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A STUDY ON THE IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON THE BUYING BEHAVIOUR OF CONSUMERS IN SALEM DISTRICT WITH REFERENCE TO FMCG PRODUCTS

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ABSTRACT

The ever increasing brand multiplicity and competition on the market of goods and services have dictated the pace of growth in the usage of celebrity endorsement across the globe. The use of celebrity endorsement has become a prime brand communication strategy in organisational management that aids the sale and promotion of brands across the globe. Advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability of commercials. This study examines the attitude of the respondents towards the celebrity endorsed advertisements and their influence on purchase decision of the consumers. Overall, phenomenon of the celebrity endorsement was found to be influencing. The results maintain that customers are motivated to purchase by celebrities that appear in advertisements but also look for celebrity-product association

KEYWORDS

celebrity endorsed advertisements, buying behaviour.

INTRODUCTION

Marketing is a system of interrelated activities designed to develop, price, promote and distribute goods and services to a group of customers. With liberalisation and globalisation the availability of products and services has increased. The customer has a wide choice and the competition is increasing in the market place. Many companies are following customer-oriented marketing philosophy to ensure growth in sales, profits and market share. Now-a-days, all businessmen are trying their best to ascertain the consumers' reaction, their preference, their attitudes and variations in their taste etc. In order to persuade the consumers, marketers need to understand consumer behaviour. By studying consumer behaviour, the advertiser can take decision about the media of advertisement, appeal to be made, market segment to be targeted, where to advertise and the type of advertisement. Companies frequently use celebrities as spokespersons to deliver their advertising messages and convince their consumers. Celebrity endorsed advertisement has been recognized as a ubiquitous feature of modern day marketing. Today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing especially in case of FMCG products. FMCG products are the items that people need to use in everyday life. The Fast Moving Consumer Goods (FMCGs) are products for mass consumption and are sold through marketing channels.

REVIEW OF LITERATURE

Carolyn, Thomas and Les (1994) analyzed the effects of number of products endorsed by celebrity and number of exposures to the celebrity on consumer's attitude and purchase intentions. The results revealed that as the number of products endorsed increases consumer's perception of celebrity credibility, celebrity likability and attitude towards the ad becomes less favourable. The study concluded that if celebrity is overexposed i.e endorsing too many products, his or her perceived credibility may suffer.¹

Zabid, Jainthy and Samsinar (2002) examined the overall perceptions of Malaysian consumers towards advertising of branded products by celebrities. It was found that, celebrity endorsement enhanced the company as well as product's image. The Malaysian consumers felt that advertising by celebrity provides some valuable information on the endorsed brand. It helps the consumers in selecting a product with various brands. The study concluded that selection of appropriate celebrity is important to enhance the credibility of the advertisement.²

Nathan and Ainsworth (2008) tried to assess the impact of the gender celebrity and the gender of the consumer who is exposed to an ad featuring a celebrity on consumer response to celebrity endorsement. The results indicated differential response by women to ads featuring celebrity endorsers, differential response to ads featuring female celebrity endorsers. Partial support was found for an interaction effect of gender in response to the gender of celebrity endorsers. The study concluded that there is a need for advertisers to look more closely at the use of female celebrity endorsers in their ad campaigns.³

STATEMENT OF THE PROBLEM

Marketing through valuable strategies and tools can develop the brands of any FMCG products. This change could be done only with the help of celebrities. Celebrities such as film stars, sport stars, TV stars etc are being given an important role to endorse brands of FMCG products. They because of their larger than life existence creates an impact on the buying behaviour and also influence the total lifestyle of the consumers.

Most of the consumers intend to buy the products that are being endorsed by their favourite celebrities. Celebrity endorsers have enhanced their involvement in product selection and change in the buying behaviour of consumers. Celebrity endorsements induce people to try out the new brands of FMCG products. Hence an attempt has been made to find out how celebrity endorsed advertisements have influenced the attitude and thinking of the consumers. Further the study also analyzed the influence of celebrity endorsed advertisements on the buying behaviour of consumers with reference to FMCG products.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To analyse the attitude towards celebrity endorsed advertisements for FMCG products.
- To find out the level of influence of celebrity endorsement of the product during purchase decision.
- To summarise the key findings and conclusion.

