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## A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS APPAREL

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### ABSTRACT

*Celebrity endorsement can be seen as a powerful and effective advertisement tool to cut thoroughly today media clutter and grab the attention of consumers by underpinning a brand image. The use of celebrities as a spokesperson for product and brand has been steadily increasing over the past few decades. Celebrity endorsement is perceived as present and future of modern marketing. Especially college students who are considered to, brand conscious are a prime target of celebrity endorsement. owing to the steady growth of celebrity endorsement as an effective advertisement tool to boost a brand image and to the fact that they will remain the prime target of celebrity endorsement, this study aims at investigating the impact of celebrity endorsement on the brand perception and attitude of consumer buying behaviour towards apparel.*

### KEYWORDS

buying behaviour, celebrity, endorsement, impact.

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### INTRODUCTION

It is a known fact that the best endorsement achieves an eclectic balance between the product and the celebrity. Giving a brand a face is more than just a marketing strategy to increase sales or gain market share, it is a decision that can change the future of the brand forever. Choice of the celebrity, hence is of utmost importance and is usually done based on many different apparels –appeal, looks, popularity or even just a fantasy figure to endorse a brand. In today highly competitive markets, big brand is at logger–heads when it comes to the product, each having a similar product to that of a rival. Where does one brand gain that quintessential advantage –advertising, service, promise of trust, or even the all-important price factor? Advertising seems to be the best platform where brands prefer to compete on right from hiring the best advertising agencies to getting the biggest celebrities. The general belief among the advertiser is that brand communication messages delivered by celebrity and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrity. The quick message reach and impact are all too essential in today highly competitive environment. The different models applied by brands to achieve the full potential of such endorsements, highlight the need for a convergence between the theoretical and pragmatic approaches of brand building and effective advertising.

A brand should be caution when employing celebrities to ensure promise believability and delivery of the intended effect. The growing importance of mythical character as celebrities and their sway over the target segments are ample proof of public demand for icon to look up to. As the celebrities traverse from a mere commercial presence to public welfare message endorsement, a whole new dimension is added to this process and help us in achieving a holistic view of the impact which celebrities generate in every sphere and segment through their well-versed endorsement. The most important thing to remember is that putting a celebrity in an ad is not an idea in itself. Consumers with strong self enhancement goals tend to form self-brand connections to brands used by aspiration groups, that is group, for and self-enhancer will be more likely to reject brand association created by a celebrity compared to consumers who do not have active self enhancement goals. Companies invest large sum of money to align their brands and themselves with endorsees.

### CELEBRITY BRANDING AND ITS EFFECT ON CUSTOMERS

The word “celebrity” comes from Latin word *Celebritatum*, means famous, and is related to the verb *celebrate* which means to honour something with the proper ritual. We usually use *celebrity* now when we talk about entertainment stars, but someone doesn't have to be on the supermarket tabloids to be a celebrity. *Celebrity* can also be used to mean the state of fame. *Celebrity* refers to the fame and public attention accorded by the mass media to individuals or groups. *Celebrity endorsement* is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service, or even raise awareness on environmental or social matters. *Celebrity endorsement* is usually commonly used by fashion or beauty brands but a non-profit organization relies on celebrities as well, as celebrities have mass communication skills which can attract people's attention and is helpful in reaching a wider audience to raise their awareness towards a certain organization or an issue. Thus, it makes celebrities effective fund raisers.

*Celebrity endorsements* pull in hundreds of crore every year, and are widely preferred by marketers to promote their products. Using their celebrities for endorsing brands has become a trend for building the brands as well as the company's image. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialities with an aim to position them in the minds of the target customers. *Celebrity endorsement*, thus, is one of the powerful tools adopted by companies / marketers to consolidate their brand in the crowded market place. Consumers prefer to own a brand that has a good reputation, and when someone like a famous film star or a sport star is associated with that particular brand, it is obvious that the consumers will get attracted to it, because the consumer wants to maintain some status and feels that using a brand promoted by a star can satisfy that longing.

### STATEMENT OF THE PROBLEM

Number of textiles is growing day by day in Kerala state. When compared to other states in India, it has more number of NRIs and they are willing to purchase branded items. Scholars argue that *celebrity endorsement* could damage the brand image if the celebrity endorser has a negative reputation. The celebrity personality must align with the product image to attract the most attention to the advertisement. Through this study, the researcher has to find out whether the consumers buying behaviour is in connection with influence of celebrity or quality of the product.

