



A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON THE PURCHASING DECISION OF CONSUMERS, WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT, KERALA

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ABSTRACT : - Today's business scenario is characterized by high competition, dynamism and operational complexities. Competition has forced corporate to change and upgrade continuously due to rising customer expectations. In such an aggressive business situation advertising plays an important role in communicating with the customers, both current and potential. The study helps to identify whether brand ambassadors has any influence in purchase decision of consumers. The study also helps the firm to identify whether brand ambassadors constitute for brand recall. The study was conducted among the natives of Ernakulam district.

Key words: Competition, Advertisement, Brand Ambassadors, Consumers, Customer expectations

INTRODUCTION

In this rapidly competitive, dynamic and technology driven business environments, businesses are under constant stress to deliver the best quality products and services. Businesses are continuously developing and upgrading themselves to meet customer needs and expectations. Technology has changed the reach of customers in a wide manner. Marketers have identified cutting technology for getting the best for their customers. It is the most relevant thing regarding a business to transparently communicate and convince potential customers. Multitudes of studies have been taken place in the the stream of the impact of advertisement on sales of differentr goods and services.. In such hostile business circumstances, celebrity endorsement plays an significant role in interacting with customers. Firms spend massive amount of money as advertising costs for celebrity endorsement. . This study analyse the advantages of endorsing a popular celebrity as part of promotional activities.

STATEMENT OF THE PROBLEM

The industries in the country have seen rapid growth in the recent years. In Kerala, many number of businesses have started recent years. The amount of competition has increased in a significant manner. Hence, the market leaders have to constantly improve and revise their marketing strategies to continue their growth. This study analyses the Impact of brand ambassadors in purchase decision of consumers.

OBJECTIVE OF THE STUDY

- To analyse the benefit of celebrity endorsement in the promotion of a product.
- To study the the role of celebrity endorsement in brand awareness.
- To ascertain impact of celebrity endorsement in the purchase behavior of a product.
- To study the influence of brand ambassadors in recognition of brand and advertisement.

SCOPE OF THE STUDY

The major scope of the study is that it helps to identify the current state of celebrity endorsement and its effectiveness in advertising and brand recognition. As advertising effectiveness is a foremost factor inducing the sales of a product or service, Regular updation in the advertising effectiveness helps the business to in identify the reasons for change in sales revenue. The study tests the various manipulating factors like effectiveness of celebrity endorsement in Brand awareness, purchasing behaviour of customers etc.... It also looks into the factors persuade the purchase decision of customers.

REVIEW OF LITERATURE

According to Schlecht (2003) term 'celebrity' can be defined as, "Celebrities are people who enjoy public recognition by a large share of certain group of people". al, (2007 And Kurzman et) states: "Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path". Danieal.J.Boortish defines: "A sign of a celebrity is that his name is often worth more than his services". Celebrities are individuals who relish public gratitude and acknowledgement, and who frequently possess unique traits like Charm and Credibility (McCracken, 1889; Silvera and Austad, 2004). The term 'Celebrity' denotes a person who is popular among people such as actors, sportsperson, entertainers and others who have accomplishments in their respective fields besides the product they endorsed (Friedman and Friedman, 1979)

McCracken (1989) defined celebrity endorser as: "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". While Stafford et al, (2003) gives a definition of endorsers as, "A famous person who uses public recognition to recommend or co-present with a product in an ad". During all these years, many researchers have proposed theories in order to know the means that makes celebrity endorsement productive and fruitful. Along with several theories proposed, many of them also studies all the elements that be a factor in celebrity endorsements and what kind of impression they have on buyers conduct (Esangbedo, 2011). Celebrity endorsement is been assumed to be an "omnipresent attribute of today's advance marketing" (McCracken, 1989). Advertisers utilize celebrity to persuade the buying choice of their customers and it gives them great edge for revenue or high yields of sales (Raval and Tanna, 2014). Sellers spend huge volume of money yearly on celebrity endorsement agreements built on faith that celebrities are great representative for their product or brands. Currently Celebrity endorsement is considered as a billion dollar industry (Katyal, 2007). Different companies endorse celebrities in faith that by utilizing them they can achieve distinctive and significant place in the minds of customers (Kambitsis et al, 2002). Celebrity endorsement is progressively being utilized by different companies irrespective of the product category (Temperley & Tangen, 2006). Mostly brands are living their life without using a celebrity or brand personality. Honestly, solely dependence on brand will only give disappointment as brand itself could never talk, walk or even get snapped.

