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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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UNPUBLISHED DISSERTATIONS

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WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON THE INFLUENCE OF CELEBRITY ENDORSEMENT ON WOMEN'S PURCHASE BEHAVIOUR FOR BEAUTY CARE PRODUCTS

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ABSTRACT

In this world of cut-throat competition, marketing executives are always searching for some new techniques and tools of promotion. They want to stand out different so that customer can notice them and recall them. And for years celebrity endorsement has played a crucial role in doing that. This research paper focuses on the impact of celebrity endorsement on women's purchase behaviors for beauty care products. Nowadays a variety of products are available in the market and hence it has become a herculean task for people to differentiate among various products. In India a celebrity is adored by the consumer so large that any activity can be capitalized on their huge fan following. This research aims at finding the impact of celebrity endorsement on buying behavior of only women for beauty care products. There are certain factors which induces women to buy beauty care products. This research intends to find out those factors. It is descriptive research. The sample size selected for this research is 100 respondents. All the respondents are females representing various age groups, occupation and marital status. The data was collected from primary and secondary sources. The data collected is analyzed and presented through various diagrams, pie-charts and bar graphs. In the conclusion we have found that celebrity endorsement helps in only disseminating about the new product in the market but have no direct impact on Women's buying behavior. The women are more concerned about the price and quality of the beauty care products while buying them. Overall, the women think that the claims made by celebrities while endorsing the beauty care products are beyond their belief and are unconvincing.

KEYWORDS

celebrity endorsement, beauty care products, women's purchase behaviour.

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INTRODUCTION

These days we live in over communicated society. For a single product we have various brands and all of them are trying to influence us in various ways. The main intension of companies behind creating new advertisement is to break the advertising clutter and create a strong position in the mind of humans. To accomplish this objective, they take the help of celebrity endorsement. From convenience goods, to specialty goods we can see celebrity endorsement everywhere. Endorsement is basically, a channel of communication in which a celebrity acts as a spokesperson and certifies that the claims made by the brands are true by extending his/her personality, position in the society or expertise in the field.

Today a lot of products are available in the market and hence it has become difficult for people to differentiate among various products. Marketing has been one of the best tools to differentiate. Marketing techniques have been changing with time. From the last 150 years advertising has been changing. The intense use of celebrity endorsements as a tool of advertising strategy has increased in the past few years (Okorie 2010) (O. & Aderogba 2011)

In India a celebrity idolizes in the mind of the consumer so large that an activity can be capitalized on their huge fan following. (Erdogan 1999) Famous personalities have a great influence on the consumers buying behavior and that is why it becomes the most attractive tool of advertising. Using well-known and admired people to promote products is a widespread phenomenon with a long marketing history. (Cracken 1989)

Celebrity Endorsement- Celebrity endorsement is a particular strategy used by marketer to advertise a product from such a platform through which consumers can associate themselves with the brand value from the perspective of the celebrity personnel (Kotler 2006).

Buying Behavior- Consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experience by the individuals, groups and organization in order to satisfy their needs and wants (Keller 2011).

Brand Perception- Brand perception is the interpretation of a brand by a consumer based on sensory information gathered through interaction with it. Brand perception can either be positive, negative or neutral. Celebrity and their attribute often affect the way in which a consumer sees a particular brand. The goal of any brand is to create a positive and emotional bond with consumers. Brand perception is basically how a consumer thinks, feels and reacts to a brand.

RESEARCH OBJECTIVES

1. To study the impact of Celebrity endorsement on buying behavior of women for beauty care products.
2. To survey the factors / attributes of a celebrity which affects the brand perception and purchase behavior.
3. To find out, which kinds of celebrities persuade consumers the most to buy a product.
4. To find out which types of products do consumers prefer to buy if they are being influenced by a celebrity endorsement.

RESEARCH METHODOLOGY

SAMPLING DESIGN

Population

For the research purpose the population selected was all those women who purchase beauty care products. Population is a group of people that the researcher is focused on collecting data from. As it is not possible to collect data from all women who purchase beauty care products. A sample of 100 women was taken.

Sampling Method

Sampling can be done in 2 ways through probability method or through non-probability method. Under Probability method each and every unit of the population has an equal chance of selection. Whereas in Non-probability sampling method each and every unit of population doesn't have chance of selection.

In this study non-probability method of sampling was used because the researcher doesn't have access to a database of all women who purchase beauty products. Therefore, probability sampling is not feasible. The convenience sampling, a type of non-probability sampling is used. The friends, peers, colleagues and relatives of the researcher were used as respondents. One more method of non-probability sampling i.e., Snow ball sampling has also been used, as the friends and peers that had been previously selected as per the convenience of the researcher, further referred their other friends and colleagues. Data was collected from them also.

