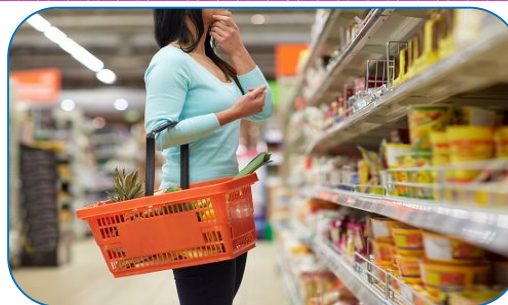




IMPACT OF CELEBRITY CREDIBILITY ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS



D. Vijaya Lakshmi¹ and Dr.J.R.Isaac Balasingh²

¹Research scholar, Bharathiar University Coimbatore.

²Assistant professor of BBA, V.O.Chidambaram College,
Thoothukudi.

ABSTRACT:

Many companies choose the most popular celebrities according to their budget and some companies are ready to go beyond their budget in order to increase their sales margin. The main objective of the study is to analyse the relationship between celebrity credibility and buying behaviour of the FMCG products' customer. The study is taken place in Tirunelveli District, Tamil Nadu, India. 397 respondents are used for this study. Convenience sampling method from Non probability method is used to collect primary data through questionnaire and schedule methods. The study reveals that the companies need to be careful while choosing the celebrities. The celebrities who are attractive, trusted and expert in their field have a higher influence compared to other lesser known celebrities.

KEYWORDS: Celebrity Credibility, Buying Behaviour and FMCG Products.

1. INTRODUCTION:

The French word "celebre", signifying "well known in public", conveys a similar meaning. Also, it recommends portrayals of fame and prosperity past the limits of religion and court society. In a word it attaches big name to an open, and recognizes the flighty, temperature nature of the market in human sentiments¹. In the strongly aggressive marketing condition where separating one item from the others has become troublesome, celebrity endorsement rises as one of the fitting advertising procedures to attract the consumers towards a brand. Advertisement adorned by big names show affability among shoppers, bringing about organizations spending an extensive amount of money to sign up celebrities to help their brands. Celebrities decidedly impact consumers' reception of the advertisement, as the correspondence for an item from the celebrity's mouth is purported to be more dependable (Amos et al. 2008)².

Purchaser's frame of mind towards a brand or an item has consistently been a theme for the advertisers to disentangle and strategize a positive move of the equivalent towards their image. Celebrity endorsements strengthens the brand acceptance, positions the brand strategically, revamps the picture of the brand, makes a brand popular among general public, draws the consideration, upgrades brand awareness, urges buyers to purchase and creates a value for both the publicized brand and endorser (Amos et al. 2008; Kaikati 1987³; Seno and Lukas 2007⁴; Sonwalkar et al. 2011⁵).

¹ Rojek, C. (2001). *Celebrity*. Reaktion Books.

² Amos C, Holmes G, Strutton D (2008) Exploring the relationship between celebrity endorser effects and advertising effectiveness. *Int J Advert* 27(2):209–234

³ Kaikati JG (1987) Celebrity advertising: a review and synthesis'. *Int J Advert* 6(2):93–105

Therefore, advertisers spend immensely to join celebrities with their brands and draw shoppers by affecting their intentions, perceptions and attitude. Prominent celebrities like cricketers and film stars are considered as god by their followers, yet it is fundamental for advertisers to set up the connection between an item and a celebrity by thinking about the sort of item. Lately we have seen FMCG items and brands rule internet advertisements. The segment is the greatest high-roller as far as online advertisements, web based marketing, viral campaigns and mobile campaigns. The normal FMCG brands advertising spend on conventional channels of media promoting, for example, TV, print and radio has dropped. It is not necessarily the case that customary types of promoting don't work for FMCG merchandise, yet the intensity of web based advertisement is currently being perceived by these brands. Internet advertisements enables advertisers to focus on their ideal objective market like never before, enabling them to make customized showcasing efforts that are financially viable as well as convey their ideal message better than anything else.

2. STATEMENT OF THE PROBLEM:

The usage of celebrity in advertisements has increased manifold in the recent time. The reason for this is because of their attractiveness, fame, trust and expertise. The companies choose the most popular celebrities according to their budget and some companies are ready to beyond their budget in order to increase their sales margin. Particularly in the field of FMCG products, the usage of celebrities for advertisements is high as the companies believe that their appearance can increase the sales volume of the products. But are their belief well founded? Does the usage of celebrities in advertisements increases the sales and consumption of the FMCG products? These are some of the research questions that the present paper will try to find answers to.

3. OBJECTIVES OF THE STUDY

1. To analyse the relationship between celebrity credibility and buying behaviour of the FMCG products' customer.
2. To find out the mediator role of Attitude towards brand on Buying Behaviour.

4. METHODOLOGY

1. The study is taken place in Tirunelveli District , Tamil Nadu, India. 397 respondents are used for this study.
2. Convenience sampling method from Non probability method is used to collect primary data through questionnaire and schedule methods.
3. SPSS and AMoS 20 are used for data analysis. Moderated mediation analysis is used to derive the result.

⁴Seno D, Lukas AB (2007) The equity effect of product endorsement by celebrities: a conceptual framework from a co-branding perspective. *Eur J Market* 41(1/2):121–134

⁵Sonwalkar J, Kapse M, Pathak A (2011) Celebrity impact: a model of celebrity endorsement. *J Market Commun* 7(1):34–41

5. DATA ANALYSIS AND DISCUSSION

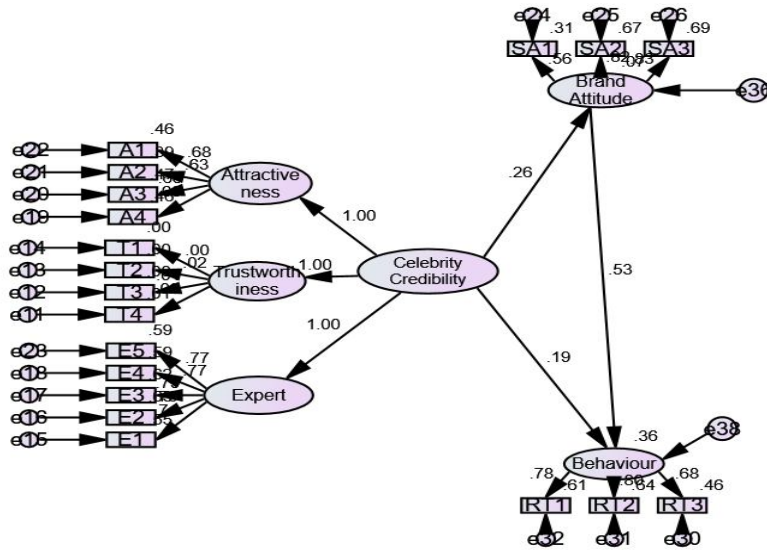


Fig.1 Standartized estimates between Celebrity Credibility and Consumer Behaviour

Table No. 1
Regression Weights

Paths	Estimate	S.E.	C.R.	P	Label
Brand Attitude <--- Celebrity	.158	.032	4.958	***	Support
Behaviour <--- Celebrity	.137	.035	3.975	***	Support
Behaviour <--- Brand Attitude	.640	.079	8.132	***	Support

Table no. 2
Different Effects
Standardized Total Effects

	Celebrity Credibility	Brand Attitude
Brand Attitude	.261	.000
Consumer Behaviour	.324	.528

Standardized Direct Effects

	Celebrity	Brand Attitude
Brand Attitude	.261	.000
Behaviour	.187	.528

Standardized Indirect Effects

	Celebrity	Brand Attitude
Brand Attitude	.000	.000
Behaviour	.138	.000

The total effect between celebrity credibility and consumer buying behaviour towards FMCG product is 0.324. From the total effect, 58 percent is direct effect and 42 percent is indirect effect.

Around half of the influence is occupied by the mediator of brand attitude. Hence, it can be concluded that credibility increase brand attitude and brand attitude increase consumer behaviour.

6. SUGGESTIONS

1. From the present research it is clear that the celebrity advertisement has an impact upon the consumers, particularly in the FMCG sector. Therefore, the companies need to choose a celebrity who is popular and trustworthy among the consumers for their advertisements.
2. A celebrity who has good fame and attractiveness will attract the youngsters. Therefore, if the FMCG product is aimed at the youngsters, then the companies need to use a celebrity who are popular and attractive.
3. A celebrity who is an expert in the field will help in increasing the brand attitude about the FMCG product. Therefore, if the companies want to increase the brand attitude, then the companies need to use the celebrities who are experts.

7. CONCLUSION

India is a huge country with a population of 1.2 billion people. Generally, the people in India have a tendency to believe the celebrities. Because of this reason, the FMCG market has grown exponentially in the recent years. Due to the fast moving world, people are increasingly using the FMCG products in order to save time. But, at the same time there is a huge competition and there are many big as well as small companies competing for the attraction of the consumers. Therefore, some companies resort to celebrity endorsements in order to attract the consumers. As mentioned earlier, celebrities have a huge influence among the common people in India. Therefore, when a celebrity is used in an advertisement, it creates awareness, interest, desire, trial and purchase intention among the consumers. But, the companies need to be careful while choosing the celebrities. The celebrities who are attractive, trusted and expert in their field have a higher influence compared to other lesser known celebrities. Therefore, if the FMCG companies choose such a celebrity, then they can increase their sales.

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