CHAPTER-7

Findings, Suggestions and Conclusions

This chapter consists of the findings of the study, suggestions and recommendations with limitation and further research scopes of the study. Besides, it includes an approach and analysis of impression of students so as to assess the social responsibility of the celebrity endorser to the society.

7.0 Introductions:

In view of analysis and discussion on the impacts of Celebrity endorsements on the buying behaviour of students towards personal care products, the following are the summary of findings of the study.

7.1: Findings of the Study:

The celebrity endorsement has become very common method of advertisement and promotion. This is a modern method of advertisement and gradually gaining popularity among the marketers and consumers. On the process, the college students in special are believed to be conscious and forward looking consumers became the prime target group of such endorsements.

- When the young students are the fan of the celebrity, the celebrity has an edge to unleash their popularity to influence them through such endorsements. It has also been observed that the media and celebrity endorsement penetration is very high among the students of both the urban and rural areas. In the survey it becomes very evident that most of the students are aware of the celebrity endorsements and they mostly encounter regularly with such advertisements across the media.

- It has been further observed that the celebrity endorsed advertisements are more popular and attractive amongst the students irrespective of gender and their geographical differences than non-celebrity advertisements. It is evident that it has a power in terms of drawing attention of student consumers in one and on the other way an orientation to deliver the right message in marketing communication.

- As regard to the perception of the students about celebrity endorsements, most of the
students agreed to the point that it is equally expensive, impressive and effective practice of marketing communication. The perception of the rural boys and girls are overwhelming than the urban students. It is further perceived that the positive perception that leads to influence and impact on their buying behaviour. The relation between celebrity endorsements and products recognition and recall among the students is highly positive that justifies the use of celebrity endorser by the marketers. Celebrity endorsement may play a very crucial role in recall especially in low involvement purchase decision. A celebrity can help in easy recognition of a product through their association value.

- The perception of rural and especially girl students towards celebrity endorsement as the result shows is extremely high that indicate the positive congruence for easy and prompt recall of the products which influence on their purchase intention and decision. So far the perception of boy students, both the rural and urban has exceedingly positive towards celebrity endorsement but they feel, in India, it is expensive but an effective practice of advertisements. The positivity of students, however, in case of new purchase intention, they may use endorsed information in one and celebrity endorser on the other as reference suggestion before their real purchase experience.

- There are some features of the celebrity endorsements that are mostly attached personally with the celebrity endorser which directly and indirectly influence over the students in their purchase behaviour.

- The source credibility model is featured with the influencing persuasive aspects like expertise, attractiveness and trustworthiness of the celebrity. The study has revealed that students have significantly influenced and agreed that level of expertise and trustworthiness of the endorser do influence them. It indicates that the more the famous celebrity is, more is the likeliness to influence on the consumers.
The attractiveness of the celebrity endorser is an appealing clue that helps draw attention of the audience which acts as an added advantage to influence on the young students and that has been acknowledged in the study. The majority of the students in the study agreed that attractiveness of the celebrity influence them most in endorsements. The trustworthiness of the celebrity endorser is a hallmark of the celebrity whom the students follow, respect and admire. In this study, it is found that majority of the students get influenced by the trustworthiness of the celebrity endorser. The findings further reveals that the celebrity endorser should not be a controversial person who could negatively influence the students. The finding on the source credibility model shows that the celebrity endorsers need to have enough credibility in the minds of the students to instill positive influence in their buying behaviour.

The source attractiveness model also consists of a set of celebrity endorser attributes as familiarity, likeability and similarity that influence on the consumers. The study says that majority of students admitted the familiarity about celebrity endorser as an influencing factor on their purchase intention. It however pointed out the matter that a well-known personality and his popularity is the key to induce a sense of influence on the students. This is what differentiates the celebrity and non celebrity advertisements.

The celebrity are many more but all are not alike and do not equally deserve respect and fan following, hence the likeability of the celebrity is an attribute to invoke influence on the consumers. The research finding indicates that more than fifty percent students and above sixty percent girl students subscribe the influence by the likeability of the celebrity endorser in the Advertisements.

The sense of similarity perceived with the celebrity endorser is a link with celebrity that creates an intrinsic value to influence the behaviour of the audience. The study exhibits that the urban and boy students are not sure while rural and majority of girl students agreed to the similarity as an influencing factor on their purchase influence and intention.
Celebrity endorsement is a powerful marketing communication tool and being used to gain an edge over the competitors through unleashing celebrity power. The buying behaviour of the college students is a blend of several factors like socio-economic conditions, life style, family status, and geographical differences. Beside all these differences, this research study observed the significant influence and impacts of the celebrity endorsements on the buying behaviour of students towards personal care products.

The impacts of the celebrity endorsements on the buying behaviour of college students towards personal care products has been analyzed and found that celebrity endorsements are very strong and effective marketing tool to influence and creating purchase intention among the young students who are the prime target of their favorite celebrities. There are positive relations between celebrity endorsements and purchase behaviour of the students. In regard to impact of the celebrity endorsements on students purchase intention, majority of the students opined favorably to have such impact on their purchase behaviour but the findings revealed that the impact on rural and especially girl students are far more strong and distinct.

Majority of the students of urban boys and girls favour the brand name but rural boys and girls favored both the image of the celebrity endorser and brand name of the personal care products what is indirectly created by the celebrity all over.

Regarding the impact of celebrity endorsements on the buying behaviour of college students towards personal care products, the study found that majority of the students agreed to the fact of influence of endorsements on their purchase of personal care products. The study further revealed that celebrity endorsements have impacts on college students in regard to purchase of their personal care products particularly those endorsed by celebrities.

The level of impact of celebrity endorsement on the students, as brought out in the study is mild to high level. The next impact factors on the students are the brand name and the price of the products.
The urban students are more brands conscious while rural students are equally aware of the celebrity endorser and brand name of the personal care products. Another finding of the study is that the majority of girl students gone with the celebrity endorsements and the brand of the personal care products.

The study further revealed that endorsement practice motivate majority of the students to the extent of average to high level. It is finally concluded that there is a significant relationship between celebrity endorsement and buying behaviour of students. Respondents clearly conveyed that they do purchase those products which are endorsed by the celebrities.

The social responsibility of the celebrity as an endorser is viewed by the students and ranked from average to good in respect of products acceptability, customer's awareness and education and exhibiting market trends. However, in terms of promoting cultural unity through endorsements, respondents remain mostly divided and unfazed.

The aforesaid findings have been attached as an Annexure No-II which reflects glimpses of all inferences based on data analyses.

7.2: Suggestions:

Nowadays celebrity has become instrumental to endorse products and the marketers find it suitable too for marketing communication strategy. Celebrity can bring awareness and increase recall value to the products. Celebrity endorser can influence the consumers purchase intention and thereby increase sales volume. Celebrity endorsement is no doubt a powerful marketing tool but before signing a celebrity for endorsement, marketers to understand and take note of some relevant considerations such as-

1. When a well-known celebrity endorses a product, it helps to break advertisements clutter and attract new audience especially the fans and admirers of the celebrity. It approves that bigger the celebrity larger the audience base or proportionate to the popularity of the celebrity. Celebrity
further helps to tap the new target, hence enhance the market base of the products. The study shows the familiarity has maximum relationship with influence and impact on purchase intention. Therefore, it is better to select the famous celebrity for larger demand base products.

2. The target audience of a celebrity is emotionally connected with their celebrity idols, and celebrity in turn influences their millions of fans and supporters through endorsements. The study shows that the credible endorser infuses a sense of faith and believes amongst his/her followers. Therefore, celebrity endorser is to be credible and free from any controversy or scandal that can hurt the sentiments of the followers as well as tarnish the image of products.

3. The study shows that the celebrity endorser personality and the products to be matching one which can easily connect to the target customers. The celebrity for personal care products endorsements is to be handsome/beautiful or physically elegant, stylish to suit the products. Especially celebrity targeting the students or youths is to be young, dashing and matching with the perceived image of the followers. The national and international celebrities are most suitable for worldwide brands while for local based products a regional or local popular celebrity can bring magic to the products.

The marketer to be careful before signing a celebrity as it has many disadvantage as well.

1. Celebrity endorsement is a costly affair. There should be workable balance between the estimated benefits and the cost of the endorsement. The local based products may not find it suitable or small companies may find it difficult to hire big celebrity.

2. Celebrity is also human being and as such they may commit mistake. Another danger of the endorsement is that over exposure of celebrity rather than the product can sideline the product resulting low recall value and deem personification of the product.
3. Multiple celebrity endorsements may create confusion amongst the followers and may be failed to bring result proportionate to the huge investments in such endorsements. The brand specialty can be highlighted with different celebrity in different ads to avoid such confusion and brand turmoil.

7.3 Conclusion:

This research study is carried out with the objective to examine the perception of students, influence of the celebrity endorser and finally the impacts of such endorsement on them in the purchase of personal care products. The simple and important reason of celebrity endorsements is the extended brand recall and inducing purchase intention of the consumers. Every day, when numerous products are being offered, it becomes imperative and essential for the brand to stand out in the crowd and competition for marketing to consumers. When a student customer notice a product which is endorsed by his or her favorite celebrity, the chances of recall and recognize the product increased to a great extent.

