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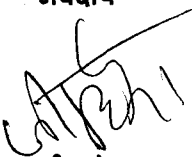
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# A STUDY OF CELEBRITY ENDORSEMENT AND IT'S IMPACT ON CONSUMER BEHAVIOUR OF COLLEGE AND UNIVERSITY STUDENTS OF RAJKOT CITY

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## ABSTRACT

*In the research paper research set the main objective wither celebrity endorsement affect consumer behaviour or not. To know the celebrity effectiveness for aspects such as easy recognition of product, new ideas, increase sale and profit and competition. Researcher has used research work a convenient sampling method adopted for the data collection and 100 structure questionnaires has been collected by the researcher and researcher used some statistical tools like percentage analysis, weighted average mean and chi-square "t" test for the data analysis. The researcher has found mode of advertisement that preferred by consumer that is television, radio, newspaper, magazine and internet from those mode television is most preferred mode of advertisement for consumer so company should have to invest and show the celebrity endorsement advertisement more on television so most of consumer purchase the product. Then next finding about which type of celebrity preferred by consumer in that 33% people like sports person and 26% people like film star and 22% people like famous personality and 19% people like common man as a brand ambassador so company have invest and show the advertisement that contain sport person so it will gain more profit and attracts more people through the advertisement. Then final finding about which celebrity famous in that is found that Amitabh bachan is a famous celebrity.*

**KEY WORDS:** *Celebrity Endorsement, Chi-Square "T" Test And Structure Questionnaires*

### 1. INTRODUCTION:

In today's world every consumer are exposed of thousands of voices and images in magazines, newspaper, billboards, radio, websites and television. Every marketer and advertiser attempt to steal at least a fraction of person's time to inform him/her of the amazing attributes of the product at hand. Over 3 million television commercials are made each year in India and 80% people forgot information in just 24 hour. So that marketer have find out hook that will hold the consumer's attention and that hook is called "celebrity".

Now in India all companies used celebrity for advertising to formulate a corporate image building and product marketing. This phenomenon is reflected in the recent market research finding that 8 out of 10 T.V commercial scoring the highest recalls were those with celebrity appearances. So, today celebrity endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another tool to make the brand more visible in the minds of consumer. Organization invests a huge amount as advertising expenditure for hiring the right celebrity for its product. There should be synergy between the brand and the endorsement.

### 2. REVIEW OF LITERATURE:

**A.H. Chouldhury and K. Mukherjee (2014)** conducted a study on "Celebrity Endorsement and its Impacts on Students Buying Behaviour towards Personal Care Products". Their research aims at i) to study the perception of consumers about the celebrity endorsement ii) to study and examine the key factors of celebrity endorsement that influence on the buying behaviour of consumers iii) to examine the impact of celebrity endorsement on consumers buying behaviour towards personal care products.

**Chaitra Bocheer and Dr. H. Nanjegowda (2013)**, conducted a study on “The Impact of Celebrity Endorsement on Indian Customers”. The objectives of the study were to study the factors inducing the choice of celebrity as company’s promotion strategy and to study the relationship between a celebrity and a brand.

**Dipayan Biswas, Abijit Biswas and Neel Das (2006)**, in their study on “The Differential Effect of Celebrity and Expert Endorsement on Consumer Risk Perceptions: The Role of Consumer Knowledge, Perceived Congruency and Technology Orientation”. Using source model theories, it was hypothesized that for high technology oriented products there would be consumer risk perceptions.

**Ligi Jolly (2014)**, conducted a study on “Impact of Celebrity Advertising in the Buying Behaviour of the College Students”. The objectives of the study were i) to identify the influence of celebrity advertisement on students buying behaviour ii) to know whether the celebrity advertisement leads to brand-building among students iii) to find out which type of celebrity personal is more effective and iv) to identify various factors influencing students buying behaviour. Primary data was collected from the respondents using structured questionnaires.

**Mc Cracken (1989)**, in his study on “The Effectiveness of the Endorsement Process” suggested that the meaning of transfer model is an attempt to explain the celebrity endorser process. According to the model celebrity effectiveness as endorser stems from cultural meaning with which they are endorsed. In this process there were three stages, process of meaning transfer involved the formation of celebrity image, transfer from celebrity to the brand and finally from the brand to the consumer was suggested.

**Michael A. Kamins et al. (1989)**, in their study on “Two-Sided Versus One-Sided Celebrity Endorsements: The Impact on Advertising Effectiveness and Credibility”, examine celebrity endorsements in advertising. They used a two-sided framework in terms of the internalization and identification processes. The two-sided execution was designed to increase viewers’ perception towards the advertiser credibility.

