

**Czech University of Life Sciences Prague**  
**Faculty of Economics and Management**  
**Department of Management**



**Master Thesis**  
**Impact of Celebrity Endorsement on the Buying**  
**Behaviour of the rural consumers**

**Pradhuman Soni**

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# **DIPLOMA THESIS ASSIGNMENT**

Pradhuman Soni

Business Administration

Thesis title

**Impact of Celebrity Endorsement on the buying behavior of consumers**

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## **Objectives of thesis**

The aim of this thesis is to evaluate the awareness, attitudes and perceptions of consumers regarding celebrity endorsement and its possible changes of the buyers behavior.

## **Methodology**

The thesis will be divided into two sections. First section will concentrate on the published literature that is defining the basic terms that are key for the thesis purposes.

Second section will concentrate on the primary data. Primary data will be used to study the impact of celebrity endorsement on consumer buying behavior living in rural areas. Whether the individuals are aware about the celebrity endorsements. What are their attitudes regarding celebrity endorsement as well as the celebrity endorsed products. Data will be obtained using the questionnaire survey method. The data collected will be analyzed using SPSS software and Microsoft office excel.

## The proposed extent of the thesis

60 – 80 pages

## Keywords

Consumer Behaviour, Buying Behaviour, Celebrity Endorsement, Marketing Communication, Advertisement, Brand Loyalty, Brand Image.

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## Recommended information sources

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## The Diploma Thesis Supervisor

Ing. Tereza Balcarová, Ph.D.

## Supervising department

Department of Management and Marketing

Electronic approval: 29. 2. 2024

**doc. Ing. Ladislav Pilař, MBA, Ph.D.**

Head of department

Electronic approval: 26. 3. 2024

**doc. Ing. Tomáš Šubrt, Ph.D.**

Dean

Prague on 27. 03. 2024

## **Declaration**

I declare that I have worked on my bachelor thesis titled "Impact of Celebrity Endorsement on the Buying Behaviour of the rural consumers" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission

28.03.2024

### **Acknowledgement**

I would like to thank name of the supervisor and all other persons, for their advice and support during my work on this thesis.

# **Impact of Celebrity Endorsement on the Buying Behaviour of the rural consumers**

## **Abstract**

From the eighteenth century, celebrities have promoted a range of endeavours. Celebrities are increasingly interested in endorsing goods and services as each day goes by. It has arguably evolved into being one of the most significant advertising techniques. Celebrities constitute individuals who have gained widespread public awareness because they stand out for having traits like attractiveness as well as dependability. The celebrity endorsement market is now a billion-dollar business. A celebrity's popularity as well as the attractiveness are thought to draw attention to a specific advertising. Celebrities are used by marketers to sway customer decision-making and boost sales as well as market share. The goal of marketing is to have an impact on consumer behaviour. These efforts have consequences for the organisations conducting them, the customers they are attempting to impact, as well as the communities in which they take place. Therefore, the present research aims to study the impact of celebrity endorsement on the buying behaviour of rural consumers. The research is qualitative in nature and makes use of primary as well as secondary data collected from the various secondary sources. The primary data is collected with the help of the survey method utilising google forms for questionnaire making and circulation amongst the respondents residing in the rural areas of the country. Primary data is collected from 160 respondents by circulating the links of google forms via social media networking sites like Facebook, Instagram, WhatsApp, etc. The data is then analysed making use of SPSS software for statistical tools and measures and Microsoft excel for graphical as well as tabular representation.

**Keywords:** Consumer Behaviour, Buying Behaviour, Celebrity Endorsement, Advertisement, Celebrities, Marketing Communication Mix, Endorsement, Advertising.

# Vliv celebrit na nákupní chování venkovských spotřebitelů

## Abstrakt

Od 18. století celebrity prosazovaly řadu snah. Celebrity se každým dnem stále více zajímají o podporu zboží a služeb. Pravděpodobně se vyvinula v jednu z nejvýznamnějších reklamních technik. Celebrity představují jednotlivce, kteří získali široké povědomí veřejnosti, protože vynikají vlastnostmi, jako je přitažlivost a spolehlivost. Trh propagace celebrit je nyní miliardový byznys. Má se za to, že popularita celebrity i atraktivita přitahují pozornost ke konkrétní reklamě. Obchodníci používají celebrity, aby ovlivnili rozhodování zákazníků a zvýšili prodej i podíl na trhu. Cílem marketingu je mít vliv na chování spotřebitelů. Tyto snahy mají důsledky pro organizace, které je provádějí, zákazníky, které se snaží ovlivnit, i pro komunity, ve kterých se odehrávají. Současný výzkum se proto zaměřuje na studium vlivu podpory celebrit na nákupní chování venkovských spotřebitelů. Výzkum je kvalitativní povahy a využívá primární i sekundární data shromážděná z různých sekundárních zdrojů. Primární data jsou sbírána pomocí metody průzkumu s využitím google formulářů pro tvorbu dotazníků a cirkulaci mezi respondenty žijícími na venkově. Primární data jsou shromažďována od 160 respondentů rozesláním odkazů z formulářů Google prostřednictvím sociálních sítí, jako je Facebook, Instagram, WhatsApp atd. Data jsou následně analyzována pomocí softwaru SPSS pro statistické nástroje a měření a Microsoft Excel také pro grafické jako tabulkové znázornění.

**Klíčová slova:** Spotřebitelské chování, nákupní chování, podpora celebrit, reklama, celebrity, marketingový komunikační mix, podpora, reklama.

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# 1 Introduction

Nowadays, customers have access to a vast array of expressions and images through magazines, newspapers, billboards, websites, radio, and television, which has increased global competition. The outstanding and distinctive qualities of the product or brand are the main focus of marketers' efforts to nab a little moment of a person's attention. The majority of people are subjected to a barrage of media advertisements on a daily basis, which causes most of them to lose all emotion towards any form of advertising. Its advertising and marketers have to come up with a hook that would catch the consumer's attention (Qureshi & Malik, 2017).

To get consumers' attention, businesses frequently use advertising as one of their primary marketing techniques. It has expanded quickly during the last few decades. The entire industry of advertising underwent a major transformation in 1920 with the invention of radio. From the start of the 20th century, advertising in Indian print media gained significant significance. Since the latter half of the nineteenth century, spokespeople have participated in promotional events (Erdogan et al., 2001).

Extending goods as well as brand awareness is the primary function of marketing. The businesses use a variety of marketing techniques to promote their goods, with the ultimate goal being to raise the product's profitability as well as demand factors. These tactics significantly affect and further shape the purchasing habits of consumers. One such tactic is celebrity product endorsements, which are undoubtedly prevalent in the industry. Among others, politicians, sports stars, and movie actors and actresses are contacted for this sort of promotional and marketing campaign.

Although the majority of marketers expend an enormous sum of money each year on celebrity endorsements, the marketing world still works extremely hard to establish products and brands appealing and in tune with consumers. The rationale behind their preference for celebrity endorsement being their greatest asset in serving as the finest ambassador for the goods and establishing a brand. Numerous businesses are entering into agreements with celebrities in the hopes of achieving a distinctive and pertinent position in the eyes of consumers. Irrespective of the product type, celebrity endorsement is widely used across a range of businesses. It is well recognised that it serves as a signalling tactic.

## **2 Objectives and Methodology**

Behind every research there is a purpose, in the same way the present research also has some objectives and in order to accomplish these objectives the researcher has to select certain techniques to conduct research. The objective and methodology for the present research are as under:

### **2.1 Objectives**

The main objective of the research is to study the impact of celebrity endorsement on the buying behaviour of the rural consumers. To fulfill the main objective following sub-objectives have been framed:

- To assess the awareness of rural consumers about the celebrity endorsement
- To study the attitude of the rural consumers regarding celebrity endorsement.
- To study the attitude of the rural consumers relating to celebrity endorsed products.
- To examine the impact of Celebrity endorsement on the buying behavior of the rural consumers.

To study the impact of celebrity endorsement on the buying behaviour of the rural customers three companies have been selected of beauty care. To accomplish the said objectives following research methodology has been framed.

### **2.2 Methodology**

The thesis will be divided into two sections. First section will concentrate on the published literature that is currently accessible on the different measures of celebrity endorsement affecting consumer behaviour to provide a comprehensive picture of the current level of understanding on the present topic.

Second section will concentrate on the primary data. Primary data will be used to study the impact of celebrity endorsement on consumer buying behavior living in rural areas. Whether the individuals are aware about the celebrity endorsements. What are their attitudes

regarding celebrity endorsement as well as the celebrity endorsed products? Data will be obtained using the questionnaire survey method, through a structured close ended questionnaire via google forms from the rural parts of country India. The link to the Questionnaire can be found in the appendix number 9.1. The link to the questionnaire will be circulated through the social media platforms like Whatsapp, Instagram, Facebook, Etc. A sample size of 160 respondents is selected. The data collected will be analyzed using SPSS software and Microsoft office excel.

## **2.3 Research Design**

The present research is descriptive in nature as it tries to study the impact of celebrity endorsement on the buying behaviour of the rural consumers. Following methodology have been accomplished in order to achieve the above-mentioned objectives and sub-objectives. It makes use of secondary as well as primary data. Secondary data will be collected from websites, blogs, articles, research papers, books, publications, magazines, etc. pertaining to the conceptual background of the study. Primary research will be conducted in India, with the sample size of 160 respondents. Samples will be selected based on non-probability convenience sampling method where, primary data will be collected regarding the impact of celebrity endorsement on consumer behaviour from the respondents living in rural areas of country India. Data will be collected with the help of survey method making use of questionnaire generated with the help of google forms.

A close ended structured questionnaire will be created and link to the questionnaire will be circulated with the help of social media networking platforms like Whatsapp, Facebook, Instagram, etc. Questionnaire comprising of dichotomous questions and 5-point likert scale questions have been implemented in the questionnaire so as to gather the opinion, attitudes, beliefs and their level from the respondents. The research with the help of questionnaire survey method via Google forms will be carried out in the month of January 2024 in order to collect data from the respondents living in rural areas of India. A total of 160 responses will be gathered and analysed using statistical tools. Gathered data will be analysed with Microsoft office excel using descriptive statistics like frequency analysis and percentages with charts and graphs to study the impact of celebrity endorsement on the buying behaviour of the rural consumers. For hypothesis testing purpose software like SPSS version 27 is used whereby Pearson's correlation method has been used to determine the

strength, nature and significance of the association between the dependent and independent variables.

The above research design have been framed in order to accomplish the objectives and the sub-objectives of the present resarch.

## 2.4 Corelation Technique

In the present research Pearson's corelation statistical tool has been used to reveal the strength, nature and significance of linear relationship between the variables selected under the study. The Pearson's corelation helps to determine whether a change in one variable (Independent Variable) causes change in another variable (Dependent Variable). When the Corelation is positive both the variables change in the same direction. Where the value of +1 signifies perfect positive corelation. When the Corelation is negative both the variables change in opposite direction. Where the value of -1 determine perfect negative corelation between the variables. Value of 0 determines no corelation between the two variables selected under the study.

The formula for calculating corelation is given below:

$$\text{Corelation Coefficient} = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$$

Where,

$x_i$  = Values of X-variable in a sample

$\bar{x}$  = mean of the value of the x-variable

$y_i$  = Values of Y-variable in a sample

$\bar{y}$  = mean of the value of the x-variable

Following hypothesis have been framed for testing purpose in order to determine the relationship between the dependent variable and independent variable of the study.

## 2.5 Hypothesis Testing

Following hypothesis have been framed and tested with the help of corelation statistics. The Pearson's corelation help to identify the strength, nature and significance of one variable on another variable. It helps to check the association between the two or more variables under study.

**Hypothesis 1**

- H<sub>0</sub>- There is no association between Gender & Awareness about Celebrity Endorsement
- H<sub>1</sub>- There is association between Gender & Awareness about Celebrity Endorsement

**Hypothesis 2**

- H<sub>0</sub>- There is no association between Gender & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy
- H<sub>1</sub>- There is association between Gender & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

**Hypothesis 3**

- H<sub>0</sub>- There is no association between Gender & Purchasing a Product because it was Endorsed by Celebrity
- H<sub>1</sub>- There is association between Gender & Purchasing a Product because it was Endorsed by Celebrity

**Hypothesis 4**

- H<sub>0</sub>- There is no association between Gender & Trying a new product if it is Endorsed by Celebrity
- H<sub>1</sub>- There is association between Gender & Trying a new product if it is Endorsed by Celebrity

**Hypothesis 5**

- H<sub>0</sub>- There is no association between Gender & Recommending a product endorsed by Celebrities
- H<sub>1</sub>- There is association between Gender & Recommending a product endorsed by Celebrities

**Hypothesis 6**

- H<sub>0</sub>- There is no association between Age & Awareness about Celebrity Endorsement
- H<sub>1</sub>- There is association between Age & Awareness about Celebrity Endorsement

**Hypothesis 7**

- H<sub>0</sub>- There is no association between Age & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy
- H<sub>1</sub>- There is association between Age & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

**Hypothesis 8**

- H<sub>0</sub>- There is no association between Age & Purchasing a Product because it was Endorsed by Celebrity
- H<sub>1</sub>- There is association between Age & Purchasing a Product because it was Endorsed by Celebrity

**Hypothesis 9**

- H<sub>0</sub>- There is no association between Age & Trying a new product if it is Endorsed by Celebrity
- H<sub>1</sub>- There is association between Age & Trying a new product if it is Endorsed by Celebrity

**Hypothesis 10**

- H<sub>0</sub>- There is no association between Age & Recommending a product endorsed by Celebrities
- H<sub>1</sub>- There is association between Age & Recommending a product endorsed by Celebrities

**Hypothesis 11**

- H<sub>0</sub>- There is no association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement
- H<sub>1</sub>- There is association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement

**Hypothesis 12**

- H<sub>0</sub>- There is no association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities
- H<sub>1</sub>- There is association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities

**Hypothesis 13**

- H<sub>0</sub>- There is no association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity.
- H<sub>1</sub>- There is association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity.

