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Assessing the Impact of Celebrity Brand Ambassadorship on Consumer Behavior for FMCG Products

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ABSTRACT: This study examines the effectiveness of celebrity endorsements on consumer purchasing decisions within the Fast-Moving Consumer Goods (FMCG) sector. Utilizing a descriptive and explanatory research design, primary data was collected via structured questionnaires from 150 respondents to analyze consumer attitudes toward celebrity-backed advertisements. The findings reveal that while traditional advertising—specifically television—remains the most influential medium (44.00%) and male actors are the preferred endorsers (30.67%), celebrity presence plays a limited role in driving actual purchases. A significant majority of respondents reported being only occasionally attracted by celebrity endorsers (43.33%). Furthermore, consumers express concern that costly celebrity campaigns artificially inflate product prices without adding tangible value. The study concludes that while celebrity ambassadorship aids in short-term brand visibility and recall, long-term brand loyalty and sales growth in the FMCG market are predominantly driven by product quality, utility, and competitive pricing rather than star power.

KEYWORDS: Celebrity Endorsement, FMCG, Consumer Behavior, Brand Awareness, Advertising Effectiveness, Purchase Intent.

I. INTRODUCTION

Marketing is a common tool in this exchange rate agreement. It involves the process regarding selling of product and services. It is a key factor that helps the producers in knowing the customer needs and matching it. It is all about understanding the competitiveness of the market and helps the reach customers by producing right products at right time, place and more importantly price. It is a process that helps the management in identifying and satisfying customer requirements. In present era marketing is a process that directly or indirectly every human being lives. We are ultimately targeted in this marketing. Every manufacturer uses this factor to sell their products.

The term celebrity refers to a famous person associated with entertainment field. The history of celebrity endorsement was begun from 1760. Celebrity endorsement is the most admired method in present days. It is very popular trend which helps in market and brand building. The manufacturers feel that with the help of a popular celebrities they could grab the attention of more customers and make them as the right product. In current situation people has started to ignore advertisements in television, magazines, newspapers and pamphlet. But using the most likable celebrity in advertisements it acts as a most successful tool to keep the customers in stay with the product.

STATEMENT OF PROBLEM

Celebrity endorsement is one of the most popular advertisement techniques which companies use to create awareness about their products and gain the response. The companies will spend more on hiring a celebrity to endorse their products. So this spending will ultimately increase the price of the product which will be a burden to the consumer. This celebrity endorsement makes the advertisement livelier, attractive, and interesting and grabs attention of more customers ultimately increase the sales. But the drawback is negative impact of celebrity endorser may affect the sale of the product. FMCG products are purchased on daily basis without any in-depth thinking but still the manufacturers prefer these endorsers which increase the cost. The effect of celebrity endorsement on consumers buying behaviour on FMCG products is whether a reality or a false belief.

OBJECTIVES OF THE STUDY

- To study the socio economics factor of respondents
- To know the desire of consumers towards FMCG products.
- To find out the trends and growth of FMCG and markets.

SCOPE OF THE STUDY

- The study was done to know the effect of advertisement among the buyers of the FMCG products.
- A comparative study was done between celebrity and no celebrity endorsement and to know which is effective among the buyers.
- This helps to know the impact of celebrity endorsement on buying behavior of consumers on FMCG products.

II. RESEARCH METHODOLOGY

This study employs a descriptive research design to evaluate the impact of celebrity brand ambassadorship on consumer buying behavior toward Fast-Moving Consumer Goods (FMCG). Primary data was gathered through a structured questionnaire administered to a sample size of 150 respondents across the Coimbatore district, selected using a convenience sampling technique based on accessibility and willingness to participate. Secondary data from academic literature and market reports was used to supplement the empirical findings. However, the study is geographically limited to the Coimbatore region with a relatively small sample size, and the findings rely on the subjective opinions of respondents, which may introduce self-reporting bias and restrict the generalizability of the results to a broader consumer population

III. REVIEW OF LITERATURE

Ericsson L. and Hakansson E. (2005), advertisers often use celebrities in advertising because of their famous attributes (beauty, talent, athleticism, power, etc.) that often represents the attractions desired for the brands they endorse.

