

ANALYSING THE EFFECT OF BRAND AMBASSADOR ON PURCHASE DECISION & CONSUMERS BEHAVIOUR OF THE TELECOM SECTOR

Dr. RAJNI ARORA

Head, Bachelor of Business Administration, Faculty of Commerce & Management, Bhupal Nobles University, Udaipur, Rajasthan.

ABSTRACT

Companies for good market optering for in fluercing the coice of consumer are hiring big name as brand ambassador. The main objective of the paper is to make a detailed study of the impact of brand ambassador on purchase decision & consumer behaviour. In all 200 consumers were selected for the purpose of getting the sample from 2 cities of Rajasthan.

The results clearly show that there is a effect of brand Ambassador on consumer behaviour.

Keyword: CONSUMERS BEHAVIOR, BRAND AMBASSADOR, PURCHASE DECISION, TELECOM SECTOR.

INTRODUCTION

If you don't have a great idea, get a celebrity to endorse your product." But the solution is not simple as that. The whole subject of brand ambassador celebrity endorsement is in trainging.

A brand ambassador basically needs to fulfills the FRED objectives.

- (i) F – Familiarity – It means the target market is aware of him, finds him friendly, likeable and trust worthy.
- (ii) R – Relivance - It means that there should be a link between the endorser and the product as well between the endorser and audience.
- (iii) E – Esteem – The polio endorsement for example, is successful as the measures see him as a credible name – face – voice.
- (iv) D – Differentiation :- It means in all his projection he is seen to be one among the masses and yet he tower above them. He is different.

OBJECTIVES

1. To study the objective of having a brand admassador
2. To critically analyse the impact of educational status monthly income occupation district, age with references to the effect of brand Ambassador on Purhcase Decision.
3. To study the effect of brand Ambassador in context of purchase decision, purchase preference, brand selection & purchases evaluation.

HYPOTHESIS :

1. Purchase decision is dependent on Brand Ambassador.
2. There is a effect of Brand Ambassador on Consumer Behavior.

METHOD:-

In all 200 consumers were selected for the purpose of getting the required sample. For the study of we selected consumer from two cities of Rajasthan. The subject was selected as 100 consumers from Udaipur city and 100 consumers from Jaipur city.

The size of consumers was 100 from each city of Rajasthan, making the total of 200 consumers, its felt that the sample size is quite representative and adequate to allow confidence in the stability of the characteristics.

The respondents background characteristics are studied through frequency distribution. The variables undertaken for studying background characteristics are as follows :

- Educational Status,
- Monthly Income
- Occupation
- District
- Age

The tools used in this study are given below :

- (i) Personal observation and personal interviews
- (ii) Questionnaires

ANALYSIS:-

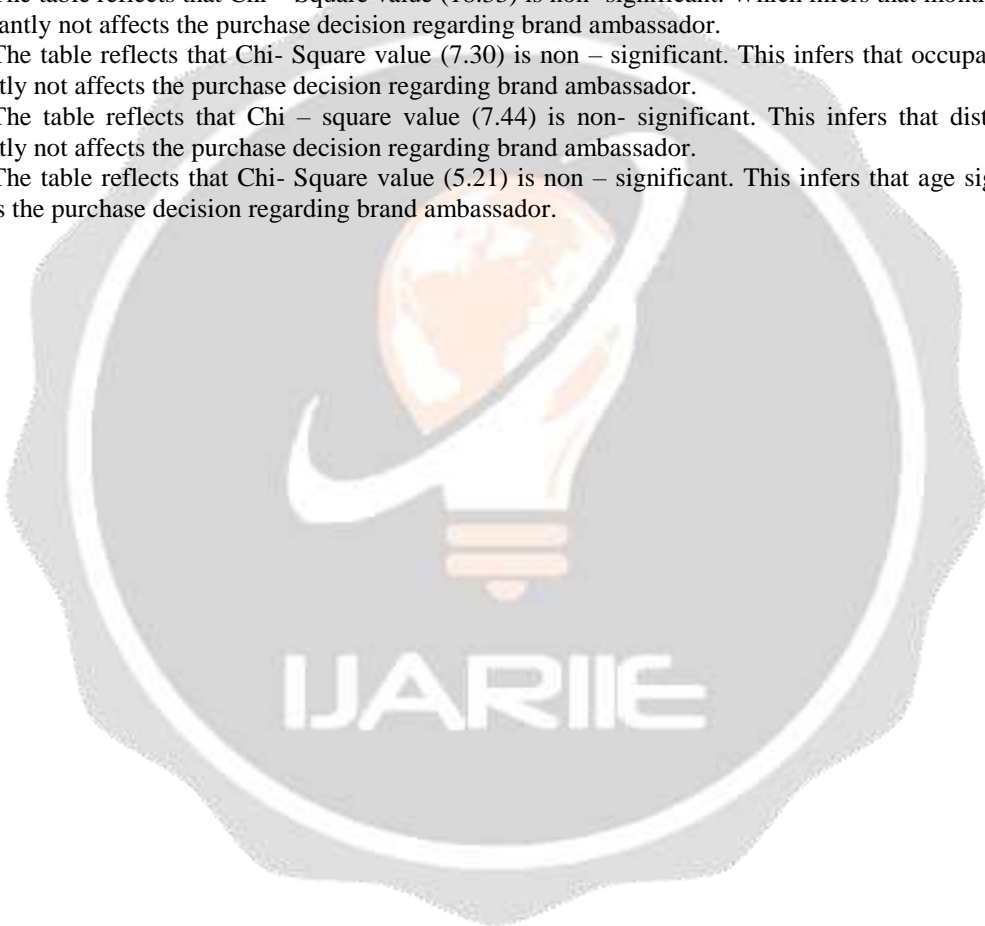
The table reflects that Chi – Square value (24.99) is significant at 0.05 level. Which infers that educational status is significant affects the purchase decision regarding brand ambassador.

The table reflects that Chi – Square value (18.33) is non- significant. Which infers that monthly income is significantly not affects the purchase decision regarding brand ambassador.

The table reflects that Chi- Square value (7.30) is non – significant. This infers that occupation status significantly not affects the purchase decision regarding brand ambassador.

The table reflects that Chi – square value (7.44) is non- significant. This infers that district (area) significantly not affects the purchase decision regarding brand ambassador.

The table reflects that Chi- Square value (5.21) is non – significant. This infers that age significantly not affects the purchase decision regarding brand ambassador.



RESULTS :-**Table 1 Effect of Brand Ambassador On Purchase Decision**

Background Characteristics	Exclusively	Considerably	Very Little	No Influence	f	%	Chi – Square
Educational Status							
Secondary	00.0	40.0	40.0	20.0	10	100	24.99 (0.05)
Higher Sec.	10.6	48.9	14.9	25.5	47	100	
Graduation	18.7	48.4	22.0	11.0	91	100	
P.G.	30.0	47.5	02.5	20.0	40	100	
Ph.D.	16.7	33.3	08.3	41.7	12	100	
Monthly Income							
> Rs. 5000	05.0	30.0	25.0	40.0	20	100	18.33 (NS)
Rs. 5000 to Rs. 10000	18.9	52.7	16.2	12.2	74	100	
Rs. 10000 to Rs. 15000	16.1	48.4	21.0	14.5	62	100	
Rs. 15000 to Rs. 20000	25.8	41.9	09.7	22.6	31	100	
above Rs. 20000	23.1	46.2	00.0	30.8	13	100	
Occupation							
Business	22.6	45.3	13.2	18.9	53	100	7.30 (NS)
Service	11.8	52.6	13.2	22.4	76	100	
Profession	21.1	42.3	22.5	14.1	71	100	
District							
Udaipur	15.0	47.0	23.0	15.0	100	100	7.44 (NS)
Jaipur	21.0	47.0	10.0	22.0	100	100	
Age							
Less than 25 years	16.7	33.3	16.7	33.3	12	100	5.21 (NS)
25 to 30 years	17.8	52.1	15.1	15.1	73	100	
30 to 35 years	15.0	45.0	21.7	18.3	60	100	
35 years & more	21.8	45.5	12.7	20.0	55	100	
Total frequency	36	94	33	37	200		
Total percentage	18.0	47.0	16.5	18.5	100		

