iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 11 **Issue:** VI **Month of publication:** June 2023

DOI: https://doi.org/10.22214/ijraset.2023.52257

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VI Jun 2023- Available at www.ijraset.com

A Study on Influence of Celebrity Endorsement on Consumers Perception and Purchase Decision

Kaarthic S
Sri Krishna Aditya College of Arts and Science, India

I. INTRODUCTION AND EXECUTION OF STUDY

A. Introduction

These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience. We see celebrities in television, film, radio, magazines and where not, celebrity endorsements get about billions and trillions yearly and are highly recommended in the dreamy world of advertisements to promote their products. Every small piece of information about the celebrity will be followed by these fans. This popularity is used by the advertiser to get the attention of the people. Using this popularity and fan following a producer can promote the goods and services and increase the sales of his product. Using a celebrity to represent you helps to differentiate your brand from competitors. It also can improve ad recall, making consumers remember your ad and that your brand is connected to their favorite celebrity. When you sign on a celebrity to endorse your brand, you sign on to everything that comes with them. Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy which uses a celebrity's fame or social status to promote a product, brand or service, or to raise awareness about an issue. Furthermore, research has shown that using a celebrity endorser with an attractive public image can decrease consumers' self-esteem and have a negative impact on buying intentions. Popular personalities can convert into excellent salesmen. Giving the world a familiar and well known face is considered to be the fastest and safest way for brands to develop an association and a bond in the mind of its consumers. Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain credibility because celebrity Endorsement is a technique which features celebrities to endorse a product. These celebrities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience. We see celebrities in television, film, radio, magazines and where not, celebrity endorsements get about billions and trillions yearly and are highly recommended in the dreamy world of advertisements to promote their products. Marketers make use of celebrities to endorse their products in order to give their brand advantage and edge over its other competitor. But employing a celebrity to satisfy the very purpose require deep understanding and many other considerations have to be weighted. Authenticity plays a key role in influencer marketing and because of that, consumers trust influencers. It comes with the time and experiences of the consumers. Celebrities can have a positive influence on youth. In fact, they can serve as role models. But famous people, whether they're singers, actors, and other celebrities, can also provide unhealthy examples. In particular, celebrity influence on body image and substance use is often detrimental to teen mental health. Through endorsing a celebrity, marketers actually excites their consumers by showing them a very admirable and famous face and succeeded in creating a demand because through this tactic, marketers are also increasing the recall value of their brand which positively creates an impact in the consumers buying behavior. When a celebrity works with so many companies, the celebrity's credibility may suffer. People may feel that the celebrity will endorse anything to make a buck. Celebrities can overshadow brands. Consumers may focus on the celebrity, not the product.

And from consumer's perspective, they want to own that brand which enjoys a good reputation in the market and then when it is involving a well known celebrity with that brand, it becomes all the more alluring and consumers feel that by using such brands they will gain some status because celebrity endorsed products satisfy this longing of enjoying a brand that comes with symbol of status. Marketers make use of celebrities to endorse their products in order to give their brand advantage and edge over its other competitor. But employing a celebrity to satisfy the very purpose require deep understanding and many other considerations have to be weighted.

B. Statement Of The Problem

The objective of this study is to find out the impact of celebrity endorsers in advertising. What affect it lays down on advertiser and consumers. Does celebrity endorser influence the buying behavior of the targeted audience to buy product. Is celebrity endorsement an important decision while purchasing product.

©IJRASET: All Rights are Reserved

The problem of weather or not celebrity endorsement greatly influences consumer behavior and sales volume has been a cause of worry especially as many organizations use celebrities and still not to do to well in terms of sales. Images change, celebrities make mistakes. And when they do, they can affect the brands they endorse. In 2009,
Tiger Woods' public image crumbled after his infidelity with a number of women, including pornography actresses, hit the news.

C. Objectives Of The Study

1) To study the socio-economic profile of the consumers.
2) To identify the key factors which may influence consumer's buying behavior through celebrity endorsement.
3) To examine the impact of celebrity endorsements on consumer's purchase intentions. ➢ To provide suggestions for the marketers on celebrity endorsement advertisements.
4) To discover and investigate the state of consumer's perception about Celebrity endorsement.

D. Scope Of The Study

1) Identifying the key factors which may influence consumers buying behavior through celebrity endorsement.
2) Major emphasis of this research is to determine how marketers are using celebrities to change consumers buying pattern and how are they creating a good image by selecting strong publicly desirable celebrities.
3) It is observed that a good number of companies or brands are utilizing the services of celebrities for promoting products and spending huge amounts for endorsing these brands or products.
4) Celebrities and high-profile personalities are used in endorsements—a sort of advertising that aims to gain public trust, respect, or awareness. People who use their names or photos to promote a product or service are known as brand ambassadors.
5) Celebrity endorsements act as an external cue that enable consumers to sift through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with consumers.
6) This work focuses on examining the influence of the celebrity endorsement on consumers.

E. Research Methodology

Research methods are the strategies, processes or techniques utilized in collection of data or evidence for analysis in order to uncover new information or create better understanding of a topic. Methodology is a way to solve a research problem systematically. It explains the various steps that are generally adopted by research to solve a research problem. The methodology of the study includes:

- Data collection
- Area of the study
- Source of data
- Sample size
- Statistical tools

1) Data Collection

The process of gathering and analyzing accurate data from various sources to find answers to research problems, trends and probabilities, etc., to evaluate possible outcomes is Known as Data Collection. Data collection includes

a) *Primary Data:* As the name implies, this is original, first-hand data collected by the data researchers this Process is the initial information gathering step, performed before anyone carries out any further or related research. The data was collected through questionnaires. The questions were in the form of multiple choices. The survey was adopted and the information was collected from 148 respondents.
b) *Secondary Data:* The data that already exists is a secondary sources are also used. It's Second-hand information. Although it's easier and cheaper to Obtain than primary information, secondary information raises concerns regarding accuracy and Authenticity. Quantitative data makes up a majority of secondary data.

2) Area Of The Study

Area Studies is also known as regional studies. Area Study are interdisciplinary fields of research and scholarship pertaining to particular geographical, national/federal, or cultural regions and the area of this study refers to Coimbatore city.

3) Source Of Data

The study uses only primary data confined questionnaires that have been prepared and collected from various consumers. Primary research is done to gather original data required for the research. The research is focused on both qualitative and quantitative issues. Secondary data are collected from websites, books, journals etc.

4) Sample Size

Sample size refers to the number of participants or observations included in study, the sample size is 148 respondents. 148 questionnaires were collected from different consumers with reference to Coimbatore city. Convenient sampling method is applied.

5) Statistical Tools

Tools used for the study:

a) Simple Percentage method

Simple percentage refers to a special kind of ratio. These were used to describe relationships; they reduce everything to a common base and thereby allow meaningful comparisons to be made.

$$\text{SIMPLE PERCENTAGE} = \frac{\text{No. of. Respondents}}{\text{Total No. of Respondents}} * 100$$

b) Weighted Average Score Method

To find a weighted average, multiply each number by its weight, then add the results.
If the weights don't add up to one, find the sum of all the variables multiplied by their weight, then divide by the sum of the weights.

c) Chi Square Method

Chi-square test is the non-parametric test of significant differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (Pronounced as chi square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

F. Limitations

1) This study is limited to Coimbatore city.
2) This result of the study cannot be completely generalized as the sample size is restricted to 148.
3) The data's obtained through questionnaires was assumed to be factual.
4) Since the survey is based on sampling method, it does not disclose the character of the person.

G. Chapter Scheme

1) Chapter 1 – It deals with Introduction to the Study.
2) Chapter 2 – It deals with Review of Literature of the Study.
3) Chapter 3 – It deals with Industry Profile of the Study.
4) Chapter 4 – It deals with Analysis and Interpretation of the Study.
5) Chapter 5 – It deals with Findings, Suggestion and Conclusion to the Study.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

II. REVIEW OF LITERATURE

Psychology & marketing (2012)[1] Using celebrities for promoting products is a popular advertising strategy. The selection of celebrity endorsers is of great concern to advertisers given the large sums of money to secure their participation. To date, most academic research on celebrity endorser effectiveness has focused on endorser characteristics (e.g., source credibility) or a match between a product and the endorser (e.g., match-up hypothesis).

The study presented here introduces a new dimension for understanding celebrity endorser effects, the congruence between a consumer's perception of a celebrity's personality characteristics with the consumer's self-concept. Consumers' self-concept is an important influence on purchase decisions and advertising has been viewed as the most effective tool for creating product images in relation to such self-concept. Drawn from the two streams of literature, this study proposes and tests an integrative model of celebrity endorsement by examining congruence effects of consumer self-concept and celebrity as well as product and celebrity.

Results suggest that ideal congruity (congruence between consumers' ideal self-image and celebrity image) adds explanatory power to a congruence model of celebrity endorser effects. Implications for advertisers and suggestions for future research are discussed.

Young Consumers (2013)[2] This article aims to identity attributes of celebrity endorsers and attributes of celebrity endorsement advertisements that are most appealing to the adolescents.

The article also seeks to examine adolescents' perceptions about how celebrity-endorsement advertisements work. Results found that interviewees were best able to recall celebrity endorsers whom they considered attractive, funny and expressive. They identified popularity, a good image, and congruence between the celebrity's image and that of the brand as important factors for marketers to consider in selecting celebrity endorsers. A majority of the interviewees perceived that using a celebrity in an ad would increase brand awareness, attract the celebrity's fans, encourage trial, and enhance purchase confidence.

Procedia-Social and Behavioral Sciences (2014)[3] Celebrity endorsement in advertising is a popular strategy worldwide. Celebrities are hired because they are perceived to be more credible endorser of products compared to non-celebrities. Increasingly, celebrities start to engage in business not just as endorsers but also with a financial stake and decision-making role in the business. Despite being extensively reported in popular media, the role of celebrity entrepreneur-cum-endorser in advertising effectiveness literature is almost ignored. To address this gap, this study is undertaken to develop, test and validate a model that could explain the effects of celebrity entrepreneur endorsement on advertising effectiveness. The research hypothesizes that celebrity credibility (comprising of attractiveness, trustworthiness and expertise) and advertisement credibility will positively affect three traditional measures of advertising effectiveness –attitude toward the advertisement, attitude toward the brand and purchase intention. The findings revealed that both, celebrity credibility and advertisement credibility had positive impact on attitude toward the advertisement and attitude toward the brand. Moreover, the impact of consumers' perceived credibility on purchase intention was mediated by their attitudes Theoretical and managerial implications, as well as future research directions are suggested.

Dublin Business School (2014)[4] Since the inception of social media, it has been widely adopted by users of various demographics around the globe. Celebrities are among those that have adopted social media as a means of communicating and interacting with their brands (Stever and Lawson, 2013). These platforms also provide a way for celebrities to promote different products to their fans. From a review of the literature, a limited number of studies aimed to determine the factors that influence the effectiveness of celebrity endorsements on social media (Bright and Cunningham, 2012). However, these studies were focused specifically on one social media (Jin and Phua, 2014) and/or one particular group of celebrities (athletes as in Cunningham and Bright, 2012). Hence, the intent of this research is to study, using a quantitative approach, the effects of celebrity endorsements on social media on the fans of the celebrity endorsers and to identify some of the factors that are critical to a successful celebrity endorsement campaign on social media. This study employed the survey method through questionnaires to gather information from the participants. The questionnaire was designed and distributed through an online platform, SurveyGizmo. Data was collated and exported directly from SurveyGizmo to SPSS for analysis. Using descriptive and inferential statistics, findings showed that credibility and trustworthiness are important source characteristics for celebrity endorsements to be successful on social media.

---

[1] Sejung Marina Choi, Nora J Rifon "It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness" Psychology & marketing 29 (9), 639-650, 2012

[2] Kara Chan, Yu Leung Ng, Edwin K Luk "Impact of celebrity endorsement in advertising on brand image among Chinese adolescents" Young Consumers 14 (2), 167-179, 2013

[3] Mazzini Muda, Rosidah Musa, Rozita Naina Mohamed, Halimahton Borhan "Celebrity entrepreneur endorsement and advertising effectiveness" Procedia-Social and Behavioral Sciences 130, 11-20, 2014

[4] Oluwafunmito Jatto "Consumer attitude towards celebrity endorsements on social media" Dublin Business School, 2014

The results were also positive for consumer attitude towards celebrity endorsements on social media as this study concludes that following a celebrity on social media has a positive effect on brand awareness, brand image and purchase intention.

Australian Journal of Business and Management Research (2015)[5] The use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get increasingly cluttered, the need to stand out has become paramount and celebrities have proved to be the ideal way to ensure brand prominence. Research has shown that the use of celebrity endorsers brings many positive effects in terms of positive feelings towards the ad and the brand, a positive brand attitude and increased purchase intention for the brand. Numerous researches have proved empirically the effectiveness and the positive influence of celebrity endorsements in advertising, particularly on purchase intention. However, there is no common consensus on whether attractiveness, trustworthiness and expertise of the celebrity endorsers have a significant impact on consumers' purchase intention. Results reveal that celebrity endorsements have a significant impact on consumers' purchase intention. However, the beta coefficients reveal a low degree of correlation between celebrity endorsements and purchase intention. Further, attractiveness and trustworthiness are found to have a significant impact on the purchase intention, while expertise did not have a significant impact on purchase intention.

International Journal of Advertising (2016)[6] The extant literature on celebrity endorsement effects largely focuses on the endorsement effects on consumer evaluations of the endorsed brand. The current study extends the literature by assessing the impact of endorser credibility on two consumer–brand relationship-oriented outcomes – brand relationship quality and consumer self-brand connections. Additionally, the self-brand connection is positioned as a partial mediator of the effect of endorser credibility on relationship quality. A conceptual model is developed and estimated on a sample of 535 Generation Y (youth) consumers from India. The hypotheses are supported and the model demonstrates acceptable fit to the data. Overall, the present study introduces a relationship-building perspective to the celebrity endorsement literature. The results suggest that celebrity endorsers possess the ability to provide meaningful self-definitional benefits to consumers as well as cultivate enhanced relationship quality with the endorsed brands, thus contributing novel insights into celebrity endorsement dynamics.

