

Influence of Celebrity Endorsement on Buying Behavior of College Going Students: A Review Study

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Abstract

In the present-day, there has been an alteration in purchaser's attitude towards lifestyle. Buyers give significance to brands to assure better standard of living. Today consumers are not only conscious but also choosy while purchasing products. Everyday buyers are offered to number of voices and pictures in papers, magazines, hoardings, and TV sites. Therefore, all marketer attempts to inform each person about the brand and uniqueness of its products. To solve this purpose celebrity endorsement has been practiced as an effective marketing strategy by the marketers. Famous celeb personality is cast-off to fit their products in the minds of consumers. The practice of celebrity endorsements has flourished over time and perceived as a persuasive plan for product marketing and brand building. This research is an effort to assess the influence of celebrity endorsements on buying behavior of the college students. Structures Questionnaire was used to collect the data through random convenience sampling.

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Introduction

Our market is overflowed with various number of brands attempting to carve out space for itself in the minds of purchasers. Each company is attempting to find a hook in their brands that can connect faster to the viewers. In this contest marketers are adopting all possible measures to influence, motivate and inculcate desire to purchase, in the customer over an effective advertising campaign. Belch, G. and Belch, M.(2008) acknowledged that the main aim of formulating such strategies is to get high brand revelation, longing, concentration and curiosity. To do so, marketers attach famous personalities with their products. McCracken (1989) stated that these famous personalities had great influence on the consumer's buying behavior that's why it becomes the most attractive tool of advertising now a day. The major aim to do advertising and adopt this strategy is to influence customers towards the products (Ohanian1990).Celebrity endorsement has become a prevalent element of multi millionaire advertising industry. Companies invest large sums of money to associate their brands with endorsers. Such endorsers are viewed as unique with both appealing and likeable characteristics and companies plan that these qualities are transferred to products via marketing communications activities. Celebrity endorsement is increasingly being employed across various industries regardless of the product type.

Review of Literature

Patel (2015) analyzed consumer attitude towards celebrity endorsement with special reference to film actors versus sports person as Celebrity Endorser. The investigation overviewed 711 respondents for example MBA/MCA students of south Gujarat locale with respect to their behavior towards celebrity endorsement. Structured questionnaire was used as a tool to collect the primary data. It was concluded that there is no difference in consumer's perception about credibility of Celebrity based on type of Celebrity regardless of whether it is Film actor or Sports person and there is a difference in consumers' attitude towards Celebrity Endorsement based on gender. Naresh and Latha (2014) surveyed the impact of consumer attitude towards celebrity endorsement of Telecom Brands buying. Random sample technique was used to collect the sample. A self-structured questionnaire was used to collect the data from graduate and postgraduate students in three Districts: Chittoor, Nellore, Kadapa. Survey brands included four product brands produced by Indian Telecom service Providers namely Vodafone, Aircel, Reliance Communication and Idea. The finding of the study revealed that the celebrity endorsement is an effective tool of marketing strategy. It was found that the young students got easily influenced by celebrity endorsement strategy on their purchase decision. Age of the respondents plays a

key role supposing to host a positive or negative attitude towards celebrity endorsement. Pugazhenth (2014) inspected the effect of celebrity endorsement on the brand image, perception and attitude of 1200 graduate and postgraduate college students in Coimbatore City. Demographic characteristics and lifestyle of the students was expected to affect their purchase behavior. Results of the study revealed that there was a strong association between gender and price consciousness. Gender and age of the college students attributed to the quality consciousness behavior. Age and current status of the young influence the significance given by them to the social qualities.

Randhawa and Khan (2014) analyzed the consumer perception on celebrity endorsement of FMCG Products and the effect of change in brand endorser on product image. The findings of the study revealed that celebrity endorsement boosts the product information and creates awareness among consumers. It helps them to recognize the brands of the endorsed products more easily. Celebrity Endorsed Advertisement influence customers to purchase products rather than non-celebrity endorsed Advertisement. Most of the samples believed that frequent changes in celebrity for advertising the product reduce the purchasing decision of customer

Boopathy and Chaudhari (2013) indicated the effect created in the minds of customers due to advertisements featuring celebrity, the impact of the children generated in the buying behavior of parents and the means through which children approach to parents. Questionnaire was used to collect the data from 50 samples of family in which both the parents are working. Convenient sampling technique was used for sample collection. Data was analyzed using statistical tools like Correlation & Regression; Hypothesis Testing: t – test; Ranking Technique – Weighted Average Method. The results of the study revealed that children are more impacted through advertisement that features celebrity in it. It was also observed that there was significantly higher level of impact of celebrity endorsed advertisements in children than in parents.

Giridhar (2012) study examined the factors that motivate and influence the purchase behavior customers at Shimoga and studied the consumer perception on advertisement endorsed by celebrities. Structured questionnaire was used to gather the information from 50 respondents by using convenience sampling. It was examined that celebrity endorsement boosts the product information and creates awareness among customers. It helps them to recognize the brands of the endorsed products. It was found that the celebrities convincing endorsement persuades them to materialize the purchase of durables.

Objective of the Study

- To explore in the case of publicizing efforts by celebrities increment the

memory pace of promotion.

- To evaluate the celebrity influences on buyer's purchasing intentions.
- To survey whether items and administrations supported by celebrities' upgrades brand picture of the item embraced.
- To examine the influences of celebrity endorsement on purchasing behavior of the students.

Significance of the Study

Celebrities add flavor to the commercial crusades and make them beautiful pulling in the eyeballs of the millions of viewers. It invigorates the brand picture and aides in snappy brand acknowledgment. The relationship of a brand with a profoundly noted celeb can make it progressively appealing. The impact of the superstar picture and its impact on the more youthful ages has been an issue for a long while. In this manner, the present investigation endeavors to break down the effect of big-name bid on buy aim of school-going youth. The present investigation will give an away from the above talked about the idea. The examination will be useful for promoting experts, advertisers, specialists, and academicians in deriving the effect of big-name underwriting on youth and accordingly will help in entering the market all the more successfully.

Research Methodology

The research is descriptive in nature. Data has been gathered from both primary and secondary sources. A structured questionnaire was used to collect the data and questions were scaled on 5-pointlikert scale.

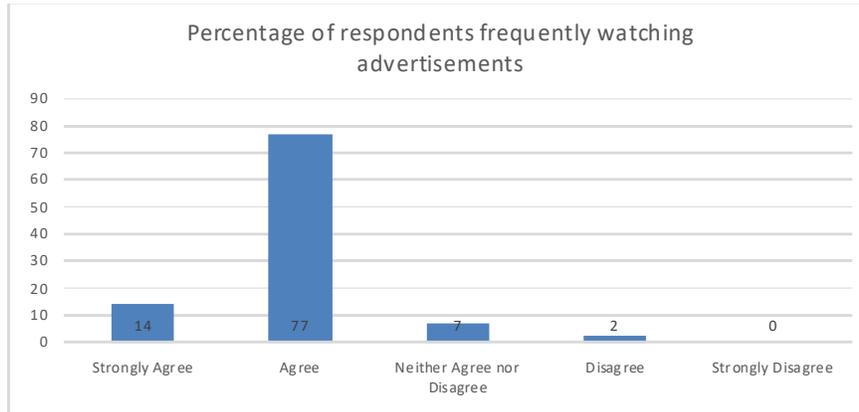
Sample size: 50 college going students.

Sampling technique: random convenience sampling.

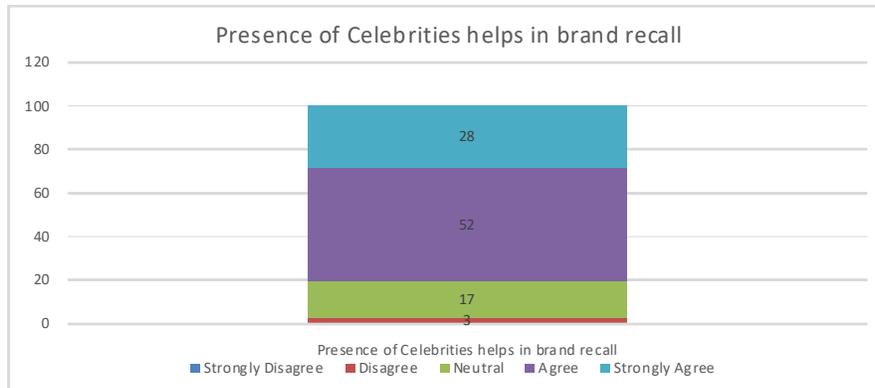
Statistical tools: frequency analysis.

