

IMPACT ON CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR IN FMCG SECTOR IN PANIPAT

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Abstract

The influence of celebrities is increasing day by day. Name and identity of celebrity create a great impact of the minds of consumers while selecting their products because they are emotionally influenced by the celebrity. Celebrity endorsement is a strategy that helps the manufacturer to sell the product in the community. This study is conducted to analyse the impact of Celebrity Endorsement on consumer behaviour in FMCG sector. The objectives of the study are to find the key factors affecting the Consumer buying behaviour in FMCG sector and the impact of celebrity on buying behaviour. The study is empirical in nature; Sample size is of 50 respondents. Sampling technique of Random sampling and snowball sampling is used. Research area taken is Panipat. Questionnaire is used for primary data collection and for secondary data sources are various reports, journals, periodicals, and internet etc. ANOVA is used for statistical Analysis. The key findings include that attractive advertisement have a great impact on buying behaviour as well as the popularity and credibility of the celebrity create a great impact on the buying decision. The other factors like attitude and buying intentions also influence the buying behavior.

Keywords: Celebrity impact buying habit Consumer buying behaviour.

INTRODUCTION

Celebrity advertisers can be a great way to reach new audiences, increase brand awareness, generate interest and increase brand awareness. However, it is important to choose the right celebrity and ensure that the ad is created. Celebrity endorsements are a significant part of the business in India. In India, about 50% of the ads are created by celebrities while in the US this percentage is 20%. Additionally, the growth of digital cable television in urban and rural areas is a major factor in the growth of jobs in India. Now in India film stars are famous, followed by athletes. The Indian advertising market is segmented on the basis of media and products. According to the media, the businesses are television, newspaper, internet, newspaper etc. It is divided into two. With the growth of digital media.

LITERATURE REVIEW

Tanveer and Arif (2012) examined research on "The effect of cartoon advertising on children's impulsive food purchases: parents' perspective". This study helps us understand the role of children in influencing the purchasing behaviour of parents. Rai, Sushil (2013) reported that companies often appoint celebrities as brand endorsers because celebrities can very easily attract people's attention and achieve high levels of awareness and recall.

Rizwan and Sumit (2015) reported that celebrity-endorsed advertisements were more attractive than non-celebrity-endorsed advertisements. Additionally, the celebrity traits tested show a positive relationship with purchasing behaviour and brand awareness. Celebrity endorsement also has a significant impact on purchasing behaviour.

Dr. Parul Deshwal (2015) studied and found that celebrity endorsement has a positive or negative impact on consumers' purchasing behaviour. Today's customers are increasingly demanding. Customer expectations are increasing, and marketers constantly strive to meet them.

RESEARCH OBJECTIVES

1. We study the impact of celebrity endorsement on consumer purchasing behaviour.
2. To study the relationship between celebrity and demographic variable of consumer.

METHODOLOGY

The study is empirical in nature; Sample size is of 50 respondents. Sampling technique of Random sampling and snowball sampling is used. Research area taken is Panipat. Questionnaire is used for primary data collection and for secondary data sources are various reports, journals, periodicals, and internet etc. ANOVA is used for statistical Analysis.

ANALYSIS

Demographic Analysis:

Table 1 Respondents data according to age

Age	Frequency	Percentage
18-28	24	48%
28-38	15	30%
38-48	08	16%
Above 48	03	06%
Total	50	100%

The collected includes 50 respondents in which 48% respondents were in the age of 18-28 years, 30% lies between 28-38 years, 16% were between age of 38-48 years and 6% were above 48 years.

Table 2 Respondents data according to age

Area	Frequency	Percentage
Rural	17	34%
Urban	33	66%
Total	50	100%

From all respondents, 66% respondents were from Urban area. Research data was collected from students, lecturers and other professional from Panipat district.

Table 3 Respondents data according to Education qualification

Education qualification	frequency	Percentage
Students	21	42%
Lecturer	19	38%
Others	10	20%
Total	50	100%

From total 50 respondents, 42% respondents were students and 38% were lecturer.

Other main Findings:

Table4.1: Extent to which purchase decision affected by Celebrity Endorsement

Response	Frequency	Percentage
Very influential	12	24%
influential	25	50%
Partially influenced	08	16%
Not at all influenced	05	10%
Total	50	100%

50% respondents shown the influential response and 24% respondents found very influencers which is the indicator that celebrity endorsement have a great influence on the purchase decision in FMCG sector.

Table4.2: Features of celebrity endorsement affecting purchase decision

Response	Frequency	Percentage
Type of advertisement	19	38%
Price	33	66%
Quality	26	52%
Taste	22	44%
Appearance	29	58%
Group behaviour	12	24%
Others	12	24%

Many factors affect the purchase decision found were price, quality, appearance, taste, appearance and type of advertisement.

Findings of the research truly declare that celebrity endorsement and various features of the products influence the decisions of the purchasers.

CONCLUSIONS

Celebrity endorsement has an important factor that can impact the decisions of the buyer while buying. Other factors like price of goods, type of advertisements, taste, appearance and group behaviour also have great impact on buying decision in FMCG goods. So, companies should consider all these factors to promote their products. Key findings include that attractive advertisement have a great impact on buying behaviour as well as the popularity and credibility of the celebrity create a great impact on the buying decision. The other factors like attitude and buying intentions also influence the buying behaviour. Even the advertisement has a great influence on the market products. Celebrity endorsement has changed the marketing concept from advertisement to the personality affect in changing the mind of the people. Companies which produce FMCG goods, should consider these all factors while marketing the products. These factors can be very helpful to the companies in increasing the sales and goodwill.

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