

CUSTOMER PERCEPTION TOWARDS CELEBRITY ENDORSEMENT

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Every day consumers are exposed to a lot of images and voices in television, magazines, internet, billboard, newspapers, radio etc. Every brand tries to steal a fraction of consumer's attention to inform the features and attributes of his brand. So the plan is to find an element that will hook the consumer's attention and thus comes celebrity endorsements.

Celebrity endorsement cannot guarantee fool proof success. The celebrity endorsement strategy must be integrated with target market characteristics and other marketing mixes like price, packaging, product and brand to achieve the intended result. Another important thing to remember is putting a celebrity in an advertisement is not an idea itself where they become props. What one requires is an idea that makes a celebrity relevant to the product and the customers.

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 that are observed and celebrities generally differ from the social norm and enjoy a high degree of public awareness. The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed.

Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand. In a market with a very high proliferation of local, regional and international brands, celebrity endorsement was thought to provide a distinct differentiation

STATEMENT OF THE PROBLEM

Now a days, celebrity endorsement is more frequently used by marketers in order to promote their sales and their by increase their market share. Producers are spending a large portion of their income on these endorsements. This study will help to understand the impact of celebrity endorsement on consumers.

OBJECTIVES OF THE STUDY

1. To study the impact of celebrity endorsement on consumer buying behaviour.
2. To understand the effectiveness of celebrity endorsement

HYPOTHESIS

H0: There is no association between celebrity endorsement and quality or performance of the product.

H1: There is a association between celebrity endorsement and quality or performance of the product.

METHODOLOGY

Both primary data and secondary data have been used in the study. The primary data have been collected using a structured questionnaire for selecting the respondents of the survey, convenient sampling method was used. The secondary data have been collected from various books, journals and internet.

5. TOOLS OF ANALYSIS

The data collected through the questionnaire is classified and tabulated according to the need of the study. Tables and charts have been used for the systematic presentation of collected data. Percentages, chi-square test have been used for the analysis purpose.

6. LIMITATION OF THE STUDY

The data have been collected through questionnaire; the memory bias of the people surveyed is a major limitation

ANALYSIS

1. Attitude of customers towards quality of products endorsed by celebrities

Source: primary data

PARTICULARS	NO OF RESPONDENTS	PER CENT
Strongly agree	14	28
Somewhat agree	26	52
Somewhat disagree	4	8
Strongly disagree	6	12

Table 1 reveal that 52 per cent of the respondents are somewhat agree they are go only to those products which are endorsed by famous people they are quality products, 8 per cent of people somewhat disagree this statement

2. Celebrity directly with quality or performance

PARTICULARS	NO OF RESPONDENTS
Strongly agree	13
Some what agree	18
Some what disagree	12
Strongly disagree	7

Source: primary data

For testing the association between celebrity directly with quality or performance

H0: There is no association between celebrity endorsement and quality or performance of the product

H1: There is a association between celebrity endorsement and quality or performance of the product

Degree of freedom = c-1

$$4-1 = 3$$

Chi – square value = 4.88

Level of significance = 0.05

Table value = 7.815

Here the calculated value is less than the table value, so we accept the null hypothesis there no association between celebrity endorsement and quality or performance of the product.

3. Reason why producers engage in celebrity endorsement

PARTICULARS	NO OF RESPONDENTS	PER CENT
Easy identification of product	25	50
To compete with competitors	10	20
To increase sales and thus profit	8	16
Easy brand recall	7	14

Source: primary data

The table 3 reveals that 50 per cent of people think that the reason why producers engage in celebrity endorsement is for easy brand/product identification. About 20 per cent think that it is to compete with competitors . 16 per cent believe that it is to increase sales and there by profit and 14 per cent people who point out that celebrity endorsement is of easy brand recall.

FINDINGS OF THE STUDY

1. Most of respondents are somewhat agree about that products which are endorsed by the famous peoples they are quality product
2. Majority of the respondents are of opinion that there is no association between celebrity endorsement and quality or performance of the product.

3. Most of the people surveyed, 50 percent the reason why producers engage in celebrity endorsement is for easy identification of their brand

or product

CONCLUSION

Most of the customers are partly satisfied with celebrity endorsement. While going through the data analysis it is evident that consumers are indeed influenced by the celebrity endorsement during a purchase decision. The customers give more preference to quality of the product. They are give little consideration to the celebrity who endorse it. Celebrity endorsement is the only the means of promotion of the product.

SUGGESTIONS

1. Clothing and automobile industries need not engage in celebrity endorsement as it is the least motivating factor behind a purchase for a consumer.
2. The manufactures of consumer durables like home appliances should focus more on quality in their products compared to their competitors than celebrity endorsement.
3. As television remains the most persuading means of advertising media, producers should use this to their maximum.
4. People are becoming conscious about the quality of the product. So the producers must give more attention to improve quality along with celebrity endorsement.