DATA COLLECTION METHOD

Online survey technique was used to gather primary data. For this purpose, a questionnaire was prepared through google. Questionnaire consisted of 12 MCQs, 3 questions with Dichotomous scale responses. Secondary data was collected through various journals, magazines, websites.

DATA ANALYSIS

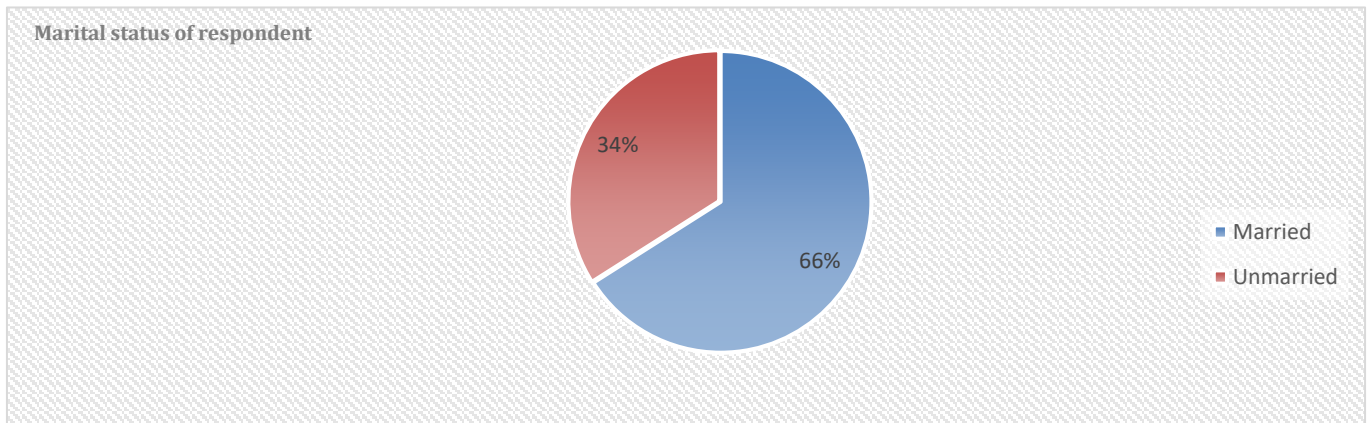
Before analysis the validity of data was checked by going through each questionnaire and duplicity of respondents was checked. It was also made sure that all the women filling the questionnaire use beauty products. For analyzing the word statements, suggestions and problems of all respondents were amassed and impartial interpretations were drawn from them. Other method possible is to form explanations based on statistical analysis of data. Other questions were analyzed with the help of graphs, pie charts and percentage method.

RESEARCH ANALYSIS AND INTERPRETATION

The survey was conducted among 100 women of different age and marital status.

Marital status of respondents

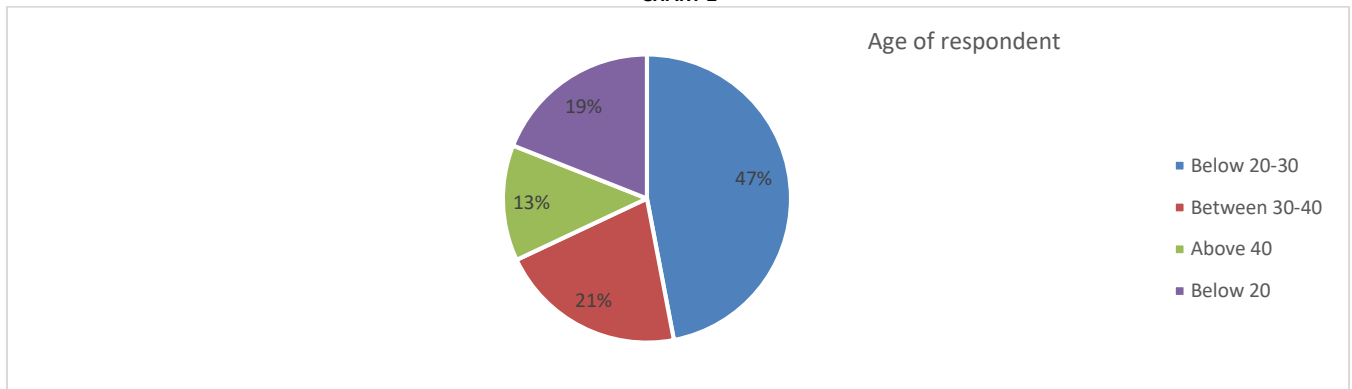
CHART 1



The above Chart shows that out of 100 women 66 % women are married and 34 % women are unmarried.

