



ANALYSZING THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER CHOICES

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ABSTRACT:

In this project, we study into the area of analyzing the celebrity endorsement on consumer choices. In the world of advertisement, in order to stand out from the clutter, celebrity endorsement is considered to be the most effective tool that will do the job. Our investigation aims to understand the impact of celebrity endorsement on buying behavior.

INTRODUCTION:

Popular personalities can convert into excellent salesman. Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain credibility because celebrity endorsement is a technique which features celebrities to endorse a product. Today , celebrity endorsement becomes the multi-million industries in the world. These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience.

OBJECTIVES OF THE STUDY:

- To examine the impact of celebrity endorsement on buying behavior.
- To find out the relationship between celebrity endorsement and buying behavior.
- To evaluate whether celebrity endorsements supports in increasing the company's sales.

SCOPE OF THE STUDY :

- Major emphasis of this study is to determine how marketers are using celebrities to change the consumers buying pattern and how are they creating a good image by selecting strong publicity desirable celebrities.
- Identifying the key factors which may influence the consumers buying behavior through celebrity endorsement.
- This study is on the impact of celebrity endorsement on consumer behavior and sales volume of an organization.

STATEMENT OF PROBLEM:

The problem of whether or not celebrity endorsement greatly influences consumer behavior and sales volume has been a cause of worry especially as many organizations use celebrities and still not do too well in terms of sales.

REVIEW OF LITERATURE:

- **McCracken (2014)** Celebrity endorsement is been assumed to be an “omnipresent attribute of today’s advance marketing”.
- **Giles (2014)** Today the mass media are flooded through descriptions of along with information concerning superstars, And because of a consequence, celebrities have high repute, distinctive traits, and fascinating descriptions According to the community’s opinion.
- **Daneshvary and Schwer (2015)** worked on the association endorsement and consumer intention to purchase. They found a positive relationship between income with association-endorsed products. High-income group people more likely to buy than less income group.

Women were more tendered to purchase association-endorsed products than men. Education has a negative relationship with association-endorsed products. Less educated people are more influenced to buy than college students.

- **Kambitsis (2015)** Different companies endorse celebrities in faith that by utilizing them they can achieve Distinctive and significant place in the minds of customers.
- **Schlecht (2015)** term ‘celebrity’ can be defined as, “Celebrities are people who enjoy public recognition by a large share of certain group of people”.

COMPANY PROFILE:

Celebrity endorsement as a concept is as old as the first product but it became a real thing in the 1920s all the way until today. Back in the day it was mainly used to promote tobacco, beauty, fashion and beverages. Celebrity endorsement was used in all forms of media including radio and television. In 1980s brands started giving celebrities their own products, for example Nike doing a line of sneakers for Michael Jordan, which is still today being produced as Nike Air Jordan. In the 1990s celebrities got more say in what and how they promoted as well as sometimes ending up being co-owners of a company.

Since the 2000s companies have slowly started to switch big megastars for influencers. Influencers are not as popular as a megastar but influence the people around them more than a megastar. Most companies find that having both in a campaign works the best. A megastar like Justin Timberlake can bring you views and raise brand awareness but having a local Instagram celebrity with maybe a million followers or even only half a million followers might be more efficient in selling your product to more people.

ANALYSIS AND INTERPRETATION OF DATA:

PERCENTAGE ANALYSIS:

Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100% which facilitate relative comparison.

Table showing the Gender of the Respondents

GENDER	FREQUENCY	PERCENTAGE
Male	100	63%
Female	60	37%
Total	160	100%

INTERPRETATION:

The above table shows that 63% of the respondents are Female and 37% of the respondents are Male.

Chart showing gender of respondents

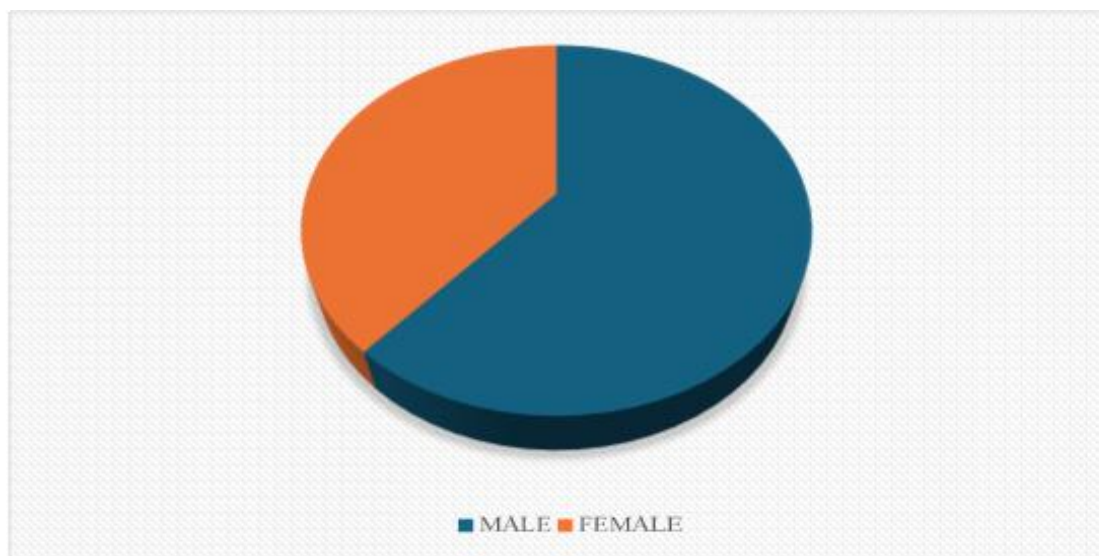
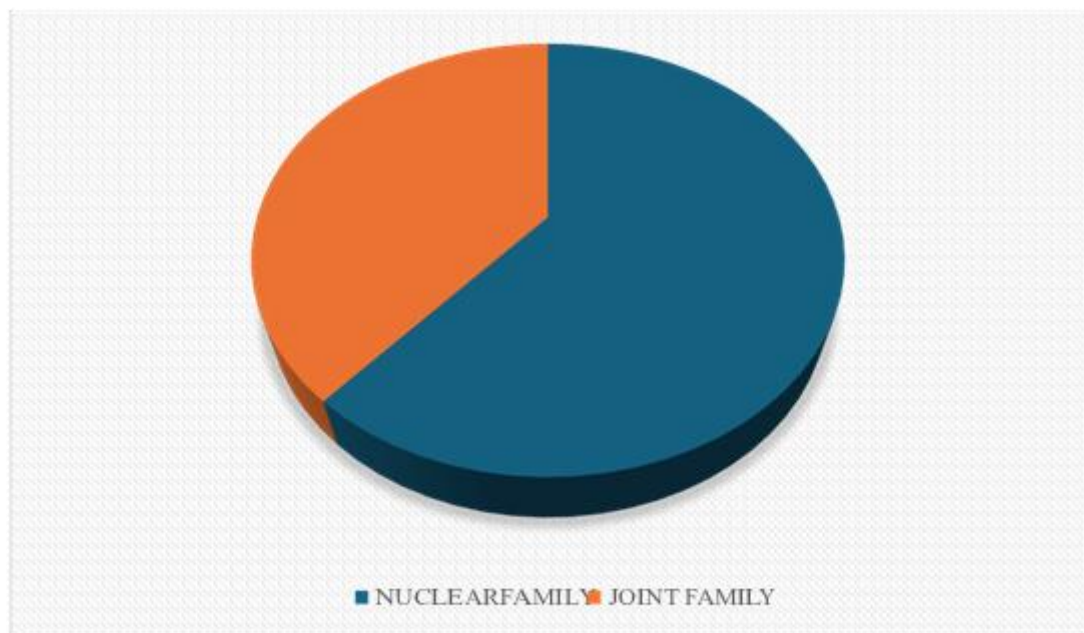


Table showing the Type of Family of the Respondents

TYPE OF FAMILY	FREQUENCY	PERCENTAGE
Nuclear Family	113	71%
Joint Family	47	29%
Total	160	100%

INTERPRETATION:

The above table shows that 71% of the respondents are nuclear family and 29% of the respondents are joint family.

Chart showing type of family of the respondents**TABLE SHOWING THE LOCALITY OF THE RESPONDENTS**

LOCALITY	FREQUENCY	PERCENTAGE
Rural	42	26
Semi urban	72	45
Urban	46	29
Total	160	100

INTERPRETATION:

The above table shows that 45% of the respondents are located in semi urban, 29% respondents are located in urban and 26% of respondents are located in rural.

Chart showing the locality of the respondents

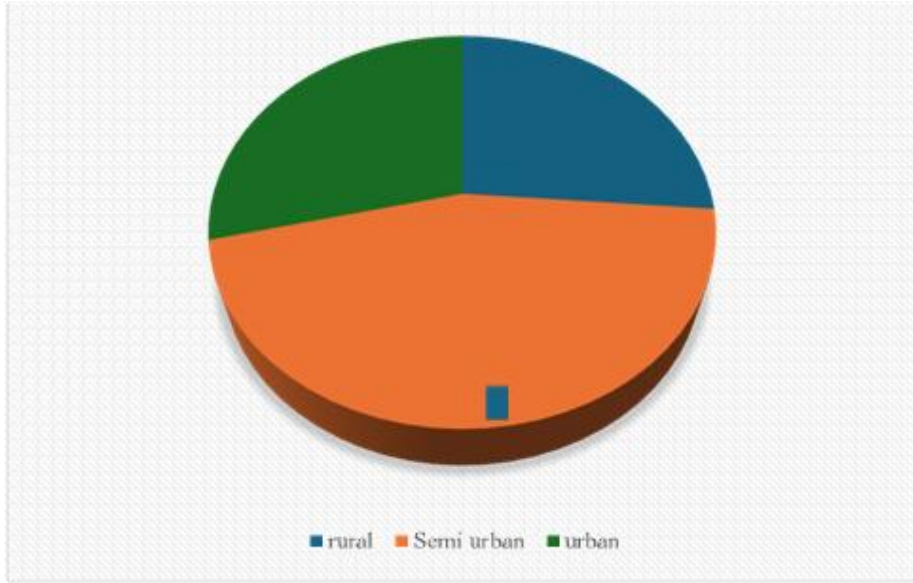


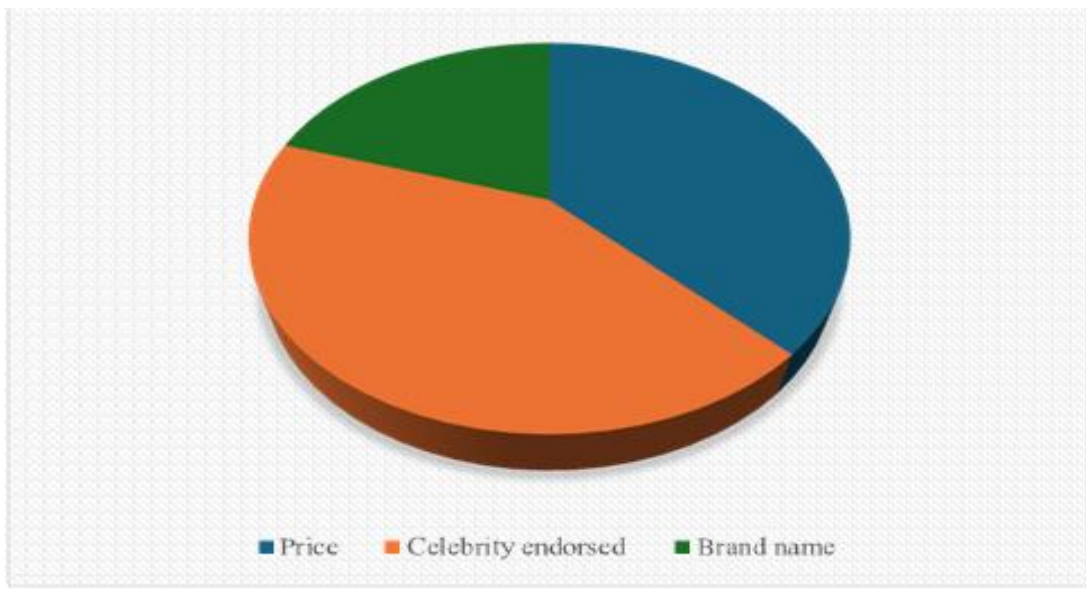
Table showing the buying behavior of the Respondents

FACTORS	FREQUENCY	PERCENTAGE
Price	60	38%
Celebrity endorsed	68	43%
Brand name	32	20%
Total	160	100%

INTERPRETATION:

The above table shows that 43% of the respondents buying behavior fall under celebrity endorsed, 38% of the respondents are under price and 20% of the respondents are under brand name.

Chart showing buying behavior of respondents



WEIGHTED AVERAGE 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 averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

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

Table showing influence of celebrity endorsed product on behavior intentions

INFLUENCE	SA	A	N	DA	SDA	TOTAL	WEIGHTED AVERAGE	RANK
The opinion of my favorite celebrity influence me to	23	46	29	32	30	480	3	4
Say positive things about products or brand to other people	29	37	54	18	22	513	3.20	1
Take some of my purchase to other business that offer better prices	33	25	42	37	23	487	3.04	3
Switch to a competitors if I experience a problem with a company's service	28	43	35	36	18	507	3.16	2
Complain to other customers if I experience a problem with a company's service	20	33	47	22	38	455	2.84	5

INTERPRETATION:

The above table depicts that Say positive things about products or brand to other people is the most influenced behavior intentions followed by Switch to a competitors if I experience a problem with a company's service, Take some of my purchase to other business that offer better prices, The opinion of my favorite celebrity influence me to and Complain to other customers if i experience a problem with a company's service.

FINDINGS:

The objective of the study was to know about the customer ideas, preference and attitude towards celebrity endorsement and also listing out the factors which influence the customer to purchase a product through celebrity endorsement. This study measures the overall satisfaction and awareness towards celebrity endorsement. This study has been analyzed using the techniques of Percentage analysis and Weighted average method.

PERCENTAGE ANALYSIS:

- 63% of the respondents are male.
- 71% of the respondents are living in nuclear family.
- 45% of the respondents are living in semi urban area.
- 43% of the respondents buying behaviour falls under celebrity endorsed.

WEIGHTED AVERAGE SCORE ANALYSIS:

- The table depicts the celebrities convince that price of endorsed product is in your comfort zone is strongly agreed followed by celebrities endorsed products promise better quality, better performance, celebrities endorsed advertisement captures the consumers attention easily and celebrity endorsed products promise better features.
- The table depicts that Say positive things about products or brand to other people is the most influenced behavior intentions followed by Switch to a competitors if i experience a problem with a company's service, Take some of my purchase to other business that offer better prices, The opinion of my favorite celebrity influence me to and Complain to other customers if i experience a problem with a company's service.

SUGGESTIONS:

- When marketers use these strategies like celebrity endorsement they should keep in mind that a celebrity as a brand ambassador should be looked upon as a role model for the people, it should be an inspiration.
- There should always be a positive image which is reflected on any brand which inspires any customer to buy a product.
- Marketers should choose the celebrity in such a way that their personal life do not affect the reputation of any brand.

CONCLUSION:

The study on Impact of Celebrity Endorsement on Consumer Buying Behaviour concludes that there should always be a positive relationship between marketers and the celebrities so that they reach their customers in an effective way. There are many people who find celebrity endorsement more attractive and a way influential as compare to non celebrity endorsement. Majority of the people do not believe in the false claims of negative publicity of a celebrity and it does not affect their purchasing behavior of any brand. Most of the branded companies use the star powers to influence the target customers to give a boost to their products and services. It can be concluded that celebrities always add a brand value on any product. Majority of celebrity endorsements have a positive impact on the youth. The celebrity who is endorsing a product should always go with the brand.

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