A STUDY ON INFLUENCE OF CELEBRITY ENDORSED ADVERTISEMENT ON CUSTOMER PURCHASE TOWARDS SELECT FMCG PRODUCTS IN COIMBATORE

A SUMMER PROJECT REPORT (MBA703)

Submitted by

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Register No: 0920400016

Under the Guidance of

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in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

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KUMARAGURU COLLEGE OF TECHNOLOGY

(An Autonomous Institution Affiliated to Anna University of Technology, Coimbatore)

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October, 2010

KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE -641 049

Department of Management Studies

A SUMMER PROJECT WORK (MBA703)
OCTOBER 2010

This is to certify that the project entitled

A STUDY ON INFLUENCE OF CELEBRITY
ENDORSEMENT ON CUSTOMER PURCHASE TOWARDS SELECT
FMCG PRODUCTS IN COIMBATORE

is the bonafide record of project work done by

S.KALPANA

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of Master of Business Administration during the year 2010 – 2011

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23rd August, 2010

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms S.Kalpana M.B.A** I year student of department of management studies, **Kumaraguru College of Technology** Coimbatore, has done her project entitled "**A Study on Influence of Celebrity Endorsed Advertisement on Customer Purchase towards select FMCG Products in Coimbatore**" during the period 19th July, 2010 to 23rd August, 2010.

For Reliance fresh limited,

(M. RAVI KUMAR)

MANAGER

DECLARATION

I affirm that the project work titled "**A study on influence of celebrity endorsement on customer purchase towards select fmcg products in Coimbatore**" being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.

S.KALPANA

Register No: 0920400016

I certify that the declaration made above by the candidate is true
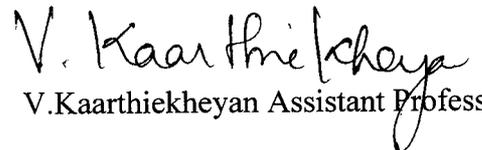
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ABSTRACT

The topic of the project is **"A STUDY ON INFLUENCE OF CELEBRITY ENDORSEMENT ON CUSTOMER PURCHASE TOWARD SELECT FMCG PRODUCTS IN COIMBATORE"** with Reference to Reliance Fresh.

The main objective of the study is to determine influence of celebrity endorsed advertisement on consumer purchase towards selected FMCG products (soap, shampoo, toothpaste).

The research design used for the study was descriptive research design. The major purpose of descriptive research is description of the state of affairs, as it exists at present. In this study Area Random sampling techniques was employed in selecting the samples. The total population is taken as Coimbatore north region. Target population is an urban and a rural area in Coimbatore north region. Sample population is 150 samples.

The primary source of the data was collected from the respondent through survey method using structured questionnaire. The collected data were classified and analyzed by using research methodology by adopting technique such as percentage analysis and chi- square analysis

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INTRODUCTION

1.1 Overview

Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create questionable value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions.

1.1.1 Contemporary approaches of marketing

Recent approaches in marketing is the relationship marketing with focus on the customer, the business marketing or industrial marketing with focus on an organization or institution and the social marketing with focus on benefits to the society. New forms of marketing also use the internet and are therefore called internet marketing or more generally e-marketing, online marketing, search engine marketing, desktop advertising or affiliate marketing. It tries to perfect the segmentation strategy used in traditional marketing. It targets its audience more precisely, and is sometimes called personalized marketing or one-to-one marketing.

1.1.2 Fast Moving Consumer Goods (FMCG)

Fast Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG), are the products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. We regularly talk about things like butter, potato chips, toothpastes, razors, household care products, packaged food and beverages, etc. They are called FMCG. Examples of FMCG Company are Pepsi, Coca-Cola, Nestle, Cadbury, P&G, hero group, HUL, ITC etc.

1.1.3 Scope of FMCG

The term FMCG refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced over a period of several years. FMCGs have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs – such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates. The following are the typical characteristics of FMCGs:

a) From the consumers' perspective:

- Frequent purchase
- Low involvement
- Low price

b) From the marketers' perspective

- High volumes
- Low margins
- Extensive distribution networks
- High stock turnover

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1.2 Introduction about the study

Advertising is that activity by which visual or oral messages are addressed to the general public. Its purpose is to inform or influence them in order to increase the sales of the advertiser. The American Marketing Association, Chicago has defined advertising as "Any paid form of non–personal presentation or promotion of idea, goods or services by an identified sponsor". Advertising is relatively low cost way of conveying, selling messages to numerous prospects. It is important in most marketing programmes.

1.2.1 Types of Advertising

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

a.) Television Advertising

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

b.) Product Placements

Covert advertising, also known as guerrilla advertising, is when a product or brand is embedded in entertainment and media.

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c.) Radio Advertising

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials.

d.) Online Advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing,.

e.) Press Advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad that typically run in an article section of a newspaper.

f.) Billboard Advertising

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

g.) In-Store Advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

h.) Celebrity Branding

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products.

i.) Sales Promotions

Sales promotions are another way to advertise. Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

1.3 Back ground of the study

Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extra-ordinary life style or special skills are best examples and specific common characteristic cannot be observed, it can be that within a corresponding social group.

1.3.1 Celebrity endorsement

Celebrities generally differ from the social form and enjoy a high degree of public awareness. Watching celebrity trend in advertising over the past twenty years have seen

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original ideas, copycats, fads, good campaign, bad campaigns, celebrity use, and goods, solid creative benefiting from the inclusion of the right celebrity to promote an idea or concept. Marketers have been using celebrities in commercials, print campaign and promotion for years. Many advertisers want to have the opportunity to include a star's image on their corporate websites, as well as sites designed to specifically promote a particular product. Celebrity advertising, whether for a national brand or regional brand in such a category, would have to have a clear cut goal of initiating trials and product would have to be superior to other offerings to ensure those who try out the brand stay with it. There is also a large category of consumers who may like to try out variety in a given category while being loyal to a specific brand. Celebrity usage, especially for a new brand being introduced, should necessarily have long term strategy in place before the celebrity route is taken. During the initial phase, those trying out the brand should be retained and quickly some form of loyalty programme should be launched to ensure that they do not leave the brand. A new brand using a celebrity may experience different implication. Any brand, especially those which would like to have a sustained presence in the market with long term strategies.

1.3.2 The model of celebrity endorsement

"The model of Celebrity Endorsement", is essentially based on the theoretical framework of Classical Conditioning given by Pavlov.

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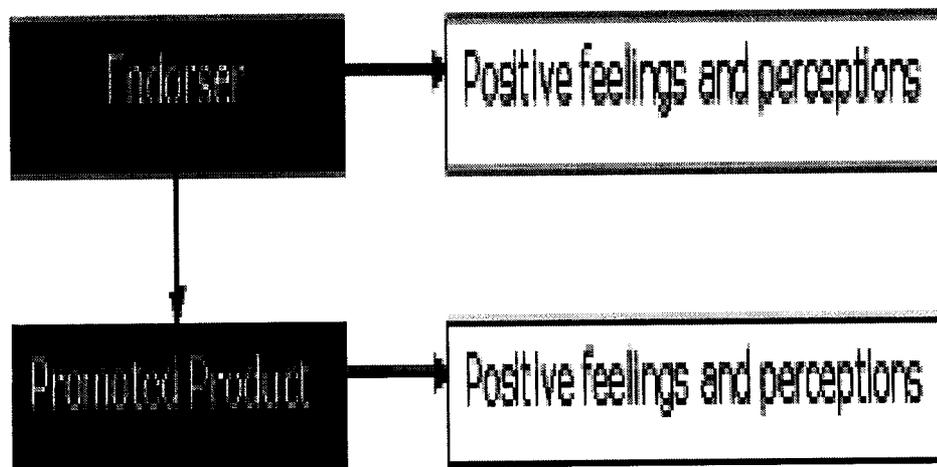
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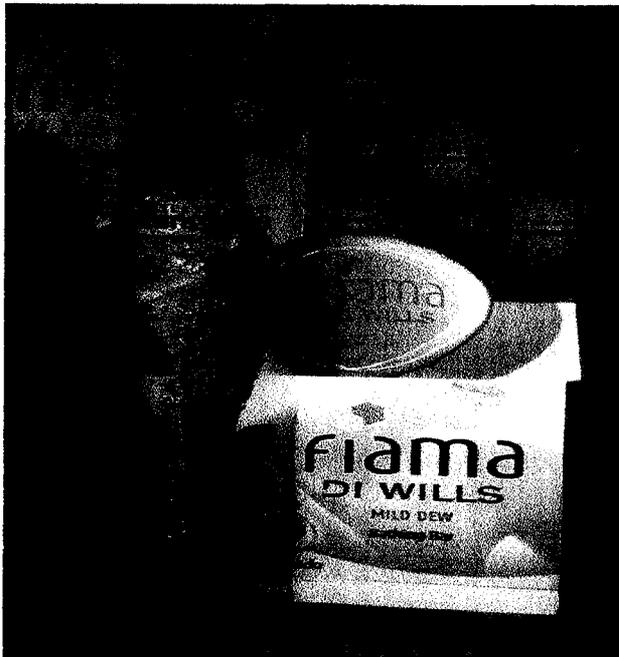
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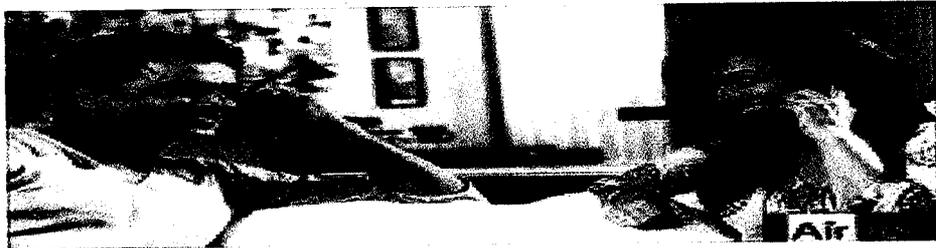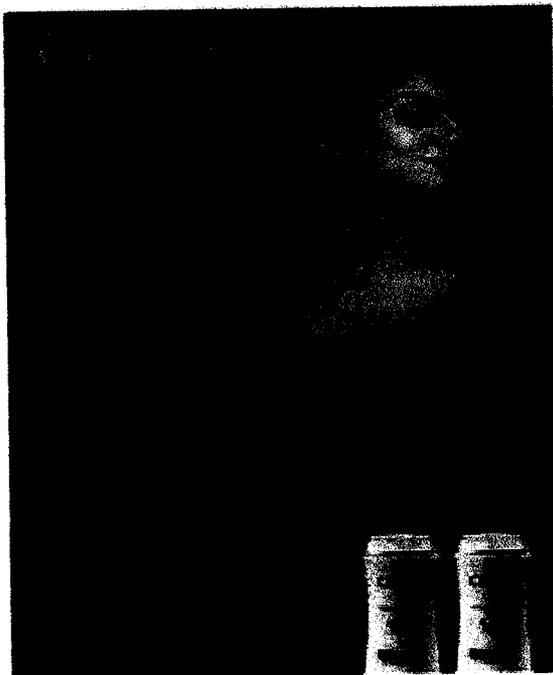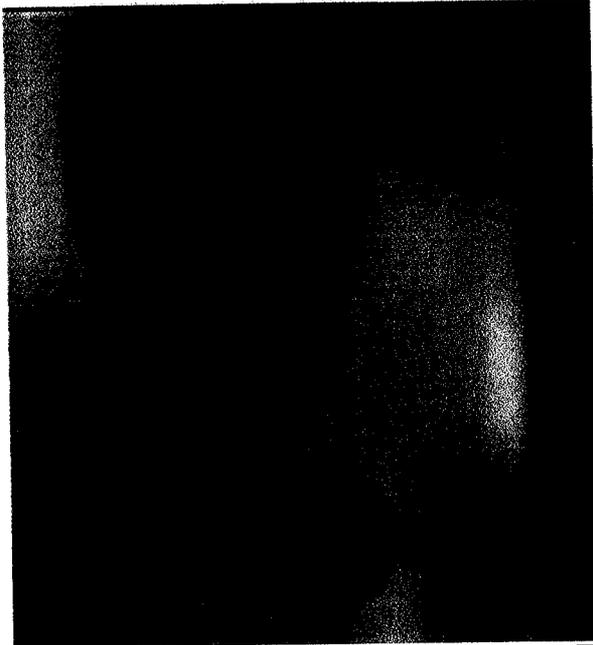
1.3.3 Essentials of celebrity endorsements

- **Attractiveness of the celebrity:** This principle states that an attractive endorser will have a positive impact on the endorsement. The endorser should be attractive to the target audience in certain aspects like physical appearance, intellectual capabilities, athletic competence, and lifestyle. It has been proved that an endorser that appears attractive as defined above has a greater chance of enhancing the memory of the brand that he/she endorses.

