

“Role of Celebrity Endorsement on Buying Behaviour of consumers with special reference to Coca Cola and Pepsi in North Lakhimpur, Assam”.

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ABSTRACT: The recent form of advertising has been changing rapidly in the present era and one such form of advertising is through celebrity endorsements . The new trend of trying out different types of promotional activities for increasing the sales of the product has brought the marketer to endorse their products through the advertisement in mass media by some famous known personalities often known as celebrity. This paper focuses on the analyzing the factors responsible for choosing a particular brand of soft drink and also relying on the type of advertisement which is most remembered .It also discusses that how youngsters are affected by the brand that is endorsed by the celebrity .

BACKGROUND : Advertising is any paid form of non personal presentation and promotion of ideas , goods or services by an identified sponsor. An advertising objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time and it can also be categorised as informative , persuasive , reminder or reinforced advertisement according to the aim of the marketer . In the recent era advertising is not only related to sales, but also to creating a brand value, brand image, gaining the trust of its customer , communicating with its customer and surviving in the evolving market. There is a certain correlation between successful celebrity branding and brand endorsements. Celebrities are defined as individuals who are known to the public as an actor, sports figure, or entertainer for his or her achievements in area other than that of product class endorsed.

MATERIALS AND METHODS :In this prospective primary data is collected through questionnaire from 100 respondents from the age group ranging 16-25 from North Lakhimpur and the secondary data is collected through journals and online sites .Tool and data analysis is done by the help of tables and charts while the sampling techniques is convenience sampling.

RESULTS : The onset of the study found out that majority of the respondent preferred Coca Cola over any other soft drink while after Coca Cola Pepsi is widely chosen . There is also a factor of celebrity and their trustworthiness , where the brand is affected by the behaviour of a celebrity and their association with the brand.

CONCLUSION: From the study done it can be concluded that majority of the youngsters are influenced by the celebrity endorsing the brand and most of the people like the advertisement of Pepsi followed up by Coca Cola.

KEY WORD: Celebrity , Celebrity endorsement , Buying behaviour, Consumer , Advertising

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I. Introduction

Soft drinks are gradually becoming as the biggest beverage sector in the world. Asia is likely to be main driver of sales growth in the future. . In Indian scenario it is proved that advertisements from soft drink companies are most effective , as they heavily spend on the celebrity endorsements .For increasing the sale of this soft drinks they are hiring film stars, sports person or some well known faces to endorse their products .Each advertisements have its own reaction on the consumers one way or other .This paper mainly focuses on the objective To study the factors affecting perception of consumers towards celebrity endorsement and also on the insight on the methods of celebrity endorsements in soft drink.

Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor..(Philip Kotler).Advertising seeks to condition the consumer so that they may have a favourable reaction to the message promoted . Celebrity endorsement had made a very huge impact on the advertising . it is proved to be the most efficient way of advertising and had led to the growth and sales of the brand. It also led to capturing a huge amount of customer base. Advertisement had changed the way of promoting a brand and celebrity endorsement has added more value to it .

II. Theoretical background

Debiprasad Mukherjee in august 2009 has conducted a study on “ IMPACT OF CELEBRITY ENDORSEMENT ON BRAND IMAG”E with an objective To study the impact of the celebrity endorsement on effective brand management and evaluate associated factors that contribute to the success or failure of the endorsement. Three categories of research findings have been deduced from the study. The first category dealing with the customer’s perception about celebrity endorsements. The second aspect is the factors those should be taken into account while endorsing a celebrity. And the last aspect is the formulation of strategic model that can be used while doing a celebrity endorsement.

Kritika Nagdev & Raman Preet Singh have conducted a study on the “IMPACT OF CELEBRITY ENDORSEMENT ON STUDENT’S BUYING BEHAVIOUR: AN INDIAN PERSPECTIVE ”with an objective to study the perception of students towards celebrity endorsements by analyzing various variables considered during purchase decision. To study the importance of celebrity endorsements in variable to the other factors affecting the buying behaviour of students. This research project explored the current state of Indian student’s perception about celebrity endorsements. Empirically identified and tested the celebrity attributes specific to influence purchase intention and finally examined the impact of celebrity endorsements on purchase intention of consumers. Results reveal that student’s find celebrity endorsements more attractive further, on the basis of attractiveness people find actors and actresses from bollywood and films more influential as endorsers. Results reveal that using a celebrity in an advertisement increases the recognition and recall rate of the endorsed product. Overall the people believe that celebrity endorsements are more attractive, and effective at influencing their purchase decision. Interestingly, people know and agree that celebrities don’t really use the products endorsed by them but there are three aspects associated with celebrity endorsements, which are attractiveness of celebrity, credibility of the celebrity and meaning transfer between the brand and the celebrity endorser. Where attractiveness lies in physical appearance, intellectual capabilities, athletic competence, and lifestyle of celebrity; Credibility can be defined as the celebrities’ perceived expertise & trust worthiness and the meaning transfer principle states that the success of the brand-celebrity association depends heavily on the compatibility and corresponding match between the brand and the celebrity in terms of identity, personality, positioning in the market, and lifestyle. Hence, celebrity’s role is prominent in personifying the product to his/her image and helps it reach the customers.

