

Impact of Celebrity Endorsement on Consumer Brand Preference for Soft Drinks

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Abstract – In this world where people are so busy that they used to just flip and turn over magazines, newspapers or channels on TV due to their tight working schedules, an advertisement endorsed by celebrity seldom gets unnoticed. Companies used to hire Celebrities for endorsing their brands just to capture consumer attention and so the charm and glamour of celebrity do not go unnoticed. Celebrity Endorsement has turned out to be a prevalent form of advertising not in India but all over the world. Earlier Celebrities restricts themselves to their profession but now a day they have entered this advertising industry. Celebrities are now been endorsing almost everything whether it is a Fast Moving Consumer Goods or it be a Consumer durable item. Celebrity Endorsement is important & it has a strong impact on the overall brand. Companies used to hire Celebrities for endorsing their brands just to capture consumer attention and so the charm and glamour of celebrity do not go unnoticed. Now a day, there is always a Celebrity's face associated with the Soft Drink brand in India as well as in the whole global world. This shows that Celebrities have now become a part and parcel of Soft drink brands. But the need of the hour is to find out whether there is a necessity of associating a Celebrity face with the Soft drink brand or it can survive on its own. Thus, through this paper the author tries to focus light on the perception of Consumers regarding the use of Celebrities in advertisements by targeting their buying behaviour. This paper makes an attempt to find out the impact of Celebrity Endorsement on the buying behaviour of consumer for soft drinks.

Keywords: Celebrity Endorsement, Consumer Buying Behaviour, Customer Perception

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I. INTRODUCTION

Advertisements are a source of information. Every advertisement tries to create awareness among the minds of the consumers. When Celebrities also gets involved in these advertisements they may generate higher levels of attention. But it is not necessary that the attention it caught of the audience is for the brand. Their presence might lead to the audience's attentions with the Celebrity alone and not towards the brand. A Consumer by his name, it can be extracted that he is the one who consumes, and actually he can be a person or a group of persons who purchase goods or services for personal consumption without any intention to resale it. Thus, he is the final users of a good or service. He generates demands for goods or services. In the absence of effective and sufficient demand from consumers, producers would lack one of the motivating factors to produce, and to sell. In terms of economics, Consumer contributes directly to the economy of a nation. Thus, Consumer is the one on who depends the survival of the company and the nation.

Advertising is one such effort involving different and unique features and Celebrity Endorsement is one such feature of Advertising. The Celebrities are deemed to be referents by Consumers. Celebrity Endorsement has now become an obligation for each competing firm in order to prevail in the intensive competition. Consumer buying behaviour depends on need for buying, attitude, personality, motivation, culture, financial strength and many other factors. Advertisement plays a very important role in purchasing behaviour of the product or in the brand preference of the Consumer. Brand preference is generated from consumer satisfaction from a particular brand. And it is on this satisfaction lies the survival of the marketing firm. Marketers are spending huge amount and time to generate new ideas of marketing in order to gain Consumer preference for a Brand.

II. REVIEW OF LITERATURE

The activities that people obtaining, consuming or disposing any products & services can be defined as Consumer Behaviour (Atkin and Block, 1983).

Thus it can be easily defined as the study of why people used to buy. The study of such behaviour is necessary for the entire marketing firm in order to develop their strategies according to understanding of why people shop & buy certain products. Thus, it has been rightly said by Kotler that Consumer is a King. Thus, Consumer is mighty enough to decide whether to make or break a product. Consumer behaviour has been studied by the researches through certain experiments using focus groups, conducting interviews or administering questionnaires (Blackwell, 2001). Consumer Behaviour have been researched with the traditional method based on the assumptions that were in a fixed sequence consisting first of the formation of beliefs (cognition) with respect from attitude object, then followed by some action of evaluation of that object (affect) and focused some action (Howard, 1979).

The use of Celebrities for endorsing a product is not recent (Kaikati, 1987). The Concept of Celebrity Endorsement has been widely used across the global marketing world. It is all started in 1980s but come out as a revolutionary phenomenon in 1990s. In this era companies started using Celebrities extensively for better communicating their brand to the consumers. Celebrity Endorsement emerged out as one of the marketing communication (marcom) strategy. Companies are spending huge money for aligning their product or brand with the dynamic, attractive Celebrities (Kaikati, 1987) believing that these attributes of the Celebrities can be transferred to the product through Marketing Communication activities (Langmeyer, 1991). The involvement of Queen Victoria in Cadbury Cocoa depicts the use of Celebrities in the nineteenth century (Levy, 1959). The invention of cinema in the earlier period enhanced the usage and scope of Endorsement as an advertising strategy (Langmeyer and Walker, 1991). In early era, the use of stars was limited even though there was a growth in commercial radio in 1930s and in commercial television in 1950s (Motavalli, 1988). In the late 1970's, the use of stars has increased in number due to the involvement of even those Celebrities who had no such commitment towards the endorsements prior (Mcdonough, 1995). In 1979, the use of Celebrity Endorser's in commercials was estimated as one in every six advertisements and later in 1988 estimates were one in five (Sherman, 1985).

III. OBJECTIVES OF THE STUDY

The author tries to explore the attitude of the consumers towards Celebrity Endorsement. Through this paper the author tries to study the Consumer buying behaviour. The objective of the study is to find out the perception of Consumers towards Celebrity Endorsement for Soft Drink. The author tries to find out the information on Purchase and Consumption pattern of the Consumer.

IV. RESEARCH METHODOLOGY

The survey is conducted with the help of a semi-structured questionnaire and the questionnaire is then distributed among various customers based in Aligarh city of Uttar Pradesh. The study helps to get the information regarding customer perception about Celebrity Endorsed Soft Drink Brands and expectations from various Soft Drink products. The researcher in this study tries to explore data mainly through primary data which is supported by secondary data. The primary data is collected from the customers through a structured questionnaire in order to evaluate the perception of consumers. The secondary data is collected from earlier records, facts and figures, reference books, soft drink industry records, journals, magazines and internet. Fifty Questionnaires were distributed among respondents of different age and gender.

V. FINDINGS OF THE STUDY:

Table 1- Gender of the Respondent

Frequency	Percent	Cumulative Percent	
male	75	62.5	62.5
female	45	37.5	100.0
Total	120	100.0	

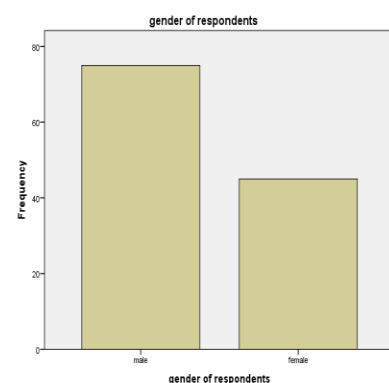


Figure 1- Gender of the Respondents

Table 2: Preferred Choice of Soft Drink Brand

	Frequency	Percent	Cumulative Percent
pepsi	11	9.2	9.2
coca cola/thumps up	41	34.2	43.3
fanta/mirinda	21	17.5	60.8
spitite/mountain dew	47	39.2	100.0
Total	120	100.0	

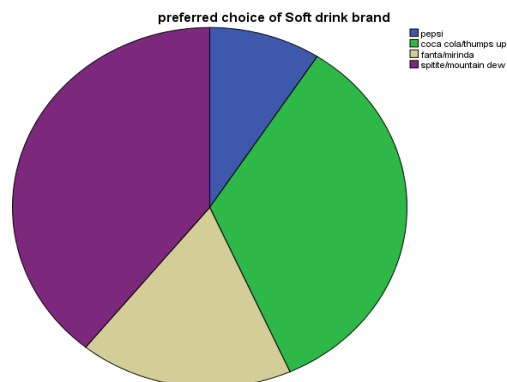


Figure 2: Preferred Choice of Soft Drink Brand

Table 3: Preferred media Channel for watching Celebrity Endorsement

	Frequency	Percent	Cumulative Percent
electronic media(TV, Internet)	61	50.8	50.8
print media(newspaper, magazines, hoardings etc)	24	20.0	70.8
word of mouth, social circle, friends.	19	15.8	86.7
No One	16	13.3	100.0
Total	120	100.0	

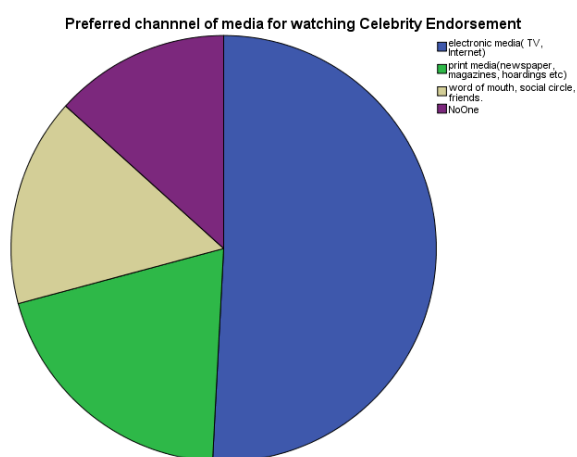


Figure 3: preferred Media Channel

Table 4: Liking in an advertisement

	Frequency	Percent	Cumulative Percent
celebrity endorsing the soft drink	28	23.3	23.3
Idea behind the advertisement	23	19.2	42.5
Both Celebrity & Idea	29	24.2	66.7
Product	40	33.3	100.0
Total	120	100.0	

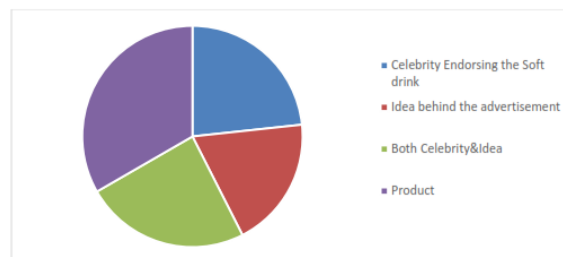


Figure 4: Liking in an Advertisement

Table 5: Favourite Celebrity for the Celebrity Endorsement

	Frequency	Percent	Cumulative Percent
Bollywood star	55	45.8	45.8
sports person	23	19.2	65.0
cartoon characters graphically made	18	15.0	80.0
common people non-celebrity	24	20.0	100.0
Total	120	100.0	

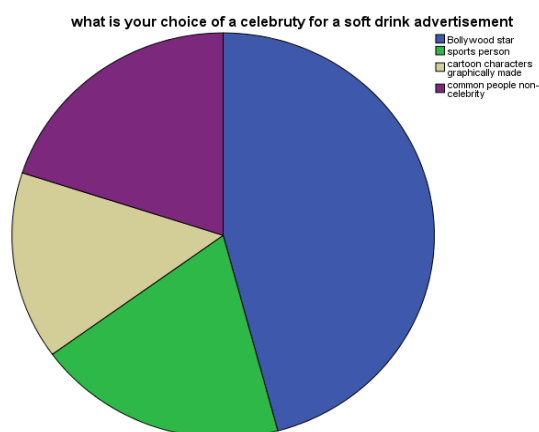


Figure 5: Favourite Celebrity for Soft Drink advertisement

Table 6: Attraction towards Celebrity Endorsement

	Frequency	Percent	Cumulative Percent
Female Celebrity	35	29.2	29.2
Male Celebrity	36	30.0	59.2
Non-Celebrity	26	21.7	80.8
No One	23	19.2	100.0
Total	120	100.0	

who attracts you most towards Celebrity Endorsement among the following:

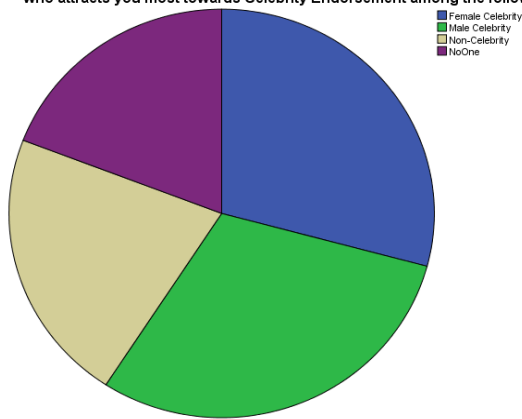


Figure 6: Attraction towards Celebrity Endorsement

what strikes your mind while making purchase for a soft drink brand

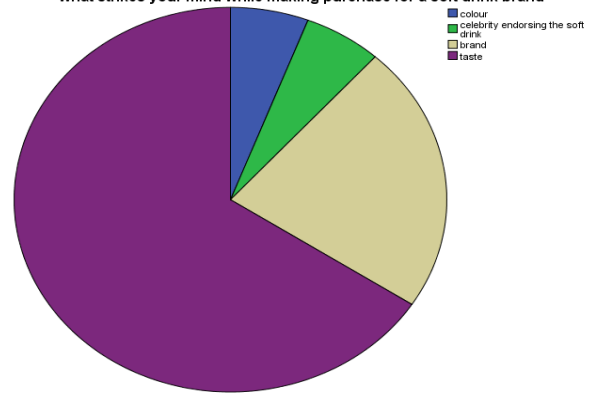


Figure 8: Factors striking mind towards soft drink purchase

Table 7: Factors Influencing towards Soft Drink Purchase

	Frequency	Percent	Cumulative Percent
Advertisement	14	11.7	11.7
Social Circle	13	10.8	22.5
Weather change	17	14.2	36.7
Desire for drink	76	63.3	100.0
Total	120	100.0	
Advertisement	14	11.7	11.7

Table 9: Your most preferred Channel for Soft drink Purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Retail store/super market	49	40.8	40.8	40.8
restaurants/marriage parties	29	24.2	24.2	65.0
working place/canteen	16	13.3	13.3	78.3
cinema halls/malls	26	21.7	21.7	100.0
Total	120	100.0	100.0	

what influence you more towards purchase of a soft drink

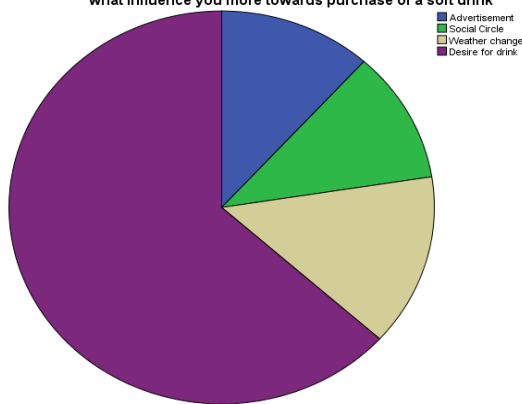


Figure7: Influence towards Purchase of Soft Drink

Table 8: Rate the different attributes associated with Soft drink

	Frequency	Percent	Valid Percent	Cumulative Percent
colour	7	5.8	5.8	5.8
celebrity endorsing the soft drink	7	5.8	5.8	11.7
brand	27	22.5	22.5	34.2
taste	79	65.8	65.8	100.0
Total	120	100.0	100.0	

which is your most preferred channel for purchasing a soft drink

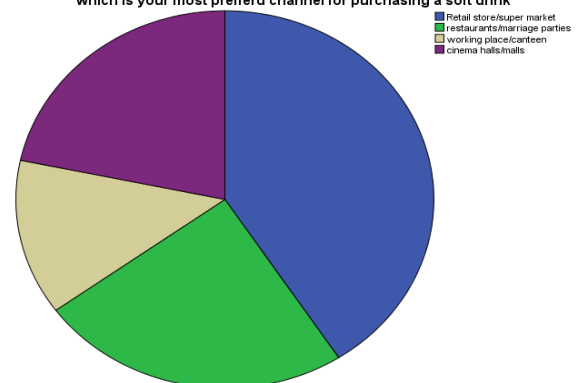


Figure 9: Most Preferred Channel for Purchase

Table 10: Exposure to Celebrity Endorsement

	Frequency	Percent	Cumulative Percent
Daily	25	20.8	20.8
Occasionally	43	35.8	56.7
often	34	28.3	85.0
Never	18	15.0	100.0
Total	120	100.0	

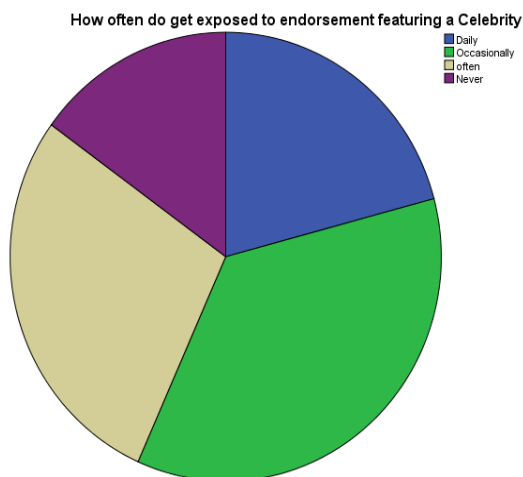


Figure 11: Exposure to Celebrity Endorsement

Table 11: Reason for Companies to adopt Celebrity Endorsement for Product

	Frequency	Percent	Cumulative Percent
To compete with other brands / products	43	35.8	35.8
To increase sales/ profit	30	25.0	60.8
To gain easy recognition	22	18.3	79.2
all of the above	25	20.8	100.0
Total	120	100.0	

what can be the reason for companies to use Celebrities for endorsing their Product?

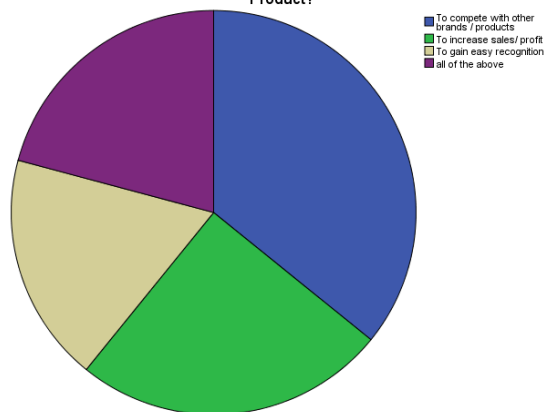


Figure 11: Reason for Companies to adopt Celebrity Endorsement for a product

VI. DISCUSSION & FINDINGS

The respondents' attitudes towards celebrity endorsement were explored. It can be interpreted from the Table 1 that male respondents are more than female respondents. Table 2 depicts that around 50.8 % i.e. half of the population of respondents) encounter Celebrity Endorsement through Electronic media which is the most spread media today. Table 3 shows the liking of respondents towards the brand and it is cleared from the table

that most of the respondents have liking towards Cola brand. Table 4 clearly depicts that majority of the respondents are mainly interested in the product being advertised. Whereas the remaining number of respondent's attitude is almost equally distributed in other things namely Celebrity advertising the brand, idea behind the advertisement and both. Table 5 shows that majority of the respondents favours Bollywood Celebrity for the advertisement. Table 6 give findings which adds to the table 6 results that majority the respondents have liking for both male and female Celebrities .In Table 7, when the respondents have been inquired about the factor which influenced them for making purchase of the soft drink then most of them answered that they buy when the need arises no matter who endorses the Soft drink. In table 8 the respondents are further inquired in order to find out their attitude towards the Celebrity endorsement and so it is clearly depicted from their response that it is the taste which matters them most with a concern for the brand to some extent. When the respondent is asked about how often they get exposed to Celebrity Endorsement for Soft drinks them most of them respond with occasional encounter. In table 11 the respondents are asked about their opinion regarding the usage of Celebrity Endorsers by different Soft drinks Companies for endorsing their brand. Their opinion is shown in table 11 with most of them believe that due to competition companies adopt Celebrity Endorsement technique and through their usage companies are trying to compete with other brand in the market. use of celebrities in advertising affects their choice of cola product, 73.8 percent was of the opinion that it did not influence it, with the explanation that there is an extensive overload of celebrity endorsers and thus one becomes unaffected by them. Those who did feel that their consumption was affected commented it as following; as long as the employed celebrity is liked it gives the brand a more positive image - *"There is something to associate the brand with and it makes it more interesting and makes you want to buy the brand"*. Moreover, some responded that one wishes to be like their idol and thus take after the celebrity endorser.

VII. CONCLUSION

Advertisements are back bone for the industry. It acts as a glue to retain the customers. It can be concluded that there are different attributes of a Celebrity Endorser which cast a positive image on the consumers. In India Soft Drinks always have a Celebrity name attached to their face. Coca Cola & Pepsi are the two major giants which have a Popular Celebrity name always attached to the two rivals. Thus, it is not wrong if we say that Celebrity Endorsement area part and parcel of the Soft Drink Industry. In India Cricket is considered as a religion and Cricketers are treated like Gods an in addition to this people used to worshipped Bollywood stars

also here. That is the very reason for big Soft drink industries to spent millions on these high profile Celebrities year over the year. So, these Soft Drink companies are used to sign up Cricketing Legends on one hand and famous Bollywood stars on the other hand.

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