- **Credibility of the celebrity:** This principle states that for any brand-celebrity collaboration to be successful, the personal credibility of the celebrity is crucial. Credibility is defined here as the celebrities' perceived expertise and trustworthiness. As celebrity endorsements act as an external cue that enable consumers to sift through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with consumers.

- **Meaning transfer between the celebrity and the brand:** This principle states that the success of the brand-celebrity collaboration heavily depends on the compatibility between the brand and the celebrity in terms of identity, personality, positioning in the market vis-à-vis competitors, and lifestyle. When a brand signs on a celebrity, these are some of the compatibility factors that have to exist for the brand to leverage the maximum from that collaboration.

1.3.4 Impact of celebrity endorsement

The impact of celebrity endorsement is proportional to the 14 factors discussed in the model. The success of a brand through celebrity endorsement is a cumulative of the following 14 attributes.

a) Fit with the advertising idea

One of the most successful celebrity endorsement campaigns which reflect the fit between the brand and the 360 degree advertising fit is Fardeen Khan and Provogue. Provogue's positioning in the apparel market is of a young, active, party-going, attention-grabbing brand and so is Fardeen Khan.

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b) Celebrity-target audience match

Smriti Irani endorsing the WHO recommended ORS Campaign in India. Indian mothers can associate with Smriti Irani through the facets she projects on screen or in regular life which helps develop a connect with the target audience since mothers medicate their children with ORS.

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c) Celebrity values

Tabu endorsing Tetra Packed Milk, Shabana Azmi campaigning for AIDS Awareness, Amitabh Bachchan & Shahrukh Khan campaigning for Pulse Polio or Aishwarya Rai appearing in the Donate Eyes campaign are few examples, which reflect the transfer of celebrity values to the brand, creating an impact that generates recall.

d) Costs of acquiring the celebrity

Recently, a newspaper report showed how cola firms had gone beyond their advertising budgets to get the best celebrities. Small firms that use celebrities' services run greater risks if they invest large amounts. Although nobody is willing to say exactly how much celebrities get paid, industry sources say Sachin Tendulkar's price is believed to be between Rs. 2.0-2.5 crores per endorsement, and musician A. R. Rehman, who had signed up with AirTel, is believed to have picked up Rs. 1.75 crores. Film-star Hrithik Roshan was rumored to have picked up Rs. 2 crores for the Fly With Hrithik campaign to push Close-Up, and Shahrukh Khan's rate seems to be between Rs. 2.5-3.0 crores. Aishwarya Rai apparently picks up Rs. 1.25 crores for an endorsement and the Indian cricket captain Saurav Ganguly is believed to get between Rs. 90 lakh to Rs. 1.5 crores, while film-star Aamir Khan apparently makes Rs. 1.5 crores per endorsement.

e) Celebrity regional appeal factors

R. Madhavan endorsing Pepsi in southern India or Sachin Tendulkar endorsing in India are few examples of how celebrities are chosen to reach out to target audiences for brands in regional markets.

f) Celebrity-product match

Cyrus Broacha is the brand ambassador for MTV since both the celebrity and the brand are considered as friendly, young, mood-boosting, humorous and outspoken. MTV's brand personality overlaps Cyrus Broacha's image as a brand.

g) Celebrity controversy risk

The perfect example here is of Salman Khan and the controversy in which he crushed a man to death with his Pajero when he was driving under the influence of alcohol. Also, any act on the part of the endorser that gives him a negative image among the audience and goes on to affect the brands endorsed. The brand, in most instances, takes a bashing.

h) Celebrity popularity

Celebrity Brand association like Garnier endorsed Tara Sharma & Simone Singh, Agni Diamonds & Riama Sen don't get much brand recall, and even if they do, its difficult to attribute it to the celebrities' endorsing the brand.On the other hand, HPCL has had increased popularity and share of voice due to the endorsement of the brand through Sania Mirza.

i) Celebrity availability

In case of various brands, there are situations in which they prefer to go without a brand face, since there is no brand-fit between the celebrities available and the brand. Also, due to multiple endorsements by certain celebrities, brands refuse to adopt celebrity endorsement since they fear dilution of the brand image.

j) Celebrity physical attractiveness

John Abraham endorsing Wrangler and Timex Sunglasses are some examples which portray the celebrities' physical attractiveness that helps create an impact.

k) Celebrity credibility

The most important aspect and reason for celebrity endorsement is credibility. In a research carried out among 43 ad agencies and companies, most experts believed that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the recommended product or service. One of the most obvious reasons of Amitabh Bachchan endorsing plethora of brands is the credibility of the celebrity and his recognition across consumers. To site one of the most successful campaigns in which the celebrity's credibility has had an indelible impact on the brand and has saved the brand is of Cadbury's.

After the worm controversy, Amitabh Bachchan's credibility infused into the brand through the campaign, helping it to get back on track. The campaign has won an award for the same.

1.3.5 Important celebrity attributes

While selecting a celebrity as endorser, the company has to decide the promotional objective of the brand and how far the celebrity image matches with it. The selection is in fact a collaboration, from which both the company and the celebrity gains.

The most important attribute for a celebrity endorser is the **trustworthiness**. The target audience must trust that a celebrity carries a particular image and it must match with the product. The second attribute in order of importance is **likeability**. The celebrity also must be accepted as a popular icon by a large cross section of the audience. **Similarity** between the target audience and the celebrity is the third important attribute. A person well-known in a society can have greater impact than a celebrity of a different world. If the endorser and receiver have similar needs, goals, interests and lifestyles, the position advocated by the brand communication is better understood and received. Similarity is also used to create a situation where the consumer feels empathy for the person shown in the commercial. The bond of similarity between the endorser and the receiver increases the level of persuasiveness. Apart from that, **expertise** is also believed to be another important attribute.

1.3.6 Celebrity endorsement in India

Phase 1: The pioneering phase (1950-1980)

This phase was characterized by: -
1. Limited channels of communication
2. Demand exceeded supply
3. Heavy regulation and governmental regulationssome bigger companies from their global experience introduced the concept of celebrity endorsement. HLL has used Hindi film stars to endorse their beauty soap Lux since the fifties.

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Phase 2: The growth phase (1980-1990)

The introduction of television added a variable effective medium of communication. Indian stars going global with events like Asiads and World Cup victory. Vimal, Thums-Up, Gwalior and Dinesh are some of the other brands that used star-appeal in the early days of mass advertising.

Phase 3: Globalization

In highly competitive markets, the following realities about brand management exist:
1. Product differentiating factors are duplicable and imitable.
2. All long existing and successful brands imbue their products with a meaning

1.3.7 The meaning transfer model

McCracken, the author to this model, has suggested that, "The effectiveness of the endorser depends, in part, upon the meaning he or she brings to the endorsement process." The celebrities' effectiveness as endorsers stems from the cultural meanings with which they are endowed. It is a three-stage process of meaning transfer that involves the formation of celebrity image, transfer of meaning from celebrity to the brand, and finally, from the brand to the consumer.
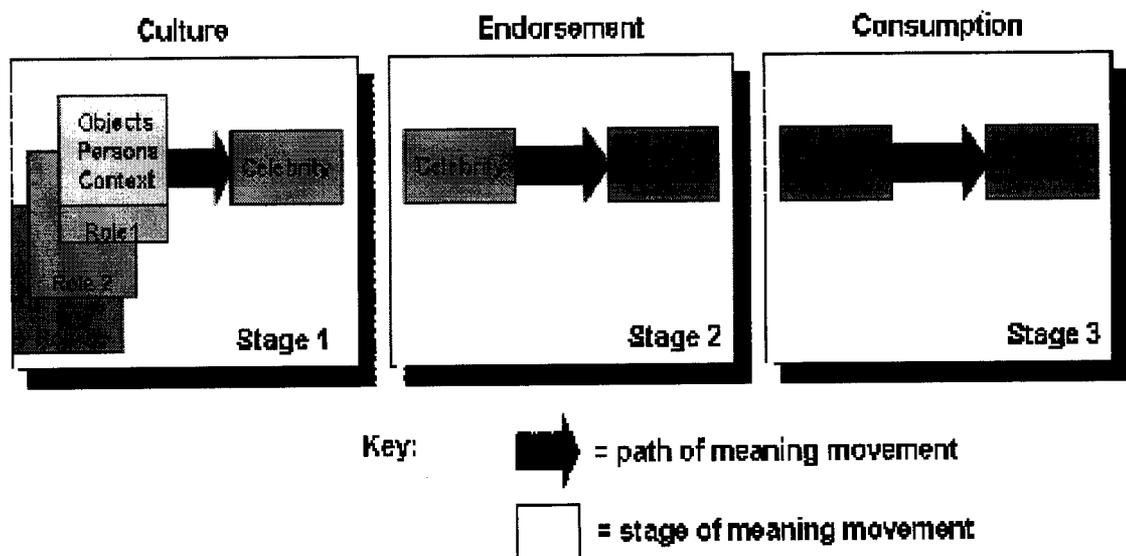

Figure 1.3.7: The Meaning Transfer Model

a) Culture

The celebrities deliver meanings with extra subtlety, depth and power than anonymous models. Celebrities offer demographic information with special precision and configurations of range of personality and lifestyle meanings. They evoke the meanings in their persona with greater vividness and clarity. Celebrities actually own their meanings because they have created them on the public stage by dint of intense and repeated performance. They pass these meanings into advertisements through meaning transfer process.

b) Endorsements

The meaning transfer model proposes that the marketing / advertising firm at first should determine the symbolic properties sought for the product. Thereafter, they should consult a host of celebrities and their associated meanings. Finally, after considering budget and availability constraints, the celebrity should be chosen to represent the appropriate symbolic properties. The chosen celebrity will have some meanings associated with it which is not sought after for the product. The advertisement program should take care about keeping the unwanted meanings out of the evoked set and capture only the salient meanings. The advertisement must be designed to highlight the essential similarity between the celebrity and the product.

c) Consumption

Consumers constantly search for the object world which gives them access to workable ideas of demography, personality, lifestyle and culture. McCracken suggests that this stage of the model is most complex, as consumers must claim, exchange, care for and use the consumer goods to appropriate its meanings. Celebrities play a major role in this stage as they have created their own self, which makes them exemplary and inspirational figure to the consumers. Consumers try to emulate the celebrities admired by them and try to find out the meaning in the similar fashion. Celebrities bring the dramatic roles, fashioning cultural meanings into a practicable form.

