



IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO FAST MOVING CONSUMER GOODS OF SELECTED COMPANIES

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ABSTRACT

The purpose of the present study is to explore the relationship between celebrity endorsement and consumer buying behaviour with respect to popularity, familiarity and proficiency. The study was based on primary data which has been taken by using convenient method of sampling. Data analysis for the present study has been done by using Pearson t test at 5% level of significance. The findings of the study indicate that popularity and familiarity of celebrities is positively and significantly associated with consumer buying behaviour. However, proficiency of celebrity has not been found significant and associated with buying behaviour of the consumer.

KEYWORDS: *Celebrity endorsement, popularity, familiarity, proficiency and consumer satisfaction.*

INTRODUCTION

In the present scenario of competition celebrity endorsement has become one of the most important tools to promote the product in order to increase the sales. Now a days it has been observed many times that celebrity endorsement is adopting the large number of organization to connect with peoples regarding the particular products and brands. However, majority of peoples has been changing their living splandered and behaviour according to their favourite celebrity. Most of the research study has been proved that promotion of the brand and product has a significant impact if it has been done by using the popular celebrity among the peoples. On the other hand it has also been observed that promotion through celebrity has not always create any kinds of effects in the persons mind but it gives a great impact regarding changing of customer perception with respect to choice of brand. In the present area of marketing it has been pointed out that the promotion of product is changing in different ways and now it has been covert from the traditional to modern. Due to this particular reason endorsement through celebrity has become one of the most significant strategy of advertisement used by the company in order to attract large number of peoples for purchasing of product and services. According to the peoples mind set the celebrity has been classified in several categories such as popular, familiar, trustfully etc. the present study is related with impact of celebrity endorsement on consumer buying behaviour with respect to purchasing of fast moving consumer goods of selected companies. In this process certain features of celebrity such as popularity, familiarity, and proficiency has been identified and discussed in order to examine the buying behaviour of consumer with respect to purchasing of fast moving consumer goods.

Celebrity Endorsement

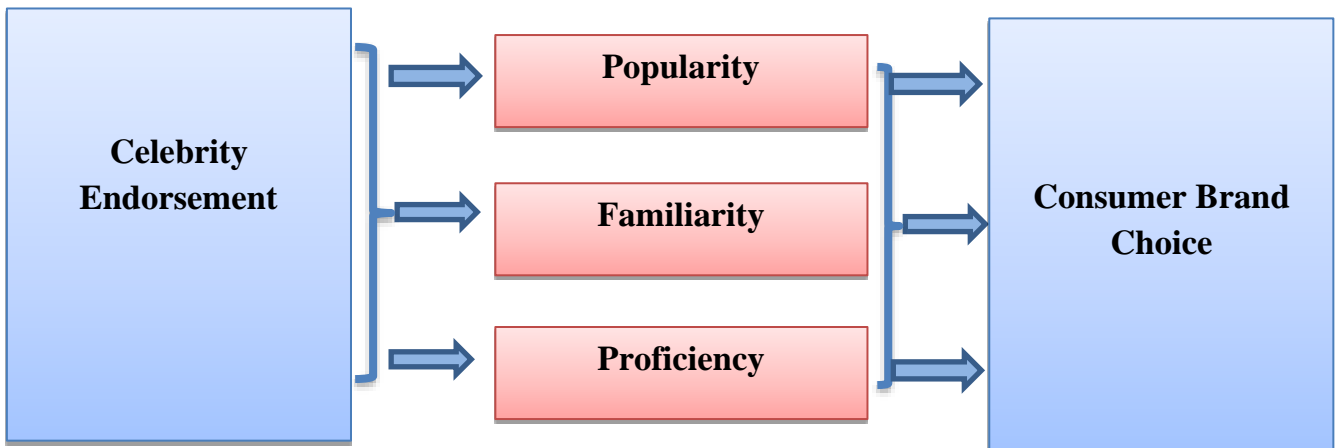
Celebrity endorsement is the promotional tools adopted by the organization in order to promote particular brand and product among the group of peoples. However, according to the marketing trend it has become necessary to use the personality of the any person which may be familiar and popular among the large number of peoples. On the other hand celebrity endorsement may be define the promotional process adopted by the organization regarding promotion of particular brands and product. On the other hand celebrity endorsement is most powerful strategy to highly promotion of the brand in order to get maximum profit.

