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BUYING BEHAVIOUR OF CONSUMERS TOWARDS THE IMPACT OF CELEBRITY ENDORSEMENT – A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI CITY

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ABSTRACT

Celebrity endorsement is an advertising technique in which a celebrity serves as the brand's voice and certifies the role of the brand through its appearance, experience, popularity and status in the society. The most promising endorsements from celebrities have been Strategy for decades in the advertising market. The main purpose of the study was to recognize the effect of celebrity endorsed advertisement on consumer purchase decision. The customers began purchasing the goods with the attitude that will assist them attain perfect radiance like their favourite stars, their complexions and attractive looks. This paper focuses on analysing the impression of Indian customers regarding celebrity endorsements, examining the celebrity characteristics that are likely to affect customer buying intentions, and finally the effect of celebrity endorsements on their purchasing intention. Finally, the results of the study demonstrate that celebrity endorsements have a positive impact on consumer buying intentions.

INTRODUCTION

The aim for each advertisement is to create awareness and awaken consumers' interest on their products. One of the most effective means of advertising, in which the advertiser try to increase the brand image and identification of the celebrity to promote a product or company. The celebrity is the one who is renowned and known to the Publicly, they

become brand ambassadors of the brand when they promote a specific brand or a product, and this form of promotion is Celebrity Endorsement. Celebrities' endorsement has positive impact on company as well as brand and customers and they enhance the image of the product, Brand awareness, recall, retention and for credibility. The effectiveness of celebrity endorsement is maintained by reputation, expertise and attractiveness. Credibility refers to the public's confidence that the celebrity conveys; expertise is related to the knowledge and experience that the endorser has on a certain topic; and physical presence, elegance and sympathetic nature are correlated with attractiveness. The need for this study is to know if this endorsement strategy is successful in promoting the product, and also in understanding the attitude of the customer towards the product.

STATEMENT OF THE PROBLEM

Celebrity Endorsements is a billion dollar industry in today's era. Studies have shown that celebrities who support a business or brand will dramatically increase the consciousness of an advertising by customers apprehend their attention and make the advertisement more memorable. Additionally, when the business is endorsed by a celebrity, it informs the customer that the company is reputable, has good products or good customer service and is a sound company to allocate with. Today as a consumer we will have an impact on celebrity endorsement. Thus, it is obligatory to address a major question: What are the effects of celebrity endorsements on buying behaviour and how do consumers perceive celebrity endorsements?

OBJECTIVES OF THE STUDY

1. To identify the reasons for increasing the use of celebrity in advertisement.
2. To determine the key factors which may influence consumer's buying behaviour through celebrity endorsements.
3. To identify the relationship between trustworthiness of celebrity attributes and buying behaviour of consumers.

REVIEW OF LITERATURE

Naresh & Latha (2014) assessed the impact of attitude of the consumers towards celebrity endorsement of Telecom Brands purchasing. The sample respondents were recruited using random sampling. The method for sample selection was Systematic random sampling. A self-completion questionnaire was administered to respondents for their responses towards the queries in three Districts: Chittoor, Nellore, Kadapa. Survey brands included four product brands produced by Indian Telecom service Providers namely Vodafone, Aircel, Reliance Communication and Idea. The most important finding of the study is that celebrity endorsement is effective for marketing communication. The study also revealed that young consumers (students) got influenced by celebrity endorsement strategy on their purchase decision. Age of the respondents plays a key role supposing to host a positive or negative attitude towards celebrity endorsement.

Patel (2015) examined consumer attitude towards celebrity endorsement with special reference to film stars versus sports star as Celebrity Endorser. The study surveyed 711 respondents i.e. MBA/MCA students of south Gujarat region with regard to their attitude towards celebrity Endorsement. Data were collected from both primary as well as secondary sources. Primary data were collected through a structured questionnaire. The findings showed that there is no difference in consumer's perception about credibility of Celebrity based on type of Celebrity i.e. whether it is Film stars or Sports stars and there is a difference in consumers' attitude towards Celebrity Endorsement based on gender.