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1.4 Review of literature

1. David H. Silvera, Benedikte Austad, (2004) "Factors predicting the effectiveness of celebrity endorsement advertisements", European Journal of Marketing, Vol. 38 Iss: 11/12, pp.1509 – 1526

This research examines whether consumers like the celebrity endorsed products and it reveals presents model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product. Participants in two experiments examined written endorsement advertisements and were asked to infer the extent to which the endorser truly liked the advertised product and to rate the endorser's attractiveness, similarity to themselves, and knowledge of the product. Attitudes toward the advertisement, the endorser and the product were also measured. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

2. Angela Carroll (October/November 2009)" Brand communications in fashion categories using celebrity endorsement" Journal of Brand Management 17, 146-158

Brands have evolved to represent much more than the traditional markers of quality, trust and reliability to consumers. Brands have become embedded in the consumer psyche and offer consumers the opportunity for self-expression, self-realisation and self-identity. This effect is particularly strong in fashion categories. Barriers including cynicism and increasing advertising literacy threaten traditional approaches to brand communications, which have traditionally relied on verbal communications and storytelling. Celebrity endorsement is recognised as a potentially potent tool in communications, with celebrities viewed as more powerful than anonymous models and campaigns tending to verbalise the meaning of the celebrity in relation to the brand. This paper examines the use of celebrity endorsement in communications for fashion brands against the backdrop of a turbulent branding environment. The paper is conceptual in approach, drawing upon a range of literature in the area of branding, celebrity endorsement and fashion marketing.

3. G. Muruganantham and S. Kaliyamoorthy (2009) "Celebrity endorsement – a competitive tool for brand positioning" International Journal of Value Chain Management, Volume 3

One of the biggest challenges in marketing communications is how to break through ever increasing media clutter. With media becoming fragmented, engaging the customer has become difficult. Celebrity endorsements can help to meet this challenge due to the characteristics they offer. India is becoming a celebrity-obsessed society due to increase in celebrity advertisements in various media. The purpose of this paper is to study the positioning strategies of two leading fairness cream brands and to assess the role played by celebrities to position the brand in the minds of the target segment. The results show that users and non-users of the study brands perceive the brand positioning meaning differently. Conclusions and recommendations are presented for those involved in personal care brand development and marketing research.

4. Sanyukta A. Kulkarni Sahir U. Gaulkar (2000) "Impact of Celebrity Endorsement on Overall Brand" Indian Journal of advertising volume XXVI

Today 'Celebrity Endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Although it has been observed that the presence of a well-known personality helps in solving the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. The theories like 'Source Credibility Theory, Source Attractiveness Theory and Meaning Transfer Theory' provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. Firms invest huge amounts as advertising expenditure for hiring the right celebrity. However there lies uncertainty with respect to the returns that the company might be able to garner for the brand. The issue of matching the values of the celebrity with the brand values is also very important. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes endorsement as one of the indictors of quality for any brand. Corporate credibility along with endorser credibility plays a significant role in the attitude of the consumer towards the brand and the advertisement respectively. The popularity of the celebrity sometimes overshadows the brand.

5. Meenal P. Dhotre and Sarang S. Bhola (*March & June 2010*) "Analytical Study of Association between Celebrity Advertising and Brand Recall "*The IUP Journal of Brand Management, Vol. 7, Nos. 1 & 2,*

Today, the use of celebrity endorsement has increased drastically. It has become an integral part of almost every brand's promotional campaign and a big marketing trend. Celebrity endorsements are worthwhile investments in advertising considering their several benefits. Instant and better recall is one of the most important benefits. Celebrities can bring quick memorability, recall and recognition, and direct client connection with the audience. Leading film and sports personalities are the preferred choice of the Indian marketers for a better recall .It explores various dimensions of celebrity endorsements.

6. Varsha Jain , Mari Sudha and Aarzoo Daswani(*September & December 2009*)" Customer Perception about Celebrity Endorsement in Television Advertising for Retail Brands" *The IUP Journal of Brand Management, Vol. VI, Nos. 3 & 4,*

This study is done exclusively to understand the perception of consumers about celebrity advertising for retail brands It aims to mitigate this gap in the existing literature. The study revealed that customers prefer female celebrities over male celebrities and the preference for celebrities was more for sensory products than cerebral products. Customers want celebrities to entertain them as well as give information pertaining to the products in the advertisements. The factors to be considering while choosing the celebrity are Proficiency, reliability, pleasantness, elegance, distinctiveness, approachability and non-controversial.

7. Bahram Ranjbarian Zahra Shekarchizade and Zahra Momeni(Number(2010) "Celebrity Endorser Influence on Attitude Toward Advertisements and Brands" European Journal of Social Sciences – Volume 13

This study aims to analyse the celebrity endorser influence on attitude toward advertisements and brands. It provides a model connecting attitude toward celebrity endorser, attitude toward advertisement and attitude toward brand that has been examine and also it determine attitude toward celebrity endorser toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator between attitude toward celebrity

endorser and attitude toward brand. In directly approach attitude toward celebrity endorser has not significant effect on purchase intention.

8. Jagdish Agrawal and Wagner A. Kamakura (1995) "The Economic Worth of Celebrity Endorsers: An Event Study Analysis" American Marketing Association.

Celebrity endorsement has become a prevalent form of advertising in the United States. Despite extensive literature on the effects of celebrity endorsements on consumers' brand attitudes and purchase intentions, little is known about the economic value of these endorsements. Research on this topic has typically focused on theories explaining how celebrity endorsements influence consumers' attitudes and intentions. The authors assess the impact of celebrity endorsement contracts on the expected profitability of a firm by using event study methodology. Their approach assumes that the announcement of a celebrity endorsement contract, usually widely publicized in the business press, is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return. Announcements of 110 celebrity endorsement contracts were analysed. Results indicate that, on average, the impact of these announcements on stock returns is positive and suggest that celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

9. John Temperley, Daniel Tangen(1997)" The pinocchio factor in consumer attitudes towards celebrity endorsement:celebrity endorsement, the reebok brand, and an examination of a recent campaign" Special Edition on Consumer Satisfaction – Global Perspective

Celebrity endorsement is a widely used tactic in marketing and much research has been done on the selection and effect of celebrity endorsement. It looks at consumer attitudes and associations towards celebrity endorsement, using the case of Reebok and their latest marketing campaign. An adapted version of metaphor elicitation was undertaken to find major constructs in a sample consisting of University students. It confirm the importance of selection perceived credibility of the spokesperson and image fit, the credibility of the setting, and the dangers of overshadowing and over-endorsement. An interesting finding regards what is referred to as the "Pinocchio factor", the consumer perceiving the celebrity spokesperson as Pinocchio, where his nose grows when he is not telling the truth. The same "Pinocchio

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factor" also refers to the problems of controlling a celebrity spokesperson, one of the major flaws in using a celebrity spokesperson in marketing.

10. Somdutta Biswas ,Mahmood Hussain Kathleen O'Donnell(April 2009)" Celebrity Endorsements in Advertisements and Consumer Perceptions: A Cross-Cultural Study" Journal of Global Marketing, Volume 22

Consumer perceptions of celebrity endorsements from a cross-cultural perspective. In empirically examining consumer perception of celebrity endorsement, we used Hofstede's cultural dimensions to develop research propositions and examined these propositions through focus group discussions involving consumers from India and the United States. Findings indicated that specific differences and similarities exist in how consumers across India and the United States perceive celebrity endorsements. There is a positive, although moderate, impact of celebrity endorsements on attention and exposure of consumers. Implications for marketers as well as suggestions for future research are discussed.

11. Clinton Amos (2008) "Exploring the relationship between celebrity endorser effects and advertising effectiveness" International Journal of Advertising, Advertising Association

It provides a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising. The Kruskal-Wallis nonparametric test is used to identify the most influential celebrity endorser source effects on effectiveness. The role of celebrity/product fit, interaction effects, sample type, study setting, and country of study are also included as moderators. Results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement.

12. Robert van der Veen (2008) "Analysis of the Implementation of Celebrity Endorsement as a Destination Marketing Instrument" Journal of Travel & Tourism Marketing, Volume 24.

This study investigate the implementation potential of celebrity endorsement to market destinations. Nine marketing experts in endorsement strategies expressed their views of the key elements to effective celebrity destination endorsement. Content analysis was used to find three categories that may moderate the effectiveness of celebrity endorsers, High-Involvement Products, Celebrity Credibility and Celebrity Expertise. It seems that when products are high in psychological or social risk, such as the annual main holiday destination, the 'right' celebrity endorser could make an appropriate match and create a more favourable evaluation of the advertisement than a non-endorsed advertisement. On the other hand, various issues regarding the tourist decision-making process suggest that the choice for celebrity endorsement to market a destination is less appropriate.

13. Laimona Sliburyte (2000) "How celebrities can be used in advertising to the best advantage?" Indian journal of marketing volume XXXII

The ever increasing product diversity and competition on the market of goods and services has dictated the pace of growth in the number of advertisements. Despite their admittedly diminished effectiveness over the recent years, advertisements remain the favoured method of sales promotion. Consequently, the challenge for an advertiser is to explore every possible avenue of making an advertisement more noticeable, attractive and impellent for consumers. One way to achieve this is through invoking celebrity endorsements. On the one hand, the use of a celebrity to endorse a product involves substantial costs, however, on the other hand, it does not immediately guarantee the success of an advertisement. The question of how celebrities can be used in advertising to the best advantage is therefore of utmost importance. The popularity of celebrity endorsements demonstrates the relevance of the topic, especially in the context of the current global economic downturn, when companies are forced to save in order to survive, yet simultaneously to heavily invest in advertising and sales promotion. The issue of the effective use of celebrity endorsements also figures prominently in the academic discourse. The study presented below is thus aimed at exploring what qualities (characteristics) of a celebrity endorser have an impact on the effectiveness of the advertisement in which he/she appears.

14. Sadhu Ramakrishna & A Santhosh Reddy (1999) "Celebrity Endorsement - An Effective Tool for Building Brands?" Research Associate, Research Associate, ICMR Center for Management Research

The article focuses on celebrity endorsement and its use by marketers. It also explains the problems that marketers face when they do not choose the right celebrity for their brands. Use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in supporting corporate or brand imagery. Firms invest significant monies in juxtaposing brands and organisations with endorser qualities such as attractiveness, likeability, and trustworthiness. They trust that these qualities operate in a transferable way, and, will generate desirable campaign outcomes. But, at times, celebrity qualities may be inappropriate, irrelevant, and undesirable.

15. Goldsmith, Ronald E.; Lafferty, Barbara A.; Newell, Stephen J.(2000) "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands" Journal of Advertising

Advertisers frequently use endorsers or spokespersons as credible sources to influence consumers' attitudes and purchase intentions. Corporate credibility--the reputation of a company for honesty and expertise--is another type of source credibility that can influence consumer reactions to ads and shape brand attitudes. The present study assessed the impact of endorser and corporate credibility on attitude-toward-the-ad, attitude-toward -the-brand, and purchase intentions. We surveyed 152 adult consumers who viewed a fictitious ad for Mobil Oil company. They rated the credibility of the ad's endorser, the credibility of the company, and attitude-toward-the-ad, attitude-toward-the-brand, and purchase intentions. Path analysis confirmed that endorser credibility had its strongest impact on Aad while corporate credibility had its strongest impact on AB. The findings suggest that corporate credibility plays an important role in consumers' reactions to advertisements and brands, independent of the equally important role of endorser credibility.

