



IMPACT OF CELEBRITY ENDORSEMENT ON PURCHASE DECISION PATTERN – A STUDY WITH REFERENCE TO CONSUMERS OF PERSONAL CARE PRODUCTS IN CHENNAI CITY

Mrs.M.Jenifer Ezhilarasi, Research Scholar in Department of Commerce, VISTAS, Pallavarm, Chennai.
and Assistant Professor in Department of management studies, St. Peter's Institute of Higher
Education and Research, Avadi, Chennai-54

&

Dr.M.Thaiyalnayaki, Professor, Department of Commerce, VISTAS, Pallavarm,
Chennai.

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INTRODUCTION

Celebrity endorsement is able to introduce all kinds of products especially personal care products to the customers and in the marketing arena very smoothly. It creates brand awareness, brand knowledge and popularity of the product and compel the customers to purchase the products frequently. The well known celebrity endorsement is considered as a fastest way of introduction of any new product in the marketing field. It is able to strive and associate themselves in the minds of customers very easily. The consumers memory is always inclining to the popularity and celebrities involved in the marketing process. The consumers coming across many celebrities along with the products is not able to forget the product due to the popularity of celebrity Clark and Horstman(2003).

The consumers are able to keep the memory of the product due to the popularity of celebrity rather than the need of the product. The most popular celebrities are able to easily introduce the product to the target audience. They have several avenues like television, film, radio, magazines and other avenues to introduce themselves as the endorser of a particular

product to their customers. It is also found from several studies that celebrity endorsement is able to promote the popularity of the products. In terms of consumers perspective they are able to enjoy the presence of the products due to the very high reputation of the products endorsed by the celebrities in the market. It is argued from the several research works that one cannot separate celebrity popularity and the brands introduced by the celebrities. The consumers are able to match their brands with the celebrity endorsed and also celebrity endorsed to the brands they used. Both the reputation of the brand and brand characteristics can be revealed only through celebrity advertisements. Cooper, (1984),

In the present globalised and liberalized economic scenario celebrity endorsement is able to generate more income in the economic world. In the modern world of advertisement the celebrity advertisements is able to create significant impact on the customers. The marketers and the marketing strategies are depending upon the popularity of the celebrities involved in the advertisement and also the product credibility to make the purchase decision. The purchase decision is

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mainly depending upon the popularity of the product, need for the product and preferences of the product in the consumers point of view.

LITERATURE REVIEWS

Erdogan and Kitchen (1998) In an innovative and empirical study the author identified that celebrity endorsement is able to give more awareness and product characteristics through the advertisement. The credibility and celebrity endorsement actual product characteristics together are able to give a persuading appeal over the consumers. The target audience are the celebrity endorser is able to give a powerful tool and stating the product mix, product cost and perceived prestige. These factors are able to create significant impact over the purchase decision and motivate the consumers to dynamically pursue their purchase decision process. The quality of information and quality of attraction and physical appearance are celebrity endorser is also found to affect their intellectual capabilities of consumers.

Erdogan, (1999). In an another study the researcher able to found the relationship between brand credibility and celebrity endorsers. Each and every celebrity advertisement is perceived by a consumers with good trustworthiness and expertise due to the personality of celebrity endorser. The celebrity endorsed products are able to create significant impact on consumers and enable them to take a tremendous awareness on brands. The brand credibility and celebrity endorsement are able to increase the customers to get their acceptance from the purchase.

Farrell, (2000), In an another research work with empirical notions the researcher concluded that there is a good comparability between celebrity endorser and their actual brand personality. It is found from the result that the comparability between the product and the celebrity is more important to persuade the consumers and motivate them to take dynamic purchase decision makings.

Goldsmith, Lafferty and Newell, (2000), These authors found that there are three stages in the celebrity endorsement approach

namely awareness creation, transform information, motivation for purchase. It is found that the celebrity endorsers sometimes they transparently give the product characteristics and also give certain warnings about the purchase. It is found from the study that transformability of information by celebrity endorser to the product is also reached through powerful medias like television. It is found that the information over the target audience for the celebrity endorser create a dynamic approach in the purchase decision process.

Kumar, (2010), According to this authors it is found that customers are duty bound to choose their products but at the same time requires certain information. The information are transfer from the celebrity endorser to the consumers to celebrity advertisement is a best way to reach targeted audience. Brand credibility, brand loyalty and purchase decision of products are all completely leading upon the integrity of the celebrity endorser and their individual personality domination over the consumers.