RESEARCH METHODOLOGY

The research entitled "Buying Behaviour of Consumers towards the Impact of Celebrity Endorsement - A study with Special Reference to Thoothukudi City" focuses primarily on analysing the views of respondents of Thoothukudi on how celebrity endorsements influence their purchasing decision. This study is focused on descriptive research as respondents perception of celebrity endorsement is examined and its effect on the intent to buy is assessed. There is an equal contribution of both primary and secondary data to the current study. Secondary data is collected through internet, review of existing literatures, newspapers, journals and magazines and research articles whereas primary research was carried out with the help of a well-structured questionnaire. Convenience sampling method is used to collect the data from 200 respondents. Based on the respondents views Percentage analysis, Garrett Ranking Technique, Likert Scale analysis has been done.

LIMITATIONS OF THE STUDY

1. It is necessary to define the boundaries of this research. The study only focuses on the phenomenon of celebrity endorsement in a general view, without taking cultural contexts into account, to narrow down the scope of the analysis.
2. The study does not apply for the consumers who adopt non-celebrity endorsements.
3. The respondents view may vary over a period of time with the change in endorser or the ambassador of the peculiar brand.

ANALYSIS AND INTREPRETATION OF DATA

TABLE 1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE(%)
	AGE		
1.	Less than 18 years	18	9
2.	19-25 years	122	61

3.	26 - 35 years	40	20
4.	Above 35 years	20	10
	Total	200	100
	GENDER		
1.	Male	34	17
2.	Female	166	83
	Total	200	100
	EDUCATIONAL QUALIFICATION		
1.	School Dropout	18	9
2.	UG	82	41
3.	PG	100	50
	Total	200	100
	MARITAL STATUS		
1.	Married	52	26
2.	Unmarried	148	74
	Total	200	100
	OCCUPATION		
1.	Student	60	30
2.	Self- Employed	6	3
3.	Government Employee	128	64
4.	Private Employee	6	3
	Total	200	100
	INCOME		
1.	Less than ₹15,000	44	22
2.	₹15,001-₹ 25,000	70	35
3.	₹.25,001-₹ 35,000	45	23
4.	Above ₹ 35,001	41	20
	Total	200	100

Source: Primary Data

From the above table, it is inferred that majority of the respondents are in the age group of 19-25 years. Majority of the respondents are Female. Most of the respondents are Post Graduates. Majority of the respondents are unmarried. Majority of the respondents are Government Employee. Most of the respondent's monthly income is ₹ 25,001 – ₹ 35,000.

TABLE 2. TIME SPENT ON MEDIA

Media	Less than 30 Minutes	31 Minutes to 1 Hour	More than 1 Hour	Total
Television	10 (5%)	70 (35%)	120 (60%)	200
Magazine	134 (67%)	26 (13%)	40 (20%)	200
Internet	16 (8%)	56 (28%)	128 (64%)	200
Radio	117(59%)	42 (21%)	41 (20%)	200
Newspaper	167 (84%)	21 (10%)	12 (6%)	200

Source: Primary Data

From the above table, in Television majority of the respondents spent more than 1 hour in watching television, 35% of the respondents spent 31 minutes to 1 hour, while only 5 % of the respondents spent less than 30 minutes in watching television. While in magazines, majority of the

respondents spent only less than 30 minutes in reading magazines. 59 % of the respondents spent less than 30 minutes in listening radio and 84 % of the respondents spent less than 30 minutes in reading newspapers. From the above table, it is cleared that 64 % of the respondents spent more than 1 hour on surfing on internet.

TABLE 3. FACTORS INFLUENCING THE PURCHASE DECISION

S.No	Factors	No. of Respondents					Total Score	Mean	Rank
		1	2	3	4	5			
1.	Attractiveness	135	45	10	8	2	903	4.51	IV
2.	Trustworthiness	139	32	12	11	6	899	4.49	III
3.	Likeability	138	29	13	7	3	862	4.31	I
4.	Expertise	127	48	11	6	8	880	4.4	II

The above table demonstrates the importance and effectiveness in order to influence the purchase decision. It clearly portrays that likeability (4.31) is ranked first, followed by Expertise (4.4) ranked second, Trustworthiness (4.49) ranked third and Attractiveness (4.51) ranked fourth. Thus the table delineated that likability influences purchase decision of consumers.

