A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR IN CHENNAI

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ABSTRACT

Celebrity endorsement has a profound impact on consumer buying behavior, influencing purchasing decisions across various industries. Through strategic partnerships with wellknown personalities, brands aim to enhance their visibility, credibility, and appeal to target audiences. Research indicates that consumers often associate positive attributes of celebrities with endorsed products, leading to increased trust and willingness to purchase. However, the effectiveness of celebrity endorsements can vary based on factors such as the match between the celebrity and the brand, the authenticity of the endorsement, and the demographic characteristics of the target market. Despite the potential benefits, brands must carefully consider the risks associated with celebrity endorsements, including potential controversies or negative associations that could damage brand reputation. Overall, while celebrity endorsements can significantly impact consumer buying behavior, their success hinges on thoughtful planning, alignment with brand values, and ongoing evaluation of consumer preferences and market dynamics.

INTRODUCTION

In today's world celebrities are considered role models especially to the youth. People are changing their living style related to their favourite celebrities. Celebrities are individuals who are well-known to the public due to their accomplishments in areas such as sports, entertainment, politics, broadcasting, corporate and others. Celebrity endorsements create a great impact on the buying behaviour of the persons. It attracts customers and ultimately increases company productivity. Celebrities are not always creating any kind of effect on a person's mind in terms of buying. However, mostly it gives a great impact on the perception of choosing any product. One always think that if their favourite celebrity is using a certain product then they should also use it to be like them. For the last 150 years, advertising is changing in different phases from the classical to modern advertisement realms. Nowadays it is the best strategy used by marketers to influence customers by showing celebrities with their products, it includes different appeals, including fantasies, lies, excitement, absurdity, sexual arousal etc. The main aim of formulating such strategies is to get high brand revelation, longing, concentration, and curiosity and to do so, marketers attach famous personalities with their products.

The concept of celebrity endorsement in marketing revolves around utilizing the fame,influence, and credibility of well-known individuals to promote products, services, or brands. This strategy capitalizes on the strong emotional connections that consumers often have with their favourite celebrities, aiming to transfer those positive feelings onto the endorsed productsor services Celebrity endorsement works on the principle that consumers are more likely to trust and purchase a product if it is associated with a familiar and admired celebrity. Celebrities lend their image, reputation, and personal brand to endorse offerings, thereby enhancing brand visibility,credibility, and desirability.

Key elements of celebrity endorsement include careful selection of the right celebrity based on their relevance to the target audience, alignment with the brand's values and image, and authenticity of the endorsement. The endorsement can be featured across various marketing channels, including television commercials, print ads, social media campaigns, and public appearances.

Ultimately, the goal of celebrity endorsement is to attract consumer attention, build positive brand associations, and drive purchasing behavior through the influence of well-known personalities. However, the success of celebrity endorsement depends on factors such as the celebrity's reputation, the authenticity of the partnership, and the perceived fit between the celebrity and the endorsed product or service.

REVIEW OF THE LITERATURE

Impact of Celebrity Endorsements on Consumer Purchase Intention:A Meta-Analysis (2012-2017) This review analyzes multiple studies to provide a comprehensive understanding of how celebrity endorsements influence consumer purchase intentions across diverse product categories.

The Role of Celebrity Endorsements in Shaping Consumer Attitudes (2013-2018) Examining consumer attitudes, this literature review explores the psychological mechanisms through which celebrity endorsements impact perceptions of products and brands.

Celebrity Endorsement in the Digital Age: A Decade of Social Media Influence (2010-2020) Focusing on the evolution of social media, this review assesses how platforms like Instagram and Twitter have transformed celebrity endorsements and their effects on consumer behaviour.

Cross-Cultural Analysis of Celebrity Endorsements: Trends and Patterns (2011-2021) Investigating cross-cultural variations, this review identifies trends and patterns in celebrity endorsements' effectiveness in influencing consumer behavior in different global markets.
The Dark Side of Celebrity Endorsements:Scandals and Consumer Trust (2012-2019) Exploring the negative aspects, this review examines the impact of celebrity scandals on consumer trust and the long-term consequences for endorsed brands.

Authenticity in Celebrity Endorsements: A Critical Review (2014-2020) Focusing on the concept of authenticity, this review delves into how genuine connections between celebrities and products contribute to the success of endorsements.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

❖   To analyse the reach and impact on celebrity endorsement.

SECONDARY OBJECTIVE:

To judge the effectiveness of celebrity endorsement.
❖   To analyse that celebrity can transfer meaning to the product and influences the purchase decision.
❖   To analyse the negative publicity of the celebrity also impact the purchase decision.
❖   To ensure that product endorsed by celebrity are of higher quality.

