

CELEBRITY ENDORSEMENT AND BUYING BEHAVIOUR OF CONSUMERS

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Abstract: The modern market of today is flooded with numerous advertisements for even a single product category. Various brands are investing their optimum of resources to make their products popular among the consumers which as a result gives rise to the sales of a particular product. There is very tough competition among the producers to project their product in limelight. No producer wants to lose this race and wants to win it at any cost. In the era of overcrowded advertisements which is called advertisement clutter, sometimes consumers get confused and lose their interest towards a specific product. So manufacturers are always in a search of some modern marketing strategy to catch the mere attention of the consumers towards their products. This process has emerged the concept of celebrity endorsement. Although the concept of celebrity advertising is not new in the sphere of product promotion but there is always possibility of innovations in this field. Now this is a matter of debate that the very concept of celebrity endorsement in advertisements is how much fruitful and if it hypes the sales of the related products. And it is also pertinent to explore if celebrity endorsement has some contribution towards the buying behavior of the consumers. In this paper researcher put an effort to investigate that how working professionals of Ambala cantt perceive the celebrity endorsement and if it has some impact over the buying behavior of them by conducting a survey over 200 working professionals.

Keywords: Celebrity, Celebrity Endorsement, Advertisements, Buying Behaviour

1.0 Introduction: “The term advertising is derived from the Latin word, “advertere” which means to turn attention towards a specific thing” (Bootwala et al., 2007). The concept of advertising is not very new and was always present even in an era where no modern modes of communication were developed. “In Egypt they used papyrus promoting slaves’ sales and rewards. In Babylon, they used dirt splits with inscriptions about salesman, shoemakers and clerks. Greeks used street callers who announced ships’ arrival and its cargo of metals, wine and species” (Morales, 2012).

The concept industrialization and modernization lead the society towards consumerism and in turn to the advent of modern methods of product promotion and marketing. Every producer wants to popularize his product among the consumers and do not want to lose their attention from his specific product. But it is very tough task in terms of modern marketing environment, where there is congregation of products and also a thorny way towards stealing the meager attention of the customers from numerous other available products and making their product popular among them in terms of final purchase. This lead to the need of some unique and effective technique of advertising which would captivate the consumers towards a specific product advertisement and this escorted to the emergence of particular technique called celebrity endorsement.

In spite of being a new concept in the segment of product promotion, celebrity endorsement has achieved the status of huge popularity among the manufacturers and has even touched new horizons of sales is only in past few decades. This method of endorsement has been emerged as very effective tool to influence the perception of potential consumers in terms of catching their attention and creating an environment in favour of some specific product with regard to its final purchase. So celebrity endorsement can be termed as a growth engine for advertising industry.

Celebrity endorsement is a technique where a reputed or famed person is employed as a brand face to find a distinguished place in the minds of consumers by the producers. “Thus, using a celebrity in a company’s advertising is likely to have a positive impact on the consumers’ brand perception and purchase decision” (Agrawal and Kamakura, 1995). According to McCracken celebrity endorser can be defined as “Any individual who enjoys public

recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement called celebrity endorser.”

1.1 Significance of the Study: Although the strategy of celebrity endorsement is very popular among the advertisers due to its unique features and researchers have also explored its various facets to investigate its advantages over other means of advertising. But yet this technique has to be explored by conducting studies over various categories of the consumers. Working professionals are back bone of the society being big contributor to the economy as they are direct purchaser of the goods being the income producer for a household. This study is significant because it investigates how working professionals perceive the celebrity endorsement. This study is also very important because it explores how celebrity endorsement shape the purchasing behaviour of this specific category of consumers.

2.0 Review of Literature:

Jain (2011) revealed in his study of celebrity endorsement with special reference to Indian marketing environment that manufacturers of the products are familiar with the fact that cricketers and film actors are favorite celebrity endorsers and most preferred ones by consumers if featured in advertisements than the endorsers from any other fields in India. Hence, utilizing the both forms of celebrities in advertisements is a very common practice in the country. Celebrity endorsement creates a positive image of the products over the mind of the consumers and is very helpful with regard to the final purchase of the product. Therefore, marketers spend huge amount of money on celebrity advertising for the purpose of product promotion in India.

Amit Kumar (2010) explored the perception of consumers regarding the impact of celebrity endorsement. The scholar brought in-to the light that in India, huge financial resources are being utilized in product promotion through celebrity advertising and almost every big company allocate big budgets for this purpose. Hence, celebrity endorsement has become a popular tool to influence the purchase behavior of the consumers.

Dash and Sabat (2012) revealed in their study on impact of celebrity advertising on consumers that the age of the consumers is very important factor while forming opinion towards this kind of advertising and males are more captivated towards celebrity endorsed advertisements than the females.

Hudha and Hidayat (2009) conducted a study to explore consumer attitudes toward television advertising. They conducted a survey on 150 Undergraduate university students and put forth that television commercials featuring celebrity endorsers create positive impact over the perception of students regarding brand choice and buying decisions.

3.0 Research Methodology:

This study is based on a survey over the 200 consumers lying between the age category of 20 to 40 years of the Ambala Cantt (a city situated in the Indian state of Haryana). All respondents belong to working professional category. Both primary as well as secondary data have been used for current study. A well structured questionnaire was used to collect the responses from the respondents. Source of secondary data are newspapers, magazines, journals and internet. This survey was conducted in the month of February of year 2017.

3.1 Sample Size: Sample size for this study is formed of 200 working professionals from Ambala Cantt.

3.2 Sampling Technique: Convenience sampling has been utilized for selecting the prescribed sample.

3.3 Statistical Tools: For presentation and interpretation of data, tables and percentage method have been used.

3.4 Objectives:

1. To investigate that how working professionals perceive the celebrity endorsement.
2. To explore the impact of celebrity endorsement over the buying behavior of the working professionals.

4.0 Data Analysis:

Table 1: Demographic Profile of the Respondents (N=200)

Age Category	Frequency	Percentage
20 to 30 Years	90	45

30 to 40 Years	110	55
Education		
Below Senior Secondary	10	5
Senior Secondary	40	20
Undergraduate	100	50
Postgraduate	50	25
Gender		
Male	100	50
Female	100	50
Income Category (Per Annum in Rupees)		
Below Rs. 3 Lakhs	67	33.5
Between Rs. 3 Lakhs to 5 Lakhs	118	59
Rs. 5 Lakhs and Above	15	7.5

Table 1 shows that out of total 200 respondents 90(45%) respondents are between the age category of 20 to 30 years while whereas rest of the 110(55%) respondents are from the age category of 30 to 40 years. Education wise, 25% respondents are Postgraduate and maximum number of respondents i.e. 100(50%) are undergraduate. 20% of the respondents are having their Senior Secondary certificate after completion of their school Education. Only 5% of the respondents have not even completed their Senior Secondary. Half of the total i.e. 100 working professionals are males and rest of the half respondents i.e. 100 are females. 33.5% respondents are from the income category of below Rs. 3 Lakhs whereas as a maximum number of respondents i.e. 59% belong to income bracket of between Rs. 3 Lakhs to 5 Lakhs and only 7.5% respondents fall in income class of Rs. 5 Lakhs and above.

Table 2: Preference of Celebrity Advertising

Sr. No.	Response	Frequency	Percentage
1.	Yes	183	91.5
2.	No	7	3.5
3.	Can't Say	10	5.0
	Total	200	100

Table 2 shows that high majority of respondents i.e. 91.5% prefer the concept of celebrity advertising. Only 3.5% respondents don't prefer this concept and 5% respondents are neutral over it.

Table 3: Celebrity Advertising as an Effective Tool of Marketing

Sr. No.	Response	Frequency	Percentage
1.	Yes	187	93.5
2.	No	6	3.0
3.	Can't Say	7	3.5
	Total	200	100

Table 3 depicts that a very high majority of respondents (93.5%) accept that celebrity advertising is an effective tool of marketing of products whereas only 3% respondents rejects the same notion. Only 3.5% working professionals are neutral over it.

Table 4: Product is of Good Quality if Endorsed by a Celebrity

Sr. No.	Response	Frequency	Percentage
1.	Strongly Agree	92	46.0
2.	Agree	97	48.5
3.	Neutral	4	2.0
4.	Disagree	5	2.5
5.	Strongly Disagree	2	1.0
	Total	200	100

Table 4 reflects that 46% working professionals strongly agree and 48.5% respondents agree that if a product is endorsed by a celebrity, it is guarantee of good quality of a product. Being 'disagree' and 'strongly disagree' only 3.5% are not in favour of the notion. Whereas meager 2% of the respondents are neutral on the issue.

Table 5: Celebrity Advertising Motivates to Buy a Product if Endorsed by a Favourite Celebrity

Sr. No.	Response	Frequency	Percentage
1.	Yes	182	91.0
2.	No	10	5.0
3.	Can't Say	8	4.0
	Total	200	100

Table 5 reflects that a high majority of respondents (91%) accept that they are motivated to buy a product if endorsed by their favourite celebrity whereas only 5% respondents deny such kind of purchase. meager 4% respondents are neutral over the issue.

Table 6: Easily Recall the Product if Endorsed by a Celebrity

Sr. No.	Response	Frequency	Percentage
1.	Yes	193	96.5
2.	No	5	2.5
3.	Can't Say	2	1.0
	Total	200	100

Table 6 shows that 96.5% respondents accepts that it aids the easy recall at the point of purchase for a product if advertised by a celebrity whereas only 5% respondents deny the statement. Meager 1% respondents are not in a state of saying anything on it.

5.0 Conclusion: The findings of the study reveal that celebrity endorsement has been established as popular way of product promotion and it also affects the buying behavior of the consumers as high majority of working professionals (91.5%) prefer the concept of celebrity advertising. A very high majority of respondents (93.5%) also perceive celebrity advertising as an effective tool of marketing of the product. Working professionals are also of an opinion that celebrity advertising is a guarantee of good quality as 46% respondents strongly agree and 48.5% respondents agree that a product is of good quality if endorsed by a celebrity. A high majority of respondents also admit that celebrity endorsement spark their purchase as 91% of the respondents accept that they are motivated to buy a product if endorsed by their favourite celebrity. Celebrity endorsement helps the respondents to recall the endorsed product easily when they go shop the products at the point of purchase.

So overall this study concludes that the advertisers should adopt the technique of celebrity endorsement for promoting their products as it is very popular among the working professionals. Celebrity endorsement also helps the consumers to make up their mind for buying the endorsed products.

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