TABLE 4. CELEBRITY ATTRIBUTES AND BUYING BEHAVIOUR - TRUSTWORTHINESS

S.No	Aspects	SA	A	N	D	SDA	Total	Rank
1.	I can depend on celebrity because the product endorsed by celebrity is good.	156 (312)	24 (124)	15 (0)	3 (-3)	2 (-4)	329	III
2.	I trust & buy the product because the celebrity is honest about the message he/she is giving	178 (356)	20 (20)	2 (0)	2 (-2)	0 (0)	374	I
3.	The message given by the celebrity is reliable so I can count on it	161 (322)	37 (37)	1 (0)	1 (-1)	0 (0)	358	II
4.	The celebrity is sincere about the endorsed product	147 (294)	15 (15)	28 (0)	44 (-4)	6 (-12)	293	V
5.	I can trust on the celebrity regarding the product	154 (308)	17 (17)	19 (0)	7 (-7)	3 (-6)	312	IV

Source: Primary Data

SA- Strongly Agree , A- Agree, N- Neutral, D- Disagree, SDA- Strongly Disagree

The above table shows celebrity attributes and trustworthiness of consumers towards their buying behaviour. Majority of the respondents ranked first that they can trust & buy the product because the celebrity is honest about the message he/she is giving, followed by rely on the message given by celebrity ranked second, depend on celebrities for their endorsed products ranked third, they can trust on celebrities for their endorsed products ranked fourth, celebrity is sincere about the endorsed product ranked fifth.

Thus the table clearly depicts that, trustworthiness relies on buying the product because of the message given by the celebrity is true.

TABLE 5. REASONS FOR USAGE OF CELEBRITY

S.No	Factors	No. of Respondents					Total Score	Mean	Rank
		1	2	3	4	5			
1.	Because of popularity & status of celebrity	140	30	14	11	5	889	4.44	III
2.	People attracted towards celebrity	137	33	17	9	4	890	4.45	IV
3.	Creates a good image/impression on minds of consumers	118	64	8	6	4	886	4.43	II
4.	Due to increase in competition	121	47	16	10	6	867	4.33	I
5.	Celebrity endorsement creates or leads to huge sales of product/services	157	20	13	7	3	921	4.60	V

The above table exhibit the reasons for usage of celebrity in advertisement. Due to increase in competition with highest mean score (4.33) ranked first, followed by Creates a good image/impression on minds of consumers ranked second, Because of popularity & status of celebrity ranked third, People attracted towards celebrity ranked fourth, Celebrity endorsement creates or leads to huge sales of product/services ranked fifth.

Thus the table manifest that, the celebrities are exploit in advertisement due to increae in competition

FINDINGS OF THE STUDY

1. Majority of the respondents are in the age group of 19-25 Years. Among them most of them are female and they are unmarried. Most of the respondents have completed their post graduates and they were working in a Government organization whose monthly income is 25,001 – ₹ 35,000.
2. Majority of the respondents spent more than 1 hour on surfing on internet and most of them spent less than 30 minutes in reading newspapers.
3. Most of the respondents felt that message given by the celebrity is true and likability influences their purchase decision and celebrities are exploit in advertisement due to increae in competition

SUGGESTIONS

In a nutshell, Celebrity endorsement is an active promoting instrument. The companies should pivot on selecting the most pertinent celebrity endorser for their product in order to gain more attentiveness and evoke the concern of consumer. It is foremost to choose the appropriate celebrity to present the product but it more important to focus on the quality of the product.

Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.

Celebrity endorsements will be more effectual when the ad execution is simple, clean and free of irrelevant design elements and the ad characterizes catchy themes associated with the personality of the celebrity.

CONCLUSION

The main objective of advertising is to fetch information to the target audience and to build positive attitudes and purchase intention about the product or service being offered. Therefore, celebrity endorser plays a very important role for the product or service being offered. It is believed that products endorsed by the celebrities are of good quality. . Endorsements can be more effective if celebrities themselves assure that they are using the brand they endorse and thereby assure about the genuineness of the product. In conclusion the effectiveness of celebrities plays important role in promoting products since it can attract consumers and increase the sales and celebrity endorsed advertisements have the influence on their purchase decision.

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