



RESEARCH ARTICLE

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS PURCHASE DECISIONS.

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Manuscript Info

Manuscript History

Received: 12 July 2016

Final Accepted: 19 August 2016

Published: September 2016

Key words:-

Celebrity endorsement, advertisement, marketing strategy

Abstract

The general belief among advertisers is that brand communication messages delivered by celebrities and famous personalities generate a higher appeal attention and recall than those executed by non-celebrities. The quick message reach and impact are all too essential in today's highly competitive environment. Celebrity endorsement has been established as one of the most popular tools of advertisement in recent time and a key marketing strategy. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message and may provide a positive effect that could be generalized to the brand. So considering these points this paper is an attempt to know the impact of celebrity endorsement on sales. The overall findings of the study reveal that celebrity endorsers has used by the companies for increasing sales. It has also showed that consumer think that celebrity endorsed advertisements are reliable.

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Introduction:-

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 as a result of his profession/achievements. Brands tie up with these celebrities to give their brand the same recognition and acceptance enjoyed by these high profile individuals. A celebrity endorsing a brand referred to as the "brand ambassador" for that particular brand. Celebrity endorsement is a way to get the brand noticed amidst the rush that is there in the market place. There is a huge impact of celebrity endorsements among the consumers through TV commercials in India as Indians like the celebrities a lot. Most of the companies prefer the celebrities of various fields in India like the cricketers, film stars and other sports personalities to endorse their brands. Marketers spend enormous amount of money on celebrity endorsement contracts based on the belief that celebrities are effective spokespersons for their products or brands. The main benefit of celebrity endorsement is that it increases consumer's remembrance of the advertisement. This can translate into a consumer search and purchase for the specific product, which can result in additional sales. One of the strongest reason for using a celebrity as a product endorsement is that it can link the product to the celebrity's skills. Consumers feel associated and it has also helped in influencing the demand of the products. Marketers use celebrities to advertise the product to influence the purchase decision of consumers in order to increase their sales and extend their market shares. As it has been observed that celebrity element in the promotion of the product makes it more attractive and noticeable to the masses, celebrity endorsement solves this purpose of the marketers as it gives easy recognition to a product as well as the consumers also takes product positively. It has become a trend and perceived as a winning formula for marketing a product and building a strong brand by the marketers.

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Statement of the Problem:-

The present study is an attempt to assess the impact of celebrity endorsements on the purchase decision of consumers in Malappuram district. Now a day's lots of advertisements are endorsed by the celebrities. Even celebrities are endorsing multi brands. It has created a great confusion in the mind of the customers regarding the purchase of the product. In this context it is necessary to examine the impact of celebrity endorsements on the purchase decisions of consumers.

Objectives:-

- ❖ To know the impact of celebrity endorsement on the purchase decisions of consumers
- ❖ To study the reasons for adopting the celebrities in endorsing the products
- ❖ To know the factors that attract consumers towards celebrity endorsement

Methodology:-

The present study is descriptive and analytical in nature. The study has made use of both primary and secondary data. The primary data has been collected by carrying out a sample survey among 200 customers residing in Malappuram district using random sampling technique. Questionnaire was used as technique for data collection. Analysis was made by using simple percentage. A survey among 200 customers has been conducted to assess the impact of celebrity endorsement on the purchase decision of consumers and to identify the level of satisfaction of consumers. Secondary data for the study was collected from sources of external published data, computerized database and books of various authors.

Analysis and interpretation:-

The present study has been conducted to assess the impact of celebrity endorsement on the purchase decision of consumers in Malappuram district. The primary data have been collected through questionnaire from customers in Malappuram district. An analysis of impact of celebrity endorsement on the purchase decision of consumers can be made as follows:

Table No. 1: Age wise classification of customers

Age	No. Of Respondents	Percentage
Below 21	20	10
22-30	24	12
31-40	64	32
41-50	60	30
51-60	22	11
Above 60	10	5
Total	200	100

Source of data: Primary data

Table No.1 shows that 32% of the customers are between 31-50 years old and 30% of the customers are between 41-50 years old and 12% of them are belonging to 21-30. About 11% of the customers are between 51-60 years old and 10% of them are below 21. Only 5% of the customers are above 60 years old.

