

## RESEARCH PAPER

# INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR

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## ABSTRACT

Today celebrity endorsement becomes the multi-million industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behavior. This research study focuses on the celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of the company. A descriptive method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior. The data of 50 respondents is collected through questionnaire and results were analyzed through the SPSS. The students, lecturers and Administrative staff of MMK and SDM MAHILA MAHA VIDYALAYA education institution and the respondents were chosen from different branches and have been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. Nowadays it has become a pervasive element of advertising industry. Celebrity endorsement business has become a multi-million industry. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares.

It is concluded that celebrities endorsed advertisements are more attractive and Effective tool in the present day scenario. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behavior. Finally, the results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.

**Keywords:** *Celebrity Endorsement, Consumer and Buying Behavior.*

## 1. INTRODUCTION

In today's world the celebrities are being treated as a role model. People are changing their living style related with their favorite celebrity. This thing creates a great impact on the buying behavior of the persons. This attracts the customers and ultimately increases the company productivity. Celebrities are not always creating any kind of effect on persons mind in terms of buying. But mostly it gives a great impact on perception of choosing any product. We are always thinking that if our favorite celebrity is using them. Then we should use that to be like them (Khatri 2006).

The trend of endorsements or promotions by employing celebrity faces is not new. Celebrities are involved in endorsing activities since nineteenth century. As a Celebrity is an individual who enjoys recognition and attention among the general public due to being in the field of exposure or media eyes for some reason mainly arising result of his profession/achievements. In India the celebrity endorsed advertisements began when Hindi film actors, well know TV stars as well as sportspersons began imposing themselves on a territory that was, until then,

which was endorsed more by models. Farokh who was the first Indian cricketer is one of the first sports person to endorse in India for Bryl cream. In present day roughly Rs 100 crores is fetched to the Indian Cricket team through endorsement. Celebrity Endorsement or Celebrity Branding is one of the techniques of Advertising used by companies to create recognition and grasp responses about the company's product and services. Advertising is a strong element of business in present day scenario. According to Vivian, advertising generates most of the operating revenue for newspapers, magazines, television and radio. Initially advertisement was primarily used to create awareness about the product or services, but now a days there exist a number of similar products with cut arc technology, it is a mere compulsion for the advertisers to employ strategies that will benefit credibility and growth in the popularity of such a product over the competitors product.

The role of endorsement is predominantly important and integral aspect of modern advertising for product and services. Companies spend enormous money on celebrities to endorse their product or services in a desire that, such

an endorsement will influence favorable attitudes towards the brand which ultimately results in increasing sales and profit.

**2. OBJECTIVES**

- To collect the demographic profile of the respondents.
- To explore and understand the concept of celebrity endorsement in detail.
- To explore the meaning and various aspects of the concept of consumer buying behavior.
- To identify and critically analyze the impact of celebrity endorsement on consumer buying behavior.

**3. SCOPE OF THE STUDY**

The study is conducted in Mysore city from people of different age group. The study can be a base research for cosmetic brands to identify the current market situation. Furthermore, this study has examined that how celebrity is effective for endorsing the beauty products and how companies can make their brand much more powerful in their customer’s mind through their communication tools.

**4. LITERATURE REVIEW**

Celebrities, according to McCracken(1989),and Silvera and Austad, are people who enjoy recognition by the public possessing such attributes as attractiveness and trustworthiness. The import of this statement is that celebrities are people who have excelled in their respective fields of endeavors and therefore command respect, acceptance, popularity and followership within their societies. Likewise, an endorser is a person who makes a ‘testimonial’, or a written or a spoken statement extolling the virtue of a product. Sanchez sees an endorser as a “person who willingly supports or appears with a product or service in a way that is communicable to the public”.

According to Eerie and Sejung(2005),associated with high status due to widespread recognition, and so using a credible and respected celebrity as the voice or message carrier is more effective than using an ordinary model . However, Friedman and Friedman argue that celebrity endorsement of a product that demonstrates the presence or lack of good taste produces better results than that endorsed by an expert or a typical consumer. Celebrities give meaning to an advert with extra subtlety, depth and power.

Copper (1984),explained that general belief among advertisers is that advertising messages endorsed by celebrities has got higher degree of appeal, attention and makes people recall about a product/service than those delivered by non-celebrities.

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 (Giles 2000; McCracken 1989).

