

Impact of Celebrity Endorsement on Consumer Buying Behavior in India

Shubhangi Jadhav Gaikwad

Abstract: *The research purpose is the focused upon the impact of celebrity endorsement on Student buying behavior” in India; this behavior judges the purchase intention of consumers in the field of beverages, this research only focuses on the buying intention of the students of youth - adults generation. The Celebrity endorsement is of four main pillars that are attractiveness, credibility, product matchup and lastly Meaning transferred between the endorser and the brand. This research report shows that the element of credibility (which is composed of expertise and trustworthiness) of the celebrity positively affects students intention to purchase beverages. All these four elements combine to make up celebrity endorsement.*

Keywords: Celebrity endorsement, Student buying behavior, consumer perception

1. Introduction

Every advertisement is good source of information. They create awareness amongst consumers. When the celebrity comes into picture or got involved into any of these advertisement it creates high demand towards that product / level of that product increases. The presence of celebrity in the advertisement alone can get attention towards themselves but not on brand. This is the drawback of celebrity endorsement in any advertisement. A Consumer by his name, it can be extracted that he is the one who consumes, and actually he can be a person or a group of persons who purchase goods or services for personal consumption without any intention to resale it. Thus, he is the final users of a good or service. He generates demands for goods or services. In the absence of effective and sufficient demand from consumers, producers would lack one of the motivating factors to produce, and to sell. In terms of economics, Consumer contributes directly to the economy of a nation. Thus, Consumer is the one on who depends the survival of the company and the nation.

The celebrity endorsement generally increases sales. They attracts more attention of students specially in beverages. Celebrity adds new dimension in the brand through advertisement.

2. Literature Review

The activities that people obtaining, consuming or disposing any products & services can be defined as Consumer Behaviour (Atkin and Block, 1983). Thus it can be easily defined as the study of why people used to buy. The study of such behaviour is necessary for the entire marketing firm in order to develop their strategies according to understanding of why people shop & buy certain products. Thus, it has been rightly said by Kotler that Consumer is a King. Thus, Consumer is mighty enough to decide whether to make or break a product. Consumer behaviour has been studied by the researches through certain experiments using focus groups, conducting interviews or administering questionnaires (Blackwell, 2001). Consumer Behaviour have been researched with the traditional method based on the assumptions that were in a fixed sequence consisting first of the formation of beliefs (cognition) with respect from

attitude object, then followed by some action of evaluation of that object (affect) and focused some action (Howard, 1979).

The use of Celebrities for endorsing a product is not recent (Kaikati, 1987). The Concept of Celebrity Endorsement has been widely used across the global marketing world. It is all started in 1980s but come out as a revolutionary phenomenon in 1990s. In this era companies started using Celebrities extensively for better communicating their brand to the consumers. Celebrity Endorsement emerged out as one of the marketing communication (marcom) strategy. Companies are spending huge money for aligning their product or brand with the dynamic, attractive Celebrities (Kaikati, 1987) believing that these attributes of the Celebrities can be transferred to the product through Marketing Communication activities (Langmeyer, 1991). The involvement of Queen Victoria in Cadbury Cocoa depicts the use of Celebrities in the nineteenth century (Levy, 1959). The invention of cinema in the earlier period enhanced the usage and scope of Endorsement as an advertising strategy (Langmeyer and Walker, 1991). In early era, the use of stars was limited even though there was a growth in commercial radio in 1930s and in commercial television in 1950s (Motavalli, 1988). In the late 1970's, the use of stars has increased in number due to the involvement of even those Celebrities who had no such commitment towards the endorsements prior (McDonough, 1995). In 1979, the use of Celebrity Endorser's in commercials was estimated as one in every six advertisements and later in 1988 estimates were one in five (Sherman, 1985).

3. Objectives Of Study

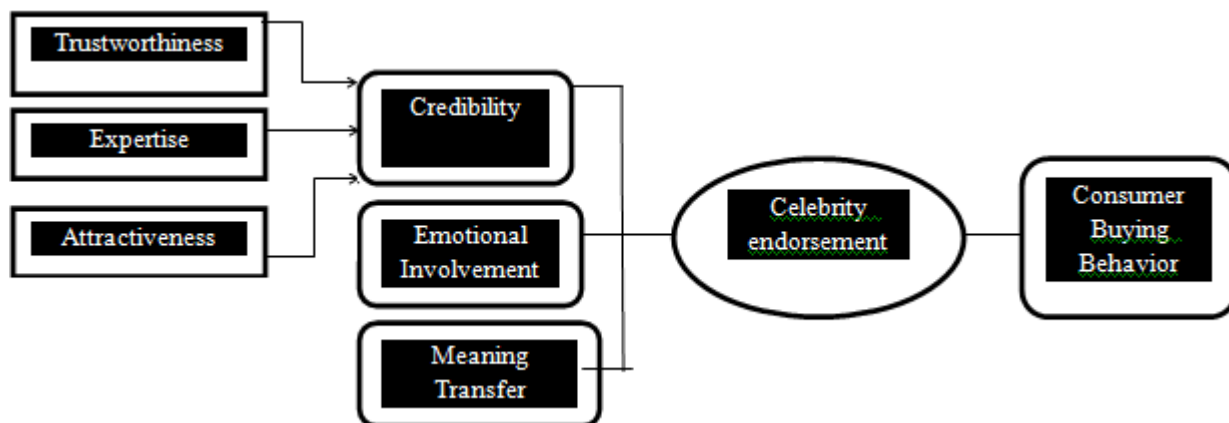
The author tries to find out the impact of celebrity endorsement on students buying behavior for beverages. The objective of study is to find out the students perceptions towards celebrity endorsement for beverages.

