An analysis the celebrity advertising influences of Fast-moving consumer goods of Meerut District

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Abstract: In recent years, there has been a meteoric rise in the usage of celebrity endorsers as the conduit for communication messages. In order to gauge how Indian consumers feel about celebrity endorsements, this study is being conducted. No matter the medium, the vast majority of ads target individual customers and, by extension, their impressions of celebrity-endorsed ads. Finding out whether celebrity endorsers have any effect on consumers' purchasing decisions is another important goal of this research. We used a basic random sampling method to choose our respondents. The current investigation is exploratory in character and calls for a mix of primary and secondary sources of information. We shall randomly choose 500 respondents from the rural and urban parts of Meerut district to gather primary data. In order to get first-hand information, we will be using a well-organised questionnaire and interview schedule. The chosen brands that celebrities have promoted will have their websites combed through for secondary data.

Keywords: Consumers, Sales, Celebrity Endorser, Advertisements, Fast Moving Consumer Goods

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INTRODUCTION

Nowadays, it seems like every business is using celebrity endorsements to set their product apart from the competition. This strategy serves two purposes: first, it helps consumers remember the product and its name, and second, it increases demand. The public's impression of the products promoted by celebrities varies greatly from person to person; for example, many people believe that the brands promoted by celebrities are of high quality. But everyone has their own opinion. Hence To get the most out of your advertising budget, use celebrities. Fans of famous athletes and actors often hold them in the highest esteem, but it's crucial for marketers to examine the product type when deciding which celebrities to associate with it. Importantly, before choosing a celebrity, advertisers should make sure they are a good fit.

The modern consumer is becoming more resistant to the overstated claims made in most commercials, even as the audience is becoming increasingly intelligent. In order to promote their products, advertisers target famous people. Utilising celebrities for advertising is signing up different celebrities to promote their own products in various forms of advertising, such as television commercials, online ads, and print ads. It is up to the individual customer to decide how effective these ads are. That wraps up the most common and successful forms of advertising in use today. There is a distinct efficacy to each of the aforementioned forms of advertising. As a result, it is up to the individuals who work in the advertising department to determine which type of media is most suitable for their brand. Before a celebrity or regular person can be

considered as an endorsement, a business must determine if their values align with their own and if they will not cause any unwanted press. The brand's taxonomy could benefit from the inclusion of celebrities. Both types of endorsements have been seen in fast-moving consumer goods (FMCG) ads across all platforms. There is a dearth of research on fast-moving consumer goods (FMCG) from an Indian viewpoint that compares urban and rural areas. The way Indian consumers think and feel about the items they buy is evolving quickly. In order to gauge how Indian consumers feel about celebrity endorsements, this study is being conducted.

RESEARCH OBJECTIVES

The broad objectives of the present study are as follows:

1) To find out association between demographic variables and celebrity endorsements.

2) To find out the awareness level of celebrity endorsements.

METHODOLOGY

Research is a systematic study of either new or existing information. Use it to back up the findings of other writers' work and verify facts. Research methodology is an organised approach to finding solutions. Studying research problems and their reasoning requires a methodical approach, which is outlined in research methodology. In addition to technique, knowing research methods is crucial for any researcher. The effect of celebrity endorsed advertisement. But no such type of attempt has been made so far which may study the impact of celebrity advertising on sales of fast moving consumer goods in Meerut district's urban and rural areas.

Coverage Of The Study

The purpose of this research is to compare the effects of celebrity endorsements on the sales of fast-moving consumer goods (FMCG) in the Meerut district's urban and rural areas. Products from the food and drink, personal care, and home care categories were selected for the market research. The demographic characteristics of the area that will be sampled will be gathered through in-person surveys.

Sampling Unit

The study's participants were divided into many groups based on the respondents' demographic information and level of celebrity endorsements.