Age of respondents

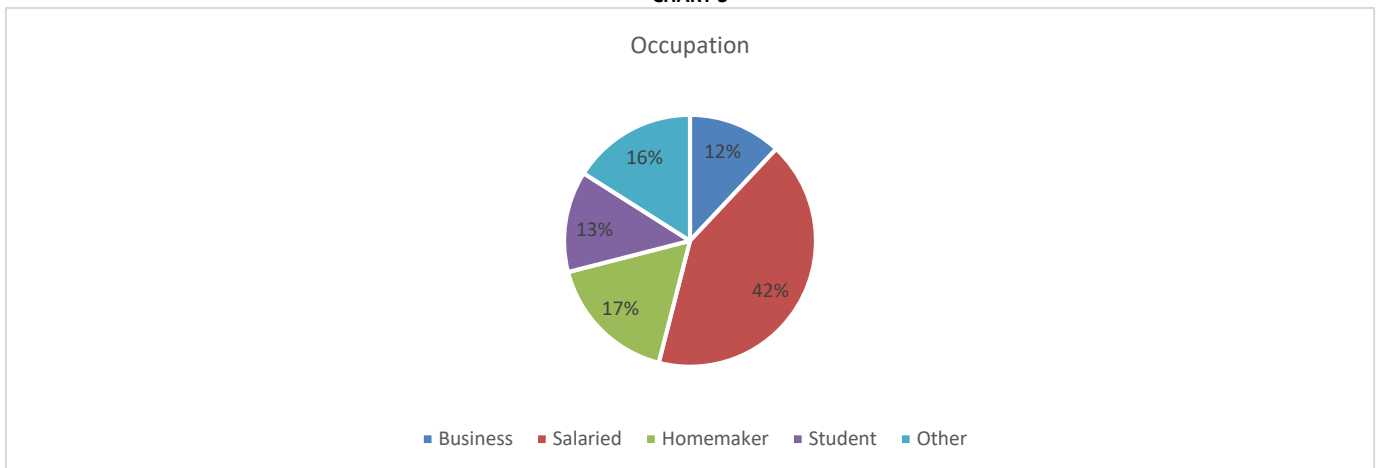
CHART 2



The above Chart shows that 19 % of the respondents are below 20 years of age, 47% of the population belongs to 20-30 years of age category, 21% of the respondents are between the age of 30-40 years and 13 % respondents are above the age of 40 years.

Occupation of respondents

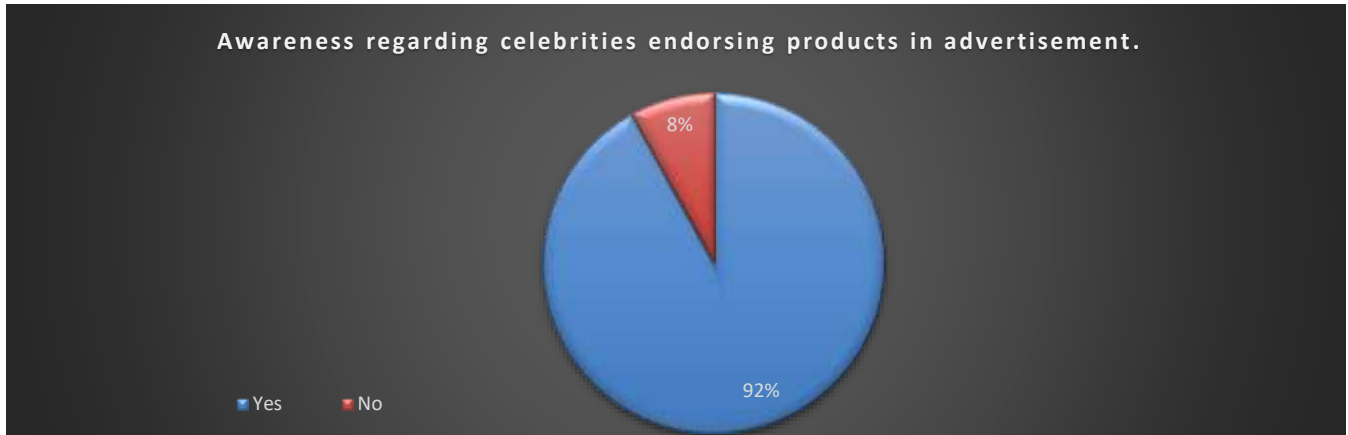
CHART 3



The above Chart depicts that 12% respondents belongs to business category, 42% of the total population are salaried, 17% of the total population are home-maker, 13% of the respondents are student and 16% of the population belongs to another category.

Awareness regarding celebrity endorsement

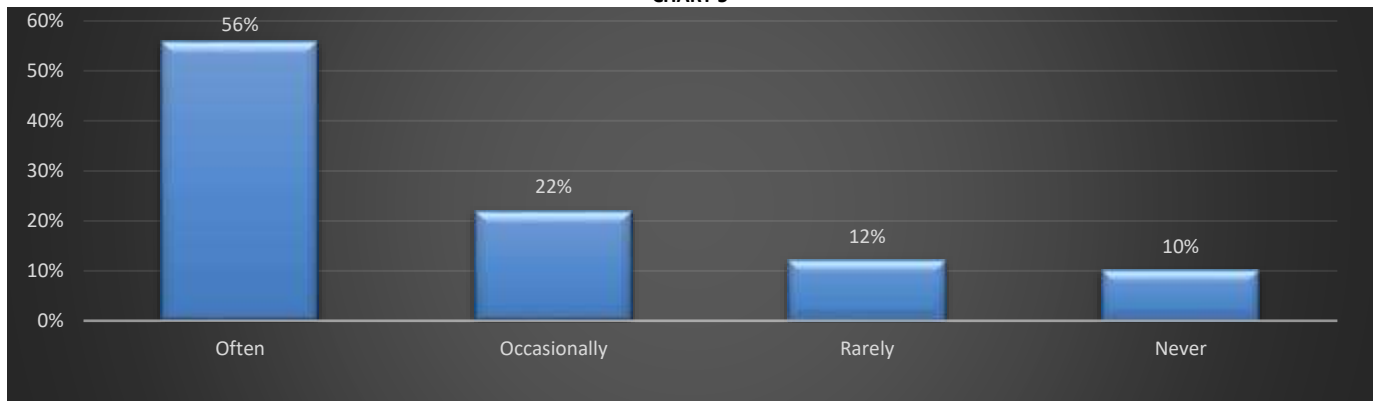
CHART 4



The above Chart shows that 92% respondents are aware of the celebrities endorsing the products and 8% respondents are not aware of the celebrities endorsing the product.

Consumers come across celebrity endorsement advertisements

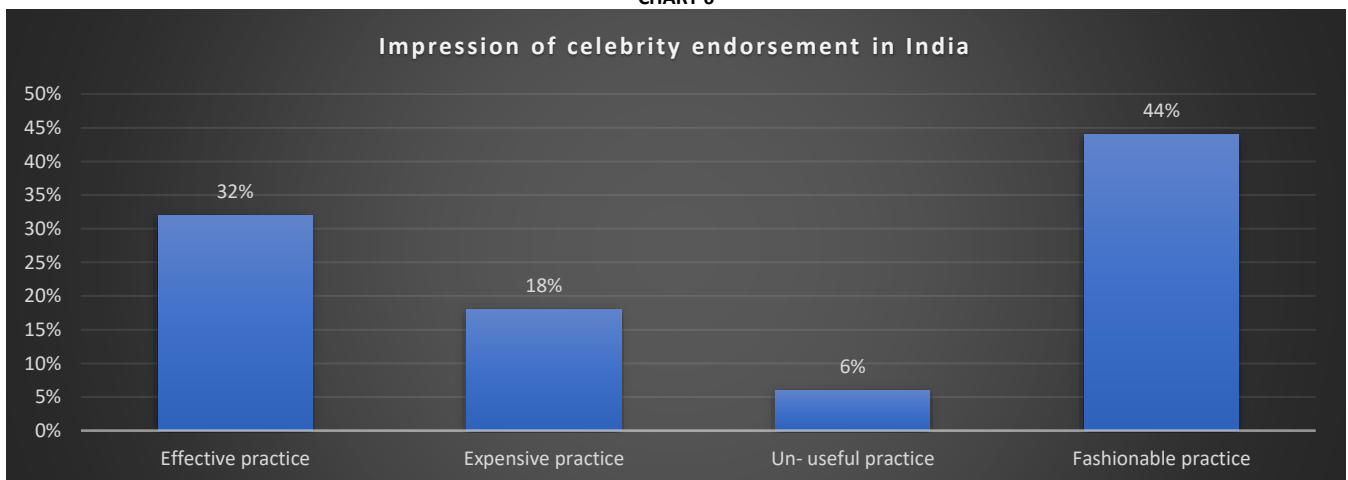
CHART 5



The above Chart depicts that 56% respondents often come across celebrity endorsement, 22% respondents occasionally come across celebrity endorsement, 12% respondents rarely come across celebrity endorsement and 10% respondents never come across celebrity endorsement.

