

A STUDY ON CONSUMER PREFERENCE TOWARDS NON ENDORSED FMCG PRODUCTS

P.Jayashree*

Abstract

With the major changes happening in the field of product diversification and competition, it has become important to study about the factors that influence the consumer preference and their buying decision towards non endorsed FMCG products and this study is an attempt to identify and understand how the purchase decision is made in case of non endorsed products. The major objective of this study is to measure the impact of an advertisement which is not endorsed by celebrity and also to examine the effect of non celebrity endorsed advertisement on consumer buying behavior. Chi square and correlation were used to test whether the message conveyed by non celebrity endorsed advertisement is appealing and trustworthy.

Keywords: celebrity endorsement, negative celebrity information, brand evaluation

*** Assistant Professor, IFET Engineering College, Villupuram**

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gate, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology
<http://www.ijmra.us>

Introduction

Celebrity Endorsement is viewed as a billion dollar industry in today's era. (Kambitsis et al, 2002). According to Reynolds (2000) celebrity endorsement can give a brand a touch of glamour. Everything said and done, one have to weigh the potential risks vs. the potential rewards as celebrity endorsements are always a high-risk, high-reward situation and there is always a human element that you might not know about. "The overall message to marketers is be careful, because all of us, celebrities or not, have positives and negatives to our personalities, and those negatives can easily transfer to a brand," said research leader Margaret C. Campbell, who teaches at CU-Boulder's Leeds School of Business.

Rather than spend too much time and way too much money on Beyonce or Justin Bieber to sing the praises of your product you'd be far better served to invest that money back into your company. (Kevin Harrington, 2014. Till and Shimp (1998) examine the potential impact of negative information about a celebrity endorser on consumer's evaluations of the endorsed product. They find that, when a consumer's knowledge structure about the brand and/or about the celebrity is less than fully developed, negative celebrity information can have a significantly negative impact on consumer's brand evaluation. They conclude that such endorsement relationships, which are full of potential benefits, are not without risk. We focused much on the non celebrity advertisement, to those of the products which have more brand name, low involvement on product and not need to endorse with celebrity. There are several examples of using non celebrity/ unknown person in the advertisement we have been. These are colgate sensitive tooth paste advertisement, vivel soap advertisement, good knight mosquito coil, mobile handset to several FMCG products. Here the researcher has been trying to focus on the consumer preference towards non endorsed products with special reference to FMCG products.

Need of the study

Nowdays the celebrities are endorsing the multiple brands. It has created confusion in the minds of people regarding the purchase of the product. The drastic rise of celebrity endorsers is not limited to a specific sector of the economy, companies using celebrity endorsement cut across all industry categories –including packaged goods, telecommunication, financial services and automobile industries (Thompson, 1998, Okorie, 2010; Okorie & Aderogba, 2011).A

consumer that observes messages for two different firm's products, one product's message containing a celebrity endorsed and the other not believes the celebrity endorsed product will have more purchases and so be of higher value. (Lalitha Balakrishnan and C. Shalini Kumar, 2010). There are several characteristics affecting credibility of endorsers such as trustworthy, knowledgeable, believable, objectivity and expertise that were tested in the various studies (Aaronson, et al., 1963; Bergin, 1962; Friedman and Friedman, 1979; Kamins, 1990). The advertising industry is ready to pay more and more to the celebrities. On the other hand, companies have limited control over the celebrity's persona which can also result in high risk and 'no gain' situations (e.g. the 'scandals' surrounding celebrities like Michael Jackson, Kate Moss, Britney Spears, Paris Hilton). Therefore the need of this study is to identify the preferences of consumers towards non endorsed FMCG products.

Scope of the study

The study will help the Manufacturers to understand whether the consumers show preference in buying the non endorsed product.

This study will also be helpful to the manufacturers who have little capital to invest for the advertisement and promotion and who is unwilling to spend lump sum amount for endorsing a celebrity.

The positive aspect of the study may also impact the general public to know that the cost of endorsing the celebrity will also be added to the product cost thus making the product costlier.

Objectives of the study

- To measure the impact of advertisement this is not endorsed by celebrity
- To analyze the demographic profile of the respondents
- To examine the effect of non celebrity endorsed advertisement on consumer buying behavior.

Review of literature

Dr.P.Rengarajan & R.Sathya has conducted “a study on impact of celebrity endorsement on brand perception and buying behavior of consumer with reference to udumalpet taluk” An attempt has been made in the study to find out the customer perception and purchase decision based on the impact of celebrity endorsement. A sample size of 200 respondents has been taken for the study. The collected data is analyzed through chi square and percentage analysis. To sum up, the study revealed that the use of celebrity will have influence to some extent only and their endorsement is required only for certain products. And they may not change the attitude of consumers significantly.

A.Pughazhendi, Dr.D. Sudharani Ravindran, N.Balamurugan, M.Sathish, M.Kalpana has conducted a study on “A study on effectiveness of celebrity endorsed confectionary products on children with special reference in Coimbatore city Tamil nadu India” The objective of the study is to know the children's awareness of celebrity endorsed confectionary Products & their advertisements. The sampling technique stratified random sampling and sample size was 300 (150 children and 150 parents) The findings of the study states that confectionary products are concerned children sometimes insist their parents to purchase those products for them. As far as confectionary products are concerned, children are influenced more by television advertisements and celebrity endorsed products than by the other medium of advertising.

Usman Ghani¹ and Tatara Kakakhel² has conducted a study on **The Impact of Celebrity Endorsement on the Youth of Pakistan** “This study attempted to examine the perceptions of youth towards the use of celebrities in advertisements in Pakistan to get an insight about its effectiveness. Data was collected through a questionnaire from 150 students residing in Peshawar and Islamabad. Results show that celebrity endorsement has the potential of being noticed and liked by the viewers but it does not influence the purchase decision. The purchase decision has been found to be influenced by other factors like quality and price of the product.

Ali Ahmed, Farhan Azmat Mir, Omer Farooq has conducted a study on “Effect of celebrity endorsement on customers' buying behavior; a perspective from Pakistan. This study attempted to examine the impact of celebrity endorsement on customers' buying intention. We

presented the respondents with printed advertisements comprising celebrities and analyzed their response. Overall, phenomenon of celebrity endorsement was found to be influencing. The results maintain that customers are motivated to purchase by celebrities that appear in advertisements but also look for celebrity-product association. The study has concluded that Most of the times customers are attracted by the attractiveness of the celebrities, and influenced by the credibility of the endorsers. Additionally, if the personality of the product is congruent with that of the product, customers infer and assume such congruency more positively.

Qurat-Ul-Ain Zafar &Mahira Rafique has conducted a research on” impact of celebrity advertisement on customers brand perception and purchase intention“.This paper tests the efficacy of this marketing tool. Data has been collected from 103 respondents in questionnaire form. Factor analysis, ANOVA, Regression Analysis and CronBach’s Alpha were run in SPSS to verify the devised model. Significant results were deduced to enforce the hypotheses that celebrity endorsements do have impact on customer’s perception and purchase intention.

Further Methods and materials

This is a descriptive study, which aimed at examining the impact of non celebrity endorsed advertisement. To achieve this objective of the study, the following methodology was used. The data was collected through a personally administered questionnaire. The questionnaire consisted of 19 items using a five point Likert scale (1= Strongly Agree to 5= Strongly Disagree) and some close-ended using nominal scales.

Sample & Procedure

The target population of the study comprised of the consumers residing in Villupuram district and Pondicherry. It included both male and female and the age groups were in different range. A sample of 100 respondents was selected from the target population through the convenience sampling method.