International Journal of Advertising (2016)[7] This research introduces attitude towards the endorsement as a mediating variable in the relationships between celebrity source and endorsement factors and brand attitude. It also includes perceived celebrity motive, a variable rarely studied in the previous literature, as an endorsement factor. In a survey study, respondents evaluated four celebrity endorsement campaigns. Mediation analyses show that attitude towards the endorsement mediates the effects of three variables on brand attitude; these variables are celebrity expertise, celebrity–brand fit, and perceived celebrity motive. Moreover, results show that if consumers perceive that the celebrity was motivated to do the endorsement not only by money but also by product quality, this has a significant positive effect on attitude towards the brand.

International journal of advertising (2016)[8] This paper presents a narrative review of celebrity endorsement research. The review identifies six areas of research on celebrity endorsements (celebrity prevalence, campaign management, financial effects, celebrity persuasion, non-evaluative meaning transfer, and brand-to-celebrity transfer). A review of the research in each area identifies key findings, conflicting results, and research gaps. In addition, this paper reviews the celebrity endorsement literature with a focus on the psychological processes underlying celebrity endorsement effects that has been put forward in the literature. Based on the review an agenda for future research is offered.

International Journal of Advertising (2017) [9] Despite the vast literature on celebrity endorsements in advertising, research to date has not assessed whether and how celebrity-brand associations created via traditional endorsements or product placements compare to more natural associations that emerge from real-life celebrity images through social media. This experiment systematically

---

[5] Ruchi Gupta, Nawal Kishore, DPS Verma "Impact of celebrity endorsements on consumers' purchase intention" Australian Journal of Business and Management Research 5 (3), 1-15, 2015

[6] Abhishek Dwivedi, Lester W Johnson, Robert McDonald "Celebrity endorsements, self-brand connection and relationship quality" International Journal of Advertising 35 (3), 486-503, 2016

[7] Lars Bergkvist, Hanna Hjalmarson, Anne W Mägi "A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects" International Journal of Advertising 35 (2), 171-184, 2016

[8] Lars Bergkvist, Kris Qiang Zhou "Celebrity endorsements: A literature review and research agenda" International journal of advertising 35 (4), 642-663, 2016

[9] Cristel Antonia Russell, Dina Rasolofoarison "Uncovering the power of natural endorsements: a comparison with celebrity-endorsed advertising and product placements" International Journal of Advertising 36 (5), 761-778, 2017

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

compares the impact of different brand-celebrity associations on consumer perceptions of the celebrity's credibility and their responses to a new brand associated with that celebrity. The results reveal that, unlike more commercial brand associations, natural brand-celebrity associations can yield strong brand effects without eroding the celebrity's credibility. The findings are especially insightful given increasing numbers of natural brandcelebrity associations in social media.

J Account Mark (2017)[10] The application of celebrity endorsement has been an intensive practise due to head-on brand competitions. It forces companies to depend on celebrities as one of the responsive strategies. However, it is crucial to examine the absolute effectiveness of celebrity endorsement towards the endorsed-brands as to rationalize marketing expenses incurred. This is a critical matter for the industries or sectors where celebrity endorsement takes place quite competitively. Alongside the said preview, this study focused to evaluate the perceived effectiveness of celebrity endorsement on perceived brand personality. Accordingly, it has examined the relationship between celebrity endorsements related dimensions with perceived brand personality to explain how it does make results driven celebrity endorsement. Findings revealed that there is a positive relationship between perceived effectiveness of celebrity endorsement and perceived brand personality. Accordingly, it was noticed that the attractiveness and trustworthiness of celebrity endorsement prominently influence perceived brand personality as reporting significant levels of coefficient values and probability in both cases. Further, expertness of the celebrity is also playing a major role. In line with the findings, this paper contributes for the managerial practices referring how to use effective celebrity endorsement strategies to make effective brand building strategies. This could be used as a decisional guide to companies in managing celebrities to enhance brand performance without tarnishing the respective brand image and brand personality. Finally, it has presented the future research directions as a contribution to knowledge by reviewing the research gaps found in Sri Lankan context.

Market forces (2017)[11] Due to the cluttering of advertisements, it has become extremely difficult for marketers to get the attention of consumers. Marketers across the world are now relying on celebrity endorsements. Advertising messages endorsed by celebrities provide a higher degree of appeal, attention and recall than those endorsed by non-celebrities. Many earlier studies have measured the effectiveness of celebrity endorsement and there is limited evidence on the effect of celebrity endorsement on purchase intention. Thus, the aim of this study is to measure the effect of credibility, attractiveness and congruency on purchase intention. The sample size for this study was 150 and the sampling approach was purposive. The study found that the strongest predictor of purchase intention was congruency followed by credibility and attractiveness

Journal of Business Research (2017)[12] Celebrity endorsement research mainly focuses on celebrity–brand congruency, presented as a primary condition for the success of these marketing communications. In this view, the consumer functions as an outsider of the celebrity–brand dyad, even though endorsement efficiency depends on psychological processes by the consumer (i.e., identification, social influences). This study therefore proposes a model of celebrity endorsement to test the simultaneous effects of three congruencies among the brand, the celebrity, and the consumer. Celebrity–brand and celebrity-consumer fits have a limited influence on the outcomes. These findings challenge the exclusive prominence of celebrity–brand fit as a research and practical consideration and confirm the consumer's active role in the endorsement.

Journal of the Academy of Marketing Science (2017)[13] Celebrities frequently endorse products, brands, political candidates, or health campaigns. Applying multilevel meta-analysis, we analysed celebrity endorsements in the context of for-profit and non-profit marketing. Findings revealed strong positive and negative effects when theoretically relevant moderators were included in the analysis. Furthermore, celebrity endorsements performed worse compared to endorsements of quality seals, awards, or endorser brands. No publication bias was detected. The study has theoretical and practical implications, and provides an agenda for future research.

[10] DMR Dissanayake, RAS Weerasiri “The impact of perceived effectiveness of celebrity endorsement on perceived brand personality” J Account Mark 6 (244), 2, 2017

[11] Adnan Anwarl, Tariq Jalees “Celebrity endorsement and consumer purchase intentions” Market forces 12 (1), 2017

[12] Noël Albert, Laure Ambroise, Pierre Valette-Florence “Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements?” Journal of Business Research 81, 96-106, 2017

[13] Johannes Knoll, Jörg Matthes “The effectiveness of celebrity endorsements: a meta-analysis” Journal of the Academy of Marketing Science 45, 55-75, 2017

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

International Journal of Advertising (2017) [14] Despite the vast literature on celebrity endorsements in advertising, research to date has not assessed whether and how celebrity-brand associations created via traditional endorsements or product placements compare to more natural associations that emerge from real-life celebrity images through social media. This experiment systematically compares the impact of different brand-celebrity associations on consumer perceptions of the celebrity's credibility and their responses to a new brand associated with that celebrity. The results reveal that, unlike more commercial brand associations, natural brand-celebrity associations can yield strong brand effects without eroding the celebrity's credibility. The findings are especially insightful given increasing numbers of natural brandcelebrity associations in social media.

International Journal of Advertising (2020)[15] Given the prevalence of social media usage among consumers in China and the rise of social media endorsements, it is important to understand the effects of social media influencers and their product endorsements on consumers. The present study explores the effects of self-influencer congruence on brand attitude, brand engagement, and purchase intention in China's dynamic social media context. The perceived motive of social media influencer's endorsement behavior, parasocial identification with social media influencers, and their roles in the endorsement process were examined. The results of this study suggest that a high degree of congruence between the image of a social media influencer and the consumer's ideal self-image leads to effective endorsement outcomes. Parasocial identification was found to mediate the relationship between selfinfluencer congruence and endorsement outcomes while perceived endorser motive was found to moderate the effects of self-influencer congruence on such outcomes through parasocial identification

International Journal of Advertising (2020)[16] This study investigated luxury brand celebrity endorsements on social media by focusing on the relationships among three pairs of image congruence (i.e., brand-celebrity, self-brand, and self-celebrity), three constructs of consumer evaluations (i.e., ad attitudes, brand attitudes, and self-brand connections), and two facets of behavioral intentions (i.e., engagement and purchase). This study also examined whether celebrity endorsements' effectiveness differs between brand followers and non-followers. This results showed that image congruence in the self-brand pair positively influenced all three constructs of consumer evaluations. In addition, self-brand connections were significant in predicting both engagement and purchase intentions. There were differences between followers and non-followers concerning the congruence-consumer evaluation-behavioral intention relationship. This study extends the existing literature on celebrity endorsements and provides luxury brands with valuable insights regarding celebrity endorsements on social media.

International journal of advertising (2020) [17] In their marketing efforts, companies increasingly abandon traditional celebrity endorsers in favor of social media influencers, such as vloggers and Instafamous personalities. The effectiveness of using influencer endorsements as compared to traditional celebrity endorsements is not well understood. Therefore, the present research investigated the impact of celebrity vs. influencer endorsements on advertising effectiveness (attitudes toward the advertisement and product, and purchase intention), moderated by product-endorser fit. Overall, the results showed that participants identify more with influencers than celebrities, feel more similar to influencers than celebrities, and trust influencers more than celebrities. In terms of advertising effectiveness, similarity, wishful identification, and trust mediate the relationship between type of endorser and advertising effectiveness. Product-endorser did not explain the relationship between type of endorser and any of the mediating and dependent variables. In all, our results show the added value of using influencer endorsers over celebrity endorsers and the importance of similarity, identification and trust in this process.

Journal of Business Research (2020)[18] The current study reveals that a customer-focused approach to choosing celebrity endorsers (based on consumer-endorser identification) is a more useful predictor of endorsement success than a product-focused approach (product-endorser fit) alone. Specifically, the findings suggest consumer-endorser identification offers a potentially more consistent criterion for predicting endorsement effectiveness than fit, which is contingent upon varying consumer perceptions of product-

[14] Cristel Antonia Russell, Dina Rasolofoarison "Uncovering the power of natural endorsements: a comparison with celebrity-endorsed advertising and product placements" International Journal of Advertising 36 (5), 761-778, 2017

[15] Yan Shan, Kuan-Ju Chen, Jhih-Syuan Lin "When social media influencers endorse brands: The effects of selfinfluencer congruence, parasocial identification, and perceived endorser motive" International Journal of Advertising 39 (5), 590-610, 2020

[16] Sanga Song, Hye-Young Kim "Celebrity endorsements for luxury brands: followers vs. non-followers on social media" International Journal of Advertising 39 (6), 802-823, 2020

[17] Alexander P Schouten, Loes Janssen, Maegan Verspaget "Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit" International journal of advertising 39 (2), 258281, 2020

[18] Brad D Carlson, D Todd Donavan, George D Deitz, Brittney C Bauer, Vishal Lala "A customer-focused approach to improve celebrity endorser effectiveness" Journal of Business Research 109, 221-235, 2020

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

endorser match-up. Across two studies, one survey-based and one longitudinal experiment, increased identification with both male and female endorsers led to increases in endorsement success. Most importantly, the influence of identification is significant for both high and low fit pairings between an endorser and brand. Thus, consumers who identify strongly with an endorser are likely to respond favourably to the endorsement even when fit between the endorser and brand is poor. Moreover, identification with the endorser is found to be consistently linked to purchase intentions over multiple time points.

Psychology & Marketing (2020)[19] Half a century of research on celebrity endorsement has led to the advancement of four grand celebrity endorsement theories. Most scholars have adopted the meaning transfer model, proposed 30 years ago by Grant McCracken, as the most appropriate theory to explain effective celebrity endorsements. In this conceptual study, we present a literature search and analysis that finds strong support for the validity of all four grand endorsement theories (source credibility, source attractiveness, match-up hypothesis, and meaning transfer model) and thus show that each theory constitutes an effective construct for a particular set of endorsements. We argue that, contrary to the assertion in the literature, no single theory is able to holistically explain celebrity endorsements. Only a comprehensive framework comprising all theories can explain the great variety of different celebrity endorsements executed in advertising praxis. Moreover, we present a prescriptive framework that allows marketers to identify the most effective celebrity endorsement strategy based on a product's or brand's value proposition, as we believe traditional product categories are no longer an appropriate concept on which to base an effective advertising strategy.

International Journal of Advertising (2022) [20] In an investigation of social media ad endorsers' successful effects, this study examines congruity effects between endorser type (celebrity vs. social media influencer [SMI]), message appeal (soft sell vs. hard sell), and brand characteristics (familiar vs. unfamiliar). To that end, an experiment was conducted with 351 participants, and the results indicated match-up effects between SMI and hard-sell appeal in brand attitude and purchase intention. Also, an SMI is a better match with familiar brands than a celebrity endorser in terms of purchase intention. Furthermore, a significant three-way interaction effect was found so that the congruity effects between endorser type and message appeal on brand attitude are more pronounced with familiar brands than with unfamiliar brands. As expected, endorser characteristics play a mediating role between endorser type and advertising effectiveness. Furthermore, theoretical and managerial implications are discussed.

III. OVERVIEW OF THE STUDY

A. Introduction

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

"the action or business of promoting and selling products or services, including market research and advertising."

The selling part, for instance, overlaps a little too snuggly with a "what is sales" definition, and the word advertising makes me think of Mad Men brainstorming sessions. But upon digging deeper, I began seeing that actually, marketing does overlap heavily with advertising and sales. Marketing is present in all stages of the business, beginning to end.

Modern marketing Began in the 1950s when people started to use more than just print media to endorse a product. As TV – and soon, the internet – entered households, marketers could conduct entire campaigns across multiple platforms. And as you might expect, over the last 70 years, marketers have become increasingly important to fine-tuning how a business sells a product to consumers to optimize success.

B. Reason For The Study

The purpose of marketing is to research and analyze your consumers all the time, conduct focus groups, send out surveys, study online shopping habits, and ask one underlying question:

"Where, when, and how does our consumer want to communicate with our business?"

[19] Christian Schimmelpfennig, James B Hunt "Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework" Psychology & Marketing 37 (3), 488-505, 2020

[20] Haiyun Zhu, Mikyoung Kim, Yung Kyun Choi "Social media advertising endorsement: the role of endorser type, message appeal and brand familiarity" International Journal of Advertising 41 (5), 948-969, 2022

Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.
In fact, the fundamental purpose of marketing is to attract consumers to your brand through messaging. Ideally, that messaging will helpful and educational to your target audience so you can convert consumers into leads.

C. Aim Of The Study

To see how does celebrities transfer the main aim of studying the theory of celebrity Endorsement on Consumers buying intention is to find the answers to the following also for understanding the impact of celebrity endorsement in advertising and consumer Behaviour. To find out if the targeted audience finds product informative and trustworthy and understand if people buy product because their favourite celebrity and to improve social status or life style. study if the celebrities in marketing advertisements and encourages the consumers to buy product. To examine the impact of celebrity endorsements on consumer's purchase intentions. To identify the key factors which may influence consumer's buying behaviour through celebrity endorsements and also to identify the effect on Consumers created by the celebrities or their favourite one's. Discover and investigate the current state of consumer's perception about celebrity endorsements. Study the level of understanding of celebrities towards the product before conveying the message of the product to the consumers.

D. Celebrity Endorsements

Celebrity endorsements act as an external cue that enable consumers to sift through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with consumers. Celebrities and high-profile personalities are used in endorsements—a sort of advertising that aims to gain public trust, respect, or awareness. People who use their names or photos to promote a product or service are known as brand ambassadors. Major emphasis of this research is to determine how marketers are using celebrities to change consumers buying pattern and how are they creating a good image by selecting strong publicly desirable celebrities. It examines how far celebrity endorsement act as a source of brand equity and its various components like brand recognition, brand recall, brand insistence, brand preference and brand loyalty. It also focuses the influence of celebrity endorsement on immediate factors of buying behaviour like price, quality, durability, availability and style of the product. The study is concentrated on the attributes of the celebrities namely, attractiveness, expertise, trustworthiness, popularity, and match up factor among the various attributes of the celebrities.

E. Examples Of Using Celebrities In Marketing

1) Virat Kohli

Kohli is the also the 14th highest-paid celebs in the world of Instagram and the only Indian among the top 15. In 2022, he also inked many brand associations with brands such as Avas Living, toothsi, Myntra, Go Digital, Shyam Steel, MuthootFinCorp, Rage Coffee, Blue Tribe and Fire-Boltt. If there is one other thing that ViratKohli is known for apart from his sport, its his style statement. Being the style icon that he is, it's not surprising that he has a sports fashion brand under his name.
ViratKohli has opened a new restaurant in Juhu, Mumbai. He took to Instagram to give his fans and followers a glimpse of the plush restro-bar, One8 commune. The cricketer, as he revealed in the video, has converted late legendary singer Kishore Kumar's GouriKunj into a swanky eatery.

List Of Brands Endorsed By Virat Kohli

- WROGN
- MRF
- PUMA
- UBER TECHNOLOGIES INC.
- MYNTRA
- TiSSOT
- PHILIPS
- VICKS
- BLUR STAR
- SHYAM WHEEL

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

- HIMALAYA
- PEPSI
- AUDI
- VOLINI
- VALVOLINE



2) Cristiano Ronaldo

Currently, Ronaldo receives around $45 million per year in advertising revenues from various sponsors. Over the last several years, he has represented Nike alongside Altice, Herbalife, DAZN, MTG, Clear shampoo, Abbott, and Unilever.

He owns a lingerie company for adults and children. Ronaldo also owns a jeans company (CR7 Denim) and a joint venture with Denali to make CR7 Blanket. He also collaborated with a British perfume manufacturer and gave birth to Eden Perfume Cristiano Ronaldo Fragrance.

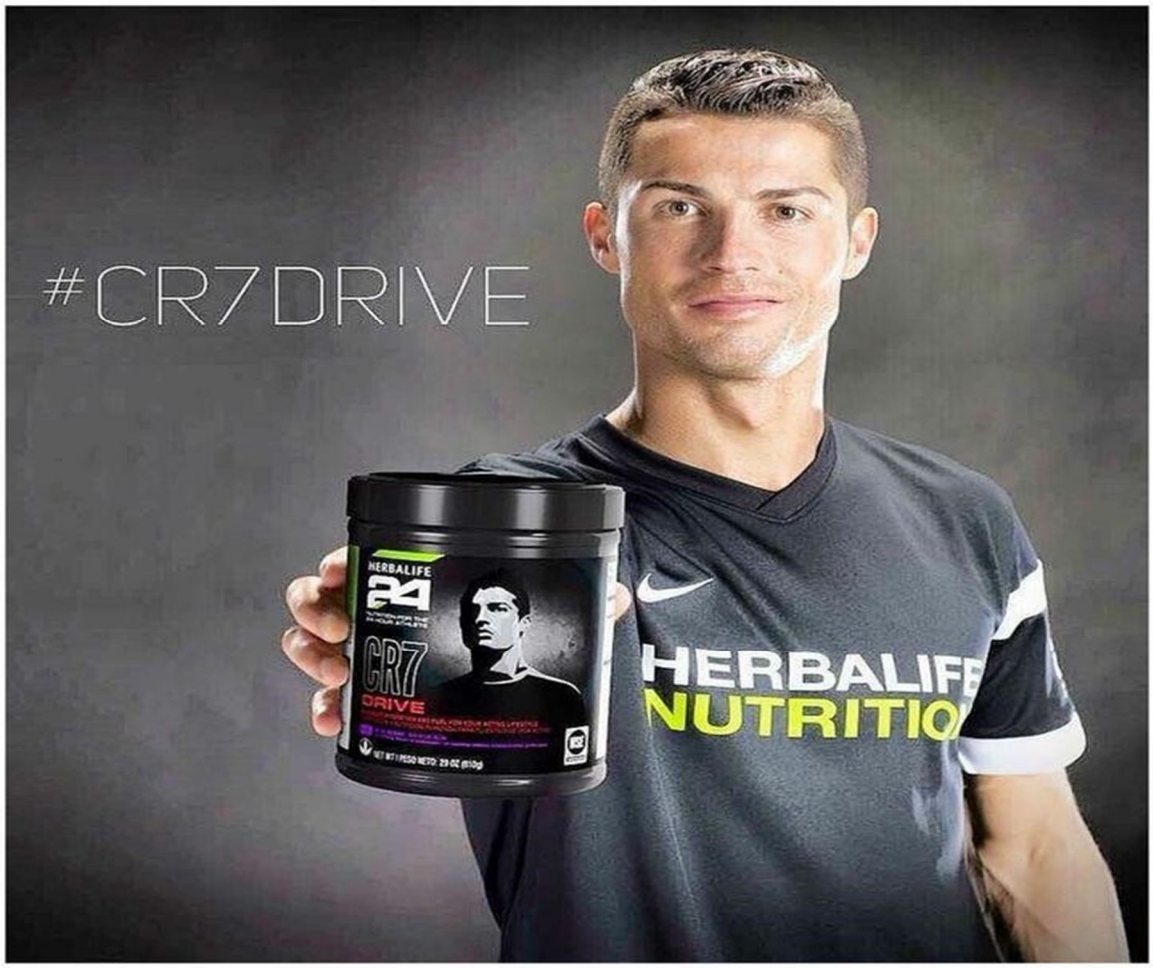
He now owns ten hair transplant clinics around the world. However, hair transplants are not the only business Ronaldo is involved in. The Portuguese forward markets several clothing companies, such as CR7 Underwear, Denim and the unusual quilt market.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VI Jun 2023- Available at www.ijraset.com

List Of Brands Endorsed By Cristiano Ronaldo

- TAG Heuer
- McLaren Senna
- Rolls-Royce Phantom
- Herbalife
- Rolls-Royce Ghost
- American Tourister
- DAZN
- Nike



F. Effect Of Celebrity Branding On Consumers

It is a known fact that the best endorsements achieve an effective balance between the product (brand) and the celebrity. Giving a brand a 'face' is more than just a marketing strategy to increase sales or gain market share, it is a decision that can change the future of the brand forever. choice of the celebrity, hence, is of utmost importance and is usually done based on many different parameters – appeal, looks, popularity or even just a fantasy figure to endorse a brand.

In today's highly competitive markets, big brands are at logger-heads when it comes to products, each having a similar product to that of a rival. Where does one brand gain that competitive advantage – advertising, service, or promise of trust. Advertising seems to be the best platform where brands prefer to compete on – right from hiring the best advertising agencies to getting the biggest celebrities. What would be the formula to success then? Well, a good creative agency, a large enough promotional budget and a huge star to endorse your brand would definitely ensure in the minds of a brand management team a feeling of security, success and a triumph over the competitors brand.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VI Jun 2023- Available at www.ijraset.com

G. Celebrity Endorsement As A Strategy

Signing up stars for endorsements is a time-tested strategy and has been effectively used by some of the top brands in the world including Nike and Pepsi. In India too, HLL has used Hindi film stars to endorse their beauty soap Lux since the fifties. Vimal, Thums Up, Gwalior and Dinesh are some of the other brands that used star-appeal in the early days of mass advertising. And who can forget Kapil Dev?

Marketers believe that star endorsements have several benefits, key among them being building credibility, fostering trust and drawing attention or any or all of which can translate into higher brand sales.

Most experts concur that, when used judiciously, celebrity endorsements can be an effective strategy. According to Mohammed Khan, Chairman of Enterprise Nexus, ―Using a celebrity by itself is not a bad idea provided it is done intelligently. And there are many examples of good and bad use of celebrities.

H. Postive Aspects Of Celebrity Endorsements

Firms are increasingly experiencing competition from other firms. Due to this, marketers are using celebrities to endorse their products so as to attract consumers towards their products.

Consumers‟ power over programmed advertisement has increased due to recent advances in the media such as video control systems, cable and television satellite thereby making advertising more challenging.

However, marketers to ease this threat and attract more consumer attention towards their products and advertisements use celebrity endorsement strategy (Croft, 1996).

1) Since celebrities are people who are known by the public and help advertisements to standout from the surrounding clutter by appearing in them thereby increasing the communicative ability by cutting through excess noise in the communication process (Sherman, 1985).
2) Companies introducing a new product can hire celebrities and design the product around the person as the strategy gives the product instant personality and appeal. This strategy can also be used to establish new positioning for existing products (Dickenson, 1996).
3) Celebrity endorsements can be used to enter foreign markets. Many companies that are expanding into different countries face cultural issues such as language, relationships, masculinity, femininity and others.
4) Celebrity endorsements help products to standout and be noticed as consumers are shopping due to their improved level of product recall. Mostly advertisements that feature celebrities have a strong impact on learning and memory of consumers.

I. Negative Aspects 0f Celebrity Endorsements

In some cases, the benefits of using celebrity endorsements can be reversed, for example when their image suddenly changes, their popularity reduce, or in a situation in which they defy moral principles. It has been found out that negative information about a celebrity not only influences.

The consumers‟ perception of the celebrity but also the product being endorsed (Shimp, 1997). The disadvantages of using celebrity endorsement strategy include the following.

1) There is a risk of companies incurring a higher cost to rope in a celebrity for the advertising.
2) Celebrity endorsements lead to the effect of a celebrity overshadowing the brand. This can cause a breakdown in the effective communication of a product being advertised towards the consumer simply because consumers are more attracted with celebrities, if the celebrity in particular has more star value than the product being endorsed by the celebrity. This case will happen when the celebrity and the brand do not get the similar prominence on the advertisements (Jain and Kazi, 2008).
3) Another important pitfall in the celebrity endorsement is the mismatch between the celebrity and the image of the brand: Celebrities manifest a certain qualities for the audience. It is important that there is an association between the character of the celebrity and the image of the brand. Each celebrity portrays a broad range of meanings, involving a specific personality and lifestyle (Erdogen, 1999).
4) In some cases Celebrity endorsements lead to what is termed as “Vampire effect”, which is the effect of a celebrity overshadowing the brand. This can cause a breakdown in the effective communication of a product being advertised towards the consumer simply because consumers are more attracted with celebrities, if the celebrity in particular has more star value than the product being endorsed by the celebrity.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VI Jun 2023- Available at www.ijraset.com

J. Celebrity Endorsements: Key To Marketing Success

When you tell people that a product/service can help them, they may or may not believe you.
After all, you have a vested interest in selling your services. But when celebrities say that the particular product/service has helped them, and it could help
Others, people tend to listen — and believe. After all, most people assume "he wouldn't say it if it weren't true." as Marketing expert Patrick Bishop — co-author of "Money Tree Marketing: Innovative Secrets that Will Double Your Small-Business Profits in 90 Days or Less".

K. Selection Of Celebrity

Anyone who is famous may be the right celebrity. However, the appropriateness of the celebrity largely depends on the product or service. Most advertisers insist that their celebrity Spokes people have charisma and current popularity. That is why we see more movie and television stars, athletes, real-life heroes, and musicians acting as brand ambassadors in the marketing.

L. Fast Moving Consumer Goods (FMCG)

1) Celebrities

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes Like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public

2) Importance of Celebrity Advertisement

A celebrity is also chosen based on his/ her credibility. Highly credible endorsers are expected to produce more positive attitude changes towards the position advocated and to induce more behavioural changes than less credible sources.
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. As a result, marketing communication tools have become the means to retain and increase market share but the cost involved is very high. Freiden (1984) analysed the three factors as first, the fees for celebrity talent can be substantial. Secondly, the costs for national advertising, especially on television, are extremely high. And finally, the type of spokesperson affects the levels of awareness and recall.

3) Need for Celebrity Advertisment on FMCG

Fast moving consumer goods (FMCG) are popularly named as consumer packaged goods. In this study the researcher took four FMCG's shampoo, tooth paste, soap, and hair oil. Items in this category are all consumables people buy at regular intervals and meant for daily or frequent consumption and have a high rate of return. VaishnaniHaresh.B(2011) in her thesis emphasized a major portion of the monthly budget of each household is reserved for FMCG's. The volume of products circulated in the economy against FMCG products is very high, as the number of products the consumer uses, is comparatively very high. Competition in FMCG sector is very high resulting in high pressure on margins. So there is a compulsion among advertisers to endorse their products with help of celebrity and make the consumers to remember their products and make them to buy and thereby creating a impact in the minds of the consumers.
FMCG products are highly competitive and many companies produces only FMCG products, so they use celebrities for their product to be remembered by the consumers.
Day to day used products are FMCG products.
E.g. :- Soap , Shampoo, powder, Kitchen products, Cooking products,etc.

IV. ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Statistician John Tukey defined data analysis in 1961 as: "Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data.

" Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are "quantitative and qualitative analysis."

In this study three tools are used for analysis and interpretation to find Customer
Satisfaction Towards Arokya Dairy Products. They are

- SIMPLE PERCENTAGE METHOD
- WEIGHTED AVERAGE SCORE METHOD
- CHI SQUARE ANALYSIS

A. Simple Percentage Method

The percentage method is used for comparing certain feature. The collected data responses in the form of table and graphs in order to give effective visualization of comparison made.

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{No. of. Respondents}}{\text{Total No. of Respondents}} * 100$$

Table No. 4.1.1 Gender of the Respondents:

S.NO	GENDER	NO.OF.RESPONDENTS	PERCENTAGE
1	MALE	93	63
2	FEMALE	52	35
3	OTHERS	3	2
	TOTAL	148	100

- *Interpretation:* The above Table portrays that 63% of the respondents are male and 35% of the respondents are female and the remaining 2% of them are others.

Majority of 63% of respondents are male.

Chart No 4.1.1 Gender of the respondents

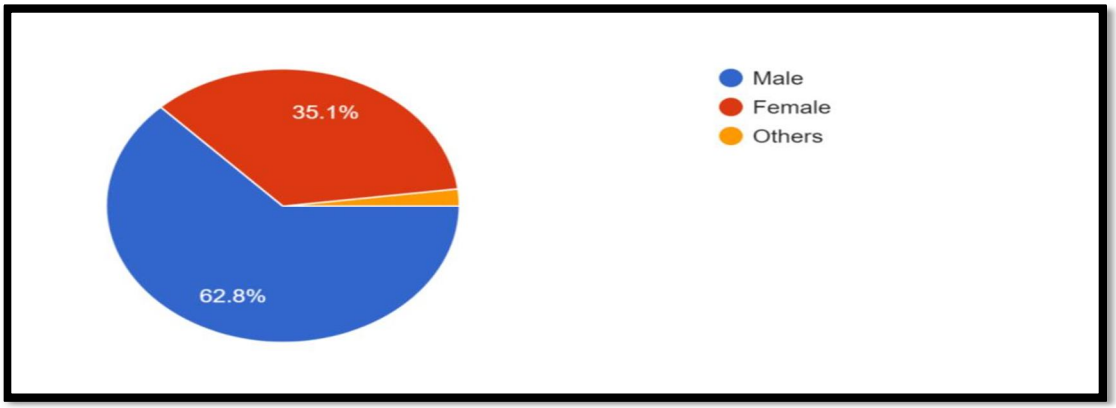


Table no 4.1.2 Age of the Respondent

S.NO	AGE	NO.OF.RESPONDENTS	PERCENTAGE
1	20-30 Years	107	72
2	31-40 Years	19	13
3	41-50 Years	14	10
4	above 51 years	8	5
	Total	148	100

- *Interpretation:* The above table says72% of the respondents are between 20-30 ages and 13% of the respondents are between 31-40 ages, 10% of the respondents are between 41-50 ages, and the remaining 5% of them are above 51 ages.

Majority of 72% of the respondents are between 20-30 ages.

Chart No 4.1.2 Age of the respondents

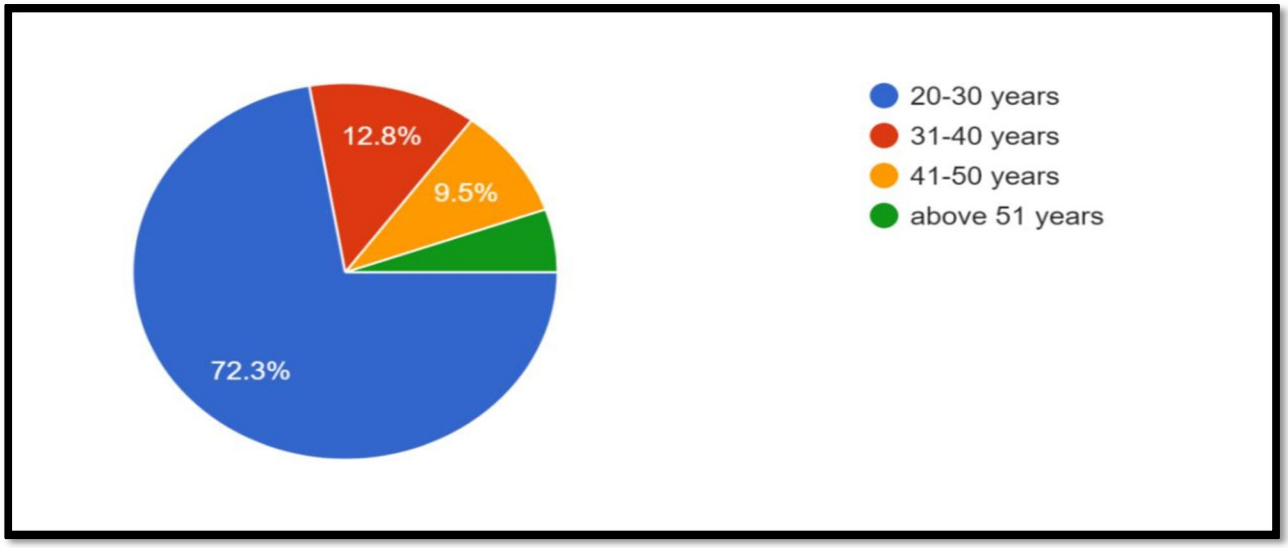


Table No 4.1.3 Educational Qualification:

S.NO	EDUCATIONAL QUALIFICATION	NO.OF.RESPONDENTS	PERCENTAGE
1	School	10	7
2	UG	56	38
3	PG	25	17
4	Others	57	38
	Total	148	100

- *Interpretation:* The above table represents 38% of respondents qualification are undergraduate,17% of respondents is Post graduate, 7% of respondents qualification are upto School and remaining 38% of respondents belong to other category.

Majority of 38% of respondents qualifications are undergraduate and other category.

Chart No 4.1.3 Educational Qualification

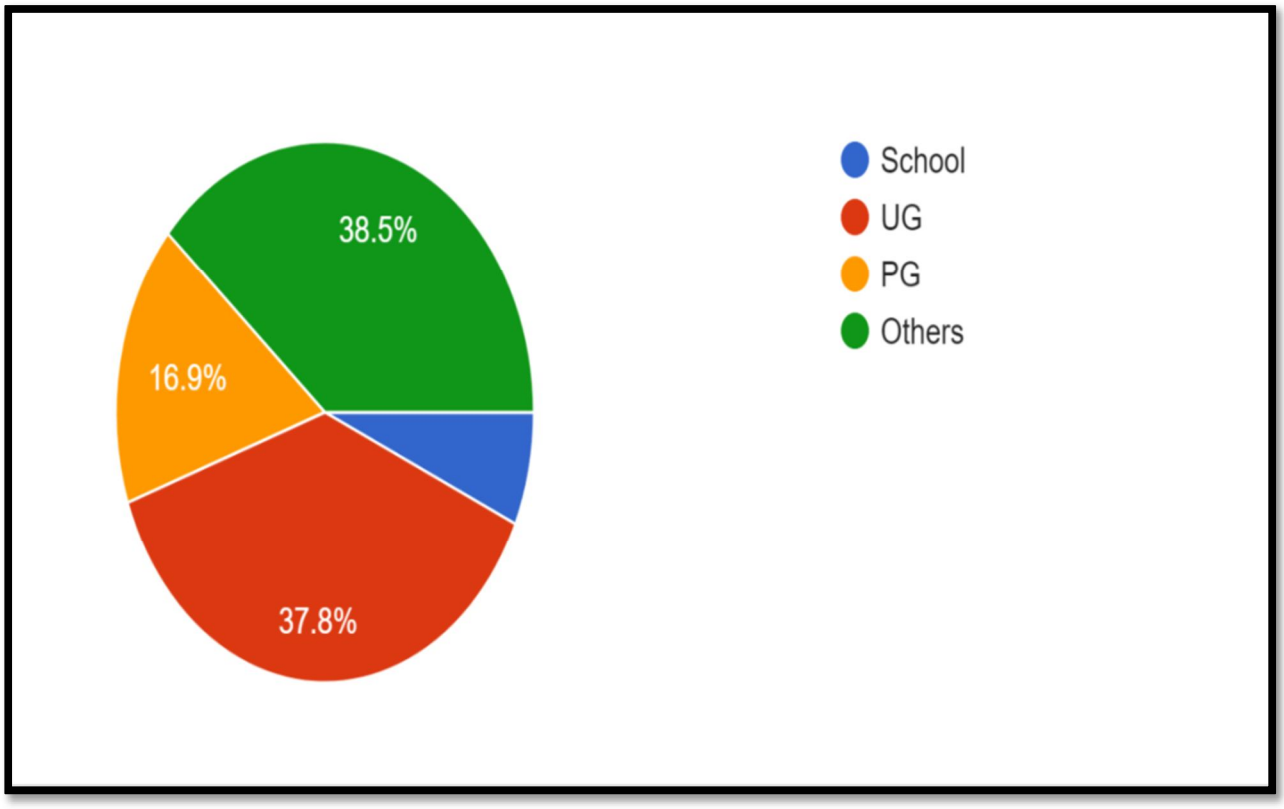


Table No 4.1.4 Martial status

S.NO	MARTIAL STATUS	NO.OF.RESPONDENTS	PERCENTAGE
1	Single	85	58
2	Married	30	20
3	Others	33	22
	Total	148	100

- *Interpretation:* The above table shows 58% of respondents are single and 20% of respondents are married and the remaining 22% of the respondents represent the other category.

Majority of 58% of respondents are Single.

Chart No 4.1.4 Martial Status

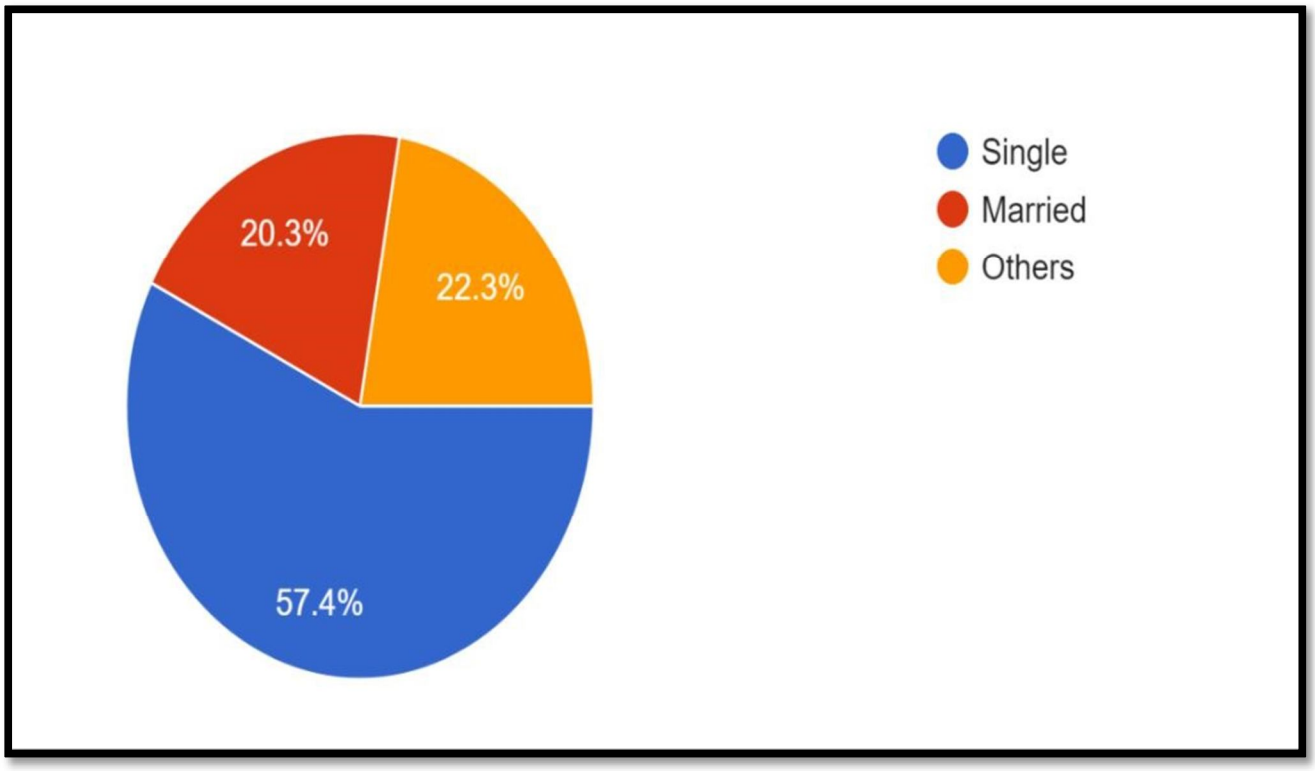


Table NO 4.1.5 Designation of the respondents

S.NO	DESIGNATION	NO.OF.RESPONDENTS	PERCENTAGE
1	Employee	9	6
2	Businessman	19	13
3	Professional	34	23
4	Others	86	58
	Total	148	100

- *Interpretation:* The above table shows 58% of the respondents is others, 6% of the respondents are employee, 23% of the respondents are professional and the remaining 13% of them are Businessman.

Majority of 58% of the respondents are other category.

Chart No 4.1.5 Designation of the respondents

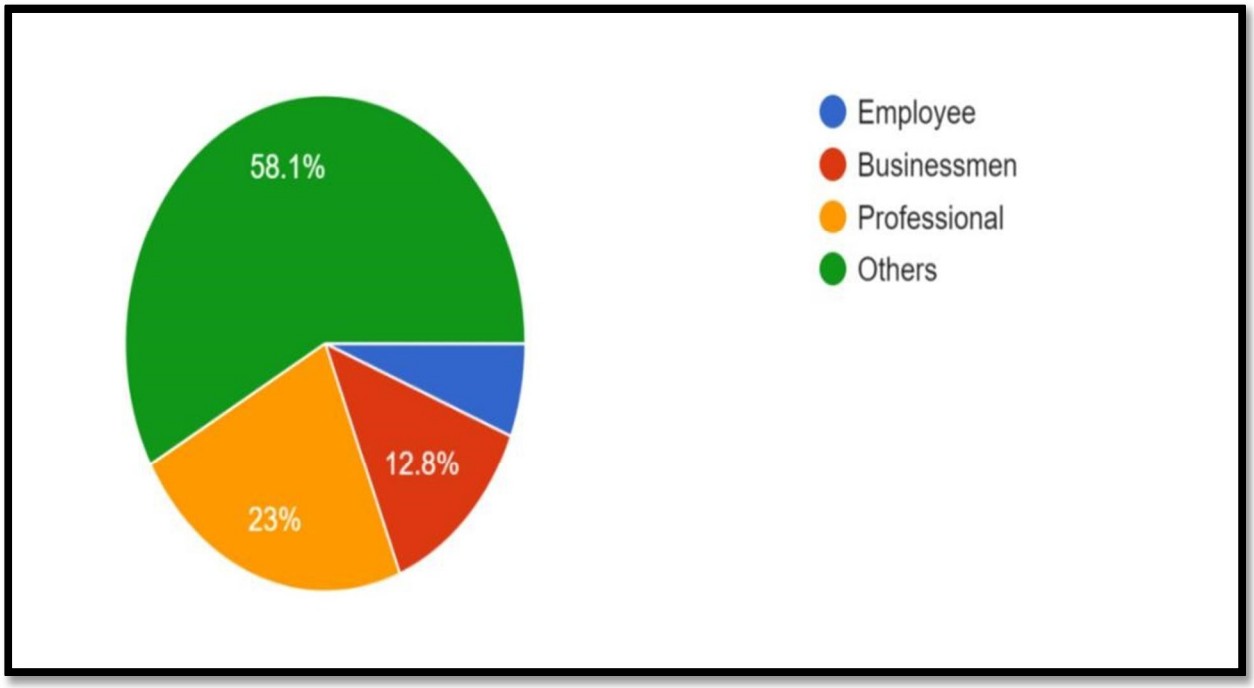


Table No 4.1.6 Annual family income of the respondents

S.NO	NO.OF.RESPONDENTS	PERCENTAGE
	ANNUAL FAMILY INCOME	
1	Less than Rs.3,00,000	73	49
2	Rs.3,00,0016,00,000	34	23
3	Rs.6,00,0019,00,000	34	23
4	Above Rs.9,00,001	7	5
	Total	148	100

- *Interpretation:* The above table shows 49% of the respondents income are less than Rs.3,00,000, 23% of the respondents income are from Rs.3,00,001-6,00,000, 23% of the respondents income are from Rs.6,00,001-9,00,000 and the remaining 5% of the respondents income is above Rs.9,00,001.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 49% of the respondents income is less than Rs.3,00,000.

Chart No 4.1.6 Annual family income of the respondents

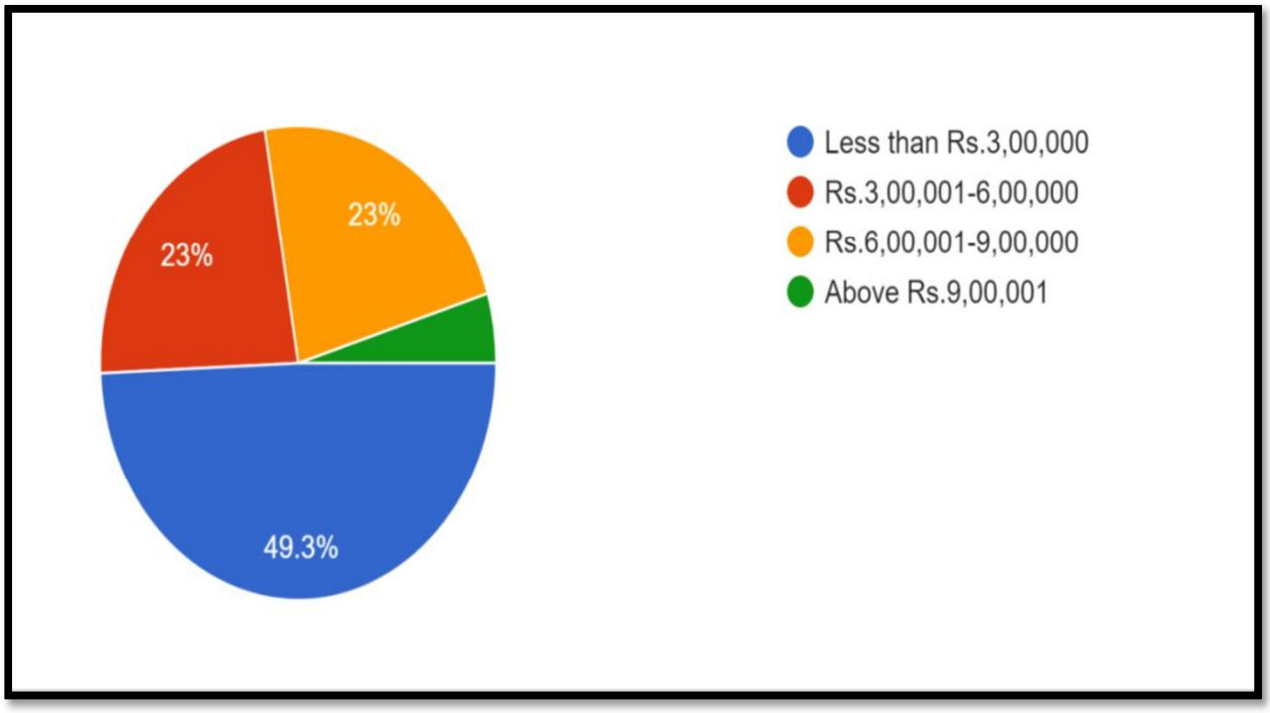


Table No 4.1.7 Rating for the influence of celebrity endorsement

S.NO	NO.OF.RESPONDENTS	PERCENTAGE
RATINGS		
1	1	6	4
2	2	15	10
3	3	26	18
4	4	45	30
5	5	56	38
	Total	148	100

- *Interpretation:* The above table shows 38% of the respondents rate 5, 30% of the respondents rate 4, 18% of the respondents rate 3, 10% of the respondents rate 2 and the remaining 4% of the respondents rate 1.

Majority of the 38% respondents rate 5.

Chart No 4.1.7 Rating for the influence of celebrity endorsement

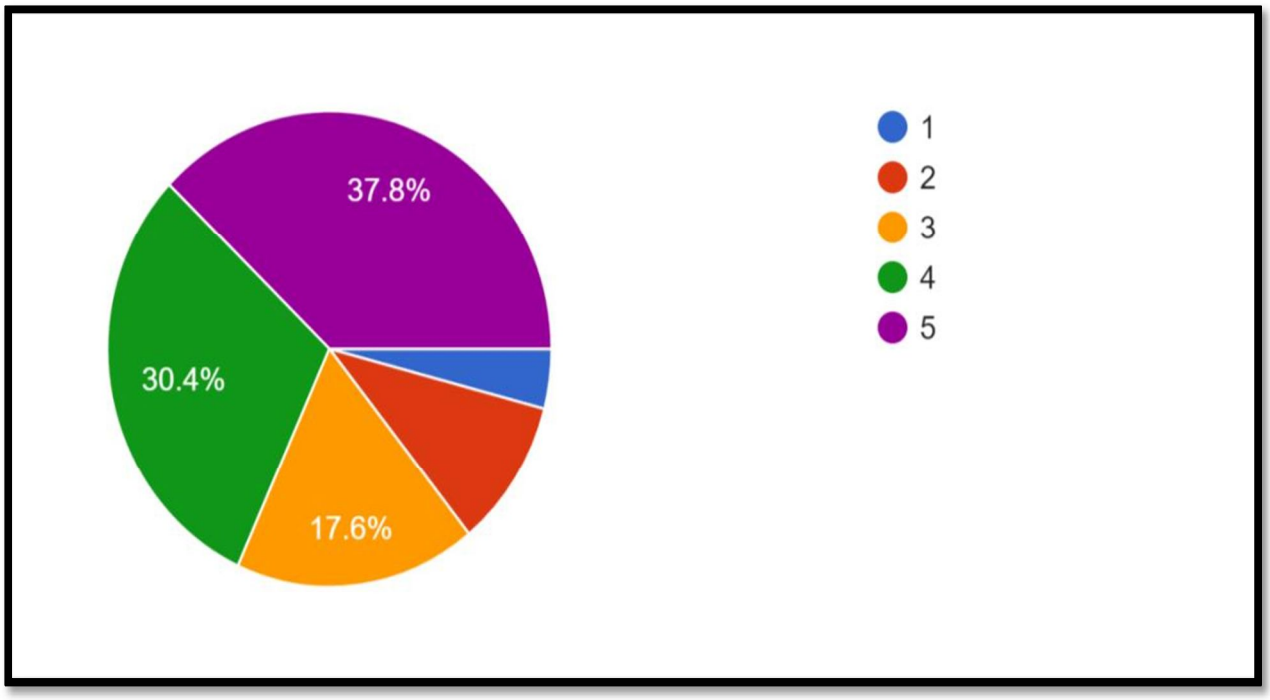


Table No 4.1.8 Influence of celebrity advertisement

S.NO	NO.OF.RESPONDENTS	PERCENTAGE
INFLUENCE OF CELEBRITY ADVERTISEMENT		
1 Highly influenced	31	21
2 Influenced	35	24
3 Neither influenced/Nor not influenced	54	37
4 Not influenced	21	14
5 Highly not influenced	7	4
Total	148	100

- *Interpretation:* The above table shows 37% of the respondents are neither influenced /nor not influenced, 24% of the respondents are influenced, 21% of the respondents are highly influenced, 14% of the respondents are not influenced and the remaining 4% of the respondents are highly not influenced.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 37% of the respondents are neither influenced/nor not influenced.

Chart No 4.1.8 Influence of celebrity advertisement

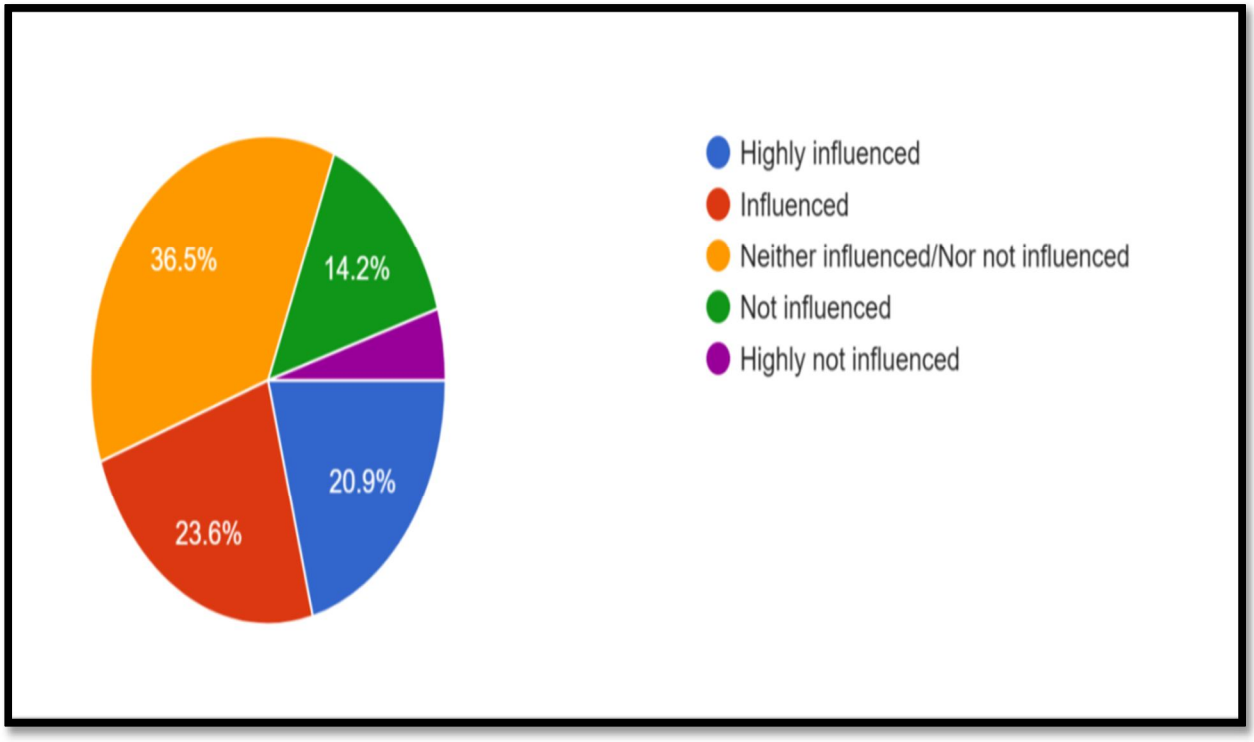


Table No 4.1.9 Product purchased by the consumer due to the influence of celebrity endorsement

S.NO	PRODUCTS	NO.OF.RESPONDENTS	PERCENTAGE
1	Health products	28	19
2	Electronic products	37	25
3	Auto mobiles	35	24
4	Sports products	27	18
5	Others	21	14
	Total	148	100

- *Interpretation:* The above table shows 25% of the respondents purchase electronic products,24% of the respondents purchase auto mobiles,19% of the respondents purchase health products ,18% of the respondents purchase sports products and the remaining 14% are other category.

Majority 25% of the respondents purchase electronic products.

Chart No 4.1.9 product purchased by the consumer due to influence of celebrity endorsement

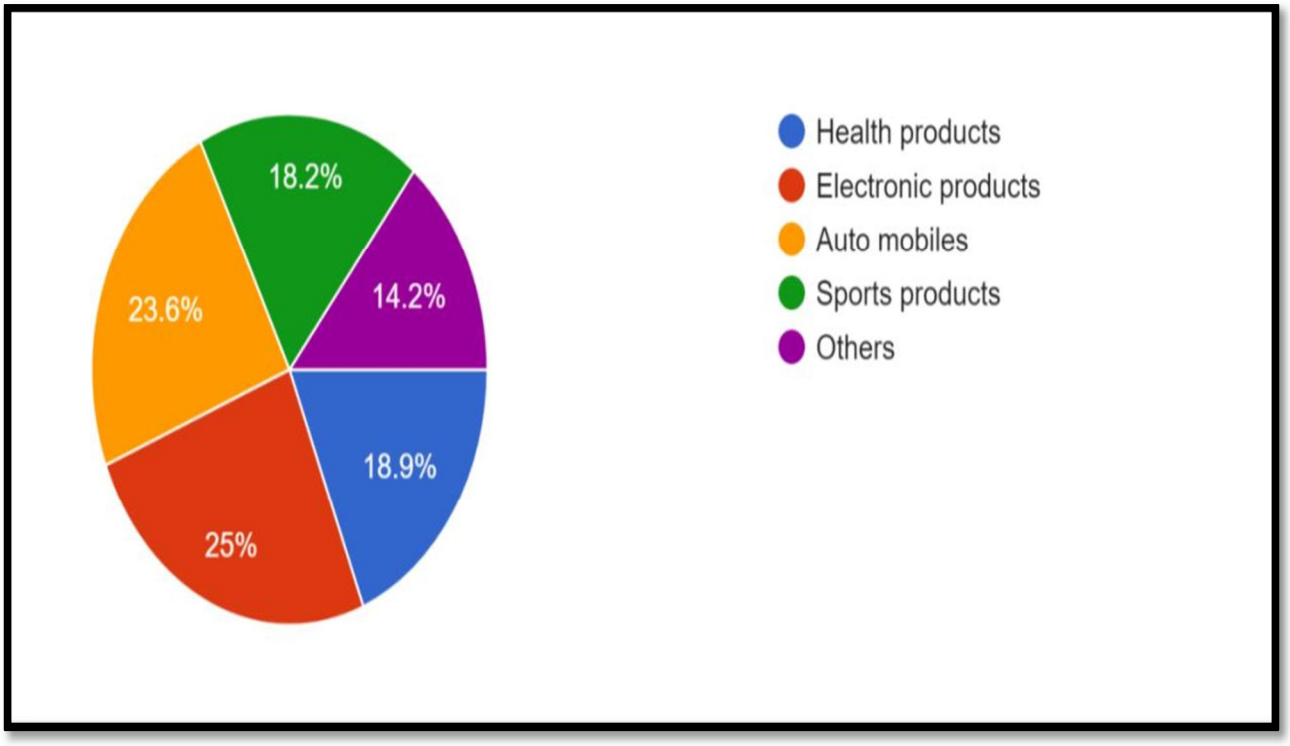


Table No 4.1.10 Media preferred by the consumer most of the time

S.NO	MEDIA	NO.OF.RESPONDENTS	PERCENTAGE
1	Instagram	39	26
2	YouTube	37	25
3	Facebook	37	25
4	Sharechat	27	18
5	Others	8	6
	Total	148	100

- *Interpretation:* The above table shows 26% of the respondents prefer Instagram, 25% of the respondents prefer YouTube, 25% of the respondents prefer Facebook, 18% of the respondents prefer Sharechat and the remaining 6% of the respondents prefer other category.

Majority 26% of the respondents prefer Instagram.

Chart No 4.1.10 Media preferred by the consumer most of the time

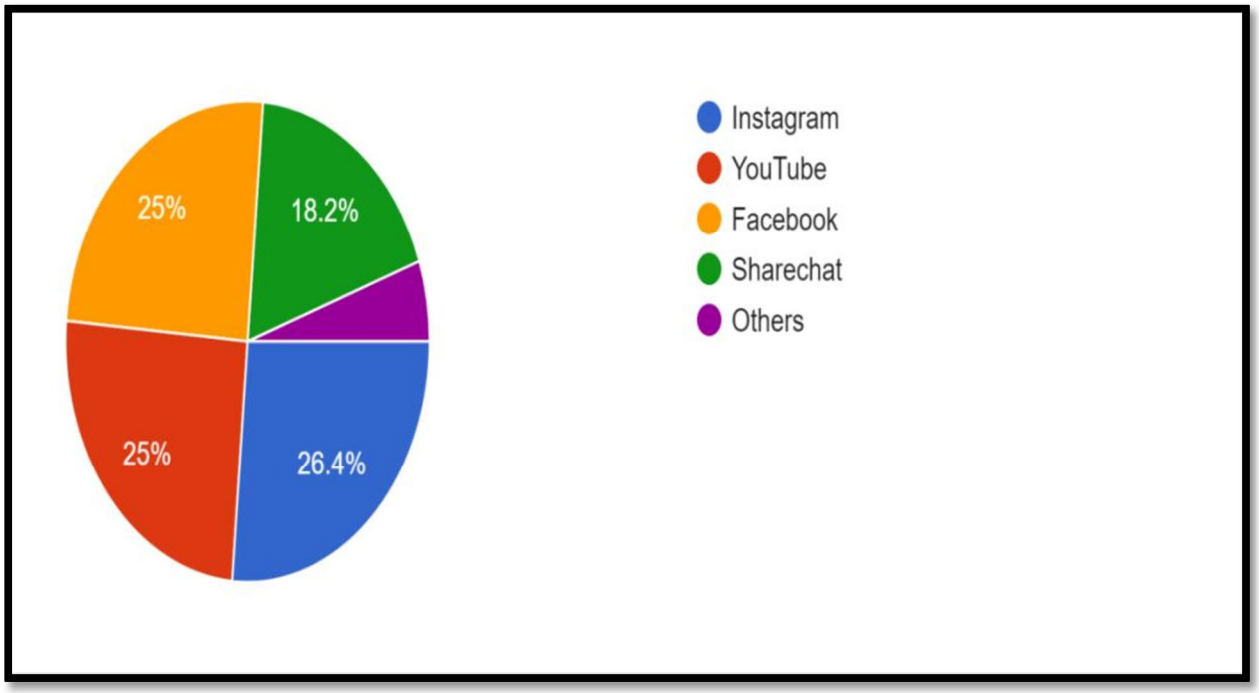


Table No 4.1.11 Time spent by the consumers daily towards the preferred media

S.NO		NO.OF.RESPONDENTS	PERCENTAGE
	TIME SPENT		
1	Less than 1 hour	24	16
2	1 hour to 3 hour	59	40
3	3 hour to 6 hour	45	30
4	More than 6 hour	20	14
	Total	148	100

- *Interpretation:* The above table shows 40% of the respondents spent 1 hour to 3 hours towards their preferred media,30% of the respondents spent 3 hours to 6hour, 16% of the respondents spent less than 1 hour and the remaining 14% spent more than 6 hour.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 40% of the respondents spent 1 hour to 3 hours towards their preferred media.

Chart No 4.1.11 Time spent by the consumers daily towards their preferred media

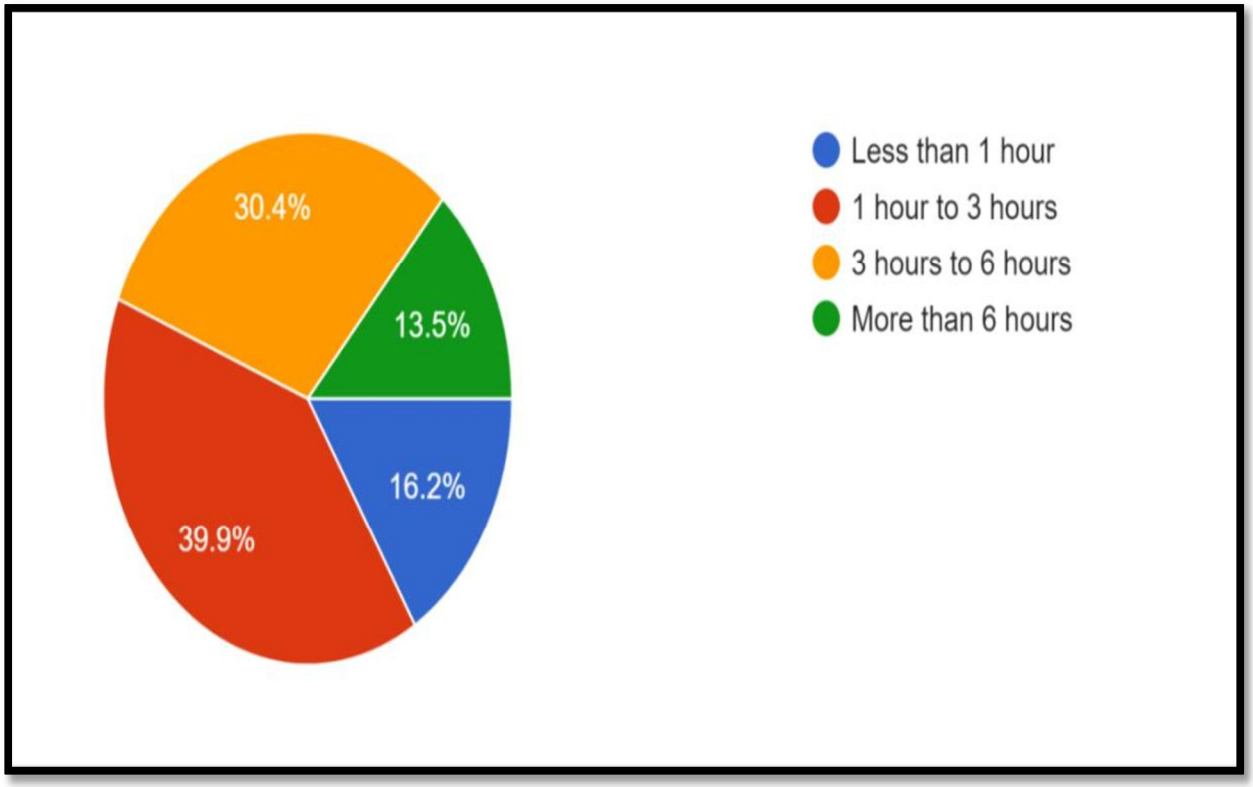


Table No 4.1.12 How many times consumers watch advertisements on media NO.OF.TIMES

S.NO		NO.OF.RESPONDENTS	PERCENTAGE
1	Often	25	17
2	Occasionally	68	46
3	Rarely	38	26
4	Never	17	11
	Total	148	100

- *Interpretation:* The above table shows 46% of the respondents watch advertisements on media occasionally, 26% of the respondents watch advertisements on media rarely, 17% of the respondents watch advertisements on media often and the remaining 11% of the respondents never watch advertisements on media.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 46% of the respondents watch advertisements on media occasionally.

Chart No 4.1.12 How many times consumers watch advertisements on media

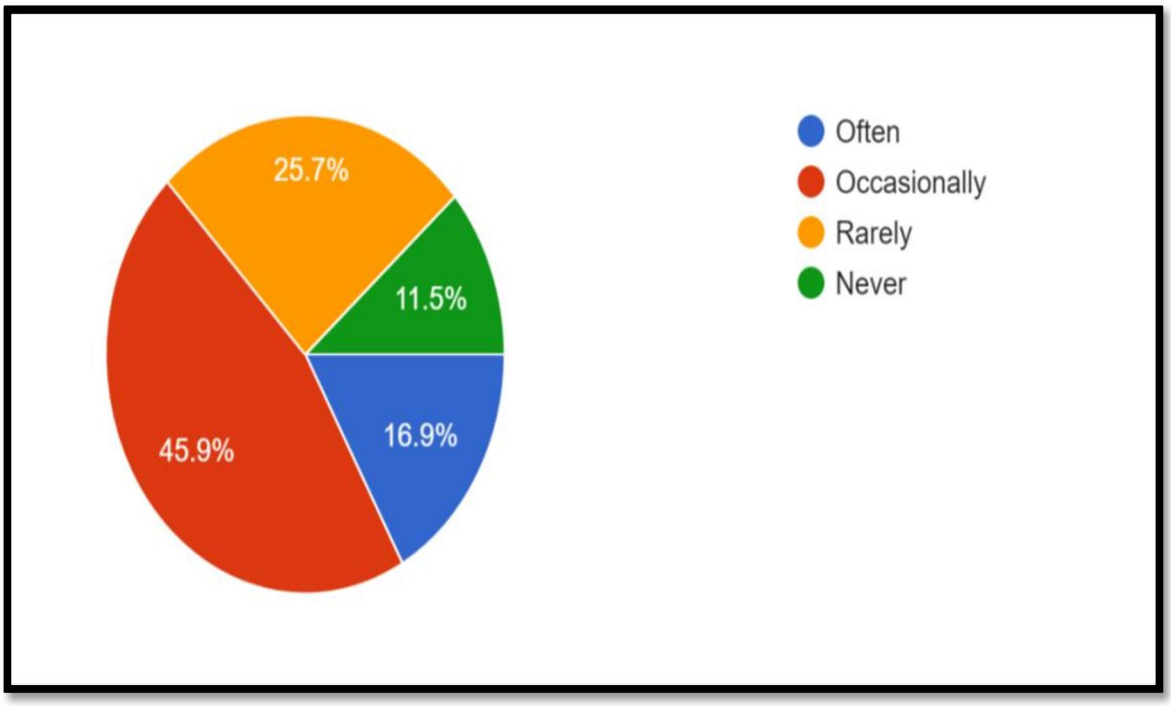


Table No 4.1.13 What attracts consumers more

S.NO	ATTRACTION	NO.OF.RESPONDENTS	PERCENTAGE
1	Celebrity endorsed advertisements	96	65
2	Non-Celebrity endorsed advertisements	52	35
	Total	148	100

- *Interpretation:* The above table shows 65% of the respondents are attracted by celebrity endorsed advertisements and 35% of the respondents are attracted by Non-celebrity endorsed advertisements.

Majority 65% of the respondents are attracted by celebrity endorsed advertisements.

Chart No 4.1.13 What attracts consumer more

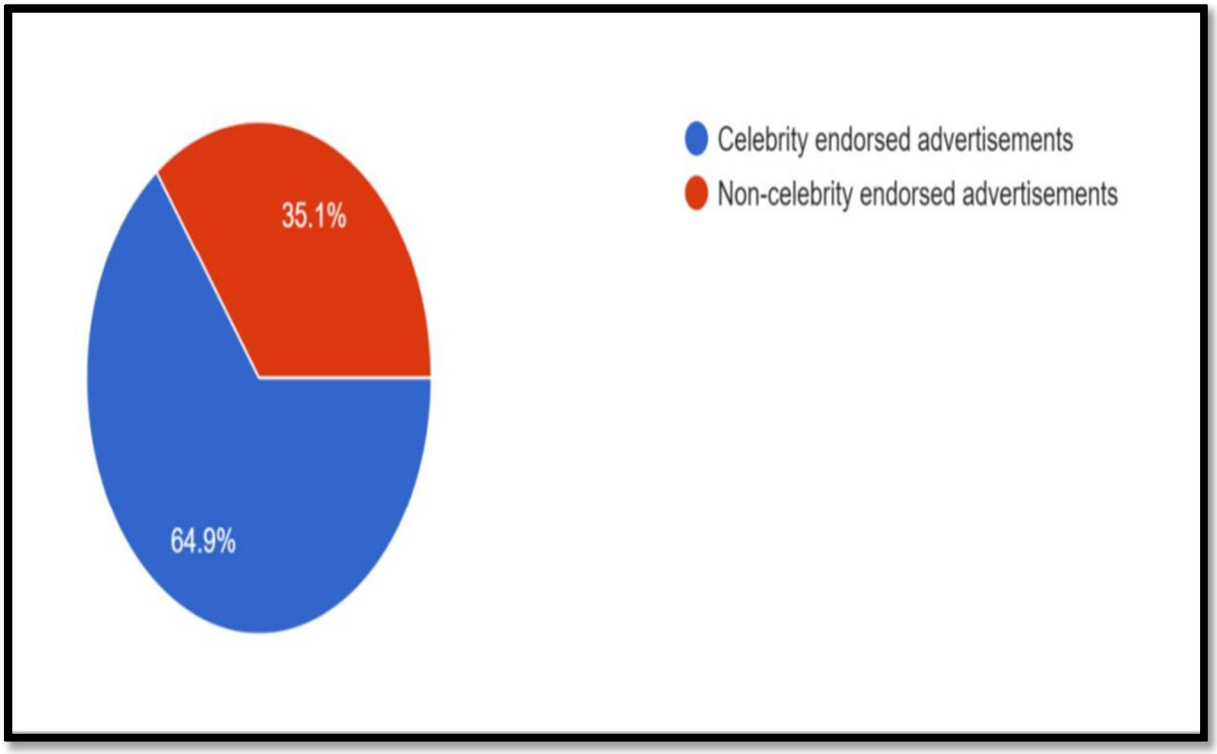


Table No 4.1.14 Consumers like to see any celebrity endorsing the brand on media?

S.NO	PREFERENCE	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	114	77
2	No	34	23
	Total	148	100

- *Interpretation:* The above table shows 77% of the respondents like to see celebrity endorsing the brand on media and the remaining 23% of the respondents do not like to see celebrity endorsing the brand on media.

Majority 77% of the respondents like to see celebrity endorsing the brand on media.

Chart No 4.1.14 Consumers like to see any celebrity endorsing the brand on media?

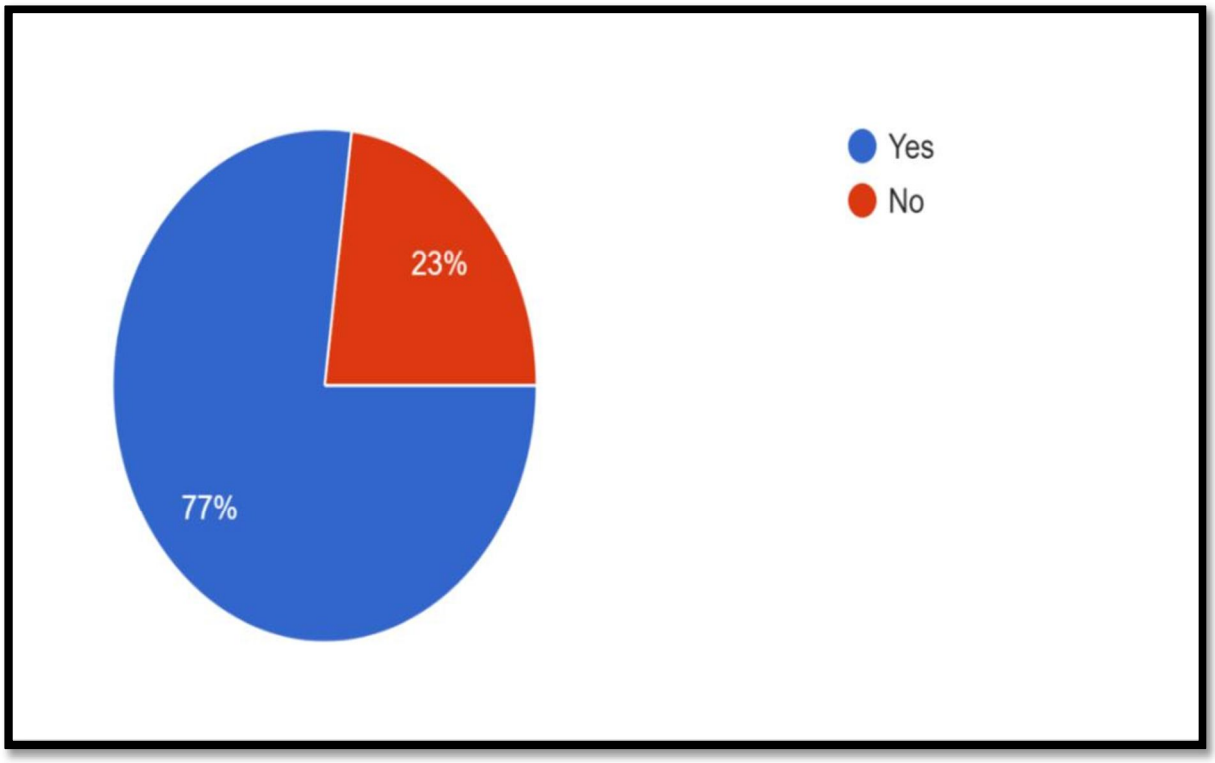


Table No 4.1.15 Medium which is more likely to convey celebrity endorsement

S.NO	MEDIUM	NO.OF.RESPONDENTS	PERCENTAGE
1	Television	32	22
2	Newspaper	23	15
3	Magazine	35	24
4	Internet	51	34
5	Others	7	5
	Total	148	100

- *Interpretation:* The above table shows 34% of the respondents are likely to convey celebrity endorsement through internet, 24% of the respondents are likely to convey celebrity endorsement through magazine, 22% of the respondents are likely to convey celebrity endorsement through television, 15% of the respondents are likely to convey celebrity endorsement through newspaper and the remaining 5% of the respondents are likely to convey celebrity endorsement through other category.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 34% of the respondents are likely to convey celebrity endorsement through internet.

Chart No 4.1.15 Medium which is more likely to convey celebrity endorsement

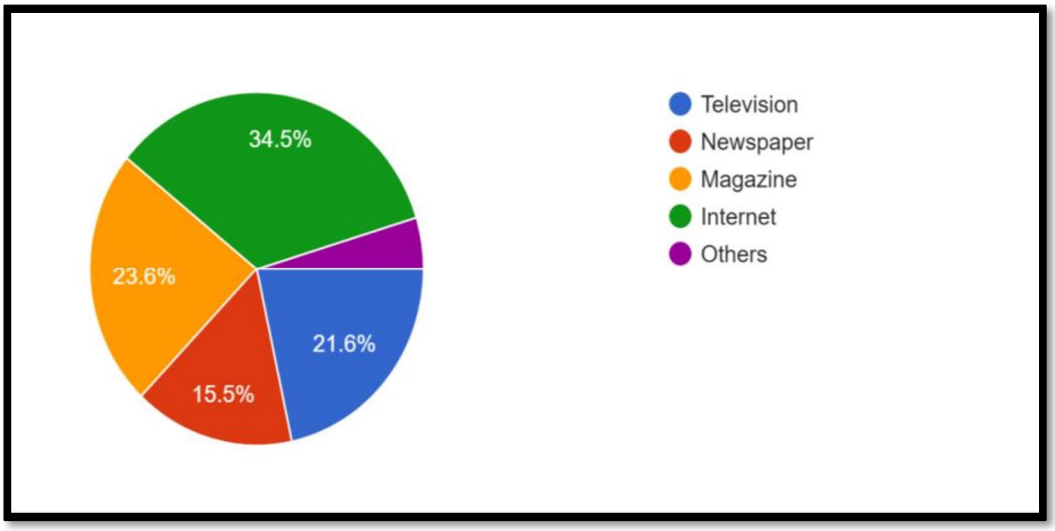


Table 4.1.16 Consumers are influenced or felt influenced by a celebrity in connection with a certain product

S.NO	INFLUENCED NO.OF.RESPONDENTS /FELT INFLUENCED		PERCENTAGE
1	Highly influenced	29	19
2	Influenced	38	26
3	Neither influenced/nor not influenced	50	34
4	Not influenced	16	11
5	Highly not influenced	15	10
	Total	148	100

- *Interpretation:* The above table shows 34% of the respondents are neither influenced /nor not influenced by a celebrity with a certain product, 26% of the respondents are influenced,19% of the respondents are highly influenced, 11% of the respondents are not influenced and the remaining 10% of the respondents are highly not influenced.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 34% of the respondents are neither influenced / nor not influenced by a celebrity with a certain product.

Chart No 4.1.16 Consumers are influenced or felt influenced by a celebrity with a certain product

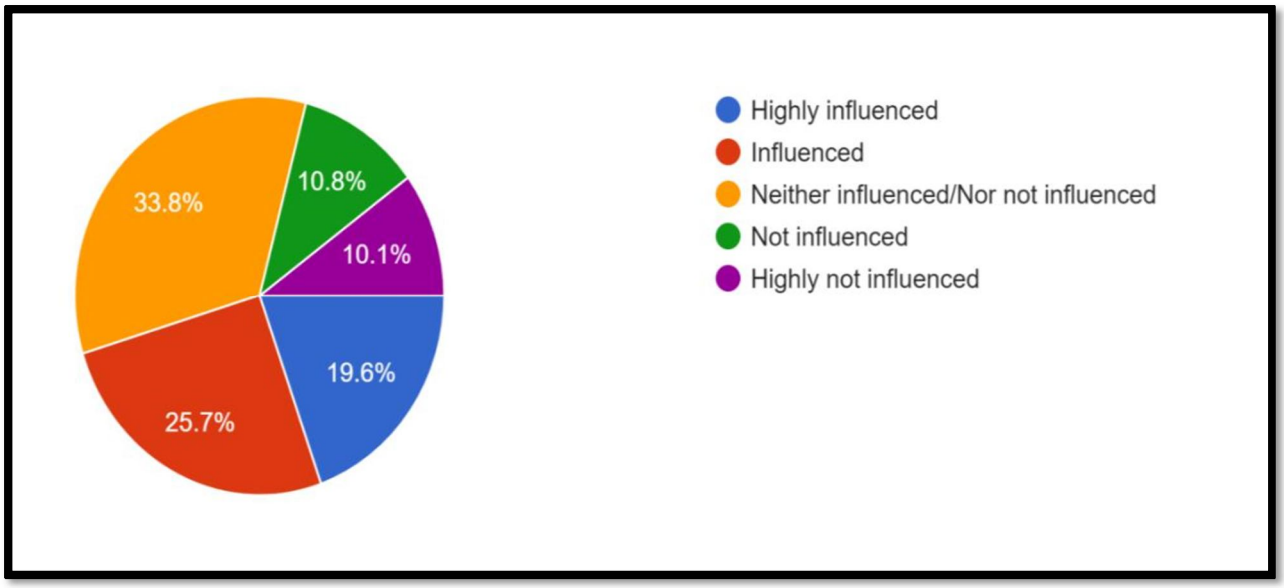


Table No 4.1.17 Celebrity endorsement gives a clear picture of products through advertisements

S.NO	CONSUMERS PERCEPTION	NO.OF.RESPONDENTS	PERCENTAGE
1	Strongly agree	38	26
2	Agree	43	29
3	Neither agree/Nor not agree	42	28
4	Disagree	14	10
5	Strongly disagree	11	7
	Total	148	100

- *Interpretation:* The above table shows 29% of the respondents agree that celebrity endorsement gives a clear picture,28% of the respondents neither agree/nor not agree, 26% of the respondents strongly agree, 10% of the respondents disagree and the remaining 7% of the respondents strongly disagree.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Majority 29% of the respondents agree that celebrity endorsement gives a clear picture.

Chart No 4.1.17 Celebrity endorsement gives a clear picture of products through advertisements

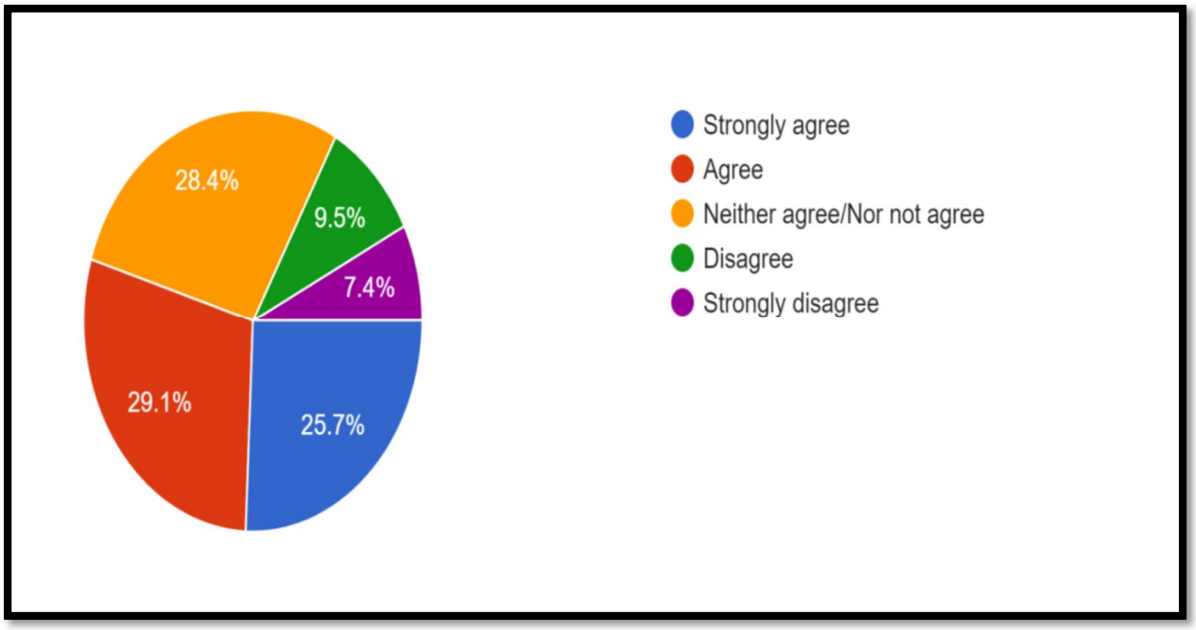


Table No 4.1.18 Negative publicity affects the consumers purchase decision

S.NO PERCENTAGE

	CONSUMERS	NO.OF.RESPONDENTS PERCEPTION	
1	Strongly agree	32	21
2	Agree	25	17
3	Neither agree/Nor not agree	66	45
4	Disagree	16	11
5	Strongly disagree	9	6
	Total	148	100

- *Interpretation:* The above table shows 45% of the respondents neither agree/ nor not agree that negative publicity affects the purchase decision,21% of the respondents strongly agree, 17% of the respondents agree, 11% of the respondents disagree and the remaining 6% of the respondents strongly disagree.

Majority 45% of the respondents neither agree/ nor not agree that negative publicity affects the purchase decision.