Consumer Buying Behaviour

Consumer buying behaviour is a process used by the consumer during purchasing of the goods and services. However, the behaviour and attitude used by the peoples during making of purchase decision. Now a days each and every organization are using the decision process model because it is most important to study the consumer buying behaviour which may be reflect any time with the changing of brands and product.



Research Framework



REVIEW OF LITERATURE

Mukherjee D. (2009), has been conducted a research study on impact of celebrity endorsements on brand image. The study was based on foundation of the impact of celebrity endorsements on image of particular brand. In order to examine the impact of celebrity endorsement the study has been uses a wide range of findings that explore that how the consumer attitude and preference in influenced by the celebrity endorsement. The findings of the study explore that consumers are motivated by self needs to utilize brand association comes from the celebrity endorsement. Furthermore it has been point out by the author that many celebrity are most important for endorsement of the brand, on the other hand if the celebrity does not match the brand image so it may harmful for the product attraction among the entire population.

Cliten A. et.al., (2008), has been conducted a research study to exploring the relationship between celebrity endorsement and its impact on advertising effectiveness. In this research quantitative summary for the relationship between celebrity endorsement and effectiveness of advertising has been produced. The findings of the study indicates that the source credibility model mix-up for celebrity attractiveness, trustworthiness of the celebrity and celebrity expertise has been found the most important influencer source effect the purchase intention, brand attitudes and brand selection of the consumer. Furthermore findings of the study reveals that negative celebrity information is may be harmful for advertising campaign and celebrity endorsement is subject to reduction by advertising clutter, attention for selection and evaluation of product.

Chiosa (2012), has been conducted a research study on celebrity endorsement strategy and explore that the brand regularly use the celebrity to get consumer attention can be observe as credible source of information about the product and company. Furthermore it has also been explore by the author that celebrity endorsement become one of the most famous and informal communication strategy to build strong relationship between brand image and consumer preference. The study also presents various techniques and model to analyses celebrity efficiency to endorsing the brand and product. These technique may be print advertisement, television commercials, photos of celebrities with brand image, name the product with name of celebrity. In the conclusive remark the study states that the endorsement through celebrity is highly impact and influences the consumer preference for selection of brand.

Frances D et.al., (2013), has been conducted a research study to explore the impact of celebrity endorsement on retaining business in the United Sate and Asia. In this study they explore that celebrity endorsement has become one of the key marking strategy that must be adopt by the retail business. In this research they point out that celebrity endorsement is one of the key marketing strategy must be adopt by the retail companies. Furthermore it also explores how the brand perception and consumer satisfaction is influence after applying the celebrity endorsement model. In the conclusive remark author point out that celebrity endorsement may be a profitable advertisement to retail companies to attract large number of consumer. However, retail companies realize that brand must be bigger than the celebrity.

Khatri Pooja (2006), has been conducted a research study on celebrity endorsement: a strategic perspective. The study was based on conceptual framework in which significant relationship between celebrity endorsement and



consumer behavior as well as brand choice. Furthermore study explore that various factors such as popularity and familiarity is significantly and positively impact the brand image of the company among the consumers.

Ateay E. (2011), has been conducted a research study on celebrity endorsement and adverting effectiveness. The study point out that the heavy amount is spending by the company to hire the celebrity in order to endorse and promote the brand. Furthermore the author describe that value congruence with unfamiliar celebrity was more effective then familiar celebrity in order to generate attitude towards promotion and brand. Furthermore author also suggested that congruence between celebrity and product is played a significant role in order to increase effectiveness in advertising. In the conclusive remark it has point out by the author that companies hire the celebrity according to budget if they have low budget so they preferred less famous personality and if they have high budget they prefer high personality.

OBJECTIVES OF THE STUDY

The various studies are as under

1. To describe the impact of celebrity endorsement on consumer buying behavior with respect to popularity of the celebrity.
2. To describe the impact of celebrity endorsement on consumer buying behavior with respect to familiarity of the celebrity.
3. To describe the impact of celebrity endorsement on consumer buying behavior with respect to proficiency of the celebrity.

HYPOTHESIS OF THE STUDY

- H₀₁**: Celebrity endorsement has no significant impact on consumer buying behavior with respect to popularity.
H_{a1}: Celebrity endorsement has a significant impact on consumer buying behavior with respect to popularity.
H₀₂: Celebrity endorsement has no significant impact on consumer buying behavior with respect to familiarity.
H_{a2}: Celebrity endorsement has a significant impact on consumer buying behavior with respect to familiarity.
H₀₃: Celebrity endorsement has no significant impact on consumer buying behavior with respect to proficiency.
H_{a3}: Celebrity endorsement has a significant impact on consumer buying behavior with respect to proficiency.

