

“A Study on the Impact of Celebrity Endorsement towards Chennai Silks, Tiruchirappalli”

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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 quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior.

The data of 200 respondents is collected through questionnaire and results were analyzed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. It is concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. 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, Celebrity attractiveness, Celebrity credibility, Celebrity meaning transfer, Brand image, Buying behavior

Introduction

Celebrities are involved in endorsing activities since late nineteenth century. The advent of celebrity endorsements in advertising in India began when Hindi film actors, TV stars as well as sportspersons began encroaching on a territory that was, until then, the exclusive domain of models. Celebrity endorsement has been established as one of the most preferred tools of advertising. It has become a trend and perceived as a winning formula for product marketing as well as brand building. It is very easy to have a celebrity for a product or brand but it is very tough to establish a very strong association between the product and the endorser, because the objective is to build

a brand not the celebrity. It is also important to appreciate that just because an individual is famous and considered a celebrity, he/she might not necessarily be an effective endorser. Advertisements play a significant role in the purchase decision along with the celebrity endorsement. Although the audience is getting smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of the advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertisers their products.

Statement of the Problem

It has been identified that celebrity endorsement plays a significant role in developing a brand image in the minds of the consumers which ultimately influence their buying. Hence the present study has been undertaken to understand the influence of celebrity endorsed advertisements on purchasing decision of consumer's perception towards endorser and the product endorsed, and how these influence their purchase decision.

Objectives of the Study

- To study the demographic and social economic status of the respondents.
- To analyze the perception of customers on celebrity endorsement.
- To examine the impact of celebrity endorsement on buying behavior.
- To identify the factors that lead to celebrity's influence on audience.
- To offer findings on the basis of analysis and provide suitable suggestions for improvement.

Significance of the Study

The study explained the impact of celebrity endorsement in the mind of the consumer, how a consumer perceives celebrity endorsed advertisement and which is the major element that influences them to prefer their choices from various textile showrooms in the market. This study is concise on the common need of a person and it is significantly valuable for marketers, researchers, students and advertisers. It can be further used for study and research purpose.

Area of the Study

The area of the study is confined to Tiruchirappalli only.

Methodology

The present study is based on both primary & secondary data. Simple random sampling was used for this purpose. A sample of 100 respondents was chosen for the study.

Limitations of the Study

- Time and cost were a major constraint.
- Lack of respondents interests in answering the questions might have also not revealed the true information.
- The study is confined to 100 respondents of Tiruchirappalli only.
- Personal bias of the respondents might have crept in while assuming few questions.

Review of Literature

R. Sathiya, (2014) This study was carried out to find the Effect of celebrity endorsement on brand perception and buying behavior of consumer. It has proved that right choice in the selection of celebrity can make advertisement effective and create point of difference. The main focus of study is that celebrity should match with the product they endorsed. Furthermore it was concluded that the success of advertisements depend on the celebrity, the product, the message, the execution and the media. Bhargava, (2015) Brand aims to steal a fraction of customers attraction through different marketing tools where celebrity endorsement has

been the focus of customer attention. The study was carried out to find the elements that make celebrity endorsement a win-win situation for the endorser and for the brand. Furthermore the message been delivered by celebrities has ore appeal and increase brand recall than those of non-celebrity endorsement. According to Indian worship celebrities and considered them as God and marketer use this as an opportunity to influence the potential of target customers. Though customer always prefer the brand which has the maximum fit with his/her image, This way celebrities transfer their image to the product and to the brand to attract maximum customers and to increase the brand equity through this marketing tool.

Data Analysis and Interpretation

Table 1 Celebrity Endorsement Helps In Purchasing The Product

Opinion	No. of Respondents	Percentage
Always	32	32
Often	32	32
Sometimes	36	36
Total	100	100

Sources: Primary data

Interpretation

Table 1 shows that 36 per cent of the respondents are of the opinion that celebrity endorsement sometimes helps in purchasing a product, 32 per cent of the respondents are of the opinion that celebrity endorsement always and an equal per cent of the respondents are of the opinion that celebrity endorsement often helps in purchasing a product.

Table 2 Influence of Celebrity Endorser

Celebrity Image	No. of Respondents	Percentage
Style	18	18
Beauty	34	34
Attractiveness	30	30
Personality	12	12
Others	6	6
Total	100	100

Sources: Primary data

Interpretation

Table 2 shows that 34 per cent of the respondents are influenced by the attractiveness of celebrity endorser, 34 per cent of the respondents are influenced by the beauty of celebrity endorser, 18 per cent of the respondents are influenced by the style of celebrity endorser, 12 per cent of the respondents are influenced by personality of celebrity endorser and 6 per cent of the respondents are influenced by the other factors of the celebrity endorser.

