

INVESTIGATING THE ROLE OF CELEBRITY ENDORSEMENTS ON CONSUMER PURCHASE INTENTION “A CASE STUDY ON FMCG”

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Executive Summary

This project entitled to study the impact of celebrity endorsement on the consumer perception towards the fastmoving consumable good brands. It aims to analyze the influence of celebrities' attributes (attractiveness, expertise, trustworthiness, popularity) on the buying behaviour of people living in India. The research was done by collecting information through a structured close ended questionnaire from 71 responses in India. This paper investigates the impact of celebrity endorsement on buyers' purchasing conduct of Fast Moving Consumer Goods (FMCG). It means to break down the impact of celebrities' properties (allure, mastery, dependability, prevalence) on the purchasing conduct of individuals living in India. The whole data are gathered utilizing organized questionnaires from seventy-one respondents in India. The consequences of graphic investigation uncover that celebrity endorsement has a positive effect on purchasing conduct of a larger part of individuals. It has additionally been recognized from the examination that respondents positioned brand as the most pre dominant factor affecting their purchasing conduct while they positioned celebrity endorsement as a forward need. The consequence of inferential investigation uncovers that a huge relationship exists between celebrities' properties and buy intention of FMCG. Since Indian FMCG organizations are in critical need of a good limited time system, this investigation gives valuable knowledge to FMCG organizations and advertisers in India.

Chapter- 1 INTRODUCTION

INTRODUCTION

Celebrity endorsements can have a significant role on the food and beverage industry. The use of celebrities in promotions may be traced back to the nineteenth century, and these broad promotional tactics have revealed a variety of intellectual and real-world reasons why. Because people like to buy items from celebrities, celebrity endorsement has become a multi-million dollar industry all over the world. When celebrities say nice things about them, people in the food and celebrity industries enjoy it. All types of Firms pay out millions to the celebrities, hoping that the celebrities would inspire their fans and others to use their products and services. Celebrity endorsement has now become an impact full type of advertisement and marketing strategy as many of the non-profit Organisations, corporate brands FMCG brands use the celebrity Social status and fame to promote their own product and services and create awareness between the consumers. The marketers believe that the social status or image of a celebrity will pass on to their products and services. They also believe that it will make a positive impact on their brands. The communication skills of a celebrity usually plays a bigger role in communicating the message of the brand. This is usually used by the fashion brands.

The first time it was used in 1760s by Josian Weshwood and sons, producers of pottery and chinaware

Trade cards were created in the 1875-1900s because a celebrity had a photo of the goods. Cigarette companies became heavily involved with celebrity. Much research has been conducted on the phenomenon of celebrity endorsement, and a large amount of academic literature has been written on the topic and its various components.

Infomercials are a technique for businesses to promote their goods and services. They are typically created and paid for by businesses. When infomercials reach their target demographic, they are a successful success and very compelling in most nations. People who work with celebrities these days are interested in getting paid to say nice things about products for which they are paid a lot of money. Companies spend a lot of money to persuade celebrities to endorse their products because they are so gorgeous, nice, and trustworthy.

Why would one claim that if they haven't even used the product? For one reason, when their favorite celebrity recommends a product, people feel satisfied. Some consumers simply want to buy a product or use a service that has been endorsed by a celebrity. Today, most businesses believe and trust that if they use a celebrity to market their products, a well-known celebrity will be able to assist sell their products and services.

CELEBRITY REACH

Most of the number, celebrity branding or celebrity endorsements of a company's product work successfully since celebrities can reach a potential audience of individuals who could want to buy their consumers.

Reach refers to the number of people who have seen and heard the brand's message at least once (Belch & Belch, 2012). If a brand or organization decides to use celebrity branding to promote a product, it's likely that they want to reach as many people as possible, rather than just a few. This is known as frequency marketing. (Belch & Belch, 2012).

According to data from telegraph.co.uk, a celebrity's reach can be extremely beneficial. For example, the world's most popular Instagram celebrities can be followed there. Cristiano Ronaldo is followed by almost 192million followers on Instagram. Every time he posts something, all or nearly all of them see it. She is ranked second, with 164 million followers. Ariana Grande comes in third place with 116 million followers. This wouldbe a big thing if they posted a photo of the product on Instagram and encouraged their followers to buy it. Consider what it would be like if a celebrity posted an endorsement on all of their social media platforms (Facebook, Instagram, Twitter, Snapchat, etc.). Reach: An A-list celebrity has the ability to reach millions of people, which can be a great way to boost sales or at the very least bring a brand's name in front of more peoplethan it was previously.

BRAND IMAGE

The necessity of selecting a credible, trustworthy celebrity to endorse or promote a firm's product is emphasized, as is matching the beauty, strength, and similarity of the celebrity's public image with the overallcurrent or anticipated brand identity of the business.

Consider brand identity to be "the set of beliefs consumers hold about a brand" (Kotler). According to Keller and Aaker's 1992 research, a brand with a more positive brand image and mentality is more likely to make development in its primary market. This is based on their discoveries. In a 1992 article, Keller and Aaker statedthat "selecting a celebrity who would be a good fit for the brand's present or intended image and mentalities isvery vital to ensure that the celebrity branding will be a success."

BRAND ALLIANCE

The brand coalition is a business procedure that can include the purposeful procedure of partner at least two setup brand names in a particular endeavour to stand out from customers and therefore increment the odds of procuring extra deals for all the organizations in question.

BRAND RECOGNITION

Getting people to recognize your brand is a significant acknowledgment of superstar branding. Brand acknowledgment is a location where anyone may create a brand based on its strengths. Without a company name, a brand should be communicated to customers through visual symbols such as logos, trademarks, and colors. This is the finest technique to display a brand. Because it is red, people can recognize that Coke's logois red. In short-time wars, brand recognition is extremely viable. Companies will conduct research groups to look for outcomes in order to determine how well a brand is understood and how well it functions in various campaigns. If two companies create equivalent products of the same quality, the brand with the best name acknowledgment will always have a higher chance of making more money. According to (Investopedia) in 2016.

PepsiCo, which administers Beyonce's sponsorship, is a prime example of a firm that supports her. Beyonce wrote a deal

with PepsiCo worth approximately \$50 million in 2012. The agreement includes standard Pepsi print and TV ads in which Beyonce will appear, as well as an increasingly erratic "imaginative reserve" for any future ventures that Beyonce decides to take. (Sisario, 2012) (Casserly, 2012). Beyonce is one of the world's most famous women, and this is a powerful endorsement because not only does she have a large following, but the word "organization" makes it more trustworthy to buyers, who are more likely to believe that Beyonce is promoting the Pepsi product because she believes in the product and the company that manufactures it.

An example of special support is the growing number of Beats by Dre portable speakers that have appeared in popular and hip-hop music recordings (such music recordings include Lady Gaga, Miley Cyrus, Nick Minaj, and Britney Spears (Ortiz, 2014). The VIPs featured do not overtly mention the Beats item in their music recordings, but its presence among these superstars sends the message that it is a beautiful item linked with people of a high social class, particularly those who are pioneers in the music industry.

ADVANTAGES FOR SALES AND ADVERTISING

One of the advantages of big name branding is having an item that the endorser likes and uses and that fits into their way of life. Having some information about the item is also helpful. A little wiggle room would be allowed in advertising the item since the endorser would be more enthusiastic about the item and would talk about the item in a way that customers would be persuaded by (Halonen-Knight and Hurmerinta, 2010).

When well-known advocates promote an item or brand, they have a significant impact on sales because they can provide information that is focused on the item's benefits and key attributes in a consistent and fair manner. This has a significant financial impact on the organization. (Popescu, G.H, 2014).

There is some leeway in big name branding when using social media because it is a less expensive way to gather and spread information so that buyers become more aware of the item before purchasing it, and having great online customer reviews will help sales because of the great attention that both the brand and the celebrity promoting the item receive.

The best promotions are those that are bolstered by celebrity support. These big name supports bring about useful outcomes for the item or brand.

Big names in promoting make the ad increasingly observable to purchasers, they stand apart from the media mess and are along these lines a decent premise of catching and holding customer consideration (Muda et al., 2012). Studies have indicated that utilizing superstars in publicizing expands the message's influence which brings about buyers having a superior review and acknowledgment for the item or brand (Zhou and Whitla, 2013). Muda et al. (2014) express that having famous people in ads decidedly impacts advertisement adequacy measures (for example customer perspectives towards the brand, shopper mentalities towards the promotion, and buy aims).

Celebrities are supposed to have characteristics such as appeal, skill, dependability, and friendliness, which the promoter believes will be transferred to the brand or item, resulting in positive images of that brand or item, which is exactly what

they want to happen (Muda et al., 2012). Many people idolize celebrities and strive to live their lives in the same manner as they do through the clothes they wear and the items they purchase (Aureliano-Silva et al., 2015). Celebrities increase the value of a product to the buyer because of how they talk about it when they publicize it. (Muda et al., 2012; Aureliano-Silva et al., 2015)

DISADVANTAGES

There are risks involved in using celebrities to advertise your brand. Because celebrities are so well-known, the media is always utilizing on them (Jin and Phua, 2014).

The term "obscuring" refers to an advertisement in which a celebrity takes up more time or space than the item being marketed. This is terrible for the sponsor because the item isn't the major attraction for the shoppers, which harms the sponsor's business (Ilicic and Webster, 2014). It is critical for the ad to ensure that the item is the primary center of attention. (Keel and Natarajan, 2012)

Overexposure alludes to the negative impact that is a consequence of when a celebrity underwrites various results of a comparable sort at once (Muda et al., 2012). Consumers can turn out to be progressively incredulous of the celebrity's thought processes to support items and consequently may see the celebrity to be less trustworthy while embracing different items (Ilicic and Webster, 2011).

They don't always have long-term good benefits since promoters are concerned that the celebrity endorser may get into a fight and pass negative judgment on the product to customers (Zhou and Whitla, 2013). Celebrity embarrassments are typically caused by drink, drugs, sex, or other things that make them appear untrustworthy (Muda et al., 2012). These embarrassments can harm the brand's image because individuals who dislike the celebrity who is promoting the brand may have negative thoughts about the brand, resulting in lower sales of the brand's items (Zhou and Whitla, 2013). Tiger Woods' betrayal outrage in 2009 was one of the most well-publicized celebrity underwriting scandals in recent memory. Tiger Woods was a brand ambassador for Nike golf clothes and footwear at the time. Nike is estimated to have lost \$5–12 billion in sales as a result of this outrage. (Zhou and Whitla, 2013).

Buyers' perceptions of the celebrity's endorsement may change as a result of changes in the celebrity's picture (Muda et al., 2012). Changes in physical appearance, a change in marital status, or a reduction in proficient celebrity can all change a person's picture. This can cause the person supporting a product or brand to appear less like the person endorsing it. (Muda et al., 2012; Keel and Natarajan, 2012).

If celebrities get a terrible name or make a lot of pictures, it can influence people's perceptions of brands. Celebrities can attract an excessive amount of attention. Tiger Woods experienced this when he worked for so many different organizations that his credibility began to dwindle.

Celebrities begin to eclipse brands. Clients will begin to concentrate on the celebrity as opposed to the item.

BAD STRATEGY

There are numerous issues that firms that opt to use celebrity branding face. Many things can go wrong with celebrity

branding, such as the celebrity taking over the business or overexposure. Other variables could include a negative picture shift or public dissatisfaction. Because of their former image or a loss in popularity, the celebrity chosen by the firm to be the topic of their argument could harm the brand. If a company makes their new product or item look like a celebrity, some people may not buy it because it lacks dependability, attraction, or knowledge. This will reduce sales. Long-term clients can also be lost to organizations.

RISKS

When a celebrity promotes a brand, there are hazards, such as when there is a miscommunication between the customer and the way the item is shown. There are times when there is no relationship between the item and the celebrity, which can be advantageous or disadvantageous depending on the item's location and significance. When a corporation does not employ Celebrity Branding, it may be a smart idea to use a celebrity. Some people believe that corporations who utilize celebrity endorsers to sell an item should choose an endorser who has used and enjoys using the item in order to persuade consumers to buy it. So, morally, they are putting their trust in the brand and demonstrating how the item works to those who could buy it, making the commercial more credible. It's not like when a celebrity claims they'll support a brand because they're wealthy. The item and the celebrity have no connection. (Popescu, G.H, 2014).

Companies that utilize celebrity endorsers put their money at risk, even if they choose the right celebrity to speak for their brand and improve sales, or to help the company become more well-known on a bigger scale. Firms are also having difficulty trusting that their selected celebrity endorser will correctly represent their brand, because any minor or substantial error might cost the company money, especially when the celebrity's financial well-being can affect a large public. This could be due to a misunderstanding between the firm and the individual recommending the endorser or service. (Halonen-Knight and Hurmerinta, 2010).

Celebrity endorsement usually has an effect on customers' feelings and the way they think about the promotion and the brands, making them more likely to buy and aid the business (Bondrea and stefanescu-Mihăilă, 2004). This might benefit both the purchase goals and the business. As a result, a communication breakdown can ruin the agreement and make the brand look terrible. Companies can spend a lot of money to employ a celebrity to help them promote their brand, therefore they don't want to risk picking an unwanted result.

Although hiring a celebrity to endorse a company's image looks to be a viable and profitable technique of extending the development of the company's image - there is a substantial danger involved with utilizing this form of marketing tactic, which could have bad effects for the firm. Choosing this system could be advantageous or detrimental.

When watching the communication process, the sender, channel, and receiver are the three essential components of conveying information. The bustle that surrounds it must next be considered, since noise can sabotage the message delivered from the source to the receiver. According to (Burp, G. E., and Belch, M. A.)(2012). When selecting a celebrity to be the face of their brand, a corporation must exercise extreme caution. They must thoroughly examine the person's reputation and image to determine whether it matches and works well with their product and purpose.

If the company does not believe in this celebrity, it may have a bad impact on the brand's reputation, thus they must trust them to operate in a way that does not harm the brand's reputation.

In recent news, tennis star Maria Sharapova, who has been a role model and the most richly compensated female competitor since she was 17 ("Maria Sharapova: Is star's image hurt products? - CNN.com," 2016), was engaged in a scandal after failing a key medicines test. When word of the medication failure spread, Sharipova – which included some of the best and most well-known organizations like Nike, Poshe, and Evian – was quickly dropped by these organizations, as it was clear that this would be damaging to their notoriety and leave customers with an alternate and unfavorable perspective on their image. Even the most trustworthy and reputable celebrities have been known to make blunders, jeopardizing their brand image and notoriety.

In the long run, news of a celebrity's battles would be a source of excitement, and it would disrupt the message that a brand is attempting to pass. Customers will already have their own opinions and feelings about the celebrity after hearing the terrible news, which will legitimately impact how they think about the organization. This is known as "Source-related Thoughts," and it signifies that the source has a significant influence on the thoughts of the person who receives it. "If buyers find a specific representative unpleasant or deceptive, they are less likely to listen to what this source has to offer," it has been said. People who respond favorably to the source, on the other hand, write fantastic musings about the source. The paper was written by (Belch, G. E., and Belch, M. A.) (2012). This indicates that if an organization wanted to flaunt their image by utilizing a celebrity, they would need to ensure that their target market liked this person, even if they didn't like the brand of their product. People would not trust or like the business if you used a young, teenaged famous actor to back an anti-wrinkle cream opponent or a sexist politician who wanted to raise awareness about women because they don't like the celebrity representative who is utilizing about it, so there would be no point in it. Choose a celebrity in whom your target market is objective. This will pass the message to be carried on and propagated. The goal of market and publicizing your business is to attract people to notice it and acquire your products or services. The more people that are interested in the company, the more opportunities there are to speak with customers. There is a fact with celebrity marking since this individual already has a large number of people and supporters, thus consideration can be drawn without difficulty. As many people watch and evaluate whether or not a mistake is made, it's critical to analyze how the business will use this consideration to determine if it's good or detrimental to the brand. When you employ market detects/tactile marketing, you may

leverage this concept to engage with people in groups on a personal basis. Customers must use their well-considered consideration to get them passionate about a brand's items. The correct celebrity name can help, whether the brand is marketing for someone who enjoys sex or someone who is well-known for their philanthropic business. Even if it is evident that people dislike celebrities that exhibit negative characteristics, this might make people upset and turn them away from a brand. (Heath, R., Brandt, D., and Nairn, A. (2006).

If you apply the celebrity marketing strategy with buyers, it will either be a win or a loss. With the future being so uncertain, hiring a celebrity to help fund an item or business could be a tremendous assist or a huge disadvantage, but it's hard to anticipate which consequence the business will receive. By picking the apparently generally reliable and reasonable celebrity comparative with the business would be the most secure wagered to pick up progress and forestall notoriety harm. Organizations need to exceed the advantages and disadvantages and choose whether they are set up to face the challenge.

CELEBRITY BRANDING

Celebrity branding is used to improve the image of a brand. Celebrities can be employed to boost the brand's image. Because consumers recognize celebrities' positive attributes in the products, this makes a brand a way of life for individuals. CELEBRITY BRANDING can be used in a variety of ways, including paid and unpaid endorsements.

Celebrity branding can occur in a variety of ways, such as when a celebrity appears in advertisements for an item, service, or charitable cause, or when a celebrity attends public relations events, creates their own line of products or services, or uses her name as a brand. Clothing and perfume are the most common types of celebrity brand lines. If you're a model or a celebrity, you might know that at least one item or administration is named after you. As an example, the usage of a celebrity or a game specialist can have a significant impact on a brand. More Nike golf clothing and shoes were sold after Tiger Woods secured a sponsorship agreement with the firm.

Celebrities also do voiceovers for ads. Some celebrities have unique voices that are obvious even if their faces aren't visible on a screen, even if they don't look like that. This is becoming a more unpretentious way to add celebrity marketing to an item or service. Sean Connery's voiceover for Level 3 Communications is an example of this kind of publicizing.

Celebrity marketing is a worldwide phenomenon, with particular relevance in nations such as India, where celebrities are revered as quasi-divine creatures. In other words, there is a sure link between effective celebrity marketing and consumers who buy the brand's products. Sponsors have recently been trying to figure out how to measure and qualify how well they use celebrities in their marketing efforts by looking at how well people know them, how important they are to a brand's image, and how the celebrity's influence on buying behavior influences people's purchasing decisions.

However, in some cases, the celebrity did not give consent to be associated with the brand, and the brand was wrongly associated with the celebrity rather than the celebrity. Taco Bell used 50 Cent's name and trademark in their "Why Pay More?" campaign on July 23, 2008, to advertise their low-cost meals. Because 50 Cent was unaware of this assistance, he sought legal alternatives. He is suing Taco Bell for \$4 million. He won in court.

UNPAID ENDORSEMENT

When a celebrity wears or utilizes anything created by a certain brand because they like it, this is referred to as "clandestine support" or "unpaid underwriting." Celebrities can be given free samples of an item in item to provide their opinion on it. They can also provide feedback through social media. Many cosmetic companies do this to encourage YouTube commenters to review their items in exchange for free publicity. A celebrity may be provided a product by a brand to use or wear in public where there will be the most attention, such as at an event. The celebrity might express their support for the brand by publishing a picture on their social media profiles. This is based on "gifting," and they can use it to demonstrate their appreciation to their fans and following. There are consequences when a brand presents a gift to a celebrity without compensating them for their time. Because there is nothing in place to safeguard them from what happens during an unpaid endorsement, the brand will be held liable for a large sum of money if something goes wrong. Celebrities are observed wearing or using the item simply because they enjoy it. Wearing the item in public or photographing themselves wearing it could be done through web-based media. This is a free technique for the brand to gain notice. The difficulty with this is that the brand has no control over the message or image that the celebrity associated with the brand conveys.

EFFECTIVENESS

A brand's celebrity endorser must be carefully chosen, taking into account criteria such as who best suits the brand's image and what type of message the brand wants to convey to the public.

Because the celebrity's image enhances the advertising's efficacy, it's also important for the celebrity endorser to be attractive, stable, and trustworthy.

A report by Brand Affinity Technologies (BAT), a celebrity showcasing organization, talks about the viability of celebrity support in online networking promoting. In 2011, BAT compared 200 online life support advertisements that did not include any celebrities against 200 similar advertisements that did not include any celebrities. The data showed that the cost-per-action for embraced messages was half that of non-celebrity commercials, and the click rates for embraced messages were 17 to 21 times greater than for non-celebrity ads.

MATCH UP HYPOTHESIS

Most people believe that in order to produce an effective advertisement, the picture of the object or brand that the celebrity likes should line up with his or her own picture. It only makes appropriate to employ the coordinate speculation if the promoted item or brand is associated with something that makes people look better. It is not only vital that the pictures of the item and the celebrity match, but it is also important that the two pictures match on an appealing basis.

Again, the All Blacks' partnership with Adidas is an excellent example of how to do this. Every time the All Blacks appear on television or in other media, it is evident that they are wearing Adidas shoes and clothing. Adidas profits from their connection with the All Blacks since the All Blacks are well-known and only use the best equipment. The All Blacks are constantly discussed in all forms of media. All Blacks fans want to be a part of the team's notoriety and success, which is why Adidas is their primary support.

Customers detect individual, social, and social significance in these icons more quickly and easily when they decode social codes given in celebrity photos than they would on their own. In this sense, technological advancements have made it easier for people to identify and support celebrities. This is why communication promotion is getting increasingly popular. Celebrities are increasingly being employed by big brands to help them differentiate their image and obtain greater power through the media (Ilicic and M. Webster, 2015). If two brands produce the same or similar celebrity, the more well-known and established brand is almost guaranteed to be more effective at generating sales and garnering attention. (Ambroise, Pantin-Sohler, Valette

– Florence and Albert, 2014). Huge organizations, for example, Adidas and Nike utilize prominent celebrities to engage the enthusiastic side of the normal shopper. Celebrities give substantially more than diversion. They impact purchasers' observations, practices, qualities and choices (Choi and Rifon, 2012).

CELEBRITY ENTREPRENEURIAL BRANDING

When a celebrity joins forces with a firm to be a financial partner or to be in charge of a new product, this is referred to as celebrity innovative branding (Muda et al., 2014). You can incorporate a celebrity in the offering of a product. There are three types: mono-marking, co-marking, and non-celebrity-marked items that are not marked by a celebrity (Keel and Natarajan, 2012). The most well-known types of scents are those found in clothing and products (Patra and Datta, 2010).

MONO BRANDING

When an item simply has the name of a Celebrity on it, and the person who manufactured it does not legally link itself to the item, this is known as mono-marking (Keel and Natarajan, 2012). Mono-marking is said to be utilized to gain more clients or to grow brands. Elizabeth Arden and Britney Spears collaborated to create the Britney Spears scent collection, which they both created (Keel and Natarajan, 2012).

CO-BRANDED CELEBRITY PRODUCTS

The phrase "co-marked celebrity things" refers to a strategic collaboration of two brands to design, create, and sell a product, with all gatherings bearing their name (Keel and Natarajan, 2012). According to Oeppen and Jamal (2014), there are three types of co-marking: reach/mindfulness co-marking, esteem support co-marking, and worth mindfulness co-marking. Reach/mindfulness is the most fundamental level of co-branding, with the purpose of raising brand mindfulness (Oeppen, and Jamal, 2014). The following stage is esteem underwriting co-marking, which tries to influence customers' perceptions of one or both of the brand's characteristics (Oeppen, and Jamal, 2014[70]). Last but not least, co-marking needs to be addressed. This level of co-branding seeks to boost value production by utilizing the result of a market-leading brand "as a segment of another brand" (Oeppen, and Jamal, 2014). Co-branded celebrity items are regularly utilized to improve brand mindfulness, client base, and the worth of both brands involved (Keel and Natarajan, 2012). Taylor Swift's partnership with Keds footwear, which released the Taylor Swift for Keds Collection in 2012, is an example of a co-branded celebrity item (Kreller and Sabatelle, 2013).

NON-CELEBRITY - BRANDED PRODUCTS

These are items that are not labelled with the producer's or celebrity's name (Keel and Nataraajan, 2012). According to Bottom and Nataraajan (2012), this strategy is employed when the underwriting celebrity has a "limited crowd," isn't well-known among the broader public, or the celebrity-item relationship isn't the ideal fit. If the item or brand is not legally tied to the celebrity, this could increase its popularity or success. Celebrities who open cafés abound in the culinary industry, such as Arnold Schwarzenegger, who opened Schatzi, an Austrian restaurant. Lindsay Lohan's clothing line 6126 is a fantastic interpretation of this in a business that anyone can choose to undertake (Keel and Nataraajan, 2012).

FENTY PUMA BY RIHANNA

Rihanna, the Grammy-winning brand, became the face of PUMA and the creative head of the sportswear brand during the Grammys in December of last year. She is currently in charge of the brand's women's line, which recalls how they collaborated to create garments, shoes, and other items. Rihanna's first pair of PUMA sneakers, the Creeper, were introduced in 2015 as part of a collaboration with the brand. The shoes were completely sold out in three hours. Following her triumph, Rihanna and PUMA collaborated to create her first design line, FENTY PUMA by Rihanna. This was her given name. On the outside, each season of the collection has exhibited a distinct idea. In comparison to the first season, the 2017 spring/summer assortment was much more French-themed. "If Marie Antoinette wanted something to wear to the gym," Rihanna explained. The 2018 pre-winter/winter drop features a lot of things that are affected by various groups of high school students in terms of assortment. The clothing featured characteristics such as overdone square letters and preppy outlines, which were all planned with the singer's assistance. Vogue interviewed Rihanna and asked her what she felt of "At school, I haven't been able to do any makeovers. I had to wear a school uniform the majority of the time. When I needed this assortment, I was able to have a lot of fun, play, and make things." Rihanna's most recent PUMA collection debuted on March 15, 2018, and it combined racing culture with beach and pool wear. Rihanna struggled to make this assortment, but she "truly needed to make something that was entirely unique" to anything she'd done with PUMA previously. Rihanna's line presentation was not only lauded by commentators and design bloggers, but it was also a big success for the firm. It has improved the appearance of PUMA's website since they collaborated with the artist. In 2016, Rihanna's velvet Creepers won the Shoe of the Year Award.

GUESS x A\$AP ROCKY

When GUESS teamed with rapper A\$AP Rocky in 2016, they created a capsule assortment that included apparel and accessories for both of them. GUESS, based in Los Angeles, collaborated with A\$AP Rocky since he is a well-known rapper who is also known for his style and return to the fashion industry. They released a hip-hop assortment from the 1990s with a current turn. Alluding to the underlying idea of the coordinated effort, Rocky stated, "It was only about doing the subject of return and bringing back Guess and simply indicating its significance in hip bounce. We should be genuine, Guess was the s**t for hip jump. "Those who adore GUESS's triangle logo, vivid stripes, and faded denim coats will fall in love with this new clothing line. On the back, there is an updated variant of the GUESS logo. In most of the pieces in this collection, "speculation" is replaced by weaved dollar signs. This is to display the rapper's honour badge, which he wears. "I just wanted to bring back that sense for our age line," Rocky explained.

FRED PERRY x AMY WINEHOUSE FOUNDATION

Fred Perry is a British clothing brand founded by three-time Wimbledon winner Fred Perry in 1952. The company creates clothing for both men and ladies. The brand is noted for its high-end but casual clothing, cashmere polos, sports-themed clothing, and mod culture. In 2010, he collaborated with an Amy Winehouse-inspired collection with the late British singer. Winehouse, who died in 2011, created all of the designs. Because they "knew she was a true fan of the brand" and "Amy has a distinct sense of style that echoes the brand's own documented reference points," according to Richard Martin, the brand's former VP of marketing." which highlighted pieces like an argyle long line sweater that she was frequently observed wearing in people in general, just as during her account meeting with Tony Bennett. After Amy Winehouse died on July 23, 2011, Fred Perry in the end got consent from her family to keep on discharging the remainder of the assortment throughout the following couple of years. Mitch Winehouse, the artist's dad stated, "When Fred Perry came to us to ask what we might want to do with the new assortment, it was normal to proceed. Amy adored taking a shot at the two assortments and would need them to be made accessible. "For the time being, the singer's assortment with Fred Perry can still be purchased online. Some of the new pieces were not created by the singer herself. Rather, her tattoo artist, Henry Hate, and the Fred Perry crew have collaborated to keep experimenting with the assortment. Following that, all proceeds from their Fall 2011 and Spring 2012 collections were donated to the Amy Winehouse Foundation, which assists new individuals who have lost their pieces. The Amy Winehouse Foundation was established by the artist's family following her death. It aims to reduce the detrimental impact of drugs and alcohol on young youngsters.

Chapter- 2 LITERATURE REVIEW

1. ARTICLE PUBLISHED AT DUFFANDPHELPS.IN on WED, 24 JUL 2019

In India, about half of advertisements way celebrities, but just roughly 20% of advertisements in the United States feature celebrities. This demonstrates that celebrity endorsement is an important aspect of Indian advertising. With the rise of computerized satellite TV and the acceptance of online networking as a way of advertising, the Indian endorsement space has expanded significantly in the decade that began in 2010.

According to industry sources, the number of celebrity-driven endorsements has expanded by 10% over the last decade, from 650 commercials in 2007 to 1660 advertising in 2017. At this time, Hollywood stars account for 76 percent of the endorsement business, while sports stars account for only 12 percent. Celebrity-driven clashes were largely over individual cleanliness and the food and beverage industry, accounting for 33% of the fights. Female endorsers predominate in the individual, jewellery, and financial areas. Male endorsers also predominate in the web business, car, land, and cell phone categories.

Celebrity endorsement commercials are evolving from basic endorsement deals to meaningful connections through innovative structures like as value deals, sovereignty game plans, joint ventures, and strategic marketing alliances. In the past, endorsement contracts were structured in two ways. The first has a fixed cost and requires a long-term commitment, whereas the second requires only a one-time commitment. In the former model, celebrities sign a contract for a specific period of term (typically a couple of years) for a defined amount of money that is fixed up during the pre- and post-endorsement cycle. When celebrities sign a commitment like this one, they are referred to as "brand diplomats." The final type of commitment, which is less well-known, has a celebrity making a one-time appearance for a certain occasion or cause. This could be a single ad, a photoshoot, or perhaps a segment of a larger occasion. Flipkart used this type of commitment to help get people excited about the bargain when it utilized together a beautiful line-up for its annual Big Billion Day sale last October.