According to **Zheyin J. G. (2005)**, celebrity endorsement can be used as long-term or short-term strategies. A firm's long-term celebrity endorsement strategy affects its product quality and price. A firm's short term celebrity endorsement strategy is affected by the market awareness level of its product. Finally, no matter whether for long-term or short-term celebrity endorsement, a firm should use a more popular celebrity endorser when the information dispersion effect is stronger and when the demand inter correlation effect is weaker.

Khatri Puja (2006), in her paper on "Celebrity Endorsement: A Strategic Promotion Perspective" The celebrity endorser is a panacea for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises.

Subhadip Roy (2006) this study raise question and attempts to provide explanations for them. The question relates to determining the fit between the celebrity and the brands endorsed by her/him. The results suggest that consumers differentially rank both celebrities and brands. Specifically, Amitabh Bachchan ranks high on five personality attributes, and brands such as Pepsi and Coke rank high on four personality attributes. The study shows that many celebrities endorse several brands but their personality does not fit well with the personality of the all brand which they endorse.

IV. ANALYSIS AND INTERPRETATION

1. POPULAR MEDIUM OF MARKETING PREFERED BY RESPONDENTS

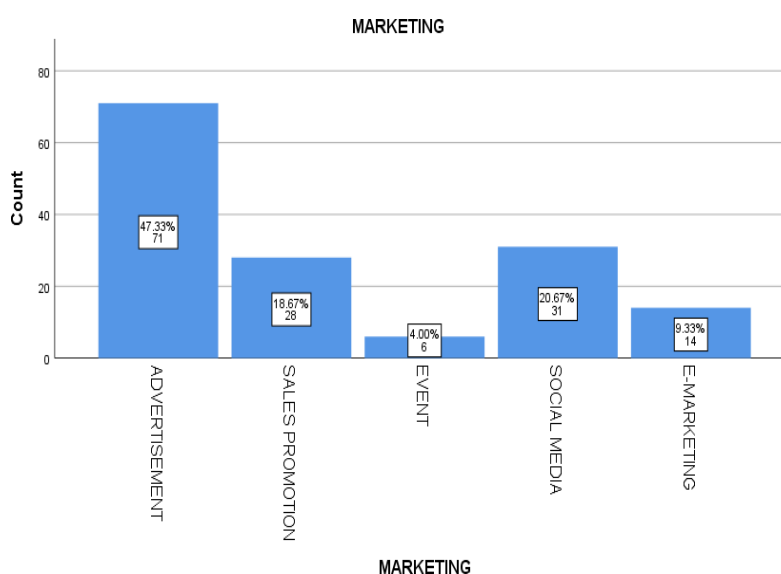
S. No	Factors	No. of respondents	Percentage (%)
1	Advertisement	71	47.33
2	Sales promotion	28	18.67
3	Event	6	4.00
4	Social media	31	20.67
5	e- marketing	14	9.33
TOTAL		150	100

Source: Primary data

INTERPRETATION:

From the above table it is clear that out of 150 respondents 4.00% of respondents prefers advertisement, 18.67% of respondents choose sales promotion, 4.00% of respondents prefers event, 20.67% of respondents prefers social media and the remaining 9.33% prefers e- marketing.

Majority of respondents that is 20.67% popular media of marketing is advertisement.



2. TYPE OF MEDIA ADVERTISING PREFERED BY RESPONDENTS

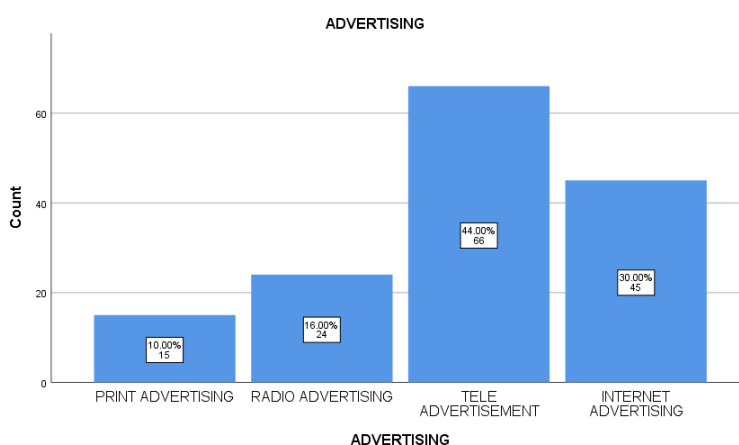
S. No	Factors	No. of respondents	Percentage (%)
1	Print advertising	15	10.00
2	Radio advertising	24	16.00
3	Tele advertising	66	44.00
4	Internet advertising	45	30.00
TOTAL		150	100