Sampling /Data Collection

The current investigation is exploratory in character and calls for a mix of primary and secondary sources of information. We shall randomly choose 500 respondents from the rural and urban parts of Meerut district to gather primary data. In order to get first-hand information, we will be using a well-organised questionnaire and interview schedule.

RESULTS AND DISCUSSION

General Profile of the Respondents

In the article, we have previously covered the details of the survey's sample. But this section describes in detail the descriptive analysis of the complete response that was taken under consideration for the investigation. Age, gender, marital status, level of education, profession, and income are the factors that are used to classify the respondents.

Table 1: Demographics respondents

Variables		Respondents (In Number)	Respondents (In Percentage)
Gender	Male	275	55.00
	Female	225	45.00
	Total	**500**	**100**
Age (years)	Below 18	150	30.0
	18-25	96	19.2
	26-40	170	34.0
	41-60	76	15.2
	Above 60	8	1.6
	Total	**500**	**100**
Marital Status	Married	265	53.0
	Unmarried	235	47.0
	Total	**500**	**100**
Educational	Less than V	8	1.6
	VI – X	120	24.0
	XI – XII	138	27.6
	Graduation	142	28.4
	Post Graduation and Above	92	18.4

		Total	500	100
Occupations	Service	190	38.0
	Business	55	11.0
	Professional	34	6.8
	Student	154	30.8
	Housewife	60	12.0
	Other	7	1.4
	Total	**500**	**100**
Monthly Income (in Rs.)	Less than 10,000	180	50.8
	10,001 - 20,000	74	20.9
	20,001 - 30,000	52	14.6
	30,001 - 50,000	40	11.2
	Above 50,000	8	2.2
	Total	**354**	**100**

According to the above table, the sample consists of 55% male respondents and 45% female respondents, indicating a near-equal representation of both genders. The majority of respondents fall within the 26-40 years age group (34%), followed by below 18 years (30%). The elderly (above 60 years) form a small percentage (1.6%), while young adults (18-25 years) make up 19.2% of the population. 53% of the respondents are married, while 47% remain unmarried. The largest group (28.4%) consists of graduates, followed by XI-XII educated individuals (27.6%). 18.4% have attained postgraduate education, while 1.6% have education below Class V. The most common occupation among respondents is service (38%), followed by students (30.8%). Housewives (12%), businesspersons (11%), and professionals (6.8%) are also represented, with 1.4% falling under "Other" occupations. □ The majority of respondents (50.8%) earn less than Rs. 10,000 per month, highlighting a significant lower-income segment. 20.9% earn between Rs. 10,001 - 20,000, while only 2.2% report earnings above Rs. 50,000. The total number of respondents answering this question is 354, indicating that some respondents may not have disclosed their income.

Table 2: Marketing Sources Used Most

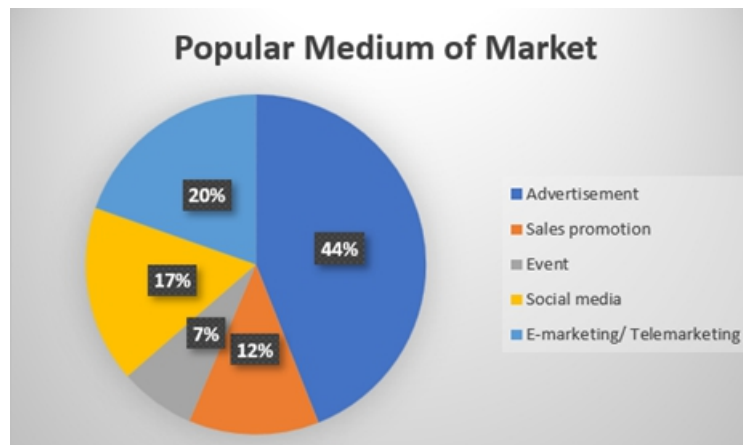| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Advertisement	220	44
2	Sales promotion	62	12.4
3	Event	36	7.2
4	Social media	84	16.8
5	E-marketing/ Telemarketing	98	19.6
	Total	500	100

Figure 1: illustrate the Marketing Popular Medium

Results: Out of 500 total respondents, 220 (44% of the total) consider advertising are a very popular way of marketing, while 98 (19.6%) say electronic marketing/telemarketing is a popular medium. Social media is chosen by 84 individuals, or 16.8 percent. Of those who often see advertisements, 62 (12.49%) prefer sales promotions and 36 (7.2%) prefer events.

Table 3: Media Preferences for FMCG

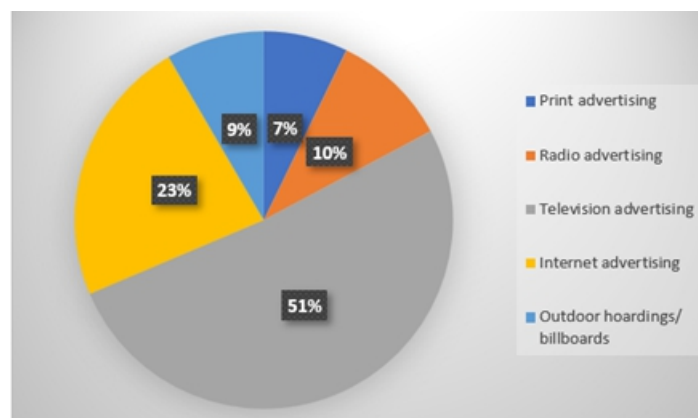| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Print advertising	36	7.2
2	Radio advertising	50	10
3	Television advertising	257	51.4
4	Internet advertising	115	23
5	Outdoor hoardings/ billboards	42	8.4
	Total	500	100

Figure 2: illustrate the Media Advertisement for FMCG Products

A total of 257 people (or 51.4% of the total) expressed a preference for television ads, according to the data in the table above. Internet advertising is of interest to 115 respondents, or 23% of the total. Forty-two people (8.4% of the total) prefer outdoor hoardings or billboards, whereas fifty people (10%) prefer radio ads. The remaining 36 respondents, or 7.2%, prefer paper ads.

Table 4 Types of fast-moving consumer goods advertisements that respondents appreciated

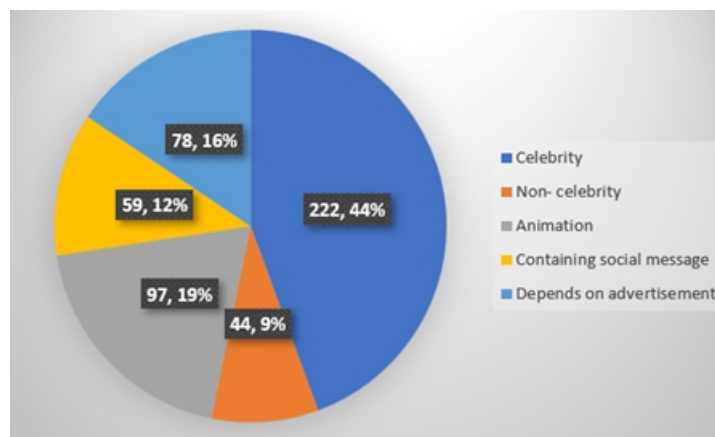| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Celebrity	222	44.4
2	Non- celebrity	44	8.8
3	Animation	97	19.4
4	Containing social message	59	11.8
5	Depends on advertisement	78	15.6
	Total	500	100

Figure 3: demonstrate respondents' preferred FMCG product advertisements

Based to the interpretation, out of 500 total responses, 222 (44.4%) value celebrity endorsements. 97 people (19.4%) think that advertisements with animations are cool, whereas 78 people (15.6%) think that it's ad-specific. 59 people (11.8%) are more likely to click on ads with social messaging. Ads featuring ordinary people are preferred by 44 people (8.8% of the total).

Table 5 The use of celebrities to promote fast-moving consumer goods (FMCG) is a smart move

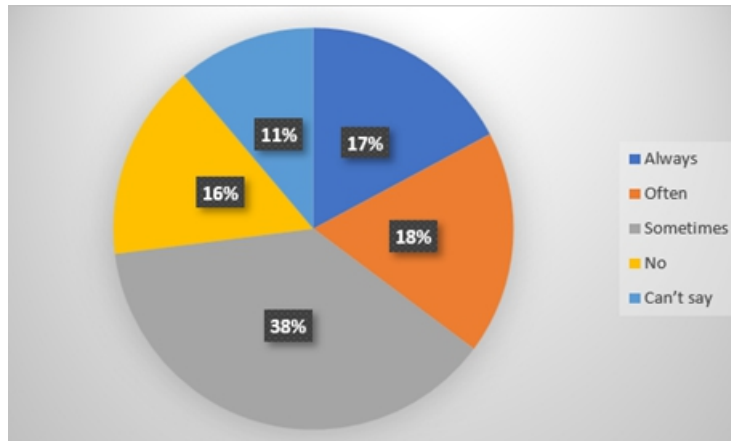| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	86	17.2
2	Often	90	18
3	Sometimes	189	37.8
4	No	79	15.8
5	Can't say	56	11.2
	Total	500	100

Figure 4: celebrity endorsement of FMCG products is good

Conclusion: 189 people, or 37.8% of the overall sample size of 500, find celebrity endorsements to be a mixed bag. On occasion, it's a brilliant choice. In most cases, 90 people (or 18%) think it's an excellent idea. Eighty-six people (17.2%) think it's a fantastic idea all the time. It is not a good idea, according to 79 respondents (15.8%). Also, 56 people (11.2%) are ambivalent on the matter.

Table 6: Endorser's Preference

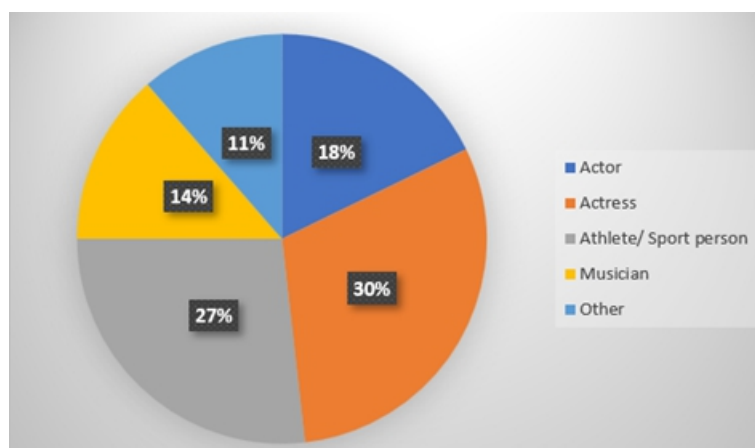| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Actor	89	17.8
2	Actress	152	30.4
3	Athlete/ Sport person	134	26.8
4	Musician	68	13.6
5	Other	57	11.4
Total		500	100

Figure 5: illustrate the respondents in Celebrity Endorser

In a survey with 500 participants, 134 (or 26.8%) said they would rather see a sportsperson or athlete in an ad than a Hollywood star. 152 people (30.4%) said they would rather see an actress in an ad. An actor in an ad is preferred by eighty-nine people (17.8%). A total of 68 people (13.6%) expressed a preference for

musicians. Others are preferred by the remaining 57 respondents, or 11.4%.

Table 7: The Impact of Advertising on Product Attraction

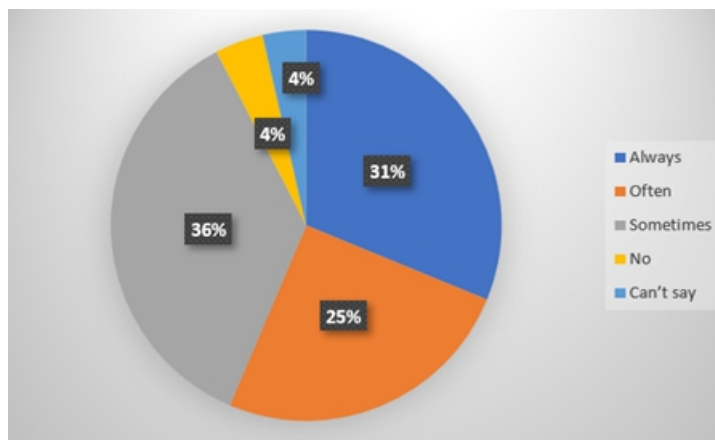| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	156	31.2
2	Often	126	25.2
3	Sometimes	180	36
4	No	20	4
5	Can't say	18	3.6
Total		500	100

Figure 6: Illustrate the Product Attraction through Advertisement

The results show that 180 people (or 36% of the total) out of 500 people who took the survey believe that ads can occasionally make products more appealing. The majority of respondents (156 out of 312.2%) believe that ads always make people want to buy more products. Twenty percent of respondents (or 126 people) think it doesn't boost product attraction, while eighteen people (or 3.6%) are unable to provide a response.

Table 8: The Influence of Celebrities on Fast-Moving Consumer Goods Advertising

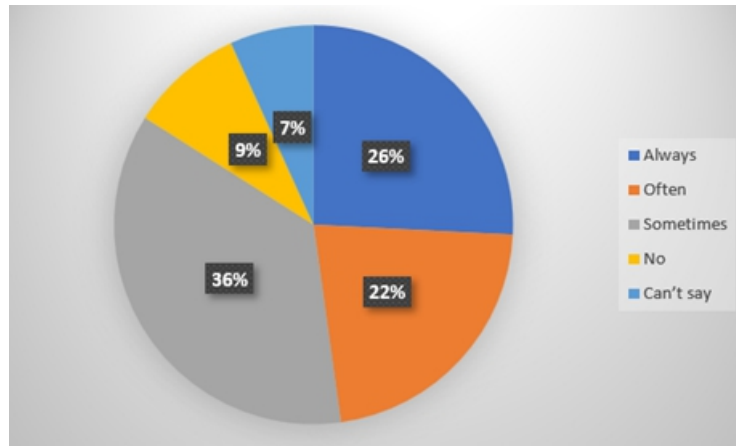| Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	129	25.8
2	Often	110	22
3	Sometimes	181	36.2
4	No	46	9.2
5	Can't say	34	6.8
Total		500	100

Figure 7: illustrate the Celebrity Attraction Factor in FMCG Product Advertisement

Conclusion: 181 (36.2%) of 500 respondents occasionally feel a magnetic pull towards famous people. 129 people, or 25.8% of the total, have stated that they look up to celebrities as role models because of their fashion choices, hairstyles, and overall appearance in advertisements. Famous people frequently entice 110 people (22%) who took the survey. The attraction that celebrities have over 46 people (9.2%) is completely denied. Moreover, just 34 people (6.8% of the total) expressed no opinion on the matter.

Hypothesis

1. **Evaluation based on consumption of food and beverages**

Table 9: Hypothesis Test by Chi Square Test (Food & Beverage)

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	22	28.60	1.523	30	23.40	1.862
Satisfied	72	74.25	0.068	63	60.75	0.083
Not sure	47	42.35	0.511	30	34.65	0.624
Dissatisfied	92	92.40	0.002	76	75.60	0.002
Highly Dissatisfied	42	37.40	0.566	26	30.60	0.692
Total	275	275	2.61	225	225	3.32

Chi square value =2.61+3.32 = 5.932

Degree of freedom: (r-1) (c-1)   Note: R stands for Row

(5-1) (2-1) = 4   C stands for Colum

Alpha level of significance (0.05)

Interpretation: Thus, the chi-square value (5.932) is less than the 0.05 probability level, so we can reject the alternative hypothesis (Ha) & accept the null hypothesis (H0): Customers are not completely satisfied with FMCG products.

2. Evaluation of cosmetics and toiletries

Table 10: Chi-Square Test for Testing Hypotheses in the cosmetics and toiletries

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	38	45.65	1.282	45	37.35	1.567
Satisfied	94	85.80	0.784	62	70.20	0.958
Not sure	33	41.25	1.650	42	33.75	2.017
Dissatisfied	77	73.15	0.203	56	59.85	0.248
Highly dissatisfied	33	29.15	0.508	20	23.85	0.621
Total	275	275		225	225	

Total Chi square value =9.837

Degree of freedom: (r-1) (c-1)

(5-1) (2-1) = 4

Alpha level of significance (0.05) is 9.49

Explanation: We must accepted the null hypothesis (H0: Consumers are not totally satisfied with FMCG products) & rejected the alternative hypothesis (Ha) because the chi-square value is 9.837, that is less than the value for the 0.05 probability level (9.49).

3. Household Items

Table 11: Using the Chi-Square Test to Test Hypotheses About Common Household Items

	Male	Female

Level of satisfaction	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	29	35.12	1.067	34	27.88	1.345
Satisfied	83	72.48	1.528	47	57.53	1.926
Not sure	23	28.99	1.238	29	23.01	1.559
Dissatisfied	63	63.00	0.0001	50	50.00	0.0001
Highly Dissatisfied	25	23.42	0.107	17	18.59	0.135
Total	275	275		225	225	

Total Chi square value =8.906

Alpha level of significance (0.05) is 8.906

Explanation: The chi-square value (8.906) is less than the 0.05 probability level, hence we can reject the alternative hypothesis (Ha) and accept the null hypothesis (H0) that consumers are not completely pleased with FMCG products.

4.   **Advertising for fast-moving consumer goods (FMCG) has embraced testing celebrity endorsements, but it has failed to establish a suitable ethical strategy.**

Table 12: The Chi-Square Test for Testing Hypotheses in the Field of Advertising Strategy and Ethics

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	30	38.50	1.877	40	31.50	2.294
Satisfied	47	48.95	0.078	42	40.05	0.095
Not sure	88	91.30	0.119	78	74.70	0.146
Dissatisfied	79	69.85	1.199	48	57.15	1.465
Highly Dissatisfied	31	26.40	0.802	17	21.60	0.980
Total	275			225		

Total Chi square value =9.053

Degree of freedom: (r-1) (c-1)

(5-1) (2-1) = 4

Alpha level of significance (0.05) is 9.053

Explanation: Since the chi-square value (3.79), which is smaller than the value for the 0.05 probability level (9.053), we must accept the null hypothesis (H0: Advertisers do not seek ethical techniques) and reject the alternative hypothesis (Ha).

CONCLUSION

This study aims to collect data on consumers' perspectives on celebrity endorsement and the impact of endorsements on their purchasing behaviour in relation to fast-moving consumer goods (FMCG). The results of this study show that celebrity endorsements are an effective kind of marketing communication that can help spread the word about new products and increase customer recognition of existing ones. In India, many famous persons are given a lot of power and influence over the public's purchasing decisions. Still, FMCG rarely benefit from celebrity endorsements. There were 500 total responders; 142 (or 28.4%) are graduates, and 120 (or 24%) fall into the VI–X class category. 220 (or 44% of the total) think that advertisements are a very popular marketing medium, whereas 98 (19.6%) think that electronic marketing or telemarketing is popular. Eighty-four people, or 16.8 percent, choose for social media. Before and after a celebrity endorses a product or service, it is important to monitor the amount of awareness or change in customer attitudes towards the product or service.

SECTION TITLE 6

SECTION TITLE 7

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