

Impact of Celebrities on the Buying Behaviour of Consumers: A Study in Raipur City

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ABSTRACT

Buying behaviour process goes through many steps which involves many factors affecting its decisions to purchase a good for which final consumption. Here, the recommendation of celebrities has more considerable emotional impact which affects the buying behaviour of a consumer. Nowadays a consumer is very fascinated towards the thing which is popular among the high demand society which is used and recommended by upper-class people and so-called celebrity. A consumer is inquisitive, which are being used by the celebrities and price to follow their reviews. The consumer feels more sympathetic towards a brand if their products were promoted by a celebrity they admire. The purpose of the study is to know how people get more attracted towards the recommendation of the celebrities and how he tries to adopt it in his daily routine. In this research, questioner was sent to the total 200 respondents through social media platforms among which most of them were between the age group of 20-30. The data analyzed by making graph and diagram through the response collected from the questionnaire.

KEYWORDS

Advertisement, Buying Behaviour, Celebrities Recommendation, The Consumer, Consumption, Fashion, Follow, Influence

INTRODUCTION

Now-a-days, buying behaviour is one of the crucial factors in Marketing. One of the ways to acquire a product a consumer goes through many steps that involve his needs and desire to choose a perfect product that can give him the best level satisfaction with the minimum cost in it. Consumer not only considers the price of the product but also notice the small things which he supposed to be needed during the consumption of the product. Here come various factors that affect the buying behaviour of the consumer; such as the size of the product, quality, and quantity, brands, recent trends and fashion, social status. Consumer bears these factors in many sentimental ways. It is believed that the sentiments of the consumers in highly influenced by the celebrity they follow. They are keen to know the products available by their favourite choice of known movie actors, sportsperson, singers or leader. Influencer may be any celebrity who is popular among the masses. A general layman follows their ideal celebrity and tries to do as they told or acts.

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There are many fashion theories are dealing with consumer behaviour and celebrity status. One of the oldest fashion theories, known is the trickle-down theory. This theory states that a style that is first adopted by people at the top of the social pyramid will gradually win acceptance at the lower social levels. Consumer behaviour is the key to industries; which can make or collapse any industry. Here, we want to know the relationship between the Celebrities and consumers buying behaviour of the product. Consumers buy products when they see, analyze, and know about their celebrities' daily routine. For example, Shilpa Shetty (Bollywood actress) doing yoga for her fitness adding Lipton Green Tea in the advertisement as her secret of slim body, many of the costumers will buy the product and forgot about the exercise and yoga is the actual reason not the product. As the subject of our topic has an extensive range of research; this will assist the knowledge of influencing power gathered by the celebrities among consumers. Consumers follow the trends to buy any product which is used by the celebrities this is especially followed fashion industry e.g. Salman khan doing advertisement for ROOPA FRONTLINE, Tapsee Pannu is LYRA LEGGING advertisement, Amitabh Bachhan in BORO PLUS and similarly many more advertisements are shown in different platforms like newspapers, television, cinema theater, facebook, instagram, youtube and other social media platforms by many other celebrities and when consumers see these advertisements they do not see what product is, how it was manufactured, what are the ingredients used in the product, quality their comfort and other factors but they see the beautiful faces to whom they admire are looking great and they thought as they actually using the same product which is shown in those advertisements. They want to become like them and then they were influenced to buy the product whether they want or if they needed that product or not. Celebrities were often photographed and videotaped, and whatever they are wearing will be conveyed images to the general public.

About RAIPUR CITY: Raipur city is the capital of Chhattisgarh state in India. Its population is 1,010,087. It is ranked 7th in Ease of Living Index 2019 by Union Ministry of Housing, and Urban Affairs (MoHUA). It is one of the fashion crowded cities and people here prefer to buy products which are in recent trends. Under this study, we examine the influence of celebrities on the buying behavior of consumers, which relates to the taste and preference of the consumers.

REVIEW OF LITERATURE

1. “Impact of Celebrity Endorsement on Consumer Buying Behaviour, 2015”

This research study focuses on the celebrity endorsement and its impact on the customer's buying behaviour and their perception regarding the product or brand of the company. A quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior.

2. “Schlecht, 2003”

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

3. “Celebrity Attributes and Influence on Consumer Behaviour – A Study of Shekhawati Region of Rajasthan, 2013”

Marketers use celebrities to break into a market dominated by known brands. Even if the brand is a well-established one, a celebrity may just provide that much-needed thrust to drive sales upwards from dormant levels.

4. “How celebrities can be used in advertising to the best advantage, 2015”

On the one hand, the use of a celebrity to endorse a product involves substantial costs, however, on the other hand, it does not immediately guarantee the success of an advertisement. The question of how celebrities can be used in advertising to the best advantage is therefore of utmost importance. Celebrity endorsements have become commonplace: empirical evidence indicates that approximately 20 to 25 per cent of advertisements feature some famous person as a product endorser.

5. “Influencing factors on consumer buying behaviour of luxury goods, 2015”

The aim of this research is to discuss the theoretical approach of luxury goods consumption as well as attempt to observe practical implications of it by looking at a specific group of consumers and their buying behaviour. The objective is to outline what are the most significant characteristics when purchasing luxury goods and what aspects affect buying behaviour.

6. “A Study of Factors of Consumer Buying Behavior and its Influence on Consumer Perception: Evidence from Value Fashion Retail in The City of Bengaluru, 2018”

Fashion, brand, comfort and quality seem to be the key drivers in value fashion apparel industry for consumers. Hence Companies should focus on these components while strategizing to acquire more consumers and market share. Females of different age groups should be targeted more in terms of exchange policy and gift vouchers. Advertisements strategies such as Social media and Newspaper should be given more preference in terms of brand visibility.

7. “Consumer Behavior Research: A Synthesis of the Recent Literature, 2016”

By helping consumer behavior scholars to better understand the direction in which the field is going, the article is intended to provide a guideline for scholars in positioning their future research efforts. The results of this article provide consumer behavior researchers with a concrete perspective on what has been published on the subject area by indicating hot topics, research methods, and analysis techniques.

8. “Factors Influencing Consumer Buying Behaviour: A Case Study, 2014”

Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. The consumers purchase various durables for varied reasons and purposes. Consumer decision making varies with the type of buying decision. Comparatively, complex and expensive purchases, like durable procurements, are likely to involve more buyer deliberations and more participants. The degree of differences and preferences among brands is highly determined by the degree of buyers’ involvement in decision making. Varied factors induce the consumers invariably to make brand preferences among the durables such as advertisement, previous experience, retailers’ recommendation etc.

9. “A Study on factors influencing consumer buying behavior in cosmetic Products, 2014”

Every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is considerably depended on the status factor .If the marketers easily

understand the factors that mainly influence in buying decision the sales can be increased a lot. The study offers an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values.

10. “Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh, (2018)

The growth rate of e-commerce was prolonged in Bangladesh. During that period, there were some e-commerce websites, but there was no system for online transactions. Hardly few people knew about those sites for the high cost of Internet, telephone connections, few credit card holders and lower penetration rate. The opening up of online payment systems, mobile payment systems, inter-banking payment gateways in the 90s by Bangladesh Bank propelled the growth of e-commerce in Bangladesh.

OBJECTIVES

1. To find out the tendency of celebrities in changing fashion among consumers.
2. To find out the effectiveness of celebrities recommendations of products.
3. To find out the authenticity of celebrities recommendations.
4. To find out the issues other than celebrities recommendations concerning for buying behaviour.

RESEARCH METHODOLOGY

The present study is a descriptive analysis on consumer behaviour. The author utilizes both primary and secondary sources in conducting research to understand the consumer behaviour. The survey used to collect responses from consumers as the primary source of study. The primary data had been collected with the help of a structured questionnaire. This method also allows our respondents to think about their answers instead of feeling rushed, which may increase the answer rate of respondents. Mainly, the theoretical framework was explained by the use of secondary sources such as books, journals, and articles. The survey used to collect responses from consumers as the primary source of study. An essential component to the influencers of the consumers is celebrities recommendations and their influence upon ultimate consumers of the product, which will be discussed separately in order to find how big of a role they played in affecting the consumers behaviour towards the product which they supposed to buy.

