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ROLE OF CELEBRITY ENDORSEMENT IN CONSUMER BEHAVIOUR IN BEVERAGES WITH REFERENCE TO ARIYALUR DISTRICT

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Abstract

The present study has shown the role of celebrity endorsement in consumer behaviour of beverages in Ariyalur district. Celebrity Endorsement has promoted significant changes in many aspects of human life and society as well as the shopping culture. Respondents have been taken by applying convenient random sampling method used. This study purpose is to analyze the consumer buying behaviour in beverages towards celebrity endorsement in Ariyalur district. The outcome of the study is based on 100 respondents selected from Ariyalur district of Tamil Nadu. The data required for the study has been collected through well-structured questionnaire. Data was analyzed by percentage analysis and chi- square test.

Keywords: Consumer, Buying Behaviour, Celebrity Endorsement, Beverages and Market.

Introduction

Celebrities are people who enjoy the public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics that are observed and Celebrities generally differ from the social norm and enjoy a high degree of people awareness. The term Celebrity refers to an individual who is known to the public actors for his or her achievement in areas other than that of product class endorsed (Friedman and Friedman, 1979) or having wider influence in public life and societal domain. Attributes like charisma, extraordinary life style or special skills, larger than life image and demigod status can be associated with them. It is safe to infer within a corresponding social group Celebrities generally differ from the social norm and enjoy a high degree of people awareness¹.

Statement of the Problems

In the competitive world there are many problems in marketing. Some problems can be solved, but so many problems may not be solved, India is a developing country for health beverages, Food beverages manufacturers producing various beverages in our country and they are playing an important role in fulfilling the needs and wants of consumers. Now a day's beverage company spend large amount of rupees to celebrity endorsement, for creating heavy competition in the market. Celebrity Endorsement very costly as most celebrities make excessive demands to endorsing a product.

Scope of the Study

The study was covered the branded beverages users only. It also covers the buying behaviour of beverages in Ariyalur district. This study also enables us to find out consumer awareness, preference, influences and brand loyalty. It also deals with customer satisfaction. This study helps in understanding the current market scenario of beverages and it's also helps to understand the consumer preference and satisfaction.

Objectives of the Study

1. To Study the level of consumer awareness about beverages.
2. To Analyze the impact of celebrity endorsement on consumer reality to over shadows the brand in Ariyalur District.

Limitations of the Study

Although sincere efforts have been made to collect the maximum information from therespondents, this research is subject to following limitations.

1. The study is made in Ariyalur District only.
2. Only 100 respondents have been taken for the study.
3. The consumer preferences may change according to time, fashion, technology and development.



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Review of Literature

Christina schlech (2003)² Celebrities impact on branding. Examine the relationship between celebrity endorsement and brands, by applying a selection of widely accepted principles of new concedes brand attitude and preference can be positively influenced the brief in introduction into topic of celebrity endorsement the product must be selling at market place manufacturer used celebrity endorsement they increase our brand image.

Dr. Suparn Sharma et al (2009)³ Studied sales and advertisement relationship for selected companies operating in India. Advertisement it a persuasive communication which all empty to change or reinforce one's friar attitude and its basically done not only to inform customers about products, rather if is process. Which further influences and persuades customers to purchase the product? It can be cropped up by stating that advertisement is considered as one of the most important mediums of communication influencing the organization's performance.

Radhika Madan (2010)⁴ celebrity endorsement: A marketing strategy. Celebrity endorsement strategy can be effective competition weapon in mature markets in order to differentiate products from competitors since there is heavy advertising clutter. Celebrities have always been the easiest way to attract the customer because of their mass appeal. A celebrity therefore is a means to end, and not an end in themselves. In theros of the future, celebrity endorsements are here to story.

J. Sridevi (2012)⁵ effectiveness of celebrity endorsement in brand recall and brand recognition. It is concluded that celebrity endorsement definitely creates an impact in the purchase attitude of consumers. In spite of the economic advantage of using relatively unknown personalities as endorsers in advertising campaigns. The choice of celebrity to perform that role has become universal practice for bran competing in today's cluttered media environment.

Kieran Sharma et al (2013)⁶ celebrity endorsement in advertising: can it lead to brand loyalty in the long run. An assessment of current market situation had indicated that celebrity endorsement and advertng strategies if correctly blended in terms of matching the strengths of the brand with the celebrity's quality indeed justification the high cost associated with this from of advertising. However, advertising needs to be aware of the high cost associated of the complex processing underlying celebrity endorsement by gaining clarity on described concepts of celebrity source

Research Methodology

The methodology of the research indicates the general pattern of organizing procedure for gathering valid and reliable data for the purpose of investigation. The methodology of this study includes the description of research design, sample size, sampling techniques, development and description of the tools, data collection procedure and analyzing the data.

Research design:The research is descriptive in nature. The objectives of this design are to portray accurately the characteristics of the Role of Celebrity endorsement in consumer behaviour in beverages in Ariyalur district. Attempts are made to ascertain the attitude and buying behaviour of celebrity endorsement by the result of the study.

This study title is "Role of Celebrity endorsement in consumer behaviour in beverages with reference to Ariyalur district" and the methodology discussed the data collection, period of the study, sampling design, reliability analysis, pilot study and statistical tools and techniques. The validity of a research depends on the systematic method of collecting the data and analyzing them in the sequential order. In the present study, extensive analysis of both Primary survey data and Secondary source were used systematically.

Sources of the Data

Primary Data: Primary data is the first-hand information that is obtained through experiment, surveys, etc. in this study the primary source of data is obtained by interview schedule to various respondents in Ariyalur district. The selection of samples would help the researcher to carry out a reliable analysis.

Secondary Data: Secondary sources are the facts that are available already. In this study the secondary data were collected from the previous records, magazines, published articles, submitted thesis, and internet etc.

Analysis

In order to achieve the objectives of the study an analysis is made to understand the consumer buying behaviour on services provided by celebrity endorsement. The statistical tools used are percentage analysis and Chi-square analysis.



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Gender of the Respondents

The Table 1 describes the gender- wise classification of the respondents selected for the study. The gender is classified as male and female.

Table with 4 columns: S. No, Category Respondents, No. Respondents, Percentage. Rows include Male (61, 61.0), Female (39, 39.0), and Total (100, 100.0).

Source: Primary Data

The table 1 explains that out of 100 respondents, were 61 respondents (61 per cent) of the male and the remaining 39 respondents (39 per cent) are female. It is concluded that the majority (61 per cent) of the respondents selected for the study is male.

Table 2 describes the age of the respondents selected for the study. The age is classified as less than 25, 25-30, 31-35, 36-40 and above 40.

Table with 4 columns: S. No, Category of Respondents, No. of Respondents, Percentage. Rows include age groups: Less than 25 years (26, 26.0), 25 to 30 years (34, 34.0), 31 to 35 years (14, 14.0), 36 to 40 years (10, 10.0), Above 40 years (16, 16.0), and Total (100, 100.0).

Source: Primary Data.

It is evident from table 2 that 34 (34%) of the respondents belongs to 25 – 30 years, 26 (26%) of the respondents belongs to less than 25 years, 16 (16%) of the respondents are above 40 years, 14 (14%) of the respondents belongs to 31 – 35 years and 10 (10%) are 36 – 40 years. It is concluded that the majority (34%) of respondents selected for the study are 25 – 30 age group.

Table 3 describes the marital status of the respondents for this study. Its classified as single and married.

Table with 4 columns: S. No, Category Respondents, No. of Respondents, Percentage. Rows include Single (36, 36.0), Married (64, 64.0), and Total (100, 100.0).

Source: Primary Data

In this table 3 describes that 64 (64%) of the respondents are belongs to married and remaining 36 (36%) of the respondents are stated single. It is concluded that majority of the respondents are married.

Table 4 describes the occupational status of the respondents selected for the study. The occupational status is classified as employees, agriculturist, business people, house wife and students.

Table with 4 columns: S. No, Category of Respondents, No. Respondents, Percentage. Rows include Employee (32, 32.0), Agriculturist (06, 6.0), Business People (16, 16.0), House Wife (20, 20.0), Students (26, 26.0), and Total (100, 100.0).

Source: Primary data.



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It is found from Table 4 indicates the occupational status of the consumer in Ariyalur District. From the table it is clear that out of the 100 sample respondents, 32 (32.0%) of the respondents are Employees, 26 respondents (26.0%) are Students, 20 (20.0%) respondents are house wife, 16 (16.0%) respondents of them Business people and (6.0%) 6 respondents belong to Agriculturist category. Hence it may be concluded that a considerable number sample of 32 respondents (32%) are employees.

5. Factors Induced to buy Celebrity Endorsed beverages.

Table with 4 columns: S. No., Factors induced, No. of Respondents, Percentage. Rows include Taste, Flavors, Price, Attractive advertisement, Discount/ free gift, and Total.

Source: Primary Data.

Table 5 shows the Factors induced to buy the celebrity endorsed beverages, out of 100 respondents, 30 respondents (30.0 per cent) opinion Attractive advertisement, 22 respondents (22.0 per cent) say Price to influenced, 21 respondents (21.0 per cent) influenced by Flavors has influenced to buy, 16 respondents (16.0 per cent) opinion that Taste and 11 respondents (11.0 per cent) are Discount/ Free Gift. Hence it is concluded that a considerable percentage (30.0 per cent) of sample is in the Attractive Advertisement is most influenced to buy celebrity endorsed beverages in Ariyalur District.

Table 6 Factors Most Influence Your Purchase and Gender of the Respondents

Table with 4 columns: Most influencing factors, Gender of Respondents (Male, Female), Total, Chi Square Value, Df=4, P value. Rows include Taste, Flavors, Price, Attractive Advertisement, Discount/ Free Gift, and Total.

Source: Computed from Primary Data. * Significant at 5 per cent level.

In the Table 4.5.17 the chi- square value is 24.206 with degrees of freedom 4 and the P value is 0.001. Since the P value is less than 0.05 the null hypothesis is rejected. That means there is an association between the gender of the respondents and factors most influence your purchase. In nutshell factors most influence your online purchase differs from male gender to female gender. The frequency distribution also reveals that when compared to female gender male gender is factors most influence your celebrity endorsement purchase taking on their own to some extent.

Findings

- It is concluded that the majority (61 per cent) of the respondents selected for the study is male.
• It is concluded that the majority (34%) of respondents selected for the study are 25 – 30 age group.
• It is concluded that majority of the respondents are married.
• Hence it may be concluded that a considerable number sample of 32 respondents (32%) are employees.
• Hence it is concluded that a considerable percentage (30.0 per cent) of sample is in the Attractive Advertisement is most influenced to buy celebrity endorsed beverages in Ariyalur District.

Suggestions

- The buyers prefer a quality product than factors like brand image and package. Hence, effort must be aimed at quality products.
• The company need to increase the nutrition contents of the beverages.
• Effective role was taken in media as well as electronic medium should create awareness of consumers also.



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- The company should take necessary steps to make its advertising very impressive to all ages. so that various age group of consumers will be attracted.
- Media planning can give priority to television for screening celebrity advertisement must be develop all media advertisement.

Conclusion

Today's modern world is buyer's market there are many brands of celebrity endorsed beverages product is available in the market which differ in price, quality etc., but they consumer prefer to buy only such product which satisfy their needs and wants. So, every business has identified the requirement of the buyers with this background based on the study. Advertising is seen as playing a manipulative and merciless role in the emerging brand scape, seeking to transform customers into the personification of brand identity. Keller emphasizes the need for a structured approach based on sound research in order to manage brands strategically and to generate optimum value both in terms of asset valuation and marketing efficiency.

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