Source: Primary data

INTERPRETATION:

From the above table it is clear that out of 150 respondents 10.00% of respondents are comes under the category of Print advertising, 16.00% of respondents comes under Radio advertising, 10.67% of respondents comes under tele advertising, and the remaining 30.00% comes under the category of Internet advertising.

Majority of respondents comes under the category of Tele advertising.



3. TYPE OF CLEBRITY ENDORSER PREFERED BY RESPONDENTS

S. No	Factors	No. of respondents	Percentage (%)
1	Actor	46	30.67
2	Actress	38	25.33
3	Athlete/sports person	35	23.33
4	Musician	13	8.67
5	Cartoon character	18	12.00
TOTAL		150	100

Source: Primary data

INTERPRETATION:

From the above table it is clear that out of 150 respondents 30.67% of respondents prefers actors on advertisements, 25.33% of respondents prefers actress, 23.33% of respondents prefers athlete or sports person, 8.67% of respondents prefers musicians and the remaining 12.00% prefers cartoon character.

Majority of respondents that is 30.67% prefers actors to endorser.

V. FINDINGS

- Majority 47.33% of respondents prefers advertisement as popular medium of marketing.
- Majority 44.00% of respondents likes tele advertisement.
- Majority 30.67% of respondents prefers actors to see in FMCG advertisements.
- Majority 40.00% of respondents only sometimes advertisement increases FMCG product attraction.
- Majority 43.33% of respondents feels that only sometimes they are attracted by celebrity seen in advertisement.

VI. SUGGESTIONS

- FMCG companies can spend more on making quality products that spending on advertisements.
- Consumers feel that when a product is endorsed by celebrities it increases the cost of the product to great extreme.
- Consumers of FMCG product feels that they find more products of same company with similar features that creates more confusion among them so the companies should try to stop the kind of featuring.
- The companies should also take steps to know the priority of the consumers before choosing celebrity endorsement for advertisement.
- The company should give only true information through celebrity endorsement advertisements as fake information would spoil the image of both brand and celebrities.

VII. CONCLUSION

According to the study it is clear that celebrity endorsement is not the major factor that attracts the consumers. These kinds of advertisement only increase the price of the product which will ultimately become a burden to consumers. Rather than spending on advertisement they could spend on making new innovations and also providing quality products which will help to grasp more consumers. They also feel that these endorsements increase the price which will entirely become as a burden to the end users that is consumers. It is acceptable that celebrity endorsement has effect on marketing but spending more on such advertisements or concentrating more on advertisements will not definitely increase the sale of a product. Celebrity endorsement boosts the product information and make it easy reach the consumers but in long term only the brand image and quality will play a major role in sales. Now-a-days large number of populations are educated they could differentiate between true and fake information about the products advertised. Majority of consumers feels that only sometimes they are attracted by celebrity endorsements and mostly they rely on quality of products. The FMCG companies could spend on making more quality products which will attract more consumers.

REFERENCES

1. Gupta, Kishore and Verma (2016) have made similar research that used Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis and Structural Equation Modeling (SEM) to retest the previously validated scale and to assess reliability and validity.
2. According to Randhawa A. and Khan J. A. (2014), in their study on "Impact of Celebrity Endorsement on Consumer Buying Behaviour", advertising is an effective marketing tool available to marketers to create and promote awareness for their products.
3. As per the study of Shukre A. and Dugar N. (2013), on "Effect of Celebrity Endorsements on Consumers' Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products", today celebrity endorsement is one of the most popular tactics of FMCG advertising.
4. Sabunwala Z. (2013), in her study on "Impact of Celebrity Brand Endorsements on Brand Image and Product Purchases -A Study for Pune Region of India".
5. RoySubhadip (2012), in his paper "To Use the Obvious Choice: Investigating the Relative Effectiveness of an Overexposed Celebrity Author" Whether having an overexposed celebrity in an endorsement would have a more positive.



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