

# **A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOUR OF CUSTOMERS**

A project report submitted to the Mahatma Gandhi University, Kottayam in partial fulfilment of the requirements for the award of Bachelor's degree in commerce.

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**CERTIFICATE**

*Certified that this is a bonafide report of the project work undertaken by Shraya Sunny (Reg. No. 170021083315) , Shybi Mariam Thomas (Reg. No. 170021083317), Simi P Sunny (Reg. No. 170021083318) , Sini George (Reg. No. 170021083319), Sithara K Joseph (Reg. No. 170021083320) of B. Com Semester VI, in partial fulfilment of the requirements for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.*

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## DECLARATION

*We do hereby declare that the project titled “**A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOUR OF CUSTOMERS**” is a bonafide report of the project work undertaken by us in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of Jinta Thomas, Lecturer Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted by us anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of our knowledge and belief.*

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# CHAPTER-1

## **1.1 INTRODUCTION**

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability of commercials.

Celebrity is a person involved with film industry, television, sports, politics, business, or who is an artist or a person from the military. In this modern age of marketing, celebrity may also be an animated character. Celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed and who uses this public recognition on the behalf of a consumer good by appearing with it in an advertisement.

With each day passing, the number of celebrities involved in endorsing products and services also increases. Perhaps it has become one of the most important tools of advertising. Celebrities are considered to bring attention towards a particular advertisement due to their likeability and attractiveness .Marketers use celebrities to influence the purchase decision of consumers in order to increase sales and expand market share. Celebrities are those people who enjoy public recognition among a large group of people and possess distinctive qualities like attractiveness and trustworthiness.

Celebrity endorsement business is a billion-dollar industry today. India is the only place where celebrities are not only loved but also worshipped.

Today celebrity endorsement becomes the multimillion industries in the world. Marketers endorse celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impact on their buying behaviour.

This research study focuses on the celebrity endorsement and its impact on the customer's buying behaviour and their perception regarding the product or brand of the company.



## **1.2 OBJECTIVES OF THE STUDY**

- To analyse the perception of customers about the celebrity endorsement.
- To find out the relationship between celebrity endorsement and customer buying behaviour.
- To analyse which factor of the celebrities attracts the public.
- To arrive at meaningful conclusion of study.

## **1.3 SIGNIFICANCE OF THE STUDY**

Nowadays a lot of advertisements are endorsed by the celebrities. Even celebrities are endorsing multi brands. It has created a great confusion in the mind of the customers regarding the purchase of the product. This study helps to understand whether celebrity endorsement is able to influence the buying behaviour of the customers or not. Further, the study will also cover consumer perception towards celebrity endorsement. The focus is to analyse the behavioural pattern and the impact of celebrity endorsements on the purchase attitude of the consumers towards various products.

## **1.4 SCOPE OF THE STUDY**

- 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.
- Identifying the key factors which may influence consumers buying behaviour through celebrity endorsement.

## **1.5 STATEMENT OF THE PROBLEM**

- The main aim of this research is to find out the impact of celebrity endorsement on the buying behaviour of customers.

- This study points out that Celebrities can make mistakes and when they do, they can affect the brands they endorse.
- Consumers may focus on the celebrity, not on the product.

## **1.6 RESEARCH METHODOLOGY**

The study is designed as an exploratory one based on sampling methods. Both primary and secondary data have been used in this study.

### **PRIMARY DATA-**

The primary data has been collected through structured questionnaire on convenience sampling and the primary data was collected from 60 respondents .

### **SECONDARY DATA-**

The secondary data used for the study has been collected from different sources of literature like journals, magazines, textbooks, and internet.

### **SAMPLE SIZE-**

In this survey the sample size decided was 60 respondents. The sampling technique used for the study is convenience sampling. Convenience sampling is a type of non probability sampling which involves the sample being drawn from that part of the population which is close to hand.

## **1.7 LIMITATIONS OF THE STUDY**

- The respondent's opinion might be influenced by personal bias.
- Many respondents were very critical about the social system so they are very biased toward using any celebrity in the advertisement at all.
- The sample size was limited.
- Responses were taken majorly from young people only.

## **1.8 CHAPTERISATION**

- CHAPTER 1- INTRODUCTION
- CHAPTER 2- REVIEW OF LITERATURE AND  
THEORITICAL FRAMEWORK
- CHAPTER 3- DATA ANALYSIS AND INTERPRETATION
- CHAPTER 4- FINDINGS ,SUGGESTIONS AND CONCLUSION

## **CHAPTER-2**

### **REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK**

#### **2.1 REVIEW OF LITERATURE**

1. The Hong Kong Polytechnic University 2012 conducted a study on “Effects of celebrity endorsement on consumer purchasing intention of apparel products”. In this research, the analysis usually focuses on investigating the significant difference between genders. However, the results showed that there is not much significant difference between genders in the purchase intention. As a result, there must be other factors rather than genders which can affect consumers’ purchase intention under the effects of celebrity endorsement. For example, age, occupation or income level. Besides, focus group, in-depth interview and other exploratory research are highly recommended for the company who want to investigate the effect of a particular celebrity to a specific kind of products.
2. Piyush Rawtani researched on “Celebrity endorsement and brand building” and revealed that Celebrities have always been the easiest way for a new product launch (consumer goods) and will remain to do so in the near future on account of their mass appeal and a world full of star stuck loyal fans. But the impact on the brand is much greater than just an advertisement showing a celebrity. We have seen that the correct choice of a celebrity can surely increase sales but when it comes to long term loyalty and impact on the brand, the effect is yet somewhat debatable. In the end, the product must deliver for the customer, no matter who endorses the product, if the customer does not see himself getting value from his purchase, he will not buy it. But yes, celebrities over time can influence the loyalty and make a person friendlier to a brand.