LIMITATIONS OF THE STUDY

• The study is confined to a small region of Chennai district.
• The data collected is totally primary data given by Chennai region respondents. There is chance for personal bias.
• Lack of accuracy can be reason for inappropriate conclusion or suggestions.
• Most the young people came for regarding social media handles as compared to elderly people.
• Due to shortage of time and other constraints, the study has been limited 105 respondents only.

RESEARCH METHODOLOGY

The research methodology for this study involved a systematic approach to data collection and analysis. Primary data was gathered using a questionnaire, distributed to 105 respondents in Chennai. This method ensured direct engagement with participants and captured firsthand insights relevant to the research objectives. Secondary data was sourced from online journals, websites, and published articles, providing a contextual background and supporting the primary data. A convenience sampling method was employed, selecting participants who were easily accessible. While this method may not yield a statistically representative sample, it allows for efficient data collection.

The sample size consisted of 105 individuals, deemed sufficient for obtaining meaningful insights. The primary data collection instrument was a well-structured questionnaire, designed in alignment with the study's objectives and administered to gather consumer perspectives. For data analysis, percentage analysis was used to compare data series, helping to determine relationships between them. Pie charts were employed to visually represent the data distribution, making it easier to interpret. Additionally, the chi-square test was utilized to compare observed and

expected results, identifying whether any observed disparities were due to chance or indicative of a significant relationship between categorical variables. This comprehensive methodology facilitated thorough data collection and robust analysis.

DATA ANALYSIS AND INTERPRETATION

Table:1 Age of the respondents

S.no	PARTICULARS	RESPONDENTS	PERCENTAGE
1	18-24	90	85.7%
2	25-34	11	10.5%
3	35-45	4	3.8%

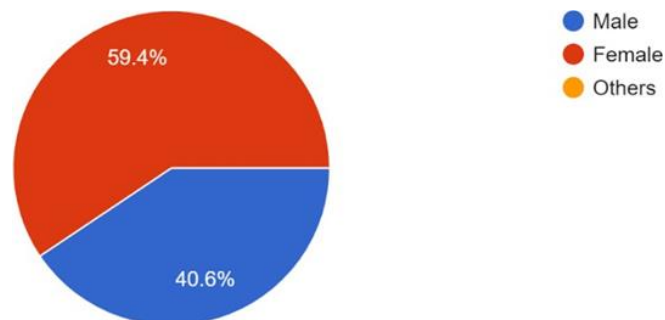**SOURCE:** primary data
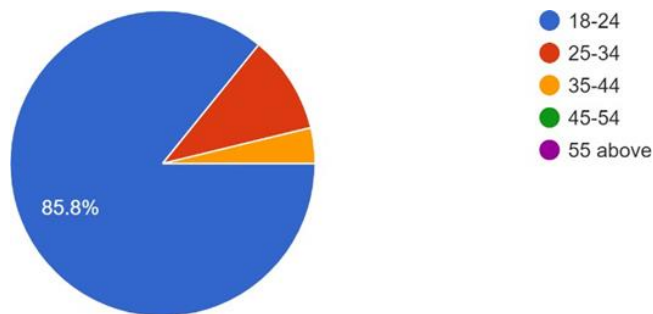
INTERPRETATION: From the above analysis 85.7 percentages of respondents are from the age group of 18-24,10.5 percentages of respondents are from the age group of 25-34,3.8 percentages of respondents from the age group of 35-44.

INFERENCE: - Majority 85.7 percentage of respondents are 18 to 24 in this question.

TABLE -2: GENDER

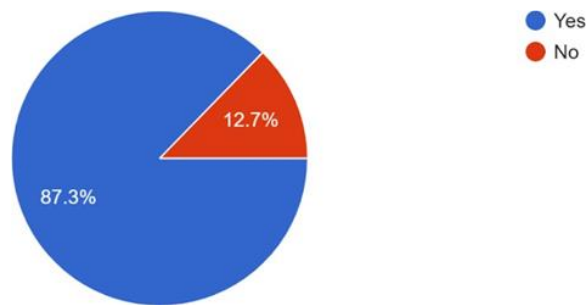| S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	MALE	42	40%
2	FEMALE	63	60%

SOURCE: Primary data

INTERPRETATION: From the above analysis 59.4 percentages of respondents are female and 40.6 percentages of respondents are male.

INFERENCE: - Majority 60 percentages of respondents are female.