Impression of celebrity endorsement in India

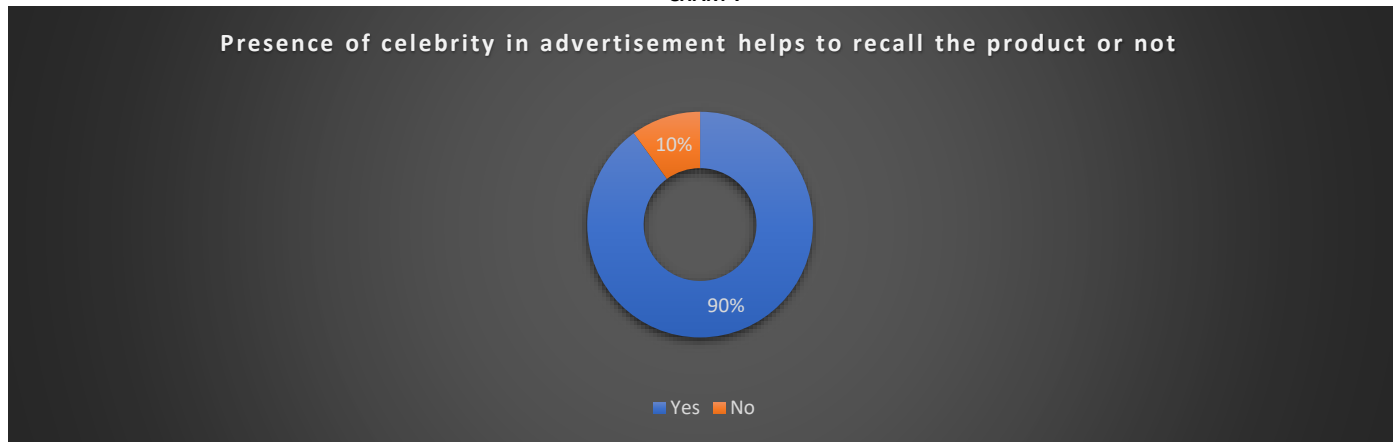
CHART 6



The above Chart shows that 32% Respondents out of 100 consider celebrity endorsement as an effective practice, 18% respondents consider it to be an expensive practice on the part of the company which increases the cost of the product and ultimately the burden is shifted on the consumer, 6% respondents consider celebrity endorsement as an un-useful practice and 44% respondents consider it as a fashionable practice.

Presence of celebrity endorsement

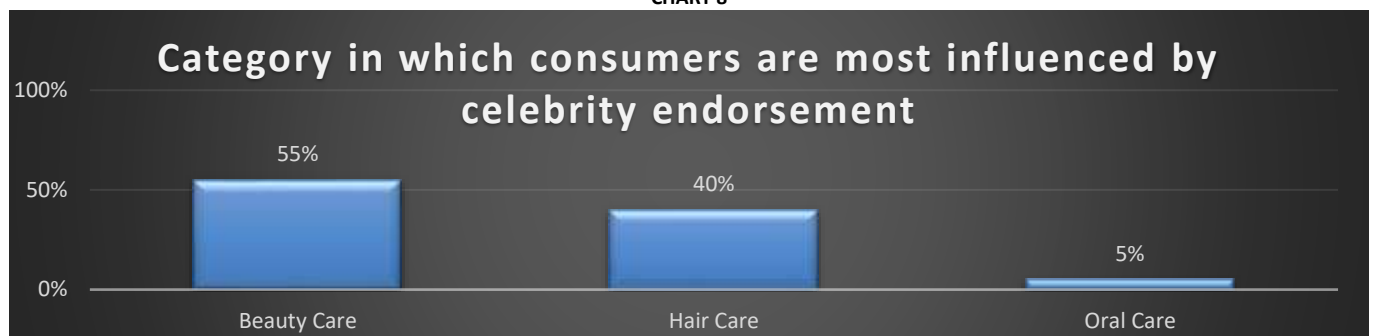
CHART 7



The above Chart depicts that 90 % respondents believe that celebrity endorsement helps them to remember/recall the product whereas 10% respondents don't believe so.

Skin care, Hair care, Oral care

CHART 8



From the above Chart we can see that 55% respondents are influenced in the beauty care section, 40% respondents in the Hair care section and 5% respondents in the Oral Care section.

