

A study on
THE IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF
FMCG AMONG YOUTHS IN KERALA

Project Report

Submitted by

SEEMA PARVEEN: (SB21CCM027)

SANIYA M SHAH: (SB21CCM016)

HAFEEZA KAMBATHAGOTHI : (SB21CCM023)

Under the guidance of

Ms. ASWATHY K. A

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE



ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

March-2024

ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade



CERTIFICATE

This is to certify that the project titled "**A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF FMCG AMONG YOUTHS IN KERALA**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Seema Parveen, Ms. Saniya M Shah, Ms. Hafeeza Kambathagothi**, under my supervision and guidance during the academic year 2023-24.

Project Guide

Ms. ASWATHY K.A

Assistant Professor

Department of Commerce (SF)

Smt. Jini Justin D'Costa

(Head of the Department)

Department of Commerce (SF)

Viva Voce Examination held on....

External Examiner(s)

DECLARATION

We Ms. Seema Parveen, Ms. Saniya M Shah, Ms. Hafeeza Kambathagothi, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF FMCG AMONG YOUTHS IN KERALA submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of MS. Aswathy K.A, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM

SEEMA PARVEEN

DATE:

SANIYA M SHAH

HAFEEZA KAMBATHAGOTHI

ACKNOWLEDGEMENT

First of all, we are grateful to God Almighty for his blessings showered upon us for the successful completion of our project.

It is our privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

We are grateful to our guide **Ms. Aswathy K. A** , Department of Commerce (SF) of St. Teresa's College (Autonomous), Ernakulam for her valuable guidance and encouragement for completing this work.

We would like to acknowledge **Dr. Alphonsa Vijaya Joseph**, Principal of St. Teresa's College (Autonomous), Ernakulam for providing necessary encouragement and infrastructure facilities needed for us.

We would like to thank **Smt. Jini Justin D'Costa**, Head of the Department, for her assistance and support throughout the course of this study for the completion of the project.

We will remain always indebted to our family and friends who helped us in the completion of this project.

Last but not the least; we would like to thank the respondents of our questionnaire who gave their precious time from work to answer our questions.

Seema Parveen

Saniya M Shah

Hafeeza Kambathagothi

CONTENTS

Chapters	Content	Page Number
Chapter 1	Introduction	01-04
Chapter 2	Review of Literature	06-08
Chapter 3	Theoretical Framework	10-14
Chapter 4	Data Analysis and Interpretation	16-34
Chapter 5	Findings, Suggestions and Conclusion	36-39
	Bibliography	41-42
	Annexure	44-47

LIST OF TABLES

Sl.No.	Contents	Page No.
4.1	Classification of respondents according to their AGE	16
4.2	Classification of respondents according to their GENDER	17
4.3	Classification of respondents according to their EDUCATION	18
4.4	Classification of respondents according to their MARITAL STATUS	19
4.5	Classification of respondents relating to the purchase of Fast-Moving Consumer Goods	20
4.6	Classification of respondents relating to factors influencing them to buy.	21
4.7	Classification of respondents according to their opinion on whether celebrity-endorsed advertisements are more effective or not	22
4.8	Classification of respondents according to their opinion on switching to a new product endorsed by their favourite actor/actress	23
4.9	Classification of respondents according to their opinion on mediums that are more likely to convey celebrity-endorsed advertisements	24
4.10	Classification of respondents according to their opinion on the type of celebrity endorsement which persuades them personally to purchase products.	25
4.11	Classification of respondents on their reaction to celebrity endorsements when they appear on TV.	26
4.12	Classification of respondents on the basis of whether they are able to identify the product because of the celebrity associated with it.	27
4.13	Classification of respondents on their opinion whether celebrities also use the products they endorse.	28
4.14	Classification of respondents on their opinion on whether they would buy the products they often purchased if endorsed by a celebrity they disliked.	29
4.15	Classification of respondents according to their opinion on whether celebrities endorse products for free.	30
4.16	Classification of respondents according to their opinion on whether products endorsed by celebrities are informative.	31
4.17	Classification of respondents according to their opinion on factors catching their attention quickly through TV ads	32
4.18	Classification of respondents according to their opinion on whether scandals attached to celebrities destroy the brand's image.	33
4.19	Classification of respondents according to their opinion on whether celebrity endorsement is considered while deciding to buy.	34

LIST OF FIGURES

Sl.No.	Contents	Page No.
4.1	Classification of respondents according to their AGE	16
4.2	Classification of respondents according to their GENDER	17
4.3	Classification of respondents according to their EDUCATION	18
4.4	Classification of respondents according to their MARITAL STATUS	19
4.5	Classification of respondents relating to the purchase of Fast-Moving Consumer Goods	20
4.6	Classification of respondents relating to factors influencing them to buy.	21
4.7	Classification of respondents according to their opinion on whether celebrity-endorsed advertisements are more effective or not	22
4.8	Classification of respondents according to their opinion on switching to a new product endorsed by their favourite actor/actress	23
4.9	Classification of respondents according to their opinion on mediums that are more likely to convey celebrity-endorsed advertisements	34
4.10	Classification of respondents according to their opinion on the type of celebrity endorsement which persuades them personally to purchase products.	25
4.11	Classification of respondents on their reaction to celebrity endorsements when they appear on TV.	26
4.12	Classification of respondents on the basis of whether they are able to identify the product because of the celebrity associated with it.	27
4.13	Classification of respondents on their opinion whether celebrities also use the products they endorse.	28
4.14	Classification of respondents on their opinion on whether they would buy the products they often purchased if endorsed by a celebrity they disliked.	29
4.15	Classification of respondents according to their opinion on whether celebrities endorse products for free.	30
4.16	Classification of respondents according to their opinion on whether products endorsed by celebrities are informative.	31
4.17	Classification of respondents according to their opinion on factors catching their attention quickly through TV ads	32
4.18	Classification of respondents according to their opinion on whether scandals attached to celebrities destroy the brand's image.	33
4.19	Classification of respondents according to their opinion on whether celebrity endorsement is considered while deciding to buy.	34

CHAPTER 1

INTRODUCTION

1.1 Introduction:

Tens of thousands of different accents, tones, and pictures are presented to consumers every day via magazines, newspapers, billboards, the internet, radio, and television. Marketers make sure to employ every available strategy to promote their companies and draw clients. The goal is to increase client purchase intent and foster positive associations to both retain current customers and entice new ones to acquire goods and services. According to a poll, over 130 television networks in India air over three million television commercials each year. Because of all these images in magazines and other media, consumers get desensitized to all marketing strategies. In addition, humans forget 80% of their knowledge in just 24 hours. Because of this, it is challenging for a marketer to think of a hook that would keep the audience intrigued. Yet, businesses must take all reasonable measures to persuade, motivate, and develop a desire to buy from clients through an efficient advertising campaign in a market where advertising is essential in coordinating consumer purchases. According to research, using famous people in advertising generates a lot of publicity and draws attention. More and more companies are investing in their products to give them a distinctive personality and are heavily investing in celebrity endorsements to differentiate their product. All things considered; studies show that a sizable portion of individuals remember endorsements from commercials. One of the best methods for grabbing consumers' attention and conveying the right message in a short amount of time and space is to hire a celebrity. Celebrities are used by marketers to grow their brands. People prefer branded goods to "ordinary" unbranded ones, which explains why they are so popular. Also, businesses give clients the resources they need to make decisions due to psychological factors. The secret to success is influencing customer behaviour or decisions. Companies can affect how consumers feel and think about their products by referencing the data that has been gathered and assessed. Celebrities promote the endorsed brand to affect consumer behaviour and a customer's aim.

1.2 Significance:

The significance of studying the impact of celebrity endorsement on the buying behaviour of Fast Moving Consumer Goods (FMCG) among youths in Kerala is multifaceted. First, Kerala is one of the most populous states in India, with a significant portion of the population being youth. As the consumption patterns of youths are vastly different from those of other age groups, understanding their buying behaviour is crucial for FMCG companies.

Secondly, celebrity endorsement has become an integral part of advertising strategies for FMCG products. Celebrities are often seen as role models by youths, and their endorsements are believed to have a considerable influence on their buying behaviour.

Third, the FMCG industry in India is extremely competitive, with companies constantly looking for new ways to attract customers. Understanding the impact of celebrity endorsements on youth purchasing behaviour can assist FMCG companies in designing effective advertising campaigns and increasing market share.

Finally, this research can add to the body of knowledge on consumer behaviour and celebrity endorsement. The study's findings can be used to inform future research on the topic, as well as to guide marketing strategies for FMCG companies in Kerala and elsewhere. As a result, the study's significance extends beyond Kerala and may have ramifications for the FMCG industry in India as a whole.

1.3 Statement of the Problem:

The influence of celebrity endorsement on Fast Moving Consumer Goods (FMCG) purchasing behaviour among Kerala youths is a major concern for both marketers and consumers. While celebrity endorsements are frequently used as a marketing technique to promote FMCG items, there is a conflict regarding their effectiveness in influencing purchasing behaviours. Moreover, celebrity endorsements may have unintended consequences, such as raising customer expectations and encouraging excessive buying. Consequently, it is essential to look at how celebrity endorsement affects young people's FMCG product purchasing behaviour in Kerala, considering both its advantages and disadvantages. Knowing how celebrity endorsement affects consumer behaviour may help FMCG businesses create more effective marketing campaigns and help consumers make more educated purchasing decisions.

1.4 Objective of the Study:

- To investigate the effect of celebrity endorsement on consumer purchase intention of FMCG
- To analyse the role of celebrity endorsement in creating brand awareness and brand loyalty for FMCG products.
- To examine the impact of the credibility and attractiveness of the celebrity endorser on consumer behaviour towards FMCG products; and
- To compare the effectiveness of celebrity endorsement with other types of advertising strategies in the FMCG industry.

1.5 Limitations of the Study:

Response bias: Participants may provide socially acceptable or researcher-pleasing answers.

Limited generalizability: Sample only includes young people from Kerala, neglecting other demographics and regions.

Confounding factors: Individual preferences, prior experiences, and cultural influences may affect consumer behaviour.

Dependence on self-reported data: Vulnerable to inaccuracies and memory bias.

1.6 Research Methodology

Research Method: Descriptive Research

Sources of Data

The methodology that will be used to explore this topic will include the use of both primary and secondary data. Primary data can be collected through a survey or questionnaire that is administered to a sample of youths in Kerala. The responses that are collected will be analysed, and conclusions will be drawn about the above-stated objectives.

Sample Design

The impact of celebrity endorsement on the buying behaviour of FMCG products among youths in Kerala will be investigated through a sample design consisting of 75 respondents. The study will be conducted through a structured questionnaire, which will be distributed to a random sample of youths aged between 18 to 35 years who reside in Kerala and are consumers of FMCG.

Sampling Method

Convenience sampling will serve as the sampling method for this study, with data collection achieved through surveys and questionnaires.

Tool for Data Collection

A structured questionnaire using the Google Forms is to be used for data collection. The data collection is to be supported by answers from the survey circulated.

Analysis Design

Microsoft Excel will be used to examine the gathered data. Percentage analysis will be used. Tables, graphs, and charts will then be used to support the findings' representation.

CHAPTER 2
REVIEW OF LITERATURE

- **Kinyamu Roselynn Kainyu (2022)** investigated the influence of Celebrity Endorsement on Consumers' Brand Equity by analysing 40 professionals and indicated that brand equity among consumers and celebrity endorsement are positively correlated.
- **Mehmet Özer, AlperÖzer, YükselEkinci and Akın Koçak (2022)** investigated the influence of Celebrity Endorsement on Brand Attachment and Brand Loyalty by analysing 626 participants from the age group 16-60 and indicated that selecting a celebrity endorser is one of the most difficult decisions for advertising executives.
- **Rexford OwusuOkyireh (2022)** investigated the Scandals in Celebrity Endorsements and indicated that the study is unique in extending the frontiers of knowledge in celebrity studies and it has been proven, negative information of celebrities can be a strategy in the marketing literature, but care must be taken to deploy it well
- **ShehaniKaushalya and AchiniRanaweera (2021)** investigated Sri Lankan consumers' perception towards celebrity endorsement by analysing 169 young individuals of the age group 25-35 and indicated that advertising successfully attract viewers' attention and raise their awareness more quickly.
- **MayankJha, Kishore Bhattacharjee, ChetnaPriti and Wee HuatHeng (2020)** has studied Celebrity Endorsement as one of the most popular tools of advertisement in marketing. It indicates that Celebrity ads are more eye-catching than the non-celebrity ads.
- **Kara Chan (2020)** examines how mature consumers in Hong Kong perceive advertisements with celebrity endorsement. It was found that attitudes toward celebrity endorsers are positive when the selected celebrity endorsers are attractive and demonstrate civic responsible behaviours such as a drug-free lifestyle and philanthropic activities. Advertisements endorsed by such celebrities attract audience attention and enhance message retention. Advertising frequency and celebrity brand congruency also contribute to message retention.
- **Suchismita Bhandari and Shelly De (Pandit) (2020)** investigated the influence of celebrity endorsement on consumer behaviour and concluded that it is the product that differentiates the brand from competitors and not the celebrity endorsements. Consumers are more interested in the quality of the product, affordability, goodwill of the company, and what type of services the company is providing before and after sales rather than a mere celebrity endorsement.
- **Dr.Vishwas Gupta, Priyanka Tyagi, Dr.Mohd Imran Siddiquei and Gaurav Sharma (2020)** investigated whether celebrity endorsement extends brand loyalty and indicated that

companies should constantly consider the celebrity's qualities before endorsing in order to increase consumer happiness and brand loyalty.

- **Shivam Mahana, Manvi Mehta, Maria Shaikh, Mehnaz Ali and Miloni Shah (2019)** investigated the impact of Celebrity endorsements on Consumer Buying behaviour. It indicated that Celebrity endorsements are not as important as factors such as Price and Quality while buying a product. Most consumers have ranked it as the least important factor.

- The journals published by **Ahmet Ertugan, and Privilege Mupindu (2019)** highlight the fact that celebrity endorsements are an effective advertising technique, and marketers should use them, as well as the expanding popularity of social media platforms, to reach a wider audience. However, marketers should not underestimate the disadvantages of celebrity endorsements. They must consequently conduct extensive appraisals of celebrities, stay current on changes, and arm themselves with adequate information to minimize any damage to brands and organizations' reputations as a result of engaging celebrities

- **Gerald Munyoro and Willmore Nhevere (2019)** through their publications state the fact that celebrity endorsements are a huge influence on buying behaviour in developing countries.

- The study conducted by **Antony Juma Wagoki, Prof. Gregory S. Namusonge, and Dr. Kabare Karanja (2019)** drew attention to the use of athletes as brand endorsers and analyzed their influence on the target market. It can be concluded that it is critical to exercise caution when picking product endorsers in order to maximize the value of the endorsement. It is also critical to evaluate the potential use of any celebrity with the brand's target demographic to ensure that the image associated with the celebrity is substantial, favorable, and consistent with the advertiser's market needs.

- **Ibrahim Qabur (2018)** investigated the factors influencing the efficacy of celebrity endorsement in Saudi Arabia and indicated that there was a significant difference across all demographics with respect to the influence of celebrity endorsement on brand recognition and purchase decisions.

- **Safi Hani, Azouri Marwan and Azouri Andreb (2018)** investigated how customer perception, decision making process, and demeanour is influenced by celebrity support. It indicated Celebrity endorser has a positive effect on consumer's ad recall and purchase intention. The celebrity endorser fame and esteem incite the consumers' willingness to buy the promoted jewellery brand.

- **Khalid, Muneeba, Siddiqui, and Dr. Danish Ahmed (2018)** point out that trustworthiness and emotional engagement are fewer winning variables for favourable consumer purchasing behaviour than when these qualities are combined with the component known as celebrity endorsements, which has a 12 bigger influence on customers' purchasing behaviour. Then, particularly for beauty soaps, celebrity endorsement has proven to be the most appealing, and successful strategy in Karachi, where glamour, fashion, style, and celebrities have a significant influence on people's lifestyles.

- **Dr.Kunal Gaurav (2017)** investigated the influence of celebrity endorsement and its impact on the more youthful eras. The present examination endeavours to break down the effect of celebrity claims on buying expectation of college going youth and also working youthful experts. The 11 study verifies that glamour, familiarity, credibility, and its image have a strong impact upon young consumers.

- **Peter Mikuláš and Jaroslav Svetlik (2016)** investigated the execution of Advertising and Celebrity Endorsement by analysing 380 Generation Y of Slovakia and indicated the dynamics of celebrity endorsement.

- **Rizwan Raheem Ahmed, Sumeet Kumar Seedani, Manoj Kumar Ahuja and Sagar KumarParyani (2015)** investigated the impact of celebrity endorsement on buying behaviour and indicated that the Celebrity endorsed advertisements are more attractive than the non-celebrity endorsed advertisements

- **Prof.Saumendra Das and Prof.Prasant Kumar Padhy (2012)** investigated the brand perception on celebrity endorsement and indicated that Celebrity endorsements are used to capture the attention of consumers and advertisers. There is a positive or negative impact on celebrity endorsement on a brand. The impact is more in different advertisements than that of any other ad techniques such as TV, radio or print adverts.

- **Amit Kumar (2011)** investigated consumer's perception about celebrity endorsements and factors which may influence consumer's buying behaviour. The results show that there are low numbers of people who are not influenced or satisfied with their purchase decisions under celebrity influence.

CHAPTER 3

THEORETICAL FRAMEWORK

To compete in today's highly competitive business environment, every corporation has a solid marketing plan. Celebrity endorsement is a common marketing strategy employed by huge corporations. The use of renowned people, such as actors, sportsmen, artists, and social media influencers, to promote a product or service is known as celebrity endorsement. Because celebrity endorsement may have a substantial influence on customer behaviour, it is considered an essential component of the marketing industry. According to studies, people are more inclined to buy a product if it is sponsored by a celebrity they admire or respect. Companies may raise brand awareness, improve brand image, and foster customer trust and credibility by linking a product or service with a well-known individual. Yet, it is vital to realize that celebrity endorsement is not without danger. Businesses must carefully select the correct celebrity to endorse their product, as a bad choice might harm a brand's reputation. Furthermore, celebrity endorsement may be costly, making it an impractical tactic for small enterprises. Overall, celebrity endorsement is a potent marketing tactic that has grown in popularity in today's competitive business world. When done correctly, it may help businesses stand out in a competitive industry and engage with customers in meaningful ways.

3.1 Celebrity Endorsement

Celebrity endorsement is a marketing strategy in which a company uses a celebrity or public figure to promote its product or service. The celebrity is paid a fee for their endorsement, which is intended to leverage the celebrity's popularity, credibility, and influence to increase sales or improve brand image. Celebrities are often chosen for endorsement based on their popularity and appeal to a specific target audience. The celebrity may appear in advertisements, commercials, or other marketing materials, and may also promote the product through social media or other channels. Celebrity endorsement can be an effective marketing strategy, as it can increase brand awareness, create a positive image for the brand, and influence consumer behaviour. However, it can also be a risky strategy, as the actions or behaviours of the celebrity can have a negative impact on the brand if they are perceived as unfavourable.

3.2 Types of Celebrity Endorsement

There are different types of celebrity endorsements that can be used as marketing strategies. Here are some of the most commonly used ones:

- (a) **Social Media Endorsement:** This type of endorsement involves a celebrity using their social media channels to promote a product or service. Social media endorsements can be effective because they allow celebrities to reach a large audience and engage with their followers directly.
- (b) **Testimonial Endorsement:** This type of endorsement involves a celebrity sharing their personal experience with a product or service. Testimonial endorsements are effective because they create a sense of trust and credibility with the audience.
- (c) **Direct Endorsement:** This type of endorsement involves a celebrity explicitly endorsing a product or service through advertising or other promotional activities.
- (d) **Implied Endorsement:** This type of endorsement involves a celebrity being associated with a product or brand without endorsing it explicitly. For example, a celebrity might be photographed using or wearing a product in public, which can create a positive association with the brand.

These are just some of the types of celebrity endorsements that companies can use as part of their marketing strategy. The type of endorsement chosen will depend on the company's goals, the target audience, and the celebrity's reputation and credibility.

3.3 Endorsement

An endorsement is a form of advertising or promotion that involves a person or organization expressing their approval or recommendation for a product, service, or brand. Endorsements can take many forms, including written or verbal statements, testimonials, product placements, or social media posts. Endorsements can be effective marketing tools because they can help to build trust and credibility with consumers. When a person or organization that is trusted or respected endorses a product or brand, it can increase the likelihood that consumers will try or buy that product. Additionally, endorsement can help to increase brand awareness and reach a wider audience. However, it is important to note that endorsement should be done ethically and transparently.

3.4 Consumer Behaviour

Consumer behaviour refers to the actions and decisions that consumers make when purchasing products or services. Consumer behaviour is influenced by a variety of factors, such as cultural, social, psychological, and personal factors. By understanding consumer behaviour, companies can develop marketing strategies that appeal to their target audience and encourage them to make a purchase. This can involve creating products or services that meet the needs and desires of consumers, developing branding and advertising campaigns that resonate with their values and beliefs, and providing a positive customer experience that fosters loyalty and repeats purchases.

3.5 Brand Awareness

Brand awareness refers to the degree to which consumers are familiar with and recognize a brand. It is a measure of a brand's visibility and popularity in the market, and it is an important factor in the success of a business. Brands with high levels of brand awareness are more likely to be considered by consumers when making purchasing decisions, and they are more likely to be able to charge premium prices for their products or services.

Brand awareness can be measured in a variety of ways, such as through surveys or market research. Some common measures of brand awareness include aided recall, where consumers are asked to name brands in a particular category, and unaided recall, where consumers are asked to recall brands without prompting.

Brands can increase their brand awareness through a variety of marketing and advertising strategies, such as using social media to engage with customers, creating memorable advertising campaigns, sponsoring events or sports teams, and using celebrity endorsements. By increasing brand awareness, companies can build a loyal customer base and establish a strong brand identity that sets them apart from their competitors.

3.6 Target Audience

Target audience refers to the specific group of consumers that a business or organization aims to reach with its products, services, or marketing messages. The target audience is usually defined based on demographic, geographic, psychographic, or behavioural characteristics. Demographic characteristics include factors such as age, gender, income, education level, and occupation. Geographic characteristics include factors such as location, climate, and culture. Psychographic characteristics include factors such as personality, lifestyle, and values. Behavioural characteristics include factors such as purchasing habits, brand loyalty, and product usage. Identifying the target audience is an important part of developing a successful marketing strategy, as it helps businesses to tailor their marketing messages to the specific needs and preferences of their customers. By understanding the target audience's characteristics, businesses can develop marketing messages that are more likely to resonate with their customers, and that are more likely to lead to a purchase.

3.7 Consumer Perception

Consumer perception refers to how consumers perceive, interpret, and make sense of information about a product or service. Perception is a psychological process that involves the interpretation of sensory information, such as sight, sound, and touch, in order to form an impression of a product or brand. Consumer perception is influenced by a variety of factors, including personal experiences, cultural background, and marketing messages. Marketers can influence consumer perception by creating positive associations with their products or brands through marketing and advertising strategies. For example, they may use attractive packaging or create memorable advertising campaigns that emphasize the benefits of their products.

Consumer perception can have a significant impact on purchasing decisions, as consumers are more likely to buy products or services that they perceive as valuable or high quality. By understanding consumer perception, marketers can develop strategies to build a positive perception of their products or brands and address any negative perceptions that may exist. This can help to build customer loyalty and increase sales over time.

3.8 Fast-Moving Consumer Goods. (FMCG)

FMCG stands for Fast-Moving Consumer Goods. These are products that are typically consumed or purchased frequently and have a short shelf life. Examples of FMCG products include food and beverages, personal care products such as soap and shampoo, household cleaning products, and over-the-counter medications.

FMCG products are generally low-priced and have a high turnover rate. They are sold in large volumes and are typically available through a variety of distribution channels, such as supermarkets, convenience stores, and online retailers.

Marketing and advertising strategies for FMCG products often focus on building brand awareness and encouraging repeat purchases. Advertising campaigns may highlight the quality and value of the product, as well as the convenience and ease of purchase.

3.9 Marketing Strategy

A marketing strategy refers to the plan or approaches that a business uses to promote its products or services to its target audience. It involves identifying the target market, understanding their needs and preferences, and developing a plan to reach and engage with them in a way that will encourage them to make a purchase. A successful marketing strategy is one that is aligned with the businesses overall goals and objectives, and that effectively reaches and engages with the target audience. By developing a strong marketing strategy, businesses can build brand awareness, increase sales, and build long-term customer relationships.

CHAPTER 4

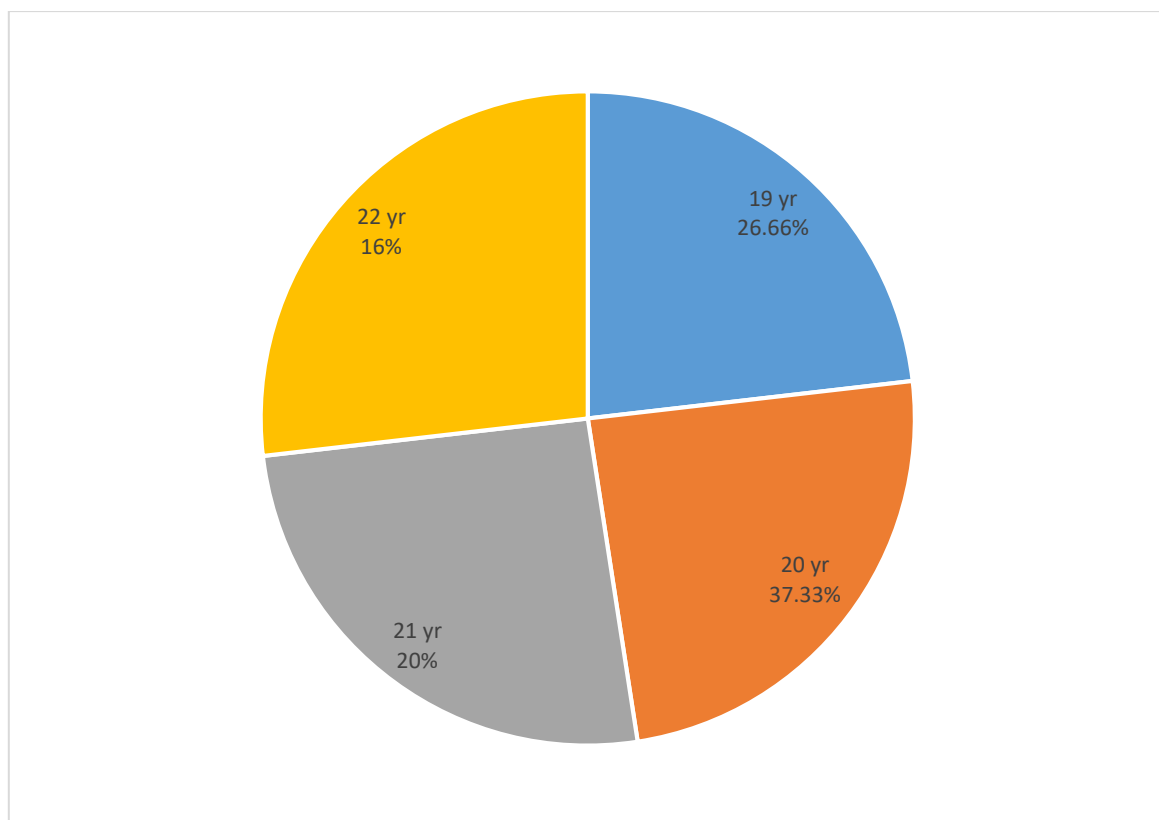
DATA ANALYSIS AND INTERPRETATION

Table 4.1 Classification of respondents according to their AGE

Age	Frequency	Percentage
19	20	26.66%
20	28	37.33%
21	15	20.00%
22	12	16.00%
Total	75	100%

Source: Primary Data

Figure 4.1



Interpretation

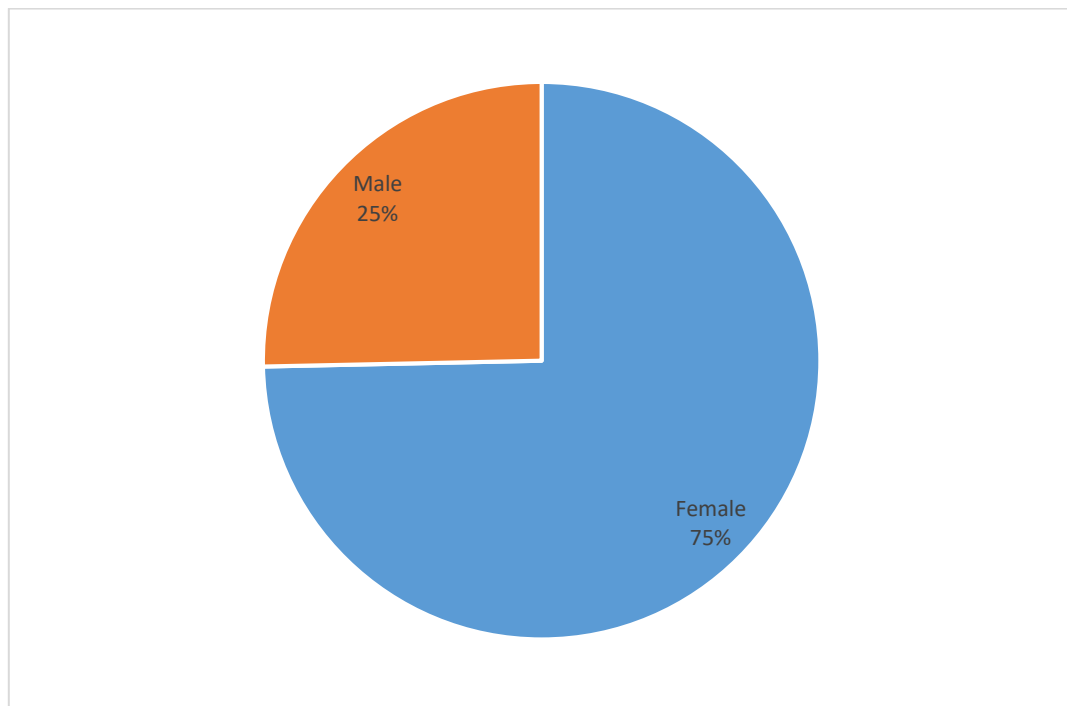
According to Table 4.1, most respondents (37.33%) are at age 20, followed by age 19 (26.33%), then age 21 (16%) and then age 22 (16%).

Table 4.2 Classification of respondents according to their GENDER

Gender	Frequency	Percentage
Female	56	75.00%
Male	19	25.00%
Total	75	100%

Source: Primary Data

Figure 4.2



Interpretation

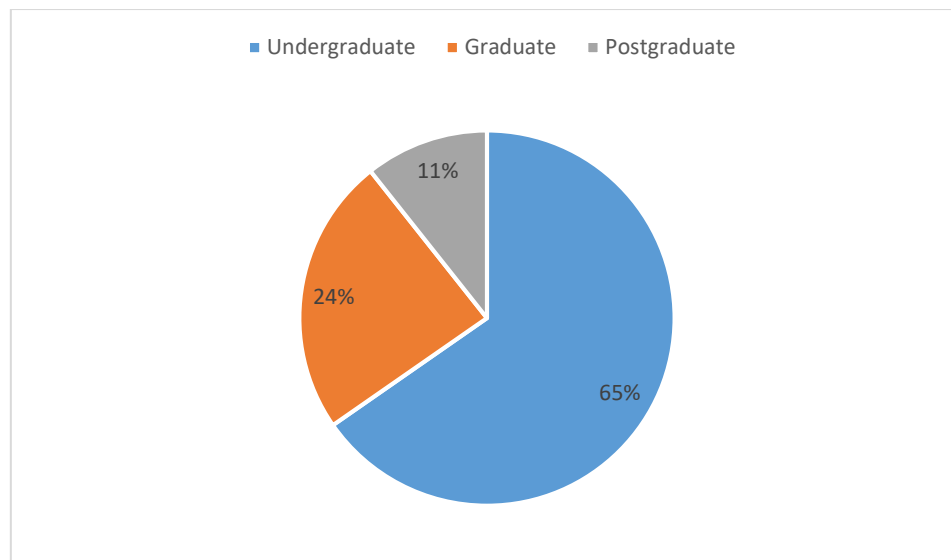
According to Table 4.2, 75% of the respondents are female and the remaining 25% of respondents are male.

Table 4.3 Classification of respondents according to their EDUCATION

Education level	Frequency	Percentage
Undergraduate	49	65%
Graduate	18	24%
Postgraduate	8	11%
Total	75	100%

Source: Primary Data

Figure 4.3



Interpretation

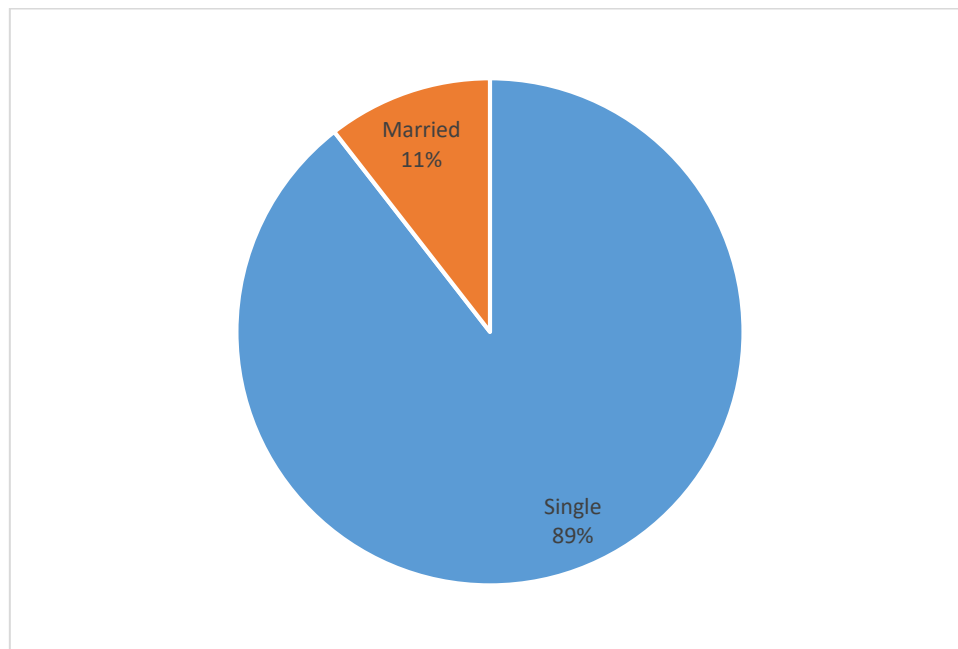
According to Table 4.3, 65% respondents were undergraduates, 24% respondents were graduates and 11% respondents were postgraduates.

Table 4.4 Classification of respondents according to their MARITAL STATUS

Marital Status	Frequency	Percentage
Single	68	89%
Married	8	11%
Total	75	100%

Source: Primary Data

Figure 4.4



Interpretation

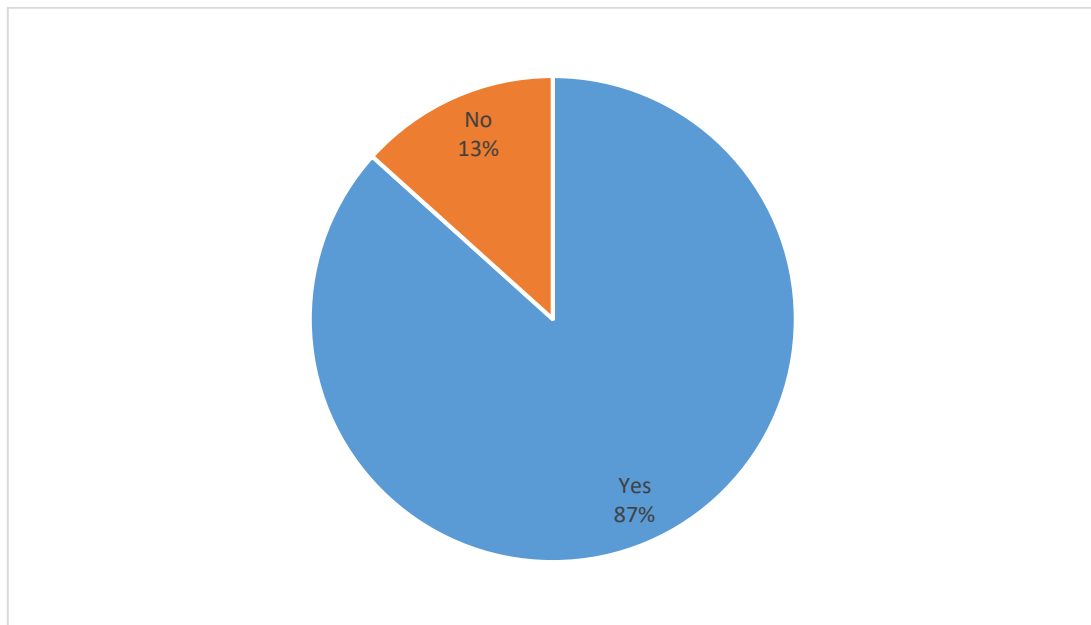
According to Table 4.4, the data collected contains 89% of the single population and 11% of the married population.

Table 4.5 Classification of respondents relating to the purchase of Fast-Moving Consumer Goods

Response	Frequency	Percentage
Yes	65	87%
No	10	13%
Total	75	100%

Source: Primary Data

Figure 4.5



Interpretation

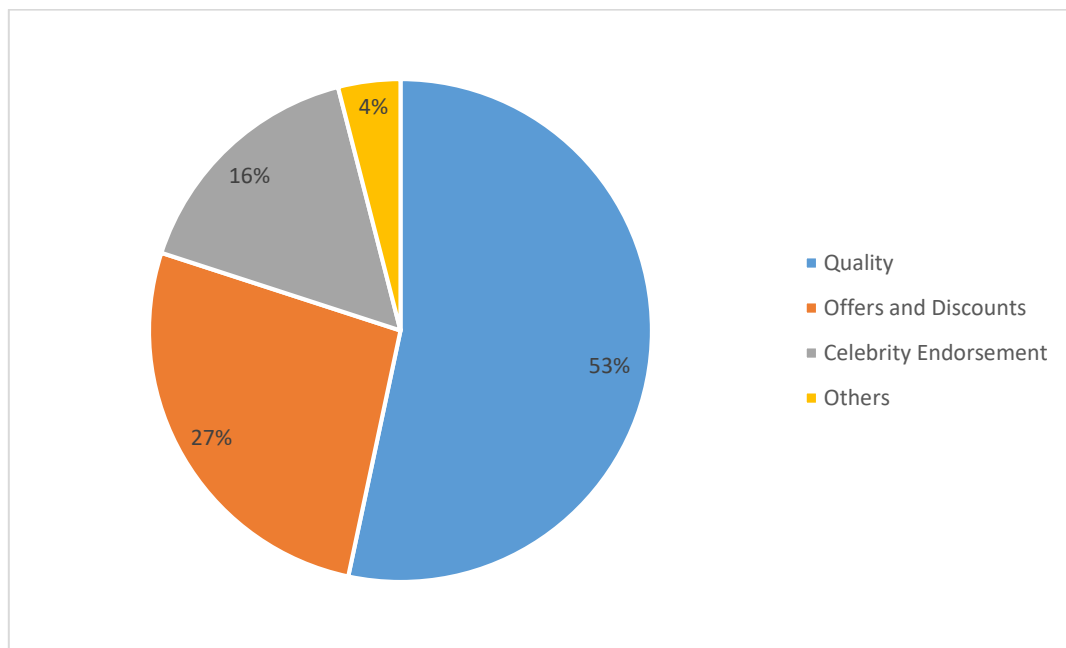
According to Table 4.5, 13% of poll participants don't buy fast-moving consumer goods, compared to 87% who do.

Table 4.6 Classification of respondents relating to factors influencing them to buy.

Value	Frequency	Percentage
Quality	40	53%
Offers and Discounts	20	27%
Celebrity Endorsement	12	16%
Others	3	4%
Total	75	100%

Source: Primary Data

Figure 4.6



Interpretation

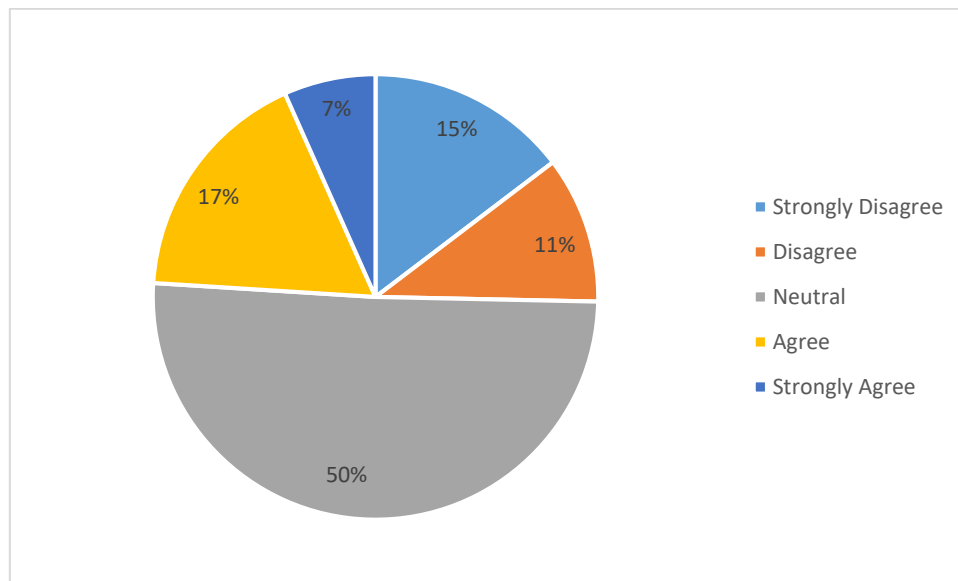
According to Table 4.6, offers and discounts (27%) and quality (53%) are the two main factors affecting respondents' decisions to buy things. Celebrity endorsement is only an influencing factor in 16% of cases. 4% consider other aspects while making a purchasing decision.

Table 4.7 Classification of respondents according to their opinion on whether celebrity-endorsed advertisements are more effective or not.

Responses	Frequency	Percentage
Strongly Disagree	12	15%
Disagree	8	11%
Neutral	38	50%
Agree	11	17%
Strongly Agree	6	7%
Total	75	100%

Source: Primary Data

Figure 4.7



Interpretation

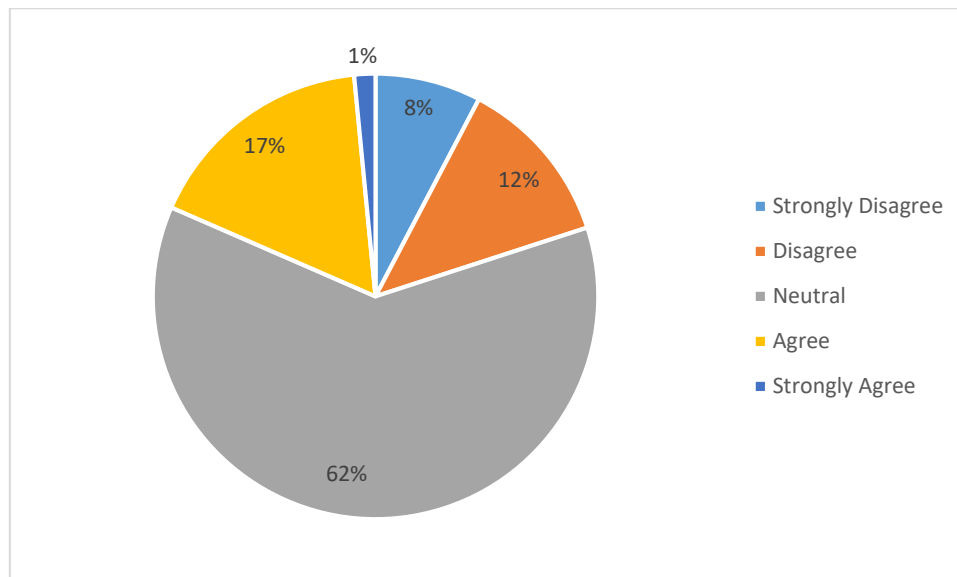
According to Table 4.7, the analysis reveals that 11 respondents (17% of the respondents) concur that celebrity-driven advertising is more successful than those without celebrities, whereas 6 respondents (7% of the respondents) strongly concur, and 8 respondents (11% of the respondents) disagree. 15%, strongly disagree that advertising starring celebrities is more effective than those that do not. Most respondents, 38 (50% respondents), were neutral.

Table 4.8 Classification of respondents according to their opinion on switching to a new product endorsed by their favourite actor/actress.

Responses	Frequency	Percentage
Strongly Disagree	5	8%
Disagree	8	12%
Neutral	40	62%
Agree	11	17%
Strongly Agree	1	1%
Total	75	100%

Source: Primary Data

Figure 4.8



Interpretation

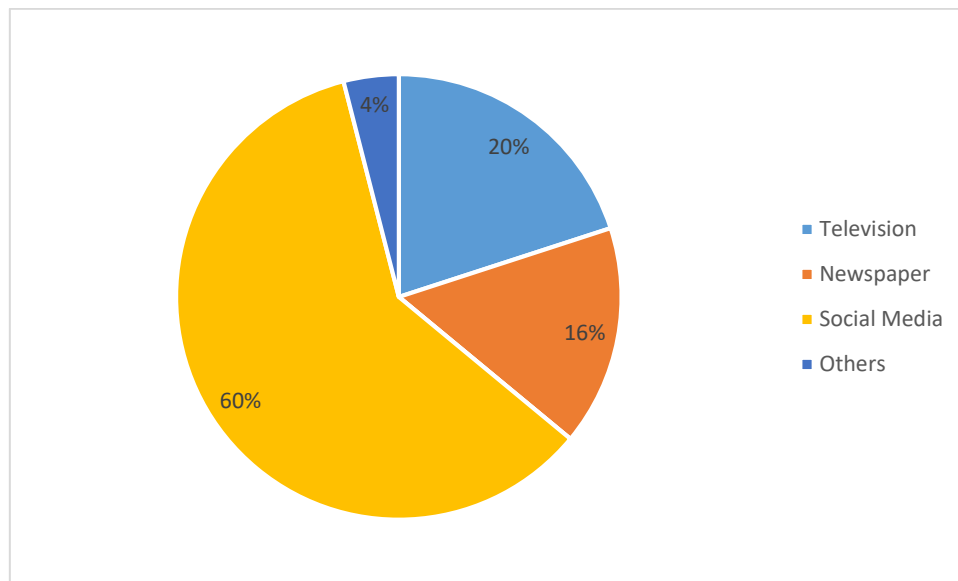
According to Table 4.8, it shows 12% of respondents disagree that they will switch from a regular product they use to a new product endorsed by their favourite celebrity, while 62% of the respondents are neutral on the subject. 17% of respondents said they would switch, and 8% strongly disagreed and 1% strongly agrees with the statement.

Table 4.9 Classification of respondents according to their opinion on mediums that are likely to convey celebrity-endorsed advertisements.

Medium	Frequency	Percentage
Television	15	20%
Newspaper	12	16%
Radio	0	0
Social Media	45	60%
Others	3	4%
Total	75	100%

Source: Primary Data

Figure 4.9



Interpretation

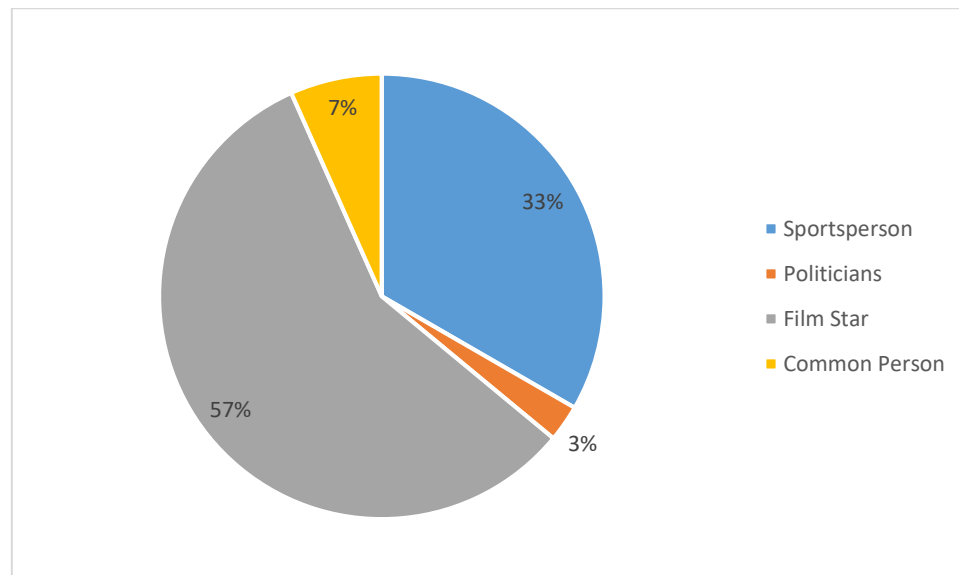
According to Table 4.9 it is clearly obvious that most respondents (60%) believe that celebrity-endorsed commercials are more likely to be conveyed through social media than on television (20%) or newspapers (16%). 4% of those surveyed believe that this can be communicated through other channels as well.

Table 4.10 Classification of respondents according to their opinion on the type of celebrity endorsement which persuades them personally to purchase products.

Responses	Frequency	Percentage
Sportsperson	25	33%
Politicians	2	3%
Film Star	43	57%
Common Person	5	7%
Total	75	100%

Source: Primary Data

Figure 4.10



Interpretation

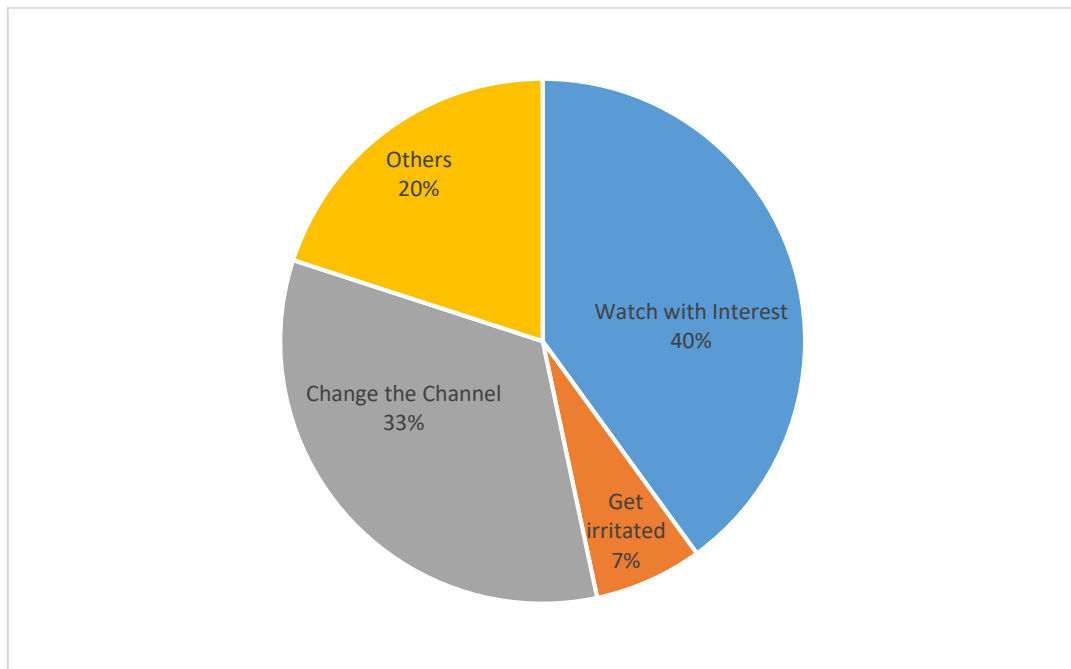
According to Table 4.10, 57% of the respondents feel that endorsement by film stars persuades them to purchase the products, followed by sportspersons (33%) and common people (7%). 3% respond that politicians' endorsements persuade them to purchase products.

Table 4.11 Classification of respondents on their reaction to celebrity endorsements when they appear on TV.

Response	Frequency	Percentage
Watch with Interest	30	40%
Get irritated	5	7%
Change the Channel	25	33%
Others	15	20%
Total	75	100%

Source: Primary Data

Figure 4.11



Interpretation

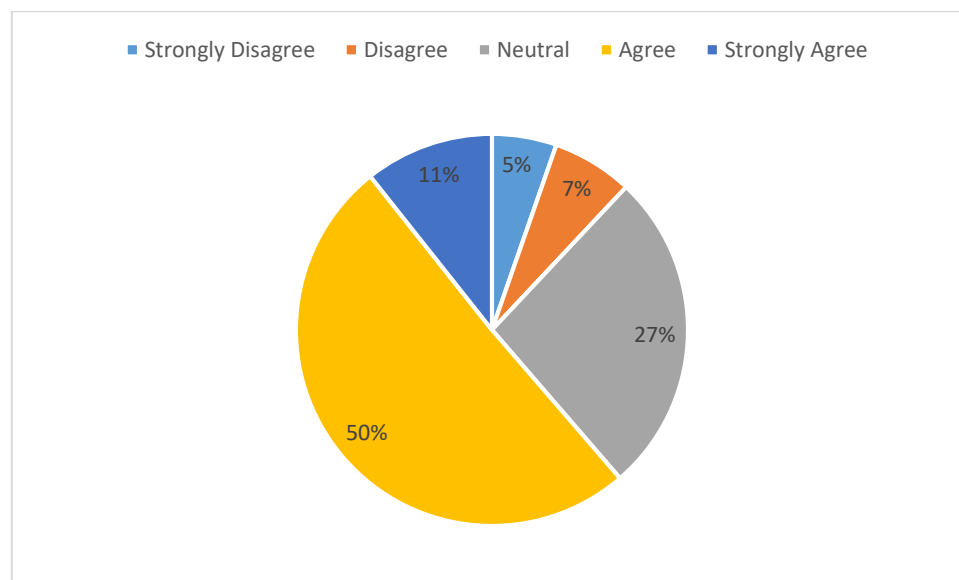
According to Table 4.11, it is evident that most respondents (40%) pay attention to celebrity advertisements when they air on television. When such an ad comes, 33% of viewers switch the channel, and 7% become irritated. 20% of respondents fell in the 'other' category.

Table 4.12 Classification of respondents on the basis of whether they are able to identify the product because of the celebrity associated with it.

Responses	Frequency	Percentage
Strongly Disagree	4	5%
Disagree	5	7%
Neutral	20	27%
Agree	38	50%
Strongly Agree	8	11%
Total	75	100%

Source: Primary Data

Figure Table 4.12



Interpretation

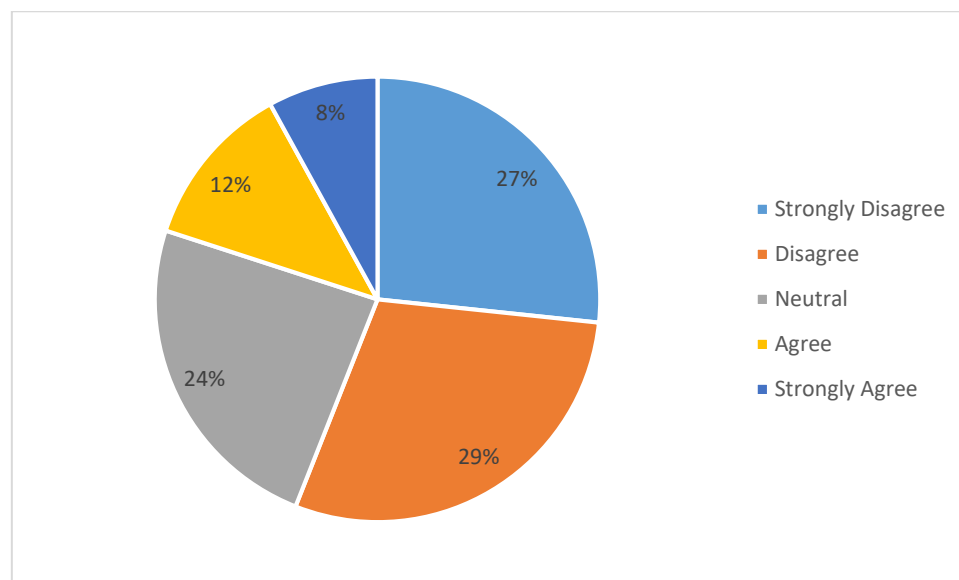
According to Table 4.12, it can be concluded that most respondents—38 (50% of the respondents)—believe that celebrities make it easier to recognize a brand, while 20 respondents (27% of the respondents) expressed no opinion, 8 respondents (11% of the respondents) strongly agreed with this, and 5 respondents (7% of the respondents) completely disagreed. Four respondents (about 5% of the total) disagreed strongly with the statement.

Table 4.13 Classification of respondents on their opinion on whether celebrities also use the products they endorse.

Responses	Frequency	Percentage
Strongly Disagree	20	27
Disagree	22	29
Neutral	18	24
Agree	9	12
Strongly Agree	6	8
Total	75	100%

Source: Primary Data

Figure 4.13



Interpretation

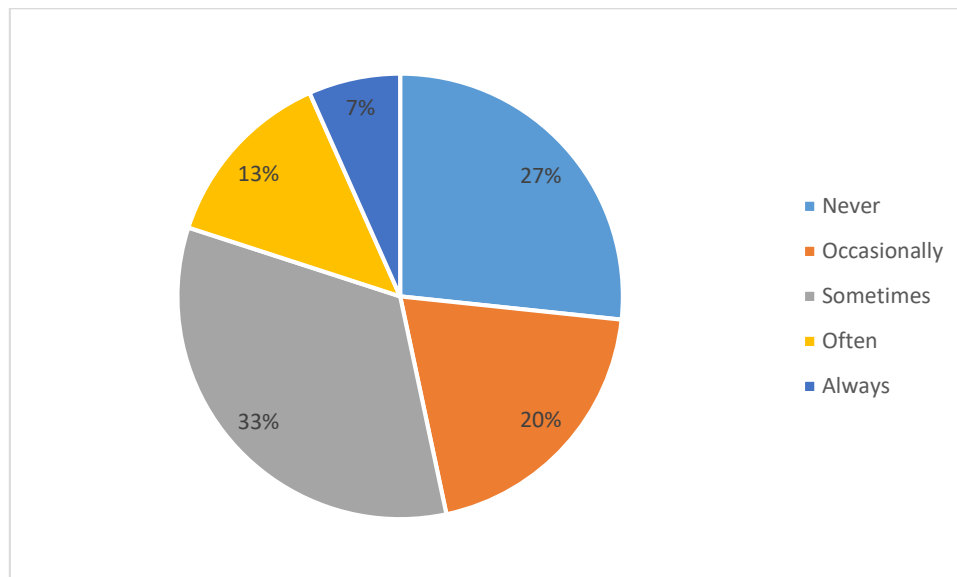
According to the Table 4.13, 29% of respondents, celebrities don't use the things they promote. 27% of respondents strongly disagree, while 24% are undecided. Very few respondents (9%) think that celebrities genuinely utilize the things they endorse, and 12% of respondents strongly agree with the notion.

Table 4.14 Classification of respondents on their opinion on whether they would buy the products they often purchased if endorsed by a celebrity they disliked.

Response	Frequency	Percentage
Never	20	27
Occasionally	15	20
Sometimes	25	33
Often	10	13
Always	5	7
Total	75	100%

Source: Primary Data

Figure 4.14



Interpretation

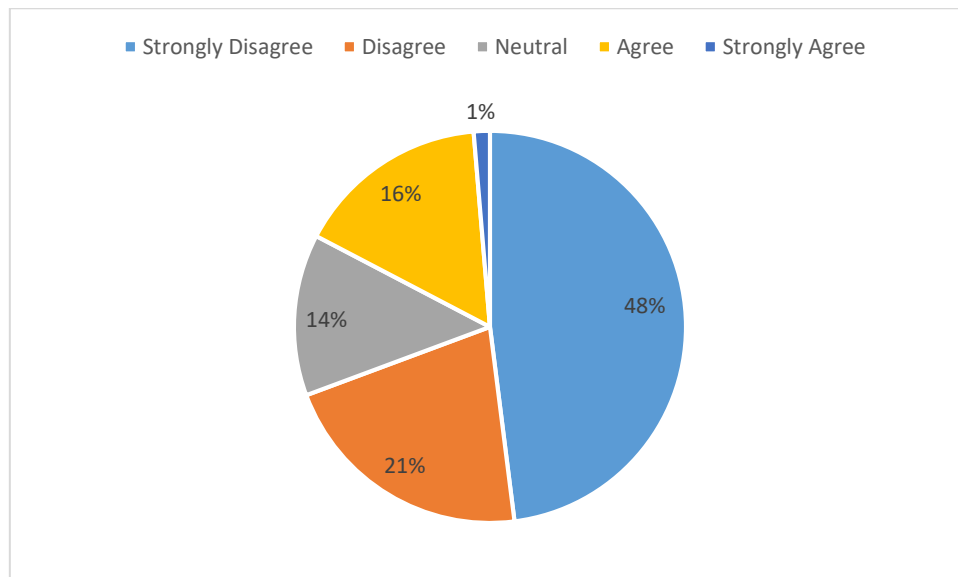
From Table 4.14, it can be concluded that only a small percentage of respondents (7%) believe that they would always modify their purchasing behaviour if a celebrity they dislike promoted a brand. 13% of people frequently and 20% sporadically alter their buying habits. If a celebrity is promoting the brand, 33% of the respondents said they might sometimes switch brands. 20 (27% of the respondents) of the respondents do not agree with the statement.

Table 4.15 Classification of respondents according to their opinion on whether celebrities endorse products for free.

Responses	Frequency	Percentage
Strongly Disagree	36	48
Disagree	16	21
Neutral	10	14
Agree	12	16
Strongly Agree	1	1
Total	75	100%

Source: Primary Data

Figure 4.15



Interpretation

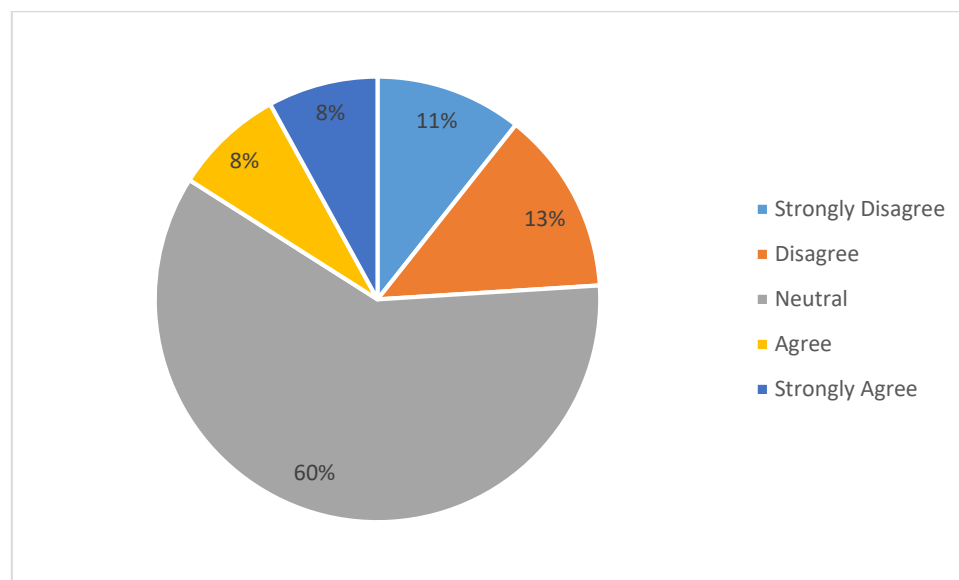
According to Table 4.15, it is clear that 48% of the respondents strongly disagree with the claim that celebrities endorse products for free. 21% disagree while 14% of the respondents remain indifferent on this. Only a few respondents agree (15%) that celebrities endorse products for free.

Table 4.16 Classification of respondents according to their opinion on whether products endorsed by celebrities are informative.

Responses	Frequency	Percentage
Strongly Disagree	8	11%
Disagree	10	13%
Neutral	45	60%
Agree	6	8%
Strongly Agree	6	8%
Total	75	100%

Source: Primary Data

Figure 4.16



Interpretation

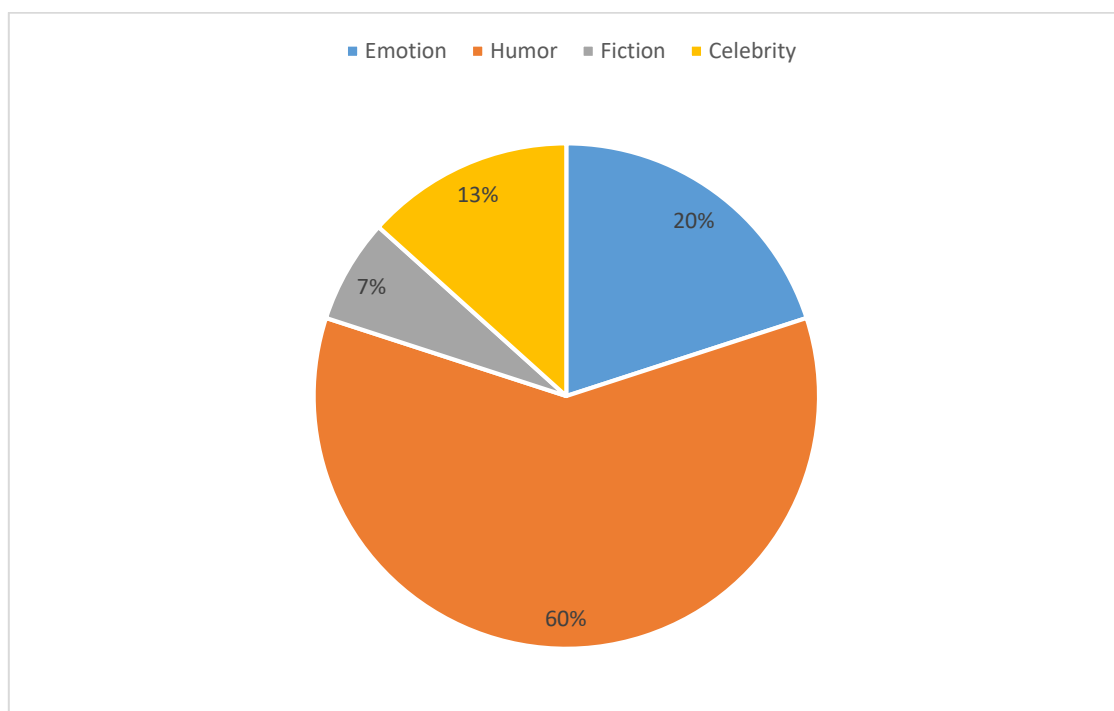
According to Table 4.16, only a small percentage of respondents (8%), according to the data, believe celebrity-endorsed products to be reliable and informative. 60% of those surveyed are still unconvinced by the assertion. Among the respondents, 13% disagree and 11% strongly disagree that they believe these products to be informative.

Table 4.17 Classification of respondents according to their opinion on factors catching their attention quickly through TV ads.

Response	Frequency	Percentage
Emotion	15	20%
Humour	45	60%
Fiction	5	7%
Celebrity	10	13%
Total	75	100%

Source: Primary Data

Figure 4.17



Interpretation

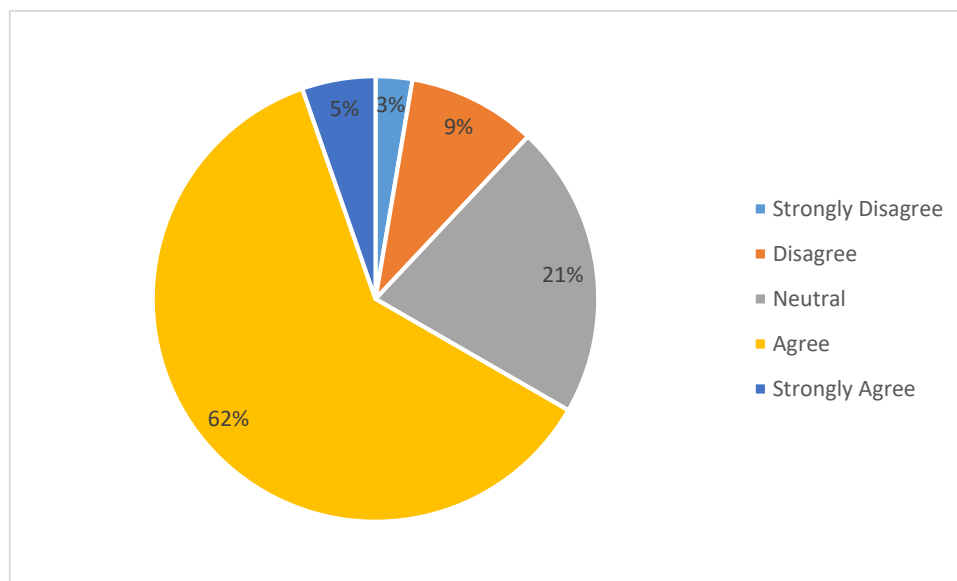
According to Table 4.17, Emotion (20%) and Humour (60%) are the two main elements that attract viewers' attention fast in TV advertisements, respectively. 7% of people think fiction is a quick attention component, while 13% think celebrities are.

Table 4.18 Classification of respondents according to their opinion on whether scandals associated with celebrities destroy the brand's image.

Responses	Frequency	Percentage
Strongly Disagree	2	3%
Disagree	7	9%
Neutral	16	21%
Agree	46	62%
Strongly Agree	4	5%
Total	75	100%

Source: Primary Data

Figure 4.18



Interpretation

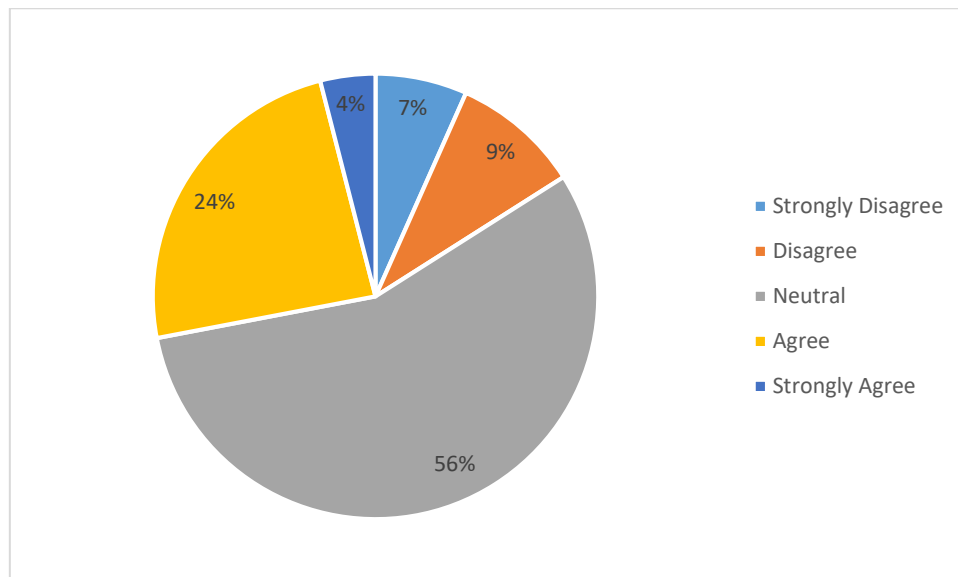
According to Table 4.18, most respondents, 62%, agree that controversies involving celebrities damage a company's reputation. 5% strongly agree with this, while 21% are still indifferent. Few responses (9%) disagree and 3% of them strongly disagree with the statement.

Table 4.19 Classification of respondents according to their opinion on whether celebrity endorsement is considered while deciding to buy.

Responses	Frequency	Percentage
Strongly Disagree	5	7%
Disagree	7	9%
Neutral	42	56%
Agree	18	24%
Strongly Agree	3	4%
Total	75	100%

Source: Primary Data

Figure 4.19



Interpretation

According to Table 4.19, most respondents (56%) stay indifferent about the statement that celebrity endorsement influences their decision to buy. 24% of people agree with the statement, and 4% strongly agree. 7% of respondents strongly disagree with the statement that celebrity endorsement influences their decision to buy, while 9% just disagree.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- According to the data, most responders (80% of all participants) are the age of 20.
- According to the information gathered, 75% of the survey respondents are female, making them the survey's majority.
- According to the data, 65% of survey participants are pursuing an undergraduate degree. Hence proving the majority age of 20 years old. Based on these findings, it is possible to conclude that the survey primarily represents the views and opinions of undergraduate students, with a smaller representation of graduate students and postgraduates.
- According to the data, 89% of survey participants are single. Based on these findings, it is possible to conclude that the survey primarily represents the views and opinions of single individuals.
- According to the data, most survey participants buy fast-moving consumer goods, with 87% falling into this category. Based on these results, it is possible to conclude that the survey primarily represents the views and opinions of people who buy fast-moving consumer goods.
- According to the data, the quality of the product is the most crucial factor for respondents when making a purchasing decision, with 53% indicating that it influences their decision. Celebrity endorsement was found to be a less significant factor, with only 16% of respondents indicating that it influences their purchasing decision. It has been found that celebrity endorsement has a relatively small impact on purchasing decisions.
- The findings show that respondents have mixed opinions about the effectiveness of celebrity driven advertising. Most respondents, 50%, were neutral, indicating that they have no strong feelings about the effectiveness of celebrity-driven advertising.
- According to the data gathered, 62% of respondents who remained neutral on the matter may imply that they are unsure or unconcerned about the impact of celebrity endorsements on their purchasing habits. This lack of conviction may imply that these respondents require more knowledge or experience with celebrity-endorsed products before forming an opinion.

- According to the findings, social media is the most popular channel for communicating celebrity endorsed advertising, as regarded by a large majority of respondents (60%). This could be owing to social media's extensive availability and popularity as a source of entertainment and information.
- According to the findings, celebrity endorsements are a popular and effective marketing tactic for persuading buyers to buy products. Celebrity endorsements from movie stars are the most persuasive form of endorsers, according to 57% of respondents.
- According to the findings, a sizable proportion of respondents (40%) pay attention to these commercials. It is also worth noting that a sizable proportion of respondents (20%) fell into the 'other' category, implying that there may be other factors influencing their response to celebrity advertisements on television.
- According to the data, a majority of respondents (50%) believe that celebrity endorsements make it easier to identify a brand. This could be because celebrity endorsements can boost a brand's exposure and appeal.
- According to the findings, respondents are skeptical of celebrities using the products they endorse. A sizable proportion of those polled (29%) believe that celebrities do not use the products they promote.
- The fact that the majority of respondents (33%) disagree with the statement indicates that a celebrity's endorsement may not be a big role in many consumers' purchasing decisions. Price, convenience, and personal tastes may all play a larger role in driving customer behaviour.
- According to these findings, the majority of respondents do not regard celebrity endorsements as a reliable source of product information. A sizable proportion of respondents actively oppose the notion that celebrity endorsements are informative.
- According to the findings, humour is the most effective factor in capturing viewers' attention in advertising, with 60% of respondents acknowledging that it is the major component that draws their interest.
- According to the findings, a sizable proportion of respondents 2(62%) believe that celebrity controversies hurt a company's reputation. These responses suggest that a company's association with a controversial celebrity can cause customers to lose trust and credibility. Overall, the findings suggest that companies should be cautious about the celebrities they choose to associate with and that any controversies involving those celebrities should be considered.

- According to the findings, celebrity endorsement may not be a significant factor in influencing the purchase decisions of the majority of respondents, as 56% of them were unconcerned about the statement. This could mean that some people aren't swayed by celebrity endorsements and instead base their purchasing decisions on other factors like product quality, price, or personal preferences.

5.2 Suggestions

- Businesses should investigate alternate marketing techniques because most respondents remained ambivalent about the effectiveness of the celebrity-based promotion. To reach their target demographic, they can use influencer marketing, social media advertising, or content marketing.
- The findings suggest that, while celebrity advertisements can be an effective marketing tool, they may also elicit resistance or irritation from viewers who prefer to avoid these advertisements. Marketers may need to take into account the audience's reaction to these advertisements and tailor them to be more relevant, engaging, and appealing to viewers.
- Based on the findings, celebrity endorsement may not be as effective in influencing customer purchasing decisions as previously thought. To capitalize on this information, businesses could consider diverting their marketing efforts towards incentives and discounts, as well as emphasizing the quality of their products, rather than relying only on celebrity endorsements.
- According to the findings, there may be some doubt or uncertainty about whether celebrities genuinely use the things they advocate, which may have an impact on the effectiveness and credibility of celebrity endorsements as a marketing technique. Marketers must be truthful and real in their use of celebrity endorsements, and the celebrity's relationship with the product must be believable and relevant to the target audience.
- While most respondents said they would not switch to a new product promoted by a celebrity, businesses should consider utilizing customer testimonials and reviews to highlight the benefits of their products. This can help to create trust with potential customers and urge them to make a purchase.
- While the findings provide some insights into customer preferences, more study is needed to acquire a fuller picture of customer behaviour and preferences. This can assist

businesses in tailoring their marketing tactics to better meet the needs of their target audience.

- Businesses may consider infusing emotion and comedy into their commercials because they are the aspects that capture consumers' attention quickly in TV adverts. This can assist in increasing brand awareness and improving customer engagement.
- Since celebrity scandals can ruin a brand's image, firms should exercise caution when picking celebrities for endorsements. Before linking a brand with a celebrity, it is critical to undertake rigorous background checks and examine the potential hazards.

5.3 Conclusion

The study on 'Impact of Celebrity Endorsement on buying behaviour of FMCG among youths in Kerala' aims to investigate the effect of celebrity endorsement on consumer purchase intention of FMCG products. The study has concluded that celebrity endorsement is not an essential factor that influences consumers to purchase a particular product. Based on the findings of the project, it can be concluded that there are other factors such as Quality, Price, Offers and Discounts, Peer recommendations, etc. which play a significant role when purchasing a product. The study also highlights that the effectiveness of celebrity endorsements is dependent on various factors, including the type of product, the type of celebrity, the perceived credibility of the celebrity, and the message conveyed through the endorsement. Marketers must carefully select the right celebrity to endorse their products and ensure that the endorsement aligns with the brand's image and message to maximize the impact of the endorsement. Furthermore, the project may have found that celebrity endorsements can sometimes backfire, with negative publicity or scandals associated with a celebrity leading to a decrease in sales of products they endorse. To sum up, while celebrity endorsement may have some influence on consumer behaviour, the project's findings suggest that it may not be a significant factor in the buying behaviour of fast-moving consumer goods among youths.

BIBLIOGRAPHY

JOURNALS:

1. Kainyu, K. R. (2022). Influence of Celebrity Endorsements on Consumers' Brand Equity: Case Study of Super Brands Companies in Kenya. *East African Journal of Business and Economics*.
2. Svetlik, (2016) Execution of Advertising and Celebrity Endorsement Communication Today
3. Ranaweera, S. K. (2021). Understanding Sri Lankan Consumers' Perception towards Celebrity Endorsement. *International Conference on Management and Economics*.
4. Mehmet Özer, A. Ö. (2022). Does Celebrity Attachment Influence Brand Attachment and Brand Loyalty in Celebrity Endorsement? A Mixed Methods Study.
5. Padhy, P. S. (2012). BRAND PERCEPTION BY CELEBRITY ENDORSEMENT. *International Journal of Advanced Research in*.
6. Okyireh, R. O. (2022). Contextualizing Scandals in Celebrity Endorsement Strategies. *American International Journal of Business Management*.
7. (Qabur, 2018) Factors Influencing Efficacy of Celebrity Endorsement in Saudi Arabia. Cleveland State University Engaged Scholarship.
8. Rizwan Raheem Ahmed, S. K. (2015). Impact of Celebrity Endorsement on Consumer Buying Behaviour. *SSRN Electronic Journal*.
9. Dr. Vishwas Gupta, P. T. (2020). Does Celebrity Endorsement Extend Brand Loyalty? *International Journal of Advanced Science and Technology*.
10. Safi Hani, A. M. (2018). The effect of celebrity endorsement on consumer behaviour: Case of the Lebanese jewellery industry. *Arab Economic and Business Journal*.
11. Kumar, A. (2011). Celebrity Endorsements and Its Impact on Consumer Buying Behaviour. SSRN.
12. Mayank Jha, Bhattacharjee, K., Priti, C., & Heng, W. H. (2020). A Study in Role of Celebrity Endorsements on Consumer Buying Behaviour. *Asia-Pacific Journal of Management and Technology*.
13. Mahana, S. (2019). Analysis of Impact of Celebrity Endorsements on Consumer Buying Behaviour. *International Journal of Innovative Science and Research Technology*.
14. Gaurav, D. (2017). The Influence of Celebrity Endorsements on the Buying Intension of Young Consumers in India.
15. Chan, K. (2020). Perception of advertisements with celebrity endorsement among mature consumers. *Journal of Marketing Communications*.
16. Ahmet Ertugan, P. M. (2019). Understanding the relationship between celebrity endorsement on social media and consumer purchasing intention. *International Journal of Advanced and Applied Sciences*.

17. Antony Juma Wagoki, P. G. (2019). EFFECT OF ATHLETE EXPERTISE ON BRAND ENDORSEMENT IN MANUFACTURING COMPANIES IN KENYA. *International Journal of Social Science and Humanities Research*.
18. Nhevere, G. M. (2019). Consumer buying behaviour. *International Journal of Research in Business, Economics and Management Vol.3 Issue 1 January-February 2019*.
19. Khalid, M. A. (2018). Impact of celebrity endorsement on consumer buying behaviour towards beauty soap in Karachi city. *Munich Personal RePEc Archive*.
20. Safi Hani, A. M. (2018). The effect of celebrity endorsement on consumer behaviour: Case of the Lebanese jewellery industry. *Arab Economic and Business Journal*.

WEBSITES:

www.wikipedia.org

www.diva-portal.org

www.searchenginejournal.com

www.bluestream.in

ANNEXURE

1) Email* - _____

2) Name* - _____

3) Age* - _____

4) Gender*

- Male
- Female
- Prefer not to say.

5) Education Level*

- Undergraduate
- Graduate
- Postgraduate

6) Marital Status*

- Single
- Married

7) Annual Income - _____

8) Do you purchase Fast Moving Consumer Goods? *

- Yes
- No

9) While purchasing products, what factors influence you to buy? *

- Quality
- Offers and Discounts
- Celebrity Endorsement
- Other

10) Do you think that ads having celebrities are more effective than those who don't? *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11) I would like to switch from my regular products to a new product endorsed by my favourite actor/actress. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

12) Which of the following mediums do you think is more likely to convey celebrity endorsed advertisements? *

- Television
- Radio
- Magazine
- Newspapers
- Other

13) What type of celebrity endorsement persuades you personally to purchase products? *

- Sportspersons
- Politicians
- Films Star
- Common People
- Others

14) How do you react when celebrity ads appear on TV? *

- Watch with interest.
- Get irritated.
- Change the channel.
- Other

15) I am able to identify the product because of the celebrity associated with it. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16) If a celebrity you disliked was endorsing a brand you often purchase from, would this change your buying behaviour? *

- Never
- Occasionally
- Sometimes
- Often
- Always

17) I don't believe celebrities also use those products which they themselves endorse. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18) Celebrities endorse products for free. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19) I find products endorsed by celebrities are informative. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20) Which of the following factors catch your attention quickly through TV ads? *

- Emotion
- Humour
- Fiction
- Celebrity

21) Scandals attached with celebrities destroy the brand's image. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

22) I think celebrity endorsement is an important factor when I make my decision to buy. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree