

Celebrity Endorsed Advertisement Influencing Purchase Intention of Multi Brand Products

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ABSTRACT - Celebrity endorsements have become a pervasive element of advertising industry. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales. The object of this paper is to explore the study of celebrity endorsed advertisement influencing purchase intention of multi-brand consumer products in Coimbatore. The paper begins with a review of existing literature on celebrity endorsements, which provides in-depth insight into the topic and clarifies many important aspects related to the subject. The results of this study indicates impact of the purchase intentions on celebrity endorsements.

Keywords – advertising, Multi brand, purchase, product.

I. INTRODUCTION

India is a developing country that is flooded with different brands. With too many products flooding the market, companies find it difficult to differentiate their products based on their inherent product features. In fact, advertising is an effective marketing tool available to marketers to create and promote awareness for their products and to position their products differently among the minds of their customers. Celebrity usage in advertisements is one of the topical strategies of many brands, the purpose of such usage may be for getting attention, for prolonged association. In this modern age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. Celebrity endorsers are individuals or a person who enjoy public recognition and uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989)¹.

The celebrity endorsement is a way of brand communication through which celebrities endorse the brand by transferring their personality and status in the society. The marketers are spending huge amount of money annually on celebrity endorsement to make marketing communication process more effective and to create the good or positive awareness to their products and brands. Essential objective of celebrity endorsement is to achieve a favorable impact on brand image and they believe that celebrities are effective spokesperson for their brands or products. An effective approach to building relationships between the company and its customers is through the usage of celebrity in advertisement.

Today, organized players have attracted every retail category. The organized sector accounts for a mere 5 percent, indicating a huge potential market opportunity that

is lying in wait for the consumer-savvy organized retailer. Purchasing power of Indian consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery are slowly becoming lifestyle products that are widely accepted by the Indian consumer. The present study concentrates multi-brand products that are classified into four categories, viz. Food and Beverages, Fashion and Fancy, Electronic devices and Personal Care Products. Organized retailing is witnessing a wave of players entering the industry. These players are experimenting with various retail formats that have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, new age book stores, everyday low price stores, computers and peripherals stores, office equipment stores and home/building construction stores.

II. LITERATURE REVIEW

Atkin and Block, 1983; Sherman, (1985)² Advertisers also believe that celebrities may also generate extensive public relations leverage for brands, thus improving their communicative. When used appropriately, celebrity endorsers can serve as a valuable role in developing brand equity and enhancing a brand's competitive position ability

Tripp C Jensen T.D and Carlson L. (1994)³ found that how much consumers trust the celebrity endorser to be credible, when a celebrity endorses one or two products it is significantly more trustworthy than a celebrity who endorses even more products. Hence he states that there is always the possibility of negative effect due to multiple endorsement programs by a single celebrity

Daneshvary and Schwer (2000)⁴ studied that how consumers have a connection towards the celebrity endorsement/endorser, if a company wants a consumer to

associate to an endorsed product it is important to choose an endorser who uses the product and where that use is a reflection of professional expertise.

Gayathri Devi M. and Dr. C. Ramanigopal (2010)⁵ stated that Celebrity endorsement has a positive or a negative impact on the consumer buying behaviour. These days customers are becoming more demanding. Their expectations are continuously rising while marketers are continuing their efforts to meet them (Alsmadi, Sami, 2006).

III. STATEMENT OF THE PROBLEM

Advertisement impact and celebrity endorsement play a pivotal role, the consumers' place of shopping was decided based on the physical and social surroundings of the retail outlet that have more influence on the consumers to achieve the level of satisfaction after shopping. As there is more number of retail outlets in the market, it is viewed that there are still more retail outlets that are to be introduced. This gave an idea to the researcher to evaluate the advertisement impact and satisfaction on purchase of consumer goods in select retail outlets in Coimbatore City. To understand the perception of the consumers purchasing various consumer goods makes it necessary to evaluate whether celebrity endorsed advertisement creates impact on purchase intention of consumers for multi-bran consumer goods.

VII. ANALYSIS AND RESULTS

Table-1: Demographic Variables of the Respondents

Sl.	Personal Variables	Frequency	Percentage
1.	Age		
	30 to 40 years	125	59.0
	41 to 50 years	55	25.9
	Above 50 years	32	15.1
2.	Gender		
	Male	74	34.9
	Female	138	65.1
3.	Educational Qualification		
	Under Graduates	140	66.0
	Post Graduates	47	22.2
	Technical Qualification (ITI, Diploma, etc.)	15	7.1
	Others (Higher Secondary, etc.)	10	4.7
Sl.	Personal Variables	Frequency	Percentage
4.	Occupation		
	Private Companies	146	68.9
	Government Servant	30	14.2
	Own Business	18	8.5
	Others	18	8.5
5.	Monthly Income		
	Upto Rs.15,000	80	37.7
	Rs.15,001 to 20,000	47	22.2
	Rs.20,001 to Rs.30,000	65	30.7
	Above Rs.30,000	20	9.4

IV. OBJECTIVE OF THE STUDY

1. To Know socio-economic characteristics of respondents
2. To study the celebrity endorsed advertisement influencing purchase intention of multi-brand consumer products in Coimbatore.
3. To offer suggestions based on the results of the study.

