

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS'BUYING BEHAVIOUR IN THOOTHUKUDI CITY

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ABSTRACT

The study investigates the impact of celebrity endorsement on consumer behavior, focusing on how endorsements influence brand perception, consumer trust, and purchasing decisions. Utilizing a mixed-methods approach, the research integrates both qualitative and quantitative data from surveys, interviews, and case studies across various industries. The findings reveal that celebrity endorsements significantly enhance brand visibility and credibility, often leading to increased consumer interest and higher sales. However, the effectiveness varies based on the celebrity's relevance, reputation, and the alignment with the endorsed product. The study also explores the psychological mechanisms behind these effects, including the role of perceived authenticity and emotional connection. Implications for marketers include the strategic selection of endorsers and the need to maintain genuine and consistent brand messaging.

KEYWORDS

Aware of celebrity endorsements, Consumers buying behaviour.

INTRODUCTION

Celebrity endorsements have evolved into a cornerstone of modern marketing strategies, transcending industries and influencing consumer behaviour on a global scale. The allure of associating products with well-known personalities lies in their ability to enhance brand appeal, credibility, and ultimately, drive sales. However, the effectiveness of such endorsements is contingent upon several intricate factors, including the credibility and relevance of the celebrity to the product being endorsed, as well as the perceived authenticity of the endorsement itself. The advent of social media has further revolutionized celebrity endorsements, empowering influencers with vast followings to sway consumer preferences through sponsored content.

Understanding the underlying psychological processes, such as identification, social identity theory, and aspirational modeling, is crucial for dissecting how celebrities shape consumer perceptions and purchasing decisions. Despite the potential benefits, celebrity endorsements also pose risks, including negative publicity

and the diminishing impact of overexposure. Many brands persist in leveraging celebrity endorsements due to their enduring appeal and potential to drive business growth. In this study, we aim to delve deeper into the nuanced relationship between celebrity endorsements and consumer buying behaviour. Through a combination of literature review, empirical research, and realworld case studies, we seek to unravel the factors influencing the effectiveness of celebrity

3 endorsements and their implications for marketers and consumers. By gaining a comprehensive understanding of this dynamic, businesses can refine their marketing strategies, bolster brand perception, and ultimately, thrive in today's competitive marketplace.

STATEMENT OF THE PROBLEM

Celebrity endorsement is one of the most popular advertising techniques which companies use to create awareness, aid in recall and gain favorable responses about their products and services. To make the advertisement more attractive and effective, advertising agencies and companies are using celebrities. Today, many companies spend millions of rupees each year for endorsing their product by famous celebrities. Celebrity endorsement is a power tool by which advertisers try to leverage the image and characteristics of the celebrity to promote a brand. This makes the advertisements lively, attractive, and interesting, attention getting and effective as well. The intense use of celebrity endorsement as an advertising tactics has been used to promote various kinds of products and services across all industry categories. Advertisers try to hire celebrities for endorsements, however, what is the audience's perceptions about how celebrity inclusion in adverts work and whether it influences purchase decision. Furthermore, do celebrity characteristics such as trustworthiness, and familiarity have any implication on advertising effectiveness. The impact of celebrity endorsement on consumer buying behavior is a multifaceted issue that seeks to explore the influence and consequences of celebrities endorsing products or services. This study aims to investigate the extent to which celebrity endorsements shape consumer preferences, attitudes, and purchasing decisions, while also examining potential factors that mediate or moderate this relationship. The research will delve into the psychological and social mechanisms involved, shedding light on how celebrity endorsements can either enhance or diminish consumer trust, brand perception, and overall buying behaviour.

OBJECTIVES OF THE STUDY

1. To know how the celebrity endorsement becomes an important factor in consumerbuying behaviour.
2. To measure the satisfaction level of the consumers with the products which areendorsed by any celebrity and whether they are trustworthy or not.
3. To identify how the consumers get attracted towards celebrity endorsements.

RESEARCH METHODOLOGY

The present study is analytical and descriptive in nature. The questionnaire was constructed to elicit the required information from the respondents. 150 sample respondentswere selected for the study. Well-structured questionnaire was framed and collected using Google form.

The study is based on “Impact of celebrity endorsement on consumer buyingbehaviour”. Hence the questions are related to consumers buying behaviour like advertisements, brands and overall consumer buying behaviour offered by celebrity endorsement.

LIMITATIONS OF THE STUDY

- As the research was conducted within the boundaries of Thoothukudi, therespondents outside Thoothukudi will remain unnoticed.
- Research was based totally on quantitative approach and qualitative approach is beingignored.
- The time and resources were limited for the study.
- Since the total respondents were only 150, the study might not necessarily be therepresentation of the actual population of Thoothukudi.
- This study maybe relevant to this period. It may not be applicable to a differentperiod.
- Due to time constraints, only the most important data has been collected and taken forthe study.

RESULTS AND DISCUSSIONS:

Advertisement attention of the respondents Particulars	No. of respondents	Percentage
Celebrity endorsed advertisement	133	88.7
Non-Celebrity endorsed advertisement	17	11.3
Total	150	100

SOURCE: Primary data

The above table describes the Celebrity advertisement attention. It shows that 88.7% of the respondents are celebrity endorsed advertisement, 11.3% of the respondents are NonCelebrity endorsed advertisement.

INFERENCE

It is inferred that the majority of the respondents are Celebrity endorsed advertisement.

Play a role in shaping decisions of the respondents

Particulars	No. of respondents	Percentage
Expertise	12	8
Attractiveness	75	50
Trustworthiness	26	17.3
Likeability	24	16
Influence of overshadowing	13	8.7
Total	150	100

SOURCE: Primary data

The above table describes that factors play a role in shaping your decision to make a purchase. It shows that 8% of the respondents are point Expertise, 50% of the respondents are point Attractiveness, 17.3% of the respondents are point Trustworthiness, 16% of the respondents are point Likeability, 8.7% of the respondents are point influence of overshadowing.

INFERENCE

It is inferred that the majority of the respondents are decision to make purchase is Attractiveness.

GARETTE RANKING METHOD

BASED ON THEIR ACCURACY DESCRIBING THE BUYING BEHAVIOUR.

$100(R_{ij}-0.5)/N_j$	Calculated value	Garrett value
$100(1-0.5)/5$	10	75
$100(2-0.5)/5$	30	60
$100(3-0.5)/5$	50	50
$100(4-0.5)/5$	70	40
$100(5-0.5)/5$	90	25

Particulars	1	2	3	4	5
I am more likely to buy a product if it is endorsed by a celebrity I admire.	90	29	18	5	8
I rarely consider celebrity endorsements when making purchasing decisions.	18	98	16	11	7
The presence of a celebrity in an advertisement significantly impact my buying behaviour.	21	6	97	14	12

I prioritize product features over celebrity endorsement when choosing what to buy.	7	13	7	107	16
Brand loyalty plays a significantly role in my buying decisions, and I often stick to products.	20	5	12	8	105

Particulars	1	2	3	4	5	Total	Score	Rank
I am more likely to buy aproduct if it is endorsed by a celebrity I admire.	6750	1740	900	200	200	9790	65.27	I
I rarely consider celebrityendorsements when making purchasing Decisions	1350	5880	800	440	175	8645	57.63	II
The presence of a celebrity in an advertisement significantly impact my buying behaviour.	1575	360	4850	560	300	7645	50.97	III
I prioritize product features over celebrity endorsement when choosing what to buy.	525	780	350	4280	400	6335	42.23	IV

Brand loyalty plays a significantly role in my buying decisions, and I often stick to products.	1500	300	600	320	2625	5345	35.5	V
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SOURCE: Primary data

The above table describing the buying behaviour of the respondents. The 1st rank is for to provide likely to buy a product if it is endorsed by a celebrity, the 2nd rank is to provide making purchasing decisions, the 3rd rank is to provide presence of a celebrity in an advertisement significantly impact of buying behaviour, the 4th rank is to provide prioritize product features over celebrity endorsement when choosing, the 5th rank is to provide Brand loyalty plays a significantly role in my buying decisions.

INFERENCE

It is inferred that majority of the respondents in describing the buying behaviour is to provide a likely to buy a product if it is endorsed by a celebrity.

CHI-SQUARE

Observed Frequency (O)

Gender/ Factors	Classy and status symbol	Elegant	Confidence	Glamorous	Total
Male	13	42	12	9	76
Female	10	37	18	9	74
Total	23	79	30	18	150

Expected frequency (E)

Gender/ Factors	Classy and status symbol	Elegant	Confidence	Glamorous	Total
Male	11.65	40.03	15.2	9.12	76

Femal e	11.35	38.97	14.8	8.88	74
Total	23	79	30	18	150

O	E	O-E	(O- E)	(O- E)²/E
13	11.6 5	1.35	1.82	0.156
42	40.0 3	1.97	3.88	0.096
12	15.2	3.2	10.24	0.673
9	9.12	0.12	0.014	0.0015
10	11.3 5	1.35	1.82	0.160
37	38.9 7	1.97	3.88	0.099
18	14.8	3.2	10.24	0.691
9	8.88	0.12	0.014	0.001
				1.8115

Degrees of Freedom:

$$\begin{aligned}
 df &= (r-1) (c-1) \\
 &= (4-1) (2-1) \\
 &= 3
 \end{aligned}$$

Table Value: 7.815

Calculated Value: 1.8115

FINDINGS

Majority of the respondents are female.