RESEARCH METHODOLOGY

DATA COLLECTION

The data was collected from both primary and secondary source. Primary data was collected through questionnaire and the secondary data was collected from books, magazines, and websites, etc.

SAMPLING SIZE

75 respondents were selected after considering time and cost

SAMPLING METHOD

Convenience method of sampling was used to collect the data from the respondents.

TOOLS OF ANALYSIS

Simple Percentage Analysis has been used for the study.

RESULTS AND DISCUSSION**PROFILE OF THE RESPONDENTS**

The profile of the respondents includes age, gender, marital status, educational qualification, income level, occupation, family size and residential area of the respondents.

TABLE 1: PROFILE OF THE RESPONDENTS

S.No	Demographic Variables	No. of. Respondents	Percentage (%)	
1.	Age (yrs)	Below 20	9	12
		21-30	39	52
		31-40	17	22
		41-50	5	7
		Above 50	5	7
2.	Gender	Male	36	48
		Female	39	52
3.	Educational Qualification	No Formal Education	7	9
		Up to H.Sc	9	12
		Graduate	23	31
		Post Graduate	21	28
		Diploma	6	8
4.	Occupation	Professional	9	12
		Agriculture	6	8
		Studying	26	35
		Business	10	13
		Home-Maker	7	9
		Employees	18	24
		Professionals	6	8
5.	Family Monthly Income	Below 20,000	30	40
		20,001 - 40,000	24	32
		40,001 - 60,000	10	13
		60,001 - 80,000	6	8
		Above 80,000	5	7
6.	Marital Status	Married	37	49
		Unmarried	38	51
7.	Family Size	Two	7	9
		Three	17	23
		Four	32	43
		5 & Above	19	25
8.	Residential Area	Rural	39	52
		Semi-Urban	9	12
		Urban	27	36

Source: Primary Data

Table 1 reveals that 52 percent of the respondents belong to the age group of 21-30, 52 percent of the respondents were female, 31 percent of the respondents were graduates, 35 percent of the respondents are studying, 40 percent of the respondent's family monthly income is below Rs. 20,000, 51 percent of the respondents are unmarried, 43 percent of the respondents have four members in their family and 52 percent of the respondents belong to rural areas.

AWARENESS ABOUT CELEBRITY ENDORSEMENTS REGARDING FMCG PRODUCTS

Celebrity endorsement in advertising is a frequently used approach in marketing for building brand awareness and it is built much more quickly than traditional types of advertising. Using a celebrity can shorten the time needed for consumers to become familiar with a new brand. Celebrity endorsements can do much to enhance consumer's awareness and understanding of what kind of FMCG products are being offered by the marketers to the consumers in the society.

TABLE 2: AWARENESS ABOUT CELEBRITY ENDORSEMENTS REGARDING FMCG PRODUCTS

Awareness	No. of. Respondents	Percentage
Yes	61	81
No	14	19
Total	75	100

Source: Primary Data

Table 2 reveals that, 81 percent of the respondents are aware of celebrity endorsements regarding FMCG products and the remaining 19 percent of the respondents are unaware about celebrity endorsements regarding FMCG products.

FREQUENCY OF CELEBRITY ADVERTISEMENTS WATCHED

New products or brands need a very high level of reach since the objective of celebrity advertisements is to make all potential consumers aware of the new entry of FMCG products in the market. The frequency of celebrity advertisements always differs for different set of consumers. Hence the marketer repeats the celebrity advertisement through different media vehicle for increasing the awareness and purchase intention of the consumers.

TABLE 3: FREQUENCY OF CELEBRITY ADVERTISEMENTS WATCHED

Frequency	No. of. Respondents	Percentage
Regular	20	27
Often	19	25
Occasionally	10	13
Rarely	15	20
Never	11	15
Total	75	100

Source: Primary Data

Table 3 shows that 27 percent of the respondents regularly come across advertisements that feature celebrities, 25 percent of the respondents often view celebrity advertisements, 20 percent of the respondents rarely view celebrity advertisements, 15 percent of the respondents never come across advertisements that feature celebrities and the remaining 13 percent of the respondents occasionally view celebrity advertisements.