The questionnaire were sent to the total 200 respondents through social media platforms (online, i.e. Watsaap, Instagram, Facebook) among which most of them were between the age group of 20-30 years. The data analyzed by making graph and diagram through the response collected from the questionnaire.

Table 1 shows the summary of the questionnaire.

RESULT AND DISCUSSION

The brief description of the respondents used in this survey had already been discussed in the research methodology. However, the descriptive analysis of the total respondent taken under study was described in detail in this section. Respondents were categorized according to their age and gender.

Demographic description according to gender and age is summarized in Figure 1.

Here, N refers to the total no. of respondents.

Table 1. Summary questionnaire

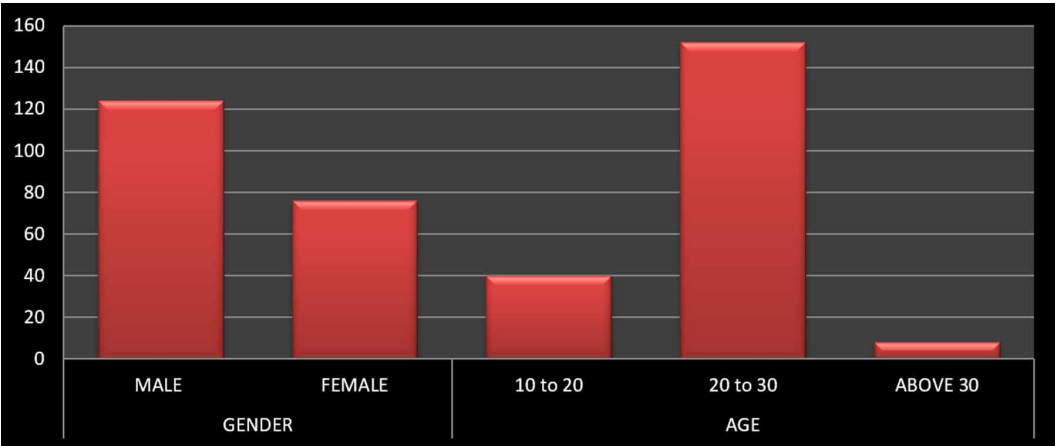
S No.	Question	Item	Frequency (200)	Percentage (100%)
1	Gender	Male	124	62%
		Female	76	38%
2	Age	10-20	40	20%
		20-30	152	76%
		Above 30	8	4%
3	Do you like to see advertisement before purchasing a product?	Yes	128	64%
		No	8	4%
		Maybe	64	32%
4	Mode of advertisement you find most appropriate	Social media	116	58%
		Television	72	36%
		Newspaper	12	6%
5	Recommendation of your favourite celebrity before buying	Yes	112	56%
		No	28	14%
		Maybe	60	30%
6	Do you find the recommendations authentic?	Yes	84	42%
		No	28	14%
		Maybe	88	44%
7	Change in perception due to recommendation?	Yes	124	62%
		No	24	12%
		Maybe	120	60%
8	Do there promotion affect our taste and preference for existing product?	Yes	100	50%
		No	56	28%
		Maybe	44	22%
9	I s celebrities recommendations biased	Yes	64	32%
		No	52	26%
		May be	84	42%
10	Options other than celebrities recommendations before buying	Yes	120	60%
		No	8	4%
		May be	32	16%

Figure 1 describes the number of respondents taken for the description of the research area. Respondents for this study are from the Raipur City of Chhattisgarh and are aware of celebrities endorsement. Here, the survey includes 124 male (i.e. 62%) and 76 female (i.e.38%) respondents belongs to 10-20, 20-30 & above 30 age groups which are 20%, 76% and 4% respectively.

Interpretation

1. To find out the tendency of celebrities in changing fashion among consumers.

Figure 1. Demographics of respondents (N=200)



From Figure 2, one can say that most of the respondents (i.e. 56%) are more prone to follow the recent change in trend and fashion brought by celebrities on the other hand 30% are not interested towards changing fashion and trends and rest of 14% refuses that celebrities have potential to change fashion in the society.

2. To find out the effectiveness of celebrities recommendations of products.

It can be seen from Figure 3 that 46% of the respondents agree that recommendations of their favourite choice of celebrity strongly affect the product they are to buy whereas, approximately the same proportion of the respondents are confused between their celebrities recommendations and the personal choice of a particular product. A few groups, i.e. 9% completely denies that celebrities recommendation are concerning to their personal choice of the purchasing product.

Figure 2. Do you follow recommendation of your favorite celebrity before buying a product?

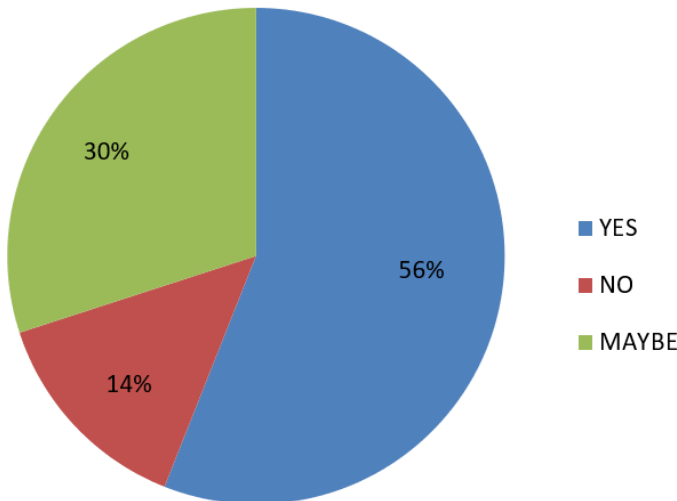
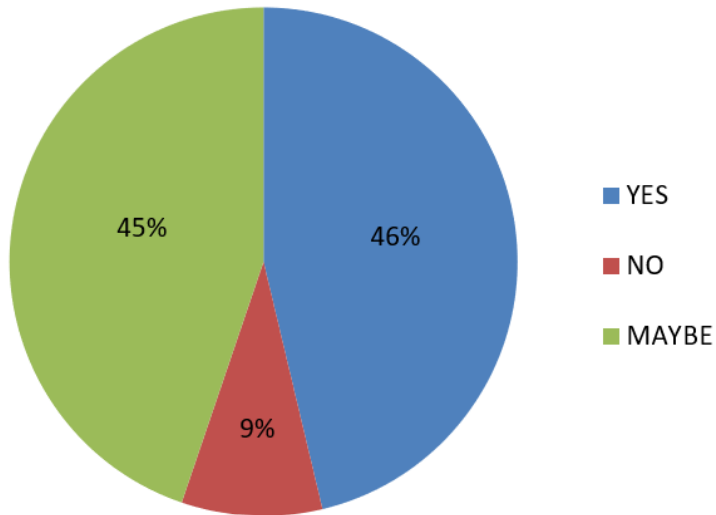


Figure 3. Do you change your perception after following celeb recommendation?

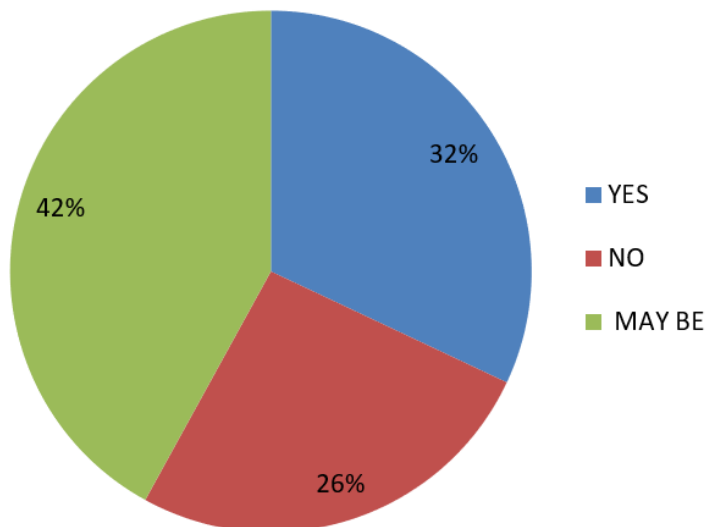


3. To find out the authenticity of celebrities recommendations.

As Figure 4 shows, 32% of respondents accept that recommendations of celebrities are biased. On the other hand majority of the respondent, i.e. 42% are unknown with the authenticity of the celebrities recommendation and rest of them, i.e. 26% disagree upon this condition.

4. To find out the issues other than celebrities recommendations concerning for buying behaviour.

Figure 4. Do you think that celebrities' recommendations are biased?



The majority (i.e. 80%) of the respondents consider point other than celebrity recommendation while opting for a product whereas 16% of the respondents are not sure while considering points purchasing buying a product and rest 4% of respondents only follow celebrities recommendations (see Figure 5).

CONCLUSION

An attempt were made to study the impact of celebrities on the buying behaviour of consumers. A sample of 200 respondents from Raipur city were taken. Data collected from these respondents with the help of questioner and from those responses conclusion were withdrawn.

The majority of consumers follow recommendations of celebrities while purchasing any product, i.e. half of the total respondents (56%) and out of which 46% feels that celebrities recommendations are useful as it changes their perception towards the product they are supposed to use in comparison very few, i.e. 9% is constant to this condition.

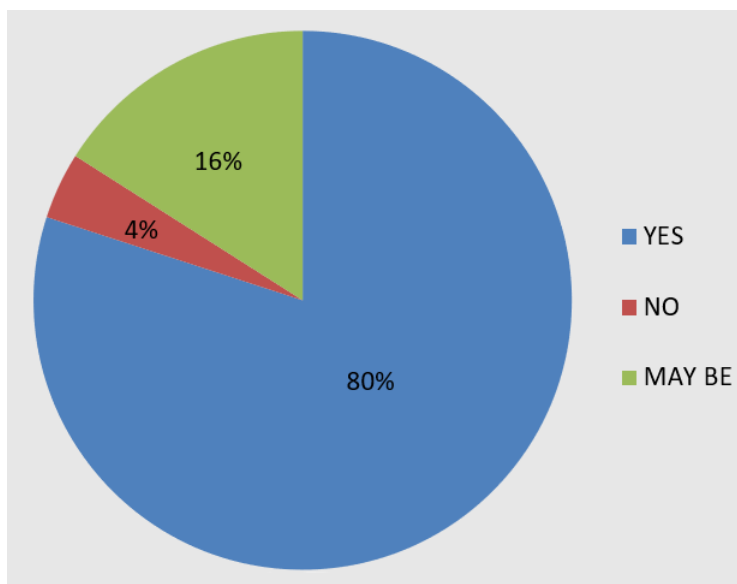
In this research it is found that one-third of the respondent feels that their recommendations are not authentic in comparison a few of them disagree upon these conditions, i.e. 26%, it shows that celebrities recommendations are overtly biased as recommendations are very much affected by an advertisement of the product.

In this research, it was also tried to find out factors affecting purchasing decisions other than the celebrity recommendations. It was found that more the three-fourth (i.e. 80%) of consumers are affected by other factors apart from celebrities recommendations while buying a product in contrast, very few stuck to the celebrity's recommendations only. So, we can say that it has more significant impact on the buying behaviour of the consumers.

LIMITATION AND FUTURE RESEARCH

There may be the chance of a little prejudice in the result as the sample was self-tested and only respondents using social media were taken for answering the questionnaire the scope of the present

Figure 5. Do you look at options other than celebrities' recommendations before buying a product?



study will defines and was also limited within Raipur city of Chhattisgarh state in India, and the result may differ according to the city or another demographic aspects such as education, population, culture, etc.

For future study and research, the questionnaire could better be prepared to eliminate the unfairness of this research and proper study of all the factors could be done and worthy testings should be applied to analyze the hypothesis. The sample size for the study is relatively low according to the population of the city it may be increased for further study. So, future research could be done by considering other factors and other possible alternatives apart from this limited research.

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