2. ARTICLE PUBLISHED BY RITWIK GUPTA AT READYTOMELT.COM on Jan 12, 2018

Ritwika Gupta discusses GroupM's 2017 showbiz marketing report and how social media is changing the way celebrities deal with aspects. She also talks how these partnerships are evolving. Ritwika Gupta discusses GroupM's 2017 showbiz marketing report and how social media is changing the way celebrities deal with aspects. She also talks how these partnerships are evolving.

The Indian celebrity endorser sector has expanded gradually from 665 celebrity commitments in 2007 to 1660 in 2017, according to GroupM's 2017 Showbiz Showcase report. In this time of digital disruption, it is getting increasingly challenging for brands to catch people's time and attention, and advertisers believe that brand ministers provide a higher level of consumer assessment, according to the report. This is based on straightforward reasoning. Film stars, cricketers, and politicians are all well-known in India. People adore them, so when they appear in a new product campaign, it catches everyone's attention. Among the celebrities who currently work with businesses are Shah Rukh Khan, Amitabh Bachchan,

Deepika Padukone, and Virat Kohli. The majority of celebrities in India are well-known. The first stage in the formation of any brand is determining how to communicate and engage with the audience. Celebrities are the ones who publically represent that voice. The main draw is no longer film stars. While Hollywood stars continue to receive the largest endorsement deals, web stars and stars are also gaining a piece of the celebrity endorsement pie.



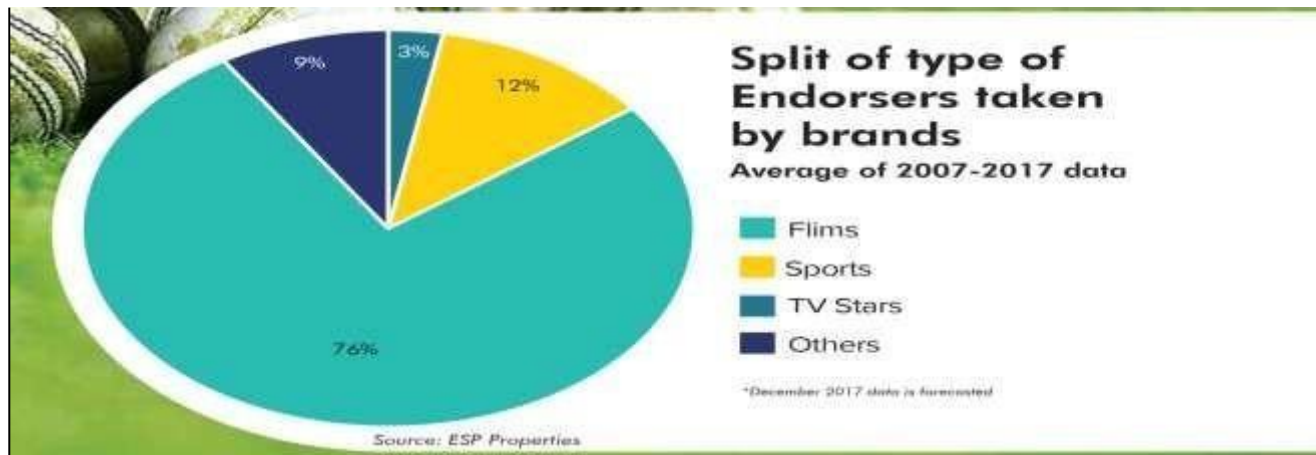
**TELL US - LEELA CHITNIS—
WHAT IS YOUR BEAUTY SECRET ?**

" MY BEAUTY SECRET IS A VERY SIMPLE ONE. I RELY ON THE GENTLE CLEANSING OF LOVELY LUX TOILET SOAP. THIS MILD SOAP KEEPS MY SKIN BEAUTIFULLY SOFT AND SMOOTH, AND ITS PERFUME IS SO REFRESHING AND ATTRACTIVE."

LUX TOILET SOAP
THE BEAUTY SOAP OF THE FILM STARS

Give your skin the regular gentle care of Lux Toilet Soap. Every day, bathe your hands, your face in its rich, active lather and soon your skin will be soft, smooth, attractive.

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Online networking has certainly changed the game and given the individual who is an influencer an advantage. Today, there are many people who label themselves celebrities because they have earned a name for themselves on websites and other electronic platforms such as YouTube, Instagram, Twitter, and Facebook. According to the report, they are as follows. They are powerful individuals who are used by brands to generate a lot of noise about topics such as design, food, wellness, beauty, music, and so on. Influencers promote brands in ways that superstars do not. The influencer is regarded as the creator of the brand's message. Consider Lily Singh, who was picked by Pantene as this year's brand ambassador. Lily is a viral internet sensation, with her hilarious videos having been viewed over a billion times. Obviously, she has an enormous fan base and is fit for creating commendable discussions. As a result, Indian sportspersons are getting well-known with companies. Over the last decade, Indian sports stars have developed stronger relationships with brands, services, and enterprises, according to the survey. Ventures, product structures, and legal agreements have all contributed to the development of this relationship. Vijender Singh, Sakshi Malik, PV Sindhu, Sania Mirza, and Sakshi Malik are just a few examples of non-cricket athletes that have emerged in the last decade. They are more popular in categories where new faces are needed.

As a result, brands have discovered an entirely new approach to communicate their message. Bollywood celebrities' interest in social media has grown, and this has helped them become more excited about it. According to a report, this is how Indian film celebrities spend their online life. Almost one out of every ten of these activities is designed to promote a brand. According to the report, an online sentiment survey or a YouTube audit has been more important to brands since 2007. This is because they wish to demonstrate their credibility to others. Brands should also look at a celebrity's Twitter or Facebook fan page to determine how well they work. With even the second and third crosspiece on-screen characters directing a large number of adherents on stages, for example, Instagram, promoters and brand chiefs

perceive the significance of utilizing their online nearness to draw in an ever increasing number of buyers.

3. ARTICLE PUBLISHED BY MARTINROLL.COM on FEB,2018

Nike is one of the world's most well-known brands. Because of how significant its image is to individuals, it was ranked 16th on Forbes' list of The World's Most Valuable Brands in 2017. It was estimated to be worth \$29.6 billion. Despite market changes, Nike has remained at the top of its field. Adidas and Reebok, for example, are merging.

Nike is also well-known for another reason: how frequently celebrities are employed to advertise the brand. It's true that Nike and Michael Jordan told one of the most successful brand-to-celebrity collaborations in history. Nike and Jordan's relationship was so successful that they created a new brand of game shoes called the Air Jordan line.

If you're a gamer, Nike did the same thing when it partnered with Tiger Woods to join the golf industry with clothing, hardware, and other accessories. Nike had never previously collaborated with the golf industry. Furthermore, because golf is a high-class sport, it was viewed that a brand like Nike would not work. This would have been true if Nike had chosen the traditional way of hitting the fairway field to develop its value. Nonetheless, Nike partnered with the world's top golfer to make him the face of their brand. Nike has become well-known for their achievements in golf.

This channel currently being utilized by numerous brands far and wide brings up some vital issues about ways brands are fabricated and furthermore about the effect such joint efforts have on marketing:

- 1 Is partner with a main celebrity the least demanding approach to construct a brand?
- 2 Should celebrity endorsement be the chief channel of brand interchanges?
- 3 By what method can brands settle on potential brand endorsers?
- 4 What are the focal points and burdens of such endorsements?
- 5 Is celebrity endorsement constantly useful to the brand?
- 6 In what capacity can a celebrity upgrade a brand picture?

Answers to these and numerous other related inquiries structure the substance of this article.

Celebrity Endorsements – A short presentation

Endorsement is a sort of brand communication in which a celebrity acts as the brand's representative, ensuring the brand's case and position by boosting the brand's character, popularity, public status, or industry skill. Celebrity endorsement has long been thought to provide a unique separation in a market with a high growth of local, territorial, and global businesses.

There have been many optimistic Asian firms who have joined the celebrity endorsement craze throughout the years, but it is not a passing fad. Despite the fact that endorsements have become somewhat of an industry, none are as potent as Nike's. This could happen for a variety of reasons. This issue is being taken in the following area.

Basics of celebrity endorsements

While it may appear that Nike is incredibly profitable as a result of Tiger Woods' relationship with the brand, this is not the way! Nike has had a solid brand character and a good brand character for many years. This is due to the fact that Nike is a brand. Nike used celebrity endorsements as one of the primary methods for getting its name out to a group of people who were particularly interested in its products. It was part of a larger process that Nike has been repeating again and over. One of those components was Nike's relationship with Tiger Woods. As a result, most Asian firms that have employed celebrity endorsements have done so as their primary way of brand building. Before any brand hires a celebrity, they should consider three major factors.

Appeal of the celebrity: According to this standard, a good-looking endorser will help the endorsement. In terms of physical appearance, academic abilities, athletic ability, and way of life, the person endorsing should be appealing to those who are interested in what they are supporting. It has been demonstrated that an endorser who resembles the person seen above has a superior possibility of upgrading the brand that he or she promotes more prominently. **Validity of the celebrity:** This rule suggests that for any brand-celebrity relationship to be successful, the celebrity's individual believability is essential. In this context, validity is characterized by the celebrity's apparent expertise and dependability. Because celebrity endorsements function as an outer sign, helping customers to navigate through a sea of rival businesses, the celebrity's believability has a big impact on brand acceptability. Nike, for example, discontinued their support of Oscar Pistorius in 2013 after his veracity was called into question following his arrest for premeditated homicide.

Celebrities and brands are inextricably linked, therefore you must navigate between them. If you want your brand and celebrity to function together, they must have a lot in common in terms of character, character, market positioning in relation to competitors, and lifestyle. These are some of the elements that must be the same when a brand hires a celebrity in order for the brand to get the most out of the collaboration.

Despite the fact that these three crucial standards must be followed by businesses, finding celebrities that meet all three of them may be difficult. Businesses might highlight one item over another based on the brand's concept and the type of

product being used.

Celebrity endorsements – Do's and Don'ts

All brands must know about a portion of the significant parts of celebrity marketing as talked about underneath: **“Consistency and long haul duty:** Organizations should aim to keep the endorser and the brand solid in order to set a consistent character and personality. Organizations should see celebrity endorsements as long-term decisions that might have a vital impact on the brand”.

“Three requirements to choosing celebrities: Before recruiting celebrities to support their companies, organizations must ensure that they meet three crucial criteria. The endorser should be appealing, have a positive picture, and be perceived as possessing relevant information (in spite of the fact that it may be hard for a celebrity to meet each of the three requirements)”.

Celebrity–brand coordinate: “Organizations should assure, in accordance with the previously talked standards, a match between the brand being supported and the endorser, so that the endorsements can firmly impact the manners of thinking of customers and produce a positive impression of the brand”.

Steady checking: To avoid negative publicity, companies should keep a watch on the endorser's behavior, direct and open picture at all times. One of the best occasions to achieve this is to guarantee that celebrity endorsement contracts are appropriately created, remembering any negative incidents into account.

“Choosing novel endorsers: Companies should aim to bring on celebrities who do not finance rival products or products that are extremely distinct from their own. This allows the endorser and the brand to have a distinct personality and character, which benefits both”.

Timing: Because celebrities are expensive, firms should be on the lookout for new stars who show promise and potential and sign them on early if feasible to ensure that they will be a good match.

Brand over endorser: When celebrities are utilized to promote brands, one outcome is that the celebrity will take over the brand. Organizations should avoid this by planning ahead of time to announce securities and other exchanges.

Celebrity endorsement is only a channel: Companies must recognize that having a celebrity endorse a product is not an end goal in and of itself, but rather one component of a bigger sponsorship advertising mix.

Celebrity ROI: It makes no difference how difficult it is to determine the benefits of celebrity endorsements on the brands of businesses. Companies should have a framework in place that incorporates both quantitative and subjective measures to determine how much celebrity endorsements benefit their brands.

Trademark and legitimate agreements: People who work for firms should ensure that the celebrities they recruit are on the right legal terms so that they do not endorse competing products in the same product category, causing buyers to

have confused sentiments about the products.

These rules are planned to give organizations a helpful system that they can utilize while settling on the celebrities to underwrite their image.

End

The most significant thing for organizations to realize is that celebrity endorsements cannot supplant a great brand. Organizations must be even more attentive to use every available channel to spread their message rather than simply marking a celebrity to do so. When all of the preceding steps in the branding process have been completed, channels such as celebrity endorsements, for example, can take the lead, as they have for Nike and many other corporations.

4. ARTICLE PUBLISHED BY RATNA BHUSHAN At ET BUREAU on OCT 21, 2016

NEW DELHI: On Wednesday night, updates on Coca-Cola not recharging its image endorsement contract with Bollywood on-screen character Salman Khan became a web sensation and activated hostility via web-based networking media.

Trolls, on the other hand, failed to note that the end of the Coke-Khan partnership was only one example of a company taking a wise economic move. Celebrities and brand ministers aren't worth the exorbitant fees they command right now. Salman Khan, Coke's most expensive celebrity, was discovered to have charged Rs 18 crore for a two-year deal to support Thums Up, which could be extended for another two years. Aamir Khan is rumored to charge brands between Rs 8 and 10 million a year for his services.

After 11 years of collaboration, Pepsi discontinued its association with India's one-day cricket captain MS Dhoni at the start of this year. Snapdeal's contract with Bollywood actor Aamir Khan was canceled in February of this year. Amazon, Flipkart, and Snapdeal are the top three spenders in India right now when it comes to advertising. They don't have any prominent celebrity endorsers, however.

Parting Ways With Celebs

Oct 2016

Coca-Cola drops Salman Khan, ending 4-year deal with the actor

Controversies around Khan

- Support to Pak artistes
- Rape remark during a film's promotion
- Mumbai hit-and-run, blackbuck court cases



Feb 2016

Snapdeal drops Aamir Khan, terminating one-year deal



Jan 2016

- Incredible India drops Aamir, scraps 7-year deal
- Aamir had talked about rising intolerance



Aug 2016

- PepsiCo drops MS Dhoni
- Stays with the younger, socially active **Virat Kohli & Ranbir Kapoor**
- Chooses 'sources of authority' like chef Vikas Khanna for Quaker

Apr 2016

- **Dhoni** quits as face of Amrapali group
- Hundreds of irate home buyers had tagged him on Twitter asking him to 'disassociate' from the realty company



None of the three big spenders on ads – Amazon, Flipkart and Snapdeal – has roped in celebs

Brand specialists, who are industry insiders, state there's an unmistakable example here, and two primary reasons.

To start with, celebrity grasp of online networking has disintegrated the eliteness factor. On the off chance that celebrities are hyper-dynamic on Twitter and Facebook and different stages, the mass commitment causes them to show up increasingly open. The persona factor endures a shot.

As PepsiCo Chairman D Shiva kumar stated: "Stars are uncovered via web-based networking media and individuals tail them constantly. So the curiosity of being near, knowing insights concerning them or seeing them has disappeared. So we are likewise moving to wellsprings of power."

Second, the nature of web based life and celebrity grasp of it guarantee that the likelihood of a contention that a brand would ill be able to bear the cost of is a lot higher than at any other time. "Right now 24x7 investigation of who is stating what, brands should be mindful of celebrity endorsements. People who are offended by what a celebrity says or does might sway the brand." He stated CVL Srinivas, GroupM South Asia's CEO, stated this. GroupM is India's

largest media buying company. Experts from all over the world support these concepts. "Kwan has a lot of influence," said Anirban Blah, the organizer of the board firm Kwan, which works with Bollywood stars Ranbir Kapoor and Deepika Padukone "Celebrities must be much more cautious about what they say and do because everyone can see them thanks to cell phones and the internet.