### SIGNIFICANCE OF THE STUDY

Today *celebrity endorsement* becomes the multimillion industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behaviour. This study focuses on the *celebrity endorsement* and its impact on the consumers buying behaviour and their perception regarding the product or brand of the company.

**RESEARCH METHODOLOGY**

The study is empirical in nature and employs primary data collected by communicating with respondents. A quantitative method is used in this study in regard to investigate the impact of celebrity endorsement on buying behaviour. The data of 100 respondents is collected through questionnaire and results were analysed through SPSS.

**OBJECTIVES OF THE STUDY**

1. To know whether the celebrities are actually influencing the buying behaviour of consumers.
2. To know whether the consumers are buying clothes according to their preference or its quality.
3. To know whether the celebrities actually create a positive or negative image in the minds of consumers.
4. To find out whether celebrity endorsement increase customer loyalty.

**REVIEW OF LITERATURE**

Robert Swerdlow (1984) in his study entitled "The Effectiveness of Celebrity Advertisement" revealed that the effectiveness of celebrity advertisement by celebrity and category of products with two components i.e. Cognitive recall and consumer purchasing behaviour. Celebrities' credibility expressed in terms of trustworthiness and expertness appeared to have little importance in the evaluation of a product.

A study on "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisement and Brands" conducted by Goldsmith, Lafferty and Newall (2000) revealed that the impact of endorser and corporate credibility on attitude-towards the advertisement, attitude-towards the brand and purchases intention.

Mishra Prashant, Dhar Upinder and Saifuddin (2001) conducted a study on "Celebrity Endorser and Adolescent: A study on Gender Influences". The study was focused at differences among the adolescents' perceptions and about the effectiveness of male and female celebrities. The findings of the study revealed that male adolescents perception of female celebrities attractiveness, trustworthiness, and expertise is significantly higher in comparison to their perception of male celebrity.

R. Mohanambal (2003) in her study on the "Impact of Celebrity Advertisement on Consumer Purchase Decisions" examined the objectives of the study, was the influence of the advertisement on consumer purchase decisions and also to identify the product purchased under the influence of celebrity endorsements. Celebrity advertising has become significant in creating awareness of product; important point of the celebrity advertising is the connection between the endorser and the product they endorse. By the mere presence of celebrity the product would not end up with sales, celebrities have to influence to some extent and their endorsement was required only for certain products and also they must influence.

Varsha Jain and Subhadip Roy (2010) Study points out the fact that national Celebrities are better than regional celebrities in creating positive consumer attitude. Consumers are open to new product in high and low involvement products categories with the presence of national and regional celebrity.

Wen-Shin Huang, Tsuifang Hsieh and Han -Shen Chen (2011) this study suggests that consumers are affected by animated spoke-characters, which increasing the advertisement communication effect. However, product and brand values are essential reasons for making purchase decisions.

**DATA ANALYSIS AND INTERPRETATION**

The information includes the analysis of data collected from the customers and its interpretation in the form of tables and graphs. Percentages are mainly used for the analysis purpose.

On the Basis of the Age of the respondents

**TABLE 1: AGE CATEGORY**

AGE	Number of Respondents	Percentage
Below 20	6	6%
20-30	50	50%
30-40	19	19%
40-50	8	8%
Above 50	17	17%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table most of the above respondents falls under the youngster category. This shows that the people came under the age category of 30 -40 are receptive to celebrity endorsement advertisements.

**TABLE 2: GENDER CATEGORY**

Gender	Number of Respondents	Percentage
Female	53	53%
Male	47	47%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

This table shows that celebrity endorsement is not only for men, but it is equally applicable for women who are exposed to TV and other media and are well aware of celebrities.

**TABLE 3: OCCUPATIONAL CATEGORY**

Occupation	Number of Respondents	Percentage
Business	6	6%
Profession	23	23%
Self Employed	21	21%
Student	20	20%
Others	30	30%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table, out of 100 respondents 27 % of them were students, 25 % were self-employed, and 12 % were professional field.

**TABLE 4: MONTHLY INCOME OF THE RESPONDENTS**

Monthly Income	Number of respondents	Percentage
Below 20000	45	45%
20000-40000	25	25%
40000-60000	21	21%
Above 60000	9	9%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table, out of 100 respondents, 45% had an income below 20000. 25% had a monthly income of in between 20000 and 40000. 21% had a monthly income of 40000-60000.