16. Farida Saleem (2000) "Impact of gender and age on single and multiple celebrities endorsements." Review of Business Research

Celebrity endorsement is one of the popular marketing strategies. Marketers use celebrities in ads when there is no or very little product differentiation. Multiple celebrities' endorsement (more than one celebrity in a single ad) is relatively new phenomena in advertising. The purpose of the current study is to explore the perceptual difference between gender and different age groups toward single celebrity ads and multiple celebrities' ads. Celebrity ads are becoming very common and prominent phenomena in advertising everywhere. The results shows that there is no significant difference between male and female toward single or multiple celebrities ads similarly age is also not significantly associated with attitude toward ad, attitude toward brand and purchase intentions for both single and multiple celebrities

17. Michael A. Kamins, Meribeth J. Brand, Stuart A. Hoeke and John C. Moe (!988) "Two-Sided versus One-Sided Celebrity Endorsements: The Impact on Advertising Effectiveness and Credibility "*Journal of Advertising*, Vol. 18, No. 2

This study examines celebrity endorsements in advertising using a two-sided framework, in terms of the internalization and identification processes of social influence as discussed by Kelman (1961). The two-sided execution was designed to increase a viewer's perception of advertiser credibility by including a discussion of a limitation of the advertised service. Results show that when compared to a traditional one-sided celebrity endorsement, the two-sided communication elicited significantly higher advertising credibility and effectiveness ratings, higher evaluation of the sponsor in terms of perceived overall quality of service, as well as a significantly greater intention to use the advertised service. These findings suggest that the use of a celebrity appeal in a two-sided form is an effective advertising strategy.

1.5 Statement of the problem

The study determines the relationship between celebrity endorsements and brand recall and also it determine influence of celebrity endorsement on consumers purchase behaviour towards select fmcg products (soap, shampoo, toothpaste).

1.6 Reliance Fresh

Reliance Fresh is a subsidiary of Reliance Retail Ltd which in turn is a subsidiary of Reliance Industries Limited. Reliance Retail Ltd. was established in 2006. The first Reliance Fresh store was unveiled in October 2006 in Hyderabad. Reliance Fresh is the pioneer for the multi-format retail initiative of Reliance and involves an investment of Rs 25,000 crore. A typical Reliance Fresh store ranges from 2,000 to 5,000 sq. feet. The strategy followed by Reliance is to have a Reliance Fresh store in a radius of 3 to 4 kms in all major cities which translate into the fact that 30-40 Reliance Fresh stores in the major metros. Reliance Fresh is the company's brand for neighbourhood fresh-food outlets.

1.6.1 Products:-

Product/Business Divisions – Type of business and product details Each Reliance Fresh store has been created with the ideology to offer a wide variety of products and brands. These stores are to follow the farm-to-fork philosophy. Reliance Fresh typically houses groceries like grains, pulses, oil, ghee, flour, sugar, salt, spices, dry fruits, etc. It also offers a wide variety of local, regional and imported fruits and vegetables, including fresh cut fruits and vegetables that can be easily used. In dairy products Reliance Fresh houses fresh milk, curd, cottage cheese, butter, cheese, flavoured milk, ice-creams etc. It has tea, coffee, juices, aerated soft drinks, health drinks and bottled water in the beverage section. For personal care Reliance Fresh offers soaps, shampoos, creams, detergents, cleaners, shaving products, toothpaste, etc. It also offers snacks like biscuits, chips, nankeens, papads, pickles, ready mixes, noodles, confectionery etc. In the range of handy household items Reliance Fresh has on offer pots, pans, glasses, storage containers of all shapes and sizes, cutlery, duster cloths, bulbs, rugs, bed sheets, pillows, towels, decorative bathroom sets, tablecloths, cushion covers and more. Besides keeping a variety of leading national and international brands, Reliance Fresh stores also stock in-house brands like Reliance value grains, pulses, rice and spices, Reliance Select tea, noodles, jam, honey grains, dry fruits, dals as well as healthy life fortified grains, flours and pulses.

1.7 Objectives

a.) Primary objective

> To determine influence of celebrity endorsed advertisement on consumer purchase towards selected FMCG products(soap, shampoo, toothpaste)

b.) Secondary objectives

> To identify the factors influencing the purchase of selected FMCG products
> To identify a purchase pattern of FMCG product among the household.
> To examine the influence of celebrity endorsement in influencing brand image, purchase motives etc.,

1.8 Scope of the study

> To determine

  i. Brand recall and preference through CE.

  ii. Influence factor of CE.

  iii. Purchase pattern of FMCG products (Soaps, Cosmetics, Toothpaste)

> To determine the awareness of celebrity endorsement among respondents.
> To determine the source of information about FMCG product.
> To examine perception over celebrity endorsement among respondent.

1.9 Limitation of the study

> The study is applicable to Coimbatore place only.
> This study covers only three products of FMCG. Hence the findings may not be applicable for other products.
> It was not possible to collect the opinion of the celebrities who are endorsing brands.

CHAPTER II

RESEARCH METHODOLOGY

CHAPTER II

RESEARCH METHODOLOGY

2.1 Research design

The study adopts Descriptive Research Method.

2.1.1 Sampling framework

➢ Targeted population includes households from Coimbatore city.

➢ Sample population includes households from Coimbatore North zone which includes select ward areas of Gandhipuram, Rathinapuri, Sivanandha Colony, Peelamedu, Ramnagar and Koundampalayam

➢ Nature of samples: Representatives of households.

➢ Sample size: 150 samples.

2.1.2 Sample design

The type of sample design used in this study is probability sampling. Probability sampling is used when the chance of any particular unit in the population being selected. It can be generalized.

2.1.3 Sampling technique

Sampling technique used here is Area Random sampling. In which the area to be sampled is subdivided into smaller division which are selected at random and then surveyed.

2.2 Source of data

Primary data: The data are collected directly from the respondents as the information is not already been provided

2.3 Data collection

Questionnaire is the tool used for collecting the data. Multiple choice, rating scale and close end questions of pre- formulated questionnaire have designed for the study. Respondents has been selected and asked to fill the questionnaire.

2.3.1 Statistical tools

After collecting and entering the data, the analysis process commenced with data screening. Prior to analysing the data, it is necessary to examine the basic characteristic of the data and then tables were prepared. To extract meaningful information from data collected, analysis of data and interpretation was carried out by using simple percentage analysis and chi-square analysis

2.4 Variables and Attributes tested

➤ Age, gender, family income, educational qualification, occupation are the variables used in this study.

➤ Frequency of purchase pattern, purchase influencing factor, purchase behaviour, brand recall are the attributes

2.5 Time frame of the study

The project has been carried out during the period of 19th July 2010 to 23rd August 2010.

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CHAPTER III

DATA ANALYSIS AND INTERPRETATION

CHAPTER III

ANALYSIS AND INTERPRETATION

TABLE 3.1

SIMPLE PERCENTAGE ANALYSIS

S.No	Parameter		Number of Respondent	Percentage (%)
1	Gender	Male	83	55.3
		Female	67	44.7
2	Education	School level	36	24
		Graduate	45	30
		Post Graduate	42	28
		Professional	26	17.3
		Others	1	0.7
3	Age	Below 15 years	8	5.3
		15- 20 years	14	9.3
		20-25 years	36	24
		25-30 years	53	35.3
		Above 30 years	39	26.3
4	Occupation	Student	32	21.3
		Salaried Employee	44	29.3
		Business/Profession	37	24.7
		Home Maker	37	24.7

S.No	Parameter		Number of Respondent	Percentage (%)
5	Family income	Below 15,000	16	10.7
		15,000-30,000	74	49.3
		30,000-50,000	47	31.3
		Above 50,000	13	8.7
6	Spending	Below 500	66	44
		500-1000	83	55.3
		1000-2000	1	0.7
7	Frequency of purchase	Weekly	36	24
		Fortnightly	20	13.3
		Monthly	66	44
		As when needed	28	18.7
8	Awareness	yes	65	43.3
		No	39	26
		Doubtful	46	30.7
9	Purchases based on Celebrities	Regularly	47	31.3
		Frequently	11	7.3
		Occasionally	19	12.7
		Rarely	44	29.3
		Never	29	19.3

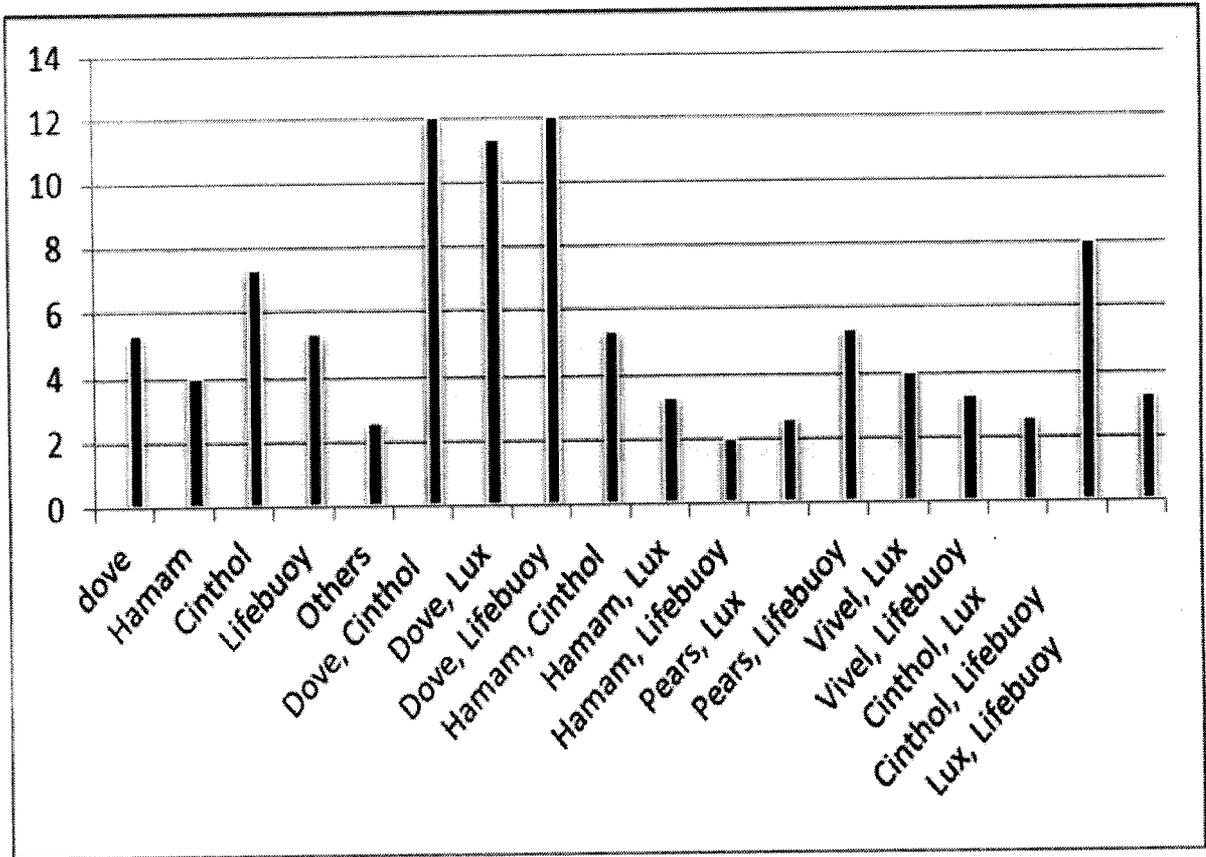| S.No	Parameter		Number of Respondent	Percentage (%)
10	Awareness about Company invest money on celebrity advertisement	Yes	86	7.3
		No	27	18
		Don't know	37	24.7
11	Sources of information	Family Choice	47	31.3
		Catalogue	8	5.3
		Point Of Purchase	13	8.7
		Friends and Relatives	20	13.3
		Advertisement	62	41.3

INFERENCE:

It is inferred that the majority (55.3%) of the respondent are male. 30% of the respondent are graduate. 35.3% of the respondent were age group between 25- 30 years. 29.3% of the respondent are salaried employee.49.3% of the respondent family income is between 15,000- 30,000. 55.3% of the respondent spend between 500-1000 for soap, shampoo and toothpaste. 44% of the respondent purchase FMCG products monthly. 43.3% of the respondent are aware about celebrity advertisement. 57.3% of the respondent knows that the company is spending the amount for celebrity advertisement in order to increase their sales. 31.3% of the respondent

TABLE 3.2

SIMPLE PERCENTAGE ANALYSIS- FMCG PRODUCTS (SOAP, SHAMPOO, TOOTHPASTE)

S.No	Parameter		Number of Respondent	Percentage (%)
1	Soap	Dove	8	5.3
		Hamam	6	4
		Cinthol	11	7.3
		Lifebuoy	8	5.3
		Others	4	2.6
		Dove, Cinthol	18	12
		Dove, Lux	17	11.3
		Dove, Lifebuoy	18	12
		Hamam, Cinthol	8	5.3
		Hamam, Lux	5	3.3
		Hamam, Lifebuoy	3	2
		Pears, Lux	4	2.6
		Pears, Lifebuoy	8	5.3
		Vivel, Lux	6	4
		Vivel, Lifebuoy	5	3.3
		Cinthol, Lux	4	2.6
		Cinthol, Lifebuoy	12	8
		Lux, Lifebuoy	5	3.3

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FIGURE 3.1

SIMPLE PERCENTAGE ANALYSIS- FMCG PRODUCT SOAP

S.No	Parameter		Number of Respondent	Percentage (%)
2	Shampoo	Dove	6	4
		Sunsilk	14	9.3
		Head & shoulder	17	11.3
		Clinic All Clear	9	6
		Others	5	3.3
		Dove, Himalaya	5	3.3
		Dove, Head & shoulder	20	13.3
		Dove, Clinic All Clear	10	6.6
		Sunsilk, Himalaya	8	5.3
		Sunsilk, Head & shoulder	7	4.6
		Sunsilk, Clinic All Clear	6	4
		Himalaya, Head & shoulder	7	4.6
		Himalaya, Clinic All Clear	5	3.3
		Clinic Plus, Clinic All Clear	11	7.3
		Pantene, Clinic All Clear	9	6
		Meera, Head & shoulder	6	4
		Meera, Clinic All Clear	5	3.3

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FIGURE 3.2
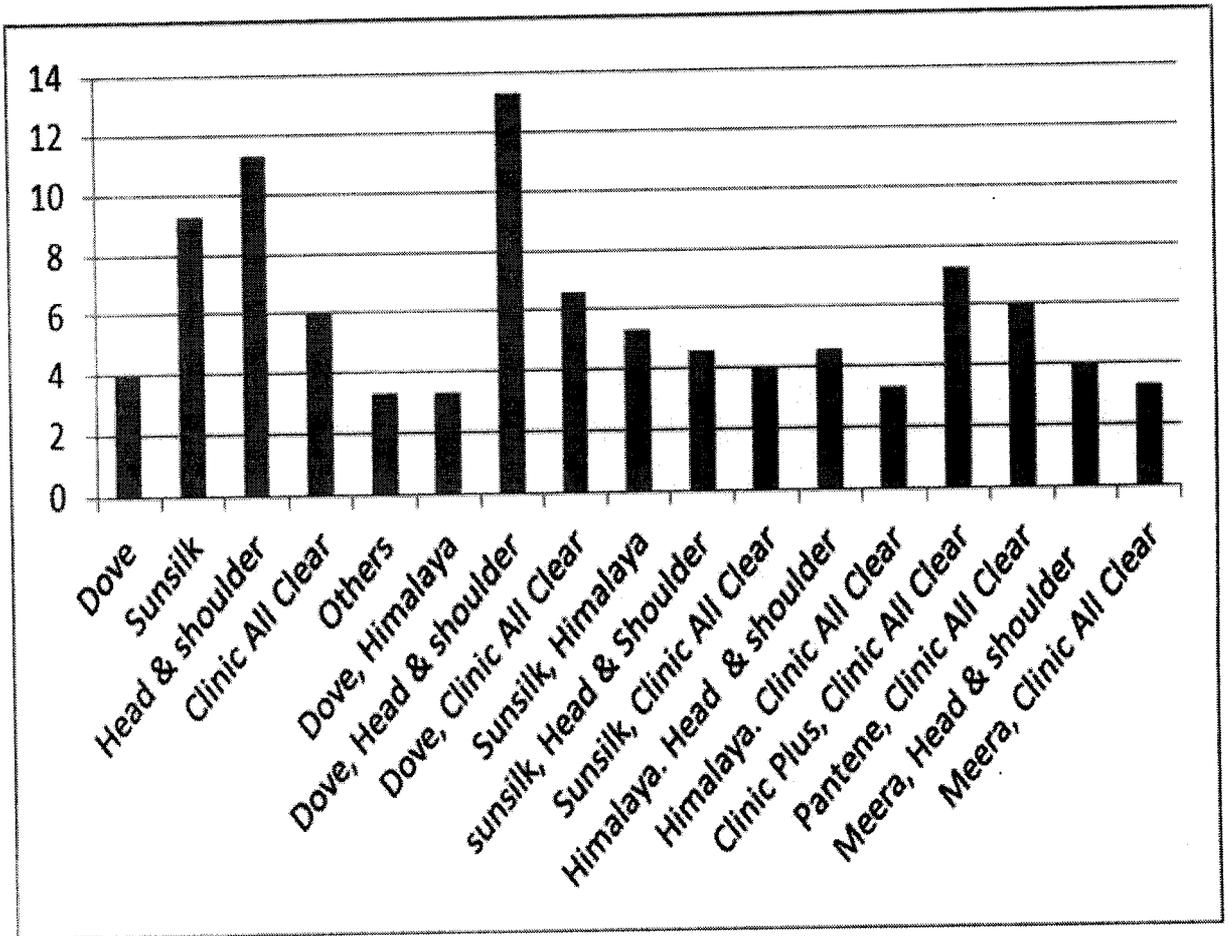
SIMPLE PERCENTAGE ANALYSIS- FMCG PRODUCTS SHAMPOO

FIGURE 3.3

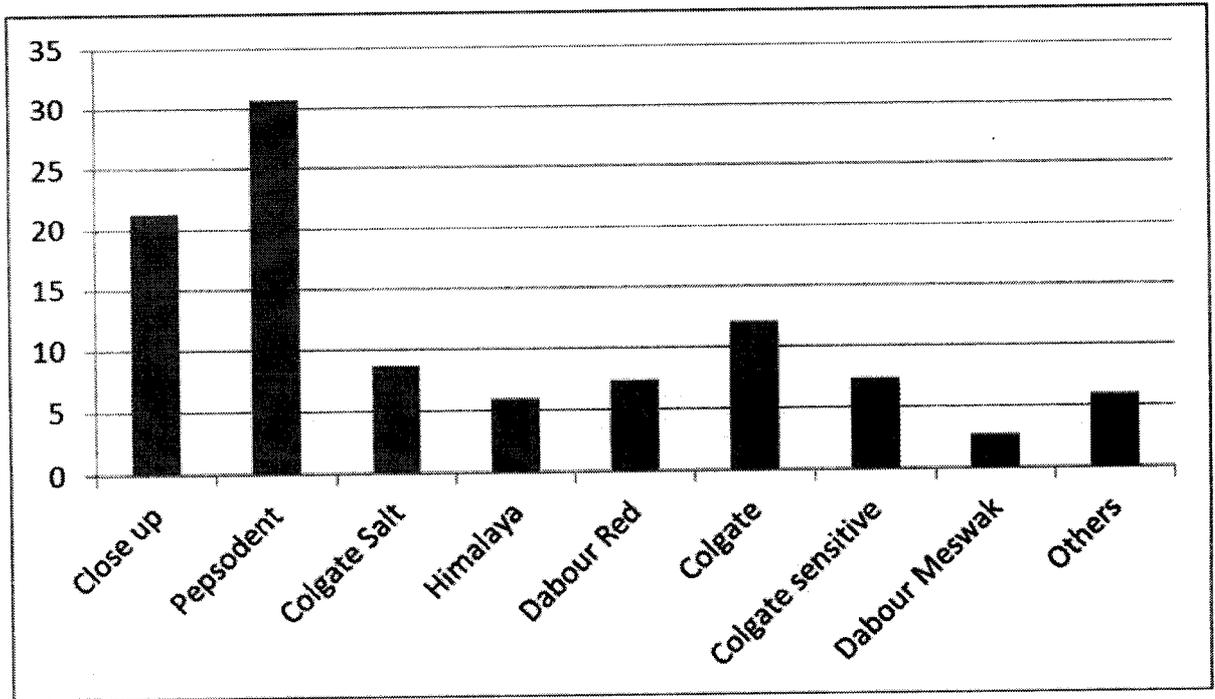**SIMPLE PERCENTAGE ANALYSIS- FMCG PRODUCT TOOTHPASTE**

TABLE 3.3

SIMPLE PERCENTAGE ANALYSIS - CELEBRITY RECALL

S.No	Celebrity	Not recalled	Recalled
1	Aishwarya Rai	59(39.3%)	91(60.7%)
2	Shahrukh Khan	67(44.7%)	83(55.3%)
3	Thrisha	52(34.7%)	**98(65.3%)**
4	Madavan	76(50.7%)	74(49.3%)
5	Kareena kapoor	**103(68.7%)**	47(31.3%)
6	Asin	64(42.7%)	86(57.3%)
7	Katrina Kaif	94(62.7%)	56(37.3%)
8	Genelia	79(52.7%)	71(47.3%)
9	Tamannah	82(54.7%)	68(45.3%)
10	Deepika	94(62.7%)	56(37.3%)

INFERENCE:

It is inferred that majority of the respondent (65.3%) recalled Thrisha and majority of the respondent (68.7%) not recalled Kareena kapoor. This shows that there is regional bias.

