

Celebrity Endorsement and Its Impact on Consumer Buying Behavior

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Abstract: The main objective behind this project is to study the celebrity endorsement and its impact on consumer buying behavior. Now days, it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multimillion industry in India. Marketers use celebrity endorses to influence the purchase decision of consumer in order to increase their sales and extend their market shares. This made the author curious to explore the impact of celebrity endorsements on consumer buying behaviour. This paper focuses on examining the perception of Indian consumers about celebrity endorsements, examining the celebrity attributes likely to influence consumer purchase intentions and finally the impact of celebrity endorsements on their purchase intention. So that, there is a pressing need for detailed study on this topic.

Keywords: Celebrity endorsement, Consumer buying behaviour, Factors influencing consumer buying behaviour.

I. INTRODUCTION

The modern age is an era of competition. To withstand competition manufactures have to think of new and unfamiliar uses for their products or they have to find out new buyers for their products. To put it more clearly demand creation is as important as existing demand. For demand creation advertising is more important. Advertising is a way of communication to encourage an audience for making purchase decision about a product or services and conveying information to viewers. It is considered is a vital and essential for the economic growth of the marketers and businesses. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various tradition media such as television, newspaper, commercial radio advertisement, magazine mail outdoor advertising or modern media such as blogs, website and text messages.

In this jet age, people tend to ignore all commercials and advertisements while flipping through the magazines and news paper or viewing TV. In order to do this marketers employ well know and famous personalities in other word celebrities. As McCracken stated that, celebrities tend to create greater effect on the consumers buying behaviour. McCracken further states that celebrity endorsement advertising is a ubiquitous feature of modern marketing. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Celebrities have some characteristic attributes like attractiveness, extra ordinary life style or special skill that are not commonly observed.

Additionally, when a celebrity endorses your company it tells the consumer that the company is reputable, has good products or good customer service and is a sound company to deal with.

From last 150 years advertising is changing in different phases from the classical to modern. Now a day it's the best strategy used by marketers to influence customers by showing celebrities with their products, it includes different appeals lie, exciting, absurdity, sexual etc. Belch, G. and Belch, M.(2008) acknowledged that the main aim of formulating such strategies is to get high brand revelation, longing , concentration and curiosity. To do so, marketers attach famous personalities with their products.

OBJECTIVES OF THE STUDY

1. To examine the current state of consumers perception about celebrity endorsement.
2. To identify the key factors which may influence consumer's buying behaviour.
3. To examine the impact of celebrity endorsements on consumers purchase intention.

CONTENT

From marketing communication perspective, it has become more important for firms to design strategies which provide competitive differential advantage to its products and services. It attempts to create positive effects in mind of consumers. In order to achieve this, celebrity endorsement is a commonly used marketing communication strategy. Companies spend large amount of money to endorse their brands through these celebrities. These celebrity endorsers are perceived and gifted with dynamic, attractive and likeable qualities and companies try to align these qualities to their products through marketing communication strategies. Many researchers believe that an advertisement featuring a celebrity delivers a higher degree of appeal, attention, recall rate and possible purchase compared to the ads. Without celebrities can't there by contributing substantial positive impact on financial returns for the companies.

There is much research being done on celebrity endorsers both in the academic literature as well as trade journals. Most of the research revealed the efficiency of celebrity endorsements. But in some cases, celebrity endorsements just don't work every time. In fact many commercials using such celebrity endorsers do not line up to the advertisers expectations.

Celebrity Endorsement strategy can be a twoedged sword, which may create and destroy a brand. Therefore, we will explore the positive and negative aspects of celebrity endorsements.

FINDINGS

The study on “celebrity endorsement and its impact on consumer buying behaviour” reveals the following findings;

1. People come across celebrity endorsed advertisement in everyday life. The respondents feel that TV advertisements is the mere likely to carry celebrity endorsed advertisement followed by interne, magazines and newspapers This proves that, recent technological advances in the media and satellite television has increased the power of advertisement and made the advertisement more challenging.
2. Majority of the consumers consider quality of the product when they make purchase decision.
3. Consumer's consider celebrity endorsements attractive than noncelebrity are more advertisement, particularly young people and teenagers.
4. Majority of the respondents are influenced by famous personalities than any other celebrity.
5. Using a celebrity in an advertisement helps in increasing sales and profit, easy recognition, to compete strongly and increases the re-call rate of endorsed products.
6. Majority of the respondents consider brand name' as the most persuading factors for purchasing motor vehicle.
7. Most of them consider brand name when they go for purchasing clothes.
8. Majority buy the cosmetics and 82 percentages buy the food products based on its quality.
9. 20 percentage of sample respond that, presence of celebrities does not encourage them to purchase the product.
10. Majority of the respondents knows and agreed that, celebrities don't really use the products endorsed by them.
11. Majority of the consumer's think that celebrities make difference to the image of the brand.
12. Respondents showed difference in their opinion about the celebrities as a brand endorser. The following are the opinions:
 - o Mohan Lal as a brand endorser of Manappuram finance, majority rated him as 'good'.
 - o As a brand endorser of hero Maestro, most of them rated Ranbir Kapoor as 'good'.
 - o Deepika Padukone as a brand endorser of UNIBIC Cookies, majority rated her as 'good'.
 - o Virat Kohli in Boost, many of them rated him 'excellent'.

SUGGESTIONS

1. Marketer should bound celebrities not to endorse any other advertisement during the period of their contract.
2. Carefully select an advertising celebrity. Companies should carefully choose and evaluate a popular celebrity to promote their product.
3. Select appropriate approaches for advertising appeal.
4. Companies need to make good judgments on consumers need and interests for a specific product.
5. Try to avoid negative publicities by the celebrities. It will create a negative impact.

CONCLUSION

Celebrity endorsement has changed the way of advertising used to be few decades ago. It has been accepted to be a ubiquitous feature of modern day marketing. Celebrity endorsements business has become a multi - million dollar industry in India. As a result, & greater understanding of consumer's reactions towards celebrity endorsements can help the marketers to use it more effectively. This research project explored the current state of Indian consumer's perception about celebrity endorsements. Empirically identified and tested the celebrity attributes specific to influence purchase intention and finally examined the impact of celebrity endorsement on purchase intention of consumer's In accordance with the study objectives, the following conclusions are drawn.

The research project examined and explored the current state of consumer's perception about celebrity endorsement. Results revealed that, people find celebrity endorsements more attractive, particularly young people and teenagers. Results revealed that using a celebrity in an endorsement increases the recognition and sales of the endorsed product. Overall the people believe that celebrity advertisements are more attractive and effective than non- celebrity endorsements as they attract the attention of the consumers towards the product by appearing with them. Interestingly, people known and agree that celebrities don't really use the products endorsed by them.

Finally, empirical test of relationship between celebrity endorsement and purchase intention satisfied the final objective of this study It was empirically tested and found that celebrity endorsers positively affect the purchasing intention than non-celebrity endorsement. Controversially, in a separate test people said that they purchase the product based on its quality and brand name and not because of celebrity endorsement. This shows that there is a difference between what Indian consumer's actually do and think. In overall all three objectives have been achieved leading to better understanding of celebrity endorsement in context to India.

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