Amit Kumar in 2010 have done a research paper on “CELEBRITY ENDORSEMENTS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR (In context to India)”. Its objective was to Explore and examine the current state of consumer’s perception about celebrity endorsements. Identify the key factors which may influence consumer’s buying behaviour through celebrity endorsements. Examine the impact of celebrity endorsements on consumer’s purchase intentions. The research paper resulted in the following conclusion, Firstly, the research project examined and explored the current state of consumers’ perception about celebrity endorsements. Research outcomes reveal extremely high degree of familiarity across all age groups. Results reveal that people find celebrity endorsements more attractive, particularly young people and teenagers. Further, on the basis of attractiveness people find actors and actresses from bollywood and films more influential as endorsers. Results reveal that using a celebrity in an advertisement increases the recognition and recall rate of the endorsed product. Secondly, the positive relationship of different celebrity attributes and purchase intention of the consumers demonstrates the effectiveness of celebrities as successful endorsers. Although some attributes are very effective at influencing purchase intention of consumers some are relatively low or moderate. Thirdly and finally, empirical test of relationship between celebrity endorsements and purchase intention satisfied the final objective of this research project. It was empirically tested and found that celebrity endorsers positively affect the purchase intentions of the consumers as compared to non-celebrity endorsers .

Otávio Freire, Filipe Quevedo-Silva, Diego Senise and Pedro Scrivano have also done a study on the topic “THE EFFECTIVENESS OF CELEBRITY ENDORSEMENT IN ASPIRING NEW CELEBRITIES EXAMINING THE EFFECTS OF BRAND, CONGRUENCE,CHARISMA AND OVEREXPOSURE” . Celebrity endorsement is a phenomenon widely used by companies and studied by researchers. Despite the generally positive aspects of endorsement on the evaluation of products, in some cases, celebrities cannot substantially help promote products. The purpose of this paper is to analyze the effectiveness of celebrity endorsement effect in an aspiring new celebrity. results demonstrate the effectiveness of this celebrity endorsement, as well as the effect of different contexts on endorsement, demonstrating that although new celebrities are less affected by acclaimed celebrities, as they become better known, to use the endorsement of celebrities with charisma and who relating in some way to the aspiring celebrity, can be an effective strategy, especially for the beginners in the career

Dr Vipul Jain has done a research paper on” CELEBRITY ENDORSEMENTS AND ITS IMPACT ON SALES: A RESEARCH ANALYSIS CARRIED OUT IN INDIA”. This paper enables us to understand the

celebrity endorsement process from an Indian consumer’s point of view. The research is carried out to obtain a view amongst Indian Consumers about celebrity endorsement. Is it as positive as it is assumed to be? It also looks into the perception of Indian consumers on celebrity endorsement, providing theory for scholarly and directives for managers and professionals The study results in the conclusion that Celebrity Endorsement is legible only to an extent that the respondent’s answer ranges between agree and can’t say . This implies that Celebrity Endorsement has an impact on sales on to a little extent and that Celebrities should not always be used to endorse Brands of various products. Although, the study has a positive inclination towards the belief that people are motivated to buy products as a result of celebrity endorsement. Moreover the respondents also strongly agree that celebrities bring brand equity to the products. The research also indicates that celebrity endorsement helps in brand promotion. Finally it was conclude that there’s no harm in using celebrities for the endorsements, none the less everything has its own pros and cons

III. Materials And Method

This study was conducted in the North Lakhimpur district of Assam with 100 respondents from the age group varying from 16 to 25.

Study location: North Lakhimpur, Assam

Study duration: August 2020- December 2020

Sample size:100 respondents

Subjects and selection method: Convenience sampling

Procedure methodology: A well framed questionnaire was circulated amongst the people within the age group 16-25 and the first 100 respondents data was collected .The questionnaire included questions like their preferences of soft drink, the quantity of the soft drink purchased by them , factors driving them to buys the soft drink . The questionnaire also contained questions about the brand loyalty, preferred advertisements and the brand association

Statistical analysis: The responses collected through the questionnaire was presented through the way of charts and tables .The tables were formed on the parameter based on the questions and the analysis was done on absolute numbers as well as percentages also .

IV. Results

After 4 months of the research done and the data collected , the results are derived and it was found out that people prefer Coca Cola more than Pepsi but the preferred advertisement was reverse in nature and people prefer advertisement of Pepsi more than that of Coca Cola .The type of advertisement preferred is celebrity endorsement followed by advertisement containing social message .

Table no 1. TYPE OF ADVERTISEMENT

Type of advertisement	Responses (in no.)	Responses (in %)
Celebrity endorsement	39	39%
Non Celebrity endorsement	18	18%
Animated	21	21%
Containing social message	22	22%
Total	100	100%

Table no.2 BRANDS OF SOFT DRINK PREFERRED

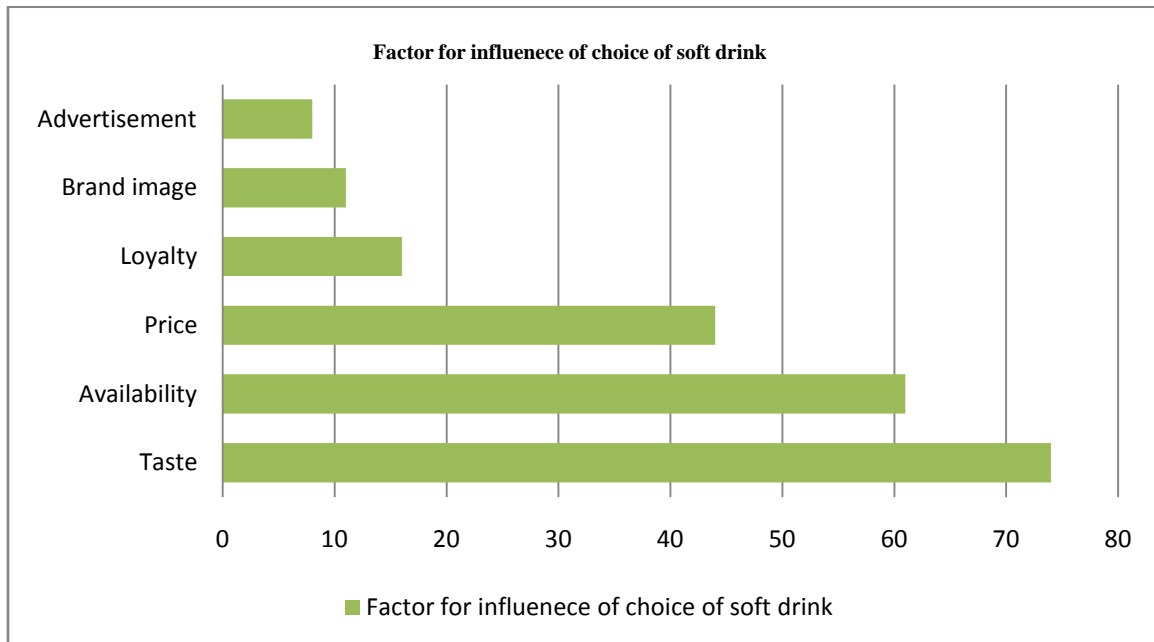
Brand of soft drink	Responses(in no.s)	Responses(in%)
Coca Cola	49	49%
Pepsi	43	43%
Sprite	5	5%
Mazza	1	1%
Fizz	1	1%
Mountain Dew	1	1%
Total	100	100%

Table no. 3 REMEBERED ADVERTISEMENT

Advertisement of which soft drink was remembered the most	Responses (in no.s)	Responses (in %)
Coca Cola	54	54%
Pepsi	40	40%
Thumbs Up	3	3%
Sprite	1	1%
Mazza	1	1%
Mountain Dew	1	1%
Total	100	100%

Table no. 4 FACTORS

Factors influencing	Responses (in no.s)	Responses (in %)
Taste	74	74%
Availability	61	61%
Price	44	44%
Loyalty	16	16%
Brand Image	11	11%
Advertisement	8	8%



V. Discussion

Celebrity endorsement was seen to play as an important tool in advertisement process .The result have shown that celebrity endorsed advertisement have been remembered by most of the people . Whereas the Coca Cola was most popular soft drink amongst the youths . The buying behaviour of a customer varies on many factor , we may identify the factors, which influence purchase decisions, but we may not known which factors influences at what time . We have countless permutation and combination for it, each individual has different behaviour and different influencing factors. Advertising is not a easy task , everyday companies spends million and millions of dollars for the promotion of their product , one such way is by celebrity endorsement . But as rightly said all that celebrity glitter is not gold, but it can be, if appropriately used. Celebrity endorsement had made a huge impact on the buying behaviour. Through this paper some of the aspects of buying behaviour relating to celebrity endorsement have been taken into account. The factors have lead to a positive response on the account of using celebrity endorsement for the product, mostly the youth have been very attracted to the brand if their favourite actor have been featured in it. Though the only limitation of this was of promotion was that the brand was remembered only when the celebrity endorsed it , not after that. The product gained the popularity because of the celebrities and very few of them remembered the product afterwards.

VI. Conclusion

So it can be conclude that celebrity endorsement had both positive as well as negative depending on how well the marketer can identify the intensity of both the aspects. As well as the celebrity that need to be chosen for the promotion had to have some kind of association with the brand.

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