

# A Study on Impact of Celebrity Endorsement towards Selected FMCG Products with Special Reference to Coimbatore City

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## Abstract

Advertising is an audio (or) visual form of marketing approach, which contains paying for space to promote a product or service. Celebrity advertisement is a new form of marketing strategy that can be used by the companies which involves celebrities or famous persons to promote a product or service. It is one of the most popular tools for advertising now a day. Fast Moving Consumer Goods are the merchandises that are traded effortlessly, rapidly and at relatively low price. FMCG zone is the fourth major zone in the Indian economy. FMCG product which includes the non – Durables like packed food items, beverages, toiletries..etc. In most of the cases FMCG products are promoted by advertisements especially celebrity advertisements. Celebrity endorsement plays a vital role in promoting branded FMCG products. In this studies the effect of celebrity endorsement on branded FMCG merchandises with special position to Coimbatore city.

## Article History

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**Key Words :** Celebrity endorsement, FMCG products.

## I. INTRODUCTION

Advertising is an audial or visual form of marketing communication that affords an openly subsidised, non-personal communication to promote a product or service or knowledge. Promoters of advertising are frequently businesses wishing to promote their products or services. Advertising is distinguished from public dealings in that an advertiser pays for and has switch over the message. It differs from personal trade in that the communication is non-personal.

Celebrity advertisement has been recognized as one of the supreme widespread tackles of advertising in a modern era. Celebrities like film stars. sport and other personalities plays vital role in advertisement of branded items. It has become a new style and superficial as a charming method for product marketing and brand erection. .

Fast-moving consumer goods (FMCG) it is also recognised as consumer packaged goods (CPG) are products that can be traded hurriedly and at fairly low cost. Examples of FMCG products are the non-

durable things such as packed foods, beverages, toiletries and numerous other consumables.

### 1.1. STATEMENT OF THE PROBLEM

Fast moving consumable goods are merchandises that are vended rapidly at fairly low cost the revenue from these products is somewhat very small and the vending is in huge numbers, so the collective revenue on such yields can be huge. Luminary endorsement is the way to maximise advertising efficiency. Widespread personalities like sports personalities and film stars are considered as brand ambassadors by their lovers. The study is related to only four branded FMCG products namely, Shampoo, Toothpaste, Soap, and Hair oil. These different FMCG's possess different attributes based on their utility. These four products are occupied for study built on the type of personal care products. In this current generation people were concentrating more on beauty by admiring the celebrity advertisement. So this project state whether there is any impact on customers by watching celebrity endorsement. Hence the paper is titled as "A Study on Impact of celebrity endorsement towards branded FMCG products with special reference to Coimbatore city".

### 1.2 OBJECTIVES OF THE STUDY

- To know the personal profile of sample respondents.
- To identify the awareness level and causes that influence to purchase of celebrity endorsed FMCG products among the sample respondents.
- To study the effect of Celebrity endorsed FMCG products among the sample respondents.

### 1.3 RESEARCH METHODOLOGY

#### Research Design

This study is descriptive in nature as the study aims to find out the impact of celebrity endorsement towards purchasing performance of selected branded FMCG product. The study is carried out the naturalistic observation and survey questioning, which are attributes of descriptive research.

#### Area of the study

The area selected for the current study was Coimbatore City.

#### SAMPLE DESIGN

The technique adopted here convenient sampling technique . Convenience sampling could be a non-probability check cluster technique wherever subjects are chosen owing to their appropriate, accessibility and proximity to the man of science. The instrument used was associate open over form consisting of 25 queries.

#### METHOD OF DATA COLLECTION

Both primary and secondary knowledge square measure used for this study. Primary knowledge collected type the respondents through well ready questionnaires. The secondary records is accumulated from collected from journals, magazines, publications, reports ,book, dailies, periodicals, articles, analysis papers, websites, company publications, manuals and booklets. The degree of secondary knowledge out there provides the bottom for a powerful literature review and secondary analysis. The secondary knowledge collected from numerous journals and magazines for assortment of past data relating to FMCG Merchandise.

#### SAMPLE SIZE

Totally, 200 respondents of fast paced commodity users were appointive on convenient check cluster methodology.

#### STATISTICAL TOOLS USED

The following applied math tools that may be used for this study

- Percentage analysis
- Chi- square analysis

## LIMITATIONS OF THE STUDY

- Three months only taken to complete this study.
- The result focus on only selected FMCG products.

## II. REVIEW OF LITERATURE

SaritaBahi (2012)<sup>1</sup>Mention in his study celebrity endorsements of brands do not have an effect on client perception and behaviour. Further advertisement in Television get pleasure from higher whole recognition. It has been detected that education has no relevancy to create perception of the individuals concerning the standard of the merchandise being supported by the celebrities. So celebrities have dominating influence altogether the educated teams in each the urban and rural customers. It had been conjointly found that gender has no influence on the perception of quality of merchandise being supported by celebrities in rural and concrete class. So it will be finished that celebrities result on each the gender teams is equal within the rural and concrete customers. This cloud be as a result of customers check out celebrities not as role models however as entertainers. The study conjointly disclosed that a sizeable majority of rural and concrete customer's square measure awake to the merchandise being supported by the celebrities.

Bhaveshkumar J. Parmar, Rajinikant P Patel (2000)<sup>2</sup> In this study the man science conclude that during this gift era of data explosion and media influence, advertisement play a significant role in dynamical perception or thinking of shopper. Across the globe, celebrities are used for a good kind of brands. Celebrity endorser is extensive all the same there is restricted study on shopper perception of celebrity versus non celebrity advert on television commercials for the merchandise come back below FMCG. The aim of study is to assess consumers perceptions concerning to use celebrity endorsement in advertisement. The findings show there is a major

distinction for all FMCG class between advertisements for celebrity and non - celebrity.

## III. ANALYSIS AND INTREPRETATION

### 3.1. PERCENTAGE ANALYSIS

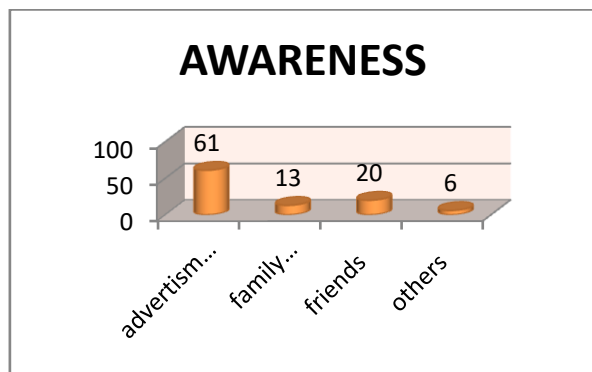
**Table.1 Demographic Profile of the Respondents**

S.N O	Particulars	Classification	Freq uenc y	Pe rc en ta ge
1	Age	Below 20 years	66	33
		21-40 years	126	63
		41-60 years	8	4
		61 and above	0	0
2	Gender	Male	114	57
		Female	96	43
3	Educational Qualification	Illiterates	14	7
		Graduates	130	65
		Professional	32	16
		Others like diploma	24	12
4	Occupation	Employee	76	38
		Own Business	66	33
		Professionals	14	7
		Others like Students & House wives...etc	44	22
5	Marital Status	Married	174	87
		Unmarried	26	13
6	Family Monthly Income	Below 15000	26	13
		15001-30000	102	51
		30001-45000	38	19
		45001 and above	34	17

**Table. 2 Awareness about celebrity endorsed FMCG products**

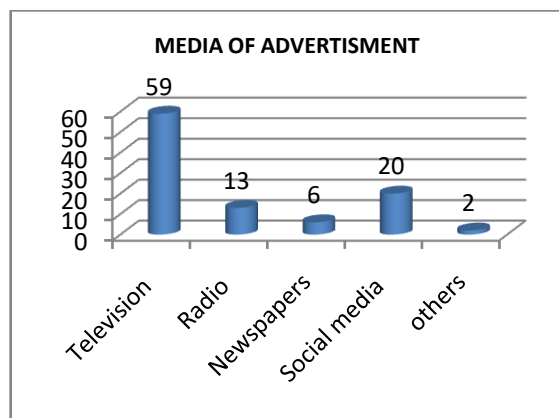
S.No	Awareness through	No of res.	percentage
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1	Advertisement	122	61
2	Family & relatives	26	13
3	Friends & neighbours	40	20
4	Others	12	6
Total		200	100



**Table.3 Media of advertisement**

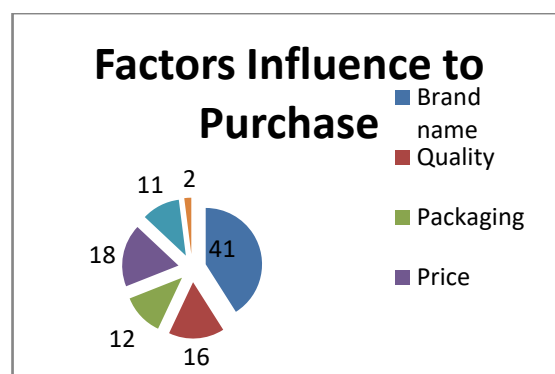
S.No	Awareness through	No of res.	percentage
1	Television	72	59
2	Radio	16	13
3	Newspapers & Magazines	7	6
4	1Social media	24	20
5	Others	3	2
Total		122	100



**Table. 4 Factors influence to Purchase FNCG products**

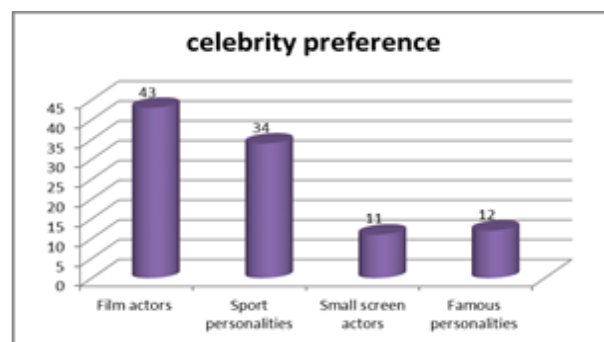
S.No	Factors influence	No of res.	percentage
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1	Brand name	82	41
2	Quality	32	16
3	Packaging	24	12
4	Price	36	18
5	Availability	22	11
6	Others	4	2
Total		200	100



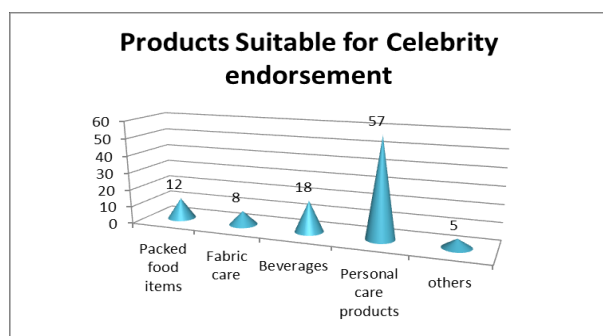
**Table.5 Preference of celebrity advertisement**

S.No	Factors influence	No of res.	percentage
1	Film actors	86	43
2	Sport personalities	68	34
3	Small screen actors	22	11
4	Famous personalities	24	12
5	Others	0	0
Total		200	100



**Table. 6 Products suitable for Celebrity endorsement**

S.No	Products suitability	No of res.	Percentage
1	Packed food items	24	12
2	Fabric care	16	8
3	Beverages	36	18
4	Personal care products	114	57
5	Others	10	5
Total		200	100



### 3.2 CHI – SQUARE ANALYSIS:

1. Null hypothesis H<sub>0</sub>: There is no significant relationship between age and awareness on celebrity endorsed FMCG products.

S.No	Factors	D	T.V	X <sup>2</sup>	S/NS
1	Age and awareness	9	16.92	20.3	S
2	Occupation and media of advertisement	12	21.03	16.32	NS
3	Education and factors influenced	15	24.99	31.67	S
4	Gender and suitability	4	9.488	11.63	S
5	Marital status and preference of celebrity	4	9.488	20.3	S

Null hypothesis H<sub>0</sub>: There is no significant relationship between occupation and Media of advertisement.

3. Null hypothesis H<sub>0</sub>: There is no significant relationship between educational qualification and factors influenced to purchase of celebrity endorsed FMCG products.

4. Null hypothesis H<sub>0</sub>: There is no significant relationship between gender and products suitable for celebrity endorsements.

4. Null hypothesis H<sub>0</sub>: There is no significant relationship between marital status and preference.

Level of significance: 5% or 0.05

### IV. FINDINGS AND CONCLUSION

Findings of Percentage Analysis:

- Majority of the respondents are male in the given sample.
- Majority of the respondents are belonging to the age group of 21-40 years.
- Majority of the respondents are married in the given sample
- Majority of the respondents are graduates.
- Majority of the respondents are employees in different organisation in Coimbatore city.
- Majority of the respondents' monthly income is in between Rs.15001 to Rs.30000.
- Majority of the respondents came to know about the FMCG products through advertisements.
- Majority of the respondents opined that television advertisement was the suitable media for celebrity endorsed FMCG products.
- Most of the respondents opined that brand name was the main factor that influences to buy FMCG products.
- Most of the respondents opined that film actor's advertisements are most suitable for FMCG product advertisements.
- Majority of the respondents opined that celebrity endorsed advertisements are suitable for personal care products.

Findings of Chi – square Analysis



- There is a significant relationship between Age and awareness about FMCG products.
- There is no significant relationship between Occupation and media of advertisement
- There is a significant relationship between Education and factors influenced to purchase on FMCG products.
- There is a significant relationship between Gender and suitability of celebrity endorsement.
- There is a significant relationship between marital status and preference of celebrity for advertisement.

### CONCLUSION

Celebrity endorsements are pulling in many cores of cash once in a year, and wide performed by marketers to market their merchandise. An exploitation celebrity for endorsing brands has become a trend for building the brands likewise because the companies merchandise through these celebrities is termed as celebrity endorsement. The corporate create use of the celebrity's characteristics associate in nursing qualities to determine together with the merchandise specialities with an aim to position them within the minds of the target customers. Some of the foremost unremarkably used ways might embrace attention getting headlines, slogans, testimonials, product characters, comparison of merchandise, and repetition. Advertisers suppose several types of appeals to steer individuals to shop for. In general, advertisers might gift their message either in general or in associate with nursing exceeding in a very factual method or in an emotional evergreen state.

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