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PERCEPTION ON CELEBRITY ENDORSEMENT TOWARDS PURCHASE INTENTION OF BOOST AMONG THE CONSUMERS OF CUDDALORE DISTRICT

Dr. R. KRISHNAKUMAR
ASSOCIATE PROFESSOR
PG & RESEARCH DEPARTMENT OF COMMERCE
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
CUDDALORE

TAMILARASI.M
Ph.D. RESEARCH SCHOLAR
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
CUDDALORE

ABSTRACT

The motivation behind this study is to investigate the effect of superstar underwriting on purchaser's purchasing expectations. This study focused on finding the contemplations of Cuddalore consumer about superstar underwriting by investigating the various qualities of the big-name support regarding customer's purchasing goals. In this study we on the reviewed previous writing present on the subject of superstar underwriting. That gives clear view of various significant possibilities with respect to this subject. To find the effect of various properties of celebrity on buyer purchasing conduct quantitative methodology is applied. The information has been gathered from 150 respondents with the assistance of organized survey. It was found that a few parts of celebrity support like orientation, engaging quality, validity, endorser type and different celebrity underwriting ended up being successful concerning purchasing expectations while numerous item underwriting has negative relationship with purchaser purchasing conduct. In the end the review demonstrates that the general effect of celebrity underwriting on shopper's purchasing expectations is positive.

KEYWORDS

celebrity endorsement, celebrity endorser, purchase intentions, consumer buying behavior.

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INTRODUCTION

Advertising is one of the most common ways companies use to direct the persuasive communication to the target audience. A media that is considered to be the most effective in influencing consumers to behave in a certain way is most likely to entice prospective customers to make a purchase. Therefore, the company should be able to design an effective marketing strategy to ensure consumer satisfaction. Advertisement is an effective way companies can communicate their products effectively to facilitate product introduction and to attract consumers' attention.

An advertisement can be designed in so many different ways to attract a consumer. There is also the option of using a celebrity, such as an actor or actress, singer, or a person who plays any kind of sport. It's called celebrity endorsement. The role of celebrity endorsement is often used to support the product and it helps to build trust with current and potential customers increasing the chance of the brand being remembered and attracting a new type of audience.

Become the leading Boost is a nutritional drink brand made by Swiss company Nestle, that produces has marketing strategies. Companies should be able to design an effective marketing strategy so that consumers give a positive response to the product. Marketing strategies is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enable the firms to achieve their objective and goals in the target market, through all aspects of the marketing mix, that consist of products, prices, promotion, and distribution Marketing strategies can be done by companies to communicate effectively the value of their product. A company cannot make dream to be a well-known brand until it invests in its promotional activities, for which the consumer market has been dominating through advertise.

OBJECTIVES

Accordingly, this study emphasizes different aspect of celebrity endorsement in order to clarify and enhances further information. This study main objective is as follows:

1. In order to determine whether or not consumers perceive celebrity endorsement positively
2. Through celebrity endorsement identify the key factor which can impact consumer behavior
3. An evaluation on consumer's purchase intention. A meaningful conclusion from the study.

SIGNIFICANCE OF THE STUDY

Using this research, we will gain insight into the impact celebrity endorsement has on boost drink products Consumers. This will help marketers determine what factors influence consumers to purchase these products based on consumer preferences.

RESEARCH METHODOLOGY

PRIMARY DATA

The primary data are collected through interview method. survey is conducted using well formulated questionnaire.

SECONDARY DATA

The secondary data are collected from journals, magazines, publication, report, Books, articles, research paper, website, company publication, manuals and book-lets

LIMITATIONS

The study was confined only to Cuddalore district so it cannot be suitable for the places. Getting an accurate response due to their celebrity expert is difficult.

AREA OF THE STUDY

The area taken for the study was Cuddalore district.

SAMPLE SIZE

The sample size used for the study was 150.

SAMPLING TECHNIQUE

The sampling technique used for the study was purposive sampling

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Liker scale analysis
- Rank analysis

REVIEW OF LITERATURE

KOFI OSEI- FRIMPONG, GEORGINA DONKOR et al (2019) has suggested a relevant work in “The impact of celebrity endorsement on customer purchase intention” specifically consumer perceive quality, purchase intention and brand loyalty positively when a celebrity endorser has attributes such as attractiveness, trustworthiness and familiarity but: negative publicity about celebrity endorses did not moderate consumer purchase intention.

