

A STUDY ON UNDERSTANDING CUSTOMER'S PREFERENCE TOWARDS THE CELEBRITY ENDORSED PRODUCTS WITH RESPECT TO GARMENT/APPAREL INDUSTRY

Akshay Surana¹

¹(Christ University, Bangalore, Akshaysurana.co@gmail.com)

Abstract—This study provides a quantitative summary of the relationship between celebrity endorsement and its impact on a customer's buying decision in the category of apparel industry. The data was collected from 79 respondents and then evaluated and analyzed and further interpreted according to the requirement of the study. The Reliability study showed that the data was highly reliable. The results also concluded that there was a statistically significant relationship between importance of price and age, celebrity endorsement used as a measure in the comparison of products and income. The findings showed that there was a positive, although moderate impact of celebrity endorsement on consumers buying decision based on factors like price, celebrity and etc. Implication for marketers as well as suggestions for future research is discussed

KeyWords— Consumer Perception; Celebrity Endorsement and Promotion

1. INTRODUCTION

In a country like India, which has a huge population, consumers get influenced by a lot of factors and one of the most trending and most recent one is celebrity endorsement. Brands have been using known personalities and celebrities to endorse their products on television and campaigns to lure customers into buying their products. Celebrity endorsement is used in every field and for almost every product. It has occurred to be a very efficient promotional strategy. Celebrities charge a heavy fee for doing the endorsement which reflects on the products price. Celeb endorsed products generally cost more than their substitutes. Consumers due to the brand image and celebrity affirmation buy the higher priced products and stick to the brand. Firms bolster enormous name for a grouping of reasons. It might be the instructive experience of the VIP that fits the publicizing message or the endorser's high enthusiasm with the organization's customer target gathering. Firms put basic trade out collecting brands and relationship with endorser qualities, for instance, drawing in quality, appropriateness, and reliability.

2. PURPOSE OF THE STUDY

The purpose of the research paper was to find if celebrity endorsement work and how does it influence customers buying decisions. This article tries to find the impact on consumer's loyalty and repeat purchase done for the celebrity endorsed product.

3. RESEARCH METHODOLOGY

The primary method used in this study is descriptive research. The data of this study was based on primary data which is collected through questionnaires under survey method. Similarly secondary data is also been used to obtain a little help through different books and journals. The method of research used is survey method for collecting information related to the demographic and behavioral dependent and independent variables of the respondents.

The sample size was of 100 people among which only 79 replied who had knowledge about Celebrity endorsements and its influence. The survey was conducted over mail. The analysis was done on the basis of quantitative research approach. Furthermore tools like SPSS were used to analyze and process the collected data.

4. HYPOTHESIS

H0: There is a relation between income and whether price of the celebrity endorsed good affects the buying decision.

H1: There is no relation between income and whether price of the celeb endorsed good affects the buying decision.

5. REVIEW OF LITERATURE

(Kara Chan, 2013) The purpose of the paper was to see what kind of influence celebrity advertisements had on adolescents and how these adolescents perceived them. The result was that the most recalled celebrity ads or endorsements were the once that were attractive, funny or expressive. The usage of celebrity in an ad increases the brand awareness and recall and also influences the celebrity's fans to buy the brand's product.. The adolescents could connect with the ads and the brands behind them and hence preferred them while making purchasing decisions.

(Pei-ShanWei, 2012) The objective of this Research paper is to contrast the impact of big name supports with online client audits on female shopping conduct. In view of AIDMA and AISAS models, we plan an examination to research purchaser reactions to seek great and experience great individually. The outcomes uncovered that pursuit great (shoes) supported by a big name in a promotion evoked fundamentally more consideration, want, and activity from the purchaser than completed an online client audit. We additionally found that online client audits were higher than the VIP underwriting on the size of members' memory, inquiry and offer dispositions toward the accomplished great.