4. Research Methodology

The author has conducted a questionnaire to the students of schools and colleges of Pune city of Maharashtra. The study helps to gather the information regarding student's perception about celebrity endorsed soft drinks and cold

drinks. The researcher in this study tries to gather the primary data from questionnaire asked to the students of school and colleges and the secondary data is collected from books, internet, journal and facts and figures.

5. Conceptual Framework



This framework explain the research briefly how celebrity endorsement give impact to students / consumer buying behavior.

6. Finding of the Study

Table 1: Preferred media channel for watching celebrity endorsement

Source	Frequency	Percentage	Cumulative percent
Internet / TV /Mobile phone	71	50.8	50.8
Hoardings / Magazines/ News papers	24	20.0	70.8
Friends and Social Circles	29	15.8	86.7
Others	16	13.3	100.0
Total	100.00		

Table 2: Gender of the Students Consumer

Frequency	Percent	Cumulative percent
Male	80	52.5
Female	60	47.5
	140	100.00

Table 3: Preferred Choice of Soft Drink Brand

Brand	Frequency	Percent	Cumulative percent
Thumps up	61	39.2	43.3
Fanta/ Mirinda	21	17.5	30.4
Sprit / Mountain dew	47	34.2	30.4
Pepsi	11	9.2	9.2
Total	140	100.0	100.0

Table 4: Favourite celebrities for advertisement of soft drinks and cold drinks

Celebrity	Brand	Frequency	Percent	Cumulative percent
Salman Khan	Thumps up	45	45.8	45.8



Celebrity	Brand	Frequency	Percent	Cumulative percent
Jacqueline Fernandez	Pepsi Black	34	20.0	65.0



Celebrity	Brand	Frequency	Percent	Cumulative percent
Hrithik Roshan	Mountain Dew ice	18	15.0	60.0



Celebrity	Brand	Frequency	Percent	Cumulative percent
Ayushman Khurana	Sprite	43	39.2	100



Table 5: Attraction towards Celebrity Endorsement

	Frequency	Percent	Cumulative percent
Female Celebrity	55	29.2	29.2
Male Celebrity	36	30.0	59.2
Non - Celebrity	26	21.7	80.8
No One	23	19.2	100.0
Total	140	100.0	

Table 6: Your most preferred Channel for Soft Drink Purchase

Place	Frequency	Valid percent	Cumulative percent
Restaurants/ Marriage Parties	49	40.8	40.8
Work place/ Canteen	26	13.3	65.0
Cinema Hall /Malls	29	24.2	78.3
Super markets	16	21.7	100.0
Total	140	100.0	

7. Discussion & Findings

It can be interpreted from the Table 1 is Preferred media channel for watching celebrity endorsement through electronic media which is most spread media today. Table 2 depicts Male consumer are more than female consumer of soft drinks and cold drinks. Table 3 depicts preferred choice of brand of soft drinks by School and College Students. Most likely preferred soft drink is Thumps up soft drink. The student preferred taste and color of the thumps up soft drink. Table 4 depicts the favourite celebrities for

advertisement of soft drinks and cold drinks. The student's favourite celebrity is Salman Khan and Jacqueline Fernandez who is the brand ambassador of Thumps Up and Pepsi Black. Table 5 depicts attraction towards celebrity endorsement by the students. Table 6 depicts the most preferred Channel for Soft Drink Purchase. The students preferred to the soft drink most probably in the parties and cinema halls. When the students is asked about how often they get exposed to Celebrity Endorsement for Soft drinks them most of them respond with occasional encounter.

8. Conclusion

Celebrity endorsement has recall of the product. It increase sale and increase the demand of the product. The celebrities have credibility on expertise that makes the product more desirable or enhances perception of quality. The celebrity endorsement image is transferred to the product so that those who use the product are associated with the image. The advertisement is nothing but the backbone of the advertising companies. The celebrity endorsement cast a positive image on the consumer. Hence it is correct to say that the celebrity endorsement field is part and parcel of the Soft Drink and Cold Drink Company. The youth / adults generation is attracted towards the soft drinks because of the favorite celebrities they loved. That is the very reason for big Soft drink industries to spent millions on these high profile Celebrities year over the year.

References

- [1] Atkin, C. and Block, M. (1983). Effectiveness of Celebrity Endorsers. *Journal of Advertising Research*, 23 (1), pp.57 - 61.
- [2] Blackwell, R. (2001). *Consumer Behavior*. 9th ed. Orlando: Harcourt College Publishers, 570.
- [3] Howard, A. (1979). More than Just a Passing Fancy. *Advertising Age*, Celebrity Endorsement, 50, 2.
- [4] Kaikati, J. G. (1987). Celebrity Advertising: A Review and Synthesis. *International Journal of Advertising*, 6 (2), pp.93-105.
- [5] Langmeyer, L. (1991). Exploring Gender Influences of Meanings in Celebrity Endorsers. *Journal of Consumer Behaviour*, 1, pp.58-172.
- [6] Levy, S. J. (1959). Symbols for sale. *Harvard business review*, 37 (4), pp.117 - 124.
- [7] Langmeyer, L. and Walker, M. (1991). A First Step to Identify the Meaning in Celebrity Endorsers. *Advances in Consumer Research*, 18 (1), pp.364-371.
- [8] Motavalli, J. (1988). Advertising Blunder of the Rich and Famous. *Ad week*, 11, pp.18 - 19.
- [9] Mcdonough, J. (1995). Bringing Brands to Life. *Advertising Age*, Special Collector's Edition, spring, pp.34 - 35.
- [10] Sherman, S. P. (1985). When You Wish Upon a Star. *Fortune*, 68 (42).