Shailendra Singh, originator of Percept, a publicizing and advertising organization, brought up that "the moment celebrities miss the mark concerning the parameter of rate of profitability, brands will dump them"

PUNTS NOT PAYING OFF

According to industry experts, huge corporations are interested in hiring big personalities, but recent experiences have demonstrated that these wagers don't always pay off. Bollywood actor Shah Rukh Khan is endorsing Dependence's Jio telecom brand. This is the only major celebrity endorsement in recent months.

People familiar with the events that led to Coca-Cola's decision to discontinue its relationship with Salman Khan told ET that the business considered utilizing Khan in some markets and paying him less to endorse the brand. That settled the question when he continued returning to his web-based life and media disputes.

Coca-Cola had said Khan's appearance in a TV program supported by an opponent brand was the explanation the agreement was not recharged.

Salman Khan has been the point of an internet/media storm about the utilization of Pakistani on-screen personas in Indian flicks, as well as in the past for utilizing his fatigue after a film shoot to the experience of a woman being assaulted. He is also a lawyer who has been involved in several legal matters. Aamir Khan argued that India was becoming "narrow-minded" in the wake of unruly political discussions about meat intake.

5. THIS ARTICLE WAS PUBLISHED AT FINANCIAL EXPRESS on April 5, 2019 THE

COUPLE ACT: DO CELEBRITY COUPLES ADD VALUE TO A BRAND?

According to an ESP Properties survey, celebrity-driven sponsorships have increased from 650 per year in 2007 to 1,660 per year in 2017, a previous shift. Kantar Millward Brown discovered in 2018 that celebrities appeared in 23% of all advertisements in India. Celebrity pairings enable marketers to connect with twice as many people by putting them in touch with twice as many celebrities.

Having genuine celebrity couples, for example, Saif Ali Khan-Kareena Kapoor Khan and Virat Kohli-Anushka Sharma, carries a hair-raising point to an in any case cliché publicizing story. Garima Khandelwal, CCO, Mullen Lintas, says, "Having celebrities play themselves in promotions gives more squeeze to the story; since today, like never before, there is an ache to think about their lives."

For certain brands, it addresses a bigger segment, especially families. Take Lloyd, for instance. The shopper durables organization has roped in on-screen character couple Deepika Padukone and Ranveer Singh as brandministers. Amit Tiwari, VP-Marketing, Havells says that with the slogan Khayal Rakhenge, Khush Rakhenge, Lloyd would like to speak to "the male crowd, yet in addition ladies who are progressively turning out to be chiefs in the purchaser durables classification".

Be that as it may, is the negligible nearness of the celebrity couple enough? Stale stories

Brands that enlist celeb couples need to navigate the precarious situation among style and substance. While utilizing them expands buzz around the brand, the bigger concern is "whether the couple is utilized just for their marvelousness remainder," says Ronita Mitra, organizer and boss strategist,

Brand Eagle.

As a rule, celebrity sets are thrown in conventional stories — the mate thinking about the other in a run of the mill family unit setting. A vapid storyline that doesn't take advantage of the personas of the celebs, says Priti Nair, executive, Curry Nation, can be viably imparted by a couple of models. "Brands need to possess the celebrities in their promotions, such as Ching's does with Ranveer."

Nair refers to the Tanishq promotion including Amitabh-Jaya Bachchan having a tiff as a fine case of depicting the celebrities in a 'consistent with life' style. "Conversely, the Aishwarya- Abhishek Bachchan advertisement for Prestige pressure cookers could have highlighted any couple," she says.

To Saurabh Uboweja, CEO, Brands of Desire, promotions highlighting celebrity couples need imagination. "Utilizing star power is a sluggish way out for brands," he calls attention to.

Cash very much spent?

According to industry estimates, a few of A-list celebrities endorsing a product might cost between '8-12 crore each day. This may be less expensive for marketers than hiring two separate celebrities. The only thing that matters is that these arrangements are frequently battled over by the celebrity couple's separate managers.

In a situation where media cost is heightening, having a celebrity couple on board could help increment review, while keeping the media recurrence low. "All things considered, the cash is originating from a similar spending plan; the brand is exchanging media cost for the endorsement cost," Nair watches.



6. ARTICLE PUBLISHED BY Margeaux Sippell ON VARIETY.COM In the realm of celebrity endorsements, age isn't only a number.

According to new rankings of TV and film stars from Spotted, an information and research supplier that specializes on the celebrity endorsement market, people in their teens and early twenties don't have the same trust in their elder relationships as they do in their younger ones. We identified brand-connected artists and graded them from best to worst based on how well their battles went. They discovered that the best were on average 40 years old, while the worst were on average 28 years old.

Crusades including non-on-screen characters, (for example, Colin Kaepernick for Nike) are not spoken to on the rundown. Kendall Jenner was on the review — yet not with standing open clamor because of her questionable Pepsi promotion a year ago, customer assessment of her was not low enough to land her on the loafers list.

One explanation more established entertainers are reverberating more grounded, as indicated by Spotted CEO and fellow benefactor Janet Comenos, is the sheer volume of their work gives them more prominent presentation to various subsets of purchasers. "In the event that you've just been well known a couple of years and featured in a couple of movies, the sorts of purchasers you've been presented to are littler than if you've featured in 50 movies and individuals have been able to know you after some time," she says.

Notwithstanding, there are special cases to the standard.

Jennifer Lawrence, for instance, is an anomaly — in spite of being only 28, her crusade with Dior scored well in shopper trust and realness. Comenos says she has her great notoriety to thank. "She doesn't present significant hazard to the brand and has high reverberation with Dior's clients."

"A lot of strange stuff" fly by. When it comes to her image pairs, Millie Bobby Brown didn't obtain particularly high scores for trustworthiness. It's possible that pairing a 14-year-old English on-screen character with the worldwide innovation company Cisco was not the ideal choice. Similarly, Lady Gaga, a cutting-edge pop artist, like Bud Light, a popular drink among college students nearby. The fact that Brown and Gaga are considered two of the most famous celebrities of 2018 is unimportant because their personalities do not align with these companies.

"It's irrational as it were, however advertisers need to quit settling on choices dependent on what every one of their rivals and different brands are doing," Comenos says. "The better way to deal with take is to line up with somebody who genuinely exemplifies all the characteristics of your image, somebody who is engaging your objective customers and not polarizing to your current buyers, and somebody who they trust. Be that as it may, these things are regularly not thought of."

Occupied Philipps, then again, was among the slow pokes at No. 11 on the most exceedingly awful rundown. As indicated by Comenos, there are two variables to consider: not just has Philipps gone a smidgen over the edge with the recurrence of her endorsements, however shoppers likewise see an absence of shared qualities among Philipps and the brands she speaks to.

Philipps is known for her prosperity with supported promotions on Instagram, and as of late confessed to having gotten more cash-flow from brand associations than from her acting vocation a year ago.

It might appear to be astounding that such dispassionately agreeable stars have such low shopper trust, yet Comenos says something else.

"By and large, individuals think, 'ugh, that individual's slapping their name on such huge numbers of various brands on the double,'" Comenos says. "Individuals imagine that she's a tad of an endorsement sellout due to the amount of work she does."

Underneath, a glance at the best and most exceedingly terrible entertainer lead brand endorsements of the year:

BEST

1. Dwayne "The Rock" Johnson for Under Armor
2. Imprint Wahlberg for AT&T

3. Kristen Bell for Old Navy
4. Reese Witherspoon for Crate and Barrel
5. Drew Barrymore for Crocs
6. Chris Hemsworth for Hugo Boss
7. Justin Timberlake for Bai
8. Gabrielle Union for New York and Company
9. Zoe Saldana for Campari
10. Lady Gadot for Reebok”

Most exceedingly awful

1. Bella Thorne for BUXOM Cosmetics
2. Shay Mitchell for Toyota
3. AnselElgort for Ralph Lauren
4. John Cena for Hefty
5. Millie Bobby Brown for Cisco
6. Chloe Grace Moretz for Jimmy Choo
7. Lucy Hale for Degree
8. Cara Delevinge for Burberry
9. Priyanka Chopra for JBL
10. Zac Efron for Columbia



Chapter- 3 RESEARCH OBJECTIVES

OBJECTIVES

- ☐ “Investigating the influence of Celebrity Endorsement on Consumer Brand Equity”.
- ☐ “To understand the importance of celebrity endorsement on creating awareness of the product”.
- ☐ “To understand the impact of celebrity endorsement on developing consumer purchases intention”.
- ☐ “The impact of celebrity endorsement on changing intention of consumers’ perception ”.

Chapter- 4

RESEARCH DESIGN AND

METHODOLOGY

RESEARCH METHODOLOGY

The term "research methodology" refers to the process of conducting research. There are numerous research methodologies, and the term is commonly used to refer to research design, data collection, and data analysis, but there are numerous ways to do it. In the same study, qualitative and quantitative research methodologies might be used.

A research methodology outlines why the research is being conducted, how it is conducted, how progress is measured, and what defines success in terms of the study's objectives.

Marketing research is the systematic collection, recording, and analysis of data about problems related to the marketing of goods and services across time.

The primary purpose of marketing research is to provide knowledge that will assist managers in identifying opportunities and making the best decisions when confronted with these types of situations.

RESEARCH DESIGN

This is the type of design to use when you need to be more precise with your research or come up with a working hypothesis from an operational aspect. In this circumstance, the researcher is only interested in discussing the situation or subject under investigation. It is very adjustable, which is crucial since the research problem, which was initially wide, becomes increasingly focused in exploratory studies, which may necessitate adjustments in research methodologies for acquiring relevant data.

The characteristic features of research are as follows:-

- “Flexible design
- Non-probability sampling design
- No pre planned design for analysis
- Unstructured instruments for collection of data
- No fixed decisions about the operational procedures”

- A. **Data collection method:** The data collection was done by circulation of the survey/questionnaire form over the social media, to some personalized contacts.

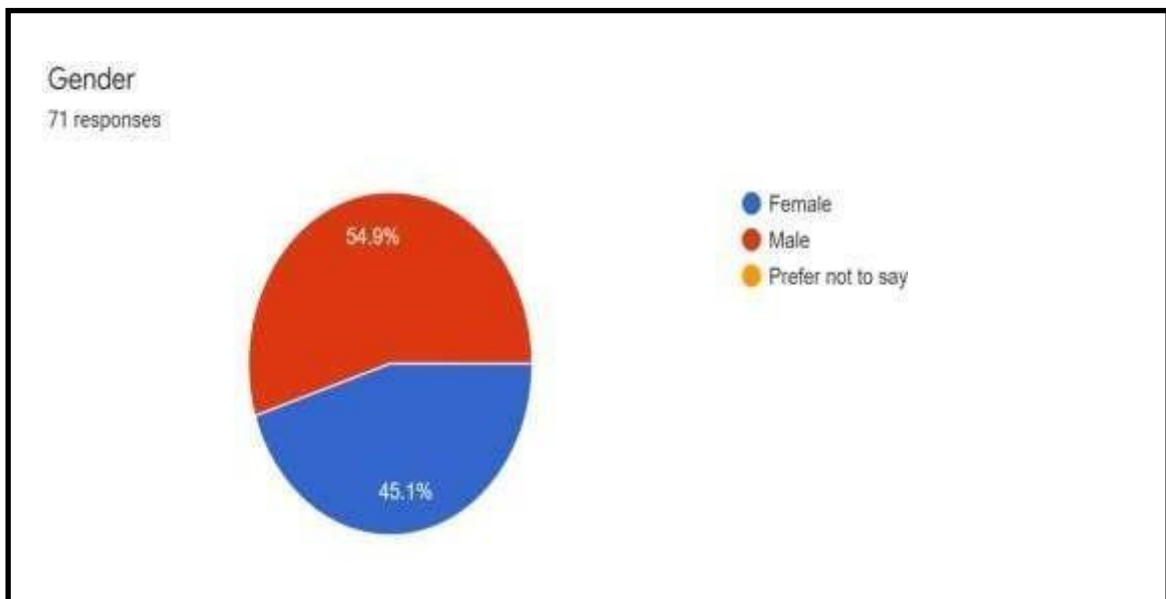
- B. **Questions in survey:** The questions in survey are 19 questions all related to understanding the study on the consuming buying behaviour towards FMCG brands.
- C. **Kind Of Scale Used in Survey:** The scale used in the survey form is LIKERT SCALE.
- D. **Target Population:** The target population for this survey were of the age bracket from 17 to 30 years.
- E. **Sampling Frame:** The sampling frame in this research were people residing in Lajpat nagar, Delhi.
- F. **Sample units:** The number of sample units used in this study are 71 samples.

Chapter- 5 DATA ANALYSIS

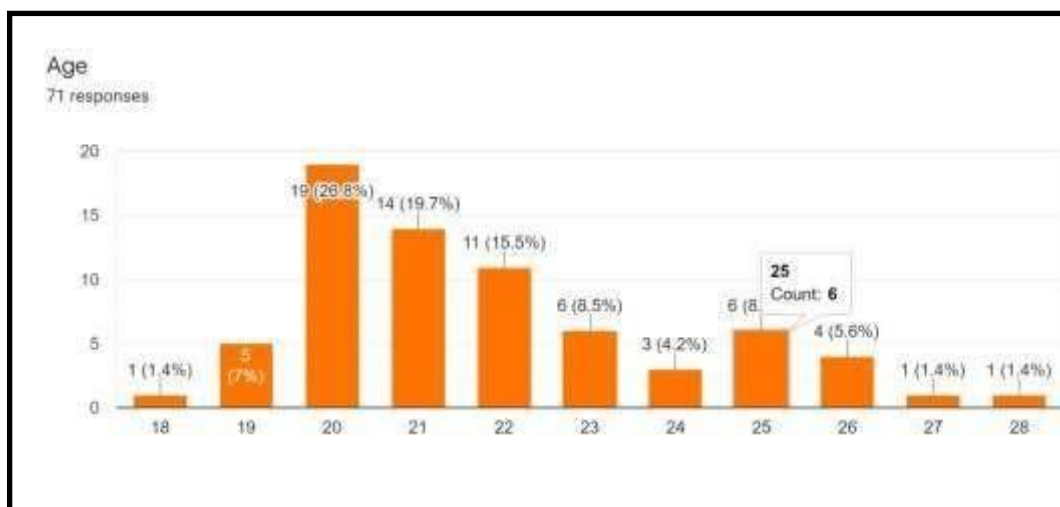
DATA ANALYSIS

1. DATA COLLECTED - PRIMARY DATA

2. SAMPLE SIZE- 71



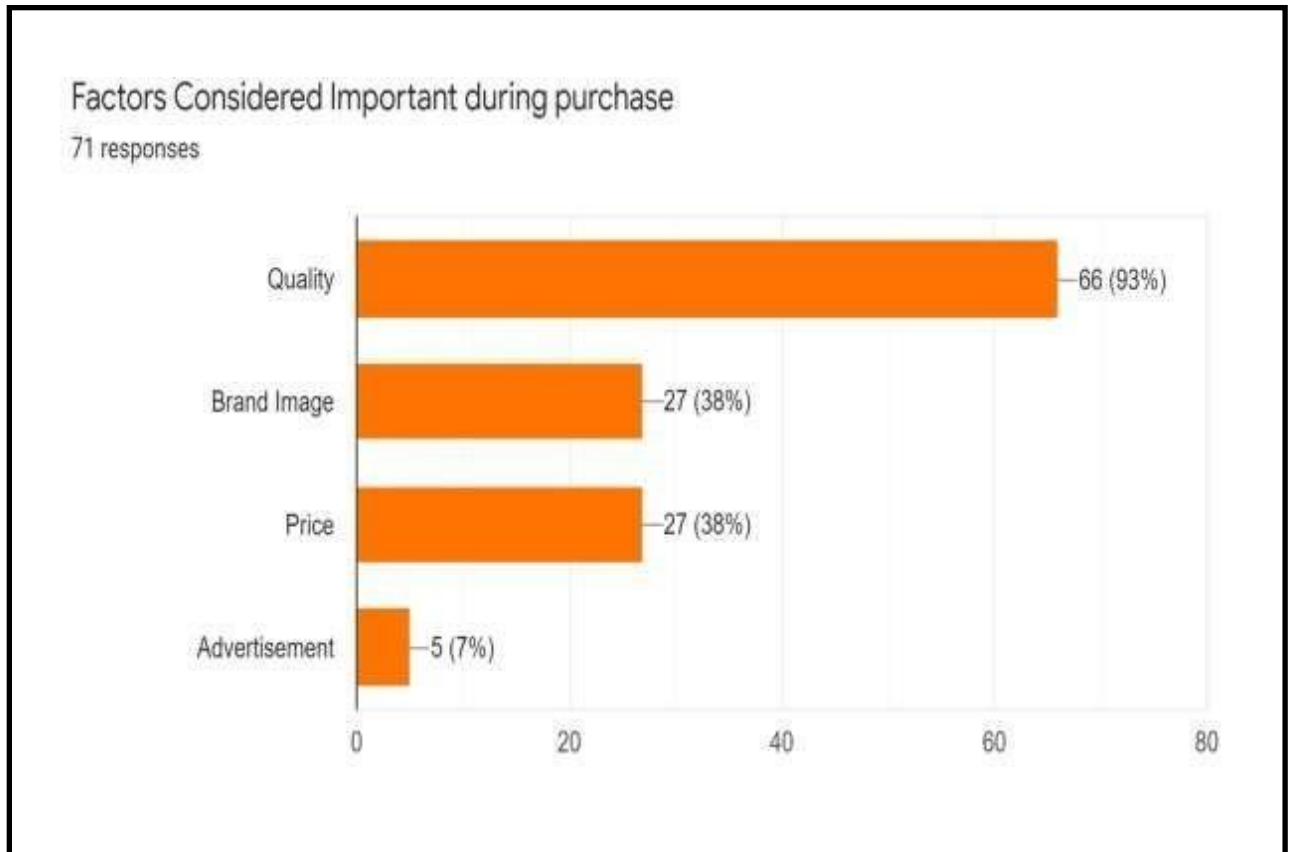
★ Out of the total sample size of 71 respondents, 54.9% were male and 45.1% were female.



★ Out of the total sample size of 71 respondent's maximum number of participants were of age 20.

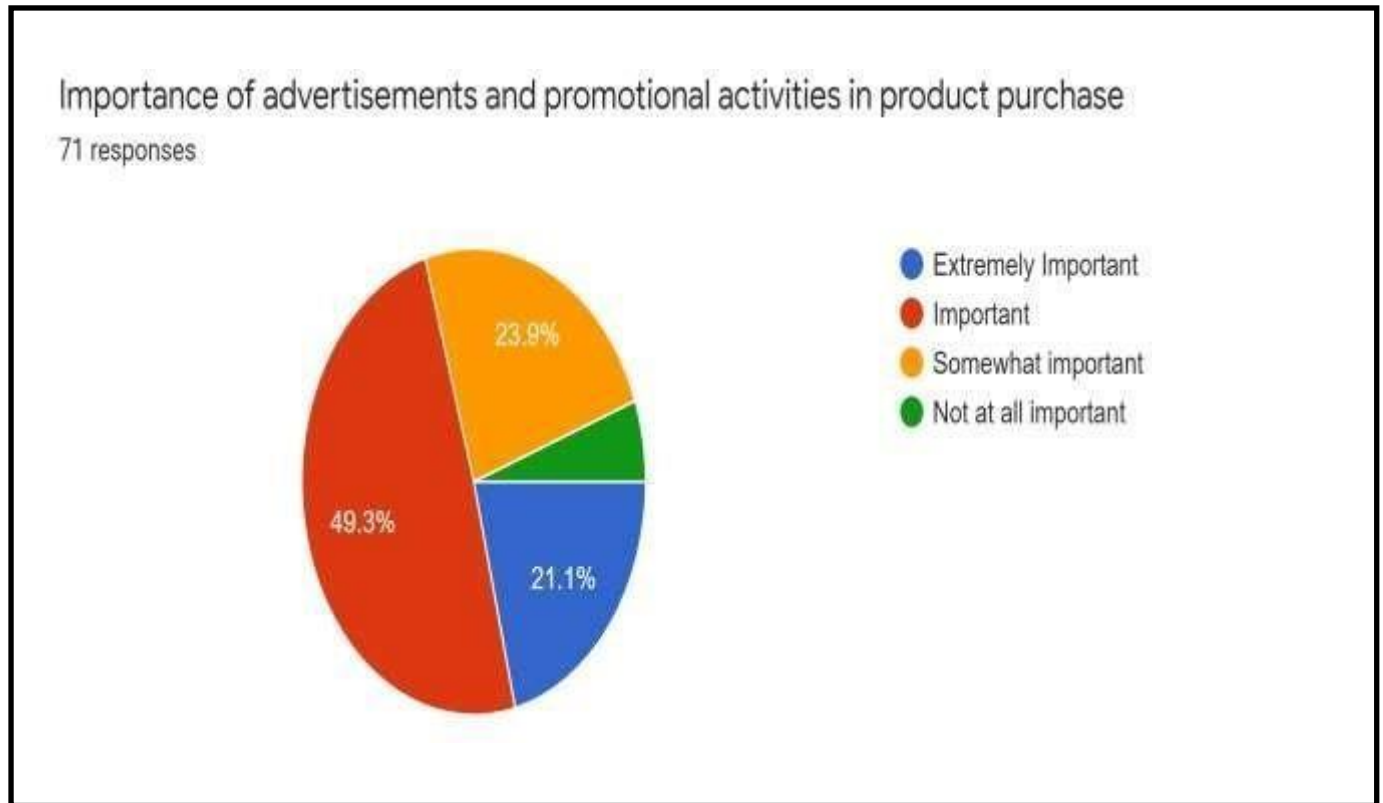
DATA INTERPRETATION

Question 1: Factors considered important during purchase. (people may have selected more than one checkbox)



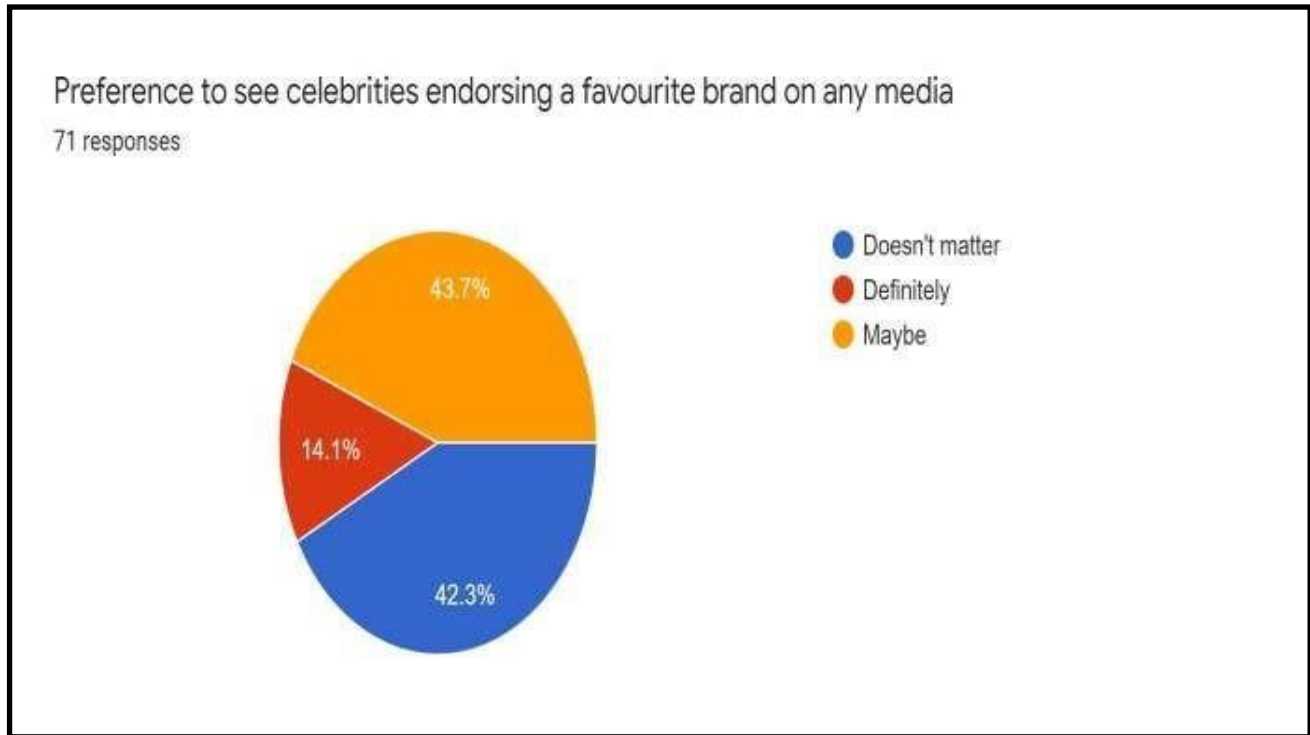
INTERPRETATION:

- This graph depicts that the respondents around 93% are likely to consider Quality of the product most important during their purchase, 27% of them also consider Brand Image so this might be a brand image created due to the positive image of a celebrity onto their endorsed brands.
- The Price also plays an important role while choosing a branded product for their use.
- But most importantly we must notice that generic advertisements play less role in attracting a customer. It might include some celebrity to implicate a positive perception in the consumer mind towards the brand.

Question 2: Importance of advertisements and promotional activities in product purchase**INTERPRETATION:**

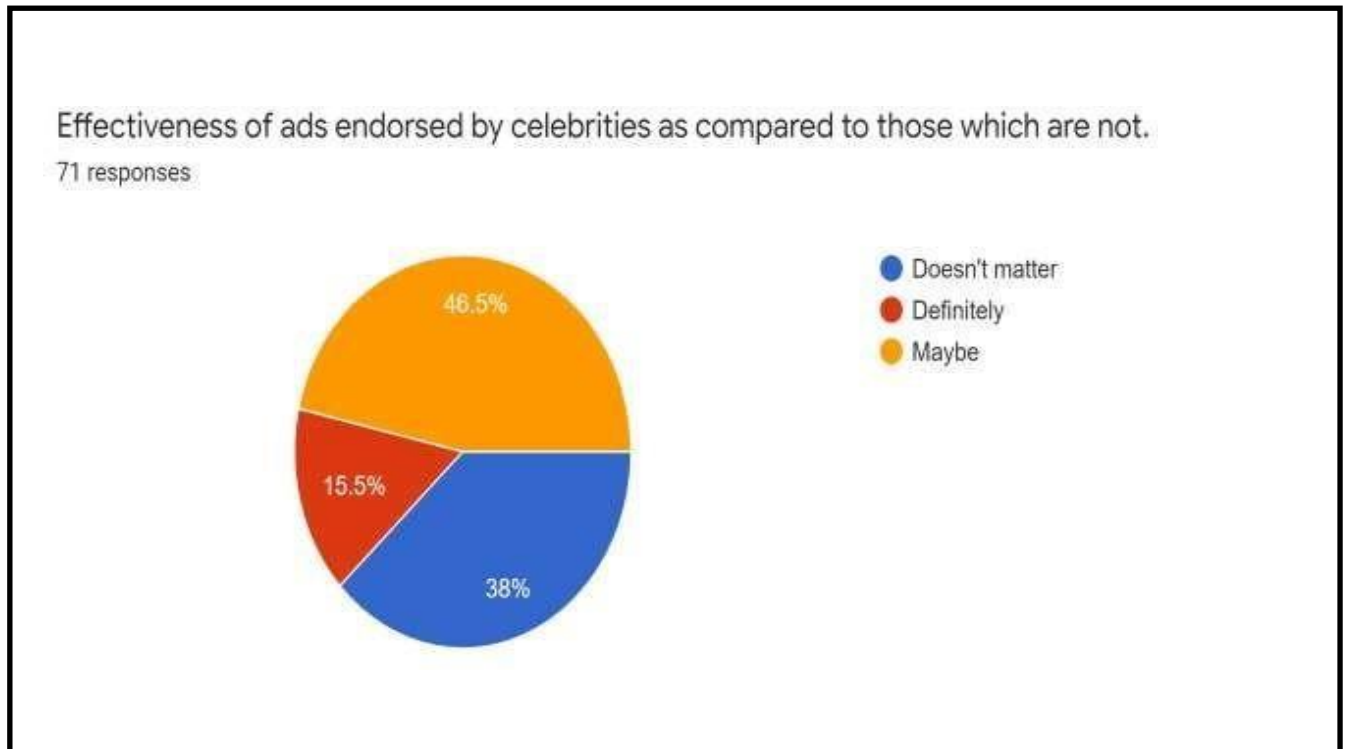
- This graph illustrates that 49.3% consider the importance of advertisements and promotional activities “important” in product purchase as nowadays most people are brand loyal and well informed about their purchase so they don't get intimidated by the various activities
- But by 21.1% surely believe that it should happen to let the brand convey their message to the consumer.

Question 3: Preference to see celebrities endorsing a favourite brand on any media.



INTERPRETATION:

- This graph depicts that 43.7% are not quite sure whether they like to see celebrities endorsing a favourite brand on any social media or not. All of us may have noticed in this year of 2019-20 that more and more celebrities have started using instagram for endorsing their brands but that does not mean that it is a wrong thing it's just that it's their choice how to keep their social handles active and maintain social profiles.
- The 42.7% believes that it doesn't matter to them and doesn't let this affect their consumer perception.
- And last but not the least only 14.1% believes that they would love to see celebrities endorsing their brands through any social media.