3. Robert van Bournemouth University – United Kingdom  
Fachhochschule Heilbronn – Germany studied on research title “Analysis of celebrity endorsement as an effective destination marketing tool”. A study was conducted on this topic and the findings depicted that Commercial businesses use celebrities with target customer segments to increase the appeal of their offerings. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management. The use of celebrities as spokespeople in advertisements constitutes a significant investment in intangible assets by the sponsoring organization, an investment that management hopes to offset with greater future sales revenues and profits.
4. Dr. Sushil Kumar Rai, Ashish Kumar Sharma conducted a study on “Celebrity attributes and influence on consumer behaviour” on Shekhawati Region of Rajasthan. They concluded that Celebrity Controversy, Gender and Profession have no significant influence on consumer behaviour whereas Celebrity Attractiveness, Credibility, Performance, Popularity and Territory significantly influence consumer behaviour. Furthermore, it was proved through regression analysis that credibility of the celebrity has maximum effect on consumer behaviour. Hence, marketing firms must preferably select those celebrities who command a high credibility in the minds of consumers. These outcomes clearly show that various dimensions engaged in celebrity studies have both positive and negative effects on buying behaviour of consumers.
5. Muhammad Amir Adam and Nazish Hussain conducted a study on “Impact of celebrity endorsement on consumer’s buying behaviour”, this behaviour judges the purchase intention of consumers in the field of cosmetics, and this research only focuses on the buying intention of the female segment. The findings of this research report shows that the element of credibility (which is composed of expertise and trustworthiness) of the celebrity positively affects consumers intention to purchase cosmetics. Celebrities also transfer meanings to the product that positively influences consumer’s intention to buy cosmetics .This meaning transferred indicates that consumers start accepting that celebrity endorsed cosmetics makes them feel classy and glamorous and also perceive such cosmetics as a symbol of status. This research also shows that people get more attracted towards celebrity endorsed advertisements than the ones that doesn’t have celebrities into them which ultimately leads them to recall the products much easier because celebrities appeared into those advertisements.

## **THEORITICAL FRAMEWORK**

### **Consumer buying decision**

Buying decision refers to the probability that a customer would buy the brand. Purchaser conduct means customer identifying their need then start investigating for alternatives then selecting the appropriate one and then buy that product use the product and then discard that and then on the basis of past experience decision to repurchase the same or switch on other one will takes place.

### **Who is a Celebrity?**

A celebrity is a well known personality who enjoys public recognition by a large share of a certain group of people. Celebrities are popular figures and recognized by a large number of people. Good looks, attractive lifestyles and special skills are some of the features of celebrities.

“A celebrity endorser is an individual who is known by the public for his or her achievements in an area other than that of producing class endorsed”- Friedman

Celebrity is a person who has a spark to grab the attention of viewers, fascinate them and produce desired actions from general public towards items. Thus, the term superstar’s advocacy means the marketing strategy of using famous persons to advocate brands. Celebrity advocacy proved to be a helpful tool in promoting the deals related to brand, in bringing desired sentiments towards brands and creating the recognition of proprietary name. Well recognized individuals speaking about any brand create a great degree of appeal and public’s trust on such speech would be much higher than on those speeches made by any unknown model

### **Celebrity Advertising – The Concept**

Using celebrities in advertisements is one of the successful marketing communication strategies practiced by marketers. Majority of companies in India is

using film stars sports stars, anchors and musicians for endorsing their products or brands. Celebrity advertising helps to create informational and emotional impact on its viewers. By imparting informational impact it helps to enhance awareness about the product or brand. Through emotional impact celebrity advertising creates strong emotional linkage between the viewers and the celebrity endorser. The advertising message delivered by the spoke persons creates a positive appeal, attention, brand recall, recognition and it can easily grab the attention of consumers.

## **Celebrity Endorsements- The Key Attributes**

### **1. Match up factor**

Match factor implies that celebrity and the product match and the effectiveness of celebrity endorsement is largely influenced by the celebrity product match up factor. The marketer has to consider only the right celebrity for the right product. Putting the right celebrity for the right brand is an art, if it is applied in a right manner its result will be promising. The celebrity should be matched with the target audience also. The consumers may evaluate the credibility and the achievements and performance of the celebrity. So there should be a proper fit between the target consumers and product.

### **2. Expertise of the Celebrity**

Expertise of the celebrity refers to the extent of knowledge the celebrity is perceived to have regarding the subject on which he or she is communicating.

### **3. Popularity of the celebrity**

Popularity of an endorser is a crucial factor. A person who proved his ability in arts, sports, film etc. is considered as celebrity. People have a tendency to commensurate the personalities of the celebrity with the brand.

### **4. Credibility of the Celebrity**

The credibility components like trustworthiness, attractiveness and expertise are interconnected with other traits of celebrity and the image dimension which reflects good qualities. E.g. pleasant, wise, educated etc. produce sincere and positive attitude of the celebrity in consumers mind. The source credibility model holds that a

messages effectiveness is based on the perceived level of expertise and trustworthiness the customers have in an endorser .

### **5. Trustworthiness of the Celebrity**

Trustworthiness can be defined as the extent to which the endorser is perceived to be believable, honest and dependable. Greater the proportion of these aspects higher will be the likelihood of the endorser to be selected by the advertisers. It simply refers to the faithfulness and reliability of the spoke person.

