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**IMPACT OF CELEBRITY ENDORSEMENT ON BUYING DECISION: A STUDY IN BHUBANESWAR****SOMABHUSANA JANAKIBALLAV MISHRA****Ph. D. SCHOLAR & SR. LECTURER****SCHOOL OF MANAGEMENT****CENTURION UNIVERSITY OF TECHNOLOGY & MANAGEMENT****RAMACHANDRAPUR****Dr. MUNMUN MOHANTY****ASSOCIATE PROFESSOR****RAVENSHAW BUSINESS SCHOOL****CUTTACK****Dr. S. C. SAHOO****RETD. PROFESSOR****UTKAL UNIVERSITY****VANI VIHAR****ABSTRACT**

*Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a link between the brand and the endorser. The topic of celebrity endorsements and its elements are heavily documented in academic literature, but what makes this research interesting is that it enables us to understand the celebrity endorsement process from a consumers' point of view. Not much work has been seen in the Indian light despite the fact of it being perceived as a potential market for celebrity endorsed brands. Indian consumer attitudes are changing at a rapid pace and they are becoming more aware of the brands that they use to define themselves. The research is carried out to obtain a view amongst consumers on buying decision in Bhubaneswar, the capital of state Odisha, about celebrity endorsement. The study is mainly based on primary data which is collected through a structured questionnaire (the question are closed ended with multiple choices). A sample of 170 respondents was taken on the basis of convenience. Impact of celebrity endorsement is studied in respect of different attributes of consumers such as age, occupation, income, domicile and qualification using chi-square analysis. It was found that celebrity endorsement has a significant impact on consumers buying decision in response to their age, occupation, income, domicile and qualification. But the impact is not the same through various demographics such as age, occupation, income, domicile and qualification.*

**KEYWORDS**

brand, celebrity endorsement, consumer attitude.

**INTRODUCTION**

In today's competitive world, consumers are exposed to a number of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Advertisers attempt to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the brand at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the consumer's attention. The hooks that can hold the consumer's attention are the celebrities. Celebrity endorsement if used effectively makes the brand stand out brand recall and facilitates instant awareness. To achieve this, the marketer is really disciplined in choice of a celebrity. Hence the right use of celebrity can escalate the Unique Selling Proposition of a brand to new heights; but a cursory orientation of a celebrity with a brand may prove to be fruitful for a brand. A celebrity is a means to an end, and not an end. Celebrity Endorsement is a way to get the brand noticed amidst the rush that is there in the market place.

There is a huge Impact of Celebrity Endorsements among the consumers through TV commercials in India as Indians like the celebrities a lot and there is a huge fan following. Television is something which is watched all over India by the people of all class whether the people belong to lower class or middle class or upper class, all of them watch television to entertain themselves. In India, celebrity power can rightly be assessed by their successful endorsements. Here, celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume.

**REVIEW OF LITERATURE**

The practice of using celebrities in advertisings to promote brands dates back to more than a hundred years and continues till date. The extensive and persistent use of celebrities in advertising suggests that they are worth the costs associated with hiring them (Agrawal & Kamakura, 1995). A celebrity's approval can create an emotional bond between the endorser and the consumer, if the fit is right (Bradley, 1996). Some studies have found out that as much as 25 percent of the total advertisings aired use celebrity endorsements (Shimp, 2000).

Celebrity Endorsement is viewed as a billion dollar industry in today's era. (Kambitsis et al, 2002). Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signaling strategy (Mustafa, 2005). Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers (Temperley & Tangen, 2006).

Celebrities from the field of sports and movies have a string of endorsements under their belt. Products ranging from cement to pens use celebrities for communication. A successful and popular endorser has the capability to increase consumer's purchase intentions and preference towards brands either directly or indirectly. (Liu et.al 2007). Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their brands (Katyal, 2007).

Celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume. For example, Cadbury used Amitabh Bachchan to promote the brand when it went through a bad phase in India. Soon the ad recreated people's love for the brand and increased Cadbury's sale. Aamir Khan is used by Titan to communicate the message that Titan watches are as trustworthy as the actor is for his films. This celebrity endorsement has also been quite effective in influencing consumers buying decision. Similarly, various endorsements by Sharukh Khan, Sachin Tendulkar and others have been found to be successful in affecting consumers buying decision (Joshi & Ahluwalia, 2008).

There is a huge Impact of Celebrity Endorsements among the consumers through TV commercials in India as Indians like the celebrities a lot and there is a huge fan following. A consumer that observes messages for two different firm's brands, one brand's message containing a celebrity endorsed and the other not believes the celebrity endorsed brand will have more purchases and so be of higher value (Balakrishnan & Kumar, 2010).

### IMPORTANCE OF THE STUDY

Nowadays in India the use of celebrity advertising for companies has become a trend and also become a winning formula of corporate image building and product marketing. Associating a brand with a top-notch celebrity can do more than perk up brand recall. It can create linkages with the stars appeal, thereby adding refreshing and new dimensions to the brand image. Thus, the current study attempts to analyze the impact of celebrity appeal on purchase intention of people. It is believed strongly that the current study will provide clear understanding to the concept with target market characteristics, and the other elements of the marketing mix such as product design, branding, packaging, and pricing and effective usage of celebrity in product promotions.

### STATEMENT OF THE PROBLEM

In none of the above mentioned literature have studied the impact of celebrity endorsement on consumer's buying decision with respect to demography. We have attempted here to find out how consumer's buying decision is affected by celebrity endorsement with respect to different demographics. The opinions of consumers differ or homogeneous with respect to age, domicile, income, occupation and qualification.

### OBJECTIVES

1. To understand the consumer's profile with respect to various demography
2. To find out whether the opinion of the consumers is homogeneously affected by celebrity endorsement with respect to demography

### HYPOTHESIS

*H<sub>0</sub>*: Opinion of all the consumers is homogeneously affected by celebrity endorsement with respect to age, occupation, income, domicile and qualification.

### RESEARCH METHODOLOGY

The study is mainly based on Primary data which is collected through a structured questionnaire (the question are closed ended with multiple choices). A sample of 170 respondents were taken on the basis of convenience. Impact of celebrity endorsement is studied in respect of different attributes of consumers such as age, occupation, income, domicile and qualification through chi-square analysis.

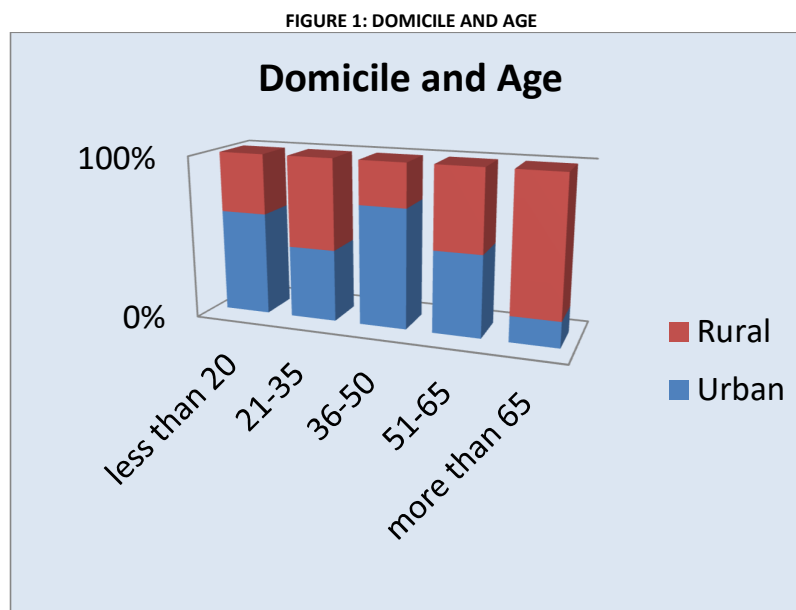
**CHI-SQUARE TEST:** Chi-square test is applied to test the statistical significance of the observed associations. It assists in determining whether a systematic association exists between the two variables including Cross Tab. It also assists in testing homogeneity of the opinions of consumers.

- A very small chi square test statistic means that your observed data fits your expected data extremely well. In other words, there is a relationship or there is a homogeneity.
- A very large chi square test statistic means that the data does not fit very well. In other words, there isn't a relationship or there is no homogeneity.
- The formula for the chi-square test statistic used in the test of chi-square is mentioned below

$$\chi^2_c = \sum \frac{(O_i - E_i)^2}{E_i}$$

### RESULTS & DISCUSSION

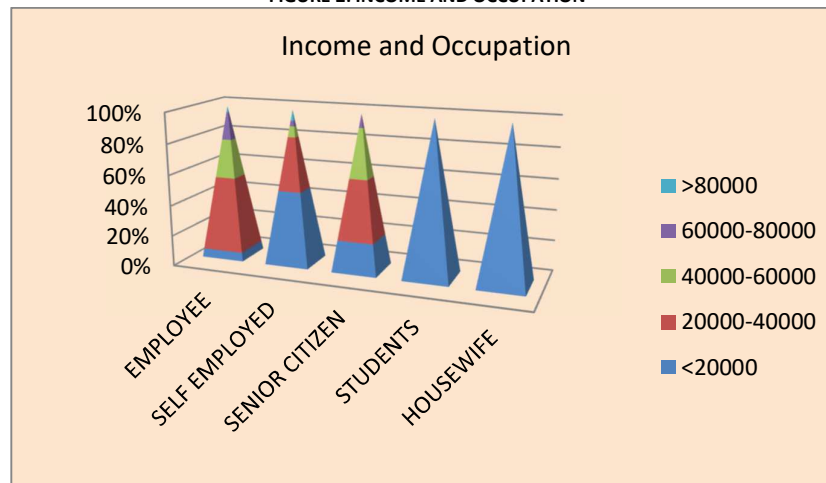
To understand the consumer's profile with respect to age and domicile is shown in the table below.



Source: Own Compilation from Collected data

Figure 1 indicates percentage of urban respondents is more in less than 20 and 36-50 age groups than percentage of rural respondents. Percentage of rural respondents is more in 21-35 and more than 65 age group.

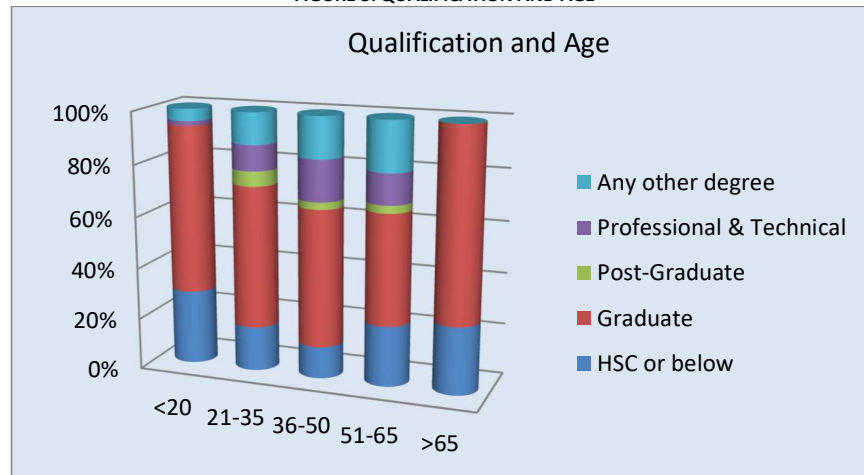
FIGURE 2: INCOME AND OCCUPATION



Source: Own Compilation from Collected data

Figure 2 shows maximum percentage of employee and senior citizens have an income of Rs. 20000 – Rs. 40000. In self-employed category maximum percentage of respondents have income less than Rs. 20000.

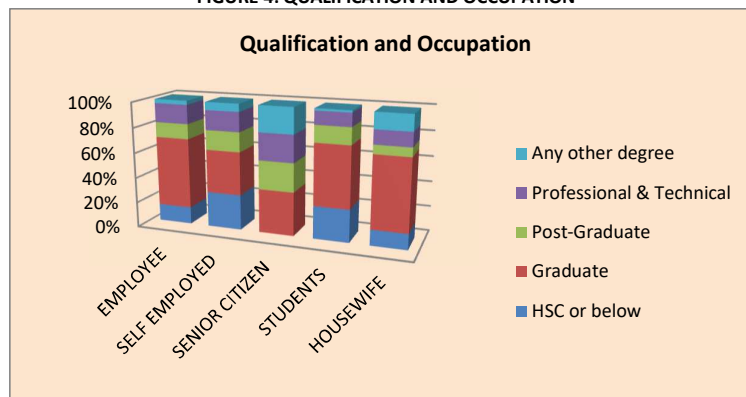
FIGURE 3: QUALIFICATION AND AGE



Source: Own Compilation from Collected data

Figure 3 shows maximum percentage of respondents are graduate across all age groups followed by HSC or below.

FIGURE 4: QUALIFICATION AND OCCUPATION



Source: Own Compilation from Collected data

Figure 4 shows maximum percentage of respondents across all occupational categories are graduate.

To measure the “level of influence from celebrity endorsement on buying decision, in response to their age”, the following table has been prepared. The influence of celebrity endorsement has been measured through 5 point scale i.e. very strong, strong, ok, weak and very weak.

TABLE I: SHOWS THE CROSS MATRIX RESULTS OF AGE AND INFLUENCE OF CELEBRITY ENDORSEMENT ON RESPONDENTS

Influence	Age					Total
	less than 20 years	21-35 years	36-50 years	51-65 years	more than 65 years	
V. strong	23	17	10	4	4	58
Strong	20	15	5	4	2	46
Ok	8	7	2	5	1	23
Weak	3	5	7	5	5	25
V. weak	4	4	3	4	3	18
Total	58	48	27	22	15	170

Pearson Chi-Square 18.941<sup>a</sup> df=16  
sig=.003

Source: Own Compilation from Collected data

It has been found that maximum of 58 respondents responded “very strong” followed by “strong” i.e; 46 and “Ok” 23. Also maximum of 23 respondents belong to “less than 20” age group have “very strong” opinion followed by 20 respondents of same age group have a strong opinion that celebrity endorsement influences them. It is found that ‘p’ value is 0.003. So, it is concluded that there is a difference in opinion across age groups. Impact of celebrity endorsement is quite strong in younger age groups whereas among elder people it is not so.

To measure the “influence of celebrity endorsement on respondents with respect to their occupation”, the following table has been prepared.

TABLE II: SHOWS THE CROSS MATRIX RESULTS OF OCCUPATION AND INFLUENCE OF CELEBRITY ENDORSEMENT ON RESPONDENTS

Influence of celebrity endorsement	Occupation					Total
	Employee	Self employed	Senior Citizen	Students	House wife	
Very strong	13	4	8	28	11	64
Strong	14	5	9	17	9	54
Ok	10	1	11	9	1	32
Weak	2	1	2	2	1	8
Very weak	4	1	2	2	3	12
Total	43	12	32	58	25	170

Pearson Chi-Square 15.098<sup>a</sup> df=16 sig=.001

Source: Own Compilation from Collected data

It has been found that maximum of 64 respondents responded “very strong” followed by “strong” i.e; 54 and “ok” 32. Also maximum of 28 respondents belong to “students” class have “very strong” opinion followed by 17 respondents of same group have a strong opinion that celebrity endorsement influences them. It is found that ‘p’ value is 0.001. So, it is concluded that there is a significant difference in opinion among consumers across different occupational categories. Students are more attracted towards celebrity endorsement than anyone else.

To measure the “influence of celebrity endorsement on respondents with respect to their income”, the following table has been prepared.

TABLE III: SHOWS THE CROSS MATRIX RESULTS OF INCOME AND INFLUENCE OF CELEBRITY ENDORSEMENT ON RESPONDENTS

Influence of celebrity endorsement	Income					Total
	Less than Rs.20,000	Rs.20,000 –40,000	Rs.40,000 - 60,000	Rs. 60,000 - 80,000	Rs.80,000 & above	
very strong	47	12	9	4	1	73
strong	29	18	8	4	1	60
Ok	10	1	1	1	1	14
Weak	8	3	3	1	1	16
Very weak	3	2	1	1	0	7
Total	97	36	22	11	4	170

Pearson Chi-Square 17.822<sup>a</sup> df=16 sig=.006

Source: Own Compilation from Collected data

It has been found that maximum of 73 respondents responded “very strong” followed by “strong” i.e; 60. Also maximum of 47 respondents belong to “Less than Rs. 20,000” class have “very strong” opinion followed by 29 respondents of same group have a strong opinion that celebrity endorsement influences them. It is found that ‘p’ value is 0.006. So, it is concluded that there is a significant difference between the opinion among various income categories. Impact of celebrity endorsement is more in low income groups.

To measure the “influence of celebrity endorsement on respondents with respect to their domicile”, the following table has been prepared.

TABLE IV: SHOWS THE CROSS MATRIX RESULTS OF DOMICILE AND INFLUENCE OF CELEBRITY ENDORSEMENT ON RESPONDENTS

Influence of celebrity endorsement	Domicile		
	Urban	Rural	Total
Very strong	35	44	79
Strong	31	27	58
Ok	12	1	13
Weak	7	3	10
Very weak	6	4	10
Total	91	79	170

Pearson Chi-Square 12.052<sup>a</sup> df=4 sig=.012

Source: Own Compilation from Collected data

To measure the “influence of celebrity endorsement on respondents with response to domicile” in the above table, it has been found that maximum of 79 respondents responded “very strong” followed by 58 responded “strong”. Also maximum of 44 respondents belong to “Rural” class have “very strong” opinion followed by 35 urban respondents have a very strong opinion that celebrity endorsement influences them. It is found that ‘p’ value is 0.012. So, it is concluded that there is a significant difference in opinion among different domicile. Impact of celebrity is more on urban consumers than rural consumers.

To measure the “influence of celebrity endorsement on respondents with respect to their qualification”, the following table has been prepared.

TABLE V: SHOWS THE CROSS MATRIX RESULTS OF QUALIFICATION AND INFLUENCE OF CELEBRITY ENDORSEMENT ON RESPONDENTS

Influence of celebrity endorsement	qualification					Total
	HSC or below	Graduate	Post-Graduate	Professional & Technical	Any other degree	
very strong	13	48	6	10	4	81
strong	7	20	10	8	5	50
Ok	3	7	5	3	1	19
Weak	2	4	1	1	2	10
Very weak	2	4	2	1	1	10
Total	27	83	24	23	13	170

Pearson Chi-Square 9.662<sup>a</sup> df=16 sig=.011

Source: Own Compilation from Collected data

To measure the “influence of celebrity endorsement on respondents with response to qualification” in the above table, it has been found that maximum of 81 respondents responded “very strong” followed by “strong” i.e; 50. Also maximum of 48 respondents belong to “graduate” class have “very strong” opinion that celebrity endorsement influences them. It is found that ‘p’ value is 0.011. So, it is concluded that there is a difference in opinion among various qualification categories.

## CONCLUSION

It is observed that in all the tables above the p values were less than 0.05. That means the null hypothesis “Opinion of all the consumers is homogeneously affected by celebrity endorsement with respect to age, occupation, income, domicile and qualification” is rejected. So, it can be concluded that celebrity endorsement has a significant impact on consumers buying decision in response to their age, occupation, income, domicile and qualification. But the impact is not the same through various demographics such as age, occupation, income, domicile and qualification.

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## APPENDIX

### QUESTIONNAIRE

Dear Sir/ Madam,

I am pursuing PhD on the topic titled “*Impact of Celebrity Endorsement on selected FMCG Products: A Study in Odisha Market*” and request you to provide your free opinion on this topic. The present work is purely for academic purpose and the information provided by you will not be disclosed at any point of time. Please give your rating for each statement according to the strength or disagreement with the statement.

Thanking you,

**Somabhusana Janakiballav Mishra**  
Research Scholar

### 1. Respondent's Profile:

#### A. Name (if you please):

#### B. Occupation: (please put ✓ mark)

- a. Employee [ ]; b. Self-Employed [ ]; c. Senior Citizen [ ];  
d. Student [ ]; e. House wife [ ]

#### C. Age Group: (In Years) (please put ✓ mark)

- a. below 20 [ ]; b. 21-35 [ ]; c. 36-50 [ ]; d. 51-65 [ ]; e. above 65 [ ]

#### D. Gender: a. Male [ ] b. Female [ ] (please put ✓ mark)

#### E. Monthly Income: (please put ✓ mark)

- i. Less than Rs.20,000 [ ]  
ii. Rs.20,000 – Rs.40,000 [ ]  
iii. Rs.40,000 –Rs.60,000 [ ]  
iv. Rs. 60,000 –Rs.80,000 [ ]  
v. Rs.80,000 & above [ ]

#### F. Educational Qualification: (please put ✓ mark)

- i. HSC or Below [ ]  
ii. Graduate [ ]  
iii. Post Graduate [ ]  
iv. Professional/Technical [ ]  
v. Any Other Degree [ ]

#### G. Domicile: (please put ✓ mark) a. Rural [ ]; b. Urban [ ].

2. Express the presence of advertisement of products by celebrity that you are presently using?

a. Very strong , b. Strong , c. Ok , d. Weak e. Very Weak

3. How readily do you use celebrities to evaluate yourselves ? a. catchy advertisements , b. lifestyle of the celebrity c. age , d. gender e. Glamour f. Familiarity g. popularity h. integrity i. multiple endorsement j. multiple celebrity endorsement .

4. You are presently using the FMCG products from motivation by celebrity (Product type preference) :

- |                |                   |                      |
|----------------|-------------------|----------------------|
| 1. Soft drinks | 5. Washing Powder | 9. Perfumes and deos |
| 2. Cosmetic    | 6. Toilet Soaps   | 10. Hair Colour      |
| 3. Biscuits    | 7. Tooth Paste    | 11. Hair Oil         |
| 4. Chocolate   | 8. Shampoo        | 12. Packaged Foods   |

5. Physically Attractive Celebrities have a direct impact on the brand: a. Strongly agree , b. Agree , c. Can't say , d. Disagree , e. Strongly Disagree

6. Do you think of celebrities endorsing products in general are using them ? a. Strongly agree , b. Agree , c. Can't say , d. disagree , e. Strongly Disagree

7. Do you think in Celebrity endorsements there is perfect celebrity-brand image match? : a. Strongly agree , b. Agree , c. can't say , d. disagree , e. Strongly Disagree

8. Do you think in Celebrity endorsements there is perfect celebrity-target audience match? : a. Strongly agree , b. Agree , c. can't say , d. disagree , e. Strongly Disagree

9. Do you think in Celebrity endorsements there is perfect celebrity-product match? a. Strongly agree , b. Agree , c. cant say , d. disagree , e. Strongly Disagree

10. Your option at the purchase strongly depends upon the company you prefer as influenced by celebrity.

#### IMPACT ASSESSMENT OF FACTORS ON PRODUCT PREFERENCE

VARIABLES	FACTORS RESPONSIBLE FOR PRODUCT PREFERENCE	Strongly agree	Strongly Disagree
A1	PRODUCT POPULARITY		
A2	SAFE TO USE		
A3	POWER TO INFLUENCE		
A4	RELIABILITY		
A5	AVAILABILITY		
A6	BEST FEATURES		
A7	BEST PRICE		
A8	BEST FIT		
A9	WIDE RANGE		
A10	VALUE ADDITION		

11. Impact of celebrity on changing Purchase Behaviour for selecting a product: (Put TICK Mark in the appropriate box) ranges from 1...5 from strongly agree to strongly disagree.

Sl. No.	Factors/Indicators	(Put TICK Mark in the appropriate box)				
A.	PRODUCT CHARACTERISTICS	1	2	3	4	5
1	PRODUCT POPULARITY					
2	SAFE TO USE					
3	POWER TO INFLUENCE					
4	RELIABILITY					
5	AVAILABILITY					
6	BEST FEATURES					
7	BEST PRICE					
8	BEST FIT					
9	WIDE RANGE					
10	VALUE ADDITION					
B.	INFLUENCE OF ADVERTISING & MARKETING MEDIA					
1	funny and attractive					
2	Quality and frequent designed advertisement					
3	Advertisement campaign at local level					
4	targeting all segments					
5	Mantra of effective use					
6	Effectiveness of brand ambassador (celebrity)					
7	Influence of emotion in advertisement.					
8	Effectiveness of personality of celebrity in advertisement					
9	fulfilling the criteria of a brand,					
10	action targeted towards teens					
C.	CUSTOMER ORIENTATION					
1	publicity endorsing products is effective					
2	celebrities aids this remembrance					
3	lifestyle changes as per the celebrity endorsement					
4	heartthrob for one segment					
5	common between the product/brand					
6	common link with the celebrity and believable					
7	Product features and designs along with celebrity good looks to you					
8.	Competitive pricing					

12. What parts of the "look and feel" of a product, that are important to you when choosing one ? a. Size , b. Appealing , c. Colour , d. design , e. packaging f. price

13. Celebrity endorsed product you prefer because of: a. Wide range b. Best fit , c. Best price , d. Availability e. Reliability

14. Functionality of endorsement you prefer to have on your motivation depends upon? (Feel free to select more than one option.)

1. News paper Ads
2. TV Ads
3. Internet
4. Boardings/Hoardings

15. You mostly prefer to purchase within the range of (Annually): a. < Rs 20000 , b.< Rs 40000 , c. <Rs.60000 , d. < Rs.80000 , and e. > Rs.80000

16. Your rate of satisfaction on your present using of product effectiveness through celebrity endorsements is : a. Low, , b. Moderate , c. High

17. Do you feel any gap in between the expectation and the satisfaction you get?

Yes [ ] No [ ]

Date

Signature



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With sincere regards

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