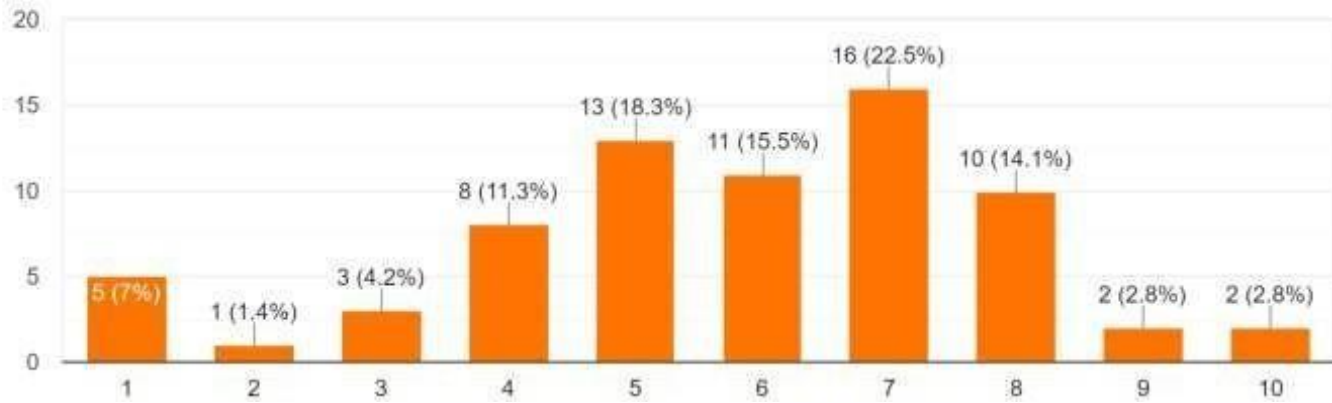
Question 4: Effectiveness of ads endorsed by the celebrities as compared to those which are not**INTERPRETATION:**

- This graph depicts that 46.5% believes that maybe there is any effect between brands endorsed by celebrities versus the brands not endorsed by celebrities.
- The 38% respondents believe that it doesn't matter that any effect is imposed on ads if it is endorsed by the celebrities.

Question 5: LIKELIHOOD TO BUY PRODUCTS ENDORSED BY A CELEBRITY

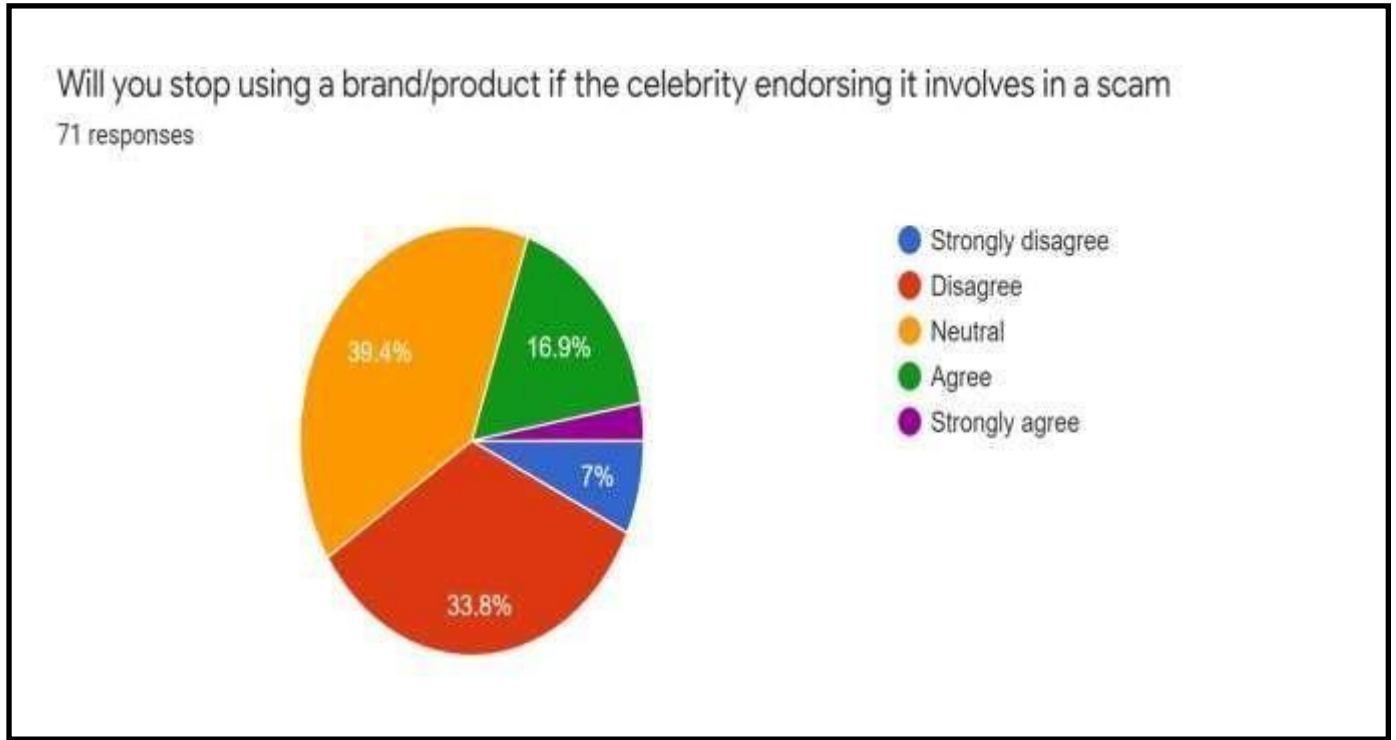
Likelihood to buy products endorsed by a celebrity

71 responses

**INTERPRETATION:**

- This graph illustrates that on a scale of 1-10 that 22.5% believe that there are promoters of this statement
- 18.3% are on the level 5, which means they are neither detractors nor promoters of this statement.

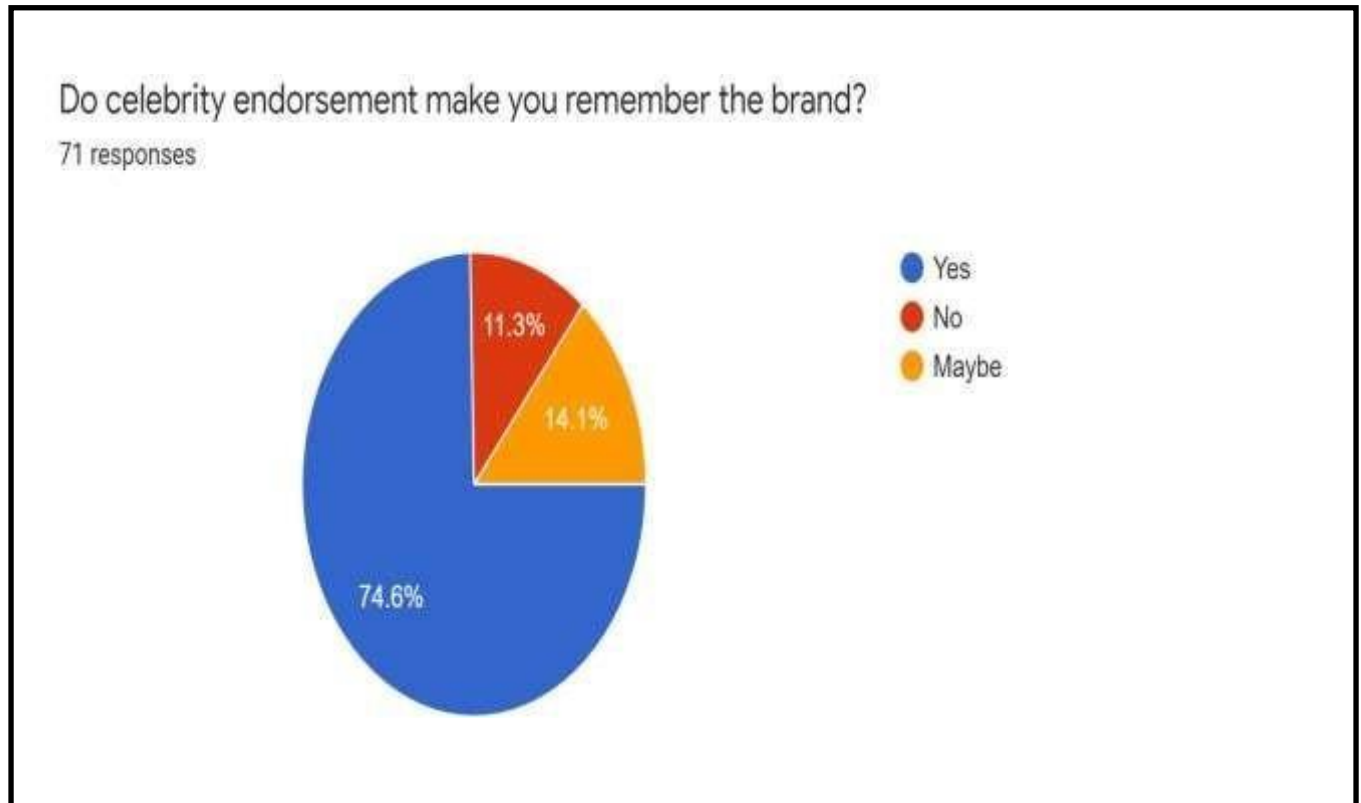
Question 6: Will you stop using a brand/product if the celebrity endorsing is involved in a scam.



INTERPRETATION:

- 39.4% respondents are neutral to this statement as they might change their consumer perception towards a brand if the celebrity endorsing the brand gets involved in a scam which leads to a negative impression on the brand.
- 33.8% respondents believe that they disagree with this given statement.

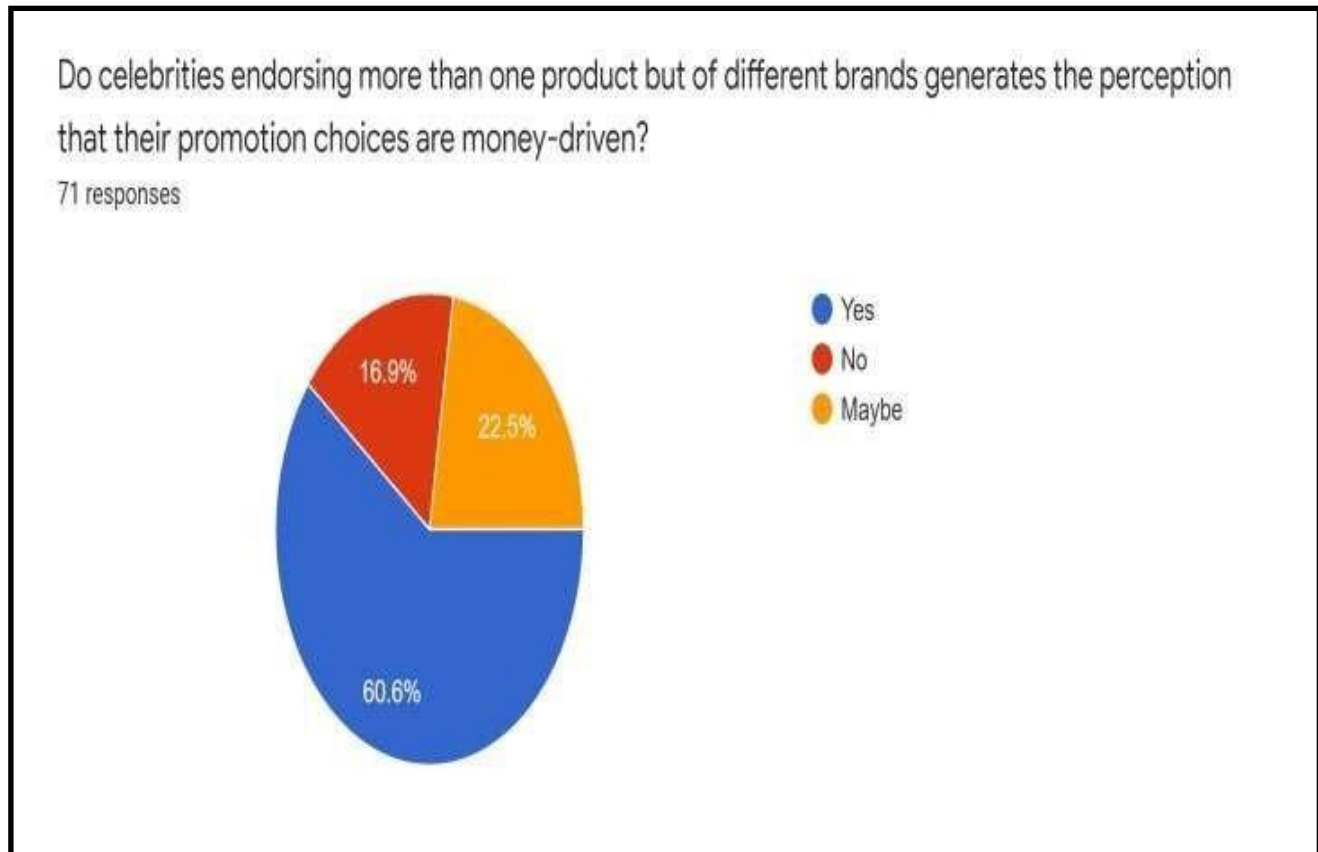
Question 7: DO CELEBRITY ENDORSEMENTS MAKE YOU REMEMBER THE BRAND?



INTERPRETATION:

- 74.6% firmly believe that Yes celebrity endorsements make them remember the brand
- Only 11.3% does not believe this statement and it does not happen with them.

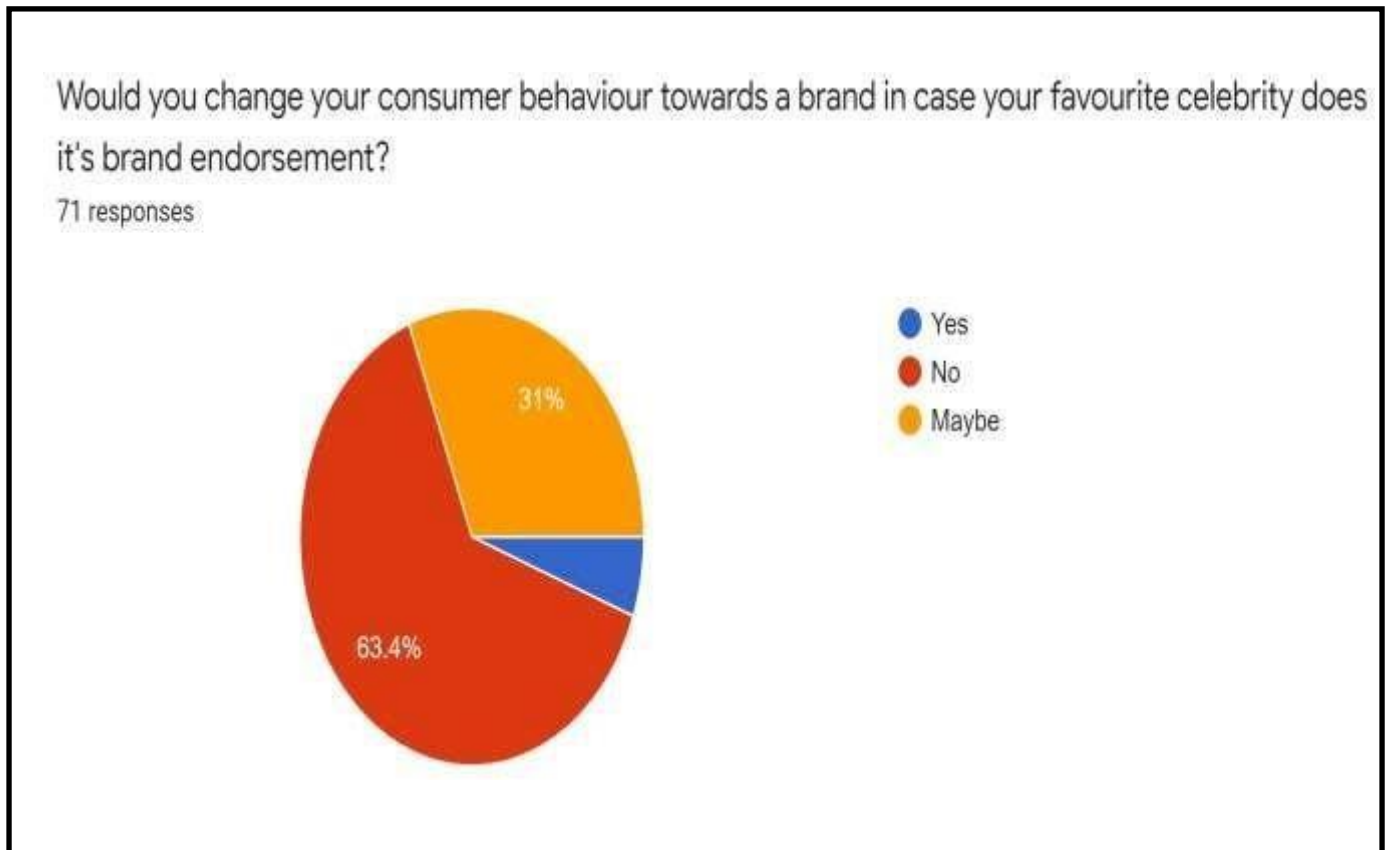
Question 8: Do celebrities endorsing more than one product but of different brands generate the perception that their promotion choices are money-driven?