FIGURE 3.4

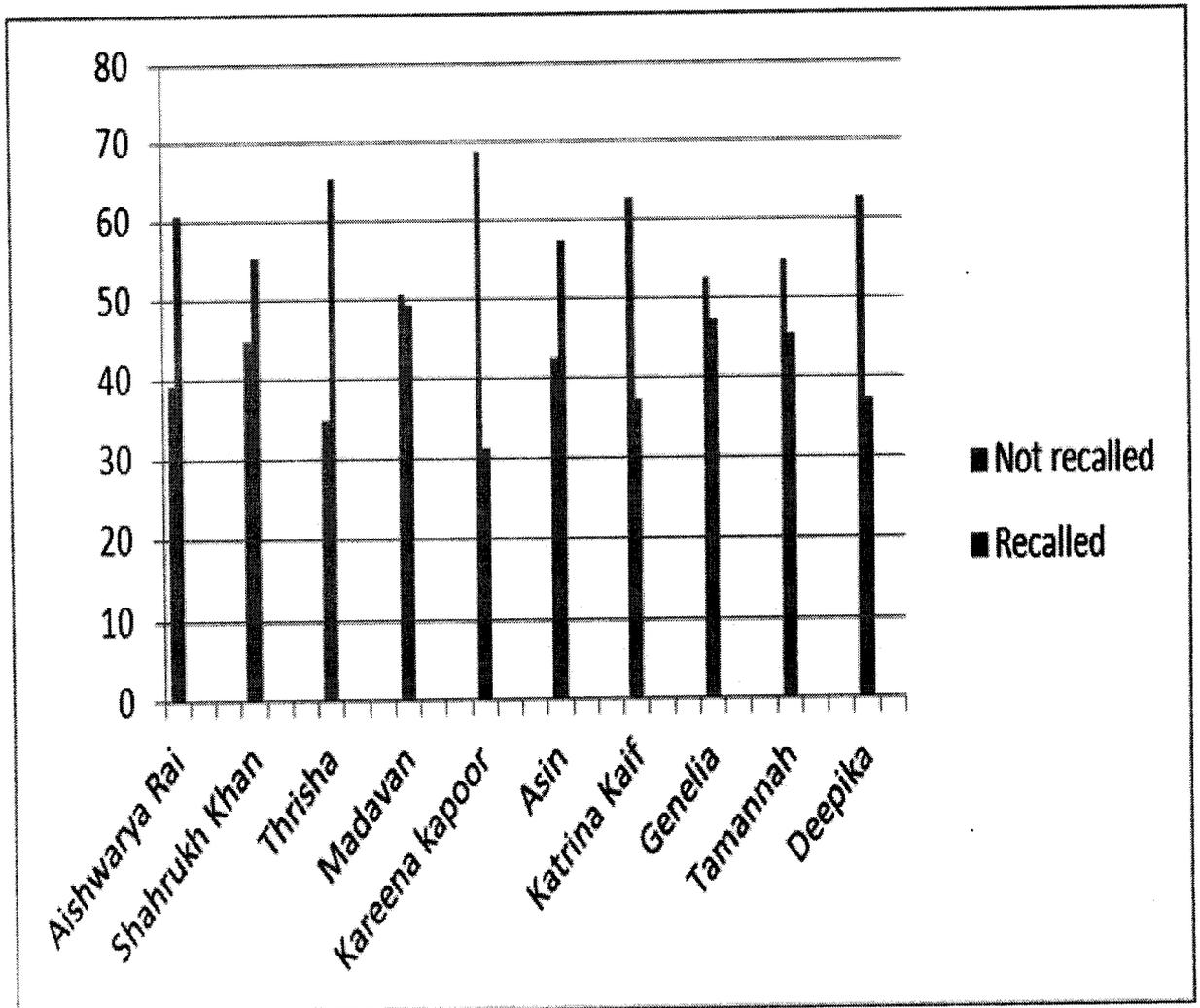**SIMPLE PERCENTAGE ANALYSIS - CELEBRITY RECALL**

TABLE 3.4

SIMPLE PERCENTAGE ANALYSIS - FACTORS INFLUENCE FOR PURCHASE OF FMCG PRODUCT

S.No	Influenced Factor	Rank						Total
		1	2	3	4	5	6	
1	Cost / Price	31(20.7%)	49(32.7%)	26(17.3%)	25(16.7%)	10(6.7%)	9(3.1%)	150
2	Celebrity Advertisement	11(7.3%)	10(6.7%)	14(9.3%)	18(12%)	44(29.3%)	53(35%)	150
3	Quality	75(50%)	23(15.3%)	22(14.7%)	17(11.3%)	8(5.3%)	5(3.3%)	150
4	Promotional offer	10(6.7%)	17(11.3%)	16(10.7%)	21(14%)	53(35.3%)	33(22%)	150
5	Brand name	12(8%)	34(22.7%)	25(16.7%)	44(29%)	19(12.7%)	16(11%)	150
6	Value for money	11(7.3%)	18(12%)	48(32%)	25(16.7%)	15(10%)	33(22%)	150

INFERENCE:

It is inferred that majority of the respondent (50%) ranked quality as first influence factor for purchase.32.7% of the respondent ranked cost as second influence factor for purchase.32% of the respondent ranked value of money as third influence factor for purchase. 29% of the respondent ranked Brand name as fourth influence factor for purchase. 35.3% of the respondent ranked Promotional offer as fifth influence factor for purchase. 35% of the respondent ranked Celebrity Advertisement as sixth influence factor for purchase.

TABLE 3.5

SIMPLE PERCENTAGE ANALYSIS – COMPANY CHOOSES CELEBRITY ENDORSEMENT FOR PROMOTION TECHINIQUE

S.No	Companies choose celebrity endorsement for promotion technique	Rank				Total
		1	2	3	4	
1	Easy naming of product	45(30%)	50(33.3%)	23(15.3%)	32(21.3%)	150
2	Can't generate new ideas	35(23.3%)	28(18.7%)	37(24.7%)	50(33.3%)	150
3	To know how to increase sales and profit	28(18.7%)	44(29.3%)	50(33.3%)	28(18.7%)	150
4	To compete strongly	42(28%)	28(18.7%)	40(26.7%)	40(26.7%)	150

INFERENCE:

It is inferred that majority of the respondent (28%) ranked "Reason for which companies chooses celebrity is in order to compete strongly in the market" as first. 33.3% of the respondent ranked "Reason for which companies chooses celebrity because of easy naming of product" as second. 33.3% of the respondent ranked "Reason for which companies chooses celebrity in order to increase sales and profit" as third. 33.3% of the respondent ranked "Reason for which companies chooses celebrity because they can't generate new ideas" as fourth.

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TABLE 3.6

ASSOCIATION BETWEEN AWARENESS ABOUT CELEBRITY ADVERTISEMENT AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	7.889	5.991	2	S
2	Age	15.524	15.507	8	S
3	Education	19.179	15.507	8	S
4	Occupation	13.698	12.592	6	S
5	Family Income	13.010	12.592	6	S
6	Spending	9.584	9.488	4	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 7.889), Age (X^2 15.524), Education (X^2 19.179), Occupation (X2 13.698), Family Income (X^2 13.010), Spending (X^2 9.584) and awareness about celebrity advertisement. It is concluded that overall, awareness about celebrity advertisement and demographic factor are statistically significant.

TABLE 3.7

ASSOCIATION BETWEEN SOURCE OF INFORMATION ABOUT FMCG PRODUCTS AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	10.380	9.488	4	S
2	Age	24.110	15.507	4	S
3	Education	17.295	15.507	4	S
4	Occupation	6.909	21.026	12	NS
5	Family Income	9.112	21.026	12	NS
6	Spending	22.590	15.507	8	NS

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value for three demographic factors, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 10.380), Age ($X^2$24.110) and Education (X^2 17.295) and Source of information about FMCG products. Source of information about FMCG products and demographic factor (gender, age, education) are statistically significant. Hence, there is no relationship between demographic factors namely Occupation (X^2 6.909), Family Income(X^2 9.112) , Spending(X^2 22.590) and Source of information about FMCG products. Source of information about FMCG products and demographic factor (occupation, family income, spending,) are not statistically significant.

TABLE 3.8

ASSOCIATION BETWEEN FREQUENCY OF PURCHASE BASED ON CELEBRITY ADVERTISEMENT AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	9.901	9.488	4	S
2	Age	28.296	26.96	16	S
3	Education	41.711	26.296	16	S
4	Occupation	27.030	21.026	12	S
5	Family Income	22.680	21.026	12	S
6	Spending	18.527	15.507	8	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 9.901), Age ($X^2$28.296), Education (X^2 41.711), Occupation (X^2 27.030), Family Income(X^2 22.680), Spending(X^2 18.527) and frequency of purchase based on celebrity advertisement.   It is concluded that overall, frequency of purchase based on celebrity advertisement and demographic factor are statistically significant

TABLE 3.9

ASSOCIATION BETWEEN FREQUENCY OF PURCHASE OF FMCG PRODUCT AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	8.980	7.815	3	S
2	Age	29.076	21.026	12	S
3	Education	28.841	21.026	12	S
4	Occupation	12.573	21.026	12	S
5	Family Income	17.481	12.592	6	S
6	Spending	17.481	12.592	6	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 8.980), Age ($X^2$29.076), Education (X^2.841), Occupation (X^2 12.573), Family Income(X^2 17.481) , Spending(X^2 17.481) and frequency of purchase of FMCG product.   It is concluded that overall, frequency of purchase of FMCG product and demographic factor are statistically significant.

TABLE 3.10

ASSOCIATION BETWEEN PURCHASE INFLUENCER OF SOAP AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	7.986	7.815	3	S
2	Age	15.366	21.026	12	NS
3	Education	19.776	21.026	12	NS
4	Occupation	24.264	16.919	9	S
5	Family Income	18.293	16.919	9	S
6	Spending	13.554	12.592	6	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 7.989), Occupation (X2 24.264), Family Income(X2 18.293), Spending(X2 13.554) and purchase influencer of soap. It is concluded that overall, purchase influencer of soap and demographic factor are statistically significant.

TABLE 3.11

ASSOCIATION BETWEEN PURCHASE INFLUENCER OF TOOTH PASTE AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	8.150	7.815	3	S
2	Age	25.314	21.026	12	S
3	Education	24.374	21.026	12	S
4	Occupation	7.474	16.919	9	NS
5	Family Income	10.128	16.919	9	NS
6	Spending	17.508	12.592	6	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 8.150), Age (X^2 25.314), Education (X^2 24.374), Spending(X^2 17.508) and purchase influencer of tooth paste. It is concluded that overall, purchase influencer of tooth paste and demographic factor (gender, age, education, spending,) are statistically significant.

TABLE 3.12

ASSOCIATION BETWEEN PURCHASE INFLUENCER OF SHAMPOO AND DEMOGRAPHIC FACTOR

S.NO	DEMOGRAPHIC FACTOR	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Gender	8.317	7.815	3	S
2	Age	12.446	21.026	12	NS
3	Education	27.371	21.026	12	S
4	Occupation	10.310	16.919	9	NS
5	Family Income	10.269	16.919	9	S
6	Spending	6.090	12.592	6	NS

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

It is clear that, the calculated value > table value, the null hypothesis is rejected at 5 per cent level of significance. Hence, there is relationship between demographic factors namely Gender (X^2 8.317), Education ($X^2$27.371), Family Income(X^2 10.269), and purchase influencer of shampoo. It is concluded that overall, purchase influencer of shampoo and demographic factor (gender, education, family income, locality.) are statistically significant.

TABLE 3.13

ASSOCIATION BETWEEN AGE AND OPINON ON CELEBRITY ENDORSED ADVERTISEMENTS

S.No	OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Celebrity endorsed advertisement is more effective than the other advertisements	14.462	9.488	4	S
2	Celebrity Endorsed advertisement motivate purchase	10.432	9.488	4	S
3	Celebrity advertisement gives true picture of product through advertisement	10.423	9.488	4	S
4	Product sales are higher because of Celebrity Endorsed advertisement	14.808	9.488	4	S
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	12.234	9.488	4	S
6	Celebrity endorser can raise reliability of the advertisement	15.967	9.488	4	S
7	Celebrity endorsement carry factual information	22.340	9.488	4	S
8	Product endorsed by celebrity are trustworthy	13.316	9.488	4	S
9	Product endorsed celebrity are quality assured	24.354	9.488	4	S
10	Product endorsed by celebrity can be easily recognized	11.687	9.488	4	S
11	Celebrity endorsed product can strongly compete in the market	11.369	9.488	4	S
12	Popularity of the brand is determined by celebrity endorsement	14.261	9.488	4	S
13	I offer to switch your brand if a celebrity endorses it	20.916	9.488	4	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

There is a relationship between opinion on celebrity endorsed advertisements namely Celebrity endorsed advertisement is more effective than the other advertisements (calculated value 14.462 > Tabulated value 9.488), Celebrity Endorsed advertisement motivate purchase (calculated value 10.432 > Tabulated value 9.488), Celebrity advertisement gives true picture of product through advertisement(calculated value 10.423> Tabulated value 9.488), Product sales are higher because of Celebrity Endorsed advertisement(calculated value 14.808 > Tabulated value 9.488), Advertisements which cannot generate new ideas depend mostly on celebrity endorsement(calculated value 12.234 > Tabulated value 9.488), Celebrity endorser can raise reliability of the advertisement(calculated value 15.967> Tabulated value 9.488), Celebrity endorsement carry factual information(calculated value 22.340 > Tabulated value 9.488), Product endorsed by celebrity are trustworthy(calculated value 13.316> Tabulated value 9.488), Product endorsed celebrity are quality assured(calculated value 24.354> Tabulated value 9.488), Product endorsed by celebrity can be easily recognized(calculated value 11.687> Tabulated value 9.488), Celebrity endorsed product can strongly compete in the market(calculated value 11.369> Tabulated value 9.488), Popularity of the brand is determined by celebrity endorsement(calculated value 14.261> Tabulated value 9.488), I offer to switch your brand if a celebrity endorses it(calculated value 20.916> Tabulated value 9.488) and age factor. It is concluded that overall, opinion on celebrity endorsed advertisement and age factor are statistically significant.