Martin roll (2006), In an another research the authors identified that the main aim of celebrity endorsers and celebrity advertisements are motivating the consumers and also improving their purchase capabilities rapidly. It is found that the theme of the celebrity endorsement and advertisement are also becoming more popular to motivate the consumers. The capability of purchase of consumers is entirely depending upon the product leads as well as the information transfer from the celebrity endorsers to the consumers.

Mc Cracken, (1989) In an another study the researcher found the relationship between consistency of consumers and commitment of celebrity endorsers. A consistent and unbiased approach of celebrity endorsers over the committed consumers who required the products are highly motivated. The celebrity advertisement with consistence information about the product is able to persuade the consumers to have their commitment of purchase.



Agrawal, J. and Wagner A.K. (1995), In an another research work they identified that there are certain pre requisite required for the successful celebrity advertisements. Many manufacturing companies select the celebrities based on their integrity, popularity, reputation and their proximity with the target audience. It is found from the study that celebrity endorses with good looking, good image, proximity with the target audience are able to endorse the product and reach the consumers will easily.

Belch, G.E., and Belch, M.A. (2008), In an another research they identified that the marketers and the manufacturers are duty bound to take their products to a popular position to celebrity advertisement. Even though the celebrity advertisement cost is more the organizations and manufacturing companies did not find any other way to reach the consumers. It is found that the publicity of advertisement, integrity of the celebrity endorsers are able to increase the brand reputation and bring their brand to the close association with the consumers.

GAPS IN THE LITERATURE

After reviewing the national and international literature pertaining to celebrity endorsement, celebrity credibility, celebrity integrity, celebrity attractiveness the researcher identified the two important research problems are not fully answered by the researchers of the national and international level.

1. What is the relationship that exists between celebrity integrity, credibility and consumers response towards celebrities before they go for research.
2. What is the amount of impact that the celebrity endorsement is creating on purchasing decision process of consumers in purchasing the products.

In order to venture upon these two research problems the whole research is conducted through the opinion of consumers.

OBJECTIVES OF THE STUDY

1. To study a purchase decision process of consumers of personal care products.

2. To identify the components of celebrity endorsement and their influence over consumers.

HYPOTHESIS

- There is no significant influence of celebrity endorsement of purchase decision of consumers of personal care products.

METHODOLOGY

This research is completely based on both primary and secondary data. The primary data is obtained through a well structured questionnaire which consists of three parts namely demographic and purchase details of consumers of personal care products, the perception on celebrity endorsement and the third part is completely dealing with purchase decision process of personal care consumers. The researcher developed a unique and separate questionnaire for consumers from the literature reviews. The reliability and validity is verified through the pilot study stage. Before the pilot study the researcher also conducted the pre test by interacting with subject experts, consumers and celebrity advertising agencies. After interaction they come to know the questionnaire is perfect in ascertaining the opinion of consumers the researcher went to collected the data for the main study. During the pilot study period the researcher identified the reliability through Cronbach Alpha Method. The value found in the Cronbach Alpha method is 0.811. This shows that the statements and options given in the questionnaire are reliable at 81.1 per cent level and more than the required value of 0.75.

MAIN STUDY DATA COLLECTION

The researcher restricted the research area as Chennai metropolitan city which is divided into 15 zones in terms of geographic locations. The researcher circulated 20 each in all the 15 zones and able to identify 282 usable data from the L structured questionnaire. Hence the sample size of the research is 282. The researcher adopted convenience sampling method to collect the sample from the interested respondents and consumers of personal care products. After collecting the 282 responses they are systematically entered in

the SPSS package 23 version. The researcher anatomically analyzed all the variables in the questionnaire using the powerful statistical tools linear multiple regression analysis, t-test, analysis of variance and chi-square analysis of association.

ANALYSIS AND DISCUSSION

In this section the researcher at first used t-test to used the exact perception of

consumers of personal care products regarding the credibility of celebrities, their attractiveness and the brand credibility united with the celebrity endorsers besides that the researcher also focused on ascertaining the purchase decision process of consumers of personal care products. The application of t test brought the following results.

Table 1-t-test for celebrity endorsement perception

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig
CE1	567	4.13	.808	.034	33.261	.000
CE2	567	4.33	.722	.030	43.837	.000
CE3	567	4.22	.716	.030	40.658	.000
CE4	567	3.92	1.065	.045	20.593	.000
CE5	567	3.88	1.068	.045	19.547	.000
CE6	567	3.84	1.126	.047	17.677	.000
CE7	567	3.58	1.067	.045	12.993	.000
CE8	567	3.67	.913	.038	17.488	.000
CE9	567	3.70	.920	.039	18.070	.000
CE10	567	3.86	.994	.042	20.530	.000
CE11	567	3.92	.957	.040	22.785	.000
CE12	567	3.78	.957	.040	19.359	.000

From the above table it is found that the t values, significant values and the mean values are all highly significant at 5 percent level with respect to the test value 3. The negative t value indicates the disagreement whereas the positive t value indicates the strong agreement towards the statement responded by the consumer. It is found from the research that the consumers in the Chennai city strongly agree that they are very much attracted towards the celebrity endorsers and they have high confidence on their credibility. The brand which is associated with celebrities are kept in the memory steadfastly. They are able to recall the brand at any time due to the popularity and the proximity of the celebrities endorses the products. The purchase decision process t test indicated that the consumers of personal care products take their purchase decision mainly based on the need for the product and their awareness to keep their health and hygiene personally. It is found that they require the

celebrity endorsers and advertisements to know the brands of personal care products and to have the brand knowledge on the personal care products.

After analyzing the exact perception of consumers the researcher completed the total average scores for the three factors of the celebrity endorsement namely attractiveness, credibility and brand reputation and also the purchase decision process namely need for the product attributes, cost of the product, personal health care. Therefore in order to found out the influence of celebrity advertisement and endorsers on the purchase decision pattern the researcher used linear multiple regression analysis by constraining the celebrity endorsement through the brand reputation and their purchase decision process. Therefore the researcher applied the structural equation model to find the influence of multiple independent variables on the multiple dependent factors.

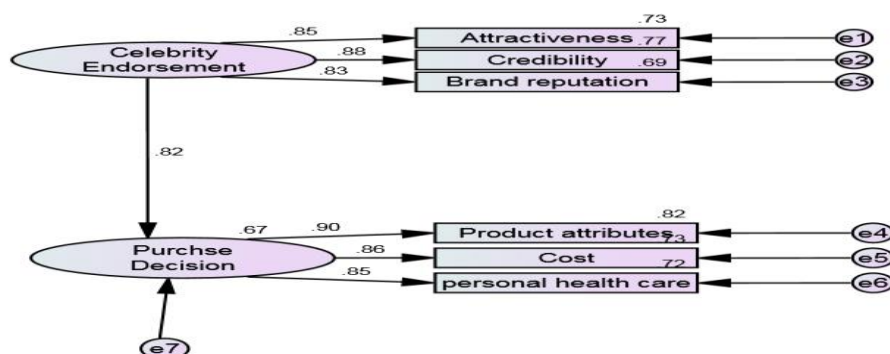


TABLE-2-MODEL FIT INDICES AND BENCH MARKKS FOR IMPACT OF CELEBRITY ENDORSEMENT ON PURCHASE DECISION.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	7.562	-
2	P-value	0.672	>.05
3	Goodness of fit index(GFI)	0.989	>.9
4	Comparative fit index(CFI)	0.985	>.9
5	Normed fit index(NFI)	0.982	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08

From the above table and the diagram it is found that all the six fit indices chi square values, p values, comparative fit index, normal fix index and goodness of fit index and route mean square of error of approximation are satisfying the bench mark values required for the best fit of the influence of independent variables over the dependent factors. The variance values for the each arrow which is greater than 0.3 implies that the attractiveness of the celebrity is the most influential factor over the purchase decision pattern and in fact

the need for the product and the awareness is also highly influenced by the celebrity endorsement. This proves that celebrity endorsement of the products actually increases the brand awareness and brand knowledge among the consumers and persuades them to take their purchase decision dynamically.

FINDINGS AND CONCLUSION

The celebrity endorsement is a powerful advertising factor to increase the brand reputation, brand credibility and brand loyalty among the consumers. The credibility of

the personality involved in the celebrity endorsement, need for the products are mingled together to form a significant influence on the purchase decision process of consumers. The consumers influenced by the celebrity endorsers are hampered by the cost of the products. Ultimately it is found that the cost of the personal care product is playing a very important vital role to take the purchase decision.

The persuaded consumers of personal care products intended to purchase the products choose price about the cost of the products before they take their purchase decision. Brand knowledge and brand awareness are the main sources arise from the celebrity endorsement. The integrity of the celebrity endorser along with their brand information create good awareness among the consumers and they are able to get the complete brand knowledge of personal care products.

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