RESEARCH METHODOLOGY

Research methodology for the present study is based on conceptual framework to describe the impact of celebrity endorsement on consumer buying behavior with respect to popularity, familiarity and proficiency. The methodology for present study includes the sample design collections of data, sample size and method, measurement scale and tools for data analysis. The entire research framework of the study is based on quantitative method of research, however, primary and secondary data has been used to explore the relationship between different independent and dependent variables. The primary data for present study has been collected by using survey method and secondary data has been collected from various published research paper and other study material.

Sampling

Sampling is a systematic process to determine required number of peoples from the entire population. The structure of complete sampling may be classified in various steps.

1. **Sample design**: the designing of the sample for the present study were based on data related to celebrity endorsement and consumer buying behavior with respect to product of selected companies.
2. **Sampling method**: the present study is based on convenient method of sampling in which sample has been collected according to nature of the research problem.
3. **Sample area**: sample area for present study is limited up to different geographic and demographic locations of respondent in Bhopal city.
4. **Sample size**: the final questionnaire has been distributed among the 150 respondent. However, 134 peoples positively respond the questionnaire.

Measurement scale

In order to scaling of data five point Likert scale has been used such as 01 strongly disagree to 05 strongly agree

Data Analysis tool

The present study deals with coefficient analysis and the justification of hypothesis has been done by using Pearson t-test at 5% level of significance and 95% level of confidence.



Hypothesis Testing

Table: 1
(Relationship between celebrity endorsement and consumer buying behavior)

Hypothesis	Independent variables	df	β	t-value	Sig.	Result
H ₀₁ /H _{a1}	Popularity	4	0.181	6.495	0.021	Significant
H ₀₂ /H _{a2}	Familiarity	4	0.093	8.019	0.001	Significant
H ₀₃ /H _{a3}	Proficiency	4	0.146	11.026	0.214	Not Significant

Dependent Variable: Consumer buying behavior

FINDINGS OF THE STUDY

The various findings of the study are as under

- Table 1** explores the relationship between celebrity endorsement and consumer buying behaviour with respect to popularity. It has been observed from the table that score of β is **0.181** and calculated score of t is **6.491** which is significant at 5% level of significance (**p-value is 0.021**). However, it is evidently recommended to the rejection of null hypothesis and accepted the alternative hypothesis. On the basis of the significant result it can be explore that popularity of the celebrity is significantly and positively related with consumer buying behaviour during the purchasing of fast moving consumer goods of selected companies.
(H_{a1}= accepted)
- Table 1** explores the relationship between celebrity endorsement and consumer buying behaviour with respect to Familiarity. It has been observed from the table that score of β is **0.093** and calculated score of t is **8.019** which is significant at 5% level of significance (**p-value is 0.001**). However, it is evidently recommended to the rejection of null hypothesis and accepted the alternative hypothesis. On the basis of the significant result it can be explore that familiarity of the celebrity is significantly and positively related with consumer buying behaviour during the purchasing of fast moving consumer goods of selected companies.
(H_{a2}= accepted)
- Table 1** explores the relationship between celebrity endorsement and consumer buying behaviour with respect to proficiency. It has been observed from the table that score of β is **0.146** and calculated score of t is **11.026** which is not significant at 5% level of significance (**p-value is 0.214**). However, it is evidently recommended to the rejection of alternative hypothesis and accepted the null hypothesis. On the basis of the significant result it can be explore that proficiency of the celebrity is not significant and positively related with consumer buying behaviour during the purchasing of fast moving consumer goods of selected companies.
(H₀₃= accepted)

CONCLUSION

The present study is related to explore the impact of celebrity endorsement on consumer buying behaviour towards fast moving consumer goods of selected companies. Popularity, familiarity and proficiency of the celebrities have been taken a independent variables in order to explore the relationship between celebrity endorsement and consumer buying behaviour. The data analysis for present study was conducted by using Pearson t test. The findings of the study clearly indicates that popularity and familiarity of celebrity has been found significantly and positively related with consumer buying behaviour, however, proficiency of the celebrity has not been found significant factor and not related with consumer buying behaviour.

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