Table 3 Chi –Square Test

Marital Status	Influenced by the face value of the celebrity					Total	Statistical Inference
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
Married	6	7	14	2	1	30	CV = 17.20 TV = 9.488 CV > TV Significant Relationship
Unmarried	6	47	12	4	1	70	
Total	12	54	26	6	2	100	

$$\text{Degrees of Freedom} = (R - 1) (C - 1) = (2 - 1) (5 - 1) = 4$$

Inference: There is a significant relationship between Marital status of the respondents and the influence by the face value of the celebrity.

Chi Square Test

Chi square test between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Null Hypothesis (Ho)

There is no significant association between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Alternative Hypothesis (H1)

There is significant association between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Monthly Income	Frequency of Shopping from Chennai Silks			Total	Statistical Inference
	Frequently	Rarely	During Festival Season		
Below 20000	4	6	12	22	CV = 15.02 TV = 12.592 CV > TV Significant
20001 – 30000	5	12	13	30	
30001 – 40000	15	19	8	42	
Above 40000	4	1	1	6	
Total	28	38	34	100	

$$\text{Degree of Freedom} = (R - 1) (C - 1) = (4 - 1) (3 - 1) = 6$$

Inference: There is significant association between Monthly Income of the respondents and frequency of shopping from Chennai Silks.

Findings

- Majority (74%) of the respondent are below 25 years.
- Majority (58%) of the respondents are male.
- Majority (70%) of the respondents are unmarried.
- Majority (46%) of the respondents are under graduates.
- Majority (44%) of the respondents are students.
- Majority (42%) of the respondents earn a monthly income between Rs.30,001 to Rs.40,000.
- Majority (60%) of the respondents belong to middle class.
- Majority (38%) of the **respondents are persuaded to purchase by famous personalities.**
- Majority (58%) of the respondents sometimes come across advertisements.
- Majority (36%) of the **respondents are of the opinion that celebrity endorsement sometimes help in purchasing a product.**

- Majority (34%) of the **respondents are influenced by the attractiveness of celebrity endorser.**
- Majority (44%) of the **respondents agreed that the presence of celebrity helps in recognizing the brand.**
- Majority (36%) of the **respondents feel that celebrity advertised products are sometimes of good quality.**
- Majority (54%) of the **respondents agreed that the face value of the celebrity influences the buying behaviour of the audience.**
- Majority (50%) of the **respondents feel that the sense of similarity between them and the celebrity endorser is influential when making a purchase decision.**
- Majority (44%) of the **respondents agreed that they would switch over from Chennai silks if their favourite celebrity endorses for some other textile showroom.**
- Majority (76%) of the respondents prefer to shop in Chennai silks.
- Majority (36%) of the respondents were recommended by relatives to choose Chennai Silks.
- Majority (38%) of the respondents rarely shop from Chennai silks.
- Majority (38%) of the respondents purchase from Chennai silks because of the endorsing celebrity.
- Majority (40%) of the respondents were persuaded to purchase by advertisement in television.
- Majority (32%) strongly agreed and an equal per cent of the respondents neither agreed nor disagreed with the advertising message of Chennai silks.
- Majority (38%) of the respondents agreed that celebrity endorsement is the only effective tool to purchase from Chennai silks.
- Majority (58%) of the respondents feel that the sales in Chennai silks are higher due to celebrity endorsement.
- Majority (44%) of the respondents agreed that they would stop purchasing from Chennai silks if their favourite celebrity endorsement is involved in a scandal.
- There is a significant relationship between the age of the respondents and the type of celebrity.
- There is a significant relationship between the marital status of the respondents and face value of the celebrity.

Suggestions and Conclusion

As the buying behavior of the consumer changes due to advertisements and we also see people get easily attracted towards those products in which celebrities are endorsed in advertisement and publication, the marketers of Chennai Silks need to be smart enough to choose celebrities in their advertisements, as the personality of the celebrity has link with the product what he / she is advertising on media. The frequency of advertisement on Chennai silks in Tiruchirappalli can be increased in media such as newspapers, TV and radio. In the current scenario, marketer has to concentrate on advertisement to increase their sales in competitive market for effective advertisement. The celebrity plays a major role on the market. At this point of view, Chennai silks is maintaining their standard by changing their advertisement frequently and using only those celebrities who are more popular in the market. They use attractive method of advertisement in order to maintain their standard of reputation and survive in the competitive market. It has been proved from the discussion that celebrity endorsements are a powerful and useful tool that magnifies the effect of a campaign but the word of caution to be followed seriously; celebrities alone do not guarantee success nor does a great advertising campaign or the best possible product. It is the combination of several factors especially the price and other elements that work together for the success of a brand and its acceptance in the minds of consumers as well as for its market offering.

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