Majority of the respondents are from the age group of 21-30.

Majority of the respondent's educational qualification are Graduated.

- Majority of the respondents are Students.
- Majority of the respondent's annual income is between Rs. 300001-500000.
- Majority of the respondents in area of residence are from Urban.
- Majority of the respondents are Single.
- Majority of the respondent are celebrity endorsed advertisements.
- Majority of the respondents are aware of products or brands that celebrity endorsed.
- Majority of the respondents are not trust the celebrity endorsed advertisements.
- Majority of the respondents Neutral, thought that celebrity endorsements create aimpact on a products.
- Majority of the respondents Neutral, prefer celebrities to endorse product.
- Majority of the respondents in celebrities in making purchasing decision is to providethe credibility of the celebrity impacts your trust in the endorsed product.
- Majority of the respondents they believe products advertised by the celebrities are of good product. Majority of the respondents believe celebrities also use those products which they themselves endorsed.

SUGGESTIONS

- Based on the findings presented, it's evident that there is a significant female majority among the respondents, predominantly aged between 21-30 and holding graduate degrees.
- Moreover, the majority of the respondents are students with annual incomes rangingbetween Rs. 300001-500000, residing in urban areas, and identifying as single.
- In terms of celebrity endorsements, while a majority of respondents are aware of suchadvertisements, they express a lack of trust in them.
- Despite this skepticism, there's a neutral stance on whether celebrity endorsements create an impact or if respondents prefer celebrities to endorse products. There is an acknowledgment that the credibility of the celebrity impacts trust in the endorsedproduct.

- Respondents generally believe that celebrities use the products they endorse, they also don't feel that celebrity endorsements are effective in brand promotion.
- A significant portion of respondents admit to purchasing products endorsed by their favorite celebrities, indicating a level of influence.
- Respondents don't perceive celebrity endorsements as crucial in shaping consumer trends but do feel influenced by celebrities in connection with certain products.
- This influence extends to their decision-making process, with attractiveness being a factor, and feeling elegant when using celebrity-endorsed products.
- Despite these influences, recommendations from family and friends remain the primary driver of purchasing decisions for the majority of respondents.
- For marketers, focusing on building trust through authentic connections and leveraging social proof from personal networks may be more effective than relying solely on celebrity endorsements.

CONCLUSION

Celebrity endorsement significantly influences consumers' buying behaviour by creating brand awareness, enhancing brand image, and establishing emotional connections with consumers. However, its effectiveness can vary depending on factors such as the celebrity's credibility, relevance to the product, and the target audience's perceptions. While celebrity endorsements can drive sales, marketers should carefully consider their strategies to ensure alignment with brand values and long-term success. The impact of celebrity endorsement on consumers' buying behaviour is undeniable, with ample evidence supporting its effectiveness across various industries. Celebrities have the power to capture attention, evoke emotions, and influence perceptions, thereby shaping consumers' attitudes towards endorsed products or services. The association with a well-known figure can lend credibility and trustworthiness to a brand, facilitating consumer decision-making processes. Celebrity endorsements can lead to increased brand visibility and recognition, as well as differentiation from competitors in a crowded marketplace. By leveraging the fame and appeal of celebrities, brands can reach broader audiences and penetrate new markets more effectively. However, it's essential to recognize that the success of celebrity endorsements hinges on several factors, including the match between the celebrity and

the brand, the authenticity of the endorsement, and the relevance to the target audience. Moreover, while celebrity endorsements can yield short-term gains in sales and brand awareness, their long-term impact may vary. Consumers' perceptions of both the celebrity and the endorsed brand can evolve over time, influenced by factors such as changes in the celebrity's image or behaviour. Therefore, marketers must continuously monitor and adapt their celebrity endorsement strategies to maintain relevance and resonance with consumers. In summary, while celebrity endorsement can be a powerful tool for influencing consumers' buying behaviour, it's essential for brands to approach it strategically, considering factors such as alignment with brand values, audience demographics, and longterm brand goals. When executed thoughtfully, celebrity endorsements can contribute positively to brand equity and overall business success.