

A Study on Effectiveness of Celebrity Marketing on Boosting Customer Endearment in Kerala

Sruthi Sreenivasan
Student, Thrissur India

Abstract: Celebrity marketing is a commonly used method to attract customers or consumers to the market. It is a tactic to foster consumer needs by channelizing their dedication and likeliness towards celebrities like film stars, sports players and all other well-known personalities. This study focuses on the effectiveness of such tactic to increase the customer preferences.

Keywords: Media advertising, celebrities, product image.

1. Introduction

The people will buy goods only when they become aware about it. There are several means for such information. Even an advertisement shown in Medias will not induce the customer to buy. They should get inspired or motivated. People blindly depends on others to choose a product. If it is introduced by a person who is the favorite of such person, he will definitely get motivated. This method is common from years ago and continues even after. The study briefly analyses the effectiveness of such method.

1) Statement of the problem

In this study the major concern is to analyze the effectiveness of celebrity endorsement for inducing customer purchase behavior. If a person purchases a product only because of the person suggesting such product or because of an advertisement shown in any media, then there celebrity endorsement become effective. As the product differentiation and competition increase day by day, it is essential to study the acceptability of such method of public attention.

2. Objectives

- To analyze the effectiveness of celebrity endorsement.
- To study the role of celebrities in fostering brand image.

3. Research Methodology

This is both analytical and descriptive type of research. Both primary and secondary sources have been used for the study. Primary data was collected through questionnaire method, using purposive sampling. The respondents were selected on

Table 1
Demographic profile of respondents

Category		Frequency	Percentage
Age	18-30	43	43
	30-45	25	25
	45-60	12	12
	Above 60	20	20
	Total	100	100
Marital Status	Married	62	62
	Unmarried	38	38
	Total	100	100
Educational Qualification	Plus two or below	17	17
	Graduation	27	27
	Post-graduation	35	35
	Others	21	21
	Total	100	100
Employment Status	Employed	49	49
	Unemployed	44	44
	Retired	7	7
	Total	100	100

(Source: Primary Data)

Table 2
Sources of product information

Category	Number of respondents	percentage
Newspaper	23	23
Television	46	46
Social media	17	17
Family and friends	11	11
Others	3	3
Total	100	100

From the table given above, it is clear that 23% depend on newspaper, 46% on television, 17% on social media, 11% on family and friends and 3% on other sources for getting product information.

Table 3
Dependency on advertisements

Category	Number of respondents	Percentage
Highly dependent	69	69
Least dependent	22	22
Nothing at all	9	9
Total	100	100

From the table above, it is clear that 69% of the respondents are highly dependent on advertisements. 22% are least dependent and 9% are not at all dependent.

the basis of judgment to have investment awareness and accessibility to investments. The secondary sources are used for theoretical foundation and data have been collected from textbooks, articles, published papers, websites and other internet searches

Table 4
Effectiveness of celebrity marketing

Category	Number of respondents	Percentage
Highly effective	59	59
Effective	33	33
Indifferent	8	8
Least effective	0	0
Ineffective	0	0

From the table, it can understand that 59% believe that celebrity marketing is highly effective, 33% opined that celebrity marketing is effective and 8% are indifferent.

Table 5
Effectiveness Familiarity of celebrity on product endorsement

Category	Number of respondents	Percentage
Highly effective	61	61
Effective	30	30
Indifferent	5	5
Least effective	4	4
Ineffective	0	0

From the data information given above, it is clear that 61% have an opinion that familiarity of celebrity is highly effective, 30% have opinion that it is effective, 5% are indifferent and 4% have an opinion that familiarity of celebrity is least effective on product endorsement.

Table 6
Influence of trust on celebrity

Category	Number of respondents	Percentage
Highly effective	52	52
Effective	21	21
Indifferent	11	11
Least effective	9	9
Ineffective	7	7

From the table given above, 52% opined that trust on celebrity has high effectiveness, 21% opined that it is effective, 11% are indifferent, 9% are in opinion of it is least effective and 7% opined that it is ineffective.

4. Conclusion

The study shows that celebrity marketing is effective method for capturing and maintain customers for a long period. Celebrities play vital role in boosting customer attention. People highly dependent on advertisements for knowing about products which is entering in to the market day by day. Familiarity and likeliness of celebrities appearing on screen will change the mind of customers or potential buyers.

References

- [1] Erdogen (1999) "Celebrity endorsement: advertising agency managers' perspective".
- [2] Schect (2003) "Impact of celebrity marketing on consumers buying behaviour".
- [3] Muhammad Amir Adam and Nazish Hussain (2017) "Impact of celebrity endorsement on consumer buying behavior"
- [4] <http://www.academia.edu>
- [5] <https://shodhganga.inflibnet.ac.in>
- [6] <http://www.investopedia.com>
- [7] <http://www.researchgate.net>
- [8] <https://scholar.google.com>