Analyses & Interpretation of Data

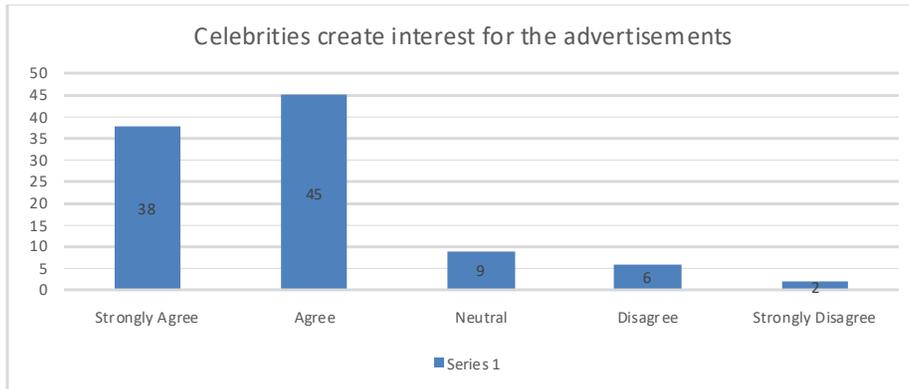
From the above figure 64% of the respondents fall within the age group of 19-22 years and 34% of the respondents fall in the age group of 15-18 years whereas only 2% of the respondents fall within the age group of 23-26 years. Hence it shows that the data represents mainly the viewpoints of young generation.



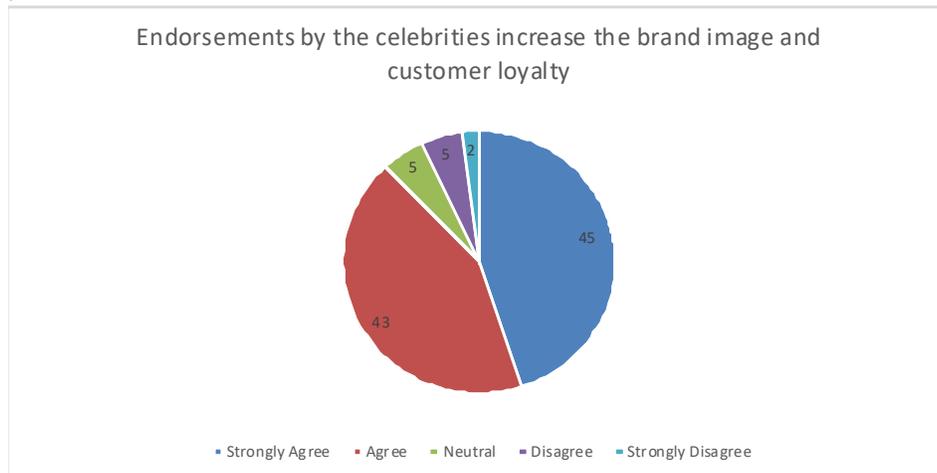
It can be concluded from the above figure that there are around 77% of the respondents who agree that they watch advertisements on regular basis while 14% strongly agree that they watch advertisements frequently and persons not watching advertisements frequently constitute merely 2% of the respondents which shows respondents at a larger scale pay attention to the products advertised on various media.



The above data shows that most of the students believe celebrities helps increasing the brand recall rate and helps in recognition of the brand. There are around 52% of the respondents who agree that celebrities' help in brand recognition and 28% strongly agree about the same whereas only 3% disagree that celebrities helps in brand recognition and recall.

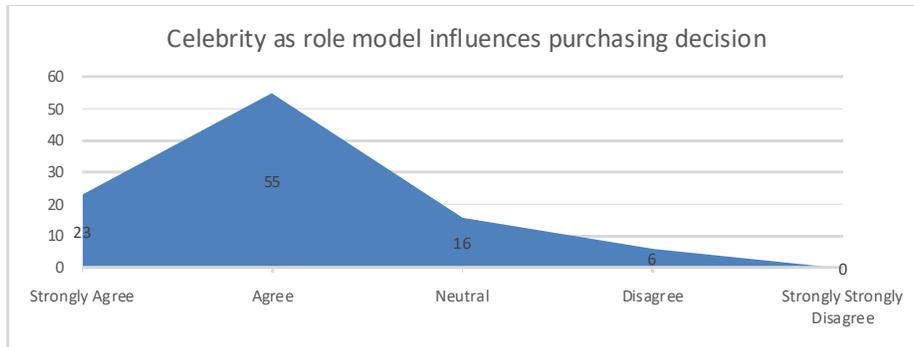


It can be analyzed from the above data that for 45% of the respondent's celebrities strongly arouse interest in the advertisements whereas 38% of the respondents agree that celebrities create interest in the advertisement and only 6% disagree regards the same. It has been inferred while personal investigation that the young girls find presence of celebrities as an extra factor creating desire for the brand endorsed, many of the girls have also mentioned about the specific ad campaigns where they feel that they watch that particular ad only because of a specific celebrity eing involved.

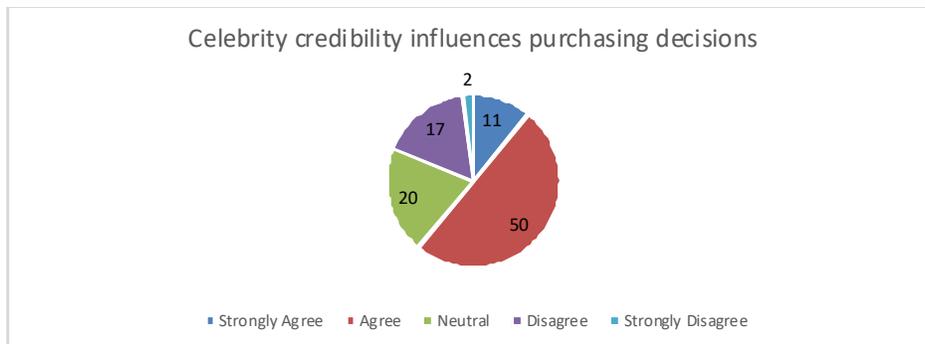


It can be inferred from the above shown pie chart that around 43% of the respondents strongly agree that endorsement of brands by the celebrity increase the brand image and customer loyalty thereby built up the trust and credibility in the

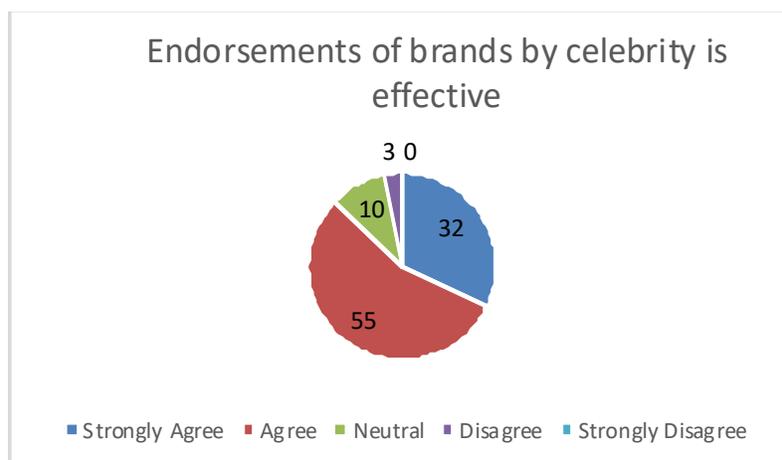
brand whereas only 5% of the respondents disagree that celebrities increase the brand image.



The above graph shows that around 55% of the respondents agree that celebrities as role model do impact their decisions while purchasing a product whereas only around 6% believe that celebrities as role model do not impact their decisions. It shows that celebrities as role model do impact the purchasing decisions.



This pie chart represents that celebrity credibility to a wider extent does impact a consumer's buying behavior. More than 50% of the respondents have said that brand endorsed by a celebrity is of good quality and thus it influences more as compared to the non-celebrity endorsed brand. Respondents associate the product with the credibility of the celebrity to a larger extent.



The above diagram represents around 55% of the respondents believe that endorsements of brand by celebrities is effective whereas only 3% believe that celebrity endorsement is ineffective this shows that for majority of the students' celebrities act as an influencing factor in the advertisements. Celebrity endorsement is effective according to the viewpoint of most of the respondents. Respondents have also mentioned that celebrities though increasing the cost of product but also ensure quality of the product. Respondents have also associated the effectiveness of the celebrity with celebrity credibility.

Findings

- 1) Celebrity endorsement boosts product information and creates awareness among Customers. It helps them to recognize the brands of the endorsed products.
- 2) It was found out that among the various media vehicles TV is the most persuading media for consumers to buy the products.
- 3) The purchase attitude is more strongly influenced by the Quality of the products rather than endorsement factors, price of the product, Discounts and offers etc.
- 4) Film stars are playing major role in forming an impression than Sports personalities.
- 5) Many respondents believe that the products advertised through celebrities are of good quality.

Conclusion

The present study was conducted to explore the viewpoints of the students

in order to assess whether the amounts spent on the celebrities are worthwhile. The research concluded that the huge amounts being paid by the advertisers to these famous people are somewhat influential. Results show that celebrity endorsement has a reasonable influence on students' buying behavior. Celebrities to an extent influence a person's purchasing decision, it helps in brand identification, brand recall and enhance the image of the product. It has also been observed that products endorsed by celebrities are of good quality. Today's customer is conscious and influenced by celebrities. They are willing to buy the same products endorsed by their famous celebs. Endorsements can be more effective if celebrities themselves declare that they are using the brand they endorse.

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