ABSRTACT

Have we ever been asked for an autograph? Been a music fan? Liked watching well-known personalities on TV? Had a favorite movie/TV/Sport star? Enjoyed reading about the rich and famous? If our answer is ‘yes’ to any all of above, than it’s pretty likely we’ve brought a product endorsed by a celebrity.

Celebrity endorsement acts as a signpost to quality and can significantly enhance the reputation of a brand. In using products which have a celebrity association, consumers get a little bit extra in terms of imagery, aspiration and entertainment and this often just enough to tip balance in flavor of one brand instead of its competitors. As we watch movie stars on the screen or great sportsmen on the pitch, we are in awe of them but we also get to know them. We learn about their capabilities and their characters and it is this appreciation of them that leads people to be somewhere on the spectrum of involvement with a particular celebrity, which ranges from ‘mildly interested’, to ‘genuine fan’, to ‘groupie’ and in extreme case, to ‘stalker’.

It’s important to be clear at the outset what is meant by ‘celebrities’ because are there many famously successful brand campaigns, which feature people (real or created), animals, cartoons, and puppets who start off as anonymous characters, but through media exposure and their likability become extremely well-known brand ambassador.

There are many pitfalls surrounding the use of celebrities by brands and these seem to fall into four main categories. (a) Poor celebrity choice (b) Video vampires (c) Unlawful use of celebrities and (d) Scandal involving the celebrity. Celebrity endorsement can present a high risk and “no win situation” (celebrities’ surrounding scandals, as those of Tiger Woods’ Kate Moss and Britney Spears, in India famous cricketer involved in match fixing etc.).

There are significant studies reiterating effectiveness of celebrities and their ability to influence attention of masses. At the same time, all the advertisements are not necessarily endorsed by celebrities. This research investigates whether or not non-celebrity endorsement can be as effective as celebrity endorsement in selected FMCG product categories.
In order to fulfill this, the following research questions are look in to consider:

- Is there any difference in customer’s perceptions with respect to celebrity versus non-celebrity endorsers in advertisements?
- How do demographic factors have an impact on customers’ perception for celebrity & non celebrity endorsers in advertisements?
- What is the impact of celebrity and non celebrity endorsement on purchase intentions?
- How does the effectiveness of non-celebrity endorsement differ with various product categories?

Therefore, the present study attempts to investigate celebrity and non-celebrity endorsement effectiveness and its impact on purchasing behavior of selected product categories. For the purpose of this research the products were identified were on the bases of observance of advertisement across media and identified those products where celebrity as well non-celebrity endorsement.

This study attempts to find out important characteristics relevant to endorsers, which are Physical Attractiveness, Trustworthiness, Expertise and Likability. With respect to various product categories, how celebrity and non-celebrity’s characteristics are influencing and which will intend to purchase of those products.

The first chapter includes introduction to celebrity and non-celebrity which highlights the conceptual understanding and celebrities of India. This provides insight of popularity of Indian celebrity with their rank and earnings. Further focusing on advertisements of FMCG products.

Second chapter consists of literature review on celebrity and non-celebrity endorsement. Various models and theories pertaining to celebrity endorsement has been carried out on deep insights of celebrity endorsement. The scale related to measure effectiveness was found from previous studies. Further, it brings out literature review specific to identification of research gap.

Third chapter related to research methodology. For the present study, descriptive research design has been used. The study uses both primary and secondary data. Sampling method used to draw the samples was a convenience sampling method. The present study had been carried out by personal survey method through structured
questionnaire. For the field study, sample was drawn from major cities of Gujarat. These cities are Ahmedabad, Vadodara, Surat, Rajkot, Bhavnagar, Mehsana and Himatnagar. The present study had been carried out by personal survey method through structured questionnaire.

The researcher mainly focused on the following broad objectives:

- To study customer’s perceptions with respect to celebrity versus non-celebrity endorsers in advertisements.
- To study influence of demographic factors on customers’ perception for celebrity & non celebrity endorsers in advertisements.
- To identify relationship between perceived trustworthiness, attractiveness, expertise, likability & credibility of celebrity & non-celebrity endorsement among customers.
- To study the effectiveness of celebrity and non-celebrity endorsement on purchase intention.
- To identify product categories when non-celebrity endorsement will be more effective compared to celebrities.

However, an attempt was made to test the hypotheses like celebrity endorsement effectiveness and its characteristics, demographic factors, purchase intention of various product categories and its association with demographic factors, and identifying relationship between celebrity and non-celebrity’s perceived trustworthiness, attractiveness, expertise, and likability.

The data analysis and interpretations have been done with the help of tables. The collected data has been analyzed through statistical techniques like frequency distribution, test of significance, factor analysis, regression analysis, t-test, ANOVA and cross tabulation, where ever applicable. Some of the major findings of the study are summarized as below:

- It has been found that 91.32% (884) respondents got information from television while second most preferable source was newspaper. The noticeable source is social media (36.47%).
• It is found that 83.4% (807) respondents identify as celebrity endorsed Hair care related products. Whereas 68.5 (663) respondents identify as non-celebrity endorsed in the Insurance category.

• In case of likening of advertisement, for non-celebrity endorsed products, Bakery products have highest liking of 64.7%, followed by life insurance (64.7%). The celebrity advertisement likes by respondents under categories of Home cleaning (61%, famous TV star Hussein endorse Harpic brand toilet cleaner), Skin care (68.8%, Aishwarya Rai endorse L’oreal skin cream).

• From multiple regression analysis of mean score of celebrity endorsement effectiveness and celebrity’s characteristics, Physical attractiveness, Trustworthiness and Expertise characteristics play very important role. In case of celebrity’s likability does not significantly influence the overall effectiveness of endorsement.

The t-test was conducted for gender and one way ANOVA was employed by Age Group, Educational qualification, Occupation and Family monthly income. The findings are given below.

• For gender group, three hypotheses were not rejected. Which was celebrity’s physical attractiveness (F=3.257, P=0.238), non-celebrity’s expertise (F=20.185, P=0.113) and non-celebrity’s likability (F=9.295, P=0.299).

• For age group, two hypotheses were not accepted. These are having relationship between age groups, celebrity’s physical attractiveness (F=6.817, p=0.000) and non-celebrity’s likability (F=2.703, p=0.029)

• For education groups, hypothesis related to non-celebrity’s all characteristics were not rejected, while in celebrity’s likability characteristics does not signifying.

• For hypotheses related to occupational groups, all celebrity’s characteristics versus occupational groups were not accepted in contrast to all four hypotheses of non-celebrity’s characteristics and occupational groups were accepted.

• For hypotheses related to income groups, all celebrity’s characteristics versus income groups were not accepted in contrast to all four hypotheses of non-
celebrity’s characteristics and income groups were accepted. This result similar to the occupational groups.

- The hypothesis related to relationship between purchasing behavior of various products and celebrity’s constructs were partially supported. The detergent, oral care, Skin care, bakery and Tea product were partially supported where as Home cleaning, Hair care, Snack food, Chocolate, Soft drink and Insurance were not supported.

Key words: Celebrity, Non-celebrity, Endorsement, Advertisement effectiveness purchase intention.