

# “Impact on Celebrity Endorsement on Consumer buying behavior with special Reference to soap and detergent industry”

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**ABSTRACT:-** The research paper on the impact of celebrity endorsement on consumer buying behavior towards soap and detergent product particularly in Vindhya Region. Vindhya region people not follow or copy or be look like their favorite celebrities.

This paper examined that the impact of celebrity endorsement on brand images and target. Consumer buying behavior. A celebrity is a person who is famously recognized for. Spectacular performance in a particular profession in a society or culture having wider influencing in public life and society.

The result of this paper indicate that Vindhya Region people love their celebrity. But they their behavior on brisk of traditional belief.

Value but same people follow as copy their bariaerite celebrity and they same brand end detergent product soap endorse by their celebrity.

**Key words :** Celebrity endowment, Consumer, Buying Behavior

## I. INTRODUCTION:-

Celebrity endorsement refers to a marketing strategy whose purpose in to use one on multiple celebrities to advertise a specie product of service. The primary goad, in this case, is to reach greater audience, represented by the celebrity's Bern base.

Therefore, celebrity endorsement can benefit companies in many ways :

Direct sales: well, that's really all a company wants! Imagine a Barcelona fan looking at the newest ads picturing Messy wearing adidas boots. Perhaps the outdoor board is placed near an Adidas store: the result can be an immediate sale.

Awareness : watching a commercial showing a famous celebrity can grasp the viewer's attention, thus generating brand awareness.

Confidence: people trust whoever is famous. Why should celebrities buy a poor quality product? Therefore, endorsement is a technique used to inspire confidence. And in a market where the choice range is wide and the competition high, this can be a huge point of differentiation.

Loyalty: being loyal to your favorite basketball player can result in being loyal to the endorsing brad, too. Since companies always strive to achieve customer retention , celebrity endorsement can help them reach these goals.

The research is based on the study to examine the influent of celebrity endorsement on purchase decision of consumers toward soap and detergent product.

Celebrity endorsement is on of the most popular advertising technique witch companies use to create awareness. Aid in recall and given favorite responses about their product and service. To make the advertisement maze attractive and effective advertisement ageneses and companies are using celebrity. Today many company spend millions of rupees each year for endorsing their product by famous celebrity. Which celebrity endorsement is good. If can have negative impact product of service because mismatch between endorser and product.

There fore choosing a celebrity to endorse a product marketer must me make sure to have a fit bet wear the celebrity images and the product. In fact, it is a difficult task for advertisement to search for celebrity who have on idealistic image in the mind of the consumer and or also an ideal fit for their products. based upon many factors and largely on the types of product to be endorsed. Advertiser may choose the celebrities but it is always a greater challenge for markets to determine the consumer interest associated with the brand in order to select the right celebrity and build right brand for celebrity endorsement concept. this study

attempt to identify the consumer side of celebrity advertisement. An attempt has been made to find out whether the celebrities create the awareness, recall of the brand change the purchasing decision intention about brand, especially in soap industry.

**II. CONSUMER BEHAVIOUR:-**

Behavior is mirror in which everyone shows his or her images. behavior is a process of responding to stimuli. Consumer behavior is to do with the activities of individuals in obtaining and using the goods and services. It encompasses the decision making process that precedes and determines purchase. In the words of Prof. C.G. Walter and Prof. G.W. Paul it is “the process where by individuals decide whether, what, when, how and form whom to purchase goods and services” consumer or customer behavior is all the psychological, social and physical behavior of potential customer as they become aware of evaluate, purchase, consume and tell other the products or services.

**FACTORS INFLUENCING CONSUMER BEHAVIOUR**

**Social and cultural influence:-** culture is learned behavior that has been passed down overtime, reinforced in our daily lives through the family unit and through the family unit and through education and religious institution. Culture influences, therefore are powerful ones and if the company does not understand the culture in which the particular market operates it cannot hope to develop products and market them successfully. It is important to recognize that culture although immensely powerful is not fixed forever. Change in culture trends to be slow and not fully assimilated until a generation or more has passed.

**Specific social influence**

**Social class:-** this is the most prominent social influence .traditionally, one of the chief determine of consumer behavior was income but nowadays social class has become important as people buy things as per their status and social class.

**Reference groups:-** References group can range from the immediate family to the place of work they can also be found in a person social life.

**Celebrity appearing in soap and detergent advertisements:-**

Brand	Soap and Detergent products	Name of Celebrity
LUX	Soap	Aishwarya Roy
Centhol	Soap	Hrithik Roshan
LUX	Soap	Kareena Kapoor
LUX	Soap	Katrina Kaif
Mysor Sandel	Soap	M.S. Dhoni
Tide	Detergent	Ayushman Khurrana
Niram Advance	Detergent	Hrithik Roshan
Wheel Active	Detergent	Salman Khan
Fena	Detergent	Prity Zinta, K.L. Cricketers & Rahul Ravindrachandan Ashwin
Sun lite Washing Powder	Detergent	Salman Khan
Nirma Advance	Detergent	Akshay Kumar
Ghadi	Detergent	Divyanka Tripath & Abhitabh Bacchan

**III. LITRATURE REVIEW:-**

**Dr. Anagha shukre (2013)** find out today one of the most prevalent forms of FMCG advertising is through the use of celebrity endorsement. In fact celebrity endorsement are being used extensively in almost all television advertisement for the promotion of different brands. **Sohail Majeed and Sana Razzak (2011)** find out advertisement repetition and perceived quality has a significant impact on purchase decision of consumer. Celebrity endorsement has an insignificant impact on purchase decision. Detergent powder industries should have to give more attention on their p repetition to make their sale product quality and advertisement repetition to make their sale more effective. **Tanuja Kaushik (2017)** find out the impact of using celebrity endorses in advertisement on purchase intentions of customers particularly for FMCG products. **Balakrishnan and Kumar 2011,** find out the effect of celebrity endorsement advertisement on consumer purchase attitude, Researcher takes advertisement of durable products. Such as air condition, car, washing machine, T.V, DTH service study was conducted in Chennai. Result show that celebrity endorsement increase information of

product and customer. **DIX and Phav** (2010) Measure the situation factors that generate channel switching in the television environment. The result shows that these situation factors can influence the channel switching. **R.LANE Vicki** 2000 Examined the impact of repeated exposures and content of print advertisement on consumer perception. **Campbell and Kel** 2003, find out brand familiarity and advertisement repetition effect. Researcher used Television and computer internet advertisement. The result shows that advertisement repetition wears out when the advertised brand was unfamiliar advertisement for familiar brand does not produce wear out repetition of unfamiliar brand advertisement increase negative thought in viewer mind. Result shows that advertisement repetition of unfamiliar brand creates wear out. unfamiliar brand advertisement shows decreased effectiveness. **Yee and San** 2011, find out the relationship of perceived risk, perceived quality and perceived value on consumer purchase decision in Malaysia. Result shows that the positive relationship among all three variables with consumer purchase decision further. Research can be done with a large number of samples of respondents.

**A. Ananda kumar and S Babu** (2014) in their study "Factors influencing consumer buying behavior with special reference to dairy product" say that a considerable amount of brand switching behavior is observed among the respondent in case of non-availability of the favorite brand in their stores and also a retailer role in influencing brand choice is considerable at this level. **Balts** (1997) in their study a rational number of studies were conducted in order to analyze the customer behavior and identify the major factors influencing their buying decision. Most studies examined consumer behavior in association with demographic and socio-economic characteristics. **P.L Padmaja** (2015) in their study the popularity of online relating and impact of demographic factors on buying decision. **James C** (2012) studied the feminine role and purchase decision in selected durable refrigerator, two-wheelers, washing machine and television. Her study that women play a machine factors, wheels and furniture. To have an in-depth understanding of Indian consumer and to analyze the factors influencing his purchase decision, one has to conduct studies in relation to his environment, his demographic factors, culture and level of exposure. Some important studies conducted in the area of consumer behavior and perception in relation to non-durable goods. It is seen that positive attitude of consumer towards advertising of particular brand is very useful in purchasing that brand (**Dahiya** 1996).

Consumer perceived that the information received from source is reliable and advantage on making purchase decisions (**Prasant Mishar** 1996)

At some time Indian middle class consumers are willing to pay a premium for better product rather than getting satisfied with the generic product (**Srinivas shiru** 1996)

People belonging to different lifestyles have different interests in shopping (**D.P.S. Verma** 2000) There is a price level at which consumers make decisions to purchase or stockpile the product (**Arindam Banarjee** 2001). At the same time gender of the celebrity significantly influences consumer perception about the product irrespective of consumer gender (**Prashant Mishra** 2001). Similarly they develop risk reduction strategies to help them act with greatest confidence in making product purchase decisions (**Debashis Bhattacharya** 2002) Attempt to analyze urban consumer's personal preferences, buying behavior and brand loyalty with regard to soap. (**Abhigyan** 2011)

#### IV. RESEARCH METHODOLOGY :-

Research methodology is to consumers' response towards soap and detergent products. This study came into existence when soap and detergent problem confronted to the atmosphere. I have tried to explore this study in different ways of consumers' buying behavior for the product like their preferences, choices and price factors, how they are influenced by lucky draw, bundling scheme and Buy 3 get 1 free, celebrity endorsement and other advertisements of the product.

Both primary and secondary data are used for this research. Primary data was collected with the help of structured questionnaire and using 5-point Likert scale and it was from strongly agree to strongly disagree. The secondary data has also been referred to supplement the primary data and get a better insight on the research topic. Relevant secondary data have been used for the extensive study and for point of references as per the requirement. I have used data from published reports, articles. The survey conducted "Impact on Celebrity Endorsement on Consumer buying behavior with special reference to soap and detergent industry"

#### Methods of data Representation and Analysis :-

After the completion of data collection, it was processed and analyzed. Processing of data stands for editing, coding, classification, Bar charts, pie charts and Graphs are used for data representation. Statistical techniques like chi-square test, ANOVA test, Simple percentage, are used for data analysis and hypothesis testing.

**Data Analysis :-**

Ho1: There is no significant impact of Celebrity Endowment on the purchase decision of consumer with respect to age.

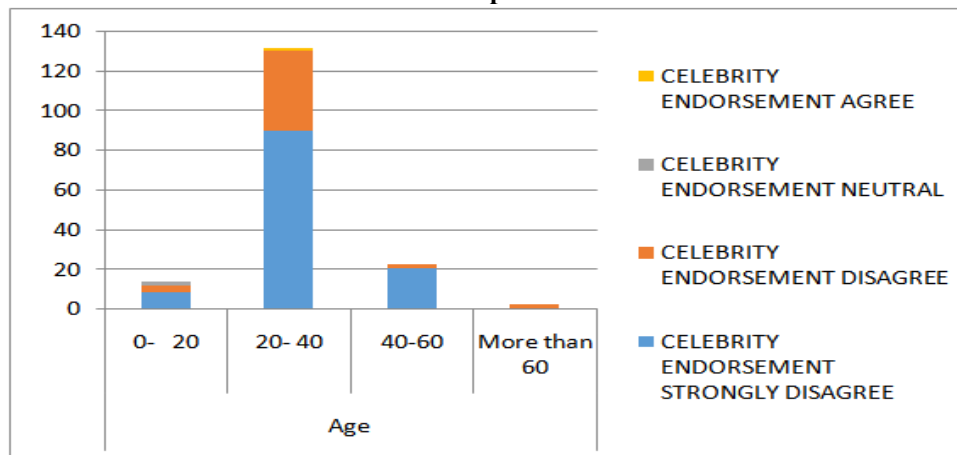
**Table - 1**

		Age				Total
		0- 20	20-40	40-60	More than 60	
CELEBRITY ENDORSEMENT	STRONGLY DISAGREE	9	90	21	1	121
	DISAGREE	3	40	2	2	47
	NEUTRAL	2	0	0	0	2
	AGREE	0	1	0	0	1

From the above table it is evident That highest frequency is of strongly disagreed people, i.e.,121,Lowest frequency is for agreed people, i.e.1. Responses are maximum for disagreement with the statement. Vertically, highest frequency is

of the age group 20-40 year of age. Lowest frequency is in the age group more than 60, i.e. 1, Above responses are depicted through following graph.

**Graph 1**



Margined table : The Above frequency table has been margined for convenience of analysis of chi-square.

**Table – 2**

Count		Age			Total
		0-20	20-40	40 and above	
Celebrity Endorsement	Strongly disagree	9	80	7	96
	Disagree	5	28	6	39
	Neutral	5	5	5	15
	Agree	6	5	10	21
Total		25	118	28	171

To find out the value of the  $\chi^2$  the formula is

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

The derived value of  $\chi^2 = 40.18$

Degree of freedom = (C-1) (R-1)

= (2-1) (3-1)

Therefore, the calculated value of degree of freedom =6

**Chi Square Test**

**Table 3**

Oij	Eij	Oij-Eij	(Oij-Eij) <sup>2</sup>	(Oij-Eij) <sup>2</sup> /Eij
9	14.04	-5.04	23.35	1.81
80	66.25	13.75	189.18	2.86
7	15.72	-8.72	76.03	4.84
5	5.70	-0.70	0.49	0.009
28	26.91	1.09	1.18	0.04
6	6.39	-0.39	0.15	0.02
5	2.19	2.81	7.88	3.59
5	10.35	-5.35	28.63	2.77
5	2.46	2.54	6.47	2.63
6	3.07	2.93	8.58	2.80
5	14.49	-9.49	90.08	6.22
10	3.44	6.56	43.05	12.52
				40.18

From the above table it is evident that the calculated value of chi square for 64 degree of freedom is comes out to be 40.18 which is much less than the table value 7.815. Therefore hypothesis accepted that there is no significant

impact of celebrity endorsement on purchase decision consumer with respect to age.

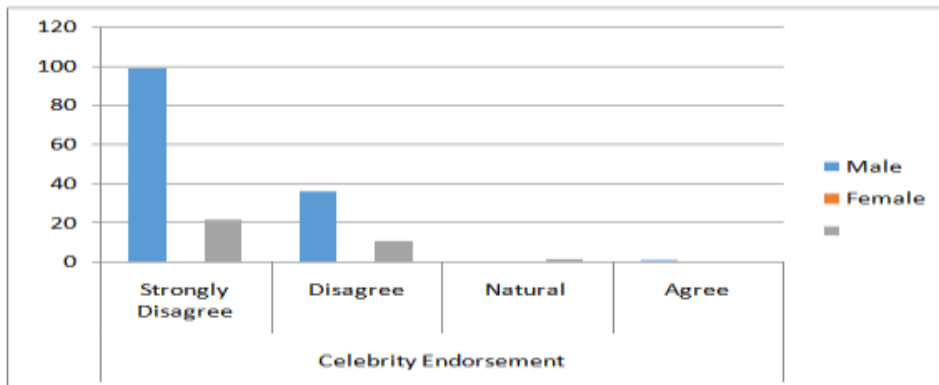
Ho 2: There is no significant impact of Celebrity Endowment on the purchase decision of consumer with respect to Gender.

**Table 4**

Crosstab	Count	Gender		Total
		Male	Female	
Celebrity Endorsement	Strongly Disagree	99	22	121
	Disagree	36	11	47
	Natural	0	2	2
	Agree	1	0	1
Total		136	35	171

From the above table it is evident that highest frequency is of strongly disagree. i.e. 121, lowest frequency is for agreed people, i.e.1. Respondents are maximum for disagreement with

the statement. Vertically, highest frequency is of the male respondents, i.e. 136 Lowest frequency is the female i.e. 35, above responses depicted through following graph.



**Graph 2**

Marge Table : The above frequency table has been merged for convenience of analysis of chi-square

**Table 5**

Crosstab				
Count				
		Gender		Table
		Male	Female	
Celebrity Endorsement	Strongly disagree	44	14	58
	Disagree	26	11	37
	Neutral	21	10	31
	Agree	32	13	45
Total		123	48	171

To find out the value of the  $\chi^2$  the formula is

$$\chi^2 = \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

The derived value of  $\chi^2 = 0.78$

Degree of freedom = (C-1) (R-1)

$$= (2-1) (3-1)$$

Therefore, the calculated value of degree of freedom =3

### Chi Square Test

**Table 6**

Oij	Eij	Oij-Eij	(Oij-Eij) <sup>2</sup>	(Oij-Eij) <sup>2</sup> /Eij
44	41.72	2.28	5.20	0.12
14	16.28	-2.28	5.20	0.32
26	26.61	-0.61	0.38	0.01
11	10.39	0.61	0.38	0.04
21	22.30	-1.30	1.69	0.08
10	8.70	1.30	1.69	0.19
32	32.37	-0.37	0.14	0.00
13	12.63	0.37	0.14	0.01
				0.78

From the above table it is evident that the calculated value of chi square for 3 degree of freedom is comes out to be 0.78 which is much less than the table value 7.815. Therefore hypothesis accepted that there is no significant impact of celebrity endorsement on purchase decision consumer with respect to gender.

### V. CONCLUSION

The present study is on attempt to explore the influence of celebrity Endosment fur tore on consumer decision making for soap and detergent product. Analysis of the result & significant different between gender and purchase decision age, celebrity endorsement. It is concluded.

1. From the survey it is clear that celebrity endorsement no effect the consumer buying behavior soap and detergent product on the basis of gender.
2. The celebrity endorsement does not affect consumer buying behavior on the basis of age group in Vindhya Region.

3. The result of this paper indicate that Vindhya Region people love their favorite celebrity but they there buying behavior on basis of traditional belief, value some people follow or copy there favorite celebrity and they buying some brand soap and detergent product endorse by their celebrity.

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