INTERPRETATION:

- 60.6% firmly believe according to the research that yes most of the celebrities association with brands are due to money driven reasons.
- 22.5% were in the maybe zone as they weren't aware of the personal/professional choices taken by the celebrities.

Question 9: Would you change your consumer behaviour towards a brand in case your favourite celebrity does its brand endorsement?

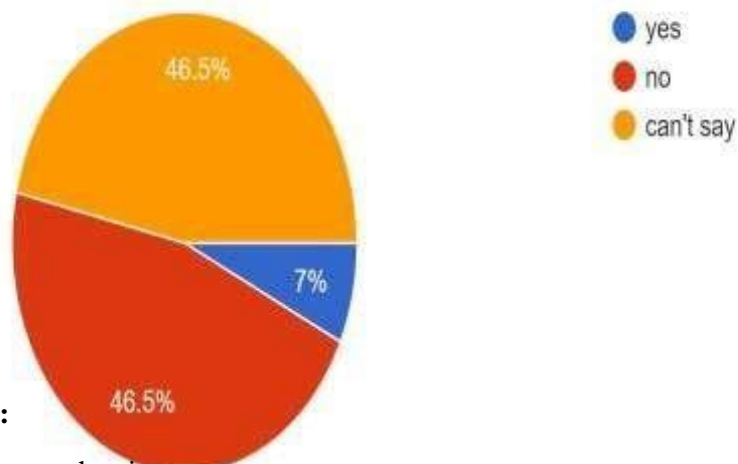


INTERPRETATION:

- Strictly NO by 63.4% of the respondents show that they won't change their attitude towards even their favourite celebrity.
- Only 5.6% agree to the given statement.

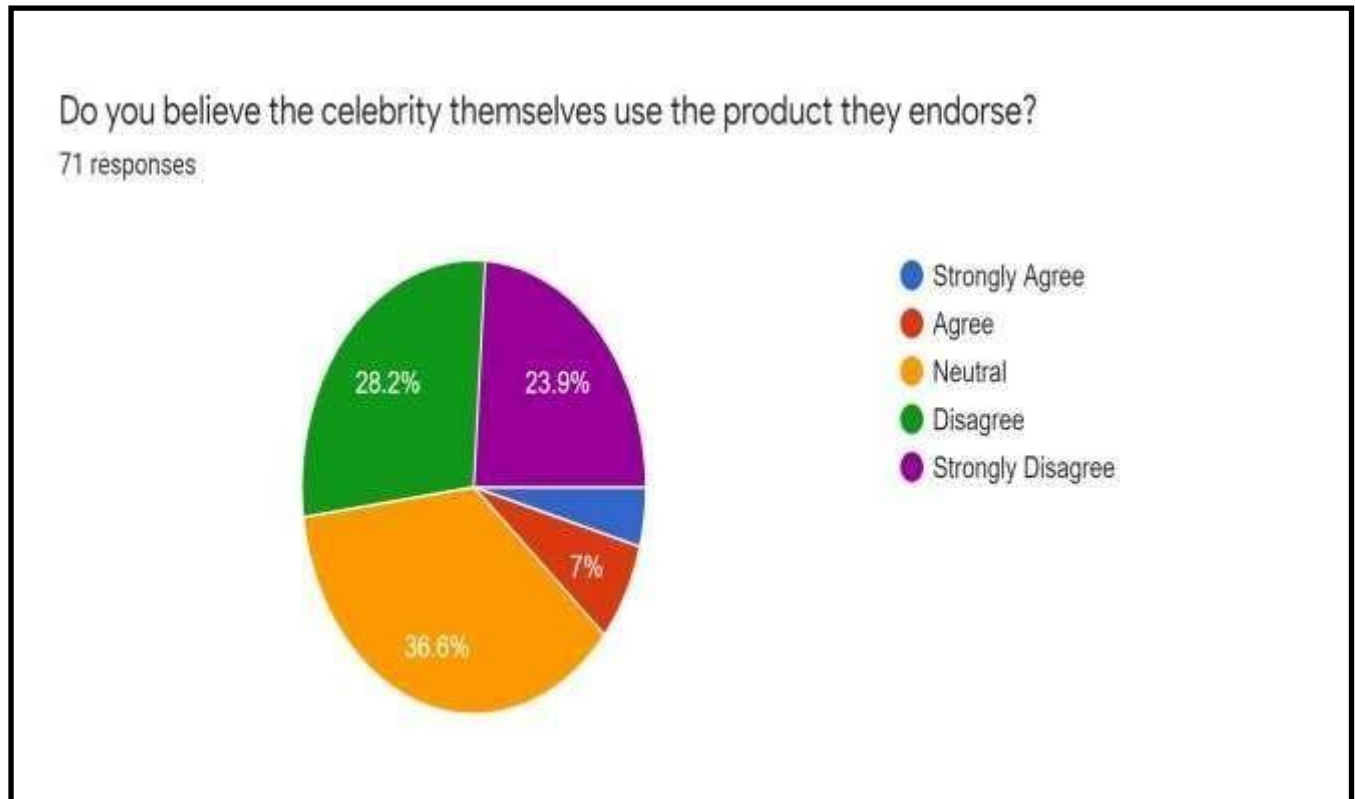
Question 10. Willingness to switch to new products from regular products if endorsed by one's favourite celebrity?

Willingness to switch to new product from regular products if endorsed by one's favorite celebrity
71 responses



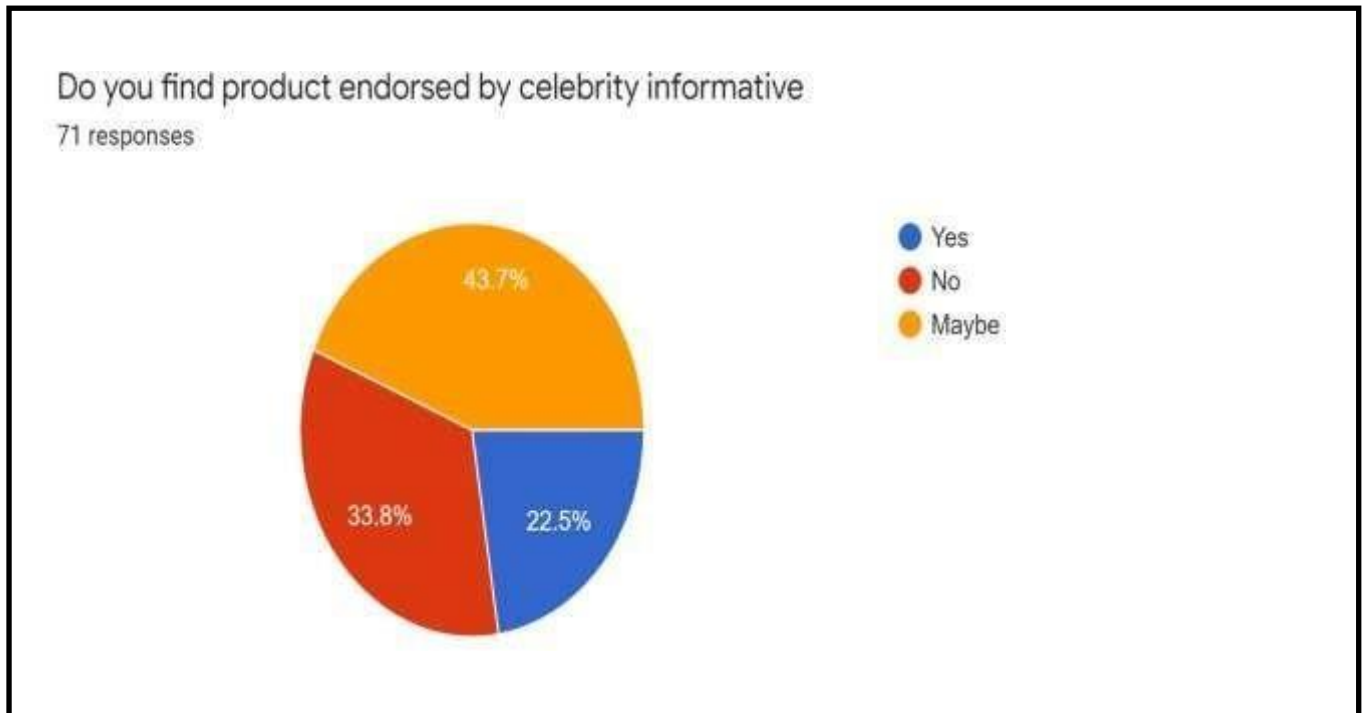
INTERPRETATION:

- Only 7% said yes to the given statement.
- 46.5% responded with a no to this statement

Question 11: Do you Believe the celebrities themselves use the product they endorse?**INTERPRETATION:**

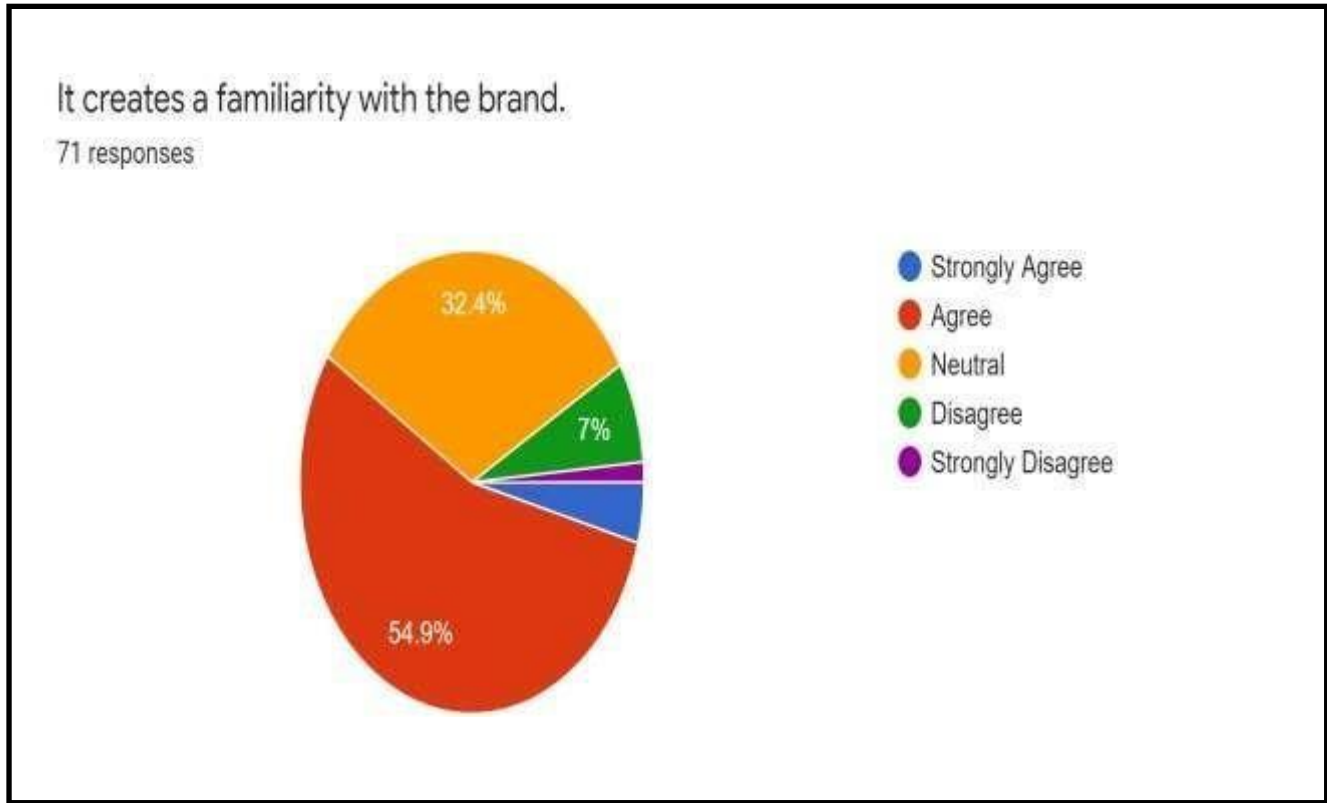
- According to the survey the 28.2% disagree and they believe celebrities don't use all the products they endorse by themselves
- Only 7% of all respondents agree to this statement.

Question 12: Do you find the product endorsed by celebrity informative?



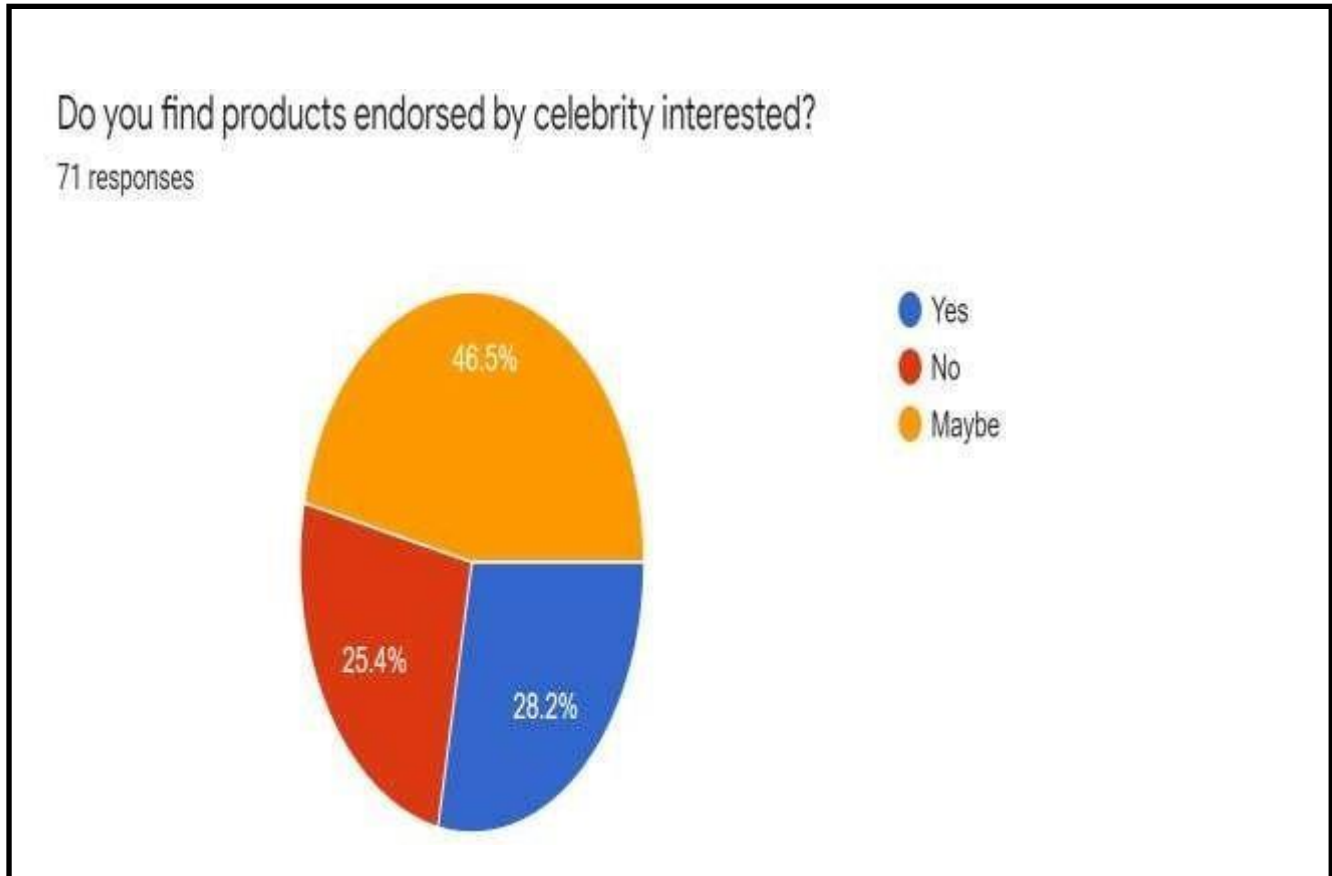
INTERPRETATION:

- 22.5% are in the favour of this statement
- 33.8% do not agree with the statement as they find endorsement not informative.

Question 13: It creates a familiarity with the brand?**INTERPRETATION:**

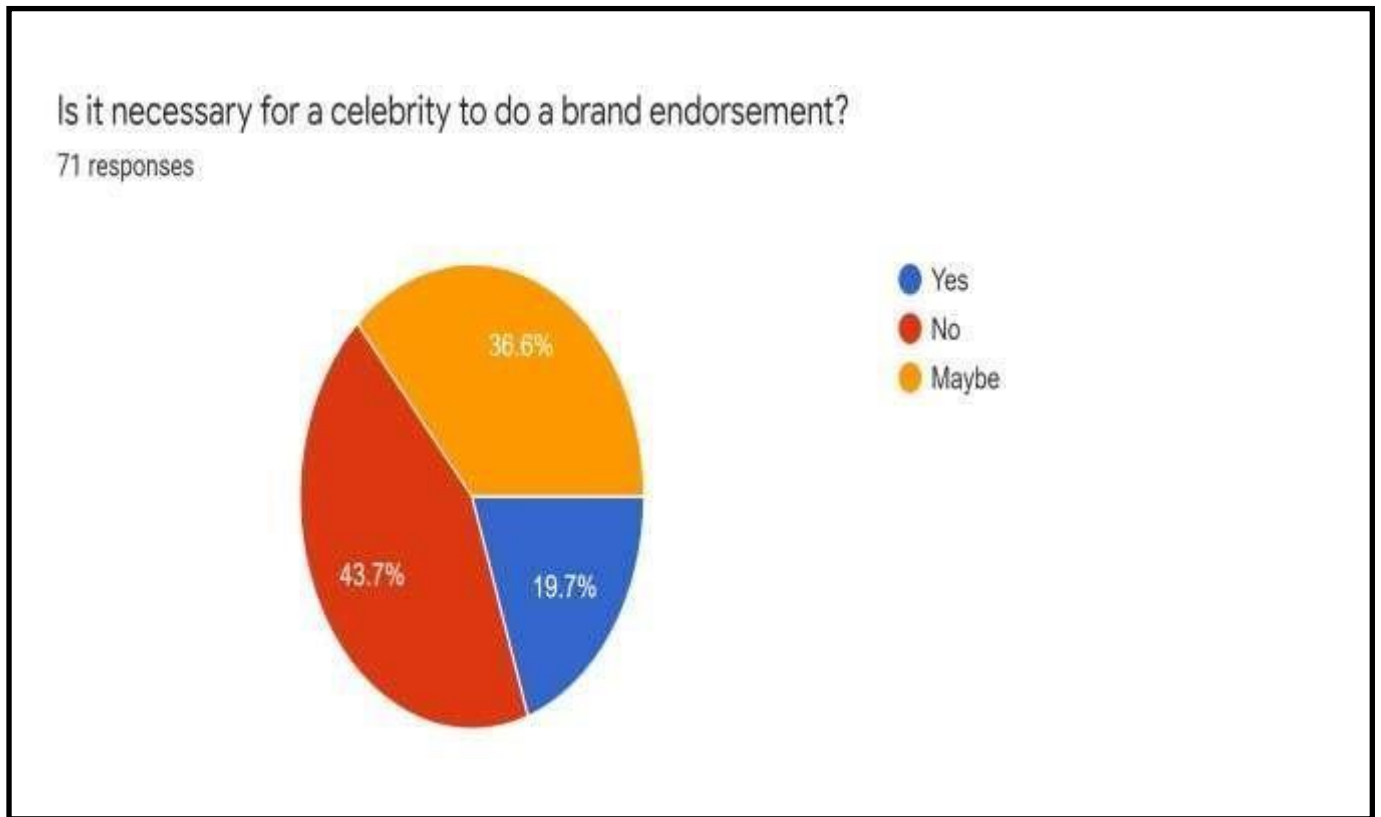
- From this analysis the 54.9% respondents agree with the given statement.
- Only 7% disagree with the given statement.
- The 32.4% are neutral in this case.

Question 14: Do you find products endorsed by celebrities interested?



INTERPRETATION:

- 28.2% responses were in the favour of this question.
- 25.4% were not in the favour of this statement.

Question 15: Is it necessary to do the celebrity endorsement?**INTERPRETATION:**

- Only 19.7 % were in the favour of the given statement.
- 43.7 % responded no to the given statement.

Chapter- 6 FINDINGS***And CONCLUSION******Findings***

- Out of the total sample size of 71 respondents, 54.9% were male and 45.1% were female.
- Out of the total sample size of 71 respondent's maximum number of participants were of age 20.
- Above Graph depicts that the respondents around 93% are likely to consider Quality of the product most important during their purchase, 27% of them also consider Brand Image so this might be a brand image created due to the
- positive image of a celebrity onto their endorsed brands.

Objective 1

- "To find the influence of Celebrity Endorsement on Consumer Brand Equity".

Findings

- The Price also plays an important role while choosing a branded product for their use.
- But most importantly we must notice that generic advertisements play less role in attracting a customer. It might include some celebrity to implicate a positive perception in the consumer mind towards the brand.
- Above Graph illustrates that 49.3% consider the importance of advertisements and promotional activities "important" in product purchase as nowadays most people are brand loyal and well informed about their purchase so they don't get intimidated by the various activities

Objective 2

To find out how important celebrity endorsement is to consumers and does it affect their awareness and responsiveness towards the brands

Findings

- But by 21.1% surely believe that it should happen to let the brand convey their message to the consumer.
- Above Graph depicts that 43.7% are not quite sure whether they like to see celebrities endorsing a favourite brand on any social media or not. All of us may have noticed in this year of 2019-20 that more and more celebrities have started using Instagram for endorsing their brands but that does not mean that it is a wrong thing it's just that it's their choice how to keep their social handles active and maintain social profiles.
- The 42.7% believes that it doesn't matter to them and doesn't let this affect their consumer perception.
- And last but not the least only 14.1% believes that they would love to see celebrities endorsing

their brands through any social media.

- Above Graph depicts that 46.5% believes that maybe there is any effect between brands endorsed by celebrities versus the brands not endorsed by celebrities.

Objective 3

To find out the consumers' perception towards the effectiveness of celebrity endorsement

Findings

- The 38% respondents believe that it doesn't matter that any effect is imposed on ads if the celebrities endorse it.
- Above Graph illustrates that on a scale of 1-10 that 22.5% believe that there are promoters of this statement
- 18.3% are on the level 5, which means they are neither detractors nor promoters of this statement.
- 39.4% respondents are neutral to this statement as they might change their consumer perception towards a brand if the celebrity endorsing the brand gets involved in a scam, which leads to a negative impression on the brand.
- 33.8% respondents believe that they disagree with this given statement.
- 74.6% firmly believe that Yes celebrity endorsements make them remember the brand
- Only 11.3% does not believe this statement and it does not happen with them.
- 60.6% firmly believe according to the research that yes most of the celebrities association with brands are due to money driven reasons.
- 22.5% were in the maybe zone as they weren't aware of the personal/professional choice taken by the celebrities.

Objective 4

To critically analyse whether or not the consumers change their buying pattern due to influence by their favourite celebrities.

Findings

- Strictly NO by 63.4% of the respondents show that they won't change their attitude towards even their favourite celebrity.
- Only 5.6% agree to the given statement.
- Only 7% said yes to the given statement.
- 46.5% responded with a no to this statement
- According to the survey the 28.2% disagree and they believe celebrities don't use all the products they endorse by themselves
- Only 7% of all respondents agree to this statement.

- 22.5% are in the favour of this statement
- 33.8% do not agree with the statement as they find endorsement notinformative.
- From this analysis the 54.9% respondents agree with the given statement.
- Only 7% disagree with the given statement.
- The 32.4% are neutral in this case.
- 28.2% responses were in the favour of this question.
- 25.4% were not in the favour of this statement.
- Only 19.7 % were in the favour of the given statement.
- 43.7 % responded no to the given statement.

LIMITATIONS

An investigation's defects or inadequacies are the things that make it less than flawless, such as a lack of resources, a limited sample size, a poor approach, and so on. There is no investigation that is totally perfect that covers every single potential viewpoint. Posting the constraints of your investigation demonstrates that you are honest and transparent, as well as having a complete understanding of the subject.

Usually, the issues are in the Discussion section, just before the final section. This is where they are most commonly found. While you should discuss the limits, you should not go into into about them. Keep this segment short and fresh. The confinements of an investigation fundamentally examine any unanswered inquiries that your examination didn't address. Mightyou be able to have utilized other methods or strategies forinformation assortment? Could theexploration configuration have been something more? Was the example nota delegate of the objective populace? Acting naturally basic and recognizing the investigation's constraints willgive the feeling that you know about what the examination couldn't cover. In addition, it wouldkeep the friendanalyst from calling attention to them.

The limitations in this project were:

- Time and money are the greatest limitation in carrying out this survey.
- The sample size of the survey is not that large.
- The analysis done is applicable to certain age groups.

Conclusion

The conclusion of this whole research project was utilizing Celebrities for embracing brandshas become a pattern for building the brands just as the organization's picture. Subsequent toconsidering the examination it is apparent that all the members are especially mindful of thepattern of celebrity's endorsement. The investigation uncovers that a major share ofrespondents is emphatically impacted by big name underwritingin a notice. The various traitsincluding brand, cost, quality, experience and big name support are positioned by respondents. From the positioning outcome it is

discovered that individuals positioned brand as first need, quality as second need, cost as third need, big name underwriting as a fourth need and experience as fifth need.

It is found from the investigation that sexual orientation doesn't have any noteworthy relationship with the buying intention of FMCG. The significant properties of the big name endorsers including engaging quality, dependability, mastery and some different elements are assessed. From the examination it is discovered that there exists a critical relationship between mean buy goal and all traits involving engaging quality, dependability, fame, aptitude and different elements.

Based on the findings of this study, it might be assumed that celebrity endorsement is regarded positively in India when it comes to advertising. Furthermore, it has had a beneficial impact on the goal of those who wish to purchase it. Because of the increasing rivalry in the food and beverage business, organizations are finding it difficult to capture people's attention with a promotion. Managers are looking for a more powerful technique to inspire people to have a better mind-set about buying products as a result of a better endorsement of how to leverage celebrity endorsements.

If a firm has a bad reputation, it is critical that they use this type of promotion because big names make their organizations stand out from the crowd. Because big name endorsement has a big influence on how people buy goods, it may be used in a unique way to attract people's attention and make them pay attention. Celebrity endorsements can be utilized to help promote

FMCG in India. Choosing a big celebrity endorser can help the brand a lot. However, celebrity endorsement cannot and should not be interpreted as the brand itself. As a result, brands that collaborate with celebrity initiatives can be leveraged to assist you stay safe.

This study also discovered that brand is the most critical factor influencing people's purchasing decisions. In this method, corporations can be prescribed to take a keen interest in raising the brand estimation of their FMCG items rather than focusing solely on obtaining celebrity endorsements. However, celebrity endorsement can be employed creatively to increase an FMCG company's brand estimation. Controllers must ensure that shoppers do not receive bad quality, quantity, or pricing while purchasing FMCG brands backed by well-known brands. This is because customers place more trust in items that are supported by well-known brands. It is prescribed that future specialists study more people of a given age group and earn a certain quantity of money. Four major factors have been considered in determining how celebrity endorsements affect the number of individuals that buy FMCG. Future scientists are prescribed to think about more things in order to conduct more study.

APPENDICES

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SAMPLE QUESTIONNAIRE

Impact of Celebrity Endorsement on FMCGBrands

This form is created to know the opinion of participants on the given question. Please go through every question attentively and answer honestly.

***Required**

1. Email address *

Your email address

2. Name *

Your answer

3. Age *

Your answer

4. Gender *

- a. Female
b. Male
c. Other:

5. Factors Considered Important during purchase *

- a. Quality
- b. Brand Image
- c. Price

6. Importance of advertisements and promotional activities in product purchase *

- a. Extremely Important
- b. Important
- c. Not at all important

7. Preference to see celebrities endorsing a favourite brand on any media *

- a. Doesn't matter
- b. Definitely
- c. Maybe

8. Effectiveness of ads endorsed by celebrities as compared to those which are not. *

- a. Doesn't matter
- b. Definitely
- c. Maybe

9. Likelihood to buy products endorsed by a celebrity *

- a. Doesn't matter
- b. Definitely
- c. Maybe

10. Will you stop using a brand/product if the celebrity endorsing it involves in a scam *

- a. Disagree
- b. Neutral

c. Agree

11. o celebrity endorsements make you remember the brand? *

- a. Yes
- b. No
- c. Maybe

12. Do celebrities endorsing more than one product but of different brands generate the perception that their promotion choices are money-driven? *

- a. Yes
- b. No
- c. Mayb
- ed.

13. Would you change your consumer behaviour towards a brand in case your favourite celebrity does it's brand endorsement? *

- a. Yes
- b. No
- c. Maybe

14. Willingness to switch to new product from regular products if endorsed by one's favorite celebrity *

- a. yes
- b. no
- c. can't say

15. Do you believe the celebrities themselves use the product they endorse? *

- a. Agree
- b. Neutral
- c. Disagree

16. Do you find product endorsed by celebrity informative *

- a. Yes

- b. No
- c. Maybe

17. It creates a familiarity with the brand. *

- a. Agree
- b. Neutral
- c. Disagree

18. Do you find products endorsed by celebrities interested? *

- a. Yes
- b. No
- c. Maybe

19. Is it necessary for a celebrity to do a brand endorsement? *

- a. Yes
- b. No
- c. Maybe

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