V. METHODOLOGY

Research methodology is a way to systematically solve the research problem. The research is descriptive in nature. Primary and secondary data are used for data collection. There are three types of non-probability sampling, namely, Convenience Sampling, Snowball Sampling and Quota Sampling. Convenient sampling method is used for the study taking 212 sample respondents. The questionnaire has been used to extract information from the respondents involved in shopping at select retail outlets of Coimbatore City. Statistical tools used are Percentage Method, Weighted Average and Garrett Ranking Method.

VI. LIMITATIONS OF THE STUDY

The study is restricted only to the geographical limits of Coimbatore City and the findings may not be applicable to other similar areas and situations.

Table-1 shows demographic characteristics of respondents. It is clear that most (59%) of the respondents belong to 30 to 40 years of age, 25.9% in the age between 41 and 50 years, 15.1% are in the age above 50 years. Majority (65.1%) are female and 34.9% are male. With respect to educational qualification, most (66%) of the respondents are undergraduates, 22.2% are post graduated, 7.1% qualified with technical education (ITI, Diploma, etc.) and the remaining 4.7% having other qualification like SSLC / H.Sc., etc. Majority 68.9%) of the respondents are working private companies, 14.2% are government servants, 8.5% are self employed and another 8.5% fall under other occupational category. More than one third (37.7%) of the respondents having monthly income upto Rs.15,000, 30.7% are earning between Rs.20,001 and Rs.30,000, 22.2% of the respondents having monthly income of Rs.15,001 to Rs.20,000 and the remaining 9.4% of the respondents are earning more than Rs.30,000 per month.

Table-2: Media Source of Awareness

Media	R1	R2	R3	R4	R5	R6	R7	Garrett Score	Garrett Mean	Rank
Electronic Media (Television / Internet, etc.)	56	43	9	25	46	29	4	12017	56.68	1
Social Media (Whatsapp, Facebook, Twitter, etc.)	36	21	38	24	32	51	10	10880	51.32	3
Newspapers / Magazines	39	45	33	9	39	9	38	11124	52.47	2
Radio and FM	17	23	62	21	29	33	27	10364	48.89	5
Friends, Relatives, etc.	18	18	16	92	20	40	8	10492	49.49	4
Posters / Hoardings	14	26	32	32	41	39	28	9909	46.74	6
Others (Colleagues / Neighbours / etc.)	32	36	22	9	5	11	97	9202	43.41	7

Table 2 shows major source of influence of celebrity endorsement was through electronic media with the Garrett mean of 56.68, followed by advantage of the Garrett rank for the statements and mean scores viz. Newspaper / Magazine (51.32), Social Media (51.32), Friends, Relatives, etc. (49.49), Radio and FM (48.89), Posters / Hoardings (46.74) and finally least rank for other sources like colleagues, neighbours, etc. (43.41).

Table-3: Respondents Opinion on Advertisement Impact

Advertisement Impact	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean (SD)	Rank
Advertisement creates product awareness	0	1	58	126	27	3.844 (0.630)	1
	0.000	0.009	0.821	2.377	0.637		
Advertisement captures the consumers attention	9	13	74	91	25	3.519 (0.931)	4
	0.042	0.123	1.047	1.717	0.590		
Advertisement creates a lasting impact in the consumer mind	0	1	102	73	36	3.679 (0.755)	3
	0.000	0.009	1.443	1.377	0.849		
Information about product re-in forces its credibility	1	20	97	61	33	3.495 (0.884)	5
	0.005	0.189	1.373	1.151	0.778		
Consumers have a better brand recall during purchase	0	10	65	94	43	3.802 (0.813)	2
	0.000	0.094	0.920	1.774	1.014		

Table 3 shows that the respondents advertisement based impact of celebrity endorsement in buying multi-branded products achieved first position for the statement “advertisement creates product awareness” with the mean of 3.844, second rank for “consumer have a better brand recall during purchase” with the mean of 3.802, third rank for “advertisement creates a lasting impact in consumer mind” with the mean of 3.679, fourth rank for “advertisement captures the consumer attention” with the mean of 3.519 and the last rank for “information about product re-in forces its credibility with the mean of 3.495.

