

## **A study on impact of celebrity endorsed advertisement on FMCG product at Tirupur district**

*MR.J.TAMILARASU. MBA., M.PHIL  
ASSISTANT PROFESSOR,  
Department of Management Studies,  
Nandha Engineering College, Erode*

*M.SARAN - II MBA, B.JAYAPRAKASH - II MBA,  
Nandha Engineering College, Erode  
E-mail – saranm.tamil96@gmail.com  
E-mail – jayspartan4@gmail.com*

### **ABSTRACT**

**The practice of celebrity endorsements has proliferated over time. In the past decade celebrity advertisement has been the most prevalent and successful form of advertising. Reason for this is that celebrities are considered to demonstrate a number of dynamic personality. Today one of the most prevalent forms of FMCG advertising is through the use of celebrity endorsement. In fact celebrity endorsers are being used extensively in almost all television advertisements for the promotion of different brands. Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products positively. Marketers use celebrity endorsement in order to help in easy brand recall especially during purchasing situations. Though there are many studies about celebrity endorsements, but it seems that there are limited researches about the relationship between celebrity endorsers and attitudes of the consumers. The purpose of this paper is to specify the impact of using celebrity endorsers in advertisements on purchase intentions of customers, particularly for FMCG products.**

### **1. INTRODUCTION**

Celebrity endorsement is most popular way of advertising in present time. It has a very popular trend and winning formula for marketing and brand building. Today we see a lot of celebrities supporting and

endorsing many products and telling this is right product for consumer / customer. In new age of world, people tend to ignore all kind of advertisements in the magazines and newspapers or viewing television. But thereafter, the glamour of a celebrity can't be ignored. So using of celebrity in advertisement is most successful tools for keeping the customers to stay with the product. People are also attracted by celebrity living style, beauty and talent therefore people are more influenced by celebrity. Advertisers often use celebrities in advertising because of their famous attributes (beauty, talent, athleticism, power, etc.) that often represents the attractions desired for the brands they endorse. In fact celebrities are the most influential icons that people admire. Among the most common reasons why companies use celebrities to endorse their products, those are- increase attention, shining image, brand introduction, brand repositioning etc.

Advertisers pay a lot of amount to celebrity and hope they will create magic to product and service and make them successful. So advertisers think this is most successful idea to impress people and aware about their product. Furthermore, consumers may like the brand because they like the celebrity who endorses it.

The history of celebrity endorsement of products began from 1760 by "Wedgwood". "Murad Cigarettes" used Fatty Arbuckle and Harry Bulger to 30 promote its product in 1905 (Celebrity Endorsement- Throughout the Ages, 2004). British actress "Lillie Langtry" appeared on package of pears soap in 1893. And she became first

celebrity endorser. Celebrity endorsement is using a famous person's face to sell products or services by focusing on the person's money, popularity or fame to promote the products or services. "If a famous person permits his or her image to be used for advertisement, it's called celebrity endorsement" (Business Directory). According to Lafferty and Goldsmith, (1999), "The importance of using a credible source in a company marketing communications has been a widely researched topic for decades.

## II.OBJECTIVES

- To understand the factors influencing for celebrity advertisement in FMCG Product.

## III.SCOPE OF THE STUDY

- This study helps in exploring the impact of advertisement on customer behavior.
- This study to explore and understand the impact celebrity endorsement as marketing.
- This study is to know the impact of celebrity advertisement on consumers buying behaviors with reference to FMCG goods.

## IV.LIMITATIONS OF THE STUDY

- The study covers only consumer opinion but not the manufacturer and celebrity views.
- The study was done for a limited period and purely was done for academic purpose.
- The study covers only above FMCG products.

## V.REVIEW OF LITERATURE

### LITERATURE REVIEW

Atkins and Block (1983) studied that celebrity advertising is influential because celebrities are viewed as dynamic, with both attractive and likable qualities. Furthermore, their fame is thought to attract attention to the product or service.

McCracken's (1989), states that a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales.

Tripp C Jensen T.D and Carlson L. (1994) found that how much consumers trust the celebrity endorser to be credible, when a celebrity endorses one or two products it is significantly more trustworthy than a celebrity who endorses even more products. Hence he states that there is always the possibility of negative effect due to multiple endorsement programs by a single celebrity

Daneshvary and Schwer (2000) studied that how consumers have a connection towards the celebrity endorsement/endorser, if a company wants a consumer to associate to an endorsed product it is important to choose an endorser who uses the product and where that use is a reflection of professional expertise.

M. Gayathri Devi and Dr. C. Ramanigopal (2010) stated that Celebrity endorsement has a positive or a negative impact on the consumer buying behavior. These days customers are becoming more demanding .Their expectations are continuously rising while marketers are continuing their efforts to meet them (Alsmadi, Sami, 2006).

## VI.RESERCH METHODOLOGY

### RESEARCH DESIGN

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- A research design is a framework or blueprint for conducting the research project.

### DATA COLLECTION METHOD

#### PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

#### SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

### SAMPLING SIZE AND TECHNIQUE

#### SIZE OF THE SAMPLE

- The Sample size is 150.

#### SAMPLE DESIGN

- Non-probability - Convenience sampling.

### STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

**HENRY GARRETT RANKING**

Garrett’s ranking technique to find out the most significant factor which influences the respondent, Garrett’s ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where  $R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents

$N_j$  = Number of variable ranked by  $j$ th respondents.

**VII.DATA ANALYSIS**

**T ABLE: 1**

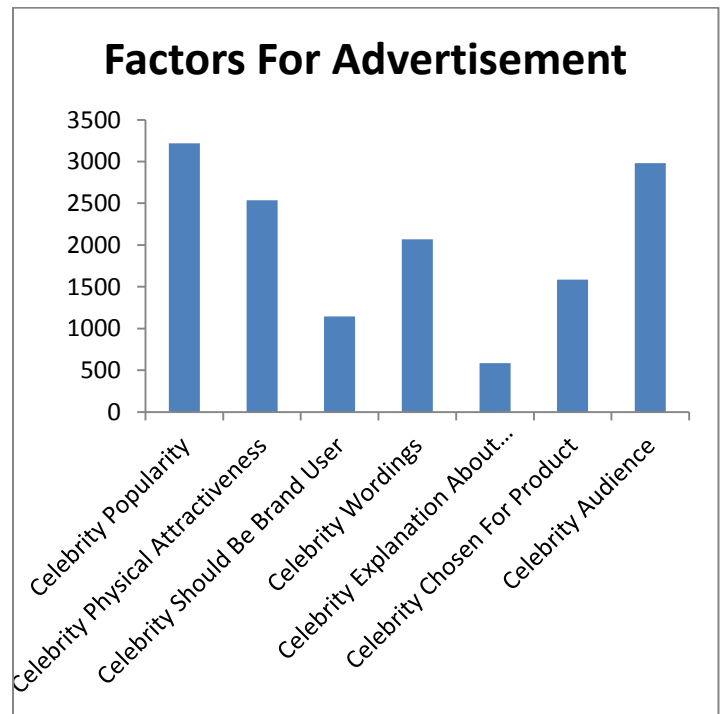
**RANK THE FACTORS FOR ADVERTISEMENT**

S.NO	FACTORS	MEAN SCORE	TOTAL SCORE	RANK
1	Celebrity Popularity	460	3220	1
2	Celebrity Physical Attractiveness	507	2535	3
3	Celebrity Should Be Brand User	572	1144	6
4	Celebrity Wordings	517	2068	4
5	Celebrity Explanation About Product	584	584	7
6	Celebrity Chosen For Product	529	1587	5

7	Celebrity Audience	497	2982	2
	<b>TOTAL</b>	<b>4126</b>	<b>17340</b>	

**INTERPRETATION**

Out of 150 Respondents, Factor 1 "Celebrity Popularity" was Ranked 1 with Total Score of 3220, Factor 7 "Celebrity Audience" was Ranked 2 with Total Score of 2982, Factor 2 "Celebrity Physical Attractiveness" was Ranked 3 with Total Score of 2535, Factor 4 "Celebrity Wordings" was Ranked 4 with Total Score of 2068, Factor 6 "Celebrity Chosen For Product" was Ranked 5 with Total Score of 1587, Factor 3 "Celebrity Should Be Brand User" was Ranked 6 with Total Score of 1144, and Factor 5 "Celebrity Explanation About Product" was Ranked 7 with Total Score of 584.



**VIII.FINDINGS**

- 60 % of the respondent had fall under "20 to 30 Yrs"
- 64 % of the respondents are "Male"
- 56 % of respondents are "Working"
- 60 % of the respondent had finished "Graduate"
- From the Rank Analysis it is to Identify that "Celebrity Popularity" was Ranked 1 with Total Score of 3220.

- From the Rank Analysis it is to Identify that “**Celebrity Audience**” was Ranked 2 with Total Score of 2982.
  - From the Rank Analysis it is to Identify that “**Celebrity Physical Attractiveness**” was Ranked 3 with Total Score of 2535.
- 4) <http://archive.financialexpress.com/news/why-celebrities-in-india-have-runaway-success-with-brandendorsements/1178390/2> as browsed on 27/2/15 18:05
- 5) <http://usdrinc.com/downloads/Celebrity-Endorsements.pdf>.

### IX.SUGGESTIONS

- Endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.
- To make the advertisement more effective, advertisers should focus more on features of products because if the celebrity is dominant in endorsements, then it will overshadow the product.
- To make the advertisement more effective through the selection of celebrity based on their fans and followers.

### X.CONCLUSION

From the study it can be concluded that celebrity advertisement really creates an impact on the fast moving Consumer goods related to shampoo, soap, hair oil, and tooth paste. The consumer's shows positive impact towards these products. That can be analysed with the help of the above mentioned tools. Compare to the ordinary person definitely celebrity advertisements have a significant effect towards FMCG's. An advertisement needs to first attract attention and evoke interest in the prospective customer, leading towards an affinity for the brand and eventual purchase. A well-established celebrity with an positive image which is in harmony with a product being advertised.

### REFERENCES

- 1) Friedman & Linda (1979), “Endorser Effectiveness by Product Type”, *Journal of Advertising Research*, Volume 19, Issue 5, P. 63
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### Websites

- 1) <http://ibscdc.org/Free%20Cases/Celebrity%20Endorsement%20Through%20the%20Ages%20p1.htm>
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