TABLE-3: Occupation of the respondents

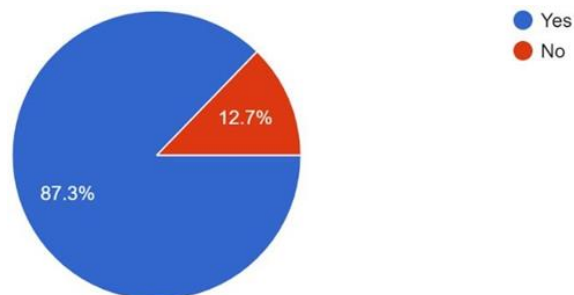| S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	STUDENTS	73	68.9%
2	PROFESSIONAL	20	18.9%
3	HOMEMAKER	5	4.7%
4	OTHERS	8	7.5%

SOURCE: PRIMARY DATA

INTERPRETATION: From the above analysis 68.6 percentages of respondents are students,19 percentages of respondents are professional,4.8 percentages of respondents are homemaker,7.6 percentages of respondents are others.

INFERENCE: - Majority 68.6 percentages of respondents are students.

TABLE:4: AWARE OF CELEBRITY ENDORSEMENTS FOR PRODUCTS OR BRANDS.

| S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	YES	89	87.3%
2	NO	13	12.7%

SOURCE: primary data

INTERPRETATION: From the above analysis 87.3 percentages of respondents are YES,12.7 percentages of respondents are NO.

INFERENCE: - Majority of 87.3 percentages of respondents are yes.

TABLE:5: INDICATE THE EXTENT TO WHICH YOU RECALL THE PRODUCTS OR BRANDS ENDROSED BY CELEBRITY.

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very well	44	25.5%
2	Moderatory well	26	43.1%
3	Slightly well	24	23.5%
4	Not well at all	8	7.8%

SOURCE: Primary data
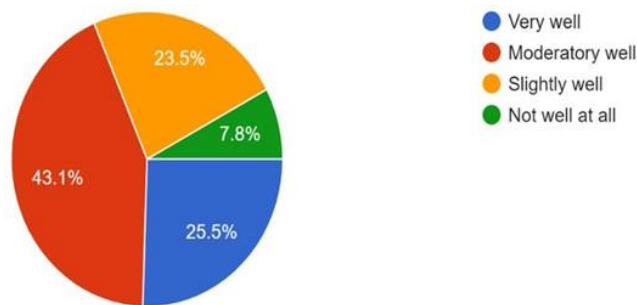
INTERPRETATION: From the above analysis 25.5 percentages of respondents are very well,43.1 percentages of respondents are moderatory well,23.5% percentages of respondents are slightly well,7.8 percentages of respondents are not well at all.

INFERENCE: - Majority 43.1 percentages of respondents are moderator well.

CHI- SQUARE:

CROSS TABULATION:

The cross-tabulation table is the basic technique for examining the relationship between two categorical (nominal or ordinal) variables, possibly controlling for additional layering variables. The Crosstabulation procedure offers tests of independence and measures of association and agreement for nominal and ordinal data.

CHI-SQUARE TEST:

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

CONTINGENCY TABLE:

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell]. The chi-square statistic, p-value and statement of significance appear beneath the table.

STEP 1:

AIM:

1)To analyse that celebrity can transfer meaning to the product and influences the purchase decision.

NULL Hypothesis(H0): there is no significance difference between Gender of the respondents encountered with celebrity endorsed ads and their purchase decision influenced by the value added to products by celebrity endorsement

ALTERNATIVE Hypothesis(H1): there is a significance difference between Gender of the respondents encountered with celebrity endorsed ads and their purchase decision influenced by the value added to products by celebrity endorsement.

STEP 2:

PARTICULARS	MALE	FEMALE	TOTAL
Strongly agree	11	4	15
Agree	12	16	28
Neutral	15	34	49
Disagree	3	6	9
Strongly disagree	3	3	6

STEP 3:

O	E	O-E	(O-E)^2	(O-E)^2/E
12	11.514	0.486	0.238	0.020
16	16.486	-0.486	0.238	0.014
3	3.7	-0.7	0.49	0.132
6	5.299	0.701	0.491	0.093
15	20.14	-5.14	26.41	1.311

34	28.85	5.15	26.523	0.919
11	6.168	4.832	23.348	3.785
4	8.831	-4.831	23.339	2.643
3	2.467	0.533	0.284	0.115
3	3.533	-0.533	0.284	0.080
Calcuated value				**9.1085**

Calculated Value: 9.1085
STEP 4:
DEGREE OF FREEDOM:
d.f = (r-1)*(c-1)
   = (5-1)(2-1)
   = 4*1
   = 4
Level of Significance: 0.05
Table Value: 9.488
STEP 5:
INFERENCE:
Therefore, calculated value is is 9.1085 less than the table value **9.488**. So, **accept H0**.
Hence proved there is no significance difference between Gender of the respondents encountered with celebrity endorsed ads and their purchase decision influenced by the value added to products by celebrity endorsement.

