



## **A Study on Effects of Celebrity Endorsement on Patrons Buying Behaviour for Selected FMCG Products with Reference to Coimbatore City**

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### **ABSTRACT**

The world is moving fast; most of the companies are going global. To match with the speed of the growing competition today, it is important for the advertisers to focus more on their promotional strategies. This paper is closely related to marketing and promotional activities used by celebrity endorsers. The main objective of this study is to find how the advertisements done by celebrities affect the buyers and consumers. As we know, many celebrities play an important role in advertising. Any positive or negative effect of celebrity may lead to dramatic changes in sales. This study tried to find out buying behavior of consumer regarding FMCG products. It shows the relationship between FMCG product and consumers behavior through role play of celebrity in advertisement. And finally, this study concludes, Celebrity endorsement is a very powerful tool for product promotion, and it creates an attraction for the product, but ethical behavior is an important factor in product promotion. In FMCG sector, advertisements are only beneficial in the promotion of a new product. Overall advertisements and celebrity endorsements are always useful in promotion.

**Keywords:** Celebrity Endorsement, FMCG products, Consumer Behaviour

### **1. Introduction of the study**

Celebrity endorsement is the most popular way of advertising in present times and those celebrities been treated as a role model for many youngsters. It began in the eighteenth century and continued to present day while witnessing drastic changes, In the twenty first century, most likely every individual is influenced by promotions, when it involves its favorite celebrity. The latter is known as celebrity endorsement. Advertisers often use the celebrities in advertising because of their famous attributes (beauty, talent, athleticism, power, etc.) that often represent the attractions desired for the brands they endorse. Nowadays, we see a lot of celebrities supporting and endorsing many products and projecting as this is right product for consumer / customer. In the new age, people tend to ignore all kind of advertisements in the magazines and newspapers or television. So, they started using celebrities in advertisement and it became the most successful tool for keeping the customers to stay with the product and it also leads the company to increase the productivity ultimately.

It is commonly used by fashion or beauty brands, but a non-profit organization relies on celebrities as well, as celebrities have mass communication skills which can attract people's attention and is helpful in reaching a wider audience to raise their awareness towards a certain product. Advertisers pay a lot of amount to celebrities and hope they will create a better image to the product and service that will make them successful. So, advertisers think that this is the most successful idea to impress people and make them aware of their product. Furthermore, consumers may like the brand because they like the celebrities who endorses it. The term 'celebrity' refers to a famous person. These famous persons are mostly associated with sports and entertainment fields. When any company or manufacturer uses celebrity fame in advertisement to promote a product or service, it is called celebrity endorsement. In the 1700s, Wedgwood, producers of fine chinaware, used royal endorsements as a marketing device to show value in the company and promote their product. In 1882, London socialite and West End stage actress Lillie Langtry became the poster-girl for Pears Soap, making her the first celebrity to endorse a commercial product. In the late 1800s, trading cards were introduced. Cigarette companies gave away baseball cards as part of a customer loyalty scheme, and the increased demand to buy cigarettes in order to collect entire sets of baseball players was not missed by marketers. Early endorsements of this kind didn't always have the permission of the celebrities to use their image. In the 1930s the trend was toward athletes where the first celebrity and athlete to be paid to endorse a brand was "Babe Ruth. This occurred in the 1930s and the brand was Red Rock Cola which is a beverage company, and then by 1945, the trend changed to movie stars. In 1965 when colour television was introduced, television personalities and entertainers became the celebrity endorsers. In the 1980s, companies started making products around celebrities, for example Nike using Michael Jordan to boost their brand to international megabrand status. By 1989, 75% of all sports-related products were using athletes for endorsements, and by the 1990s sports endorsements were being announced with press releases. This led to celebrities becoming spokes people and brand ambassadors for companies. Product

revenues increased dramatically, as did the value of the endorsement contracts. For example, Tiger Woods' first contract with Nike was worth \$40 million; it was renegotiated in 2000 for a 5-year contract valued at \$125 million.