**TABLE 5: CUSTOMERS NOTICE A PARTICULAR BRAND**

Customers notice a particular Brand	Number of Respondents	Percentage
Quality	60	60%
Advertisement	15	15%
Endorsing Celebrity	4	4%
Price	17	17%
Others	4	4%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table most of the respondents prefer a particular brand on the basis of its quality. So the customers give preference to quality rather than celebrity endorsement. Even though celebrity endorsement as a marketing communication activity is viewed in a positive light, it's influence over the purchase intention of the consumers are not so effective.

**TABLE 6: ARE CELEBRITIES ACTING FOR QUALITY PRODUCT**

Are celebrities acting for quality product	Number of respondents	Percentage
Yes	27	27%
No	73	73%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

Most of the respondents are of the opinion that the celebrities are not acting for quality products.

**TABLE 7: CELEBRITIES INFLUENCING IN REMEMBERING A PARTICULAR BRAND**

Celebrities influencing in remembering a particular brand	Number of Respondents	Percentage
Yes	60	60%
No	40	40%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

Many respondents opined that presence of celebrities in the advertisement makes them to recognize and recall the brands. Celebrity endorsement has an impact on the consumers recall evaluations and attention

**TABLE 8: NEGATIVE PUBLICITY ABOUT A CELEBRITY ENDORSER INFLUENCE CUSTOMERS' PURCHASING DECISION**

Whether the negative image of celebrity affect brand image	Number of respondents	Percentage
Yes	63	63%
No	37	37%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the opinion of respondents negative publicity about a celebrity endorser can influence their purchase decision.

**TABLE 9: TABLE REPRESENTING THE TYPE OF ENDORSEMENT PERSUADING THE RESPONDENTS THE MOST TO PURCHASE A PRODUCT**

Persons	Frequency	Percentage
Film stars	35	35%
Famous personalities	30	30%
Sportsmen	20	20%
Common man as a Brand Ambassador	15	15%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

From the above table, it can be interpreted that 35% of the respondents are persuaded to buy a product when endorsed by film stars while 15% by the common man and 30% by famous celebrities whereas 20% of the respondents are persuaded to buy a product when endorsed by cricketers.

**TABLE 10: TABLE REPRESENTING THE MEANS OF ADVERTISEMENT PERSUADING THE RESPONDENTS**

Means of advertisement	Frequency	Percentage
Tele Vision	52	52
Newspaper	24	24
Magazine	16	16
Internet	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

From the above table, it can be interpreted that 52% of the respondents are persuaded to buy a product by means of television while only 8% by the internet and 24%by newspaper whereas only 16% of the respondents are persuaded to buy a product by means of magazines.

**FINDINGS OF THE STUDY**

1. Most of the respondents consider quality of the product as an important factor while purchasing a product
2. Most of the respondents are able to recollect the brand that is endorsed by the celebrity.
3. Most of the respondents agree that celebrity endorsement helps them to recognize a product.
4. Most of the respondents strongly agree that they will get a positive image if their favourite celebrity endorses a product.
5. Most of the respondent's state that film stars' endorsements persuade them personally to purchase products.
6. Majority of the respondent's state that television is means of advertisement persuades them most to purchase a product.
7. Most of the respondents strongly agrees that they buy a product based on the attractiveness of the celebrity.
8. Most of the respondents agree that the negative image of celebrities affect the choosing attitude of the consumers.

**SUGGESTIONS**

- Celebrities should not mislead consumers. The manufacturers should, therefore, take care to give all the information which would facilitate the college consumers in decision making process.
- Government should make strict rules and regulations in order to monitor celebrity endorsement
- Celebrities should be fully accountable for the products they endorse.
- Organization should see that celebrity endorsement is giving benefit to consumers and they should make sure that it is not causing any harm to consumers. Companies need to make good judgments on consumers' needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisements.
- Celebrities chosen by the firms should suit the brand image. Companies should carefully choose and evaluate a popular celebrity to promote their product.

**CONCLUSION**

The study on celebrity endorsement is done to find out the impact of celebrity endorsement on consumer purchasing behaviour towards apparels. It also deals with consumers' opinion about the use of celebrity in promoting a product. Celebrity endorsements pull in hundreds of crores of money every year and are widely preferred by marketers to promote their product. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement. The company make use of the celebrities' characteristics and qualities to establish an analogy with the products specialities with an aim to position them in the minds of the target customers.

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