RANK CORRELATION

STEP 1:
RANK CO-RELATION:
Rank correlation is a statistical measure of the degree to which two variables or sets of the data are related in terms of their ranks or ordering, rather than their actual values.
AIM: To test whether, there is correlation between celebrities's association influences perception of the product and celebrity influence purchase decision.

STEP 2:
CELEBRITY'S ASSOCIATION WITH A PRODUCT INFLUENCES.(X)

PARTICULARS	RESPONDENTS	PERCENTAGE
Very influential	27	26.6%
Moderately influential	49	47.6%
Slightly influential	16	15.5%
Not influential at all	11	10.7%
Others	4	3.7%

THE CELEBRITY INFLUENCE MY PURCHASE DECISION.(Y)

PARTICULARS	RESPONDENT	PERCENTAGE
Strongly agree	18	17.3%
Agree	20	19.2%
Neutral	45	43.3%
Disagree	14	13.5%
Strongly disagree	10	8.7%

STEP 3:

X	27	49	16	11	4
Y	18	20	45	14	10

X	Y	R1	R2	D^2=(R1-R2)
27	18	2	3	1
49	20	1	2	1
16	45	3	1	2
11	14	4	4	0
4	10	5	5	0
				4

$$R = 1- \frac{\sum 6D^2}{N^3-N}$$

$$1- \frac{6(4)}{5^3-5}$$

$$1- \quad \underline{24}$$

$$125\text{-}5$$

$$1- \quad \underline{24}$$

$$120$$

$$1 - 0.2$$

$$0.8$$

They range from -1 to 1, where a value close to 1 indicates the strong positive correlation, a value close -1 indicates the strong negative correlation and a value close to 0 indicates no correlation.

INFERENCE :

That is, if the correlation coefficient is greater than zero, it is the positive relationship. conversely, if the value is less than zero, it is the negative relationship. therefore, the correlation of coefficient. 0.8 indicates the positive correlation between celebrity association with a product influences the perception of the product and celebrity influence the purchase decision.

KEY FINDINGS

1. Most respondents are young adults, primarily aged 18-34.
2. The majority identify as male or female, with a few selecting other genders.
3. Students and professionals make up the bulk of respondents' occupations.
4. Many are aware of celebrity endorsements for products.
5. Several recall celebrity-endorsed products well.

CONCLUSION

In conclusion, the research on the intricate relationship between celebrity endorsements and consumer buying behavior sheds light on crucial insights for marketers seeking to enhance their brand promotion strategies. By evaluating consumer perceptions of trust and credibility towards celebrity endorsements, the study offers valuable perspectives on how these perceptions shape purchasing decisions.

The primary objective of the research was to analyze the reach and impact of celebrity endorsements, while secondary objectives included judging effectiveness, assessing the transfer of meaning to products, analyzing the influence of negative publicity, and ensuring product quality. Through a combination of primary and secondary data sources, including questionnaires administered to 108 respondents and reviews of online journals and published articles, significant findings emerged regarding consumer demographics, attitudes, and behaviors towards celebrity endorsements.

One key finding highlighted the demographic profile of respondents, with a majority falling within the 18 to 24 age group, predominantly female and students. This demographic insight provides clear guidance for marketers to focus their celebrity endorsements and marketing efforts towards this youthful demographic. Additionally, considering the high percentage of students among respondents, partnerships with celebrities popular among this group offer potential for increased engagement and resonance.

The overwhelmingly positive response towards celebrity endorsements among respondents underscores their efficacy in marketing campaigns. However, it is essential for marketers to recognize the varying levels of influence and address neutral responses to ensure a balanced approach. Consistency in endorsement strategies, alignment with brand values, and continuous evaluation of consumer attitudes and behaviors emerge as critical factors for success in celebrity endorsement campaigns.

In essence, this research contributes valuable insights for marketers navigating the complexities of contemporary brand promotion. By leveraging celebrity endorsements effectively, brands can enhance consumer engagement, foster brand loyalty, and ultimately drive sales. However, success in celebrity endorsement campaigns requires a nuanced approach, considering demographic variations, levels of influence, and alignment with brand values. Through continuous evaluation and refinement of strategies, marketers can adapt to changing consumer preferences and behaviors, ultimately achieving sustainable success in a competitive marketplace.

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