Data Analysis

The collected questionnaires were first checked to see if there were any incomplete questionnaires. However, since the questionnaires were distributed and collected personally by

the researcher herself or in few cases through the individuals designated by the researcher, no incomplete questionnaires were found. Next, all the questions were coded and the data was entered into the computer for analysis. The data was then analyzed through Chi-Square and correlation by using the Statistical Package for Social Sciences (SPSS).

Table:1 Gender and recall level of the respondents

Gender & Recall level of product	Very high	High	Medium	Low
Male	16	20	9	8
Female	9	16	9	13
Total	25	36	18	21

Table-2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.247 ^a	3	.355
Likelihood Ratio	3.274	3	.351
Linear-by-Linear Association	3.159	1	.076
N of Valid Cases	100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.46

Interpretation: We can see here that $\chi(1) = 3.247$, $p = .355$. Since the calculated value .355 is greater than the expected value 0.05, null hypothesis is selected. This tells us that there is no statistically significant association between the Gender and recall level of the non celebrity endorsed advertisement

Table-3, Gender and recall level of the respondents

Age & Emotional attachment of the respondents	Emotional attachment towards add				Total
	Very high	High	Medium	Low	
21-25 years	11	6	2	8	27
26-30 years	7	18	3	4	32
31-35 years	6	2	10	5	23
36-40 years	2	6	4	6	18
21-25 years	26	32	19	23	100

Table-4, Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.324 ^a	9	.001
Likelihood Ratio	28.178	9	.001
Linear-by-Linear Association	3.689	1	.055
N of Valid Cases	100		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 3.42.

Interpretation: We can see here that $\chi(1) = 28.324$, $p = .001$. Since the calculated value .001 is less than expected value, alternate hypothesis is selected. This tells us that there is statistically significant association between the age and emotional attachment towards the advertisement.

Correlations

Table-5, Descriptive Statistics

	Mean	Std. Deviation	N
message conveyed by non-celebrity endorsed advertising is appealing	2.38	1.042	100
information transfer is trustworthy & captures attention	2.43	1.139	100

Correlations

		message conveyed by non-celebrity endorsed advertising is appealing		Information transfer is trust worthy & captures attention
message conveyed by non-celebrity endorsed advertising is appealing	Pearson Correlation	1	.048	
	Sig. (2-tailed)		.634	
	N	100	100	
information transfer is trust worthy & captures attention	Pearson Correlation	.048	1	
	Sig. (2-tailed)	.634		
	N	100	100	

Interpretation:

Since the Pearson's r is close to 0, this means that there is a positive and weak relationship between two variables (i.e. message conveyed by non-celebrity endorsed advertising is appealing and information transfer is trust worthy & captures attention). This means that changes in one variable are not correlated with changes in the second variable.

Findings

According to the results above, recall level of the advertisement not endorsed by celebrity has no association with the gender. It has also been identified that people in the age group 26-30 has a high level of emotional attachment toward the non-celebrity endorsed advertisement. Thus

it can be identified from the above analysis that the ages of the respondents have significant association with the emotional attachment towards the non celebrity endorsed advertisement. It has been analyzed and identified in the correlation test that message conveyed by a non celebrity endorsed advertisement is appealing has a weak relationship with the information transfer in the non celebrity endorsed advertisement is trustworthy and captures attention.

Conclusion

Thus, it can be concluded from the above study that, people not only prefer the product based on the celebrity who endorses it, but they concentrate more on the product quality, the trustworthiness of the message transferred from the advertisement. It can also be seen that recall level for the advertisement which is not endorsed by celebrity is quite high. thus it can be concluded that the use of celebrity for the advertisement is beneficial to some extent only and they may not change the attitude of the consumers on a whole. And also it can be seen through the study that people's preference towards non celebrity endorsed products are rapidly increasing and it is said to continue in future too because they realize the fact that endorsing the celebrity makes the product more costlier which in turn falls on the consumer who is the ultimate user of the product.