Beauty tips given by celebrities

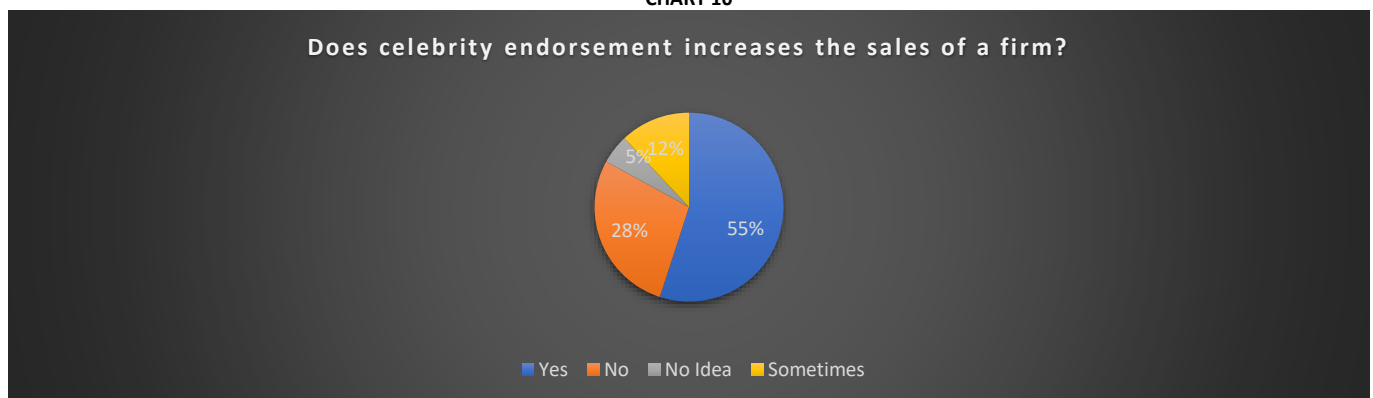
CHART 9



The above Charts shows that only 2% respondents said that they follow the beauty tips given by the celebrities on a regular basis, 40% women sometimes follow the beauty tips given by celebrities, 20% women follow the beauty tips only when they face any problem, 28% women said that they follow the beauty tips only when it is given by their favourite celebrity and 10% respondents said that they never follow the beauty tips given by the celebrities.

Sales of a firm

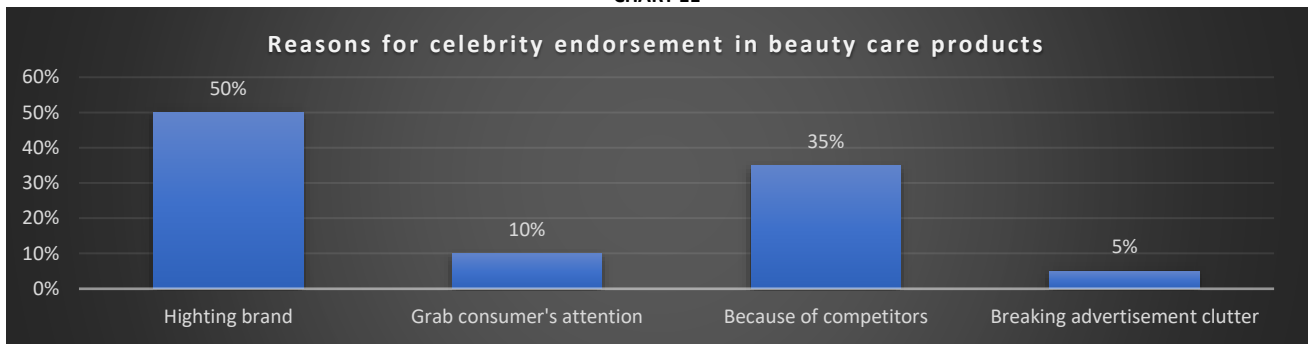
CHART 10



The above Chart depicts, 55% respondents think that celebrity endorsement helps in increasing sales of the firm, 28% respondents think that it does not help in increasing sales of a firm, 5% respondents don't have an idea regarding this and 12% respondents said that sometimes celebrity endorsement helps in increasing the sales of a firm not every time.