Table No. 2: Gender wise classification of customers

Gender	No. Of Respondents	Percentage
Male	64	32
Female	136	68
Total	200	100

Source of data: Primary data

Table No.2 shows that about 68% of the customers are female and 32% of the customers are male.

Table No. 3: Source of information

Source	No. Of Respondents	Percentage
TV	52	26
Radio	24	12
Newspaper	48	24
Magazine	40	20
Internet	36	18
Total	200	100

Source of data: Primary data

Table No.3 indicates that out of the respondents, 26% got information from TV. Newspaper as a source of information comes second. Magazines, internet and radio come next. Thus it was observed that TV advertisement had a great impact on minds of the consumers.

Table No. 4: Factors influencing purchase decision

Factors	No. Of Respondents	Percentage
Price	48	24
Celebrity endorsement	80	40
Quality	40	20
Opinion of friends and relatives	32	16
Total	200	100

Source of data: Primary data

Table No.4 reveals that 40% of the customers are influenced by celebrity endorsement while making purchase decision, 24% are influenced by price of the product, 20% of the customers consider cost while making purchase decision and 16% of the customers are influenced by the opinion of friends and relatives.

Table No. 5: Type of celebrity endorsement

Type	No. Of Respondents	Percentage
Film stars	100	50
Famous personalities (like musicians, sports other than cricket)	32	16
Cricketer	44	22
Common man as a brand ambassador	24	12
Total	200	100

Source of data: Primary data

Table No.5 reveals that 50% of the respondents like film star to endorse various products, 22% and 16% like cricketer and other famous personalities respectively to endorse the product. 12% of the respondents like common man as a brand ambassador.

Table No. 6: Satisfaction with celebrity endorsement

Satisfaction level	No. Of Respondents	Percentage
Highly satisfied	48	24
Satisfied	140	70
Low satisfied	12	6
Not satisfied	-	-
Total	200	100

Source of data: Primary data

Table No.6 reveals that 70% of the customers are satisfied with celebrity endorsement and 24% of customers are highly satisfied and only 6% are low satisfied and no one aren't satisfied with celebrity endorsement.

Table No. 7: Reasons for companies to choose celebrity endorsement

Reasons	No. Of Respondents	Percentage
Easy recognition of the product	122	61
Increase sales and profit	36	18
Face competition strongly	42	21
Total	200	100

Source of data: Primary data

Table No.7 indicates that 61% of the consumers are of the opinion that celebrity endorsement provides easy recognition of the product, 18% states that it increases sales and profit and 21% states that it enables the company to face competition strongly.

Findings:-

- ❖ The study revealed that TV acts as the major source of information
- ❖ The study indicated that celebrity endorsement is the main factor influencing purchase decision of customers
- ❖ Majority of customers like film stars to endorse various products.
- ❖ Majority of the respondents are satisfied with celebrity endorsement.
- ❖ The study showed that celebrity endorsement facilitates easy recognition of products.

Suggestions:-

- ❖ Celebrity endorsement will be more effective when using a celebrity who is not associated with similar products or services.
- ❖ It will be more effective when used it along with other marketing mix.
- ❖ The organization can use common man as brand ambassadors for their products.
- ❖ It will be more effective when used consistently over time to increase the link between the celebrity and endorsed brand.

Conclusion:-

It has been observed that celebrity element in the promotion of the product makes it more attractive and noticeable. The study concludes that celebrity endorsement enhance the image of the product, brand awareness, recall and retention of consumers. It has a positive impact on the company as well as brand and customers. It was found that people love to see celebrities endorsing various brands. Celebrity endorsements give brand a touch of glamour and the hope that a famous face will provide added appeal and name recognition in a crowded market. Successful celebrity has resulted in significant gains in income for brand owners. The marketers should use the right celebrity matching with the product. It increases the recall value of the brand.

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