Chart No 4.1.18 Negative publicity affects the consumers purchase decision

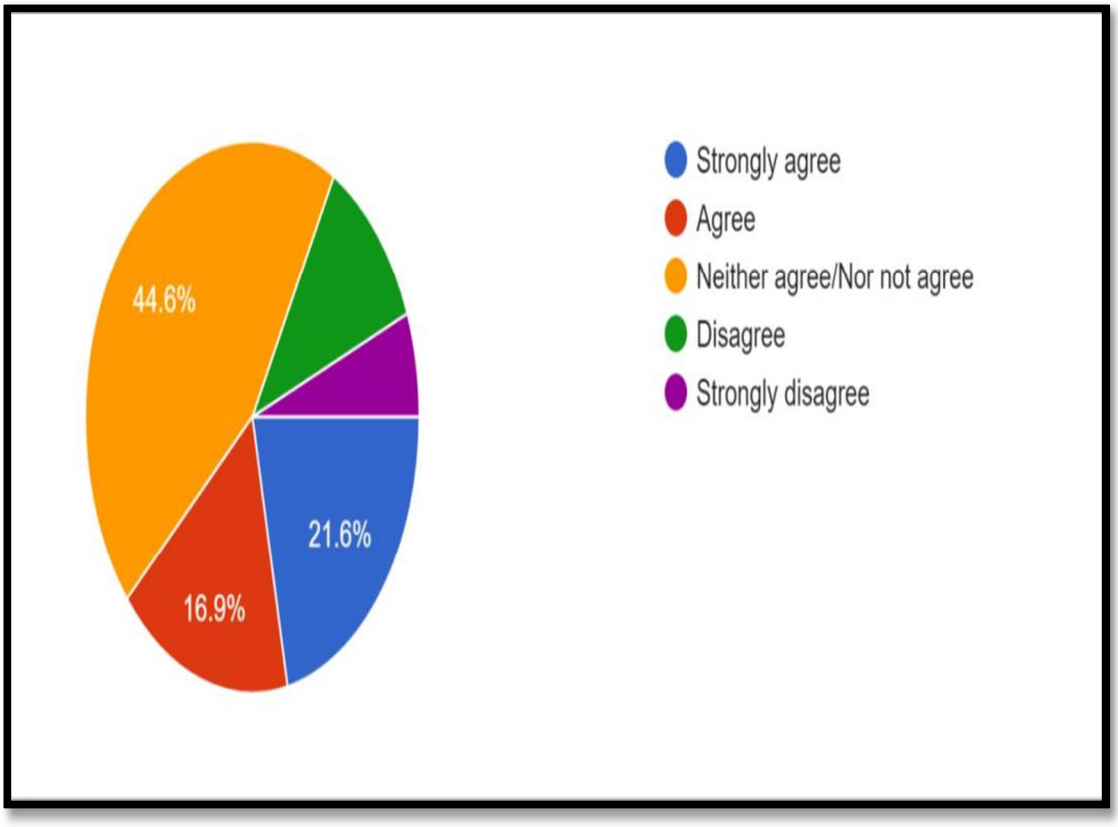


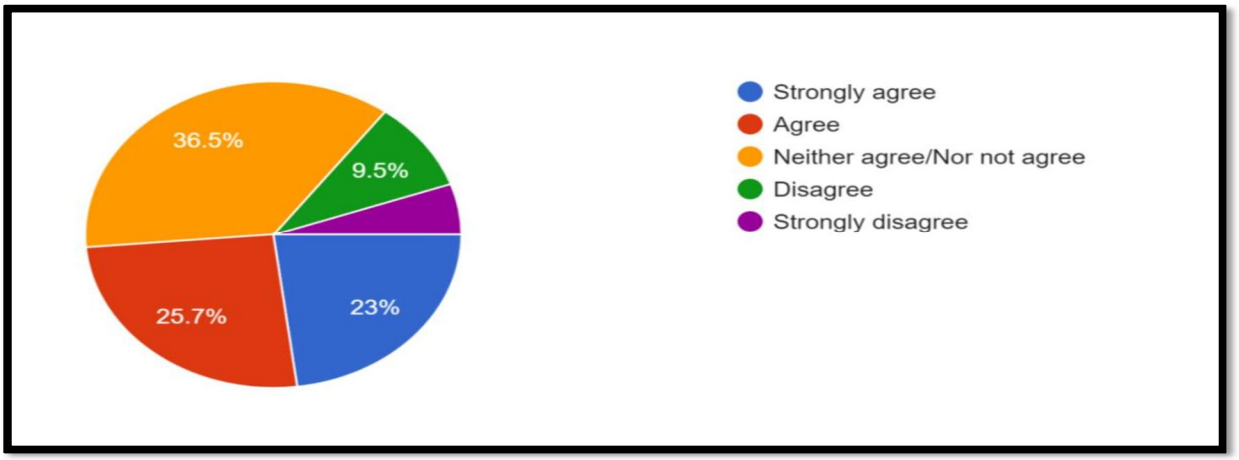
Table No 4.1.19 Presence of celebrity in the advertisement helps to recognise and recall the product more promptly

S.NO	CONSUMERS	NO.OF .RESPONDENTS	PERCENTAGE PERCEPTION
1	Strongly agree	34	23
2	Agree	38	26
3	Neither agree/Nor not agree	54	37
4	Disagree	14	9
5	Strongly disagree	8	5
	Total	148	100

- *Interpretation:* The above table shows 37% of the respondents neither agree/nor not agree that the presence of celebrity in the advertisements helps to recognise and recall the product more promptly, 26% of the respondents agree, 23% of the respondents strongly agree, 9% of the respondents disagree and the remaining 5% of the respondents strongly disagree.

Majority 37% of the respondents neither agree/nor not agree that the presence of celebrity in the advertisements helps to recognise and recall the product more promptly.

Chart No 4.1.19 Presence of celebrity in the advertisement helps to recognise and recall the product more promptly



B. Weighted Average Score Method

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative important of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.

A Weighted average score takes different scores, or grades with assigned weights, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

INFLUENCE LEVEL OF CELEBRITY ENDORSEMENT

FACTORS	HIGHLY INFLUENTIAL	INFLUENTIAL	NEITHER INFLUENTIAL/NOR NOT INFLUENTIAL	NOT INFLUENTIAL	HIGHL Y NOT INFLUENTIAL	TOTAL SCORE	WEIGHTED AVERAGE SCORE	RANK
FAN FOLLOWING	94	37	3	3	11	644	4.35	1
TRUST WORTHINESS	36	50	14	14	33	483	3.26	5
ATTRACTIVENESS	41	54	19	21	11	531	3.58	4
OVER SHADING EFFECT	45	59	8	17	18	537	3.62	3
TAGLINE	57	50	10	7	23	552	3.72	2

- *Interpretation:* The above table shows that the consumers are highly influenced by fan following, followed by tagline, over shading effect, attractiveness and trust worthiness.

C. Chi Square Analysis

Table No 4.3.1

Table shows the chi square test respondents for influenced or felt influenced by a celebrity in connection with a certain product are cross tabled from 148 respondents. A cross tabulation of chi square is requested from SPSS a computer software. The result is shown below.

	effectses					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Influenced	148	100.0%	0	0.0%	148	100.0%

Age * Influenced Crosstabulation Count

		Influenced					Total
		Highly influenced	Highly not influenced	Influenced	Neither influenced/Nor not influenced	Not influenced	
Age	20-30 years	21	11	28	37	10	107
	31-40 years	4	1	6	5	3	19
	41-50 years	1	2	4	4	3	14
	above 51 years	3	1	0	4	0	8
Total		29	15	38	50	16	148

Testing of Hypothesis Null Hypothesis H0: There is no significant relationship between the influence of consumers

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.576[a]	12	.653
Likelihood Ratio	12.201	12	.430
N of Valid Cases	148		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .81.

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VI Jun 2023- Available at www.ijraset.com

V. FINDINGS, SUGGESTION AND CONCLUSION

A. Findings

A form of brand or advertising campaign that involves a well known person using their frame to help promote a product or service. Celebrity endorsements can help build a brand, attract new users, and influence consumers purchases. There are some new findings form a survey among 148 respondents which shows that,

- 63% of the respondents are male.
- 72% of the respondents are among 20-30 years.
- 38% of the respondents qualification are undergraduate and other category.
- 58% of the respondents are single.
- 58% of the respondents are other category.
- 49% of the respondents income is less than Rs.3,00,000.
- 38% of the respondents rate 5.
- 37% of the respondents are neither influenced / nor not influenced.
- 25% of the respondents purchase electronic products.
- 46% of the respondents watch advertisements on media occasionally.
- 65% of the respondents are attracted by celebrity endorsed advertisements.
- 77% of the respondents like to see celebrity endorsing the brand on media.
- 34% of the respondents are likely to convey celebrity endorsement through internet.
- 34% of the respondents are neither influenced / nor not influenced by a celebrity with a certain product.
- 29% of the respondents agree that celebrity endorsement gives a clear picture.
- 45% of the respondents neither agree / nor not agree that negative publicity affects the purchase decision.
- 37% of the respondents neither agree / nor not agree that the presence of celebrity in the advertisements helps to recognize and recall the product more promptly.

1) Weighted Average Score Method

The weighted average score for the influence level of celebrity endorsement states that the consumers are highly influenced by fan following, followed by tagline, over shading effect, attractiveness and trust worthiness.

2) Chi-Square Analysis

There is no significant relationship between the age factor and consumers influence towards celebrity endorsement in connection with a certain product are cross tabled from 148 respondents.

B. Suggestion

1) Don’t pick just any celebrity. As an entrepreneur starting a new business, it can be tempting to just latch onto any celebrity who offers his or her services as a potential endorsement partner.

2) Make sure your brand is well represented. While no one can predict the future, there are clearly some celebrities that offer huge risks even though they might also provide wide appeal.

3) Be prepared to pay for good ones. The bigger the star, the more expensive they are going to be, but sometimes, if your idea is good enough, you may be able to work out a deal in which a celebrity may actually get some equity in the business in exchange for his or her contributions to the marketing side of things.

4) Be aware of a celebrity’s reach. It is surprising sometimes which celebrities actually reach the most people.

5) Make sure the celebrity will stay involved. Whether or not the celebrity endorsing your brand has equity in the company, it is important to encourage them to actually stick with the program and be reliable in taking advantage of personal connections while remaining active on social media to the business’ advantage.

C. Conclusion

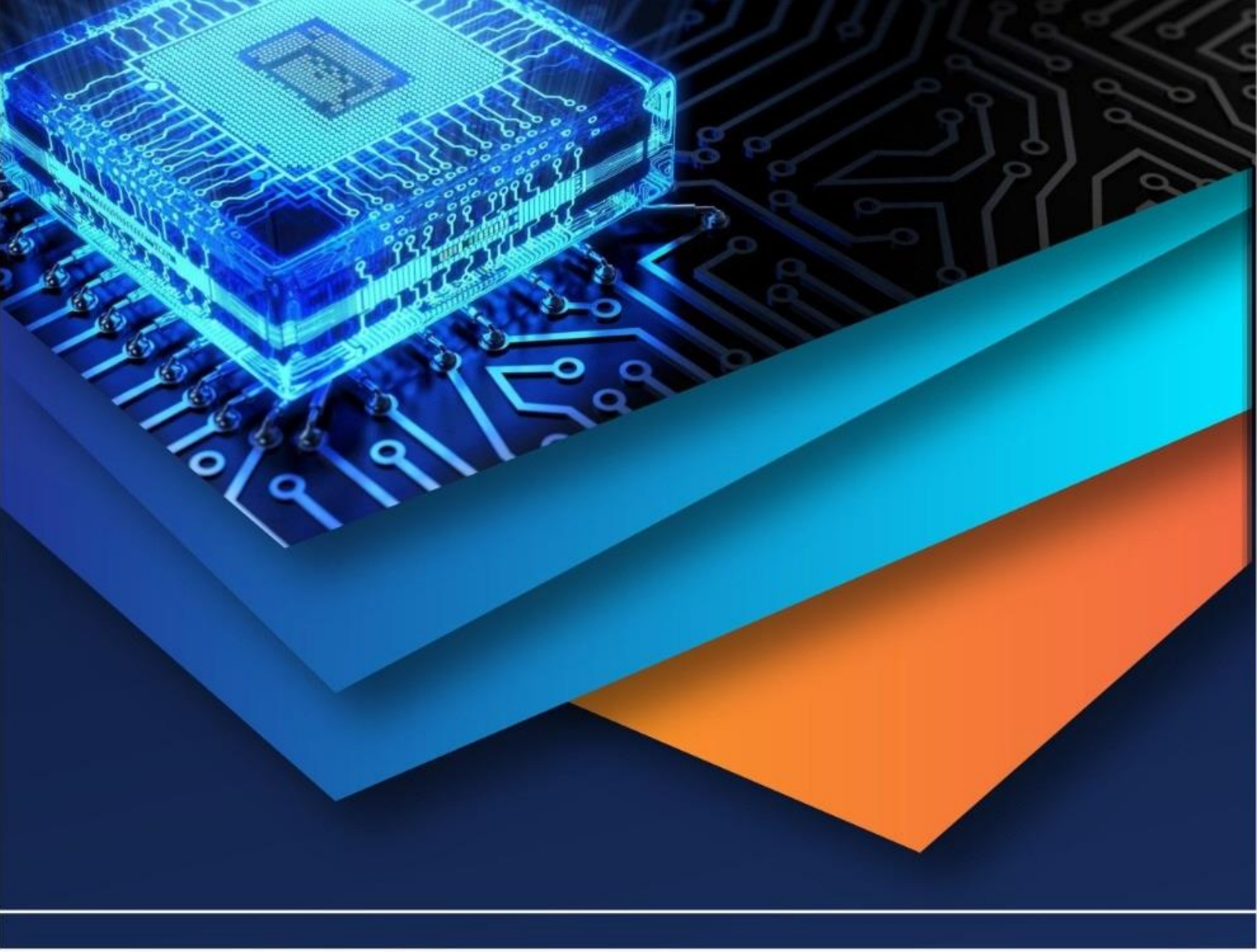
Celebrity endorsement is a very old marketing communication strategy whereby popular culture and celebrities that are part of this popular culture are used to create a brand image and to deliver the messages regarding the brand image. It is concluded that celebrities endorsed advertisements. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue VI Jun 2023- Available at www.ijraset.com

Celebrity endorsement is a success factor because when a normal person selling a product tells you to try that product as it has helped them, there is a possible chance that consumers may or may not believe them but when the same is said by a celebrity that the product has helped them, then the consumers tend to listen.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)