For the above all mentioned hypothesis, the significance level i.e.  $p\text{-value} < 0.05$  is taken into consideration, to minimise the probability of an event to happen by chance.

## **2.6 Limitations of Research**

The present research suffers from the following limitations:

- The study suffers from the geographic limitations of rural region in India.
- The study is limited to a sample survey of 160 respondents belonging to rural areas, where primary data collected from these respondents maybe biased.
- The study is limited only to one tool of advertising i.e. celebrity endorsement.



### 3 Literature Review

A review of the academic literature on a particular subject is called a literature review. It gives a summary of current information so that one may find pertinent ideas and techniques. The literature review concerning different aspects of marketing communication, advertising, endorsements, and consumer behaviour is as under:

#### 3.1 Marketing Communication

*“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large“ (American Marketing Association, 2017).*

In order to achieve their marketing and business goals, organizations interact with many groups of people. All types of organizations—commercial, government, nonprofit, educational, and others—need to interact with a variety of stakeholders. No matter how big or little. This might be done to get products and services needed for their company operations, or it could be done to work together and arrange with other parties to ensure an appropriate distribution of their products and services. The term "engagement" describes the ways in which humans and robots may communicate with one another. To capture an audience, one generally uses a combination of intellectual and emotional stimulation, as well as communication techniques, media, and messaging (Fill, 2009).

There are several ways to define the term "marketing communications," and there is no one, accepted definition of it. Marketing communication is described as below:

*“the means by which a supplier of goods, services, values and/or ideas represents itself to its target audience with the goal of stimulating dialogue, leading to better commercial or other relationships“ (Egan, 2015)*

*“Marketing communications is a management process through which an organisation engages with its various audiences. Through an understanding of an audience’s preferred communication environments, organisations seek to develop and present messages for its identified stakeholder groups, before evaluating and acting upon any responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal, emotional and behavioural responses“ (Fill, 2009)*

Marketers naturally want their target audience to become aware of their brand or company's presence as well as its advantages. Understanding how consumers gather, store,

and retrieve information about goods, brands, and businesses may thus be aided by marketing communication (Smith and Zook, 2011). One of the cornerstones of an effective marketing approach is the blending of the different tools in the marketing mix. Naturally, the many components of the communications mix fall within the purview of this integration concept as well. In actuality, skilled marketing communicators have been using integrated communication techniques for decades (Patrick De Pelsmacker, Geuens and Den, 2013). While the following growth may center on an organization's interactions with its many audiences, the integration stage concentrates on the organization itself (Fill, 2009).

There are two ways of Marketing Communication, planned and unplanned communication. Three essential components are included in planned marketing communications: media, messaging, and tools. The primary means of communication include public relations, direct marketing, sales promotion, advertising, personal selling, and added-value strategies like sponsorship. Though messages might be predominantly emotional or informational, they often reflect the requirements as well as preferences of the audience being targeted through a delicate combination of both aspects. Organizations employ two primary media kinds to assist communicate these ideas to their audiences. One alludes to conventional media, including print, broadcast, film, and outdoor. The other is about how more and more people are using digital media, as well as online platforms in particular, to communicate and connect to their target groups. Marketing communications that are not planned are those that were not expected. Positive and negative feedback is equally valid, although in this case, the focus is mostly on the organization's response to and handling of the interpretations made by audiences. Thus, the perceptions that consumers have of businesses and brands, as well as the images and reputations that are formed, are influenced by a variety of factors, including remarks made by outside experts, modifications to rules or regulations by the authorities, competitor actions, manufacturing or distribution process failures, and—possibly most powerful of all—word-of-mouth remarks from other customers. Numerous well-known companies understand the power of word-of-mouth marketing and are actively working to influence its content, timing, and speed (Fill, 2009).

### **3.1.1 Types of Marketing Communication**

Marketing communications are comprised of three components: tools, medium, and messaging. The fundamental component of the mix has traditionally been a mixture of tools which may be utilized in a variety of combinations along with degrees of intensity for

interacting with an intended target group. Advertising, sales promotion, public relations, direct marketing, as well as personal selling constitute the five primary marketing communication strategies (Fill, 2009). Following are the different types of Marketing Communication.

*Figure 1 Marketing Communication Mix*



*Source: Fill (2009)*

### **Advertising**

*“A paid-for, non-personal form of mass communication from an identified source, used to communicate information and influence consumer behaviour with a high degree of control over design and placement but potentially a low degree of persuasion and credibility. It is never either neutral or unbiased.” (Egan, 2015)*

When it comes to the creation and distribution of advertising messages, advertising is an impersonal kind of mass communication which gives its creators a lot of power. That being said, there remains doubt about advertising's potential to influence the target audience's thoughts or actions. Moreover, it is quite challenging to quantify the impact on

sales. Furthermore, audiences are less inclined to believe messages from advertisements than they are from other sources including word-of-mouth referrals, which contributes to the poor reliability with advertising. This tool's versatility is advantageous as it allows for communication with both a broad national audience and a more specialized one. The amount spent per contact may be the least expensive of all the instruments in the mix since a message may reach a large number of individuals, despite the potentially high price (Fill, 2009).

Advertising is defined as impersonal mass communications through mass media like television, radio, magazines, newspapers, advertisements on billboards etc.), the information inside of which is decided upon and funded by a organisation that can be easily identified (Patrick De Pelsmacker, Geuens and Den, 2013; Kotler and Keller, 2012).

### **Sales Promotion**

Sales promotions are extra benefits given to customers as a way of saying thank you for their business on specific purchase occasion (Egan, 2015). A variety of marketing strategies are included in sales promotion, and they are frequently applied strategically to enhance an offering. Sales acceleration and marketing data collection are the objectives. Sales promotion involves a non-personal kind of communication, similar to advertising, except it may reach smaller audiences more effectively. It is manageable and, even if it requires payment, the related expenses may be far less than those of advertising. As a generalization, credibility is low since it is simple to discern the sponsor's objectives. The capacity to generate future sales and create value, however, is robust and supports the macroeconomic need that emphasizes short-term financial performance (Fill, 2009).

Marketing campaigns that aim to clinch deals or move customers to the next phase of the purchasing process are helpful. By recognizing and rewarding devoted consumers, they may also contribute to the maintenance of a connection. Discounts on sales can help with consumer interactions and brand support. Relationships may be strengthened over time by intentionally developing them (Smith and Zook, 2011). Brand activation includes sales-stimulating efforts including price reductions, discounts, loyalty programs, contests, sample giveaways, etc. as part of sales promotions (Patrick De Pelsmacker, Geuens and Den, 2013).

### **Public Relation**

Public relations encompass all of the interactions a business has along with its stakeholders or audiences. A company's stakeholders are groupings of people or organizations that it hopes to build goodwill with. Among the most important public relations instruments are press conferences and releases, which need to attract attention. In

mass media, publicity is impersonal mass communication that is published by journalists and is not sponsored by a business (Patrick De Pelsmacker, Geuens and Den, 2013). PR is seen as a journalist's viewpoint or at the very least verified by a third-party news source, giving it greater credibility over advertising. When used effectively as a corporate social responsibility platform, public relations can do amazing things. Additionally, it is far less expensive than advertising (calculated per capita). PR is an effective tool for increasing preference, creating awareness, and promoting a brand's overall image (Smith and Zook, 2011).

Public relations aim to improve an organization's reputation while building and sustaining connections with a variety of stakeholders. This suggests that business strategy should include public relations in its broader context. A sign of the great credibility this kind of communication is given is the growing usage of public relations, and specifically publicity. It is called publicity when messages are shared through publications like newspapers, magazines, or news programs that are owned by third parties. There are expenses associated with the creation of the content, however neither media space nor time are charged for (Fill, 2009; Kotler and Keller, 2012).

### **Direct Marketing**

Nowadays, organizations employ direct marketing as a regular method of communicating with customers in a number of ways. It means that the emphasis has shifted from bulk to customized messaging. The utilization of direct mail, telemarketing, as well as the rapidly expanding field of interactive marketing communications specifically signify through-the-line communications. Many aspects of conventional salespeople's work may be eliminated, allowing them to focus on their core competencies. These activities include the face-to-face component of personal selling, which can be replaced by email correspondence, phone conversations, or direct mail letters (Kotler and Keller, 2012).

Targeting specific consumers with the goal of sending them customized messages and developing a connection with them depending on how they react to the direct communications is known as direct marketing. Direct marketing, in contrast to traditional strategies, aims to establish a collaborative through one-to-one interaction with each client through direct and intimate communication. A company that decides to employ direct marketing must include the strategy in a marketing plan. This is due to the fact that distribution varies and that adjustments to the competitive landscape may necessitate adjusting prices. Charges for delivery and packaging, for instance, must be included.

Additionally, the product might need to be modified or tailored for the market (Fill, 2009; Kotler and Keller, 2012).

### **Personal Selling**

*“Face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders“* (Kotler and Keller, 2012)

Later on in the purchasing process, when the consumer is more inclined to act, believe, and favour a product, personal selling is the most useful technique. An instantaneous and participatory exchange between two or more people is produced by personal selling. Everyone can see how the other responds. Additionally, connections of many types can develop as a result of personal selling, from a straightforward business partnership to a close personal bond. Frequently, the customer is offered personal options and is urged to reply personally. Personal selling is typically more common in marketplaces with fewer and bigger vendors as well as with sophisticated, pricey, and dangerous commodities. Sales may be increased by advertising in addition to personal selling (Kotler and Keller, 2012).

In the past, personal selling was thought of as an interpersonal communication technique in which people, frequently speaking on behalf of an organization, engage in face-to-face activities with the goal of informing, urging, or reminding an individual or group to engage in the necessary action as requested by the sponsor's representative. A salesman converses with customers one-on-one and has the opportunity for prompt feedback. Usually, interpersonal communication comes at an extremely high price (Fill, 2009; Kotler and Keller, 2012).

### **3.2 Endorsement**

*“When celebrities or the so-called man in the Street – who may or may not be users of a particular product or service – lend their names to advertisements for such products or services for a fee“* (Schiffman, Leslie Lazar Kanuk and Hansen, 2012)

Professionals of the advertising and marketing industries are confident that the character of communication (Endorser) has a major role in influencing the message conveyed (Ohanian, 1990). Endorser is crucial to getting the company's message out. Advertising activities include the employment of endorsers, and advertising is a component of the promotional mix plan (Kotler and Kevin Lane Keller, 2009).

The topic of "are they capable of influencing consumer behavior?" is a crucial factor to consider when selecting advertising endorsers. Conversely, advertising generates costs since certain endorsers receive excessive compensation, or the corporation must use its budget to pay the media. When selecting its endorsers, the company takes into account a number of factors. A variety of endorser kinds and their unique ability to sway customer behavior serve as their primary deciding factors. They are more concerned about the effectiveness of endorsers due to financial factors (Fitrianto, Daud and Nailis, 2018).

The effectiveness of endorsers may be measured in a number of ways. Ohanian (1990) put out "The Source Model." It has the "source of credibility, trustworthiness and attractiveness" that they need in order to sway the opinions of customers. Since "The source" stems from endorsers, various endorser kinds may provide various outcomes. As was previously noted, a corporation may utilize a single endorser or a mix of them to maximize the impact. The most popular one is celebrity as it is seen to have a greater "source" than the others. First of all, they are often appealing, which makes it simpler to persuade customers. Secondly, they were already well aware, thus more financial investment to raise customer awareness is not required. Oftentimes, endorsing anything that is beautiful has a low degree of credibility and reliability. The result is that they are powerless to exert any influence. Under these circumstances, the corporation ought to think about hiring someone else or spending money on pointless items (Fitrianto, Daud and Nailis, 2018). Advertisers can efficiently reach their target audiences by using celebrity and comparable reference group appeals. Following are some of the most widely used endorsement types in advertising used by the marketers.

### **3.2.1 Types of Endorsement in Advertising**

There are five main categories of endorsements that are frequently used in marketing: trade or "spokes-character," celebrity, expert, common man, executive, and employee. Testimonials and endorsements are commonly used to operationalize these appeals in addition to other less common ones. They could be shown as slice-of-life advertisements to the average person (Schiffman, Leslie Lazar Kanuk and Hansen, 2012). Following is the in-depth explanation of the major types of endorsements in advertising.

## **Celebrity Endorsement**

*“Advertising which uses the credibility associated with a celebrity to endorse the message. The greater the celebrity’s influence on a particular target audience, the greater the wish to mimic that celebrity“* (Egan, 2015).

Companies pay celebrities large sums of money to endorse their goods in the hopes that the public, whether reading or watching, would have a favourable view of the celebrity's involvement (Schiffman, Leslie Lazar Kanuk and Hansen, 2012). Using a celebrity endorsement approach to set product apart from the competition may work wonders. This efficacy can be attributed, in part, to customers' increased ability to recognize items linked with spokespersons (Burroughs and Feinberg, 1987). The target market is aware of the celebrity's achievements in fields unrelated to the product category that he endorses. The celebrity might be a comedian, actress, athlete, or other kind of entertainer. This is by far the most common kind of endorsement that is utilized nowadays (Friedman, Termini and Washington, 1976).