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## 2. Statement of the problem

This study covers only consumer opinion but not the manufacturer and celebrity views. Celebrity endorsement is a popular idea in present scenario; The company hire an expensive celebrity to endorse the products, but FMCG goods have very low margin and low-price value. It enhances the cost of the product which is ultimately a burden on the consumer/buyer. There are so many fake advertisements done just for earning money. And this study covers only few of the FMCG products. When a celebrity is promoting a brand there can be risks involved, where there is a miscommunication between the consumer and the representation of the product. In some cases, there is no connection between the product and the celebrity, which can become an effective or a defective result due to the position and relevance of the product. Therefore, ethically they are trusting the brand and showing potential consumers the effects of the product and making the advertisement more believable. Rather than a celebrity endorser who is promoting the brand just because of their social status and there is no relevance between the product and the celebrity.

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## 3. Objectives of the study

- To examine the impact of celebrity endorsements of selected FMCG for consumer recall.
- To know the factors influencing the selection of the celebrity endorsement advertisement in FMCG companies.
- To find out what are the changes and effects on consumer buying behaviour after seeing the advertisement of FMCG products endorsed by the celebrity.
- To find out the consumer preference regarding the most effective media for celebrity endorsement.

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## 4. Scope of the study

In depth study of celebrity advertisement on FMCG products. To study the Scope of celebrity endorsement in modern era for FMCG. To study on the consumer preference on celebrity endorsement on selected FMCG. This research is based on secondary data, and it aims to understand the factors influencing the consumers on buying behaviour on selected FMCG by celebrity endorsement.

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## 5. Research Methodology

Research in a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense. the term research refers to systematic method consist of enunciating the problem, formulating a hypothesis, collecting the data, analysis the facts and reaching certain conclusion either in a form of solution towards the concerned problem or in certain generalization for some theoretical formulation. The system of collecting data for research projects is known as research methodology. Research Methodology represents the design of the research work. In the following paragraphs the research designs are briefly explained, and the sampling methods and sampling designs are also explained.

### 5.1 Area of Research

The research study was confined to study the consumer's view on advertising strategy by celebrity endorsement on FMCG products.

### 5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from the consumer's using FMCG products that are Endorsed by the Celebrity of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related to celebrity endorsement on FMCG products.

### 5.3 Sources of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

- Primary data

Primary data are original data collected for the purpose of a study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

- Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies. Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

#### 5.4 Sample Size

Information has been collected from 150 respondents of Coimbatore city comprising both male and female.

#### 5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data.

- Ranking Analysis
- Weighted Average Score Analysis

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## 6. Limitations of the study

- Nonresponsive behaviour of the respondents.
- This study is based on only selected FMCG products.
- This study is fully depending on the response taken by the survey.
- Since the data was collected using questionnaire, there is possibility of ambiguous replies or omission of replies altogether to certain items in the questionnaire.

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## 7. Review of Literature

- **Qureshi and Malik (2017)<sup>1</sup>** The study shows a significant relationship between celebrity endorsement and consumer purchase intentions. A negative relationship on the consumer buying behaviour is, observed when it comes to multiple product endorsements by a celebrity. It is more convincing in terms of boosting purchase inclinations. Expert celebrity endorsers are shown to be more convincing and can easily persuade consumers to buy.
- **Danish Hussain and Kaleem M. Khan (2017)<sup>2</sup>** As per study reviewed the theories and factors that can help both academician and practitioners in understanding the dynamics of celebrity endorsement effectiveness. One cannot ignore the power of celebrities in breaking through the cluttered media environment and drawing attention towards the advertisement. They increase awareness and recall of the product and the advertisement. They also give symbolic meaning to the product through the meaning transfer process.
- **Rantanen (2017)<sup>3</sup>** Celebrity endorsement to be one such strategy. Celebrity endorsement has become a prevalent choice for businesses. This celebrity endorsement is a promotional strategy intended to attract customers to influence their buying behaviour.

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<sup>1</sup> Qureshi, M. M., & Malik, H. M. (2017). The impact of celebrity endorsement on consumer buying behaviour. *Advances in Social Sciences Research Journal*, 4 (3)

<sup>2</sup> Danish Hussain and Kaleem M. Khan (2017), "Understanding the Effectiveness of Celebrity Endorsement". *Journal of Advertising Research*, Vol 9, Issue 1, P 44-59

<sup>3</sup> Rantanen, J. (2017). Celebrity endorsement in social media marketing

- **Singh and Banerjee (2018)**<sup>4</sup> The study of revealed celebrity credibility has a significant influence on consumers' attitudes towards the brand and advertisement. While in the case of purchase intention, both brand attitude and advertisement attitude built on celebrity credibility indicate a significant influence. A study to investigate the presence of a compatible product-endorser match helped influence the purchase intent of millennial consumers and aid in favourable attitudes towards the advertisement.
- **Winterich, Gangwar, and Grewal (2018)**<sup>5</sup> Power, distance, and beliefs (*hereafter*, PDB) determine the effectiveness of celebrity endorsements on attitudes towards the advertisement and the brand. Perception of source expertise and trust mediates the effect of celebrity endorsements, which is conditional on PDB.
- **While Gurunge (2018)**<sup>6</sup> Goal was to compare celebrity endorsement and social media influencer marketing as if the two are distinct elements. In other words, social media influencer marketing is an advancement of celebrity endorsement. The extension occurred in a bid towards conforming to media and technological development. Since social media is just but an extension, the researcher suggests that attributes that measure the effectiveness of celebrity endorsement can also be applied to the technique.
- **Wilke (2018)**<sup>7</sup> Behaviour is a tool to achieve objectives and targets of consumers which derives from their needs and desires. Consumer behaviour includes many activities: All consumers have differences in terms of thoughts, feelings, and decisions with each other.
- **Kumar and Gowtham (2019)**<sup>8</sup> Discovered Fast Moving Consumer Goods are a powerful marketing method and critical tools for all business scenarios, as they can combine social networking websites with advertising and marketing strategies consistent with converting and growing client behaviour expectations to benefit organisational goals.
- **Ahmad (2019)**<sup>9</sup> Established those young celebrities significantly influence the buying behaviour of social media users. However, these researchers were keen to expand their definition of celebrity to include figures that are simply popular on the internet.

### 7.1 Research gap

In this research, it covers and fills the gap in the review of literature. This study introduces the literature of celebrity impact on consumers especially in FMCG goods. Most of the previous researches on the impact of celebrities through advertisement were focused on celebrity positive effect on consumers/customers but there has been limited research in the area of FMCG sector especially to consumer desires and marketing strategies, trustworthiness of celebrity and satisfaction level towards FMCG products. Most of the researchers have focused on the traditional marketing mix concept and ignored closely impact of recommendation aspect while formulating the marketing plans. This study focus on consumers desires in advertisements and consumer behavior in purchase of FMCG products to fill this gap.

## 8. Analysis and Interpretation of Data

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Statistician John Tukey defined data analysis in 1961 as: "Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data."

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident, and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation

<sup>4</sup> Singh, R. P., & Banerjee, N. (2018). Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention. *Global Business Review*, 19 (6), 1622-1639

<sup>5</sup> Winterich, K. P., Gangwar, M., & Grewal, R. (2018). When celebrities count: Power distance beliefs and celebrity endorsements. *Journal of Marketing*, 82 (3), 70-86

<sup>6</sup> Guruge, M. C. B. (2018). Comparison between Attributes related to Celebrity Endorsement and Social Media Influencer Marketing: A Conceptual Review. *Sri Lanka Journal of Marketing*, 4(1), 17-37

<sup>7</sup> Wilke, L. C. (2018). Impact of Celebrity Endorsement on Consumer Buying Behaviour in the United States. *Society & Management Review*, 7(1), 45-58

<sup>8</sup> Kumar, S. Praveen, and Chakravarthy C. Gowtham. 2019. Impact on Consumer Behaviour towards Selected Fast Moving Consumer Goods in Thiruvallur District. *THINK INDIA (Quarterly Journal)* 22: 6425-33

<sup>9</sup> Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5), 54-65

will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are “quantitative and qualitative analysis.”

The following tools were used:

- Ranking Analysis
- Weighted Average Score Method

### 8.1 Ranking Analysis

A Ranking is a relationship between a set of items such that, for any two items, the first is either ‘ranking higher than’ or ‘ranked equal to;’ the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The ranking themselves are totally ordered. For example, material is totally preordered by hardness, while degree of hardness is totally ordered.

By reducing detailed measure to a sequence of ordinal number, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an internet search engine may rank the page it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table no 1

Table showing the Rank of Purchasing products regularly on FMCG

Products	R1 (5)	R2 (4)	R3 (3)	R4 (2)	R5 (1)	Total	Rank
Skin care products	36	45	47	10	12	533	3
Food & Beverage products	41	59	39	8	3	577	1
Household products	34	65	43	3	5	570	2
Health care products	25	64	35	20	6	532	4
Electronic products	24	56	42	17	11	515	5

Interpretation:

The above table shows that Food and beverages products Ranked 1 according to the respondents based on purchasing products regularly, followed by Household products, Skin care products, Health care products, electronic products.

Table no 2

Table showing Ranking for more Influencing factors on Celebrity Endorsement by the Consumers

Consumer Influence	R1 (5)	R2 (4)	R3 (3)	R4 (2)	R5 (1)	Total	Rank
Favorite celebrity	35	39	54	12	10	527	5
Brand name	34	67	38	7	3	569	2
Quality	44	61	34	7	4	584	1
Price	44	49	40	12	5	565	3
Offers	35	44	52	10	9	536	4

Interpretation:

The above table shows that Quality of the products are Ranked 1 according to the respondents based on consumer buying behavior followed by Brand name, price, offers, Favorite celebrity.

### 8.2 Weighted Average Score Method

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be average is assigned the weight that determine the relative importance of each quantity. Weighting is the equivalent of having that item with the same value involved in the average.

A weighted average score takes different score, or grades, with assigned weight, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

Total of Rank

$$\text{WEIGHTED AVERAGE SCORE} = \frac{\text{Total of Rank}}{\text{Total Number of Respondents}}$$

Table no 3

Table showing the Factors Influencing the buying behavior on FMCG products

Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Weighted Average Score	Rank
Musicians	41	54	46	6	3	326	2.17	5
Film stars	31	69	37	9	4	564	3.76	1
Social media Influencers	26	68	46	4	6	554	3.69	3
Sports Personalities	31	73	30	9	7	562	3.74	2
Television Personalities	41	53	33	12	11	551	3.67	4

Interpretation:

The above table depicts that the factors influencing the buying behavior of FMCG products are more agreeable for Film stars followed by Sports Personalities, social media Influencers, Television Personalities and least agreeable for Musicians.

Table no 4

Table showing the Features for Celebrity Endorsement for FMCG Products

Features	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Weighted Average Score	Rank
Trustworthy	37	52	46	10	5	556	3.70	1
Attractive	19	70	47	10	4	540	3.6	3
Interesting	26	53	56	13	2	538	3.58	4
Best quality	31	59	39	17	4	546	3.64	2
Informative	36	52	36	13	13	535	3.56	5

Interpretation:

The above table depicts that the features influencing the buying behavior of FMCG products are more agreeable for Trustworthy followed by best quality, Attractive, Interesting and the least agreeable for Informative.

## 9. Findings and Suggestions

The objective of the study was to know about the find out the consumer preference regarding the most effective media for celebrity endorsement, the factors influencing the selection of the celebrity endorsement advertisement in FMCG products. This study measures the overall satisfaction and awareness towards FMCG products that is endorsed by celebrity in Coimbatore city. The study has been analyzed using techniques of percentages analysis, rank analysis, weighted average score analysis. The final chapter is an attempted to summarize the finding of the study based an which few suggestions have been made.

### 9.1 Rank Analysis

- The above table shows that Food and beverages products Ranked 1 according to the respondents based on purchasing products regularly, followed by Household products, Skin care products, Health care products, electronic products.
- The above table shows that Quality of the products are Ranked 1 according to the respondents based on consumer buying behavior followed by Brand name, price, offers, Favorite celebrity.

### 9.2 Weighted Average Score Method

- The above table depicts that the factors influencing the buying behavior of FMCG products are more agreeable for Film stars followed by Sports Personalities, social media Influencers, Television Personalities and least agreeable for Musicians.
- The above table depicts that the features influencing the buying behavior of FMCG products are more agreeable for Trustworthy followed by best quality, Attractive, Interesting and the least agreeable for Informative.

## Suggestions

The findings of the current study showed that consumers will switch the products if it is best in quality. They agree that even if there will be no celebrity endorsement on particular product(s) they will continue to buy the product based on their satisfaction and brand loyalty. So, FMCG companies should make qualitative products rather than high expenses on endorsement. Marketers should know about consumer's desire prior to taking the decision of endorsement by celebrity. A product which is more relevant to consumer's usability should be made. Marketers should not promote a product too much. Too much advertisement and promotion are an important factor of increasing cost of a product, therefore marketers should focus on the product quality rather than promotional activities.

## Conclusion

According to the research and previous studies on celebrity endorsement it has been analysed that they should focus on quality rather than increase their cost by hiring international/expensive celebrities for endorsement. There is no doubt that celebrity endorsement has effects on marketing effort but it is not necessary to hire expensive celebrities to accomplish the purpose of sale of FMCG product. Many respondents believe that celebrities are not using those products which they themselves endorse and in backward and rural areas where less communications mix was available, population get informed by "Word of Mouth". The present research draws a conclusion that positive celebrity information regarding the FMCG product given through celebrity endorsed product(s) and good celebrity image can improve the product/brand image. But at the same time, negative information can destroy the product/brand image.

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### Annexure

1. Name
2. Gender
  - a) Male      b) Female
3. Age group
  - a) Below 18      b) 18-30      c) 30-40      d) Above 40
4. Occupation
  - a) Student      b) Employee      c) Business      d) Others
5. Educational qualification
  - a) Schooling      B) Diploma      C) UG      D) PG
6. Marital status
  - a) Married      B) Unmarried
7. Family structure
  - a) Nuclear      B) Joint family
8. Family size
  - a) 2      B) 3      C) 4      D) Above 4
9. Monthly income
  - a) Below 20000      b) 20000-40000      c) 40000-60000      d) Above 60000
10. Residential status
  - a) Urban      b) Rural      c) Semi-urban
11. Which platform did you get to know about celebrity endorsement?
  - a) Instagram      b) YouTube      c) Facebook      d) Others
12. Have you seen any celebrity endorsed FMCG products you purchased in last 3 months?
  - a) Yes, I've seen before      b) Maybe in future
13. How often do you purchase FMCG products?
  - a) Daily      b) Weekly      c) Monthly      d) Yearly
14. How much do you spent money on buying FMCG products per month?
  - a) Below 1000      b) 1000-2000      c) 2000-3000      d) Above 3000
15. Rank the following FMCG products you purchased regularly for a month?

PRODUCTS	5	4	3	2	1
Skin care products					
Food and beverage products					
Household products					
Health care products					
Electronic products					

16. Which industry are you satisfied for celebrity endorsement on FMCG products?



- a) Kollywood      b) Bollywood      c) Hollywood      d) Tollywood

17. Rank the following, according to the consumer have influenced by the celebrity endorsement

Consumer Influence	5	4	3	2	1
Favorite celebrity					
Brand name					
Quality					
Price					
Offers					

18. Do you think that involvement of celebrity endorsement is good idea for FMCG products?

- a) Always      b) Sometimes      c) Rarely

19. Have you had any issues or disappointment with FMCG products endorsed by using the product?

- a) Regularly      b) Sometimes      c) Rarely

20. How likely do you recommend FMCG products that is endorsed by celebrity?

- a) Highly recommended      b) Neutral      c) Not recommended

21. Would you switch from your regular product to a new product if it is endorsed by celebrity?

- a) If it is my favorite celebrity      b) If it is best in pricing      c) If it is best in quality      d) No, I won't switch

22. Rank the following according to which the celebrity endorsement will affect the buying behavior of consumers?

Customer Preference	5	4	3	2	1
Film stars					
Sports personality					
Social media influencer					
Television personality					
Musicians					

23. How do you recognize a brand that is endorsed by the celebrity?

- a) If it is my favorite celebrity      b) It's slogan  
c) Celebrity habitual products      d) Pricing

24. What do you think that the primary reason behind using the celebrity as a endorser?

- a) To increase the product popularity      c) To increase sale  
b) To create an emotional connection      d) Others

25. How much do you agree that your behavior get influenced by the following?

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Musicians					
Film stars					
Social media Influencers					
Sports Personalities					
Television personalities					

26. How frequently do you come across celebrity endorsement on FMCG products in social media or television?

- a) Almost everyday  
b) A few times a week

- c) A few times a month
- d) Rarely or never

27. In your opinion, how does the celebrity endorsement in social media presence after your overall perception?

- a) Positive
- b) Neutral
- c) Negative

28. Which platform do you generally buy FMCG products that is endorsed by celebrity?

- a) Brand official website
- b) Social media platform
- c) Visit nearby grocery store
- d) Other online apps

29. Would you agree to the features listed below?

Features	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I find product endorsed by celebrity are trustworthy					
I find product endorsed by celebrity are Attractive					
I find product endorsed by celebrity are interesting					
I find product endorsed by celebrity are in Best Quality					
I find product endorsed by celebrity are in Informative					

30. Any suggestions for Celebrity Endorsement on FMCG products.