HUI ZHAG, DOGAN GURSOY et al. (2020) has suggested a relevant work in “The effect of celebrity endorsement on destination brand love: A comparison of previous visitor and potential tourists” specifically celebrity endorsement on destination brand love as well as the mediating effect of parasocial interaction, across two different group: previous visitors and potential tourists. Both previous visitors and future tourists can form a love relationship with a destination brand but celebrity endorsement can have different effect on both group, trustworthiness and expertise of celebrity endorses have a positive impact on the love of destination brand directly and indirectly, while for previous visitors, attractiveness and trustworthiness positively affect destination brand love indirectly through parasocial interaction.

JUSTIN PAUL, FAHEEN GULGILAI et al (2020) has suggested a relevant work in “celebrity endorsement and brand passion among air traveler: theory and evidence” specifically when celebrity and user are both the opposite gender, the effect of celebrity attractiveness expertise and trustworthiness on related need satisfaction is salient.

ONEWO THEOPHILUS et al. (2021) has suggested a relevant work in “effect of celebrity endorsement on customer buying behavior: evidence from seven-up bottling company PLC” specifically advertisement featuring celebrities that the presence of a celebrity in an advertisement aids brand awareness and recall which leads to purchase decision furthermore celebrity familiarity also of positively influences consumer decision.

GERALD MUNYORA AND WILLMORE NHEVERE (2019) has suggested a relevant work in the contribution of celebrity endorsement to university students buying behavior in developing countries. A case study of chinhoi university of technology students specifically An endorsement by a celebrity can be a powerful advertising tool that positively influences consumer buying behavior, however in implement celebrity endorsement in developing countries, a careful evaluation of the endorsement must be conduct thus, the study recommends that companies. in developing countries should use the match -up hypothesis model approach and international celebrity to enhance their marketing skill and sales.

YU -QIAN ZHU, DINNA AMELING et al (2020) has suggested a relevant work in “celebrity endorsement and impulsive buying indentions in social commerce the case of Instagram in Indonesia” suggested the attitudes toward the brand while the attractiveness of products was positively correlated with the expertise and trustworthiness of the endorser. Merchandise attractiveness and brand attitude in term contribute positively to impulse purchase.

ARADHARA POKHAREL AND BINITA PRADHAN (2018) has suggested a relevant work in “influence of celebrity endorsement on consumers buying behavior of fast moving consumer good in kathmandu” suggested celebrity endorsement are evaluated basement their appearance, trustworthiness, expertise and other quality. There is a significant positive correction between mean purchase intent and all attractiveness attributes, according to the study, credibility, popularity, expertise and other factors.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: CLASSIFICATION OF RESPONDENTS BASED ON GENDER

S.NO	GENDER	RESPONDENT	PERCENTAGE
1	Male	62	41%
2	Female	88	59%
	Total	150	100

Source: primary

INTERPRETATION

The table 1 shows that 41% of the respondents are male and 59% of the respondents are female.

TABLE 2: CLASSIFICATIONS OF RESPONDENTS BASED ON RATE THESE FACTORS BASED ON THEIR IMPORTANCE AND EFFECTIVENESS THAT CELEBRITIES IN THE BOOST ENERGY DRINK FIELD SHOULD POSSESS

S. No.	Attribute	1	2	3	4	5
1	Expertise of the celebrity	26(18%)	54(36%)	35(24%)	25(17%)	10(6%)
2	Trustworthiness of the celebrity	42(28%)	25(17%)	55(36%)	15(10%)	13(9%)
3	similarity b/w endorse and you	32(23%)	39(26%)	45(30%)	25(17%)	9(6%)
4	familiarity of the celebrity	38(26%)	25(17%)	45(30%)	26(18%)	16(11%)
5	likeability of celebrity	35(24%)	55(36%)	30(20%)	20(14%)	10(6%)
6	celebrity health fitness	22(16%)	35(23%)	49(32)	25(17%)	19(13%)
7	Meaning transfer to the product	22(16%)	49(32%)	35(23)	25(17%)	19(13%)

Source: Primary Data

INTERPRETATION

The table 2 show (1 being the lowest and 5 being the highest)

18% of the response expertise of the celebrity select the 1 lowest level, 36% of the response expertise of the celebrity select the 2 lowest level, 24% of the response expertise of the celebrity select the 3 level, 17% of the response expertise of the celebrity select the 4 high level, 6% of the response expertise of the celebrity select the 5 high level.

28% of the respondent’s trustworthiness of the celebrity select the lowest level, 17% of the response expertise of the celebrity select the 2 lowest level, 36% of the response expertise of the celebrity select the 3rd level, 10% of the response expertise of the celebrity select the 4 high level, 9% of the response expertise of the celebrity select the 5 high level.

23% of the respondent’s similarity between endorse, 26% of the respondents similarity between endorse and you select 2 lower level, 30% of the respondents similarity between endorse and you select 3rd level, 17% of the respondents similarity between endorse and you select 4 high, 6% of the respondents similarity between endorse and you select 5 high level.

Familiarity of the celebrity 26% select 1 level, 17% select 2 level, 30% select 3 level, 18% in 4 level, 11% respondents select 5 level. Likeability of celebrity 24% respondents select the 1 level, 36% select in 2 level, 20% people select the 3 level, 14% respondent select the 4 level, 6% people select the 5 level.

Celebrity health fitness 16% of respondents select the 1 level, 23% select the 2 level, 32 % respondents select the 3 level, 17% people select the 4 level, 13% member select the 5 level. Product meaning transfer to the product 16% of the respondents select the 1 level, 32% respondents select the 2 level, 23% people select the 3 level, 17% select the 4 level, 13% people select the 5 level.

TABLE 3: CLASSIFICATION OF RESPONDENTS BASED ON ENCOUNTER CELEBRITY ENDORSED ADVERTISEMENTS FREQUENTLY

S. No	Encounter celebrity endorsed advertisements frequently	Respondents	%
1	Very often	66	44
2	occasionally	39	26
3	hardly	20	14
4	never	25	16

Source: primary data

INTERPRETATION

The table 3 show 44% of the respondents very often, 26% of the respondents occasionally, 14% of the respondents hardly, 16% of the respondents never in encounter celebrity endorsed advertisements frequently.

TABLE 4: CLASSIFICATIONS OF RESPONDENTS BASED ON BOOST ADVERTISEMENT CATCHES YOUR ATTENTION THE MOST

S. No	Catches Your Attention	Respondents	%
1	Celebrity endorsed advertisement	68	45
2	Non celebrity endorsed advertisement	82	54

Source: Primary data

INTERPRETATION

The table 4 show 45% of the respondent celebrity endorsed advertisement, 54% of the respondents Non celebrity endorsed advertisement.

TABLE 5: CLASSIFICATIONS OF RESPONDENTS BASED ON SINGLE DECISION

S.no		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Celebrity in ads help me recall product more promptly	36(24%)	49(32%)	26(18%)	20(14%)	19(13%)
2	I perceive celebrity endorsement as very effective	55(36%)	25(16%)	42(28%)	15(10%)	13(8%)
3	Boost Celebrity endorsement are very influential	29(19%)	42(28%)	42(28%)	26(17%)	11(7%)
4	Expertise of the celebrity influence my purchase decision	35(23%)	55(36%)	26(17%)	22(14%)	12(18%)
5	Trust worthiness of celebrity influence purchase decision	31(21%)	52(34%)	30(20%)	26(17%)	11(7%)
6	Sense of similarity influence my purchase decision	32(21%)	32(21%)	51(34%)	25(16%)	10(6%)
7	familiarity of the celebrity influences my purchase decision	36(24%)	39(26%)	42(28%)	15(10%)	18(12%)
8	Negative publicity of the celebrity also impacts my purchase decision	31(20%)	52(35%)	30(20%)	26(17%)	11(7%)
9	I find celebrity endorsed product more classy, desirable and a symbol of status	55 (36%)	25(16%)	42(28%)	15(10%)	13(8%)

Sources: Primary data

SUGGESTIONS AND RECOMMENDATION

It is found that product quality is also countable in influencing consumer to purchase the same product again and again. Celebrity is sufficient sometimes not sufficient to influence the consumer decision alone but it also depends on brand as well to establish its image in the mind of consumer which can make it possible through offering quality product according to consumer’s need.

CONCLUSION

This study shows the importance of celebrity endorsement criteria and effect of celebrity endorsement on purchase intention of customers for boost energy drink. Through the findings of the study and pie chart representation, found that celebrity endorsement is a powerful marketing tool which is always a center of attraction to most of the consumers. Consumers perceive celebrity endorsed advertisement positively as compare to non-celebrity ads. According to the respondent’s celebrity endorsed advertisement are more reliable than non-celebrity endorsed advertisement due to which they preferred trustworthiness of celebrity to be the influencing factors in their mind. Therefore, through this feature celebrities deliver their image to the target market effectively. Celebrities attribute are the key components on the basis of which they are chosen as an endorser. According to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.

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