It has been observed from this academic exercise that the celebrity endorsed advertisements are more popular than the non-celebrity advertisements. It has categorically been proved that the perception of students on the celebrity endorsement is clean and clear without any ambiguity. The college student as a whole and on all the population dimension of sex or residential backgrounds, it seemingly states that they have positive perception towards celebrity endorsements which help them recall and recognize the products easily.

So far influence of celebrity endorsements on the students purchase behaviour is concerned, the model based celebrity persuasive factors work as superlative stimuli which influence them up to a great extent to bring about changes in their buying behaviour. The source credibility model is featured with the personal attributes of the celebrity endorser and source attractiveness featured with the physical qualities of the celebrity endorsers like familiarity, likeability and similarity. In all the analyses it has been found that the celebrity endorsement models inherent
features influence the students buying behaviour across of their gender, demography, culture and geographical distances. The maximum students influenced by the expertise, trustworthiness, and attractiveness of the celebrity endorser but the rural students and specially the girl students influenced even more than the boys by the factors of source credibility model. The study further revealed that familiarity and likeability of the celebrity endorser has high relationships followed by the well matching combination of endorser and products that influence the students most but similarity perceived with the celebrity endorser has got less relationship as stimuli for purchase intention. On the singular aspect of the celebrity endorser, presentation of the endorser in the Ad has maximum positive relationship with the students in all the categories irrespective of their gender or geographical locations.

Drawing significant inferences in this direction further, this study has established the fact that the celebrity endorsed advertisements are more attractive than the non celebrity endorsed advertisements. Respondents also voted for the advertisements with the celebrity that are more attractive than Non-celebrity. It is further concluded that the highest relationship existed between the perceptions of the students in favour of the celebrity advertisements than non celebrity and thereby portrayed their buying behaviour. The normal relationship is existed between celebrity attractiveness and the students' perception. As a whole there is a significant relationship among all attributes of the celebrity endorsers. It is finally concluded that there is a significant relationship between celebrity endorsement and buying behaviour. Respondents clearly conveyed that they do purchase those products which are endorsed by the celebrities. The results of the study show that the celebrity endorsement has impact on students' attitude and buying intention. Physical attributes, credibility and matching concept of the celebrity with reference to endorsements, all have positive impact on customer about the advertised product.

It has also been highlighted that student customers are aware of different media and celebrity endorsements. The study shows that celebrity endorsements boosting up the sales of products as people like to buy the products more if endorsed by the celebrity. This study would
definitely show a light to the business houses while taking their strategic decision for promoting consumer goods targeting youth through celebrity endorsements.

7.4 Future Scope of Research Work:

Like other research works, this study has no exception in having its own limitations. The first limitation is the size of the sample that represents the large size of the students' population of the District of Nagaon and Kamrup Metro. Further this study is limited to the fact that the respondents were the students of young age whose viewpoints are not free from their personal emotions and possibilities of ignorance especially of rural students about the technicality of the study. Moreover, this research study does not cover the role and impact of negative and multiple celebrity endorsements on the students as it may produce excellent positive impacts on the consumers. Therefore, the findings and outcome of the study may not hold good and accurate to make proper recommendations in general. In absence of specific and tailor-made corporate advertisements in the specific geographical areas, student consumers' perception over the general corporate advertisement (nation based) will not hold good to draw an inferences of localized end users.

The impacts of celebrity endorsement on the buying behaviour of students in reference to personal care products is a topic that covers three important aspects of the study on the perception which represents the individual and group psychology, while the buying of something is a practical experience related with different socio-economic dynamics like age, level of income, education, socialization and family culture of the respondents and geographical differences indicates about availability of information, up-to-date knowledge about various products, products availability and latest living style etc. The results of research on celebrity endorsement with any particular aspect could a give different outcome in total. This is why the scope of further research on multiple aspects is required to find out the concrete type of recommendations to the marketers. The research on celebrity endorsements and its impacts on different age groups of consumers, different products line or with different classes of celebrities in different regions are definitely the
gray and fertile area of research to understand the intricacy and complex psychological issues of
the consumers and innovative management strategy of the marketers. The present research works
is based on such a concept that bears a tremendous socio-economic importance. The study on
larger samples and population is very much desirable to the scenario of a much broader spectrum.
Future research works in that direction is quite justified to uphold the socio-economic expec-
tation of both the business houses and student youth as end users.