According to a recent study, star athletes who promote products have a beneficial effect on positive word-of-mouth (WOM) and improve brand loyalty among teenagers. Additionally, the study discovered that female teenagers were more likely than male teens to disseminate positive word-of-mouth (WOM) about a company or product that their favourite celebrity athlete had promoted. Additionally, the likelihood that females would concur that guys who served as role models for athletes had influenced them to buy particular products was higher (Bush, Martin and Bush, 2004).

## **Ordinary People**

Common-man approach" refers to the endorsements of happy consumers. By showing potential buyers an individual identical to them utilizes and is happy with the good or service being marketed, the common-man appeal has the benefit of attracting more business. Public health announcements (such as those against cigarette smoking as well as having high blood pressure) benefit greatly from the common-man appeal since most individuals identify with those who are similar to them in these situations. A common individual or family utilising the promoted item or service to solve a problem is shown in many television ads. Since they highlight relatable real-life scenarios, these ads are referred to as slice-of-life advertisements (Schiffman, Leslie Lazar Kanuk and Hansen, 2012).

Customers sometimes need a realistic approach since they tend to be more emotional than intellectual in certain situations. When everyday individuals are used as product



endorsers, consumers are more likely to relate to the product than when celebrities do. Common folks are frequently the subjects of marketing materials for cosmetics (Fitrianto, Daud and Nailis, 2018). Producers of particular items occasionally hire unidentified talent as their ambassador. Because consumers are becoming less receptive to the kind of polished, slick ads that have historically dominated the advertising scene, companies are thinking about utilizing regular people. Ads featuring everyday people portray a realistic, sincere vibe (Steinberg, 2005).

### **Expert Endorser**

The professional expert is an acknowledged expert regarding the item of endorsement group whose knowledge and experience stemming from specialized training or experience beyond those of regular individuals (Friedman, Termini and Washington, 1976).

Customers who are unfamiliar with a more complicated product require guidance from experts in the field. An expert lending their knowledge to others. Customers might not know all the facts regarding a product; thus, the corporation needs an expert to support their claims. An expert serves as a source of knowledge, persuades, and motivates the customer to make choices. Customers must be at ease in order to lessen their sense of guilt in the event that they make the incorrect choice. Businesses frequently select a credible and seasoned specialist to serve as their spokeswoman (Fitrianto, Daud and Nailis, 2018).

*“an advertising format in which an expert appears who endorses and commends a product“* (Patrick De Pelsmacker, Geuens and Den, 2013).

Advertising whereby a product or service is recommended by a recognized or purported expert; an example of this would be a retired police officer supporting burglar-alarm equipment. The "expertness" is often the product of the advertisement. For instance, advertisements for goods purported to have unique formulae frequently depict a laboratory setting with individuals wearing white coats, lending the scientific claims greater seeming credibility (Egan, 2015).

### **The CEO**

The leader of the firm whose goods are being promoted is the president of the company. He is shown endorsing his own goods in the advertising. Just lately, this kind of recommendation has started to gain greater traction (Friedman, Termini and Washington, 1976). It is an unusual way of endorsement. This kind of advertising is only used by a small number of businesses. Whether or whether they are willing to appear in front of the media depends on the president of their firm. Some CEOs' public recognition has grown as a result

of publications linked to their products; this may be a valid justification for designating them as endorsers. Steve Jobs for Apple products and Bill Gates for Microsoft products may be the most famous instances of this kind. Senior executives utilize their own platforms to endorse merchandise and demonstrate the brand's dedication to customers (Fitrianto, Daud and Nailis, 2018). Although it appears that these four categories of endorsers are used often, nothing is known about how effective they are as marketers.

Exposure to advertising may result in consumer behavior that is retained. A favorable perception of the product will arise from consumer acceptance of the endorsers. There are many phases linked to consumer behavior in a decision-making process for consumers. They search for the thing to satisfy their needs as soon as they arise. Customer experience will be a part of this phase. A favorable impression on the endorser may prompt them to go on to the following phase, when they will look for further details about the product. Occasionally, the endorsers' recollections will lead them to the product. Consumers may feel more inclined to try a product after receiving reinforcement from repeated promotion. Customer satisfaction from their initial purchase may lead to recurring business, referrals, and protection from rival offers (Fitrianto, Daud and Nailis, 2018).

### **Trades or Spokes Character**

Prominent cartoon characters like Bart Simpson and the Ninja Turtles, together with trade or spokespeople, function as a sort of pseudo-celebrity endorsement. These individuals who serve as trade spokespeople for a product or service idealize the product and offer crucial information about it (Callcott and Lee, 1995). Typically, trade characters function as the exclusive representatives of a certain brand or service. Sometimes they provide the product or service a personality of their own and make it seem more approachable (Schiffman, Leslie Lazar Kanuk and Hansen, 2012).

Other marketing techniques might serve as imaginative frameworks of endorsement for customers. Reputable stores and the editorial content of particular niche publications can serve as reference points that shape the opinions and actions of customers. Additionally, objective product evaluations and stamps of approval can work as positive recommendations, influencing customers to respond favorably toward particular items. A brand may also benefit from a high ranking from an impartial rating publication (Schiffman, Leslie Lazar Kanuk and Hansen, 2012).

### 3.3 Celebrity Endorsement

*“Celebrity endorsement is defined as an advertisement in which any individual who enjoys public recognition uses this recognition on behalf of a consumer good by appearing in it“ (McCracken, 1989).*

Celebrity-endorsed advertising remains an important aspect of modern marketing as well as has grown into a thorough component of the advertising business, particularly in India. Celebrities advocate nearly every type of product and service, spanning FMCG to consumer durables, tourism to banking services. Endorsements from celebrities have several benefits, including increased attention, image polishing, brand launch, as well as brand repositioning. Advertisers want celebrity endorsement owing to the larger rewards and potential influence. Celebrity-endorsed advertising garner greater attention than non-celebrity-endorsed advertisements, assisting the corporation in re-positioning its product/brand. Marketers employ prominent brand ambassadors to influence customer buying decisions in order to gain sales as well as market share (Erdogan, 1999). These days, using spokespeople to communicate the commercial message has become rather widespread. Companies utilise a variety of spokespersons in their advertisements, and celebrity spokespersons are a highly popular sort (Tom et al., 1992). Involving celebrities in advertising is mostly done to draw attention to the product (Biswas et al., 2009). To get the intended result, this necessitates that the celebrity be widely recognised (Kotler & Keller, 2012).

Celebrities may help commercials stand out from the background clutter and help people communicate more effectively by filtering out unnecessary noise throughout a communication process (Sherman and Langan, 1985). The employment of renowned figures in advertising is becoming more common in India as marketers realize that symbiotic relationships between their brand and the celebrity may be achieved through celebrity endorsement. It is thought that using celebrities in advertisements helps viewers recall the message along with the identity of the brand they are supporting. It also helps to develop a brand's personality given that when a celebrity as well as a brand are combined, their combined image shapes the perception that consumer has of the brand (Agrawal and Kamakura, 1995).

Nowadays, celebrities are utilised to promote nearly all types of products in India, from FMCG to Electronics, from Automobile to financial and insurance services. Actors and

actresses from Bollywood as well as athletes, particularly cricket players, have been the top choices of marketers for their brands. These celebrities promote several businesses and receive substantial compensation for doing so. CEOs and MDs of the business may promote their own goods (Kumar & Kaushal, 2014). Celebrities draw viewers' attention to the advertising and increase brand memory. They aid in the brands' recognition. Celebrity endorsement has turned into a common element of a marketing approach and a need in the cutthroat marketplace of today. Kaikati (1987) has determined that celebrity endorsement has five benefits: it may increase sales, generate attention, handle crises, reposition brands, and promote worldwide marketing. Studies have indicated that the utilization of celebrities in commercials can positively impact several aspects of brand perception, including message recall, likeability, and buy intentions (Pornpitakpan, 2004; Pringle and Binet, 2005).

Pope, Voges and Brown (2009) revealed that customers' opinions of a brand's quality as well as image are positively impacted by celebrities. Products that are less feature-rich or that are of lower quality might nevertheless profit from being promoted to consumers by a well-known celebrity. According to Erdogan (1999), leveraging celebrities may aid in image restoration and polishing for a corporation whose reputation has been damaged. Incorporating celebrity endorsements has a number of hazards. A product's brand image may suffer significantly as a result of bad press, negative information, a rapid shift in perception, a decline in popularity, moral dilemmas, losing credibility by excessive endorsing, or overshadowing recommended items (Klebba and Unger, 1983). There are instances when a celebrity's glitz and fame eclipse the qualities of a brand or product, causing customers to lose focus (Rossiter and Percy, 1987). Overexposure is another prevalent issue associated with celebrity endorsements. Overexposure happens when a famous person represents several companies. Every significant corporation in India aspires to appoint highly sought-after and well-known celebrity endorsers, which causes confusion and impairs the consumer's ability to accurately recall the brand that the celebrity represents (Mowen and Brown, 1981).

Consumers' recall and retention of information are significantly impacted by celebrity-themed advertisements, making them crucial for effective marketing communication. Customers can quickly access the knowledge they have saved in their heads when they need it or go shopping (Schultz and Barnes, 1995).

### 3.3.1 Celebrities

*“Celebrities are well-known and famous personalities who enjoy public recognition among a large group of people and possess distinctive qualities like attractiveness and trustworthiness“* (Silvera and Austad, 2004).

Consumer reference groups are seen as an essential component of brand interpretations because they enable consumers to assess their worldview, particularly in comparison to that of others who hold similar views or who share significant characteristics. Consumers transfer meaning from companies to themselves by making links amongst reference groups with the products they consume. One of the most trustworthy types of reference groups is celebrities (Escalas & Bettman, 2005).

Consumers view celebrities as sources of reference, which are imagined or real people who are thought to have a substantial influence on the consumer's opinions, desires, and behaviours. Even if celebrities are geographically and socially removed from the regular customer, their influence on consumers is what gives them power (Choi & Rifon, 2007).

Consumers have a propensity to develop a connection to any item that supports their sense of self or preferred image, fosters feelings of belonging to a group, or evokes nostalgia. Possibly the most striking example of this type of attachment can be seen in the public's obsession with celebrities (O'Mahony & Meenaghan, 1997).

A celebrity is someone who works in the media, the entertainment industry, sports, business, politics, the military, or the arts (McCracken, 1989). A celebrity in today's world of marketing could also be a cartoon character such as Fred Flintstone or simply an animal.

A celebrity is someone with a name who could attract the public's attention, pique their curiosity, and make money from them. Even though hiring a celebrity to promote a brand might be expensive, most businesses still use expensive and well-known celebrities in their advertising. According to research, celebrities are undoubtedly the most successful kind of endorsers, outperforming other types including firm managers, regular consumers, and professional experts (Seno & Lukas, 2007).

Celebrities may make commercials stand out from the background noise and contribute to increased communication skills by breaking through unnecessary distractions during the process of communication. According to studies, using celebrities in advertising may increase their credibility, recall of their message, memorability, likeability, and, ultimately, buy intentions (Pringle & Binet, 2005).

### 3.3.2 Advantages of Celebrity Endorsement

The major goal of using celebrities to sell items by many retail businesses is to increase the trustworthiness and reliability of their goods and services. The primary goal of each company is to turn a profit, which can only be accomplished by selling the greatest number of products and luring clients (Egan, 2008). This prompts a question in the business marketing community: Is having a celebrity sell a company's goods or services useful for them or detrimental? The benefits of using a celebrity to promote a company's goods are listed below.

*Figure 2 Advantages of Celebrity Endorsement*



*Source: Researcher's own Compilation based on Suleman (2021)*

#### **Builds Product Creditability**

When a business launches a new product, using a celebrity to advertise it helps establish trust among clients. The likelihood that a market will trust the item that a celebrity is endorsing will increase if they believe in that star. When potential customers witness a given celebrity utilising a particular item, they think that the product belongs to superior quality and every time they use it, they consider to be as significant as the celebrity, if they idolise him or her (Suleman, 2021).

#### **Gain new customers**

Finding new customers for the goods they sell is one of those difficulties that small businesses encounter. Customers and brand newcomers alike are drawn to advertisements

featuring local celebrities. These people might be consumers of rival brands. However, people may be persuaded to try the product if they frequently see the local celebrity in advertisements for it (Suttle, 2019).

### **Helps to Recover Company Image**

A business may occasionally lose its market credibility as a result of certain organisational defects. However, a business might regain its footing by using a celebrity to market its products. For instance, legal troubles or bankruptcy may cause a firm to lose clients and their trust; yet, by using a celebrity to advertise a product, the company might re-establish its goodwill. Finally, it succeeds in luring back previous clients and luring new ones (Suleman, 2021).

### **Give a failing brand new life**

A failed brand could also benefit from the usage of a famous person in an ad. For instance, if manufacturing and administrative costs result in little to no profit, a small soap producer may consider discontinuing a brand or product. However, using a celebrity to promote the advantages of the brand might help customers develop fresh interest and enthusiasm (Suttle, 2019).

### **Aids in Reimbursing for Innovation**

Although an entrepreneur might not have the ideas to improve the quality of his or her goods, via marketing and celebrity endorsements, the product gets market credibility. For instance, since many sports firms sell and manufacture the same things as NIKE offers, there is intense competition between NIKE and other businesses. However, by using sports stars like Michael Jordan and Tiger Woods, the corporation is continuing to outperform in market share; people primarily utilise their products mainly because they associate the brand with these athletes (Smart, 2005).

### **Promote Brand Awareness**

Celebrities in advertising help to increase brand recognition, and they do it considerably more swiftly than conventional forms of advertising. Brand awareness gauges the proportion of individuals who are aware of a specific brand. To gradually raise customer brand recognition, small firms invest an extensive amount of money and effort in marketing. Utilising a local celebrity may significantly increase consumers' knowledge of and interest in small businesses' products and services (Suttle, 2019).