### **Superstar vs. Non-Superstar Endorsement**

Past researches showed that celebrities speeches favouring brands results in more powerful and productive influence than those speeches done by non-celebrities .The ultimate objective of taking superstars support is to build a desired brand image and desired behaviour of customers towards that brand. As opposed to this, superstar endorsers have built up a character and identity of themselves as time passes. Prior investigations about superstars advocacy proves when contrasted with non-superstar advocator, superstar's advocator has created greater certifiable practices toward advertising and expanded purchasing target.

### **Positives of Celebrity Endorsement**

A good number of companies are adopting celebrities as spoke persons to endorse their brands. It is considered as a powerful tool of persuasion. Companies are spending huge amounts to capture attractive, elegant, experienced and expert celebrities by expecting the following advantages.

#### **➤ Enhance brand equity**

Appearance of a well known celebrity in an advertisement increases the value of brand. As a results brand loyalty, brand association, brand preference, brand insistence will be higher.

#### **➤ Attitudinal change**



Celebrity endorsement helps to change the negative attitude to positive attitudes. Many studies proved that the presence of celebrities in advertisement influenced positively and consumer's attitudes towards a brand can be changed.

➤ **New dimension for a brand**

It helps to new dimensions to the brand. The attributes of celebrities like credibility, trustworthiness and expertise enhances new dimension for a brand. It also helps to add wide reputation and market share of the brand.

➤ **Avoid culture road blocks**

Culture road block can be manipulated by using celebrity with worldwide reputation.

➤ **Improved brand credibility**

Proper usage of celebrities (congruence between brand and product) in advertisement helps to build brand credibility and there by increased sale and better profitability. Celebrity is able to build independent brand credibility in a short period of time.

### **Factors influencing purchase decision**

There are three factors that influence buyer conduct. Such factors play an important role on consumer buying behaviour. Social factors include the social gathering or surrounding, culture and subculture, friends, relatives, family, colleagues. These people have a great influence on the buying behaviour of consumers. Mental factors mean the internal state of mind or the way of thinking of customer. It includes inspiration, recognition, learning and state of mind of buyer or client. Personal or individual factors incorporate individual's statistical elements, way of life, and situational factors.

**CHAPTER 3**  
**DATA ANALYSIS AND INTERPRETATION**

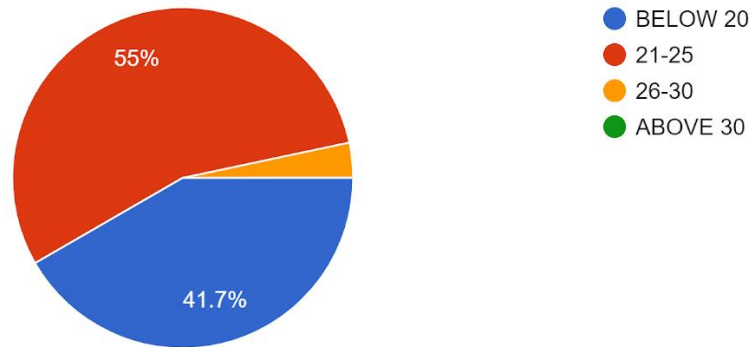
**Table 3.1 Age of the respondents.**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Below 20	25	41.7
21-25	33	55
26-30	2	3.3
Above 30	-	-

(Source-primary data)

**Fig 3.1 Age of the respondents.**

AGE  
60 responses



(Source –Table 3.1)

**INTERPRETATION**

Table 3.1 and fig 3.1 shows the percentage of respondents age limit. The study shows that 55% of the respondents fall under age limit of 21-25.

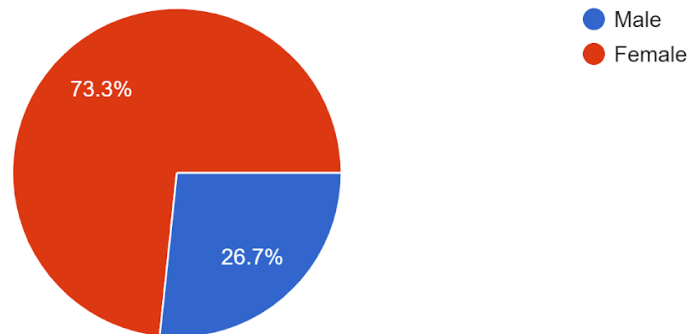
**Table 3.2 Gender of the respondents**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Male	16	26.7
Female	44	73.3

(Source – Primary data)

**Fig 3.2 Gender of the respondents**

GENDER  
60 responses



(Source –Table 3.2)

### **INTERPRETATION**

Table 3.2 and fig 3.2 shows the gender of the respondents. The study shows that 73.3% of the respondents are female and 26.7 % of the respondents are male.

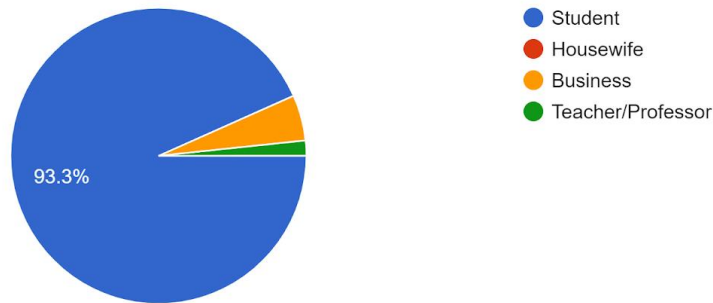
**Table 3.3 Occupation of the respondents**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Student	56	93.3
Housewife	-	-
Business	3	5
Teacher/Proffessor	1	1.7

(Source-Primary data)

**Fig 3.3 Occupation of the respondents**

OCCUPATION  
60 responses



(Source –Table 3.3)

## **INTERPRETATION**

Table 3.3 and fig 3.3 shows the occupation of the respondents. The study shows 93.3% of the respondents are students, 5% business and 1.7% are teachers/professors.

**Table 3.4 Time spent**

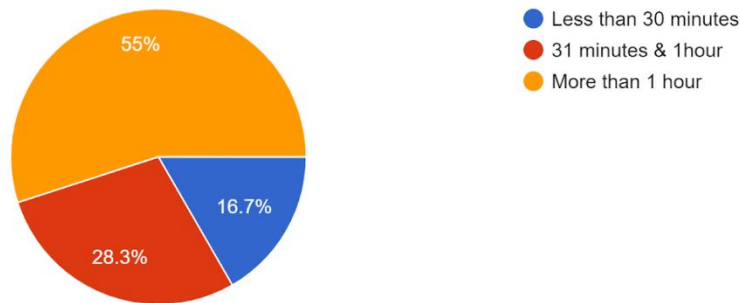
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Less than 30 min	10	16.7
31 min-1 hr	17	28.3
More than 1 hr	33	55

(Source-Primay data)

**Fig 3.4 Time spent**

How much time do you spent daily towards your preferred Media?

60 responses



(Source-Table 3.4)

## **INTERPRETATION**

Table 3.4 and fig 3.4 shows the time spent daily by the respondents on their preferred media. The study shows 55% of the respondents spent more than 1 hr daily on their preferred media whereas 28.3% spent 31min- 1 hr daily and 16.7% spent less than 30 min daily on their preferred media.

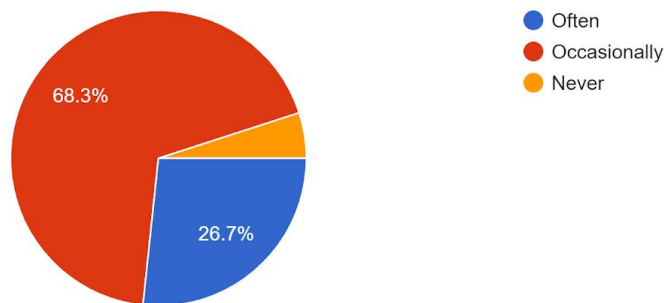
**Table 3.5 How often respondents watch advertisements**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Often	16	26.7
Occasionally	41	68.3
Never	3	5

(Source – Primary data)

**Fig 3.5 How often respondents watch advertisements**

How many times do you watch advertisements on following media?  
60 responses



(Source-Table 3.5)

## **INTERPRETATION**

Table 3.5 and fig 3.5 shows how often respondents watch advertisements. The study shows 68.3% of the respondents occasionally watch advertisements, 16% often watch advertisements and 5% never watch advertisements on media.

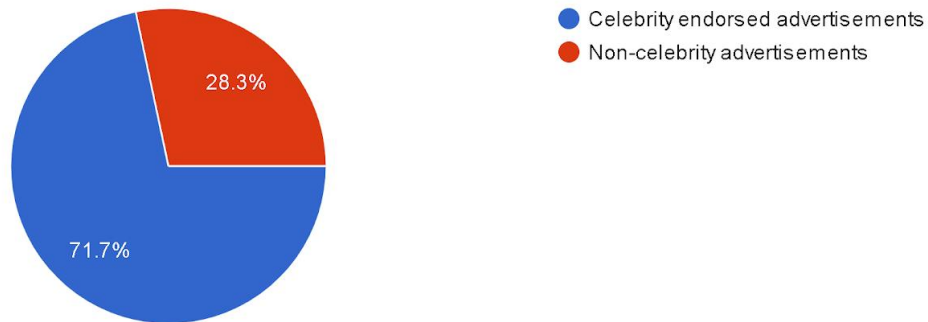
**Table 3.6 Type of advertisements attracting customers**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Celebrity endorsed advertisement	43	71.7
Non celebrity endorsed advertisement	17	28.3

(Source-Primary data)

**Fig 3.6 Type of advertisements attracting customers**

What attracts you more?  
60 responses



(Source-Table 3.6)

## **INTERPRETATION**

Table 3.6 and fig 3.6 shows what type of advertisements attract the respondents. The study shows 71.7% of the respondents prefer celebrity endorsed advertisements whereas 28.3% prefer non celebrity advertisements.

**Table 3.7 Preference on Celebrity endorsing brand**

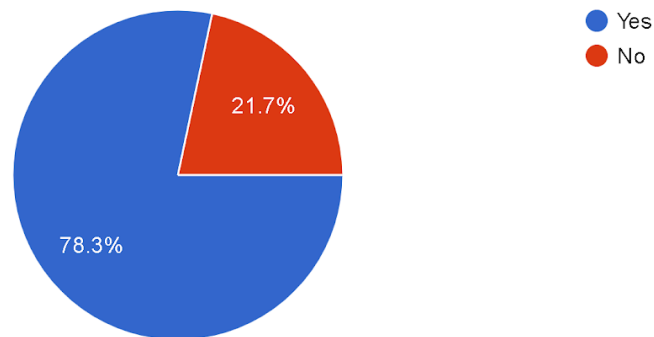
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Yes	47	78.3
No	13	21.7

(Source-Primary data)

**Fig 3.7 Preference on Celebrity endorsing brand**

Do you like to see any celebrity endorsing the brand on media?