MEDIA THROUGH WHICH ATTRACTED TOWARDS CELEBRITY ENDORSED ADVERTISEMENTS

Advertisement is the most important source to promote the brands of FMCG. Advertisers use different kinds of strategies to persuade consumption. Advertisers often select endorsers as a promotional strategy to communicate the attributes of their products or brands. Today this advertising approach is on the increase across all media types.

TABLE 4: MEDIA THROUGH WHICH ATTRACTED TOWARDS CELEBRITY ENDORSED ADVERTISEMENTS

Media	No. of. Respondents	Percentage
Television	40	53
Internet	13	17
Radio	2	3
Print	14	19
Hoardings	6	8
Total	75	100

Source: Primary Data

Table 4 reveals that 53 percent of the respondents are attracted towards celebrity advertisements through the medium of television. Hence the majority of the respondents are attracted to watch celebrity endorsed advertisements through the medium of television.

TYPE OF CELEBRITY WHOSE ENDORSEMENT PERSUADES TO BUY FMCG PRODUCTS

Famous celebrities are utilised by marketers for their communication messages. The endorsers can be from different fields such as film stars, sports stars, famous personalities and others such as TV stars, models, costume designers, hair designers, makeup artists, etc. as their popularity extends to relatively wider segments of the population.

TABLE 5: TYPE OF CELEBRITY WHOSE ENDORSEMENT PERSUADES TO BUY FMCG PRODUCTS

Type of Celebrities	No. of. Respondents	Percentage
Film Stars	33	44
Sports Stars	16	21
Famous Personalities	17	23
Others	9	12
Total	75	100

Source: Primary Data

Table 5 indicates that 44 percent of the respondents are persuaded to buy FMCG products endorsed by the film stars.

ATTRACTION TOWARDS CELEBRITY GENDER

Consumer’s reaction in response to the advertisements featuring male and female celebrities will differ. An attempt has been made to find out the extent of attractiveness of the celebrity based on gender of the celebrity.

TABLE 6: ATTRACTION TOWARDS CELEBRITY GENDER

Celebrity Gender	No. of. Respondents	Percentage
Male	15	20
Female	33	44
Both	27	36
Total	75	100

Source: Primary Data

Table 6 shows that 44 percent of the respondents are mostly attracted by female celebrities, 36 percent of the respondents are attracted both male and female celebrities and the remaining 20 percent of the respondents are attracted only by the male celebrities.

ATTITUDE TOWARDS CELEBRITY ENDORSED ADVERTISEMENTS FOR FMCG PRODUCTS

The goal of celebrity advertising is to present the product information to the potential customers. This information will result in customers adopting more favourable attitude towards the advertised product or service.

TABLE 7: ATTITUDE TOWARDS CELEBRITY ENDORSED ADVERTISEMENTS FOR FMCG PRODUCTS

Statements	SDA		DA		N		A		SA		Total
	N	%	N	%	N	%	N	%	N	%	
Celebrity can communicate the benefit of the product clearly	20	26.67	10	13.33	19	25.33	18	24	8	10.67	75
Celebrity endorsed ads are more attractive than others	4	5.33	11	14.67	19	25.33	29	38.67	12	16	75
Celebrity endorsed ads reflect the status of the brand	8	10.67	10	13.33	18	24	25	33.33	14	18.67	75
Celebrities also use the endorsed products	10	13.33	15	20	18	24	22	29.33	10	13.33	75
Presence of celebrities in ads helps to pay attention to the brand of the product	6	8.	9	12	20	26.67	24	32	16	21.33	75
Celebrities positively convey their own opinion about the product	9	12	15	20	19	25.33	21	28	11	14.67	75
I am not tired of celebrity endorsed ads	12	16	14	18.67	19	25.33	17	22.67	13	17.33	75
Celebrity advertisements gives a true picture of FMCG products	6	8	7	9.33	20	26.67	33	44	9	12	75