### **Helps to deliver message to public**

The only significant means for a business to market its goods or services is through advertising. This action includes informing the audience about the product's name, nature, and intended usage as well as the advantages of utilising it. If the message has been communicated or not depends on how it is presented to the general population. There is a good likelihood that the public will become interested in the product if it is advertised by an idolised star. Customers will purchase the goods to verify that the information they have learned about them is accurate. This is evidence that the message reached the intended audience (Suleman, 2021).

### **Consumer Purchases are Influenced**

Customers' preferences for particular celebrities might have a big impact on what they decide to buy. Some individuals can believe that "if what's being sold is good enough for them, it's advantageous enough for us." Advertising for cosmetics, skin care, hair care, and clothing frequently is driven by this idea. In essence, a small business's product gains immediate legitimacy thanks to the endorsement of the local star (Suttle, 2019).

### **3.3.3 Dis-Advantages of Celebrity Endorsement**

Agrawal & Kamakura (1995) suggest that the benefits of using celebrities in advertising are declining. Additionally, some customers have referred to celebrities as "puppets" employed by businesses, meaning that they believe the celebrities are lying while recommending particular items (Temperley & Tangen, 2006).



*Figure 3 Dis-Advantages of Celebrity Endorsements*



*Source: Researcher's own compilation based on Agrawal & Kamakura (1995)*

### **Negative Image Damages Company's Reputation**

Celebrity scandals have the potential to ruin an organization's reputation. Companies may suffer repercussions since consumers quit buying their goods and the general public no longer favours them. Such cases make using a celebrity detrimental to the business, and the results represent a serious danger to the enterprise (Suleman, 2021). Celebrity endorsements carry some risk; not only is it expensive, but there are other celebrity-related variables that become linked to the product, such as the possibility of brand image damage from unfavourable media. Sometimes celebrity brand ambassadors can hurt the company they represent. One significant issue with using celebrities in advertising campaigns is that those who do so have no influence over the celebrities' potential future behaviours. (Till & Shimp, 1998).

### **Celebrity Trap & Celebrity Creditability**

Two further drawbacks of utilising celebrities as product endorsers includes the celebrity trap and credibility. The celebrity trap occurs when it gets harder and harder to identify alternatives, which makes the marketing team dependent on celebrities to the point where there is an overabundance of them. The term "celebrity credibility" implies consumer mistrust towards celebrities, which is certain to have an impact on brands, particularly if anything unfavourable about the celebrity linked with the company appears in the media.

### **Overexposure**

Overexposure is yet another serious disadvantage of celebrity endorsements. It might be challenging to remember which celebrity has supported which particular company because they have endorsed so many. Overexposure is a frequent occurrence between well-known and popular endorsers and fiercely competitive companies, which causes confusion in the customer and makes it difficult for them to remember the company that the celebrity represents (Tripp et al., 1994).

### **Makes Difficult to have Faith in Brand**

Customers might question the quality of the goods, which would be problematic for business since consumers may perceive this as merely a means for the celebrity to earn money and the trustworthiness of what is being sold could be compromised. As a result, the usage of a celebrity could leave a negative effect on the market for the product since it may cause people to stop using the product (Suleman, 2021).

### **Overshadow the Brand**

When a celebrity appears in several commercials for various items, the audience could become distracted and stop paying attention to the product and instead become fixated on the celebrity. There are more benefits than drawbacks when a firm chooses to use a celebrity in its commercials and product or service promotion. Although they only have minor drawbacks, they nonetheless have a significant influence on the good or service. Before committing to celebrity product endorsements, it is advised that a corporation look into a few different factors (Suleman, 2021). According to researchers, using a famous person in the commercial keeps viewers interested. Consumers are drawn to the commercial by their appearance, yet there is a widespread worry that they won't pay attention to the company being sold since they are fixated on the celebrity (Erdogan, 1999).

## **3.4 Celebrity Endorsement in Indian Context**

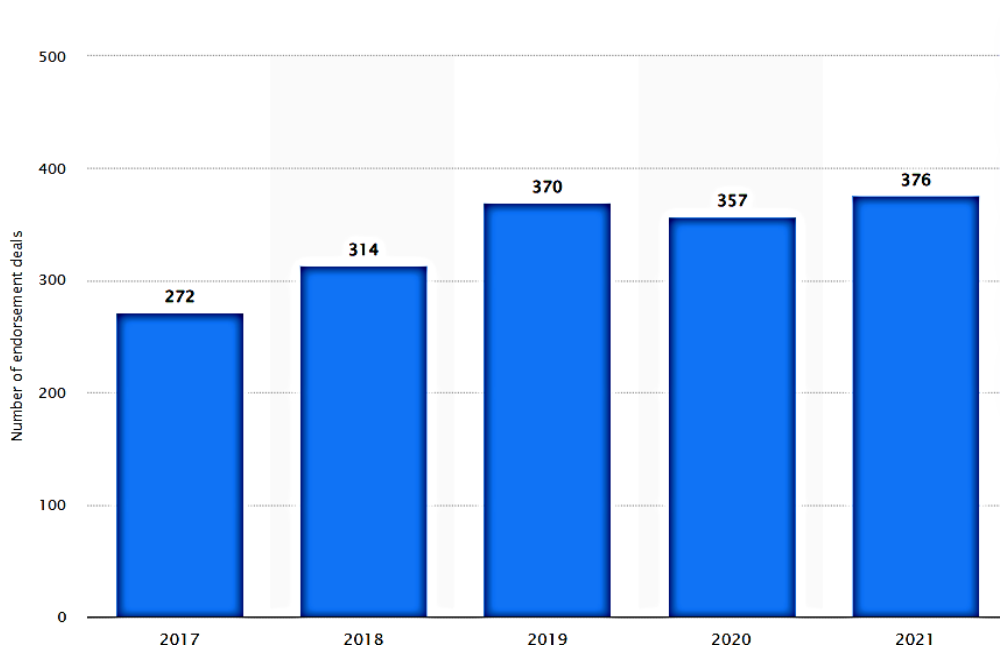
India is a growing nation with an abundance of brands. Businesses struggle to distinguish their offerings from one another by focusing on the intrinsic qualities of their products when there is an excess of items available on the market. Advertising is a highly effective means for marketers to establish their brands distinctly in the eyes of consumers as well as to raise awareness of what they offer. However, consumers are constantly bombarded with large-scale commercials for various brands, all of which emphasize the benefits of the corresponding products. Customers thus have an extremely tough time selecting a product.

For businesses trying to persuade customers to purchase their goods, this is a major problem. Therefore, the majority of organizations that are focusing on these problems benefit from celebrity endorsement (Randhawa and Khan, 2014).

Prakash, Kumar and Prakash (2012) discovered that celebrities are frequently used in Indian advertising. The advertisements for the medical and toiletry category included the greatest number of celebrities. Compared to male celebrities, the utilization of female celebrities is more common. It was discovered that the utilization of celebrities, concerning their sexual orientation, was not product-specific in this instance. The survey also showed that, more than any other kind of advertising, television commercials most commonly include actors from movies. Agrawal and Dubey (2012) discovered that endorsers who are men are more well-liked than those who are women. A good marketing tactic is celebrity endorsement, which draws customers to the promoted goods. The majority of businesses employ cricket players and Bollywood celebrities to promote their products.

Kasana and Chaudhary (2014) attempted to investigate Indian customers' perceptions of celebrity endorsement. They claim that the key factors affecting the efficacy of celebrity endorsements are the degree to which a celebrity's image aligns with the brand, the celebrity's renown and popularity, the celebrity's dependability, knowledge, and physical beauty. A celebrity endorsement plan has to work in tandem with the other components of the marketing mix, such as branding, packaging, price, and design. It was also observed that celebrities serve as excellent illustrations of reference group attraction. examined the customers' perception of the celebrity brand advertisement and their propensity to buy the promoted item. The study's conclusion was that positive attitudes about the commercial and company as well as increased purchase intentions were brought about by celebrity endorsements.

*Figure 4 Brand Endorsement Deals in India from 2017-2021*



*Source: Basuroy (2023)*

From the above figure 4, the number of endorsement deals annually in India from the year 2017-2021 can be seen. It can be inferred from the above figure that the number of deals endorsed by the celebrities have kept on growing every year. In 2017 there were 272 endorsement deals which then increased to 314 endorsement deals in the year 2018 and to 370 deals in the year 2019. Due to covid-19 pandemic and with lockdown measures being imposed by the government there was a decline in the year 2020 as there were 357 endorsement deals. In the year 2021 it again increased to 376 endorsement deals which was the highest of all the years. Thus, it can be concluded that there has been increase in the trend of celebrity endorsement by the marketers as celebrity endorsements play a major role in marketing efforts for companies looking to raise brand recognition in India.

### **3.5 Consumer Buying Behaviour**

Over the last few decades, there has been a significant shift in consumer behavior. Customers may now acquire a wide variety of customized items, from laptops to trainers, online. A growing number of consumers are getting updated information through online resources as they've switched from their routine newspapers to personalized online versions of these publications. Understanding customer decision-making processes and motivations is the main goal of researching consumer behavior within the framework of a marketing

curriculum. These understandings help marketers create more successful marketing campaigns, particularly in the modern day where sophisticated technology enables businesses to target customers more accurately and gather additional customer data. The entire spectrum of experiences related to using or consuming goods and services is included in consumer behaviour, which goes beyond simply choosing what to buy or actually making the transaction. It also covers the happiness and fulfilment that come from owning or amassing "things." Changes in emotions, moods, or attitudes; support for lifestyles; a stronger sense of self; fulfilment of a need associated to consumption; group membership; and self-expression and entertainment are the results of consuming (Schiffman, Leslie Lazar Kanuk and Hansen, 2012).

*“Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants“* (Solomon, 2020)

The hardest problem for a marketer is to comprehend customer purchasing behaviour. We can pinpoint the factors that affect purchases, but it is nearly difficult to pinpoint which component influences when. There are numerous variations and combinations for it, and every person has a unique behaviour and set of motivating elements (Gupta, 2007).

### **3.5.1 Elements of Consumer Behaviour**

Following are the elements of consumer behaviour which influence the purchasing behaviour. These elements are the main forces which mould the consumer behaviour therefore, marketers need to have an understanding of these elements so as to cater the needs of consumer through their products or services.

#### **Buying Motives**

The secret reason or incentive behind a customer's purchasing decisions is referred to as their buying motive. Customers' unique demands, preferences, feelings, and outside influences are just a few examples of the many variables that might affect it. Businesses should always try to understand why customers buy, since this helps them tailor their services and marketing methods to the demands of their target market. Sensibility, need, and logic are the cornerstones of rational motivations. The practical advantages that a product offers are the main consideration for anyone who is buying it with reason. The need to find a solution or accomplish a goal is the source of these motivations. Desires, goals, and self-satisfaction are the main components of emotional motives. Seeking the most value out of

what they spend or cutting expenses is known as an economic purpose. Influence from social variables, such as peer pressure or social standing, is known as social motivation. Individual needs, wants, and our urge for self-expression are the driving forces behind psychological motivations (Chakrabarty, 2023).

### **Consumer Preferences**

The subjective (individual) tastes of different bundles of commodities, as determined by utility, are known as consumer preferences. They enable the customer to rate these sets of products based on the relative usefulness they provide. Consumer preferences have a big influence on microeconomics. They also lead businesses to think more deeply about how their customers behave, which leads to an expansion of their product offerings and an increase in overall revenue. Buyers don't always make sensible judgments, therefore taking consumer preferences into account will typically make it easier for associations to understand customer behaviour and choice while also increasing revenue (Saji, 2020).

### **Purchase Intentions**

*“The intention of the buyer to purchase the brand or the product or take other buying-related actions (going to the store, asking for more information)”* (Patrick De Pelsmacker, Geuens and Den, 2013).

Purchase intent shouldn't be emphasized in communication. In this situation, having a well-known brand and a positive brand attitude will often result in purchasing behavior anytime a need for a particular category arises. However, the desire to buy is usually a required mediating step between a positive attitude and an actual purchase in high-involvement scenarios, whenever anticipated buying risks are large. Creating a purchasing intention and trial is required in this situation (Patrick De Pelsmacker, Geuens and Den, 2013). Coupons and two-for-one discounts are examples of promotional offerings that nudge customers into making a purchase. However, many customers are improbable to acquire buy intents since they aren't likely to be in the marketplace after being exposed to an advertisement and are lacking in an indicated category need (Kotler and Keller, 2012).

### **Consumer Habits**

When a sequence of actions is repeated and linked to a positive or negative result (a reinforcer), it becomes a habit. This happens whether the behavior is intentional or not. Customer habits develop into automatic responses via repetition, and they activate in response to environmental cues. Brands need to find out how to get customers to buy or use what they offer more regularly in order to create habits where none currently exist. Programs

for rewards as well as loyalty are also great means of establishing positive reinforcement in areas where none previously existed. Consumers find it naturally satisfying to accrue things like points and prestige, and this can result in the formation of enduring purchasing habits (Murphy, 2023).

### **Consumer attitude**

Consumer behaviour is heavily influenced by personal attitudes. What motivates people to behave a specific manner are their attitudes. Given that attitudes are seen as "the essential connection between how consumers perceive as well as what they purchase in the marketplace," attitudes play a significant role in the theory of consumer behaviour (Foxall and Ronald Earl Goldsmith, 1998).

