

Celebrity Endorser and Consumer Buying Process

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Abstract

Celebrity endorser is prominently used in marketing communication of brands by marketers. The vital reason celebrity endorsers are a part of marketing communication is their influence on consumers. The celebrities due their personality, attractiveness, success in their field and for many other aspects influences consumers. So as to capitalize this influence of celebrities on consumers, marketer's signs deals with celebrities as an endorsers of their brands. Whenever the consumers buy the products, they undergo through a buying decision process. The consumer buying decision process involves different stages. The consumer buying decision process involves five stages as follows need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior. The interesting part in this is where, when and how the celebrity endorser influences the consumers in their buying process of products? If the marketers know these things, it will lead to effective utilization of celebrity endorser in their marketing communication of brands with respect to stages of consumer buying process. Thus it becomes interesting to study which stage of consumer buying process does the celebrity endorser have most influence? The study tries to draw attention towards the consumer buying process and influence of celebrity endorser. The study is exploratory in nature and findings are based on few respondents. The secondary data is collected through search on internet, journals etc. The study did not focus on a particular product category as well as a particular celebrity endorser. It is found that the influence of celebrity endorser on consumer buying process varies as per the stage. It is found that the level of influence of celebrity endorser on consumers differs as per the stages of buying process.

Keywords: *Buying Process, Celebrity, Consumer, Endorser, Influence*

1. Introduction

Celebrity endorser is prominently used in marketing communication of brands by marketers. The vital

reason celebrity endorsers are a part of marketing communication is their influence on consumers. Consumers get influenced by celebrities as celebrities promote brands. The celebrities due their personality, attractiveness, success in their field and for many other aspects influences consumers. There are different types of celebrities, such as sport persons, film-stars, experts. Indians appreciates movies and cricket. The Bollywood stars are very popular in India, as well as sports persons, especially the cricketers. It can be easily observed that there are lot of film stars and sport persons playing a role of celebrity endorsers for the brands. The influence of these well-known celebrities encourages the marketers to use them in marketing communication. So as to capitalize this influence of celebrities on consumers, marketer's signs deals with celebrities as an endorsers of their brands. These celebrities as endorsers influence the consumers when they buy the products. Whenever the consumers buy the products, they undergo through a buying decision process. The consumer buying decision process involves different stages. The stages in consumer buying process are as follows; need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior. The interesting part in this is where, when and how the celebrity endorser influences the consumer in their buying process of products. If the marketers know these things, it will lead to effective utilization of celebrity endorser in their marketing communication of brands.

2. Review of Literature

(Babu Shabna, 2018) stated that Consumer perception is found to be relatively high and significantly correlated with purchase intention.¹

(Babu, 2018) stated that, the key finding from the study could be that personality dimensions like sincerity, excitement and competence are mediating the effect of celebrity endorsement on purchase intention since that create a positive perception about brand's value, quality and knowledge significantly in consumers mind. Nevertheless like previous studies

this study proved that meaning transfer dimension of the celebrity endorsement has played an important role in the dependent relationship of brand personality as it conveys the same meaning of all the dimension of brand personality altogether.²

(Harshitha, Y. S, 2017) concluded that celebrities endorsed advertisements are more attractive and Effective tool in the present day scenario. They stated that the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behavior. The results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.³

(Kaur, 2017) concluded that, there is significant relationship between demographic factors with consumer buying behavior factors.⁴

(Khan, 2016) stated in their study that, according to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.⁵

(Koththagoda K.C., 2015) concluded that there is a relationship between construct of TEARS model of celebrity endorsement and the purchase intention.⁶

(Makwana K, 2018-19) in their study found that there was an effect of celebrity endorsement on consumer buying behavior in durable and non-durable goods. The study also stated that in case of durable and non-durable goods celebrity does affect their buying behaviour.⁷

According to Loudon and Della Bitta (1988), consumer behavior may be defined as the decision process and physical activity individuals' engage in, when evaluating, acquiring, using or disposing of

goods and services. Consumer behavior focuses on how individual consumers and families or households make decisions to spend the resources that they already have (time, money, effort) on items that are related to consumption. The customer asks himself the 5Ws (What-Where-When-Why and How) before completing any purchase.⁷

(Randhawa, 2014) Most of the respondents believe that frequent changes in celebrity for advertising the product reduce the purchasing decision of customers.⁸

(SINGH, 2010) The result of their study indicates that there are six factors related to the effectiveness of celebrity endorsement on purchase decision of consumers. These factors are: type of brands, film star celebrity, attention and appeal, risk aversion, endorsement power and repetition.⁹

3. Materials and Methods

The study is exploratory in nature. Secondary data is collected through search on internet, websites, e-papers, journals. Primary data is collected through respondents and analyzed. **Objectives:** To study the influence of celebrity endorser on the stages of consumer buying process. To study the level of influence of celebrity endorser on the stages of consumer buying process.

4. Results and Discussion

4.1 Analysis

The responses given by respondents were analyzed and the analysis is as follows

Table No-1 Influence of celebrity endorser on consumer as per stages of buying process.

Sr. No	Influence on consumer		
	Different influence	No influence	Same influence
1	60.34%	31.03%	8.62%

Table No-2 Most influence on stages of brands consumer buying process.

Sr. No	Stage	Buying Process	Most Influence
1	Stage 1	Need recognition	24.13%
2	Stage 2	Information search	31.03%
3	Stage 3	Evaluation of alternatives	22.41%
4	Stage 4	Purchase decision	18.96%
5	Stage 5	Post Purchase Behavior	3.44%

4.2 Findings

It is found that (31.03%) of respondents has most influence on Information search stage of buying process followed by (24.13%), need recognition stage, (22.41%) evaluation of alternatives stage, (18.96%) purchase decision, (3.44%) post purchase behavior stage of buying process respectively. It is found that (60.34%) of respondents stated that they have different influence of celebrity endorser on the stages of buying process. It is found that (31.03%) of respondents stated that they have no influence of celebrity endorser on the stages of buying process. It is found that (8.62%) of respondents stated that they have same influence of celebrity endorser on the stages of buying process. It is found that (60.34%) of respondents stated that they have different influence of celebrity endorser on the stages of buying process.

4.3 Limitations

The study did not focus on a particular product category. The study did not focus on a particular celebrity endorser. The study is based on conveniently selected few respondents. The study is exploratory in nature.

5.1 Conclusion

It can be said that the influence of celebrity endorser on consumer varies as per the stage of buying process. It can also be said that the level of influence of celebrity endorser on consumers differs as per the stages of buying process.

5.2 Implication

The study will be useful to practitioners for increasing the influence of celebrity endorser on consumer. The study will be useful in the decision making regarding celebrity endorsement.

5.3 Further Research Area

The further research can be carried out on the influence of celebrity endorser on consumer buying process as per the different product categories. The research can also be done on the influence of celebrity endorser on each stage of consumer buying process.

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