Celebrities regularly emerge in promotions in connection

among customer goods or services. By means of skill to pierce the hectic mess of publicity, portray customer consideration, produce high memory rates, generate as well as distinguish brand descriptions thus, create trade and income, superstar endorsement have demonstrated to be a helpful approach. No doubt dealer spends huge amount of capital in utilizing superstars to sponsor their brands (Agrawal & Wagner) (Aaker, 1996; Kamins, 1989). It also constitutes a meaningful brand value driver and influences the formation of brand equity (Faircloth, 2001). Keller (1993) distinguishes among attitudes, attributes and benefits as types of brand associations, Barich and Kotler (1991) regard brand attitude, belief and impression as ingredients of brand image. Both perspectives imply that improved attitudes toward the brand favorably influences brand image.

**5. METHODOLOGY**

The present study made us understand and deals with an area in which only a few attempts. In this, researcher has selected 50 respondents from MMK and SDM Mahila Maha Vidyalaya education institution in which selected respondents were interviewed for the study to understand their purchase of cosmetic products which is influenced by celebrity, as well as to realize the level of hindrance experienced by them from various impact points of view. The descriptive and diagnostic research design was adopted along with interview schedule as tool for collecting data, collected data was computed with SPSS with appropriate statistical tests.

**6. RESULT AND DISCUSSION**

**Table 1: The Socio-Demographic Profile**

AGE	Frequency	Percent
20-25	18	36
25-30	12	24
30-35	10	20
40 and above	10	20
Total	50	100
GENDERS		
Male	0	0
Female	50	100
Total	50	100
EDUCATION QUALIFICATION		
Student	22	44
Lecturer	14	28
Administrative staff	12	24
Other	2	4
Total	50	100

The data (Table 01) reveals that the socio-demographic details of the cosmetic users. The majority, 36 (18) percentage of the cosmetic users were between the age group of 20-25. In the study majority 100 (50) percentage of the cosmetic buyers were female. The majority 44 (22) percentages of respondents were students because students will be influenced very easily when they see celebrity endorsing the products.

**Table 2: To what extent your purchase decision is**

**influenced by celebrity endorsement?**

Response	Frequency	Percentage (%)
Very influential	10	20
Influential	23	46
Partially Influenced	10	20
Not at all influenced	7	14
Total	50	100

Findings from the data collection indicate that approximately 20 percent of the sampled population said that celebrity endorsement is influenced and Majority of the respondents said that 46 % (23) of respondents are highly influenced by the celebrity. These responses confirm the perception that product endorsement by celebrities is an effective promotional tool in modern marketing practice and highly influences to customer buying.

**Table 3: Do you buy Cosmetic Product after watching Advertising**

Response	Frequency	Percentage (%)
Yes	31	62
No	5	10
May be	10	20
Not at all	4	8
Total	50	100

Findings from the collected data indicates that approximately 62 (31) percent of the sampled population bought products because of an after celebrity advertisement whereas majority are influencing through paper add and advertisement.

**Table 4: To what extent your purchase decision is influenced by celebrity endorsement?**

Response	Frequency	Percentage (%)
Very influential	07	14
Influential	28	56
Partially Influenced	12	24
Not at all influenced	3	6
Total	50	100

On the component purchase ‘decision is influenced by Celebrity Endorsement’ it clearly indicates that more than half (56%) of the respondents are influential, 14% of them indicates very influential, 24% are partially influenced and 6% are not influenced by celebrity endorsement. On the whole we find there is an influence of celebrity on consumer buying of a product.

**7. CONCLUSION**

This research concludes that the Celebrity endorsed advertisements are more attractive and effective than the non-celebrity endorsed advertisements. Respondents also voted that the best medium for watching the advertisements is TV and then Internet. It is further concluded that the highest relationship existed between the perception and the buying behavior. The lowest relationship is, between celebrity attractiveness and the perception. There is a significant relationship among all attributes of the celebrity. It is finally concluded that there

is a significant relationship between celebrity endorsement and buying behavior. Respondents clearly conveyed that they do purchase those products and services, which are endorsed by the celebrities. Results show that the celebrity endorsement has reasonable impact on customers as per their attitude and buying intention. Physical attractiveness, credibility and congruence of the celebrity with the reference to endorsed advertisement all have impact on customer perception about the advertised product. It has also been highlighted that celebrity endorsement advertisements boosted up the sales and purchase of product, people like to buy the products more if endorsed by the celebrity and it shows that today’s customer is aware and influenced by media.

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