An attitude is a person's general assessment of something, someone, a business, an advertisement, etc. According to this perspective, an individual's attitude towards a certain brand (Ab) may be seen as an indicator of their level of liking or disliking the brand, or how favorable or unfavorable their perception of it is. The idea that a brand's purchase likelihood increases with positive brand perceptions, for instance, explains why people are interested in learning more about them. While brand perceptions are generally constant, they are subject to shift throughout time. Changing attitudes to support the company's brand is therefore the most difficult task for marketing communications (Patrick De Pelsmacker, Geuens and Den, 2013). Three elements make up attitudes; they are commonly described as "think," "feel," and "do," or as "cognitive," "affective," and "conative." The cognition component involves awareness or understanding of something, like a brand. The emotion connected to the brand, whether favorable or bad, is the emotive aspect. The intention to buy is the conative aspect. Since an isolated component may be deceptive, it may be crucial to measure all three (Smith and Zook, 2011).

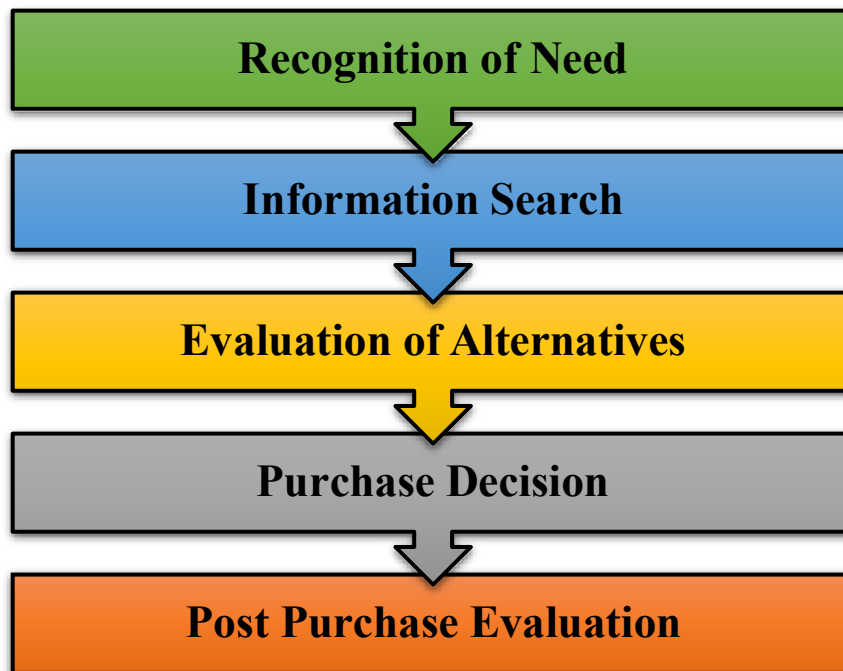
### **Product Image**

A unique product image is essential in today's fiercely competitive market, but it may be challenging to establish and uphold. Customers base more of their choices for buying on the product's perceived benefits along with image than on its real features as the market grows more crowded and complicated (Schiffman, Leslie Lazar Kanuk and Hansen, 2012). The product is part of an imaginary setting that gives it significance beyond its features and advantages. Examples of these environments include the workplace, a house, a historical period, a landscape, etc. The environment offers a point of comparison for evaluating the attributes of the product (Varey, 2002).

### 3.5.2 Consumer Decision Making Process

The "five-stage model of the consumer buying process" depicts the five phases that customers take when purchasing a product or service. A marketer has to acknowledge these processes in order to correctly drive a consumer toward purchasing a product, connect successfully with consumers, and finally complete the sale (Stankevich, 2017).

*Figure 5 Five stage model of the consumer buying process*



*Source: Kotler and Keller (2012)*

#### **Problem Recognition**

When an individual perceives a problem or need that has been sparked by internal or external factors, the purchasing process begins. One of the the individual's natural wants, like as hunger, thirst, or sex, is raised to the point of threshold and develops their desire as a result of an internal stimuli. An external stimulation might also cause a need to arise. A person may be inspired to buy something after seeing a friend's new automobile or seeing a television commercial for a Hawaiian trip. Marketers must collect information from a variety of customers to discover the events that lead to a certain demand. They can then devise marketing methods to pique the attention of consumers. More customer incentive may be required by marketers to ensure that a possible purchase is given careful thought, especially for discretionary expenditures like luxury products, vacation deals, and entertainment alternatives (Kotler and Keller, 2012).



## **Information Search**

Unexpectedly, customers rarely look for a lot of information. Studies reveal that just 30% of buyers look at many appliance brands when purchasing durables, and 50% of all customers only visit one retailer. Two distinct degrees of search activity are discernible. Elevated attention is the term for the softer search condition. At this point, a person merely gets more open to learning about a thing. At the next stage, the person could start actively searching for information by reading books, calling friends, browsing the internet, and going to stores to find out more details about the goods. Four categories characterize the main information sources that customers will look into (1) Individual. acquaintances, fellow residents, family members, and peers (2) Business-related. Websites, advertisements, salespeople, dealers, packaging, and displays (3) In the open. media outlets and consumer rating agencies (4) Hands-on. Managing, assessing, and utilizing the product. Depending on the product classification as well as the attributes of the customer, various sources have different proportional amounts of effect. In general, whereas commercial—that is, marketer-dominated—sources provide customers with the most pertinent details about a product, the most useful knowledge frequently originates from one's own experiences or through independent public authorities. Every source influences the purchasing choice in a distinct manner. Personal sources typically serve a justifying or evaluative purpose, while commercial sources often provide an informational one (Kotler and Keller, 2012).

## **Purchase Decision**

The customer establishes choices amongst the brands within the pool of options set throughout the evaluation process as well as may also decide to purchase the brand that they find most appealing. Up to five subdecisions can be made by the customer when carrying out a buy intention: brand (dealer A), quantities to be purchased (one computer), timeframe (weekend), as well as mode of payment (credit card) (Kotler and Keller, 2012). Additionally, a customer may initially state their desire to buy a particular goods but not really complete the transaction. It could be necessary to make further judgments on influencing aspects including where, when, and how much one wants to spend on purchases. There is sometimes a lag between making a choice to buy something and actually doing so, especially when it comes to expensive items like consumer durables, cars, and computers. In the case of nondurable goods, which comprise a large number of low-complexity items like daily goods, there may not be much time between decision and purchase. It is crucial to pique the

consumer's interest in a purchase at this time and provide them a grace period (Stankevich, 2017).

### **Post Purchase Evaluation**

Following the purchase, the buyer may feel dissonance when they see some unsettling aspects or hear positive things about competing businesses. They will also be aware of information that validates their choice. Marketing materials should include opinions and views that support the customer's decision and elevate the brand in their eyes. Thus, the marketer's work doesn't stop with the customer. Marketers need to keep an eye on consumer happiness, activities taken after a purchase, and how products are used and disposed of after a purchase. Customers are upset when performance doesn't live up to their expectations; they are happy when it does; and they are thrilled when it exceeds. Depending on how they feel, the consumer may or may not repurchase the goods and may or may not recommend it to others (Kotler and Keller, 2012).

A happy customer will probably buy the goods from the company repeatedly and will also probably recommend it to others. Customers who are unhappy with a purchase may give it up or return it. They could look for evidence to support its high value. They might file a formal complaint with the business, consult a lawyer, or voice their concerns to other organizations. Choosing to cease purchasing the goods (exit option) or alerting friends (voice option) are examples of private activities (Hirschman, 1970). Marketers have to keep an eye as to how customers utilize and discard the goods. Product consumption rate is a major factor that determines how frequently sales occur; the faster consumers use a product, the more likely it is that they will be back in the market in order to purchase it.

Due to the fact that consumers are prone to overestimating the lifespan of some things, they might not replace them quickly enough (Cripps and Meyer, 1994).

### **3.6 Impact of Celebrity Endorsement on Buying Behaviour**

When choosing an endorser for a product, it's crucial to pick someone who actually utilises the product and whose use reflects professional experience. This is because customers have been shown to be drawn to celebrity endorsements (Daneshvary & Schwer, 2000). Agrawal & Dubey (2012) it was discovered that male endorsers tend to be more well-liked than female endorsers. An effective marketing tactic, celebrity endorsement encourages buyers to buy the advertised goods. Bollywood celebrities are used by a vast majority of businesses as brand ambassadors, followed by cricket stars.

Pughazhendi et al. (2011) examined out that advertisements for long-lasting products with celebrity endorsements are more persuasive than those without. Celebrity-based advertising strengthens the buyer's perception of demand fulfilment. They also emphasised the fact that celebrity-based commercials improve brand recognition and recall. Lastly, they realised that brand identification, product appraisal, and celebrity endorsement factors all had a significant impact on customer buying attitudes.

Khan et al. (2016) studied the impact of celebrity endorsement on customer purchase intent and concluded that it has a significant influence on marketing strategies. The research was done in Pakistan, where choosing the appropriate celebrity can be very beneficial. The use of skilled, alluring, and less priced models can help businesses create new brands by raising public awareness of their goods or services. They discovered how the success of a brand is also influenced by the personality of its celebrity sponsor. It has been demonstrated in the context of Pakistan that the use of celebrities in advertisements affects consumers' propensity to purchase and purchasing behaviour.

Singh & Aggarwal (2012) found that celebrities influence youngsters into believing that their products will make a particular difference in their lives. Various celebrities, including actors from films, athletes, and well-known people, are portrayed in commercials to promote a range of goods and services. After learning about their way of life through such commercials, children mimic them. They ponder, get enthralled, and constantly consider imitating them. Celebrities can affect many areas of children's purchasing behaviour since they serve as role models. They determined how celebrities affected three different ages of kids from urban and rural settings. The findings indicated that while kids of all ages are wary of celebrity endorsements in adverts, they are greatly impacted by the appearance of famous people there since they enjoy seeing them there and frequently try to purchase the goods they are endorsing.

Randhawa & Khan (2014) evaluated the effect of celebrity endorsement on consumer purchasing behaviour, it was discovered that well-known people have a greater impact than athletes and movie stars. The majority of respondents said that celebrity-endorsed products might or might not have favourable qualities. Rapid celebrity changes are not a positive phenomena, so marketers must make the endorsement process as simple as possible by steering clear of ambiguous and pointless phrases and designs. Quality, rather than celebrity endorsement, is the primary driver of product or brand purchases.

Zipporah & Mberia (2014) made an effort to assess the impact of celebrity endorsement in advertising on consumer behaviour and discovered that the celebrity's style, expertise, likeability, and credibility are substantially connected with advertising believability. Celebrities excel in attracting attention, evoking memories, and fostering favourable attitudes towards brands and advertising, according to secondary evidence. According to the study's findings, celebrity endorsements attract more attention and have an impact on consumers' purchasing decisions.

Nyarko et al. (2015) stated that the inclusion of a celebrity in an advertisement affects customers' purchasing decisions, according to an analysis of the impact of celebrity endorsement on the buying habits of Ghanaian adolescents. The use of celebrities as brand ambassadors raises customer awareness and aids in the retention of product information. The study also made the case that organisations should evaluate celebrities' personalities carefully before using them to promote their companies or goods. Celebrity endorsement is an expensive venture that requires meticulous planning to have a great outcome.

Marketers seek a suitable alignment amongst the product qualities plus the celebrity's personality. A customer's senses are more favourably targeted and the brand is perceived more positively when the traits of the celebrity along with product are comparable. An endorser's and the endorsed brand's congruence as well as likeability to the public impact consumers' attitudes about the commercials, which may in turn affect consumers' intentions for buying the brand (Fleck, Korchia and Le Roy, 2012).

## 4 Practical Part

### 4.1 Demographic Profile of the Respondents

The following information have been collected regarding the demographic profile of the respondents. The demographic profile of the customer is important which comprises of their Gender, age, educational qualification, occupation, income, etc. These variables affect the beliefs, attitudes, values, choices, preferences, taste, buying behaviour, etc. of a customer. Therefore, it becomes necessary to gather the information in order check their associations with other variables of the study.

#### 4.1.1 Gender

Gender serves as an important demographic variable in affecting the way a consumer makes choices and purchases. The frequency distribution of Gender is given in the below table:

*Table 1 Respondents Gender*

Gender		
	Frequency	Percent
<b>Female</b>	75	46.3
<b>Male</b>	87	53.7
<b>Total</b>	162	100.0

*Source: Researcher's own calculation*

From the above table 1 it can be observed that 53.7% of the respondents belong to the category male and 46.3% of the respondents belong to the category female. Thus, it can be inferred that majority of the respondents in the survey are belonging to the category male.

#### 4.1.2 Age

Age serves as an important demographic variable in affecting the taste, preferences, purchasing behaviour of the customers. The frequency distribution of age is given in the below table:

Table 2 Respondents Age

Age		
	Frequency	Percent
<b>18-24</b>	16	9.9
<b>25-34</b>	45	27.8
<b>35-44</b>	57	35.2
<b>45-54</b>	20	12.3
<b>55-64</b>	12	7.4
<b>65 or over</b>	10	6.2
<b>Under 18</b>	2	1.2
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 2 it can be observed that 35.2% of the respondents are belonging to the age group of 35-44 years and 27.8% of the respondents are belonging to the age group of 25-34years. It can also be observed that 12.3% of the respondents are belonging to the age group of 45-54years. While, 9.9% of the respondents are belonging to the age group of 18-24 years. It is also found that 7.4% of the respondents are belonging to the age group of 55-64years and 6.2% of the respondents are belong to the age of above 65years. Only 1.2% of the respondents are under the age of 18years. Thus, it can be inferred from the above figure that majority of the respondents are belonging to the age group of 25-44years.

