

Impact On Celebrity Brand Endorsement And Buying Behaviour Of College Students -A Study With Special Reference To Coimbatore

¹P.Seenu Seevilram, ²Dr. VP Karthikeyan

Research Scholar, RVS College of Arts and Science, sulur, Coimbatore
Head and Associate Professor, RVS College of Arts and Science, sulur, Coimbatore

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ABSTRACT

In present period, there has been a change in consumer's attitude towards culture. Consumers give significance to brands to assure better standard of living. Now consumers aren't only educated but also choosy while buying products. Everyday consumers are exposed to number of voices over the radio and television and images in journals, magazines, hoardings, and websites. Hence, every marketer tries to steal at least bit of a person's time to inform him/her of the amazing and different attributes of the product at hand and for this idea marketers use celebrity endorsement as a productive marketing plan to fit their products in the minds of consumers. The practice of celebrity endorsements has accelerated over time and perceived as a winning formula for product marketing and brand structure. This paper is a trouble to analyze the impact of celebrity endorsements on buying behaviour of the college students. Questionnaire was used to collect the data by using convenience sampling.

Keywords: Celebrity Endorsers, Consumers, Buying Behavior.

INTRODUCTION

Our market is swamped with different number of brands trying to carve out space for itself in the minds of consumers. Every firm is trying to find a hook in their brands that can connect faster to the observers. Hence, the challenge before the marketer is to initiate all possible measures to impact, motivate and inculcate desire to buy, in the customer through an effective advertising campaign. In order to achieve this, use of celebrity for endorsement of a brand is extensively used marketing strategy. Celebrity endorsement has come a pervasive element of multi-billionaire advertising industry. Companies invest large aggregates of money to align their brands and themselves with endorsers. Similar endorsers are seen as dynamic with both seductive and likeable qualities and companies plan that these qualities are transferred to products via marketing messages activities. Here come colorful factors that affect the buying behavior of the consumer; similar as the size of the product, quality, and quantity, brands, recent trends and fashion, social status.

Consumer behavior is the key to industries which can make or collapse any industry. Then, we want to know the relationship between the Celebrities and consumers buying behaviour of the product. Consumers purchase products when they feel, analyze, and know about their celebrities' daily routine. For example, Shilpa Shetty (Bollywood actress) doing yoga for her fitness adding Lipton Green Tea in the advertisement as her secret of slim body, numerous of the costumers will buy the product and forgot about the exercise and yoga is the factual reason not the product. As the subject of our content has an expansive range of research; this will help the knowledge of impacting power gathered by the celebrities among consumers. Consumers follow the trends to buy any product which is used by the celebrities this is especially followed fashion products e.g. Silambarasan doing advertisement for Abhibus, Dulquer salman is OTTO Shirts advertisement, and also numerous further advertisements are shown in different platforms like journals, TV, cinema theater, facebook, instagram, YouTube and other social media platforms by numerous other celebrities.

STATEMENT OF THE PROBLEM

The most important statement is to identify the impact of celebrities brand Endorsement and buying behaviour of college Students, what kind of products they like to use. Consumer, what kind of branded cloths they

like to wear. This study points out that Celebrities can make miscalculations and when they do, they can affect the brands they endorse. Consumers may concentrate on the celebrity, not on the product.

OBJECTIVES

- ❖ To examine the impact of celebrity to change in buying behavior of college students.
- ❖ To find out the relationship between celebrity endorsement and consumer buying behaviour.
- ❖ To analyse which factors of the celebrities attracts the public.

RESEARCH METHODOLOGY

The study entitled, “ impact of celebrities on buying behaviour of college students A study of college students ” is concentrated substantially on assessing the view points from students of Coimbatore quarter about how celebrity impact their purchasing decisions. This study is grounded on descriptive research as perception of college students regarding celebrity is analyzed and its influence over the purchase intention is measured. The current study has equal contribution of both primary and secondary data. Secondary data is collected through data collection from the internet, from review of being literatures, journals, journals and magazines and research theses whereas primary research was carried out with the help of a well- structured questionnaire and likert scales were used for scaling the questions.

Sample size: Present study has a sample size of 50 college students from Coimbatore.

Sampling technique: For the present study, convenience sampling was used to choose respondents.

Statistical tools: For the present study, Percentage method is used to analyze the data.

REVIEW OF LITERATURE

Schlecht (2003) Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

Kumar, Amit (2010) in his study related to “Celebrity Endorsements and Its Impact on Consumer Buying Behavior - In Context to India” revealed that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. Moreover, the tested attributes show positive relationship with purchase intention. In other terms, celebrity attributes do impact the purchase intention of consumers. Finally, the results of the study prove that celebrity endorsements positively impact the purchase intention of the consumers.

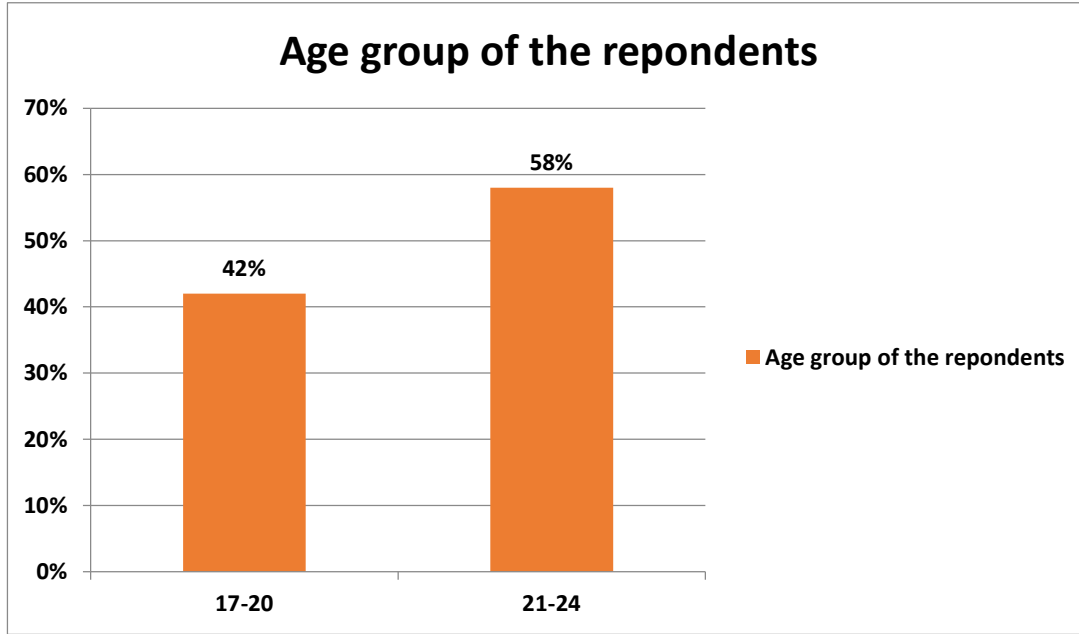
Giridhar (2012) study analyzed the factors that motivate and affect the purchase attitude of consumers at Shimoga and also studied the consumer perception on endorsement of celebrities through advertisement. Data has been collected with the help of structured questionnaire from 50 respondents by using convenience sampling. The study found that celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the endorsed products. It also revealed that the celebrities convincing endorsement motivates them to materialize the purchase of durables.

Pugazhenth (2014) examined the impact of celebrity endorsement on the brand image perception and attitude of college students. This study was conducted in Coimbatore City and is focused on the college students. Respondents include undergraduates and postgraduates of almost all disciplines. 1200 samples were collected from the college students of Coimbatore region based on one-to-one survey. The study revealed that the purchase behaviour of college students could differ based on their life style. Demographic attributes of the students are expected to affect their purchase behavior, which in turn is expected to affect their attitude towards celebrity endorsement in general. The results of the study revealed that there exists 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 youth affect the importance given by them to the social values.

Patel (2015) examined consumer attitude towards celebrity endorsement with special reference to film stars versus sports star as Celebrity Endorser. The study surveyed 711 respondents i.e. MBA/MCA students of south Gujarat region with regard to their attitude towards celebrity Endorsement. Data were collected from both primary as well as secondary sources. Primary data were collected through a structured questionnaire. The findings showed that there is no difference in consumer’s perception about credibility of Celebrity based on type of Celebrity i.e. whether it is Film stars or Sports stars and there is a difference in consumers’ attitude towards Celebrity Endorsement based on gender.

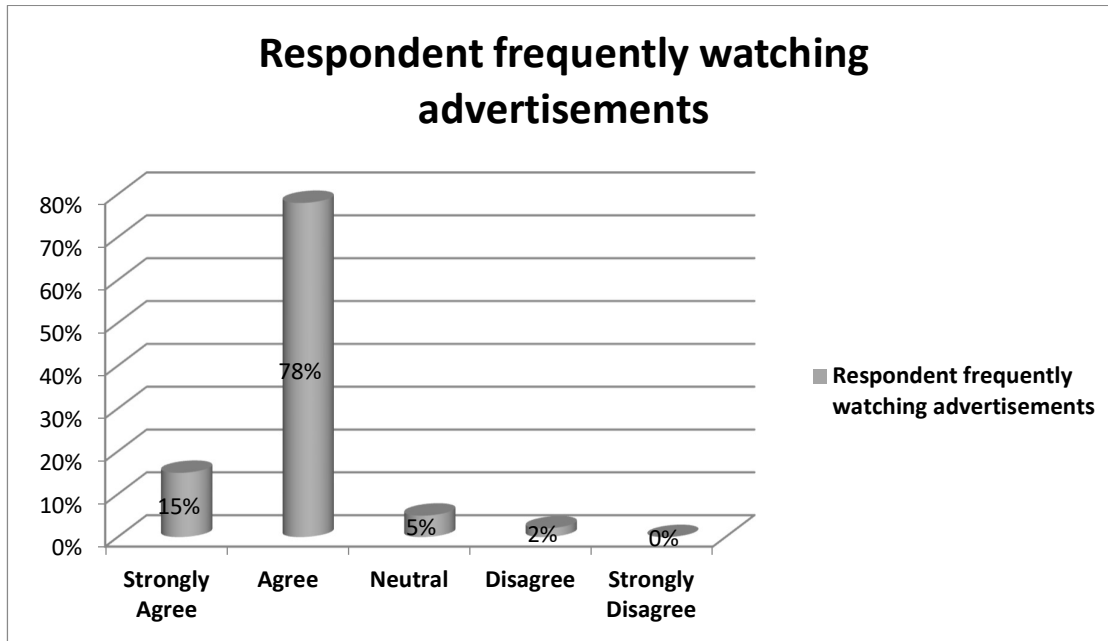
ANALYSES & INTERPRETATION OF DATA

FIGURE 1



From the above figure it can be seen that 58% of the respondents fall within the age group of 21-24 years and 42% of the respondents fall in the age group of 17-20 years. Hence it shows that the data represents mainly the viewpoints of young generation.

FIGURE 2



It can be understood from the above figure that there are around 78% of the respondents who agree that they watch advertisements on regular basis while 15% strongly agree that they watch advertisements frequently and persons not watching advertisements constantly constitute simply 2% of the respondents which shows respondents at a larger scale pay attention to the products advertised on various media.

Table 1: Most Influencing vehicle of media

RANK	FACTOR
1 (Most Influencing)	TV
2	Internet

3	Newspaper
4	Magazine
5	Radio
6 (Least Influencing)	Hoardings

Source: Primary data

The above ranks have been figured by using the likert scale. It has been set up while particular investigation that larger people were having further access to the television as compared to the other sources and that's why they've ranked television as utmost influencing media of vehicle.

Table 2: FACTOR INFLUENCING PURCHASING DECISION

RANK	FACTOR INFLUENCING PURCHASING DECISION
1 (Most Influencing)	Quality
2	Price
3	Advertising
4	Reference by relatives, friends
5 (Least Influencing)	Packaging

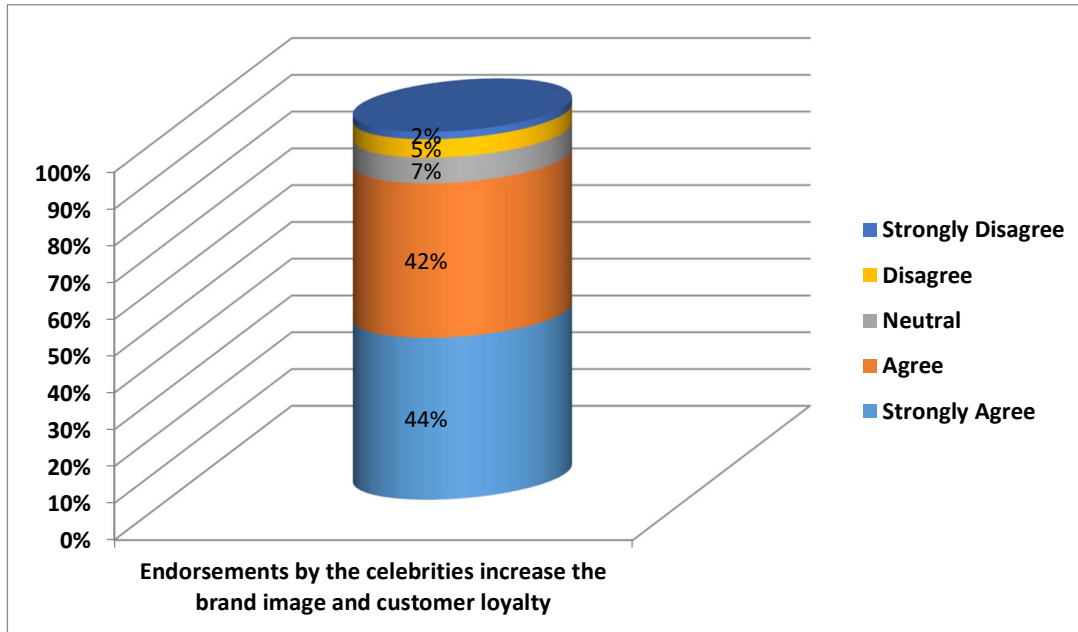
It has been seen that while buying goods the most important thing that matters to the respondents is the quality of the product followed by the price. Still respondents also pay attention to advertising factor whereas packaging matters them the least.

Table 3: CELEBERITY

RANK	CELEBERITY
1	Film Stars
2	Singers
3	Daily Soap Stars
4	Fashion Models
5	Sports Star

The above table represents that most of the respondents have ranked film stars as the most persuading celebrity as compared to the sports person who have been ranked as least preferred by majority of the respondents. Respondents find film stars as more attracting rather than sports stars.

FIGURE 3



It can be inferred from the above shown pie chart that around 44% 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.

FINDINGS

1. Celebrity endorsement enhances the product information and creates awareness among consumers.
2. It was revealed that among the various media vehicles television is the utmost impacting media prevailing consumers to buy the products.
3. Film stars are playing major role in creating an impact than Sports personalities.
4. A good number of respondents believe that the products advertised by celebrities are of good quality.

SUGGESTIONS

1. Celebrity endorsements will be more effective when using a celebrity who isn't formerly explosively associated with another product or service.
2. Celebrity endorsements will be more effective when there aren't frequent changes in celebrities who are endorsing the products because that would further enhance the recall ability of the brand.

CONCLUSION

The current study has tried to research the outlooks of the students in order to assess whether the skyrocketing amounts spent on these celebrities are worth full. It has been revealed during the study that whooping amounts being paid by the marketers to these celebrities are more or less where influential. The results reveals that students are being affected by the presence of celebrities. Celebrities to a vast extent impacts a person's purchasing decision, it helps in brand recognition, brand recall and structure up the image of the product. It's believed that products endorsed by the celebrities are of good quality also the case studies presented in the paper supports the results drawn. Endorsements can be more effective if celebrities themselves assure that they're using the brand they endorse and thereby assure about the fictitiousness of the product.

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