TABLE 3.14

ASSOCIATION BETWEEN GENDER AND OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS

S.No	OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS	CALCUATD VALUE	TABLE VALUE	DF	S/NS
1	Celebrity endorsed advertisement is more effective than the other advertisements	9.684	9.488	4	S
2	Celebrity Endorsed advertisement motivate purchase	10.023	9.488	4	S
3	Celebrity advertisement gives true picture of product through advertisement	11.236	9.488	4	S
4	Product sales are higher because of Celebrity Endorsed advertisement	9.916	9.488	4	S
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	13.585	9.488	4	S
6	Celebrity endorser can raise reliability of the advertisement	9.718	9.488	4	S
7	Celebrity endorsement carry factual information	13.177	9.488	4	S
8	Product endorsed by celebrity are trustworthy	9.790	9.488	4	S
9	Product endorsed celebrity are quality assured	10.441	9.488	4	S
10	Product endorsed by celebrity can be easily recognized	9.867	9.488	4	S
11	Celebrity endorsed product can strongly compete in the market	8.823	9.488	4	NS
12	Popularity of the brand is determined by celebrity endorsement	9.790	9.488	4	S
13	I offer to switch your brand if a celebrity endorses it	7.288	9.488	4	NS

Source: Primary data   S- Significant   NS- Not Significant

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INFERENCE:

There is a relationship between opinion on celebrity endorsed advertisements namely Celebrity endorsed advertisement is more effective than the other advertisements (calculated value 9.684> Tabulated value 9.488), Celebrity Endorsed advertisement motivate purchase (calculated value 10.023> Tabulated value 9.488), Celebrity advertisement gives true picture of product through advertisement(calculated value 11.236> Tabulated value 9.488), Product sales are higher because of Celebrity Endorsed advertisement(calculated value 9.916> Tabulated value 9.488), Advertisements which cannot generate new ideas depend mostly on celebrity endorsement(calculated value 13.585> Tabulated value 9.488), Celebrity endorser can raise reliability of the advertisement(calculated value 9.718> Tabulated value 9.488), Celebrity endorsement carry factual information(calculated value 13.177> Tabulated value 9.488), Product endorsed by celebrity are trustworthy(calculated value 9.790> Tabulated value 9.488), Product endorsed celebrity are quality assured(calculated value 10.441> Tabulated value 9.488), Product endorsed by celebrity can be easily recognized(calculated value 9.867> Tabulated value 9.488), Popularity of the brand is determined by celebrity endorsement(calculated value 14.261> Tabulated value 9.488), and gender factor. It is concluded that overall, opinion on celebrity endorsed advertisement and gender are statistically significant.

TABLE 3.15

ASSOCIATION BETWEEN EDUCATION AND OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS

S.No	OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Celebrity endorsed advertisement is more effective than the other advertisements	32.552	26.296	16	S
2	Celebrity Endorsed advertisement motivate purchase	27.943	26.296	16	S
3	Celebrity advertisement gives true picture of product through advertisement	33.117	26.296	16	S
4	Product sales are higher because of Celebrity Endorsed advertisement	30.567	26.296	16	S
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	30.839	26.296	16	S
6	Celebrity endorser can raise reliability of the advertisement	28.496	26.296	16	S
7	Celebrity endorsement carry factual information	26.732	26.296	16	S
8	Product endorsed by celebrity are trustworthy	25.841	26.296	16	NS
9	Product endorsed celebrity are quality assured	29.756	26.296	16	S
10	Product endorsed by celebrity can be easily recognized	27.593	26.296	16	S
11	Celebrity endorsed product can strongly compete in the market	31.321	26.296	16	S
12	Popularity of the brand is determined by celebrity endorsement	26.537	26.296	16	S
13	I offer to switch your brand if a celebrity endorses it	38.785	26.296	16	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

There is a relationship between opinion on celebrity endorsed advertisements namely Celebrity endorsed advertisement is more effective than the other advertisements (calculated value 32.552> Tabulated value 26.296), Celebrity Endorsed advertisement motivate purchase (calculated value 27.943> Tabulated value 26.296), Celebrity advertisement gives true picture of product through advertisement(calculated value 33.117> Tabulated value 26.296), Product sales are higher because of Celebrity Endorsed advertisement(calculated value 30.567> Tabulated value 26.296), Advertisements which cannot generate new ideas depend mostly on celebrity endorsement(calculated value 30.839> Tabulated value 26.296), Celebrity endorser can raise reliability of the advertisement(calculated value 28.496> Tabulated value 26.296), Celebrity endorsement carry factual information(calculated value 26.732> Tabulated value 26.296), Product endorsed celebrity are quality assured(calculated value 29.756> Tabulated value 26.296), Product endorsed by celebrity can be easily recognized(calculated value 27.593> Tabulated value 26.296), Celebrity endorsed product can strongly compete in the market(calculated value 31.321> Tabulated value 26.296),Popularity of the brand is determined by celebrity endorsement(calculated value 26.537> Tabulated value 26.296), I offer to switch your brand if a celebrity endorses it(calculated value 38.785> Tabulated value 26.296) and educational factor. It is concluded that overall, opinion on celebrity endorsed advertisement and educational factor are statistically significant.

TABLE 3.16

ASSOCIATION BETWEEN OCCUPATION AND OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS

S.No	OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS	CALCUATD VALUE	TABLE VALUE	DF	S/NS
1	Celebrity endorsed advertisement is more effective than the other advertisements	27.850	21.026	12	S
2	Celebrity Endorsed advertisement motivate purchase	29.839	21.026	12	S
3	Celebrity advertisement gives true picture of product through advertisement	30.438	21.026	12	S
4	Product sales are higher because of Celebrity Endorsed advertisement	28.839	21.026	12	S
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	26.401	21.026	12	S
6	Celebrity endorser can raise reliability of the advertisement	22.696	21.026	12	S
7	Celebrity endorsement carry factual information	27.854	21.026	12	S
8	Product endorsed by celebrity are trustworthy	23.963	21.026	12	S
9	Product endorsed celebrity are quality assured	27.329	21.026	12	S
10	Product endorsed by celebrity can be easily recognized	26.985	21.026	12	S
11	Celebrity endorsed product can strongly compete in the market	24.409	21.026	12	S
12	Popularity of the brand is determined by celebrity endorsement	21.842	21.026	12	S
13	I offer to switch your brand if a celebrity endorses it	20.890	21.026	12	NS

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

There is a relationship between opinion on celebrity endorsed advertisements namely Celebrity endorsed advertisement is more effective than the other advertisements (calculated value 27.850> Tabulated value 21.026), Celebrity Endorsed advertisement motivate purchase (calculated value 29.839> Tabulated value 21.026), Celebrity advertisement gives true picture of product through advertisement(calculated value 30.438> Tabulated value 21.026), Product sales are higher because of Celebrity Endorsed advertisement(calculated value 28.839> Tabulated value 21.026), Advertisements which cannot generate new ideas depend mostly on celebrity endorsement(calculated value 26.401> Tabulated value 21.026), Celebrity endorser can raise reliability of the advertisement(calculated value 22.696> Tabulated value 21.026), Celebrity endorsement carry factual information(calculated value 27.854> Tabulated value 21.026), Product endorsed by celebrity are trustworthy(calculated value 23.963> Tabulated value 21.026), Product endorsed celebrity are quality assured(calculated value 27.329> Tabulated value 21.026), Product endorsed by celebrity can be easily recognized(calculated value 26.985> Tabulated value 21.026), Celebrity endorsed product can strongly compete in the market(calculated value 24.409> Tabulated value 21.026), Popularity of the brand is determined by celebrity endorsement(calculated value 21.842> Tabulated value 21.026) and occupation. It is concluded that overall, opinion on celebrity endorsed advertisement and occupation are statistically significant.

TABLE 3.17

ASSOCIATION BETWEEN FAMILY INCOME AND OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS

S.No	OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS	CALCUATD VALUE	TABLE VALUE	DF	S/NS
1	Celebrity endorsed advertisement is more effective than the other advertisements	21.801	21.026	12	S
2	Celebrity Endorsed advertisement motivate purchase	6.302	21.026	12	NS
3	Celebrity advertisement gives true picture of product through advertisement	23.011	21.026	12	S
4	Product sales are higher because of Celebrity Endorsed advertisement	27.537	21.026	12	S
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	24.329	21.026	12	S
6	Celebrity endorser can raise reliability of the advertisement	21.628	21.026	12	S
7	Celebrity endorsement carry factual information	22.891	21.026	12	S
8	Product endorsed by celebrity are trustworthy	6.901	21.026	12	NS
9	Product endorsed celebrity are quality assured	21.783	21.026	12	S
10	Product endorsed by celebrity can be easily recognized	22.548	21.026	12	S
11	Celebrity endorsed product can strongly compete in the market	10.007	21.026	12	NS
12	Popularity of the brand is determined by celebrity endorsement	11.824	21.026	12	NS
13	I offer to switch your brand if a celebrity endorses it	9.069	21.026	12	NS

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

There is a relationship between opinion on celebrity endorsed advertisements namely Celebrity endorsed advertisement is more effective than the other advertisements (calculated value 21.801> Tabulated value 21.026), Celebrity advertisement gives true picture of product through advertisement(calculated value 23.011> Tabulated value 21.026), Product sales are higher because of Celebrity Endorsed advertisement(calculated value 27.537> Tabulated value 21.026), Advertisements which cannot generate new ideas depend mostly on celebrity endorsement(calculated value 24.329> Tabulated value 21.026), Celebrity endorser can raise reliability of the advertisement(calculated value 21.628> Tabulated value 21.026), Celebrity endorsement carry factual information(calculated value 22.891> Tabulated value 21.026), Product endorsed celebrity are quality assured(calculated value 21.783> Tabulated value 21.026), Product endorsed by celebrity can be easily recognized(calculated value 22.548> Tabulated value 21.026) and family income . It is concluded that overall opinion on celebrity endorsed advertisement and family income are statistically significant.

TABLE 3.18

ASSOCIATION BETWEEN EXPENSES ON SOAP, SHAMPOO AND TOOTHPASTE AND OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS

S.No	OPINION ON CELEBRITY ENDORSED ADVERTISEMENTS	CALCUATED VALUE	TABLE VALUE	DF	S/NS
1	Celebrity endorsed advertisement is more effective than the other advertisements	19.337	15.507	8	S
2	Celebrity Endorsed advertisement motivate purchase	8.451	15.507	8	NS
3	Celebrity advertisement gives true picture of product through advertisement	24.567	15.507	8	S
4	Product sales are higher because of Celebrity Endorsed advertisement	22.279	15.507	8	S
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	20.200	15.507	8	S
6	Celebrity endorser can raise reliability of the advertisement	15.716	15.507	8	S
7	Celebrity endorsement carry factual information	16.591	15.507	8	S
8	Product endorsed by celebrity are trustworthy	15.197	15.507	8	NS
9	Product endorsed celebrity are quality assured	16.374	15.507	8	S
10	Product endorsed by celebrity can be easily recognized	18.373	15.507	8	S
11	Celebrity endorsed product can strongly compete in the market	5.642	15.507	8	NS
12	Popularity of the brand is determined by celebrity endorsement	15.881	15.507	8	S

Source: Primary data   S- Significant   NS- Not Significant

INFERENCE:

There is a relationship between opinion on celebrity endorsed advertisements namely Celebrity endorsed advertisement is more effective than the other advertisements (calculated value 19.337> Tabulated value 15.507), Celebrity advertisement gives true picture of product through advertisement(calculated value 24.567> Tabulated value 15.507), Product sales are higher because of Celebrity Endorsed advertisement(calculated value 22.279 > Tabulated value 15.507), Advertisements which cannot generate new ideas depend mostly on celebrity endorsement(calculated value 20.200 > Tabulated value 15.507), Celebrity endorser can raise reliability of the advertisement(calculated value 15.716> Tabulated value 15.507), Celebrity endorsement carry factual information(calculated value 16.591 > Tabulated value 15.507), Product endorsed celebrity are quality assured(calculated value 16.374> Tabulated value 15.507), Product endorsed by celebrity can be easily recognized(calculated value 18.373> Tabulated value 15.507), Popularity of the brand is determined by celebrity endorsement(calculated value 15.881> Tabulated value 15.507) and locality. It is concluded that overall, opinion on celebrity endorsed advertisement and locality are statistically significant.