Reasons for celebrity endorsement in beauty care products

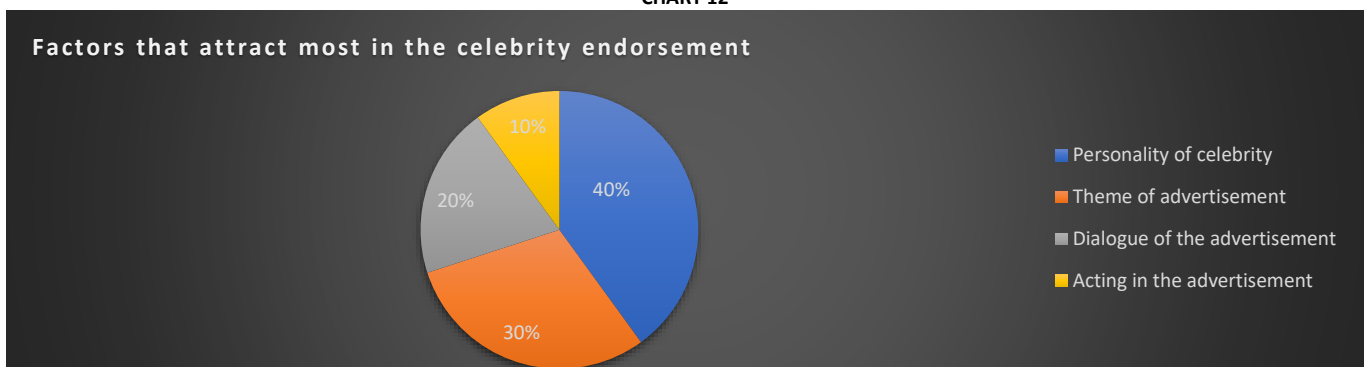
CHART 11



From the above Chart we can see that 50% respondents believe that a company does celebrity endorsement to highlight the brand whereas 10% respondents said that a company perceives celebrity endorsement to grab the consumer's attention. 35% respondents said that a company does celebrity endorsement because competitors are also practicing celebrity endorsement and remaining 5% respondents said that a company does celebrity endorsement to break advertisement clutter.

Factors that attract most in the celebrity endorsement

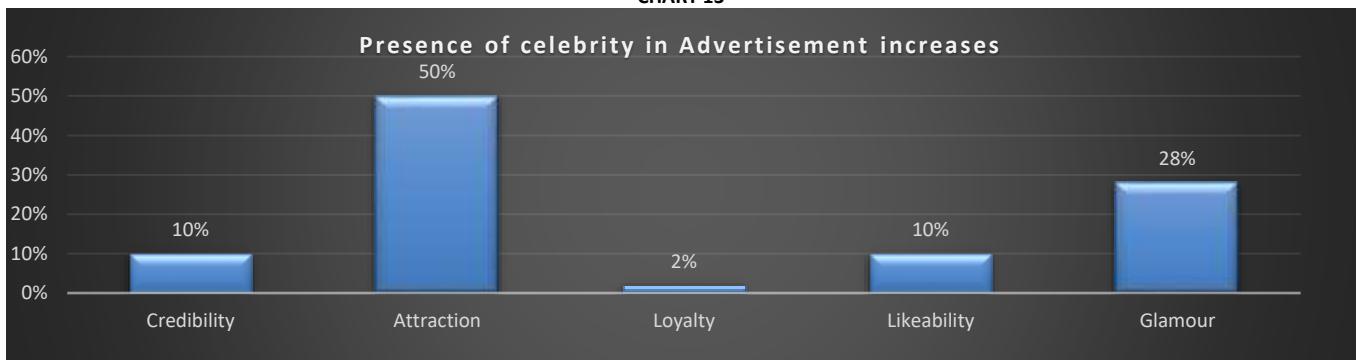
CHART 12



The above Chart depicts that 40% respondents like the personality of the celebrity in the advertisement endorsed by celebrity. 30% respondents are influenced by the theme of the advertisement. 20% respondents are influenced by the dialogue of the advertisement. 10% respondents are influenced by the acting of the celebrity in the advertisement. So, a company must keep these things in mind before hiring a celebrity for endorsing their product.

Presence of celebrity in advertisement increases

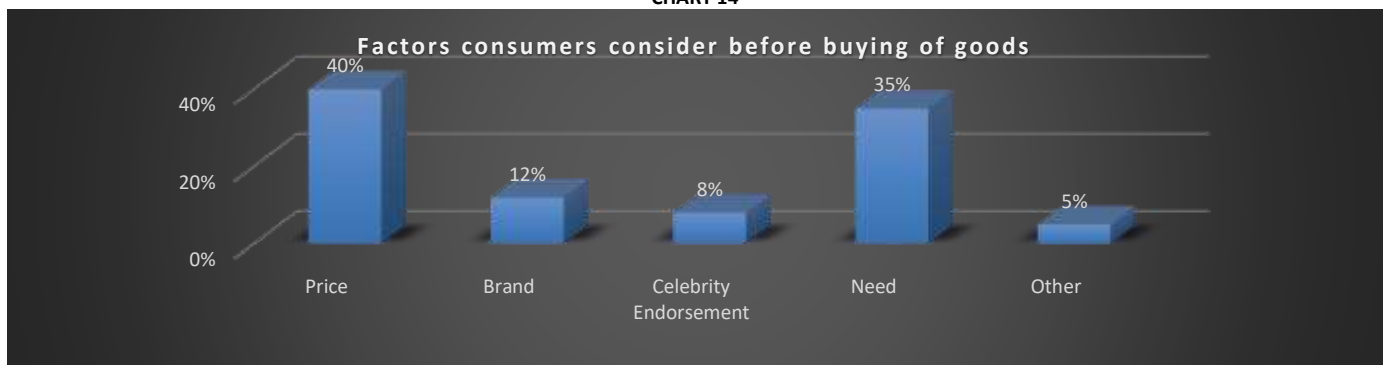
CHART 13



The above Chart depicts that 10% respondents believe that celebrity endorsement increases the credibility of the advertisement. 50% respondents think that the presence of celebrity in an advertisement only creates attraction among the respondents. 2% respondents believe that it increases loyalty, 10% respondents believe that it increases the likeability of the advertisement. 28% respondents believe that it increases glamour in the advertisement.