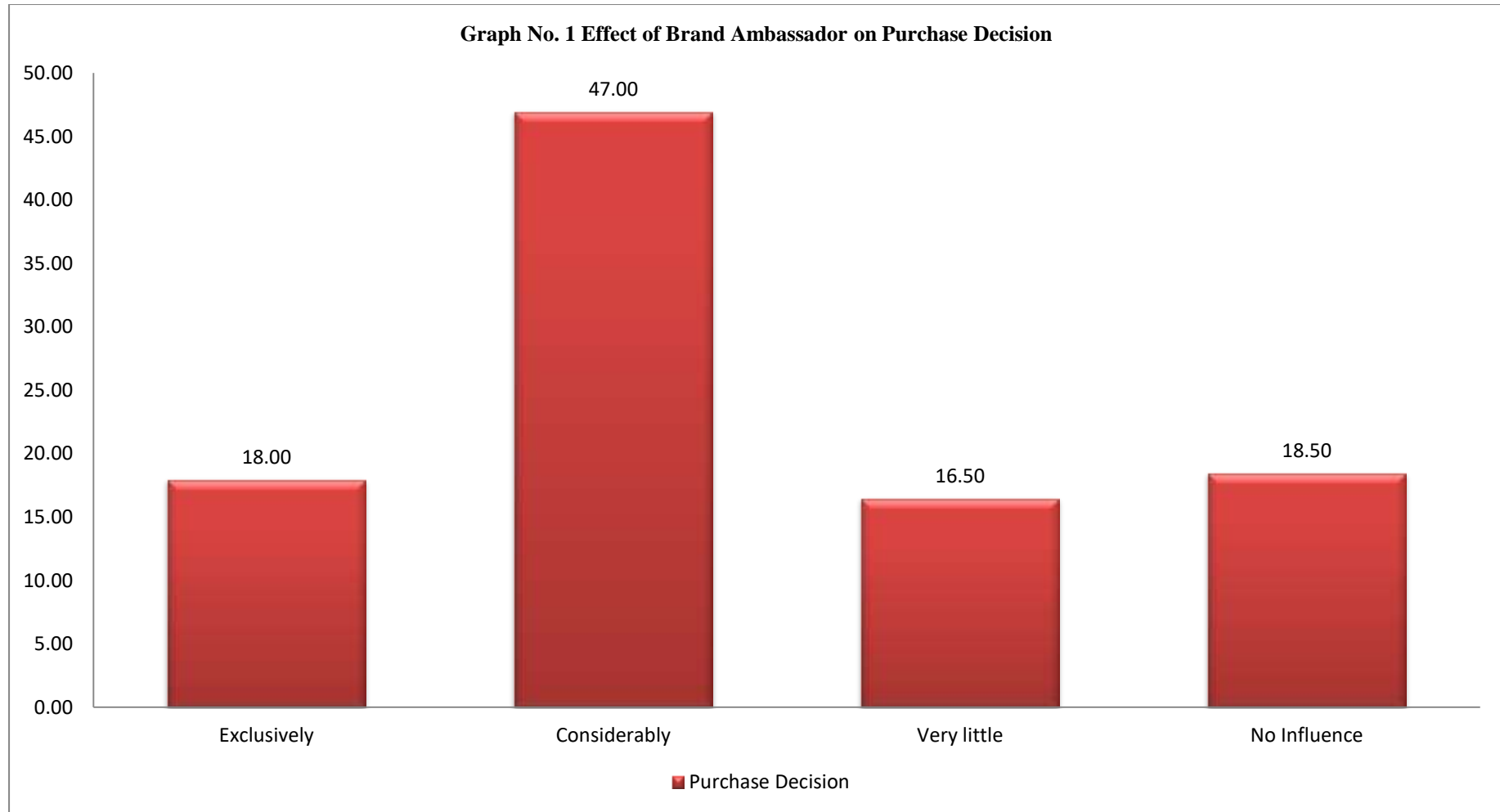


TABLE 2

Particulars		Exclusively	Considerably	Very Little	No Influence	Total	Mean weightage	Mean % Score
Purchase Decision	f	36	94	33	37	200	2.65	66.13
	percentage	18.00	47.00	16.50	18.50	100		
Purchase Preference	f	41	98	33	28	200	2.76	69.00
	percentage	20.50	49.00	16.50	14.00	100		
Purchase Selection	f	43	99	39	19	200	2.83	70.75
	percentage	21.50	49.50	19.50	9.50	100		
Purchase Evaluation	f	33	98	36	33	200	2.66	66.38
	percentage	16.50	49.00	18.00	16.50	100		
Total Consumer Behaviour	f	153	389	141	117	800	2.72	68.06
	percentage	19.13	48.63	17.63	14.63	100		



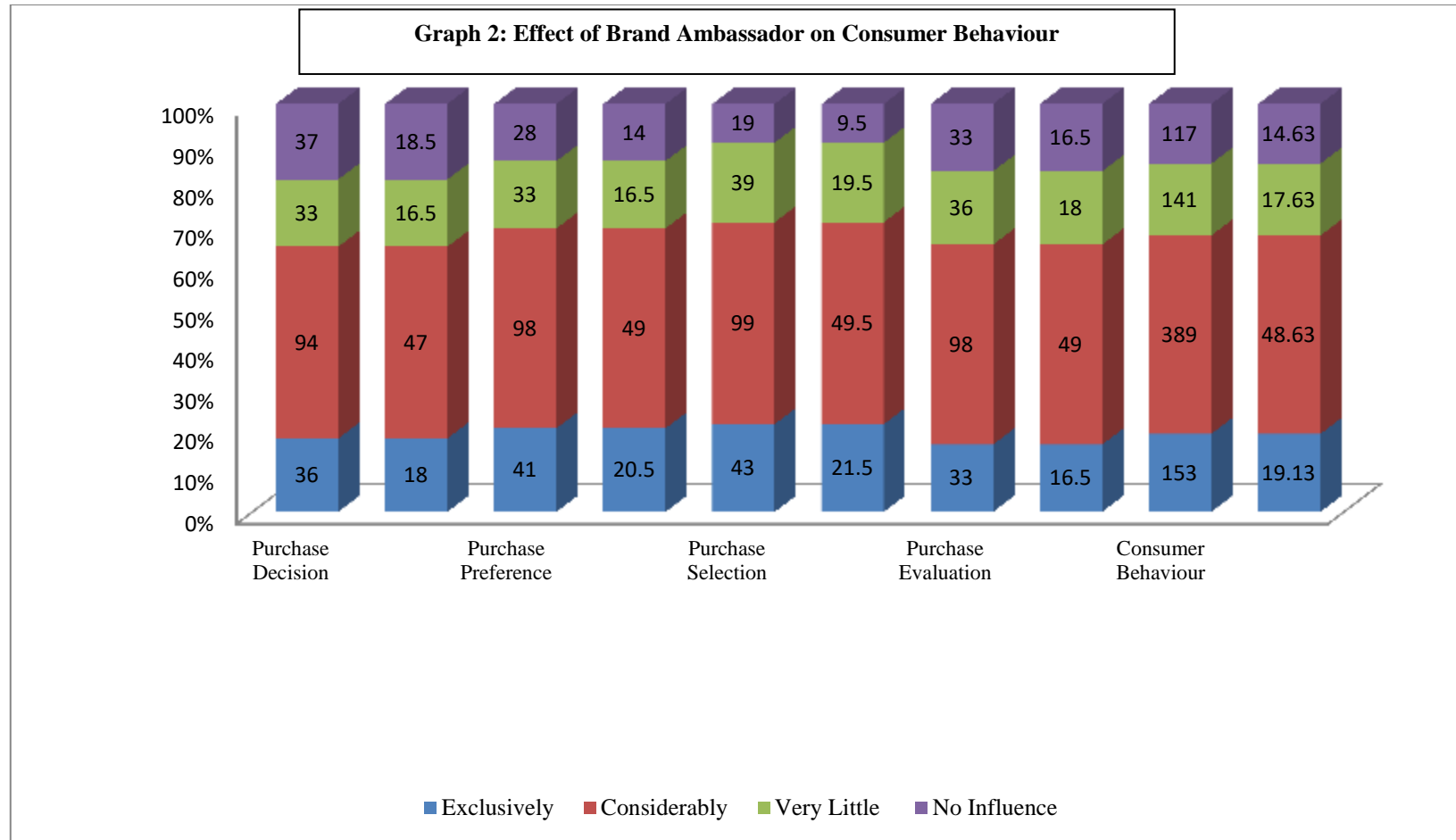


Table 2 and graph 2 indicates that 19.13% of total respondent's consumer behaviour was exclusively affected by brand ambassador. Where 48.63% was considerably and 17.63% was very less affected by brand ambassador. While 14.63% of total respondent's consumer behaviour was not affected by brand ambassador.

The mean weightage was found 2.72 and mean percentage score was found 68.06 which shows the consumer behaviour is affected by brand ambassador.

According to the purchase decision the tables indicates that 18.00% of total respondent's purchase decision was exclusively affected by brand ambassador. Where 47.00% was considerably and 16.50% of was very less affected by brand ambassador. While 18.50% of total respondent's purchase decision was not affected by brand ambassador.

The mean weightage was found 2.65 and mean percentage score was found 66.13 which shows the purchase decision is affected by brand ambassador.

According to the purchase preference the table indicates that 20.50% of total respondent's purchase preference was exclusively affected by brand ambassador. Where 49.00% was considerably and 16.50% was very less affected by brand ambassador. While 14.00% of total respondent's purchase preference was not affected by brand ambassador.

The mean weightage was found 2.76 and mean percentage score was found 69.00 which shows the purchase preference is affected by brand ambassador.

According to the purchase selection the table indicates that 21.50% of total respondent's purchase selection was exclusively affected by brand ambassador. Where 49.50% was considerably and 19.50% was very less affected by brand ambassador. While 9.50% of total respondent's purchase selection was not affected by brand ambassador.

The mean weightage was found 2.83 and mean percentage score was found 70.75 which shows the purchase selection is affected by brand ambassador.

According to the purchase evaluation the table indicates that 16.50% of total respondent's purchase evaluation was exclusively affected by brand ambassador. Where 49.00% was considerably and 18.00% was very less affected by brand ambassador. While 16.50% of total respondent's purchase evaluation was less affected by brand ambassador.

The mean weightage was found 2.66 and mean percentage score was found 66.38 which shows the purchase evaluation is affected by brand ambassador.

CONCLUSION :-

Effect of Brand Ambassador On Purchase Decision

- ❖ Out of total respondents 47.0% respondents are considerably affected by brand ambassador while 18.0% are affected exclusively and 16.5% are very little affected by the brand ambassador on purchase decision. In contrast to this 18.5% have shown no influence of brand ambassador on their purchase decision.
- ❖ Educational status is significantly affects the purchase decision regarding brand ambassador.
- ❖ Monthly income is significantly not affects the purchase decision regarding brand ambassador.
- ❖ Occupation status significantly not affects the purchase decision regarding brand ambassador.
- ❖ District (area) significantly not affects the purchase decision regarding brand ambassador.
- ❖ Age significantly not affects the purchase decision regarding brand ambassador.

EFFECT OF BRAND AMBASSADOR ON CONSUMER BEHAVIOUR

- ❖ According to the total respondent's consumer behaviour the mean weightage was 2.72 and mean percentage score was 68.06 which shows the consumer behaviour is affected by brand ambassador.
- ❖ According to the purchase decision the mean weightage was 2.65 and mean percentage score was 66.13 which shows the purchase decision is affected by brand ambassador.
- ❖ According to the purchase preference the mean weightage was 2.76 and mean percentage score was 69.00 which shows the purchase preference is affected by brand ambassador.
- ❖ According to the purchase selection the mean weightage was 2.83 and mean percentage score was 70.75 which shows the purchase selection is affected by brand ambassador.
- ❖ According to the purchase evaluation the mean weightage was 2.66 and mean percentage score was 66.38 which shows the purchase evaluation is affected by brand ambassador.

THERE IS AN EFFECT OF BRAND AMBASSADOR ON CONSUMER BEHAVIOR

The above hypothesis is accepted as the effect of brand ambassador on consumer behaviour is studied. The results shows that regarding the effect of brand ambassador on purchases decision mean percentage score is

66.13, for the purchase preference mean percentage score is 69.00, for the purchase selection mean percentage score is 70.75 and for the purchase evaluation mean percentage score is 66.38 and for total consumer behaviour mean percentage score is 66.06. It infers that above 66% of the respondents are with the view that the consumer behaviour is affected by brand ambassador. So this hypothesis is accepted.

The above hypothesis is accepted as the effect of customer care service on consumer behaviour is studied. The results show that regarding the effect of customer care service on purchase decision mean percentage score is 53.88, for the purchase preference mean percentage score is 60.75, for the purchase selection mean percentage score is 54.25 and for the purchase evaluation mean percentage score is 64.63 and for total consumer behaviour mean percentage score is 58.38. It infers that above 53% of the respondents are with the view that their consumer behaviour is affected by customer care service. So this hypothesis is accepted.

REFERENCES:

1. B.M. Mahajan: "Consumer behaviour in India- An econometric Study," Concept publishing Co., New Delhi.
2. Best. J.W. Research in education, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Clenn Walters. Consumer Behaviour, 3rd edition, 1.
4. David J. Luck & Ronald S. Robin : Marketing Research. Prentice-Hall of India Pvt. Ltd., 7th Ed.
5. David J. Rachman : " Marketing Strategy and Structure", Prentice-Hall Inc. Eaglewood, Clifff, New Jersey.
6. Donald S. Tuli, Marketing Research Measurements and methods, Meemillan publishing company, 4th ed..
7. Dr. Kumar (1999). Research Methodology, Educational Publisher, Agra, 1999, Second Ed., P. 2.
8. Gail, Tom: Application of consumer behaviour: readings and exercises – New Delhi: Prentice hall, 1984.
9. Good, Barr & Scates (1954). Methods of Research, Educational Psychology, New York, Appleton Century Crafts, Inc, (1954).
10. John C. Mowen : "Consumer behaviour", Mc. Millian Publishing Co., New York.
11. John F. Lytle: "What do your Customers really want?", Excel books, New Delhi, First Edition, 1994.
12. Margret Crimp (1981). Marketing research process, Prentice – Hall Inc., London, 1981.
13. Mehta, Nitin (2002). Essays on consumer search behavior, Ph.D., Carnegie Mellon University, 19, (2002).
14. Philip Kotler: "Marketing Management, Prentice Hall of India Pvt. Ltd. 9th Ed.
15. Ramaswamy V.S., Namakumari S. (2013). Marketing Management Analysis, Planning Implementation and Control The Indian Context, Macmillan India Ltd., Seventh. edition, pp. 355.
16. Websites : Google, lycrus, Northern Lights