Reference

1. **Dr.P.Rengarajan & R.Sathya** "a study on impact of celebrity endorsement on brand perception and buying behavior of consumer with reference to udumalpet taluk", EPRA international journal of economic and business review, volume-2, page no:37, feb 2014
2. **A.Pughazhendi, Dr.D. Sudharani Ravindran, N.Balamurugan, M.Sathish, M.Kalpana** "A study on effectiveness of celebrity endorsed confectionary products on children with special reference in Coimbatore city, Tamilnadu India", Arabian journal of business and management review, volume-7, page no: 84, feb 201

3. **Usman Ghani¹ and Tatara Kakakhel²**“The Impact of Celebrity Endorsement on the Youth of Pakistan”international conference on business and economic research,volume-16,page no-79,2011
4. **Ali Ahmed,Farhan Azmat Mir, Omer Farooq**“Effect of celebrity endorsement on customers’ buying behavior; a perspective from Pakistan. Interdisciplinary journal of contemporary research in business,volume-4,page no: 584,September 2012.
5. **Qurat-Ul-Ain Zafar &Mahira Rafique** ” impact of celebrity advertisement on customers brand perception and purchase intention “.Asian journal of business and management studies, volume-1,page no: 53
6. **Pei-Shan Wei, Hsi-Peng Lu**“An examination of the celebrity endorsements and online customer reviews influence female consumers’ shopping behavior”Computers in Human Behavior,volume-29,page no: 193,September 2012
7. **C.S. Jayanthi Prasad**”Brand endorsement by celebrities impacts towardscustomer satisfaction”African Journal of Business Management,page no: 3631,volume-7,September 2013.
8. **Annadurai Pughazhendi ¹and Deenadhayal Sudharani Ravindran²**”A study on the influence of using celebrityendorsements on consumer buying behaviour in TamilNadu, India” journal of research in international business management,Page no: 89-96,volume-2(4),April 2012.
9. **Lynn R.kahle;Pamela M.Homer**”Physical attractiveness of the celebrity: A social adaption perspective”the journal of consumer research,Page no: 954-961,volume-11,March 1985.

10. **Göksel Şimşek**”Celebrity Endorsement: How It Works When aCelebrity Fits the Brand and Advertisement”International Journal of Social, Behavioral, Educational, Economic and Management Engineering,page no:4,volume 8,2014.
11. **B.Zafer endrogan**”celebrity endorsement literature review” journal of marketing management,page no: 291-314,volume:15
12. **Mwendwa Mildred Zipporah¹ and Dr. Hellen K. Mberia²** “The Effects OF Celebrity Endorsement in Advertisements”,International Journal of Academic Research in Economics and Management Sciences,Vol. 3, page No. 5,Sep 2014.
13. **Isaac Ofori-Okyere¹ and Emmanuel S. Asamoah²**”Celebrity Endorser Selection Strategies as Effective Marketing Communications Tool in the Automobile Industry – A Review Paper on Related Literature”,International Journal of Business and Marketing Management,volume-3(1),page no: 1-15,January, 2015.
14. **Bhaveshkumar J. Parmar and Rajnikant P. Patel,**”A study on consumer perception for celebrity & non celebrity endorsement in television commercials for fast moving consumer goods”,Global Business and Economics Research Journal,Vol. 3 (2) page no: 1 – 11,2014.
15. **G.Radha*, Jija.P*****”influence of celebrity endorsement on the consumer’s purchase decision”,International Journal of Scientific and Research Publications, Volume 3, Issue 11, November 2013.
16. **D. Ganesan*,Dr. M. G. Saravananaraj**,A.Pughazhendi***,**”A Study on Effectiveness of Celebrity endorsements towards television viewers perceptive in Salem city, Tamilnadu, India”,Volume 2, Issue 4,April 2012.
17. **PradeepAgrawal,Dr. S. K. Dubey.**”Impact of Celebrity Endorsement on Consumers’ Buying Behaviour”,gra - global research analysisvolume: 1, Issue : 7, Dec 2012.