CHAPTER IV

CONCLUSION

CHAPTER 1V

CONCLUSION

4.1 Findings

4.1.1 Demographic factors

> 55.3% of the respondents were male, 44.7% of the respondents were female.

> 30% of the respondents were graduate, 28% of the respondents were postgraduate. 24% of the respondents had till school level education.

> 35.3% of the respondent belongs to age group 25- 30 years, 26.3% of the respondent belongs to age group above 30 years and 24% of the respondent belongs to age group 20- 25 years.

> 29.3% of the respondents were salaried employee, 24.7% of the respondents were student and home maker, and 21.3% of the respondents were business people.

> 49.3% of the respondents family income was between 15,000- 30,000, 31.3% of the respondents family income was between 30,000- 50,000, 10.7% of the respondents family income was below 15,000.

4.1.2 Factors influencing the purchase of selected FMCG products

> 50%of the respondents ranked quality as first influence factor for purchase, 32.7% of the respondents ranked cost as second influence factor for purchase, 32% of the respondent ranked value of money as third influence factor for purchase, 29% of the respondent ranked Brand name as fourth influence factor for purchase, 35.3% of the respondent ranked Promotional offer as fifth influence factor for purchase, 35% of the respondent ranked Celebrity Advertisement as sixth influence factor for purchase

4.1.3 Purchase pattern of selected FMCG products

> 55.3% of the respondents spend between 500-1000 for soap, shampoo and toothpaste, 44% of the respondents spend below 500 for soap, shampoo and toothpaste

- 44% of the respondents purchased FMCG products monthly, 24% of the respondents purchased FMCG products weekly, 18.7% of the respondents purchased FMCG products as when needed.

- 31.3% of the respondent purchased FMCG product regularly based on celebrities advertisements, 29.3% of the respondent purchased FMCG product rarely based on celebrity's advertisements.

4.1.4 Awareness of celebrity endorsements

- 43.3% of the respondents were aware about celebrity advertisement, 26% of the respondents were not aware about celebrity advertisement.

- 57.3% of the respondents were aware that the company was spending the amount for celebrity advertisement in order to increase their sales.

- 41.3% of the respondents source the information about FMCG product through advertisement, 31.3% of the respondents source the information about FMCG product through family choice.

4.1.5 Brand recall

- 65.3% of the respondents were recalled Thrisha as celebrity recall.

- 68.7% of the respondents were not recalled Kareena kapoor as celebrity recall.

- 28% ranked "Reason for which companies chooses celebrity is to compete strongly in the market" as first. 33.3% of the respondent ranked "Reason for which companies chooses celebrity because of easy naming of product" as second. 33.3% of the respondent ranked "Reason for which companies chooses celebrity in order to increase sales and profit" as third. 33.3% of the respondent ranked "Reason for which companies chooses celebrity because they can't generate new ideas" as fourth.

4.1.6 Chi- square analysis

- There is significant relationship between awareness about celebrity advertisement and gender, age, education, occupation, family income, spending.

- There is significant relationship between Source of information about FMCG products and gender, age, education.

- There is no significant relationship between Source of information about FMCG products and occupation, family income, spending.

- There is significant relationship between frequency of purchase based on celebrity advertisement and gender, age, education, occupation, family income, spending.

- There is significant relationship between purchase influencer of soap and gender, age, education, occupation, family income, spending.

- There is significant relationship between purchase influencer of toothpaste and gender, age, education, spending.

- There is significant relationship between purchase influencer of shampoo and gender, education, family income.

- There is significant relationship between opinion on celebrity endorsed advertisement and age factor.

- There is significant relationship between opinions on celebrity endorsed advertisement and gender.

- There is significant relationship between opinions on celebrity endorsed advertisement and educational qualification.

- There is significant relationship between opinion on celebrity endorsed advertisement and family income.

- There is significant relationship between some opinions on celebrity endorsed advertisement and occupation.

4.2 Suggestions and Conclusion

Advertising is seen as playing a manipulative and merciless role in the emerging brands cape, seeking to transform customers into the personification of brand identity a major role in today business. Heavy advertisements for FMCG (Fast Moving Consumer Goods) have become the order of the day. Both manufacturers and distributors spend a sizeable amount on advertising their products. Despite the obvious economic advantage of using relatively unknown personalities as endorsers in advertising campaigns, the choice of celebrities to fulfil that role has become common practice for brands competing in today's cluttered media environment. Celebrity advertising has been adopted to make the consumers to remember the products advertised. Appropriate selection of celebrity is very much essential for advertising which influence the customer to buy the product. The celebrity advertisement should be simple and believable one. There are several reasons for the company for extensive use of celebrities. But the result suggest that the use of attractive non – celebrity endorsers could be as effective in influencing the purchase as the use of celebrity endorsers across the products. Celebrity endorser had not significant influence on purchase behaviour of customer. Rather than spending very high cost of using celebrity endorser the FMCG Company can concentrate more on quality, value of money and price factors. Since quality, value of money and cost are those factors which determine the purchase of the product. Even if the company concentrate on celebrity endorsed advertisement they should go for local popular celebrity for local products since there is regional bias in recalling the celebrity and as well as their products they endorse. If the product has very strong brand image, it may not worthy paying any celebrity to endorse it.

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APPENDIX

APPENDIX

QUESTIONNAIRE

Sir/ Madam

I am **S.Kalpana,** student of **Kumaraguru College of Engineering and Technology** Coimbatore pursuing **Master of Business Administrations,** conducting a survey on "**A STUDY ON INFLUENCE OF CELEBRITY ENDORSED ADVERTISEMENT ON CUSTOMER PURCHASE TOWARDS SELECT FMCG PRODUCTS IN COIMBATORE**" I solicit your esteemed coordination to spend some few minutes in filling up the questionnaire.

1. Name   : _____

2. Gender

    1. Male   2. Female

3. Age

    1. Below 15 years   2. 15-20 Yr   3. 20-25 Yr

    4. 25-30 Yr   5. Above 30 Years

4. Education

    1. School level   2. Graduate   3. Post Graduate

    4. Professional   5.Others Specify _____

5. Occupation

    1. Student   2. Salaried Employee   3.Business/Profession

    4. Homemaker   5. Others Specify_____

6. Monthly Household income

    1 .Below Rs.15, 000   2.Rs.15, 000-Rs.30, 000   3.Rs.30, 000-Rs.50, 000
    4. Above Rs.50, 000

9. Number of members in household?
    Adult   ____
    Children (below 15 years)   ____

10. Approximately how much you spend for Soaps, Shampoo and Toothpaste?
    1 .Below Rs.500   2.Rs. 500- Rs.1, 000   3.Rs.1, 000- Rs.2, 000
    4. Above Rs.2, 000

11. Below given are some of the familiar brands of Personal Hygiene products. Which are the brands that are list below is being currently used by your household

a. Soap

1. ☐ Dove	4. ☐ Vivel	7. ☐ Lux
2. ☐ Hamam	5. ☐ Cinthol	8. ☐ Lifebuoy
3. ☐ Pears	6. ☐ Fiama Di Wills	9. ☐ Others please specify _____

b. Shampoo

1. ☐ Dove	4. ☐ Clinic plus	7. ☐ Head & Shoulder
2. ☐ Sunsilk	5. ☐ Pantene	8. ☐ Clinic all clear
3. ☐ Himalaya	6. ☐ Meera	9. ☐ Others please specify _____

c. Toothpaste

1. ☐ Close up	4. ☐ Himalaya	7. ☐ Colgate Sensitive
2. ☐ Pepsodent	5. ☐ Dabour Red	8. ☐ Dabour Meswak
3. ☐ Colgate salt	6. ☐ Colgate	9. ☐ Others please specify _____

12. What factors influences your purchase of the products mentioned above?
    (Rank it 1 to 6)

S.No	Influenced Factor	Rank
1	Cost / Price	
2	Celebrity Advertisement	
3	Quality	
4	Promotional offer	
5	Brand name	
6	Value for money	

13. How often do you make your purchases for the above products?
    1. Weekly   2.Fortnightly   3. Monthly   4.as and when needed

14. Who influences your purchase of particular brand of Soap, Shampoo, and Toothpaste?

	Self	sibling	Elders	Bread winner
i. Soap	⌐	⌐	⌐	⌐
ii. Shampoo	⌐	⌐	⌐	⌐
ii. Toothpaste	⌐	⌐	⌐	⌐

15. From which sources you get information about the FMCG product?
    1. Family choice   2. Catalogue   3. Point of Purchase
    4. Friends and relatives   5.Advertisement (TV/ Newspaper/ Radio)

16. Are you aware of the celebrity endorsements made in product promotions?
    1. Yes   2. No   3.Doubtful

17. Which Product comes to your mind, when you think of the following Celebrities?
    (Put product and brand name)
    1. Aishwarya Rai   _____   6. Asin   _____
    2. Shahrukh Khan   _____   7. Katrina Kaif   _____
    3. Thrisha   _____   8. Genelia   _____
    4. Madavan   _____   9.Tamannah   _____
    5. Kareena kapoor   _____   10.Deepika   _____

18. How often you make a purchase of a branded product based on celebrity endorsement
    1. Regularly   2. Frequently   3. Occasionally   4.Rarely   5. Never

19. Companies are investing large amounts of money for using celebrities; do you think I
    it's helping them to increase their sales ?
    1. Yes   2. No   3. Don't know

20. What do you think the companies choose celebrity endorsement for promoting their products? Kindly rank (1 to 4)

S.No	Statement	Rank
1	Easy naming of product	
2	Can't generate new ideas	
3	To know how to increase sales and profit	
4	To compete strongly	

21. Below given are some of the statements pertaining to celebrity endorsed advertisements. Kindly rate your choice as per the parameters given below:

a. Strongly Disagree   b. Disagree   c. Neither Agree nor Disagree

d. Agree   e. Strongly Agree

S.No	Statement	Rating
1	Celebrity endorsed advertisement is more effective than the other advertisements	
2	Celebrity Endorsed advertisement motivate s purchase	
3	Celebrity advertisement gives true picture of product through advertisement?	
4	Product sales are higher because of Celebrity Endorsed advertisement	
5	Advertisements which cannot generate new ideas depend mostly on celebrity endorsement	
6	Celebrity endorser can raise reliability of the advertisement	
7	Celebrity endorsement carry factual information	

22. Below given are some of the statements pertaining to celebrity endorsed products. Kindly rate your choice as per the parameters given below:

a. Strongly Disagree   b. Disagree   c. Neither Agree nor Disagree

d. Agree   e. Strongly Agree

S.No	Statement	Rating
1	Product endorsed by celebrity are trustworthy	
2	Product endorsed celebrity are quality assured	
3	Product endorsed by celebrity can be easily recognized	
4	Celebrity endorsed product can strongly compete in the market	
5	Popularity of the brand is determined by celebrity endorsement	
6	I offer to switch your brand if a celebrity endorses it	