But if you utilize a celebrity in an effective manner then it could give the product and company the ultimate and instantaneous glamor, oomph and ambition (Mukherjee, 2009).

THEORETICAL FRAMEWORK

ROLE OF BRAND AMBASSADORS

Celebrity endorsement is a crucial industry now a days. Of late, the methods of advertisement has changed a lot from ancient methods. The new method gives more importance to the emotions, feeling etc... of customers. The aim of these strategies is to get market exposure and persuading the customers to the business. In order to make these tactics into victory, businesses employ well known celebrities because celebrities have the power to influence the consumers buying decisions. Since celebrities own unique potentials like credibility and charm. Many big businesses use the concept of celebrity endorsement as a marketing promotion tool. As we are surrounded by different advertisements, we get attracted to many celebrities in those advertisements. Every advertisement try convey various traits of a product. The sellers have to research what will hold customer's attention. For getting this, celebrity endorsement has a great impact. Celebrity hiring is a costly process and matching celebrity for a product promotion is a difficult process. This needs a lengthy process of a clear understanding of the product, the selection of a celebrity, the goal of the brand and then connecting the celebrity with the brand. Celebrities can ensure high recollection and remembrance. Businesses trust that, by hiring celebrities, they flourish in creating a desire in the mind of customers' mind to purchase goods and services. Celebrities are often supposed to be models by many people and some people like to follow their characteristics and advices and trial those products which the celebrities recommends through advertisements. In the field of advertisement, celebrity endorsement is significant tool that will ensure some result.

RESEARCH METHODOLOGY

The main aim behind the study is to analyse the Impact of brand ambassadors in purchase decision of customers. The factors affecting the same is being analysed. The Researcher collects view from the general public to ascertain their reaction. Data collection is done through a structured questionnaire.

RESEARCH DESIGN

The study is a descriptive in nature. It is used to explain the traits of a population.

SOURCES OF DATA

PRIMARY DATA

Structure Questionnaire

The structured questionnaire was used to obtain primary data from the general public. It was distributed among people all over Kerala.

SECONDARY DATA

Secondary data implies second-hand information which is already collected and recorded by any person other than the user for a purpose, not relating to the current research problem.

The secondary data for the study was collected through journals, magazines, books, company website and other online resources.

SAMPLE SIZE

A total of 100 customers were interviewed out of the total population.

METHODS OF DATA COLLECTION

Primary Data

The Researcher used a structured questionnaire for primary data collection and was sent through Google Forms since its COVID -19 pandemic outbreaks. The questionnaire contained 18 questions. The information was received directly from the respondents. In this study primary data was collected from the people all over Kerala with the help of the google form questionnaire.

Secondary Data

Secondary data was collected from the company website, product catalogue, Company journals, project reports and previously conducted research studies.

DATA ANALYSIS TOOLS

The data analysis and interpretation was done using Percentage analysis method.

DATA ANALYSIS AND INTERPRETATION

The study is based on survey among 100 respondents chose randomly from the population.

PROFILE OF RESPONDENTS

According to the survey, primary data about personal data of the respondents were as follows:

- 40% of respondents were female, 60% were male.
- 95 % belonged to the age category of above 18.
- 5% belonged to the age category of below 18.

Table 1.1 **PURCHASE OF PRODUCTS BY PERSUADING FROM ADVERTISEMENTS**

Response	No. of response	Percentage
Yes	100	100%
No	0	0%
Total	100	100%

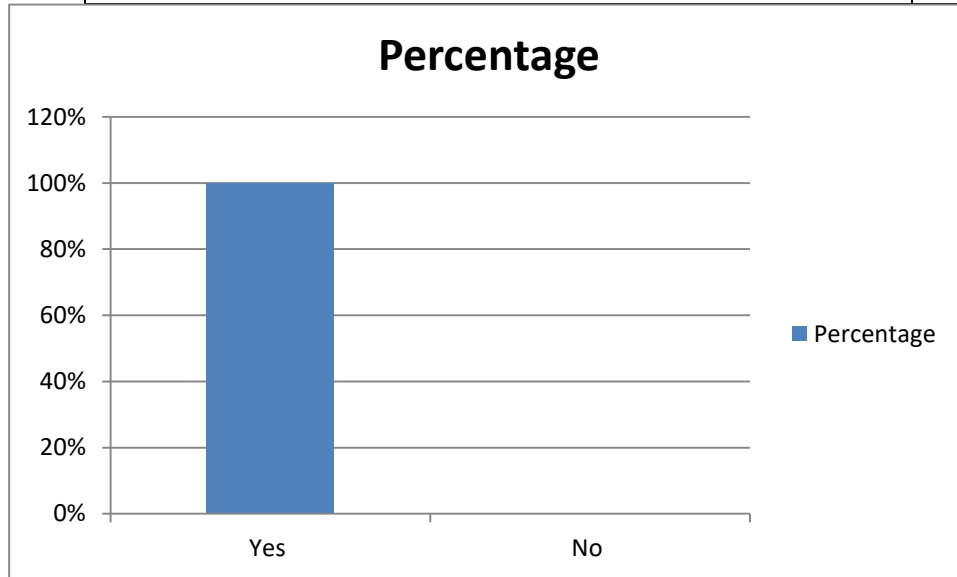


Figure 1.1

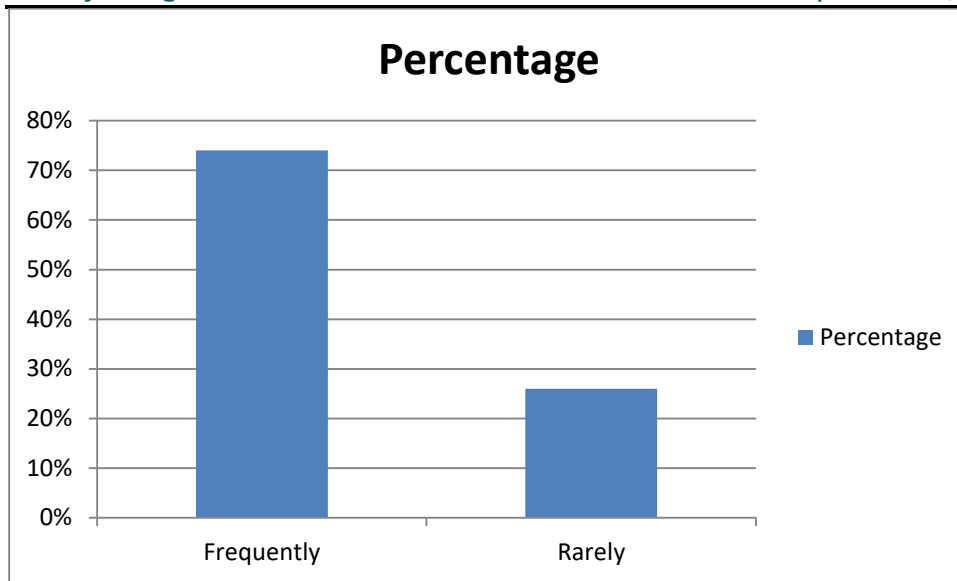
INTERPRETATION:

From Table 1.1, Most of the respondents are purchasing products by persuading from advertisements. Customers can easily able to recognize the brand name and associate it with their products.

Table 1.2

FREQUENCY OF WATCHING CELEBRITY ENDORSED ADVERTISEMENT

Response	No. of response	Percentage
Frequently	74	74%
Rarely	26	26%
Total	100	100%



Source: primary data

Figure 1.2

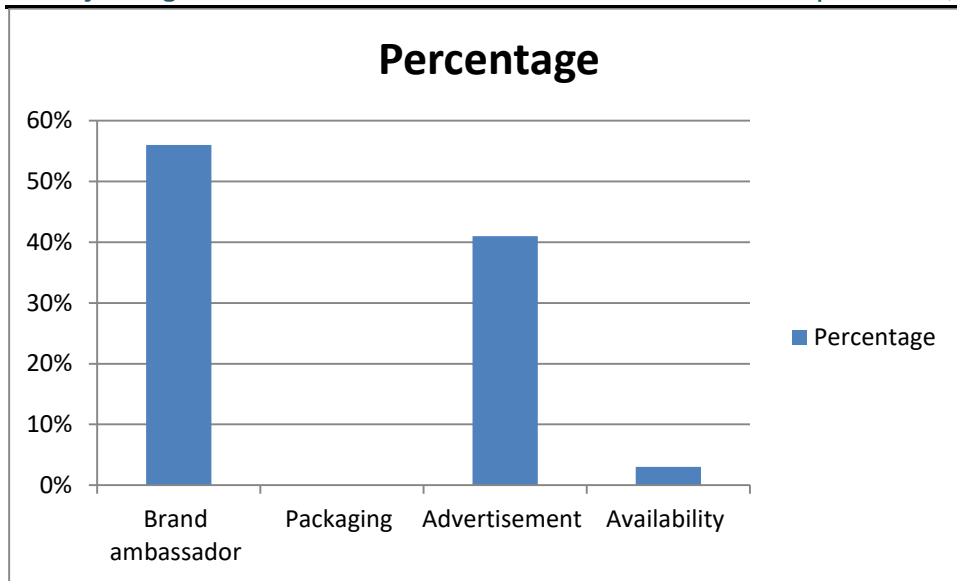
INTERPRETATION:

From Table 1.2, about 74% of the respondents frequently watch the celebrity endorsed advertisements and 26% rarely see the celebrity endorsed advertisements. The respondents who sees the celebrity endorsed ads frequently are using social media and watching television advertisement for greater time than the next category.

Table 1.3

FACTOR WHICH INFLUENCE MOST THE PURCHASING DECISION OF A CUSTOMER

Response	No. of response	Percentage
Brand ambassador	56	56%
Packaging of product	0	0 %
Advertisement	41	41%
Availability of product	3	3%
Total	100	100%



Source: primary data

Figure 1.3

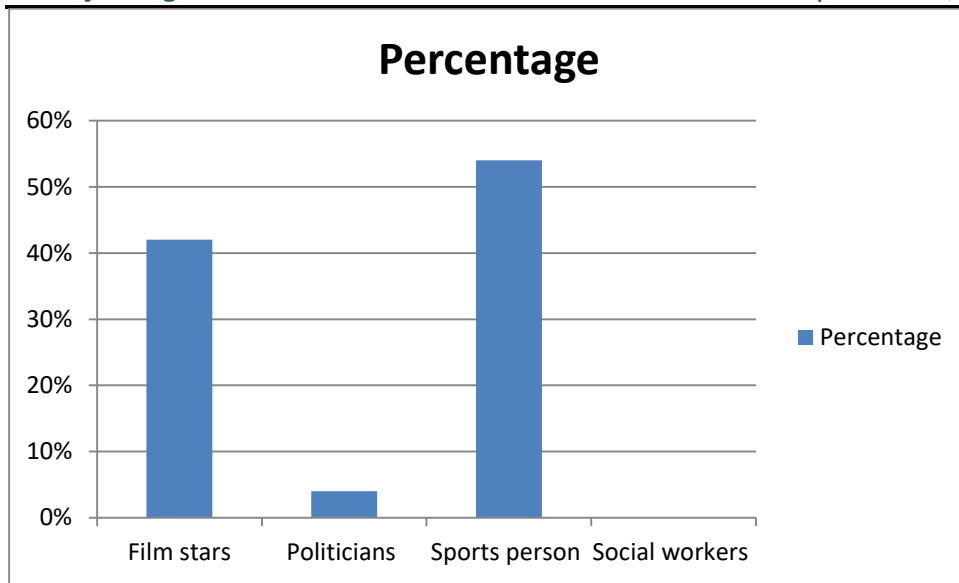
INTERPRETATION:

From Table 1.3, about 56% are purchasing the products from the influence of brand ambassadors and 41% are through other types of advertisements.

