ABSTRACT

People don’t buy products, they buy brands. Successful marketers have the power of their brands as the cornerstone of their success. Marketing is a domain which is dynamic i.e. involves change, an important phenomenon not to be overlooked. Thus its felt that today’s organization has to now overlook from Unique Selling Proposition (USP) to Unique Consumer Perception (UCP). USP identifies a product/service from its competitors while UCP is the perception or picture a consumer develops from all types of promotional inputs from the company about their product or service. Also the big giant and affordable organizations spend lot of money in celebrity endorsements but have never thought back about how consumer perceives them in this sail. They might take them to be just one in many. Hence here it is imperative to study and find out how consumers perceives about the brand building effort through a celebrity route. It has been felt that there is a large gap in understanding consumer’s perception towards endorsement strategies as well as a celebrity check based on the factors and variables assigned by a consumer. Therefore the statement of the problem under study that has been selected is Consumer Perception for Celebrity endorsement and its impact on brand building and with special focus on Teenagers in Gujarat.

Total 500 teenagers from select cities of Gujarat (Ahmedabad, Surat, Rajkot and Vadodara) were surveyed. Out of which the total of 332 completely filled respondents were chosen for study, based on sample size calculation of proportions n= 332 suffices the requirement too.

The overall results revealed that teenager’s have a positive perception towards celebrity endorsement. 51 % of teenagers strongly agree to celebrity route of endorsement 44 % teenagers stay neutral towards their agreement of having celebrity in advertisements and only 3.92% of teens disagree the celebrity route of endorsement. Thus it can be concluded that majority favors the celebrity route of endorsements and also perceive positively. Most preferred female bollywood celebrity is Deepika Padukone, most liked male celebrity is Amitabh Bachchan. The most important personality trait for female celebrities is being good looking and then followed by them being successful, whereas for male celebrities the most preferred personality trait by the teenagers is being successful followed by them being stylish. Further the results also reveal that these teens prefer the implicit mode of celebrity mode in advertisement, where in celebrities announces that they themselves are using the product they endorse and the second preferred mode is Imperative mode, wherein the celebrity says you
should use the product, thus being told by their favorite stars they adore it. Thus overall the presence of a celebrity help teenagers in rightly selecting the products also helps further in organizing the brands information in a better flow and with better memory, thus further the stored information leads to further in to a better interpretation about the brands.

The results also reveal about presence of celebrity having impact on brand building. The results found were 96.68 % of teenagers agree to the fact of celebrities presence do lead to brand building. And only remaining 3.31 % teenagers deny the fact of having the impact of celebrity on branding. At each of the stage of brand building from salience stage, imagery stage, performance stage, judgment stage, feelings stage the average mean score is 4 and only at the last stage of brand building that is the resonance stage the mean score comes down to 3. Which in other words imply that the impact of celebrities is more visible in all the stage except the last resonance stage.

The statistical analysis describes of each of the demographical variables pertaining to the teenagers, like Age, Gender, Location, Course they study and the no of income earners in a family, having a strong association with perception towards celebrity endorsement variables like selection, organizing and interpretation except with one variable i.e. the course

Also these demographic variables association with brand building variable like salience, imagery, performance, judgment, feelings and resonance was studied and the results revealed that there is strong association between all the demographic variables and the brand building variables except in the case of demographic variable, no of income earners in teenagers family.

Those teenagers who enjoy viewing the advertisements preferred the celebrity in an advertisement more than those who didn’t enjoy viewing an advertisement. And those teens who enjoy advertisements were found having better brand – celebrity recall