Table-4: Source of celebrity endorsement influencing buying products

Celebrity Impact	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean (SD)	Rank
Physical attraction	0	1	58	126	27	4.019 (0.702)	1
	0.000	0.009	0.821	2.377	0.637		
Popularity	0	5	65	94	48	3.873 (0.784)	2
	0.000	0.047	0.920	1.774	1.132		
Credibility	0	0	67	117	28	3.816 (0.645)	3
	0.000	0.000	0.948	2.208	0.660		
Expertise	0	0	108	83	21	3.590 (0.665)	5
	0.000	0.000	1.528	1.566	0.495		
Congruence	9	1	65	96	41	3.750 (0.918)	4
	0.042	0.009	0.920	1.811	0.967		

Table-4 shows source of celebrity endorsement influencing buying multi-branded products achieved first rank for towards Physical Attraction (M:4.019), second rank for Popularity (3.873), third rank for Credibility (3.816) fourth rank for Congruence (3.750) and the last rank for expertise (3.590).

Table-5: Celebrity endorsement influencing Purchase Intention

Purchase Intentions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean (SD)	Rank
Likely to buy the celebrity endorsed product	0	10	37	111	54	3.986 (0.788)	1
	0.000	0.094	0.524	2.094	1.274		
More likely to try the product seen in the store	0	0	83	108	21	3.708 (0.638)	5
	0.000	0.000	1.175	2.038	0.495		
Actively willing to seek out for the product in the store	0	0	78	84	50	3.868 (0.768)	3
	0.000	0.000	1.104	1.585	1.179		
Presence of celebrity in ad encourage to buy the product	0	5	66	115	26	3.764 (0.689)	4
	0.000	0.047	0.934	2.170	0.613		
Willing to recommend others to buy celebrity endorsed product	0	0	56	107	49	3.967 (0.705)	2
	0.000	0.000	0.792	2.019	1.156		

Table-5 shows celebrity endorsement influencing buying intention of multi-branded products achieved first rank for “Likely to buy the celebrity endorsed product (M:3.9856)”, second rank for “Willing to recommend others to buy celebrity endorsed product” (3.967), third rank for “Actively willing to seek out for the product in the store” (3.868) fourth rank for “Presence of celebrity in ad encourage to buy the product “ (3.764) and the last rank for “More likely to try the product seen in the store” (3.708).

VIII. FINDINGS OF THE STUDY

8.1. Demographics

Based on the demographic characteristics of the respondents it is found that

- Most (59%) of the respondents belong to 30 to 40 years of age
- Majority (65.1%) are female

- Most (66%) of the respondents are undergraduates,
- Majority 68.9% of the respondents are working private companies
- More than one third (37.7%) of the respondents having monthly income upto Rs.15,000,

8.2. Garrett Ranking

- It is observed that major source of influence of celebrity endorsement was through electronic media and least rank for other sources like colleagues, neighbours, etc.

8.3. Advertisement Impact

It is observed that the respondents advertisement based impact of celebrity endorsement achieved first rank towards advertisement creates product awareness and the last rank for information about product re-in forces its credibility. All mean scores achieve above the mid point of 3.0 and

found to have higher level of agreement with respect to advertisement based impact of celebrity endorsement.

8.4. Celebrity Impact

It is clear that celebrity endorsement influencing buying behaviour of multi-branded products achieved first rank for towards Physical Attraction and the last rank for expertise. All means achieved more the 3.0 reveals higher level of agreement on celebrity impact factor influencing to buy multi-branded products.

8.5. Purchase Intention

It is understood that celebrity endorsement influencing buying intention of multi-branded products achieved first rank based on likely buying the celebrity endorsed product and the last rank towards more likely to try the product seen in the store. All parameters found to be more than 3.0 stating strong acceptance of celebrity endorsement influencing their purchase intentions.

IX. SUGGESTIONS

Congruence plays significant role, where consumers felt a need for improvement in selecting the endorser who display the matching qualities expected during product promotion. Therefore, it is recommended that the strategic planner shall promote celebrity possessing congruence features to attract the people response.

All demographic characteristics are highly influenced towards purchase preference of multi brand products through celebrity endorsement. This is mainly because of physical attraction of the celebrity consistently influence the buying intention of consumers that can take the brand and product to a different level. Therefore, it is suggested that to capitalize the multi-brand market potential, promotion through attractive celebrity endorsement can help to achieve the goal.

Meaningful information can highly attract towards the product endorsed by the celebrity, therefore, it is recommended that combination of celebrity along with edification can enrich product promotion.

X. CONCLUSION

The study evaluated the influence of celebrity endorsements on buying multi-brand consumers goods among respondents in Coimbatore. Using convenient sampling with 212 samples consumers, the article is carried out to find the influence of celebrity endorsement and their purchase intention of multi brand products. It is evident that advertisement media, promotional measures through advertisement, impact of celebrity endorsement have highly influenced the consumers purchase intention of multi-brand products in Coimbatore.

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