60 responses



(Source table-3.7)

## **INTERPRETATION**

Table 3.7 and fig 3.7 shows whether respondents like to see any celebrity endorsing the brand on media. The study shows 78.3% prefer to see celebrity endorsing the brand on media whereas 21.7% doesn't prefer to see celebrity endorsing the brand on media.



**Table 3.8 Medium**

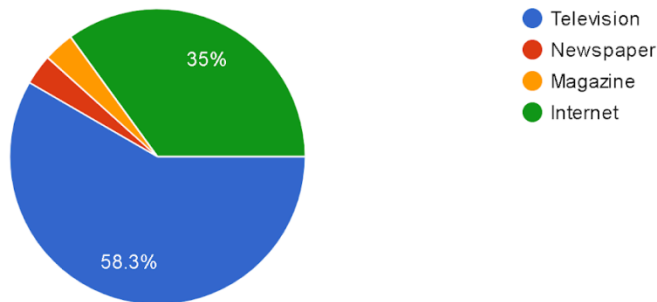
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Television	35	58.3
Newspaper	2	3.3
Magzines	2	3.3
Internet	21	35

(Source-Primary data)

**Fig 3.8 Medium**

Which of the following medium do you think is more likely to convey Celebrity endorsement advertisements?

60 responses



(Source -Table 3.8)

## **INTERPRETATION**

Table 3.8 and fig 3.8 shows which medium is most likely to convey celebrity endorsement advertisement. The study shows 58.3% for television, 3.3% for newspaper, 3.3% for magazine and 35% for internet.

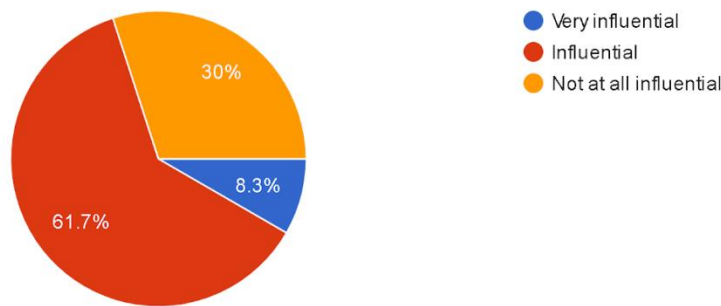
**Table 3.9 Celebrity influencement in connection with a product**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Very influential	5	8.3
Influential	37	61.7
Not at all influential	18	30

(Source –Primary data)

**Fig 3.9 Celebrity influencement in connection with a product**

Have you been influenced or felt influenced by a celebrity in connection with a certain product?  
60 responses



(Source-Table 3.9)

### **INTERPRETATION**

Table 3.9 and fig 3.9 shows how respondents have been influenced/felt influenced by a celebrity in connection with a certain product. The study shows 61.7% of the respondents felt influenced, 30% felt not at all influenced and 8.3% felt very influential.

**Table 3.10 Opinion**

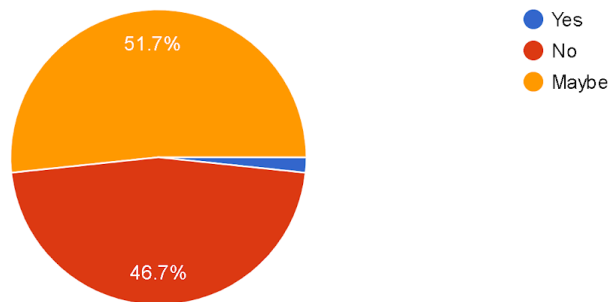
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Yes	1	1.7
No	28	46.7
Maybe	31	51.7

(Source-Primary data)

**Fig 3.10 Opinion**

Do you think, celebrity give a true picture of products through advertisements?

60 responses



(Source-Table 3.10)

## **INTERPRETATION**

Table 3.10 and fig 3.10 shows how many respondents think that celebrity's gives a true picture of the product through the advertisement. The study shows 51.7% thinks maybe, 46.7% thinks no and 1.7% of the respondents think that celebrity's don't give a true picture of the product.

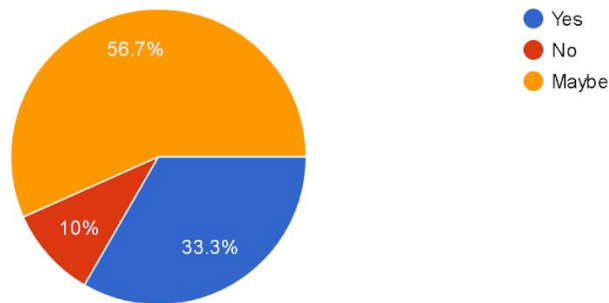
**Table 3.11 celebrity advertisements and product sales**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Yes	20	33.3
No	6	10
Maybe	34	56.7

(Source-Primary data)

**Fig 3.11 celebrity advertisements and product sales**

Do you think, product sales are higher because of celebrity advertisement?  
60 responses



(Source-Table 3.11)

## **INTERPRETATION**

Table 3.11 and fig 3.11 shows whether respondents think product sales are higher because of celebrity advertisement. The study shows 56.7% think maybe, 1% think no and 33.3% thinks yes.

**Table 3.12 Factors influencing purchase decisions**

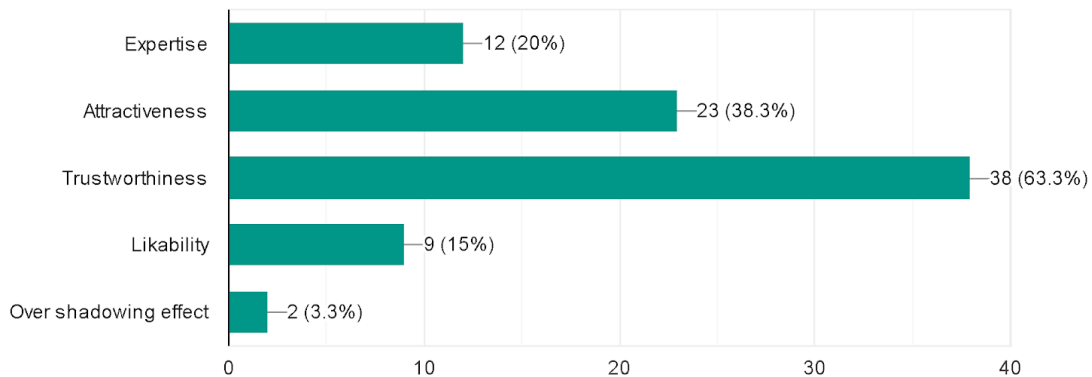
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Expertise	12	20
Attractiveness	23	38.3
Trustworthiness	38	63.3
Likability	9	15
Over shadowing effect	2	3.3

(Source-Primary data)

**Fig 3.12 Factors influencing purchase decisions**

What are the factors that influence your purchase decision?

60 responses



(Source-Table 3.12)

## INTERPRETATION

Table 3.12 and fig 3.12 shows the factors that influence the purchase decision of the respondents. The study shows that 63.3% thinks trustworthiness, 38.3% attractiveness, 20% expertise, 15% likability, 3.3% overshadowing effect as the factors that influence their purchase decision.

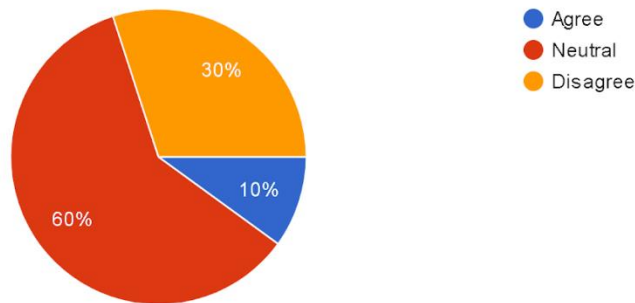
**Table 3.13 Celebrities use products they endorse**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Agree	6	10
Neutral	36	60
Disagree	18	30

(Source-Primary data)

**Fig 3.13 Celebrities use products they endorse**

Do you think celebrities really use the product endorsed by them in real life?  
60 responses



(Source –Table 3.13)

## **INTERPRETATION**

Table 3.13 and fig 3.13 shows whether the respondents think celebrities really use the products they endorse or not. The study shows that 60% are neutral, 30% disagree and 10% agree that celebrities really use the products they endorse.

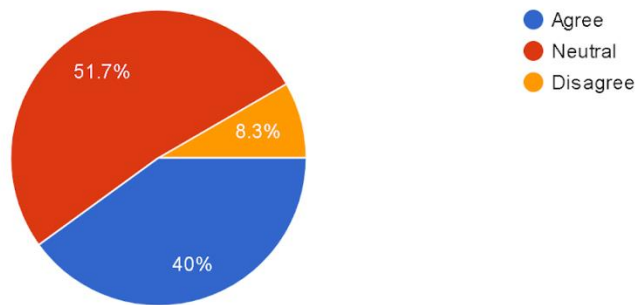
**Table 3.14 Impact of negative publicity on purchase behavior**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Agree	24	40
Neutral	31	51.7
Disagree	5	8.3

(Source-Primary data)

**Fig 3.14 Impact of negative publicity on purchase behavior**

How will you agree that negative publicity affect your purchase behavior?  
60 responses



(Source-Table 3.14)

## **INTERPRETATION**

Table 3.14 and fig 3.14 shows how negative publicity affect the purchase behaviour. The study shows that 51.7% think neutral, 40% agree and 8.3% disagree.

**Table 3.15 Celebrities help you recognize the product**

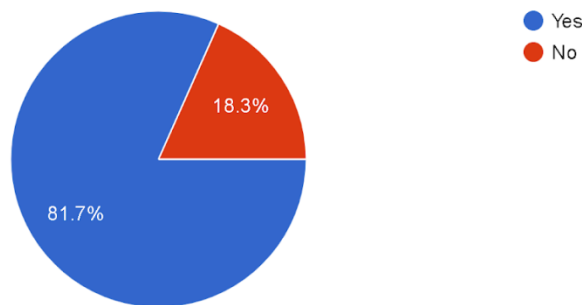
<b>PARTICULARS</b>	<b>RESPONDENT</b>	<b>PERCENTAGE(%)</b>
Yes	49	81.7
No	11	18.3

(Source –Primary data)

**Fig 3.15 Celebrities help you recognize the product**

Does the presence of celebrities in the advertisement help you recognize and recall the product more promptly?

60 responses



(Source-Table 3.15)

### **INTERPRETATION**

Table 3.15 and fig 3.15 shows the opinion of the respondents on whether celebrities help them recognize and recall the product or not. The study shows that 81.7% agree that celebrities do help them recognize a product and 18.3% disagree.



**Table 3.16 Feeling while using celebrity endorsed products**

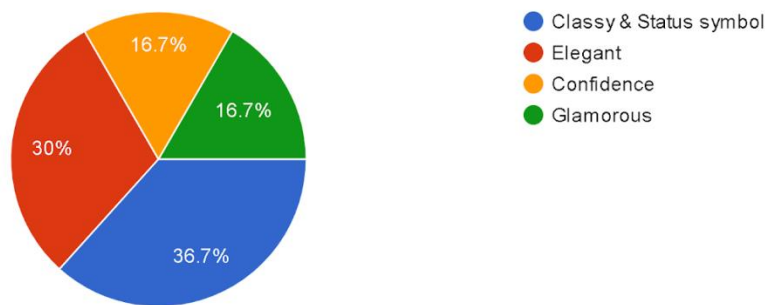
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
Classy and status symbol	22	36.7
Elegant	18	30
Confidence	10	16.7
Glamorous	10	16.7

(Source-Primar data)

**Fig 3.16 Feeling while using celebrity endorsed products**

What do you feel when you use celebrity endorsed products?

60 responses



(Source-Table 3.16)

## **INTERPRETATION**

Table 3.16 and fig 3.16 shows how the respondents feel when they use celebrity endorsed products. The study shows that 36.7% considers it as classy and status symbol, 30% consider it as elegant, 16.7% feels confident and 16.7% feels glamorous.

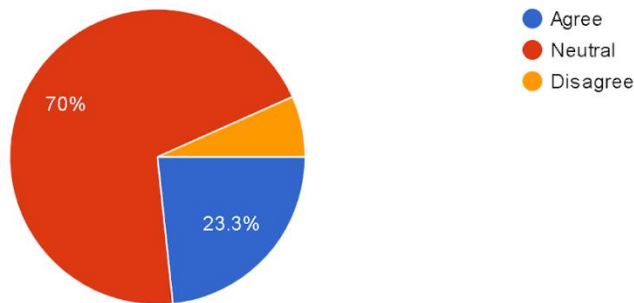
**Table 3.17 Satisfaction level of respondents**

PARTICULARS	RESPONDENTS	PERCENTAGE (%)
Agree	14	23.3
Neutral	42	70
Disagree	4	6.7

(Source-Primary data)

**Fig 3.17 Satisfaction level of respondents**

In overall, I'm happy with purchasing products or services advertised by celebrities.  
60 responses



(Source-Table 3.17)

### INTERPRETATION

Table 3.17 and fig 3.17 shows the satisfaction level of respondents while purchasing products or services advertised by celebrities. The study shows that 70% of the respondents feel neutral, 23.3% agree and 6.7% disagree.

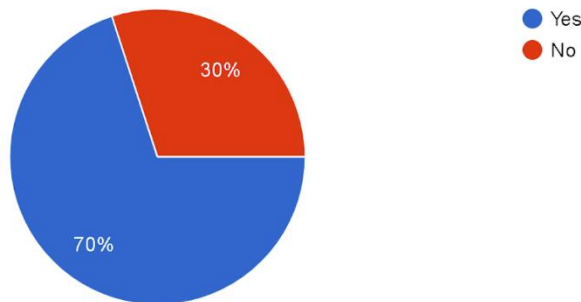
**Table 3.18 Effectiveness of celebrity endorsement**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	42	70
No	18	30

(Source-Primary data)

**Fig 3.18 Effectiveness of celebrity endorsement**

Is celebrity endorsement effective for purchasing the product?  
60 responses



(Source-Table 3.18)

## **INTERPRETATION**

Table 3.18 and fig 3.18 shows whether celebrity endorsement is effective for purchasing the product or not. The study shows that 70% of the respondents agree and 30% disagree.

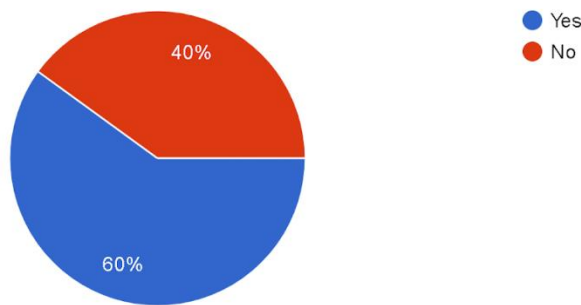
**Table 3.19 Recommendation of celebrity endorsed products**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	36	60
No	24	40

(Source-Primary data)

**Fig 3.19 Recommendation of celebrity endorsed products**

Do you recommend celebrity endorsed products to your friends/relatives?  
60 responses



(Source-Table 3.19)

## **INTERPRETATION**

Table 3.19 and fig 3.19 shows whether respondents are willing to recommend celebrity endorsed products to friends / relatives. The study shows that 60% of the respondents are willing to recommend celebrity endorsed products to friends / relatives whereas 40% are not willing to.