**Supreet Kaur (2014)**, examined “the Impact of Celebrity Endorsement on Consumers’ Buying Behaviour”. The objectives of the study were to identify the attributes that defines the success of using a celebrity in product promotion and to study the influential of celebrities on consumer behaviour with respect to branded products and services.

### **3. NEED /IMPORTANCE OF THE STUDY**

- Its help to company to know effective celebrity for Advertisement
- Its help for publicity of product and services

### **4. PROBLEM OF THE STUDY**

- Nowadays it’s very important to know, whenever we want to invest behind the advertisement and publicity. So, which celebrity gives more benefits for the selling of products/services? If we want to know it, this research questions give the answer of this questions.

### **5. OBJECTIVES OF THE STUDY**

- To find out wither celebrity endorsement affect consumer behaviour or not.
- To know the celebrity effectiveness for aspects such as easy recognition of product, new ideas, increase sale and profit and competition.
- To know the relationship between celebrity endorsement and brand loyalty.
- To know the wither frequent changing of celebrity in advertisement affects the sale of the company

- To find out wither the negative image of celebrity affects the brand images of the brand/company he/she endorsing.
- To analyse wither the company should maintain consistency between the endorser and brand to establish a strong identity.
- To know the factors affecting a purchase decision.
- To know consumer opinion regarding celebrity endorsement.
- To know which celebrity is famous.

## 6. HYPOTHESIS OF THE STUDY:

### 1. Null Hypothesis (H<sub>0</sub>)

- H<sub>0</sub>= There is no significant relation between education level and interest to know more about the product.
- H<sub>0</sub>= There is no significant relation between education level and quality of the good advertise by celebrity.
- H<sub>0</sub>= There is no significant relation between education level and attractiveness of celebrity
- H<sub>0</sub>= There is no significant relation between education level and remembering of brand
- H<sub>0</sub>= There is no significant relation between education level and factor to make decision
- H<sub>0</sub>= There is no significant relation between education level and favourite celebrity
- H<sub>0</sub>= There is no significant relation between education level and image to the brand
- H<sub>0</sub>= There is no significant relation between education level and strong brand promotion
- H<sub>0</sub>= There is no significant relation between education level and involvement of celebrity in scandal

## 7. RESEARCH METHODOLOGY

- In the research work a convenient sampling method adopted for the data collection and 100 structure questionnaires has been used by the researcher. Research based on empirical research and for the data analysis researcher has been used some statistical tools like percentage analysis, weighted average mean and chi-square test.

## 8. DATA ANALYSIS, INTERPRETATION AND MAJOR FINDINGS

- First I found mode of advertisement that preferred by consumer that is television, radio, newspaper, magazine and internet from those mode television is most preferred mode of advertisement for consumer so company should have to invest and show the celebrity endorsement advertisement more on television so most of consumer purchase the product.
- Then second finding is about whether celebrity advertisement is necessary or not in that most of people say that it is necessary to have celebrity advertisement because it helps to receive the product and company message through celebrity advertisement, not only that because of celebrity endorsement advertisement it's motivate to buy the product.
- Then third finding is about which advertisement attracts more in that most of people like advertisement with celebrity like film star, sport person and less people attract from advertisement that not contain celebrity so company have to use celebrity like film star, sport person or a famous personality.
- Then forth finding about whether celebrity advertisement affect consumer behaviour or not in that 53% people were agree that celebrity advertisement affects the consumer behaviour on an individual and 33% is neutral about whether it affects or not and only 14% people were disagree about celebrity advertisement was not affect the buying behaviour of and individual.
- Then fifth finding about why company use celebrity endorsement? In that I found that most of company use celebrity endorsement for to be able to increase sales and profit but after analysis of the data and statistical tools it is found that company use celebrity endorsement advertisement for first to be able to increase it sales and profit and then it's use for easy recognition of product for consumer and then it's use for compete strongly in the market and last when it can't generate new ideas.



