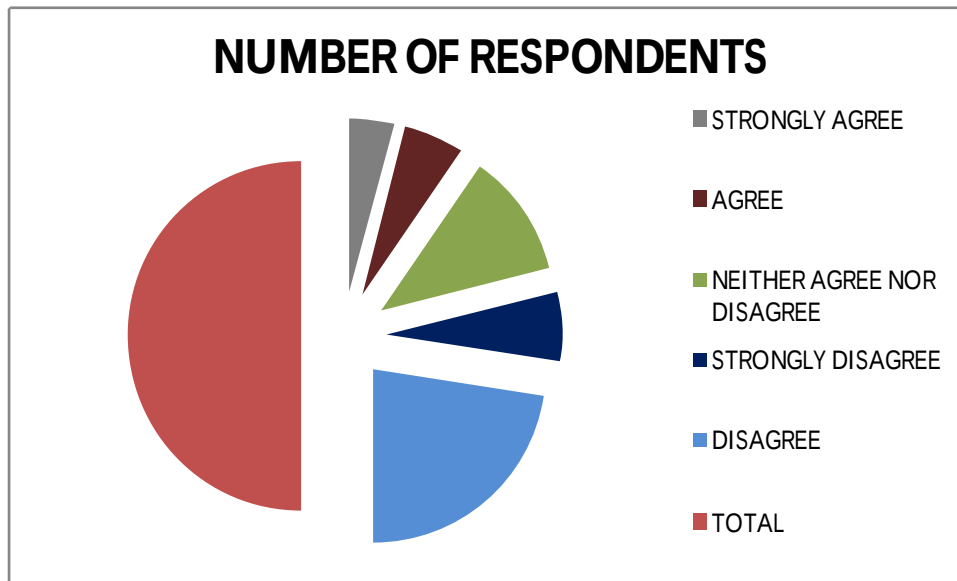


TABLE-1.10

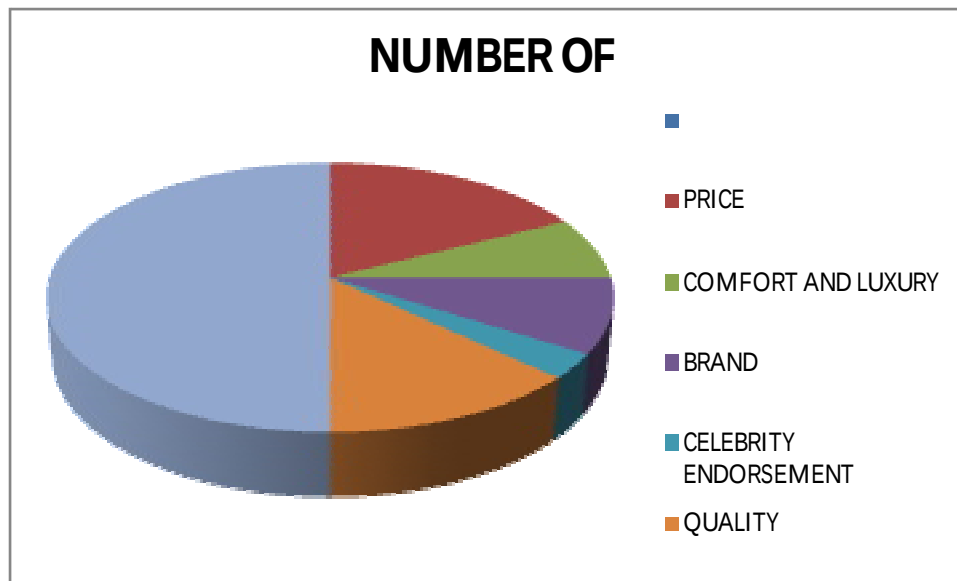
FACTORS AFFECTING THE DEMAND OF BRANDED DURABLE PRODUCTS

INFLUENCING FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
PRICE	35	35
COMFORT AND LUXURY	15	15
BRAND	18	18
CELEBRITY ENDORSEMENT	6	6
QUALITY	26	26
TOTAL	100	100

Source: Data collected through questionnaire

The table1.10 depicts that the factors which affect the demand of branded durable products. 35% of Respondents influenced through price in selecting branded durable products, 15% of respondents Influence through comfort and luxury, 18% through brand, 6% through celebrity and 26% with the Quality durable products.

PIE CHART1.10- FACTORS AFFECTING THE DEMAND OF BRANDED DURABLE PRODUCTS



CONCLUSION:

It has been observed from the study that celebrity endorsement has some effect on buying behavior of consumers. Celebrity endorsement impact would be particularly important in the Indian context since Different age groups have different levels of perceptions on their trustful and likeable celebrities. Overall the findings from this study explores that there is impact of celebrities in advertisements on consumers to identify a brand in Indian industries and have given the practitioners a new way of rethinking the practice on great impact.

It is observed from the study that majority of consumers have accepted that there are various Factors which leads to purchase of durable products. Quality and price of the product are main factors behind any purchase. It is evident from the study that there is less impact of various celebrities on purchase decision of people. It is clear from the research that the quality of durable goods advertised by celebrities is not of good quality. So it is suggested to celebrities to endorse those products which are of good quality. It is also evident that no products are being used by celebrity which they endorsed. The study further indicates that celebrity endorsed ads is the effective means of advertisement to persuade customers to purchase durable products. The study also depicted that the film stars are more successful to persuade customers to purchase products. It is further observed from the study that majority of the consumers do not buy any particular brand of durable products. Majority of the consumers disagree with the statement that celebrities create the desire to purchase among buyer. The study reveals that majority of the consumers purchase decisions are affected by the Price and Quality of durable products and not by the celebrity endorsement.

REFERENCES

1. Anjbarian. Bahran, Shekharchizade, Zahra, Momeni and.Zahra, "Effects of Celebrity Based Advertisements on the Purchase Attitude of Consumers", *European Journal of Social Sciences*, 2011.
2. Anjum, Bimal, Dhanda, Sukhwinder, Sumeet, "Impact of Celebrity Endorsements Advertisement on Consumer", *Asian Pacific Journal of Marketing And Management Review*, 2011
3. Busler, M, "Celebrity endorsement", *Journal of Advertising*, 2000.
4. Basso, Joseph, Esangbedo and Reginald, "Buying Behaviour of Rowan University Students, 2014.
5. Mukherjee, Debiprasad, "Impact of Celebrity Endorsement and Effective Brand Management", *Social Science Research Network*, August, 2009.
6. Siveson, S, "Impact of Celebrity Endorsement on Consumer Buying Behaviour, Srilanka, 2013.
7. Z.M, Zhang, Au- yeungPui, "Impact of Celebrity Endorsement on Consumer Buying Behaviour", 2012.