Table 1.4

WHICH CATEGORY OF CELEBRITY BEST CATCH THE CUSTOMERS

Response	No. of response	Percentage
Film stars	42	42%
Politicians	4	4%
Sports person	54	54%
Social workers	0	0%
Total	100	100%



Source: primary data

Figure 1.4

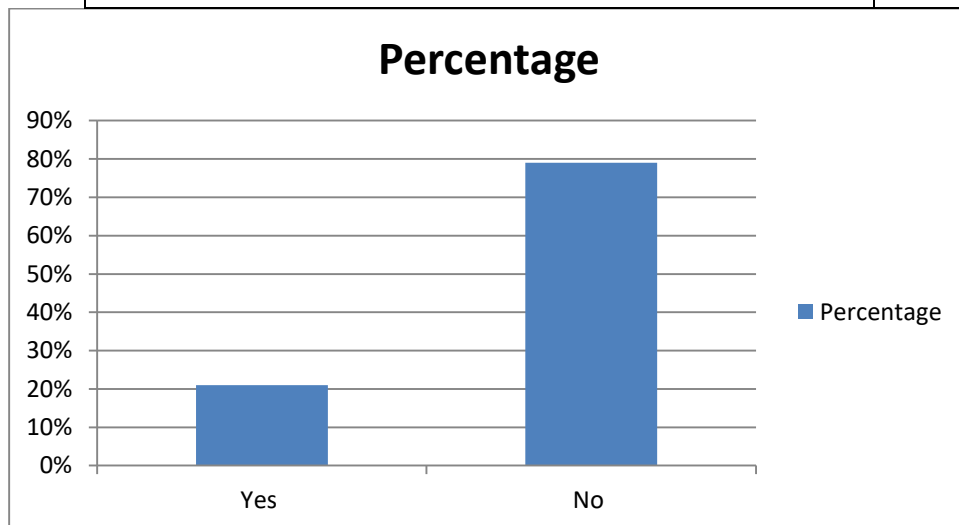
INTERPRETATION:

From Table 1.4, more than half of the respondents are of the opinion that the sports person is most suitable as a brand ambassador followed by film stars. (42%)

Table 1.5

PURCHASE OF A PRODUCT IF THE CELEBRITY INVOLVES IN AN UNETHICAL ISSUE

Response	No. of response	Percentage
Yes	21	21%
No	79	79%
Total	100	100%



Source: primary data

Figure 1.5

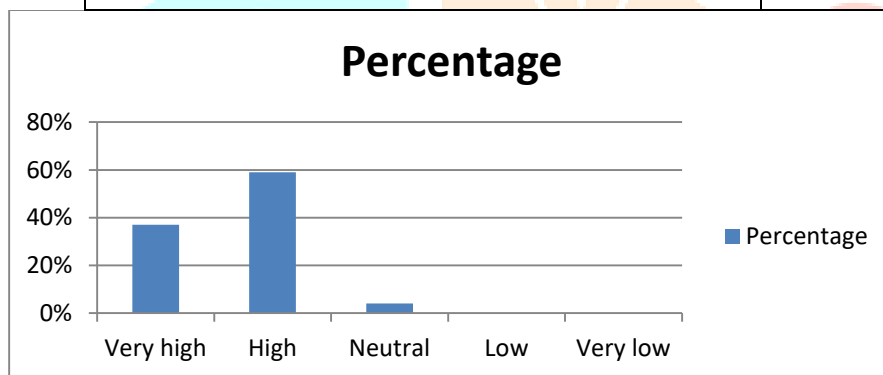
INTERPRETATION:

From Table 1.5, majority (79%) of the respondents are of the opinion that they will not purchase if the celebrity is involved in an unethical issue and the rest 21% are not concerned about it.

Table 1.6

HOW FAR BRAND AMBASSADORS CAN ATTRACT CUSTOMERS TOWARDS A PRODUCT

Response	No. of response	Percentage
Very high	37	37%
High	59	59%
Neutral	4	4%
Low	0	0%
Very low	0	0%
Total	100	100%



Source: primary data

Figure 1.6

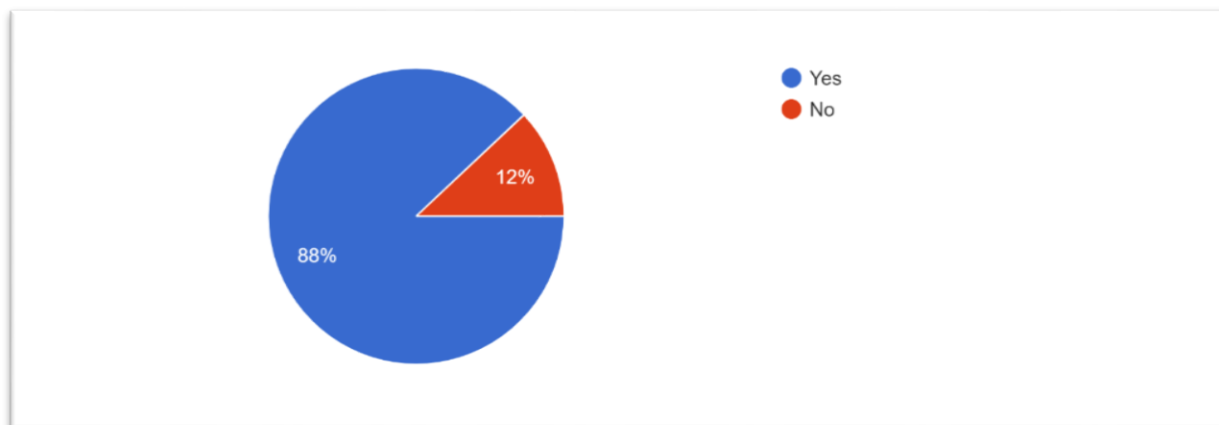
INTERPRETATION:

From Table 1.6, majority (96%) of the respondents are of the opinion that the brand ambassadors can make attract the customers to a brand in a great extent.

Table 1.7

POSITIVE IMAGE TOWARDS THE BRAND BECAUSE OF CELEBRITY ENDORSEMENT

Response	No. of response
Yes	88
No	12
Total	100



Source: primary data

Figure 1.7

INTERPRETATION:

From Table 1.7,

88% respondents are of the opinion that the favourite celebrities can create a positive image in the mind of customers regarding the product.

CUSTOMER OPINION RELATED TO CELEBRITY ENDORSEMENT**Table 1.8**

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Weighted average
a) Do you get attracted to an advertisement because of its brand ambassador?	28	47	10	8	6	83
b) Do the brand ambassador has an influence the perception of customers towards a brand ?	23	42	34	1	0	87
c) An advertising message by the brand ambassador has a significant impact on purchase decision of customers.	0	36	47	17	0	19
d) Brand ambassador plays an important role in the sale of products.	20	54	18	8	0	86
e) Brand ambassador is helpful in remembering and recollecting the brand.	16	44	38	2	0	74
f) You are buying a product because it is promoted by your favourite celebrity.	3	26	25	46	0	-14
g) I prefer male celebrities over female celebrities as an effective brand ambassador.	12	28	21	24	15	-2

INTERPRETATIONS:

Brand ambassadors can make great influence on customer's buying decisions very quickly. The study has interpreted that, brand ambassadors have a prodigious stimulus on purchasing decision of consumers in Kerala, because people believe that their presence give trustworthiness to the endorsed brand.

SUGGESTION

In order to sustain in this highly competitive business environment, the company should focus more on promotional activities such as advertisements, as it would mean a competitive advantage against their competitors. The company should give importance to brand ambassador endorsement in the advertisement as it has momentous influence on brand remembrance and brand recall.

CONCLUSION

- The study entitled " was done to study the impact of celebrity endorsement in the Purchasing decision of customers,. the results Showed that celebrity endorsement have a major influence on the Purchase Intention of customers. In this modern era,it can be seen that ,common people try to imitate celebrities.Celebrity endorsement helps the businesses to utilize this opportunity.Celebrity endorsement is not simply a method of advertisement,it make customers attract and stay close towards the business. In conclusion,celebrity endorsement has a positive role in the customer perception and purchasing decision.

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