- Then next finding is about relationship between celebrity endorsement and brand loyalty. From that it is found that celebrity endorsement advertisement make consumer loyal towards the product/brand so company have to invest money in celebrity endorsement advertisement.
- Then next finding is about whether consumer are actually use the product or not that is endorsed by celebrity in that 60% people are actually use the product that is endorsed by celebrity and only 40% people are not actually using the product that is endorsed by celebrity it's reason that either that product that is endorsed by celebrity is not much attractive or not a good quality so that 40% people are not actually use the product.
- Then next finding is about wither frequent change in celebrity affects the sale of the company in that it's found that 75% people are say that it's affect the sale of the company means company have to take decision very carefully when it's changing the celebrity advertisement because that affect the sale of the company and because of that its profit can be reduced.
- Then next finding about more than two celebrity endorsement are trustworthy or not in that 64% people say that it's trustworthy and 36% people say that it's not trustworthy.
- Then next finding about necessary of multiple celebrity endorsement in single brand in that 60% people say that it's necessary to have multiple celebrity in single brand but celebrity endorsement advertisement is too costly but using multiple celebrity it will increase the sale and profit of the company.
- Then next finding is about the impact of multiple celebrity endorsement on consumer in that 60% people say that it's confuse him/ her at the time of purchase of the product so in that sense company have to use only sing celebrity endorsement advertisement so it can give clear image and idea of product on consumer mind.
- Then next finding is about wither negative image of celebrity affects the image of the company/brand/product in that 61% people say it's affects the brand image of the company/product/brand so company have take care of use celebrity so negative image of celebrity does not affect the sale of the company and brand image of the company/product/brand.
- Then next finding about wither company have to maintain consistence between the endorser and brand image of the company in that 72% people say that company have to maintain consistency between endorse and brand image of the company to establish a strong identity, so when company is changing celebrity for its product company have to maintain consistency between brand and endorser.
- Then next finding about wither company have to invest large amount of money or nor in that 74% people say that company have to invest large amount of money because in return company got more profit and also strong identity in the market.
- Then next finding about impact of celebrity endorsement on consumer behaviour in that 21% say that celebrity endorsement is helps the reaching the message of the product and 28% people say that it helps to remember the brand and 20% people say that it ensures reliability and 16% say that they are attractive and 15% say that its motivate to buy the product. So most impact of celebrity advertisement is that its helps the reaching the message of the product.
- Then next finding about which type of celebrity preferred by consumer in that 33% people like sports person and 26% people like film star and 22% people like famous personality and 19% people like common man as a brand ambassador so company have invest and show the advertisement that contain sport person so it will gain more profit and attracts more people through the advertisement.
- Then next finding is about factors affecting purchasing the product in that 30% people say that at the time of purchase of product price is affect and from the analysis its found that first factor affect at a time of purchase of product is price and then quality of the product and then celebrity endorsement and discount and offers and last is affecting factor is brand image and brand loyalty.

- Then next finding is about the opinion of the consumer in that various hypothesis tested and found that based on education level consumer and its level of agreements in that..
- 70% people are agree that if he/she see the celebrity advertisement he/ she interested to know more about the product and 22% people are neutral and only 8% are disagree.
- 45% people believe that products specially advertise by the celebrity are of good quality and 30% people are neutral about it and 25% people say that it's not good quality.
- 43% people buy product based on the attractiveness of the celebrity and 36% people are neutral about it and 21% people are not purchase product based on attractiveness of the company.
- 52% people remembering brand because celebrity endorsing it and 24% people are neutral about it and only 24% people are disagree.
- 51% people are agreeing that celebrity endorsement is an important factor when he/she make decision and 26% are neutral and 23% are disagreeing.
- 54% people are agreeing that he/she buy the product if his/her favourite celebrity endorsing the product and 25% people are neutral and 21% people are disagree about it.
- 51% people agree that his/her favourite celebrity gives a positive image to the brand and 26% are neutral about it and 23% people are disagree about it.
- 52% people are agree that celebrity endorsement helps in strong brand promotion and 30% people are neutral and only 18% people are disagree.
- 30% people agree about stop buying the brand if his/her favourite celebrity endorsing got involved in scandal and 40% are neutral about it and 30% people disagree and purchase the product.
- Then final finding about which celebrity famous in that is found that Amitabh bachan is a famous celebrity.

## 9. LIMITATIONS OF THE STUDY

- This study is only limited for the Rajkot city only.
- This study is only taking the sample of 100 only.
- This study is only take students of colleges and university.
- In this study only weighted average, percentage average and chi square test is use for the analysis of the study.

## 10. FUTURE SCOPE OF THE STUDY

- This study is only limited for Rajkot city only so in future other city can be taken.
- This study is only taking the sample of 100 only so for the future scope it can be taken as 200 and more to find out more clear result.
- This study is only take students of colleges and university so for future it can take other respondent group or can take combination of group.
- In this study ANOVA test, t test, Kruskal Wallis test, Mann Whitney "U" test can't be don't because of time of lack so future can analyse by this analytical tool

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