(Steve Dix, 2010) The aim of this paper is to research how brandishes famous people can be seen as good examples and impact youthful grown-up buyers' buy and behavioral aims. Further, it likewise tries to look at whether this impact varies amongst guys and females. Competitor good example endorsers affect youthful grown-ups' item exchanging conduct, grumbling conduct, positive word-of-mouth conduct and brand reliability. This affirms the suspicion that games famous people are vital socialization specialists and can have critical effect on buy goals and practices.

(Rennae Daneshvary, 2000) Numerous examinations have explored the effect of big name endorsers on customers' buying goal. None, in any case, has examined the impacts of an affiliation support. This research analyzed the impact of the Professional Rodeo Cowboys Association's (PRCA) support of items on buyers' buy goals. Review information was gathered from 1,456 respondents going to six rodeos over the USA. Double legit relapse uncovered that people who went to rodeo much of the time and those with not as much as an advanced education were the destined to acknowledge the affiliation support. The discoveries are clarified inside the social impact structure.

(Amanda Spry, 2011) This research paper aims to inspect the effect of superstar believability on consumer-based value of the embraced mark. The interceding part of brand believability and the directing part of the sort of marking utilized by the embraced mark on the endorser credibility-brand value relationship are likewise to be analyzed. The findings recommended recommend endorser validity indirectly affects mark value when this relationship is interceded by mark believability. This intervening relationship was directed by kind of marking. Be that as it may, the "endorser credibility-brand validity" and "endorser credibility-brand value" connections did not fluctuate as indicated by the sort of marking utilized.

(David H. Silvera, 2004) This research paper looks at whether customers deduce that celebrity endorsers like the items they support, and introduces a model utilizing these inductions and different attributes of the endorser to anticipate states of mind toward the embraced item. Members in two tests analyzed composed underwriting commercials and were requested to deduce the degree to which the endorser really enjoyed the publicized item and to rate the endorser's engaging quality, closeness to themselves. States of mind toward the notice, the endorser and the item were additionally estimated. The subsequent model showed that item demeanors were anticipated by deductions about the endorser's enjoying for the item and by states of mind toward the embrace.

6. LIMITATIONS OF THE STUDY

Although the research has reached its aims, there were some unavoidable limitations like due to the short time limit; this research was conducted only on a small size of the population. The respondents might not be motivated to reply accurately to the questionnaire. The study is limited to Bangalore and as such it may not be possible to generalize the findings of the entire population of the country.

7. FINDINGS AND OUTCOME

The female gender was more inclined towards making purchases influenced by the celebrity endorsement of the product. The influence of the celebrity endorsement was more impactful on the age group 21-30 compared to others, due to more exposure and knowledge of celebrities and brands. Most of the respondents agreed that Celebrity endorsement factor was helpful in comparing the products and making purchase decisions based on that. The study also suggested that maximum consumers were most interested in taking part in a company's promotion strategy and campaigns if celebrity was part of it. Another major finding was that consumers tend to stay loyal to that product or brand if any of their favorite celebrity was part of it. One important pattern was observed that majority of the respondents agreed to pay extra for a product if it was celebrity endorsed in comparison to the same attribute product by another brand without endorsement. Respondents also agreed that changing of an endorsing celebrity for that brand affects their buying decision towards their products. They tend to shift to another brand with same or another celebrity endorsement.

8. HYPOTHESIS TESTING

As per the above done correlation test using SPSS tool between income and whether price of the celeb endorsed good affects the buying decision, the significance in the results is 0.714 which is above the required of 0.5 and hence we can accept the null hypothesis and reject the alternative hypothesis. H₀ is accepted.

9. CONCLUSION

Throughout the research study I learnt a lot about the variables and how they impact consumers buying behavior. Due to various tests and hypothesis testing it was concluded that in respect to few variables celebrity endorsement does impact the buying decision of the consumer and has a positive influence on them. Consumers were ready to pay extra for a product with celebrity endorsement and good brand image.

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