## CHAPTER-4

### FINDINGS, SUGGESTIONS & CONCLUSION

#### **FINDINGS**

- Around 55% of the respondents fall under age limit of 21-25.
- 73.3% of the respondents are female and 26.7 % of the respondents are male.
- The study shows 93.3% of the respondents are students,5% business and 1.7% are teachers/professors.
- Around 55% of the respondents spent more than 1 hr daily on their preferred media whereas 28.3% spent 31min- 1 hr daily and 16.7% spent less than 30 min daily on their preferred media.
- 68.3% of the respondents occasionally watch advertisements , 16% often watch advertisements and 5% never watch advertisements on media.
- The study shows 71.7% of the respondents prefer celebrity endorsed advertisements whereas 28.3% prefer non celebrity advertisements.
- 78.3% prefer to see celebrity endorsing the brand on media whereas 21.7% doesn't prefer to see celebrity endorsing the brand on media.
- Around 58.3% thinks that television is most likely to convey celebrity endorsement advertisement,3.3% think its newspaper ,3.3% magazine and 35% internet.
- The study shows 61.7% of the respondents felt influenced by a celebrity in connection with a certain product , 30% felt not at all influenced and 8.3% felt very influential.
- Around 51.7% thinks maybe celebrity's give a true picture of the product,46.7% thinks no and 1.7% of the respondents think that celebrity's don't give a true picture of the product.
- 56.7% think maybe product sales are higher because of celebrity advertisement ,1% think no and 33.3% thinks yes.
- The study shows that 63.3% thinks trustworthiness ,38.3% attractiveness,20% expertise,15% likability,3.3% overshadowing effect as the factors that influence their purchase decision.
- 60% are neutral, 30% disagree and 10% agree that celebrities really use the products they endorse.

- 51.7% think neutral on the fact that negative publicity affect the purchase behaviour,40% agree and 8.3% disagree.
- The study shows that 81.7% agree that celebrities do help them recognize a product and 18.3% disagree.
- 36.7% considers it as classy and status symbol,30% consider it as elegant,16.7 % feels confident and 16.7% feels glamorous when they use celebrity endorsed products.
- The study shows that 70% of the respondents feel neutral about the satisfaction level while purchasing products or services advertised by celebrities, 23.3% agree and 6.7%disagree.
- 70% of the respondents agree that celebrity endorsement is effective for purchasing the product and 30% disagree.
- The study shows that 60% of the respondents are willing to recommend celebrity endorsed products to friends / relatives whereas 40% are not willing to.

## **SUGGESTIONS**

- Celebrity endorsements will be more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand.
- Celebrity endorsements will be more effective when the ad execution is simple, clean and understandable.
- Celebrity endorsement through media should be encouraged rather than non media advertising.
- Celebrity endorsements will be more effective when it is done through television and internet.
- Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.
- Celebrity endorsers will be more effective for brands for which consumers have limited knowledge/facts.
- Celebrity endorsements will be more effective when there are not frequent changes in celebrities who are endorsing the products.
- Endorsements will be more effective when celebrities are used rather than non celebrities.
- Brands should be honest with their endorsements as customers consider trustworthiness as the factor that influence them to make the purchase decision
- Celebrity endorsements will be more effective when famous celebrities like sportspersons, film stars are used for endorsements.

## **CONCLUSION**

This study was based on the impact of celebrity endorsement on the buying behaviour of customers. From this study it is concluded that Celebrity endorsement does have a positive impact on the buying behaviour of customers.

Celebrity endorsement has totally changed the nature of advertising in recent years, and has become one of the most important tools of advertising. Such endorsements can help the marketer to understand consumer reactions towards a particular celebrity. Since majority of the respondents of the present study consists of students, the result is slightly skewed towards youngsters who support celebrity endorsements more than the elders do. Both male and female respondents supported celebrity endorsements.

The study shows that the customers have felt influenced by a celebrity in connection with a product. Majority of the customers come across advertisements occasionally, thus advertisements are a good way to educate the public about a brand. The study shows that 58.3% consider television as the medium that is most likely to convey celebrity endorsed advertisement. Further it is concluded that customers prefer celebrity endorsed advertisements than non celebrity endorsed advertisements. Celebrities encourage customers to use a particular brand as they trust the celebrity endorsed brand.



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## APPENDIX

### QUESTIONNAIRE

#### IMPACT OF CELEBRITY ENDORCEMENT ON THE BUYING BEHAVIOUR OF CUSTOMERS

1. Age

Below 20       21-25       26-30       Above 30

2. Gender

Male       Female

3. Occupation

Student       Housewife   
Business       Teacher/Professor

4. How much time do you spent daily towards your preferred Media?

Less than 30 Minutes       31 minutes & 1 hour       More than 1 hour

5. How many times do you watch advertisements on following media?

Often       Occasionally       Never

6. What attracts you more?

Celebrity endorsed advertisements

Non-celebrity advertisements

7. Do you like to see any celebrity endorsing the brand on media?

Yes

No

8. Which of the following medium do you think is more likely to convey Celebrity endorsement advertisements?

Television

Newspaper

Magazine

Internet

Others

9. Have you been influenced or felt influenced by a celebrity in connection with a certain product?

Very influential

Influential

Not at all influential

10. Do you think, celebrity give a true picture of products through advertisements?

Yes

No

May be

11. Do you think, product sales are higher because of celebrity advertisement?

Yes

No

May be

12. What are the factors that influence your purchase decision?

Expertise

Attractiveness

Trustworthiness

Likability

Over shadowing effect

13. Do you think celebrities really use the product endorsed by them in real life?

Agree

Neutral

Disagree

14. How will you agree that negative publicity affect your purchase behaviour?

Agree

Neutral

Disagree

15. Does the presence of celebrities in the advertisement help you recognize and recall the Product more promptly?

Yes

No

16. What do you feel when you use celebrity endorsed products?

Classy & Status symbol

Elegant

Confidence

Glamorous

17. In overall, I'm happy with purchasing products or services advertised by celebrities.

Agree

Neutral

Disagree

18. Is celebrity endorsement effective for purchasing the product?

Yes

No

19. Do you recommend celebrity endorsed products to your friends/relatives?

Yes

No