Source: Primary Data

Table 7 reveals that 26.27 percent of the respondents have strongly disagreed that celebrity can communicate the benefit of the product clearly, 38.67 percent of the respondents have agreed that celebrity endorsed ads are more attractive than others, 33.33 percent of the respondents have agreed that celebrity endorsed ads reflect the status of the brand, 29.33 percent of the respondents have agreed that celebrities also use the endorsed products, 32 percent of the respondents

have agreed that presence of celebrities in ads helps to pay attention to the brand of the product, 28 percent of the respondents have agreed that celebrities positively convey their own opinion about the product, 25.33 percent of the respondents have given neutral opinion that I am not tired of celebrity endorsed ads and 44 percent of the respondents have agreed that celebrity advertisements gives a true picture of FMCG products.

OPINION ON THE LEVEL OF INFLUENCE OF CELEBRITY ENDORSEMENT OF THE PRODUCT WHEN MAKING A PURCHASE DECISION

The respondents were asked to express their opinion about the level of influence the celebrity exerts in making a purchase decision through their endorsement.

TABLE 8: OPINION ON THE LEVEL OF INFLUENCE OF CELEBRITY ENDORSEMENT

Level of Influence	No. of Respondents	Percentage
Highly Influential	20	26.67
Influential	30	40.00
Slightly Influential	18	24.00
Not Influential	7	9.33
Total	75	100

Source: Primary Data

Table 8 shows that, 40 percent of the respondents have stated that product endorsement by the celebrity is influential while taking purchase decision, 26.67 percent of the respondents have stated that product endorsement by the celebrity is highly influential while taking purchase decision, 24 percent of the respondents have stated that product endorsement by the celebrity is slightly influential while taking purchase decision and the remaining 9.33 percent of the respondents have stated that product endorsement by the celebrity is not influential while taking purchase decision.

CREDIBILITY OF CELEBRITY ENDORSEMENT

Celebrities are seen as credible sources of information and the credibility of a celebrity is described as the total amount of positive features that create interest and increase the acceptance of the message.

TABLE 9: CREDIBILITY OF CELEBRITY ENDORSEMENT

Credible Source	No. of Respondents	Percentage
Trustworthiness	19	25.33
Expertise	20	26.67
Attractiveness	21	28.00
Good-Looking	15	20.00
Total	75	100

Source: Primary Data

Table 9 shows that, 28 percent of the respondents have stated that attractiveness are the most credible source of celebrity endorsement, 26.67 of the respondents have stated that expertise are the most credible source of celebrity endorsement, 25.33 percent of the respondents have stated that trustworthiness is the most credible source of celebrity endorsement, and the remaining 20 percent of them have stated that good-looking is the most credible source of celebrity endorsement.

FINDINGS OF THE STUDY

- A majority of 27 percent of the respondents regularly come across advertisements that feature celebrities.
- A majority of 53 percent of the respondents are attracted towards celebrity advertisements through the medium of television.
- Out of 75 respondents, 44 percent of the respondents are persuaded to buy FMCG products endorsed by the film stars.
- Out of 75 respondents, 44 percent of the respondents are mostly attracted by female celebrities.
- A majority of 40 percent of the respondents have stated that product endorsement by the celebrity is influential while taking purchase decision.
- Out of 75 respondents, 28 percent of the respondents have stated that attractiveness is the most credible source of celebrity endorsement.

CONCLUSION

Advertisements are always designed to attract greater attention of the audience. For this marketers come up with different techniques. Celebrity endorsement is one of these. Celebrity endorser is a panacea for all marketing woes and it has direct impact on the demographic variables of the consumers and their buying behaviour. Celebrity endorsements can reap huge rewards for the brands of FMCG products among the consumers. Thus celebrity endorsements enhance awareness of a company's advertisement, create positive feelings towards the brands and are perceived by consumers as more amusing.

LIMITATIONS OF THE STUDY

- The study has been limited to Salem District only.
- Due to time and cost constraints the study has taken a sample of 75.

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