#### 4.1.3 Educational Qualification

Education serves as an important demographic variable which affects the knowledge regarding the brands, products, the preferences, attitude, quality focus, purchasing behaviour of the customers etc. The frequency distribution of educational qualification is given in the below table:

Table 3 Respondents Educational Qualification

Educational Qualification		
	Frequency	Percent
<b>Graduation (Bachelor)</b>	34	21.0
<b>Higher Secondary &amp; Below</b>	20	12.3
<b>Other</b>	19	11.7
<b>Post-Graduation (Master)</b>	73	45.1
<b>Professional</b>	16	9.9
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 3 it can be observed that 45.1% of the respondents are having educational qualification as Post-Graduation (Master) and 21% of the respondents are having educational qualification as Graduation (Bachelor). It can also be seen that 12.3% of the respondents are having educational qualification as Higher Secondary and Below. While 11.7% of the respondents belong to the occupation category other. Only 9.9% of the respondents are belonging to the educational qualification as professional. Thus, it can be inferred that majority of the respondents are having educational qualification as post-graduates i.e. they have completed their masters.

#### 4.1.4 Occupation

Occupation is a demographic variable which defines the purchasing power and habits of the customers as to how much the customer is going to insist on quality and pricing. The frequency distribution of occupation is given in the below table:

*Table 4 Respondents Occupation*

	Occupation	
	Frequency	Percent
<b>Agriculture (Farmer)</b>	16	9.9
<b>Business</b>	22	13.6
<b>House Wife</b>	15	9.3
<b>Other</b>	2	1.2
<b>Private Job</b>	62	38.3
<b>Profession</b>	4	2.5
<b>Public Sector Job</b>	20	12.3
<b>Retired</b>	9	5.6
<b>Student</b>	12	7.4
<b>Total</b>	162	100.0

*Source: Researcher's own calculation*

From the above table 4 it can be observed that 38.3% of the respondents are occupied in Private Job, 13.6% of the respondents are occupied in Business. It can also be seen that 12.3% of the respondents are occupied in Public Sector and 9.9% of the respondents are farmers. While, it can be noticed that 9.7% of the respondents are house wife. 7.4% of the respondents are students and 5.6% of the respondents are retired. Whereas, it is also observed that 2.5% of the respondents are occupied in their own profession and only 1.2% of the respondents are belonging to the category others as occupation. Thus, it can be inferred from the above that majority of the respondents in the survey are having occupation as Private Job.

## 4.2 Awareness of Rural Consumers regarding Celebrity Endorsement

Following information have been gathered with the help of the questionnaire in order to assess the awareness of rural consumers regarding celebrity endorsement.

## 4.3 Awareness regarding Celebrity Endorsement

The frequency distribution of awareness level regarding the celebrity endorsement by the respondents from the rural areas is given in the below table:

*Table 5 Awareness regarding Celebrity Endorsement*

Awareness Regarding Celebrity Endorsement		
	Frequency	Percent
<b>Extremely aware</b>	47	29.0
<b>Moderately aware</b>	20	12.3
<b>Not at all aware</b>	6	3.7
<b>Slightly aware</b>	9	5.6
<b>Very aware</b>	80	49.4
<b>Total</b>	162	100.0

*Source: Researcher's own calculation*

From the above table 5 it can be observed that 49.4% of the respondents are having very much awareness of the celebrity endorsement in products and 29% of the respondents are having extreme awareness regarding the same. It can also be observed that 12.3% of the respondents are moderately aware regarding the celebrity endorsement in products and 5.6% of the respondents are slightly aware regarding the same. It is also found that only 3.7% of the respondents are not at all aware of celebrity endorsement in products. Thus, it can be inferred from the above figure that majority of the respondents are very much aware regarding the celebrity endorsements in products.

## 4.4 Seen or Heard Celebrities Promoting Products

This particular question tries to access, whether they have seen or heard any of the celebrity promoting products in the advertisement. The frequency distribution of same is given in the below table:



Table 6 Seen or Heard Celebrity Endorsement in Advertisement

Seen or Heard Celebrity Endorsement in Advertisement		
	Frequency	Percent
<b>Frequently</b>	68	42.0
<b>Never</b>	9	5.6
<b>Occasionally</b>	14	8.6
<b>Rarely</b>	7	4.3
<b>Very frequently</b>	64	39.5
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 6 it can be observed that 42% of the respondents have seen or heard celebrity endorsement frequently in advertisements. While, it can also be seen that 39.5% of the respondents have reported that they have seen or heard very frequently, regarding celebrity endorsing products in advertisements. It is also found from the study that 8.6% of the respondents have occasionally seen or heard celebrities endorsing product sin advertisements and 5.6% of the respondents have reported that they have never seen or heard about celebrities endorsing products in the advertisements. It is only 4.3% of the respondents who have reported that they have rarely seen or heard celebrities endorsing products in the advertisements. Thus, it can be inferred that majority of the respondents have frequently seen or heard celebrities endorsing products in advertisements.

## 4.5 Attitude of Rural Consumers regarding Celebrity Endorsement

What are the opinions of rural consumers regarding celebrity endorsement and whether they consider celebrity endorsement as trustworthy is gathered with the help of the below questions asked in the questionnaire.

### 4.5.1 Opinion regarding Celebrity Endorsement in Advertising

The frequency distribution regarding the opinion of the respondents relating to Celebrity Endorsement is given in the below table:

Table 7 Opinion regarding Celebrity Endorsement in Advertising

Opinion regarding Celebrity Endorsement in Advertising		
	Frequency	Percent
<b>Dislike</b>	3	1.9
<b>Like</b>	75	46.3
<b>Neutral</b>	1	0.6
<b>Strongly dislike</b>	15	9.3
<b>Strongly like</b>	68	42.0
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 7 it can be observed that 46.3% of the respondents have reported that they like celebrity endorsement in advertisements and 42% of the respondents have reported that they strongly like celebrity endorsement in advertisements. While it can be seen that, 9.3% of the respondents have reported that they strongly dislike celebrity endorsement in advertising and 1.9% of the respondents have reported that they dislike it. It is only 0.6% of the respondents who are neutral regarding the opinion relating to celebrity endorsement in advertising. Thus, it can be inferred from the study that majority of the respondents are liking celebrity endorsement in advertisements of products.

#### 4.5.2 Celebrity Endorsed Products are Trustworthy

The frequency distribution regarding the belief of the respondents, whether the celebrity endorsed products are trustworthy or not is given in the below table:

Table 8 Celebrity Endorsed Products are Trustworthy

Celebrity Endorsed Products are Trustworthy		
	Frequency	Percent
<b>Agree</b>	72	44.4
<b>Disagree</b>	3	1.9
<b>Neutral</b>	1	0.6
<b>Strongly agree</b>	71	43.8
<b>Strongly disagree</b>	15	9.3
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 8 it can be observed that 44.4% of the respondents have agreed that celebrity endorsed products are trustworthy. While, 43.8% of the respondents have strongly agreed that celebrity endorsed products are trustworthy. It is also observed that 9.3%

of the respondents have strongly disagreed and 1.9% of the respondents have disagreed that celebrity endorsed products are trustworthy. It is only 0.6% of the respondents who are neutral regarding celebrity endorsed products being trustworthy. Thus, it can be inferred from the survey that majority of the respondents have agreed that the celebrity endorsed products are trustworthy.

## 4.6 Attitude of Rural Consumers regarding Celebrity Endorsed Product

The attitude of rural consumers regarding the celebrity endorsed products have been gathered from the respondents with the help of the below information collected via questionnaire.

### 4.6.1 Perception regarding Celebrity Endorsed Product

The frequency distribution regarding the perception of the respondents relating to Celebrity Endorsed product is given in the below table:

*Table 9 Perception regarding Celebrity Endorsed Product*

Perception regarding Celebrity Endorsed Product		
	Frequency	Percent
<b>Extremely favorable</b>	71	43.8
<b>Not favorable at all</b>	16	9.9
<b>Slightly favorable</b>	2	1.2
<b>Somewhat favorable</b>	3	1.9
<b>Very favorable</b>	70	43.2
<b>Total</b>	162	100.0

*Source: Researcher's own calculation*

From the above table 9 it can be observed that 43.8% of the respondents have reported that their perception regarding the celebrity endorsed product is extremely favourable and 43.2% of the respondents have reported that their perception regarding the celebrity endorsed product is very favourable. It can also be observed that 9.9% of the respondents have reported that their perception regarding the celebrity endorsed product is not favourable at all. Whereas, 1.9% of the respondents have reported that their perception regarding the celebrity endorsed product is somewhat favourable and 1.2% of the respondents perceive it to be slightly favourable. Thus, it can be inferred that majority of the respondents perceive celebrity endorsed products as extremely favourable.

#### 4.6.2 Preference for Purchasing if Endorsed by Famous Person they Like

The frequency distribution regarding the preference for purchasing the product by the respondents, if endorsed by celebrity is given in the below table:

*Table 10 Preference for Purchasing if Endorsed by Famous Person*

Preference for Purchasing if Endorsed by Famous Person		
	Frequency	Percent
<b>Definitely not</b>	16	9.9
<b>Definitely yes</b>	73	45.1
<b>Maybe</b>	1	0.6
<b>Probably not</b>	1	0.6
<b>Probably yes</b>	71	43.8
<b>Total</b>	162	100.0

*Source: Researcher's own calculation*

From the above table 10 it can be observed that 45.1% of the respondents have reported that they definitely prefer to purchase products if the products are endorsed by famous person they like. While, 43.8% of the respondents say that they will probably prefer to purchase the products if the products are endorsed by famous person they like. It is 9.9% of the respondents that they will definitely not prefer to purchase that products if the products are endorsed by famous person they like. It is also found that 0.6% of the respondents may probably not prefer to purchase or 0.6% of the respondents may prefer to purchase the products if the products are endorsed by famous person they like. Thus, it can be inferred from the survey that majority of the respondents prefer to purchase products if the products are endorsed by famous person they like.

#### 4.7 Impact of Celebrity Endorsement on the Buying Behaviour of Rural Consumers.

The following information have been gathered with the help of survey from the respondents regarding the impact of celebrity endorsement on the buying behaviour of rural consumers.

##### 4.7.1 Purchased a Product because of Celebrity Endorsement

The frequency distribution regarding the purchase of a product by the respondents because of celebrity endorsement is given in the below table:

Table 11 Purchased a Product because of Celebrity Endorsement

Purchased a Product because of Celebrity Endorsement		
	Frequency	Percent
<b>Frequently</b>	72	44.4
<b>Never</b>	15	9.3
<b>Occasionally</b>	1	0.6
<b>Rarely</b>	3	1.9
<b>Very frequently</b>	71	43.8
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 11 it can be observed that 44.4% of the respondents have frequently purchased a product because of celebrity endorsement. Whereas, 43.8% of the respondents have reported that they have purchased a celebrity endorsed product very frequently. It can also be seen that 9.3% of the respondents have reported that they have never purchased a product because of celebrity endorsement. It is found that 1.9% of the respondents have rarely purchased the products endorsed by celebrity and 0.6% of the respondents have occasionally purchased the products because of celebrity endorsement. Thus, it can be inferred from the study that majority of the respondents have purchased a celebrity endorsed product frequently.

#### 4.7.2 Associating Celebrity Endorsed Products with Rural Lifestyle & Values

The frequency distribution regarding the association of celebrity endorsed products with rural lifestyle and values is given in the below table:

Table 12 Association of Celebrity Endorsed Products with Rural Lifestyle & Values

Association of Celebrity Endorsed Products with Rural Lifestyle & Values		
	Frequency	Percent
<b>Not at all</b>	16	9.9
<b>Slightly</b>	2	1.2
<b>Moderately</b>	1	0.6
<b>Very</b>	68	42.0
<b>Extremely</b>	75	46.3
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 12 it can be found that 46.3% of the respondents have reported that the products endorsed by celebrities are extremely associated with rural lifestyles and values. It is also found that 42% of the respondents have reported that the products endorsed

by celebrities are very associated with rural lifestyles and values. Whereas, 9.9% of the respondents have reported that the products endorsed by celebrities are not at all associated with rural lifestyles and values and 1.2% of the respondent's report that the products are slightly related. It is also observed that 0.6% of the respondents have reported that products endorsed by celebrities are moderately associated with the rural lifestyles and values. Thus, it can be inferred that majority of the respondents say that the products endorsed by celebrities are extremely associated with rural lifestyles and values.

#### 4.7.3 Willingness to try a new product Endorsed by Celebrity

The frequency distribution regarding the willingness of the respondents to try a new product endorsed by celebrity is given in the below table:

*Table 13 Willingness to try a new product Endorsed by Celebrity*

Willingness to try a new product Endorsed by Celebrity		
	Frequency	Percent
<b>Strongly Disagree</b>	16	9.9
<b>Disagree</b>	2	1.2
<b>Agree</b>	70	43.2
<b>Strongly Agree</b>	74	45.7
<b>Total</b>	162	100.0

*Source: Researcher's own calculation*

From the above table 13 it can be observed that 45.7% of the respondents strongly agree that they are willing to try a new product which is endorsed by celebrity and 43.2% of the respondents agree regarding the same. It can also be found that 9.9% of the respondents strongly disagree in their willingness to try a new product endorsed by celebrity. While, 1.2% of the respondents have reported that they disagree to try new products being endorsed by celebrity. Thus, it can be inferred from the above that celebrity endorsement creates a willingness amongst majority of the people residing in rural areas to try new products endorsed by celebrities.

#### 4.7.4 Switching a Brand to purchase a Product Endorsed by Celebrity

The frequency distribution regarding brand switching behaviour by the respondents because of celebrity endorsement is given in the below table:

Table 14 Switching a Brand to purchase a Product Endorsed by Celebrity

Switching a Brand to purchase a Product Endorsed by Celebrity		
	Frequency	Percent
<b>Very Unlikely</b>	16	9.9
<b>Unlikely</b>	2	1.2
<b>Likely</b>	67	41.4
<b>Very Likely</b>	77	47.5
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 14 it can be observed that 47.5% of the respondents have reported that they are very likely to switch a brand to purchase a product endorsed by celebrity. While, 41.4% of the respondents are likely to switch a brand to purchase a product endorsed by celebrity. It is also found that 9.9% of the respondents are very unlikely to switch a brand to purchase a product endorsed by celebrity and 1.2% of the respondents are unlikely to switch a brand to purchase a product endorsed by celebrity. Thus, it can be inferred from the study that majority of the rural customers are very likely to switch brands.

#### 4.7.5 Recommend a Celebrity Endorsed Products to Others

The frequency distribution regarding respondents recommending a product to others because of celebrity endorsement is given in the below table:

Table 15 Recommend a Celebrity Endorsed Products to Others

Recommend a Celebrity Endorsed Products to Others		
	Frequency	Percent
<b>Very Unlikely</b>	16	9.9
<b>Unlikely</b>	2	1.2
<b>Likely</b>	59	36.4
<b>Very Likely</b>	85	52.5
<b>Total</b>	162	100.0

Source: Researcher's own calculation

From the above table 15 it can be observed that 52.5% of the respondents have reported that they would very likely recommend the celebrity endorsed products to others. While, 36.4% of the respondents have reported that they would likely recommend the celebrity endorsed products to others. It can also be seen that 9.9% of the respondents have reported that they are very unlikely going to recommend the celebrity endorsed products to

others and 1.2% of the respondents are unlikely to recommend the celebrity endorsed products to others. Thus, it can be inferred from the survey that majority of the respondents would very likely recommend the celebrity endorsed products to others.

## 4.8 Hypothesis Testing

Following hypothesis have been framed and tested making use of Pearson’s correlation, in order to know the strength, nature and significance of association of one variable with the another.

### 4.8.1 Hypothesis 1

Following hypothesis have been framed in order to check the association between Gender and Awareness about Celebrity Endorsement.

H<sub>0</sub>- There is no association between Gender & Awareness about Celebrity Endorsement

H<sub>1</sub>- There is association between Gender & Awareness about Celebrity Endorsement

The correlation between Gender and Awareness about celebrity endorsement have been given in the below table:

*Table 16 Correlation Between Gender and Awareness About Celebrity Endorsement*

<b>Correlations</b>			
<b>How aware are you about celebrity endorsements in products?</b>			
<b>Gender</b>	Pearson Correlation	1	-0.047
	Sig. (2-tailed)		0.549
	N	162	162
<b>How aware are you about celebrity endorsements in products?</b>	Pearson Correlation	-0.047	1
	Sig. (2-tailed)	0.549	
	N	162	162

*Source: Researcher’s own calculation*

From the above table 16 it can be observed that the Pearson’s correlation value is -0.047 which shows that there is weak & negative correlation between Gender and Awareness about celebrity endorsements. It is also observed that the p-value is 0.549 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between



Gender and Awareness regarding celebrity endorsements in products. Therefore, null hypothesis cannot be rejected.

#### 4.8.2 Hypothesis 2

Following hypothesis have been framed in order to check the association between Gender and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy.

H<sub>0</sub>- There is no association between Gender & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

H<sub>1</sub>- There is association between Gender & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

The corelation between Gender and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy have been given in the below table:

*Table 17 Correlation Between Gender and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy*

Correlations			
Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?			
Gender	Pearson Correlation	1	-0.073
	Sig. (2-tailed)		0.358
	N	162	162
Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?	Pearson Correlation	-0.073	1
	Sig. (2-tailed)	0.358	
	N	162	162

*Source: Researcher's own calculation*

From the above table 17 it can be observed that the Pearson's corelation value is -0.073 which shows that there is weak & negative corelation between Gender and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy. It is also observed that the p-value is 0.358 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Gender and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy. Therefore, null hypothesis cannot be rejected.

### 4.8.3 Hypothesis 3

Following hypothesis have been framed in order to check the association between Gender and Purchasing a Product because it was Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Gender & Purchasing a Product because it was Endorsed by Celebrity

H<sub>1</sub>- There is association between Gender & Purchasing a Product because it was Endorsed by Celebrity

The corelation between Gender and Purchasing a Product because it was Endorsed by Celebrity have been given in the below table:

Table 18 Correlation Between Gender and Purchasing a Product because it was Endorsed by Celebrity

Correlations			
Have you purchased a product because it was endorsed (Promoted) by a celebrity?			
Gender	Pearson Correlation	1	-0.083
	Sig. (2-tailed)		0.291
	N	162	162
Have you purchased a product because it was endorsed (Promoted) by a celebrity?	Pearson Correlation	-0.083	1
	Sig. (2-tailed)	0.291	
	N	162	162

Source: Researcher's own calculation

From the above table 18 it can be observed that the Pearson's correlation value is -0.083 which shows that there is weak & negative corelation between Gender and purchasing a product because it is endorsed by celebrity. It is also observed that the p-value is 0.291 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Gender and purchasing a product because it is endorsed by celebrity. Therefore, null hypothesis cannot be rejected.

#### 4.8.4 Hypothesis 4

Following hypothesis have been framed in order to check the association between Gender and Purchasing a Product because it was Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Gender & Trying a new product if it is Endorsed by Celebrity

H<sub>1</sub>- There is association between Gender & Trying a new product if it is Endorsed by Celebrity

The correlation between Gender and Trying a new product if it is Endorsed by Celebrity have been given in the below table:

Table 19 Correlation Between Gender and Trying a new product if it is Endorsed by Celebrity

Correlations			
<b>"I am more likely to try a new product if it is endorsed by a celebrity."</b>			
<b>cGender</b>	Pearson Correlation	1	-0.076
	Sig. (2-tailed)		0.338
	N	162	162
<b>"I am more likely to try a new product if it is endorsed by a celebrity."</b>			
<b>"I am more likely to try a new product if it is endorsed by a celebrity."</b>	Pearson Correlation	-0.076	1
	Sig. (2-tailed)	0.338	
	N	162	162

Source: Researcher's own calculation

From the above table 19 it can be observed that the Pearson's correlation value is -0.076 which shows that there is weak & negative correlation between Gender and Trying a new product if it is Endorsed by Celebrity. It is also observed that the p-value is 0.338 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Gender and Trying a new product if it is Endorsed by Celebrity. Therefore, null hypothesis cannot be rejected.

#### 4.8.5 Hypothesis 5

Following hypothesis have been framed in order to check the association between Gender and Recommending a Product to others because it was Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Gender & Recommending a product endorsed by Celebrities

H<sub>1</sub>- There is association between Gender & Recommending a product endorsed by Celebrities

The correlation between Gender and Recommending a product endorsed by Celebrities have been given in the below table:

Table 20 Correlation Between Gender and Recommending a product to others endorsed by Celebrities

Correlations			
How likely are you to recommend a product endorsed by a celebrity to others?			
Gender	Pearson Correlation	1	-0.107
	Sig. (2-tailed)		0.176
	N	162	162
How likely are you to recommend a product endorsed by a celebrity to others?	Pearson Correlation	-0.107	1
	Sig. (2-tailed)	0.176	
	N	162	162

Source: Researcher's own calculation

From the above table 20 it can be observed that the Pearson's correlation value is -0.107 which shows that there is weak & negative correlation between Gender and Recommending a product endorsed by Celebrities. It is also observed that the p-value is 0.176 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Gender and Recommending a product to others endorsed by Celebrities. Therefore, null hypothesis cannot be rejected.

#### 4.8.6 Hypothesis 6

Following hypothesis have been framed in order to check the association between Age and Awareness about Celebrity Endorsement.

H<sub>0</sub>- There is no association between Age & Awareness about Celebrity Endorsement

H<sub>1</sub>- There is association between Age & Awareness about Celebrity Endorsement

The correlation between Age and Awareness about celebrity endorsement have been given in the below table:

Table 21 Correlation Between Age and Awareness About Celebrity Endorsement

<b>Correlations</b>			
<b>How aware are you about celebrity endorsements in products?</b>			
<b>How aware are you about celebrity endorsements in products?</b>	Pearson Correlation	1	-.389**
	Sig. (2-tailed)		0.000
	N	162	162
<b>Age</b>	Pearson Correlation	-.389**	1
	Sig. (2-tailed)	0.000	
	N	162	162
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher's own calculation

From the above table 21 it can be observed that the Pearson's correlation value is -0.389 which shows that there is low & negative correlation between Age and Awareness about celebrity endorsements. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Age and Awareness regarding celebrity endorsements in products. Therefore, null hypothesis is rejected.

#### 4.8.7 Hypothesis 7

Following hypothesis have been framed in order to check the association between Age and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy.

H<sub>0</sub>- There is no association between Age & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

H<sub>1</sub>- There is association between Age & belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

The correlation between Age and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy have been given in the below table:

Table 22 Correlation Between Age and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy

Correlations			
Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?			
Age	Pearson Correlation	1	-.402**
	Sig. (2-tailed)		0.000
	N	162	162
Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?	Pearson Correlation	-.402**	1
	Sig. (2-tailed)	0.000	
	N	162	162
<b>** . Correlation is significant at the 0.01 level (2-tailed).</b>			

Source: Researcher's own calculation

From the above table 22 it can be observed that the Pearson's correlation value is -0.402 which shows that there is moderate & negative correlation between age and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between age and belief regarding Product Endorsed by Celebrity Endorsement being Trustworthy. Therefore, null hypothesis is rejected.

#### 4.8.8 Hypothesis 8

Following hypothesis have been framed in order to check the association between Age and Purchasing a Product because it was Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Age & Purchasing a Product because it was Endorsed by Celebrity

H<sub>1</sub>- There is association between Age & Purchasing a Product because it was Endorsed by Celebrity

The correlation between Age and Purchasing a Product because it was Endorsed by Celebrity have been given in the below table:

Table 23 Correlation Between Age and Purchasing a Product because it was Endorsed by Celebrity

Correlations			
Have you purchased a product because it was endorsed (Promoted) by a celebrity?			
Age	Pearson Correlation	1	-.431**
	Sig. (2-tailed)		0.000
	N	162	162
Have you purchased a product because it was endorsed (Promoted) by a celebrity?	Pearson Correlation	-.431**	1
	Sig. (2-tailed)	0.000	
	N	162	162
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher's own calculation

From the above table 23 it can be observed that the Pearson's correlation value is -0.431 which shows that there is moderate & negative correlation between age and purchasing a product because it is endorsed by celebrity. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between age and purchasing a product because it is endorsed by celebrity. Therefore, null hypothesis is rejected.

#### 4.8.9 Hypothesis 9

Following hypothesis have been framed in order to check the association between Age and Purchasing a Product because it was Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Age & Trying a new product if it is Endorsed by Celebrity

H<sub>1</sub>- There is association between Age & Trying a new product if it is Endorsed by Celebrity

The correlation between Age and Trying a new product if it is Endorsed by Celebrity have been given in the below table:

Table 24 Correlation Between Age and Trying a new product if it is Endorsed by Celebrity

Correlations			
"I am more likely to try a new product if it is endorsed by a celebrity."			
Age	Pearson Correlation	1	-.420**
	Sig. (2-tailed)		0.000
	N	162	162
"I am more likely to try a new product if it is endorsed by a celebrity."	Pearson Correlation	-.420**	1
	Sig. (2-tailed)	0.000	
	N	162	162
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher's own calculation

From the above table 24 it can be observed that the Pearson's correlation value is -0.420 which shows that there is moderate & negative correlation between Age and Trying a new product if it is Endorsed by Celebrity. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Age and Trying a new product if it is Endorsed by Celebrity. Therefore, null hypothesis is rejected.

#### 4.8.10 Hypothesis 10

Following hypothesis have been framed in order to check the association between Age and Recommending a Product to others because it was Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Age & Recommending a product endorsed by Celebrities

H<sub>1</sub>- There is association between Age & Recommending a product endorsed by Celebrities

The correlation between Age and Recommending a product endorsed by Celebrities have been given in the below table:



Table 25 Correlation Between Age and Recommending a product to others endorsed by Celebrities

Correlations			
How likely are you to recommend a product endorsed by a celebrity to others?			
Age	Pearson Correlation	1	-.423**
	Sig. (2-tailed)		0.000
	N	162	162
How likely are you to recommend a product endorsed by a celebrity to others?	Pearson Correlation	-.423**	1
	Sig. (2-tailed)	0.000	
	N	162	162
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher's own calculation

From the above table 25 it can be observed that the Pearson's correlation value is -0.423 which shows that there is moderate & negative correlation between Age and Recommending a product endorsed by Celebrities. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Age and Recommending a product to others endorsed by Celebrities. Therefore, null hypothesis is rejected.

#### 4.8.11 Hypothesis 11

Following hypothesis have been framed in order to check the association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement.

H<sub>0</sub>- There is no association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement

H<sub>1</sub>- There is association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement

The correlation between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement have been given in the below table:

Table 26 Correlation Between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement

Correlations			
		How aware are you about celebrity endorsements in products?	Have you purchased a product because it was endorsed (Promoted) by a celebrity?
How aware are you about celebrity endorsements in products?	Pearson Correlation	1	.667**
	Sig. (2-tailed)		0.000
	N	162	162
Have you purchased a product because it was endorsed (Promoted) by a celebrity?	Pearson Correlation	.667**	1
	Sig. (2-tailed)	0.000	
	N	162	162
<b>**.</b> Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher's own calculation

From the above table 26 it can be observed that the Pearson's correlation value is 0.667 which shows that there is moderately high & positive correlation between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement. Therefore, null hypothesis is rejected.