Factors consumers consider before buying of goods

CHART 14

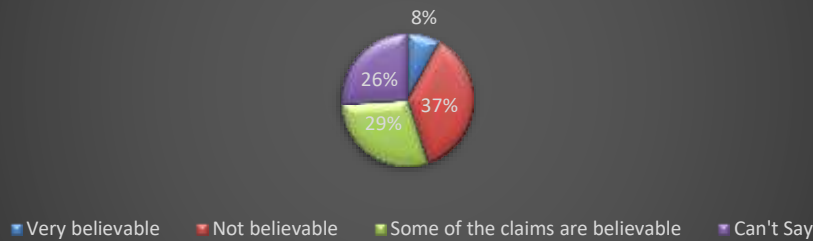


The above Chart depicts that 40% respondents consider price before buying of a good, 12% respondents consider the brand, 8% consider the celebrity endorsement, 35% respondents consider the needs and remaining 5% respondents consider other factors. So, price is the most persuading cause for a customer to buy a product.

Customer perception regarding celebrities using the same product which is endorsed by them

CHART 15

Customer perception regarding celebrity using the same product which is endorsed by him/her



The above Chart depicts that 8% respondents said that claims regarding celebrities using the same product endorsed by them are very believable, 37% respondents said that the claims are not believable, 29% respondents said that some claims are believable and 26% respondents did not have any idea regarding it.

FINDINGS

The summary of the major findings is as follows:

- The women often come across with advertisement using celebrity.
- Almost 90% of the respondents are aware about the celebrity endorsement.
- Presence of celebrity in the advertisement does help the women to recall and recognize the product more promptly.
- Mostly in the skin care section followed by hair care section the women are influenced by the celebrity endorsement.
- Price is the most important factor followed by brand which women keep in mind before buying a beauty care product.
- Women like to watch celebrity endorsed advertisement because of the role of celebrities in the advertisement.
- From the survey it is found that women consider celebrity endorsement in beauty care products is done by companies to highlight the brand.
- Most of the women are attracted by the personality of the celebrity in the advertisement. Therefore, companies must hire celebrities with charismatic personality to endorse their product.
- 55% of the women respondents believe that celebrity endorsement can increase the sale of the beauty product.
- Women don't always follow the beauty tips given by celebrity regularly. Sometimes or when they face any problem then, they follow the beauty tips given by celebrities.

SUGGESTIONS

- It is found in the study that most of the women were influenced by celebrities in the skin care category followed by hair care products. But in oral care section celebrity endorsement doesn't play a crucial role. So, the marketers must hire expert doctors for products like toothpaste, mouth wash to encourage their oral care products as trustworthiness of the product increases.
- On the basis of this research, it is also suggested that a marketer can also adopt a practice of endorsing "Skin Care" and "Hair Care" products under one brand name. If one product has goodwill in the market and grooves on a good market share then chances are that other product also influences the customer's perception and attitude positively.
- The attributes of the celebrities must be given due importance at the time of selection of celebrities like physical attractiveness, reliability, credibility, likeability, popularity.
- On the basis of this research, it is found that the women are price conscious so it is suggested that the producer must keep this factor in mind and should charge fair prices.

CONCLUSION

The results of the research study show that there is no direct impact of celebrity endorsement on the buying behavior of women regarding beauty care products. But celebrity endorsement helps the consumer in creating awareness about the product. Consumers are more concerned about the quality and price of a product. In fact, celebrity endorsement is considered a fashionable practice by some respondents. Even some respondents think that celebrity endorsement only increases attraction and doesn't help to increase sale. Most of the respondents said that the most persuading cause for them to buy a product is the Brand Name. Each and every human being sees and perceives the situation differently and hence, a seller must make the customer believe that their product is the best of all, not because it is so but because it is perceived by the viewers to be the best. Perception is one of the most important psychological factors affecting human behavior and thus, marketer must put efforts to understand the perception of the customer properly which would in return, help to predict their behavior. Moreover, the customers buy the products by ensuring that the product is of good quality and must be in the budget of the customer. So, seller must emphasize on the quality and should adopt such methods which doesn't increase the cost of the product.

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