#### 4.8.12 Hypothesis 12

Following hypothesis have been framed in order to check the association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities.

H<sub>0</sub>- There is no association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities

H<sub>1</sub>- There is association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities

The correlation between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities have been given in the below table:

Table 27 Correlation Between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities

Correlations			
		How do you perceive products endorsed (Promoted) by celebrities?	How likely are you to recommend a product endorsed by a celebrity to others?
How do you perceive products endorsed (Promoted) by celebrities?	Pearson Correlation	1	.962**
	Sig. (2-tailed)		0.000
	N	162	162
How likely are you to recommend a product endorsed by a celebrity to others?	Pearson Correlation	.962**	1
	Sig. (2-tailed)	0.000	
	N	162	162

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher's own calculation

From the above table 27 it can be observed that the Pearson's correlation value is 0.962 which shows that there is high & positive correlation between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities. Therefore, null hypothesis is rejected.

#### 4.8.13 Hypothesis 13.

Following hypothesis have been framed in order to check the association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity.

H<sub>0</sub>- There is no association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity.

H<sub>1</sub>- There is association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity.

The correlation between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity have been given in the below table:

Table 28 Correlation Between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity

Correlations			
		Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?	"I am more likely to try a new product if it is endorsed by a celebrity."
Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?	Pearson Correlation	1	.984**
	Sig. (2-tailed)		0.000
	N	162	162
"I am more likely to try a new product if it is endorsed by a celebrity."	Pearson Correlation	.984**	1
	Sig. (2-tailed)	0.000	
	N	162	162
<b>** . Correlation is significant at the 0.01 level (2-tailed).</b>			

Source: Researcher's own calculation

From the above table 28 it can be observed that the Pearson's correlation value is 0.984 which shows that there is high & positive correlation between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity. Therefore, null hypothesis is rejected.

## **5 Results and Discussion**

### **Results**

It is found from the study that majority of the respondents are male i.e. 53.7%. Also, it is found that majority of the respondents belong to the age group of 35-44 years and having qualification as Post Graduation 45.1%. It is also found from the study that the respondents are occupied in diverse sectors of them majority are occupied in Private Job i.e. 38.3% and 13.6% of the respondents are involved in business.

It is observed from the study that 49.4% of the respondents are very much aware regarding celebrity endorsement and 29% being extremely aware. Thus, it can be inferred that majority of the respondents are having much awareness regarding celebrity endorsement. It is only 3.7% of the respondents who are not at all aware about celebrity endorsement. It is found from the study that only 5.6% of the respondents have not heard or seen celebrity promoting products.

From the study it is observed that 42% of the respondents strongly like celebrity endorsement in advertising while only 9.3% of the respondents strongly dislike it. Only 9.3% of the respondents are found to report that they strongly disagree with celebrity endorsed products being trustworthy.

Majority of the respondents i.e. 43.8%, are having extremely favorable perception regarding celebrity endorsed products. While 9.9% seem to have not at all favorable. It is found that only 9.9% of the respondents are not preferring to purchase celebrity endorsed products. Majority i.e. 45.1% are in definite favor of purchasing. It can be seen that majority i.e. 44.4% of the respondents are purchasing the celebrity endorsed products frequently and 9.3% have never made purchases of such products.

Only 9.9% of the respondents found celebrity endorsed products not at all associating with the rural lifestyle and values. It is found that 45.7% of the respondents strongly agree to try a new product endorsed by celebrity. Only 9.9% of the respondents very unlikely and 1.2% of the respondents are unlikely to switch a brand to purchase product endorsed by celebrity. It is observed from the study that 52.5% of the respondents i.e. majority of them are very likely to recommend a celebrity endorsed product to others.

### 5.1.1 Results from Hypothesis Testing

It is found from the study that Gender is having negative correlation with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products. It is also found from the study that Gender is not having significant associations with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products. ( $p\text{-value} > 0.05$ ) It is found from the study that Age is having negative correlation with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products.

While, It is also found from the study that age is having significant associations with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products. ( $p\text{-value} < 0.05$ ) It can be observed from the study that the Pearson's correlation value is 0.667 which shows that there is moderately high & positive correlation between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement. While,  $p\text{-value}$  is 0.000 thus it can be inferred that there is significant association between Awareness about Celebrity Endorsement and Purchased Products because of Celebrity Endorsement.

It can be observed from the study that the Pearson's correlation value is 0.962 which shows that there is high & positive correlation between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities. While, the  $p\text{-value}$  is 0.000, thus it can be inferred that there is significant association between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities.

It can be observed that the Pearson's correlation value is 0.984 which shows that there is high & positive correlation between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity. While, the  $p\text{-value}$  is 0.000, thus this it can be inferred that there is significant association between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity.

## 5.2 Recommendations

From the study It is recommended to the marketers to make use of well-known celebrity recognized by the rural residents by conducting a thorough market research to determine the celebrity which impacts the target audience. It is also recommended to the marketers while selecting celebrities for endorsement, to consider the demographics, interests, and aspirations of the rural residents so as to influence the perception or attitude of the customers in favourable manner.

The study recommends to the marketers to do a background check into celebrity's image so that the negative fame of the celebrity doesn't create a negative influence or distrust relating to brand image. It is also recommended that the marketers should consider celebrity endorsers engagement with the audience, as it serves as a tool to get them more connected towards the brand.

It is recommended from the study that marketers should make use of celebrity endorsement in introducing new products in the market, as it is observed from the study that it leads to brand switching amongst the customers. Therefore, by implementing celebrity endorsement brands would be able to capture much larger market share. It is recommended to make use of celebrity endorser having the desired attributes i.e. lifestyles and values so as to increase its acceptance amongst the rural residents.

It is recommended from the study that marketers should focus on the age as a demographic variable as it has significance association with the awareness, trustworthiness, purchasing of a product, switch to a new brand as well as recommending it to others. Developing celebrity endorsement strategies as per the age of the customers so as to be more effective in targeting the customers. From the study it is found that awareness and purchasing have a high positive correlation therefore, it is recommended that marketers should try to create more awarness about celebrity endorsement as it leads to purchasing products endorsed by them.

## 6 Conclusion

Now-a-days celebrity endorsement has become a popular way whereby, the marketers try to influence the buying behavior of the consumers. Marketers have equipped celebrity endorsement as a part of their marketing strategy in order to promote their products and services. The utilization of celebrities in the advertisement help in transferring the value associated with the celebrity to the brand, thus creating brand image which is easily referred by consumers. The rural consumer is different from the urban consumer in terms of decisions and choices they make, the lifestyle, the attitude, etc. Therefore, it becomes necessary to analyze the impact of celebrity endorsement on the purchasing behavior of the rural consumers. Hence, the present study aimed at analyzing the impact of celebrity endorsement on the buying behavior of the rural consumers.

For the purpose of research, the study is divided into 2 parts, theoretical part and practical part. It makes use of primary and secondary data both. The theoretical part comprises of Literature review. Secondary data relating to the concepts like Celebrity Endorsement, Consumer Behavior, Elements of consumer behavior, Consumer Decision making process etc important for the research purpose have been studied with the help of secondary sources like publications, journals, magazines, books, research articles, websites, blogs, etc. While the practical part comprises of the primary data collected from the 162 respondents with the help of questionnaire survey method via google forms. Structured questionnaire have been created with the help of google forms and the link to the questionnaire have been circulated to the respondents with the help of social media networking platforms. The collected responses are then analyzed with the help of tables, graphs, percentages and hypothesis are tested making use of statistical tool, correlation so as to find out the strength of correlation between the variables, nature of correlation amongst the variable and the significance level of associations amongst the variable.

The first sub-jective of the study was to assess the awareness level of rural consumers about celebrity endorsement and it has been concluded from the study that the respondents are very much aware about celebrity endorsement. It can also be concluded from the study that majority of the respondents have heard or seen celebrity endorsing products in the advertisements frequently which shows their familiarity with celebrity endorsement.



The second sub-objective of the research aimed to study the attitude of the rural consumers regarding celebrity endorsement and hence it can be concluded from the research that respondents strongly like celebrity endorsements in the advertisements and are in favor of purchasing celebrity endorsed products frequently.

The third sub-objective of the research was to study the attitude of the rural consumers relating to celebrity endorsed products and it has been concluded from the study that only few of the respondents are not familiar with celebrity endorsement or dislike it and are unfavorable towards purchasing celebrity endorsed products. The study also reveals that majority of the respondents found celebrity endorsed products to be trustworthy and associating with the rural lifestyles and values.

Moreover, the fourth sub-objective of the research was to examine the impact of celebrity endorsement on the buying behaviour of the rural conclusion and it can be inferred that celebrity endorsements leads to brand switching behavior amongst the customers as it is found that the respondents are willing to try new products of the brand alongwith switching brand to another one because of celebrity endorsement. Celebrity endorsement also leads to word of mouth amongst the respondents as they have reported that they recommend the celebrity endorsed products to others.

From the hypothesis testing of the research study, it can be concluded that gender and age both of them are having negative correlation with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products. It is also concluded from the study that Gender is not having significant associations i.e. ( $p\text{-value} > 0.05$ ) with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products. While age is having significant associations with Awareness about Celebrity Endorsement, Celebrity Endorsed product being trustworthy, purchasing a product because of celebrity endorsement and trying as well as recommending the celebrity endorsed products as the  $p\text{-value}$  stands to be  $< 0.05$  for these variables. It is also inferred from the research that awareness about Celebrity

Endorsement and Purchased Products because of Celebrity Endorsement have a high positive correlation and there is significant association between the two.

From the hypothesis testing it is also inferred that there exists high & positive correlation between Perception regarding Celebrity Endorsed Products and Recommending a product to others endorsed by Celebrities and both the variable are significantly associated. It is also concluded that there exists a high & positive correlation between Perception regarding Celebrity Endorsed Products being more Trustworthy and Trying a new product if it is Endorsed by Celebrity and significant association between the two. Therefore, it can be concluded that marketers must try to increase the awareness of the customers with the help of celebrity endorsements which will build a positive brand image amongst the customers leading to purchase. Moreover, it helps in developing a brand switching behaviour amongst the customers and leads to trial of new products and recommendation of product to others by the customers. Thus, it can be concluded from the study that there is a significant impact of celebrity endorsement on buying behaviour of the rural consumers, as it affects the choices, decision making, perceptions and attitudes.

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# Appendix

## Google Form Link

Google Form Link to the Questionnaire: <https://forms.gle/mor1JHqUck7PZSyQ6>

### Impact of Celebrity Endorsement on the buying behavior of consumers

Hi, My name is Pradhuman Soni & I am pursuing Diploma in Management as a part of my study I have conducted research focusing on understanding the influence of celebrity endorsement on the purchasing decisions of consumers in rural areas. This study attempts to explore various aspects of how consumer decisions in rural areas are influenced by endorsements from famous people. My aim is to enhance the understanding of these processes and provide significant contributions to the viewpoints of academia and industry. I kindly request you to take a few minutes to complete the attached questionnaire. Your responses will remain confidential, and your input will be invaluable in shaping future policies and practices.

Celebrity Endorsement is when a famous person like a well-known cricketer Virat Kohli, Ms Dhoni or some famous film stars like Amitabh Bachchan, Shah Rukh Khan, Salman Khan promotes or recommends a product, service or brand.

#### Demographic Questions

Gender:

- Male
- Female

Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

Education:

- HSC & Below
- Graduation (Bachelor)

- Post-Graduation (Master)
- Professional
- Other

Occupation:

- Student
- Agriculture (Farmer)
- Pvt. Job
- Public Sector Job
- Business
- Profession
- House Wife
- Retired
- Other

**Objective 1: To assess the awareness of rural consumers about celebrity endorsement.**

1. How aware are you about celebrity endorsements in products? (Eg. Advertisement of Shah Rukh Khan promoting Fair & Handsome)
  - Not at all aware
  - Slightly aware
  - Moderately aware
  - Very aware
  - Extremely aware
2. Have you seen or heard about celebrities promoting products in advertisements? (Eg. Amitabh Bachchan promoting Boro Plus in Advertisement)
  - Never
  - Rarely
  - Occasionally
  - Frequently
  - Very frequently

**Objective 2: To study the attitude of rural consumers regarding celebrity endorsement.**

3. How do you generally feel about celebrity endorsements (Famous people like Virat Kohli, Amitabh Bachchan, Shah Rukh Khan promoting the product) in advertising?
  - Strongly dislike
  - Dislike
  - Neutral
  - Like

- Strongly like
4. Do you believe that products endorsed (Promoted) by celebrities are more trustworthy?
- Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree

**Objective 3: To study the attitude of rural consumers relating to celebrity-endorsed products.**

5. How do you perceive products endorsed (Promoted) by celebrities?
- Not favorable at all
  - Slightly favorable
  - Somewhat favorable
  - Very favorable
  - Extremely favorable
6. Would you consider buying a product if it is endorsed by a celebrity (Famous Person) you like?
- Definitely not
  - Probably not
  - Maybe
  - Probably yes
  - Definitely yes

**Objective 4: To examine the impact of celebrity endorsement on the buying behavior of rural consumers.**

7. Have you purchased a product because it was endorsed (Promoted) by a celebrity?
- Never
  - Rarely
  - Occasionally
  - Frequently
  - Very frequently
8. How strongly do you associate celebrity-endorsed products with rural lifestyle and values?

- Not at all
- Slightly
- Moderately
- Very
- Extremely

9. "I am more likely to try a new product if it is endorsed by a celebrity."

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. How likely are you to switch brands to purchase a product endorsed by a celebrity?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

11. How likely are you to recommend a product endorsed by a celebrity to others?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely