

# **EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMERS: A STUDY OF SELECTED FMCG PRODUCTS**

A

Thesis

Submitted for the Award of Ph.D. degree of

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in the

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Doctor of Philosophy

by

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## **Candidate's Declaration**

I hereby certify that the work, which is being presented in the thesis, entitled **“Effect of Celebrity Endorsement on Consumers: A Study of Selected FMCG Products”** in partial fulfillment of the requirement for the award of the Degree of Doctor of Philosophy, carried under the supervision of Dr. Anukrati Sharma and submitted to the Department of Commerce and Management, University of Kota, Kota, represents my ideas in my own words and where others' ideas or words have been included. I have adequately cited and referenced the original sources. The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any Institutions. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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- (a) Course work as per the University rules.
- (b) Residential requirements of the University (200 days).
- (c) Regularly submitted Annual Progress Report.
- (d) Presented his work in the Departmental Committee.
- (e) Published / accepted minimum of one research paper in a Referred Research Journal.

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## **Thesis Approval for Doctor of Philosophy**

This thesis entitled “**Effect of Celebrity Endorsement on Consumers: A Study of Selected FMCG Products**” by Amit Mathur Reg. No. F-6 () /Res/ UOK/2014/ 25235-36 Submitted to the Department of Commerce and Management, University of Kota, Kota, is approved for the award of degree of Doctor of Philosophy.

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**Amit Mathur**

## **Abstract**

The world is moving fast, most of the companies are going global. To match with the speed of the growing competition today, it is important for the advertisers to focus more on their promotional strategies.

This thesis is closely related to marketing and promotional activities, used by advertisers and manufacturers. Main objective of this thesis is to find how the advertisements done by celebrities affect the buyers and consumers. As we know, many celebrities play an important role in advertising. Selling of product and service is purely elastic and depends on celebrity image in consumer perception. Any positive or negative effect of celebrity may lead to dramatic changes in sales. Researcher tried to find out buying behavior of consumer regarding FMCG products.

According to the researcher, advertisers may focus on the formulation and implementation of the advertisements as per the requirements of the customers. While planning the advertisements the advertisers have to keep in the mind the mental status, education level etc. of the customers. Other than this the researcher strongly believes that the celebrities play vital role in the promotion of the products in comparison of non – celebrity endorsed advertisements.

This thesis comprises six chapters:

The first chapter titled “Conceptual Framework of Advertising and Celebrity Endorsement”, based on advertising history, types of advertisement, ethics of advertising, celebrity and their selection. It also discusses about celebrity and brand relationship. Second chapter “Effect of Celebrity Endorsement on Consumer Behavior With Special Reference to FMCG Products”, explain about the FMCG Sector, segment of FMCG products, FMCG companies, FMCG in India and other relevant information. And this chapter also describe about consumer behavior. Third chapter of the thesis is “Review of Literature”. Literature review is a text written by someone to consider the points of current knowledge including basic findings, as well as theoretical and methodological contributions to a particular topic. “Research Methodology” is the fourth chapter

of thesis, describes about various methodological tools which have been used for collecting various data, tabulation and interpretation of data and testing hypothesis by proper tools. Research Methodology is the way in which researchers identify how they are going to receive again all useful data and information that companies will need to make important decisions. Fifth chapter is “Data Analysis and Interpretation”. The results of the research have been presented objective wise along with the analysis and discussion in this chapter. And last sixth chapter titled “Findings and Suggestions”, in this chapter suggestive mechanism and some useful recommendation were given. This chapter deals also with brief conclusion of whole thesis. With the use of various methodological tools, researcher tries to get knowledge about relationship between FMCG product and consumers behavior through role play of celebrity in advertisement.

And finally, this thesis concludes, Celebrity endorsement is a very powerful tool for product promotion and it creates an attraction for the product but ethical behavior is an important factor in product promotion. In FMCG sector, advertisements are only beneficial in the promotion of new product, after long time the celebrity effect on the product starts diminishing and customers tend to pay more attention to the quality of the product. Overall advertisements and celebrity endorsements are always useful in promotion but somewhere this promotion tool is also the reason for the increase in price of the product(s).

# **Effect of Celebrity Endorsement on Consumers: A Study of Selected FMCG Products**

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## **Chapter – One**

# **Conceptual Framework of Advertising and Celebrity Endorsement**

**Chapter – One**  
**Conceptual Framework of Advertising and Celebrity**  
**Endorsement**

**1.1. Introduction of Marketing**

Marketing is a very common word in this era. Marketing involves all processes regarding selling of products and services. It has been assumed that marketing is just about advertising or selling of products and services. In fact marketing word is quite beyond this. Marketing is a key management that ensures producers of goods and services interpret consumer desires and match. The marketing process is pivotal to the business performance of organizations or companies, both large and small, because it addresses the most important aspects of the market. Marketing is all about understanding the competitive marketplace, and help to reaching consumers with the right product at the right price, place and time.

Marketing is a process of management responsible for anticipating, identifying and satisfying consumer/ customer requirements profitably.

According to Baker (2006), “Marketing is a mutually satisfying exchange relationships”. Kotler et al., (2009), said that, “Marketing is everywhere, formally or informally, people and organizations involve in a vast number of activities that we can say marketing”. Good marketing has become an increasingly vital ingredient for business success. Our daily routine is deeply affected by marketing. It is involved in everything we do from the clothes we wear, to the websites we click on and to the advertisements we see.

Kotler (2008), further explained that Marketing is a collective process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.

Thus, it is said that marketing means whole economic, managerial and social process by which human needs and wants are evolved in demand of products and services that satisfy customer needs, involving pricing, distribution, promotion,

publicity and after sale of services so as to improve the living standards and quality (Sharma and Saxena 2010).

In this era, Marketing is a process that directly or indirectly affects our lives. We are consumers, but many of us are part of marketing like wholesalers, salespersons, rivals, Raw material suppliers and so on and so forth. In support of Kotler's views Rahnama & Beiki (2013), the word marketing is defined as activities that create exchange value between two or more parties. In simple words, marketing concept is such a philosophy of management which guides market activities. Concept of the marketing is a philosophy that firms should analyze the desires and needs of their buyers and then make decisions to satisfy those desires and needs.

According to Adam Smith (1776), in his book "The Wealth of Nations", he wrote that the desires of producers should be considered only with regard to meeting desire of consumers.

Rehnama and Beiki (2013), further defined that the modern marketing is a new thought that represents the desires and values of society and costumers, not just corporate and benefits. Companies seek their advantages and they do not care about basic principal that what kind of goals and values individuals and society have. The marketing concept does not target to maximize their profit through sales volumes but it is based on generating profits through customer satisfaction. In short, Marketing concepts are built and developed to satisfy the needs and wants of customers.

## **1.2. Marketing Strategy**

Definition of strategy is viewed in different ways by different organisations. Actually strategy word was originated of military for planning critical situation. According to Oxford Dictionary, "Strategy is an art of planning and directing an operation in a war or campaign or skill in planning or managing any matter well, or a plan or policy designed for a particular purpose".

Marketing strategy beholds businesses all marketing goals. Marketing strategy is an organizational plan. This plan should be product, market specific and may be

companywide. Marketing strategy is, ideally, built around market research to create an ideal product mix to achieve maximum profit potential. According to Kotler et al., (1999), “Marketing strategy is the marketing logic by which the firms or business units tries to achieve its marketing objectives”. Marketing strategy is the best chance to recognize and satisfy unfulfilled customers desires. In short, market strategy is a common method, which helps a company to achieve its objectives.

### **1.3. Marketing mix**

Marketing mix describes the set of tools that can be used to impact sales. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Marketing mix or variables divided into four distinct categories makes it easier to implement a proper marketing strategy. In year 1960, E. Jerome McCarthy compressed marketing mix into the 4 P’s of marketing that categorized; (1) product, (2) place, (3) price, (4) promotion.

#### **1.3.1. Product**

The product can be defined in many ways. As per marketing terms, product is defined as physical products and services offered, and ideological actions of the business unit. One of the most important marketing mix tools is product, which stands for the firm’s tangible offer to the market including the, design, variety features, product quality, branding, packaging, warranties, services, etc.

Consumers expect benefit(s) at the time of purchasing products. The expectations are based on their own needs and the product is purchased to satisfy those needs. As per Kotler (2001), “A product is any offering that can satisfy want, need or such as one of the followings basic offerings of goods, services, experiences, places, properties, organizations, events, persons, information, and ideas”.

#### **1.3.2. Price**

A mostly critical marketing mix tool is price. Price is defined as the amount of the products and services. This is the amount of money that customers have to pay for purchasing the product. The word price includes all of the pricing related terms which are retail prices, volume discounts, and terms of payment, discounts, and

credit policy. Kotler (2008), also explained that Price is the one element of the marketing mix that produces revenue for the organization. It is the most important determinant of the probability of the business. Pricing is very important to manufactures and customers, it is easy to compare between same products and services provided by different manufacturers.

### **1.3.3. Place**

According to Kothari et al., (2008), the main purpose of marketing in current scenario is to make product available to the consumer at the appropriate proper time, place and price, which is possible by efficient distribution activities of the organizations. In simple words, place means the availability of the product and service, where it sells. This marketing mix tool refers to distribution. It also includes exposure, channel type, transportation, and location. A product needs to be available to the client, when and where he wants it.

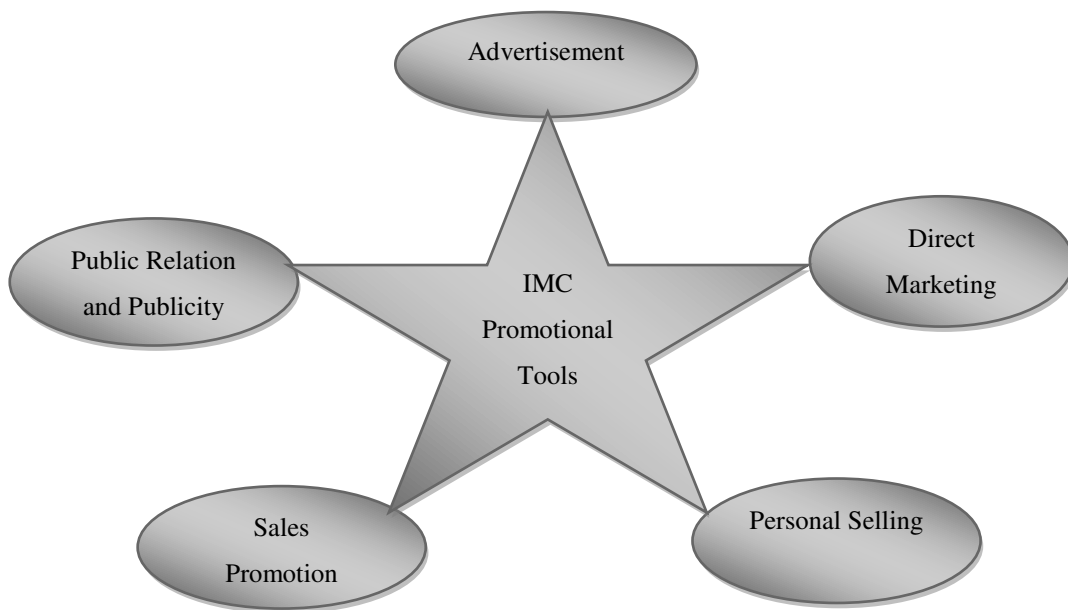
### **1.3.4. Promotion**

The fourth and last marketing mix tool stands for the various activities, of the company. Company targets and persuades customers to buy their product or services through product Advertisement, sales promotion, personal selling and public relations. According to Armstrong and Kotler (2005), promotion is concerned with telling the target market or others in the channel of distribution about the “right” product. Sales are part of promotion and can be either personal or mass selling. Personal Selling is a traditional activity of promotion and mass selling is related to advertisement and publicity.

## **1.4. Integrated Marketing Communication**

The role of integrated marketing communication is to inform, remind, and persuade the target audience about a particular product or service. Today many companies are using different marketing communication tools. According to Kotler (2008), “The concept under which a company cautiously integrates and coordinates its many communications channels to deliver a clear, consistent message”. Raman and Naik (2005), defined the Integrated Marketing Communication in following words, “An Integrated Marketing Communication

program plans and executes various marketing actions with consistency so that its total impact exceeds the sum of each actions”. In fact, Integrated Marketing Communication is a strategy in which several communication tools - public relations, sales promotion, direct marketing, advertising and personal selling work together to maximize the communication impact on target consumers. Advertising, personal selling, publicity, and public relations form the components of the marketing communication or promotional mix.



**Figure 1.1: Integrated Marketing Communication Promotional Tools (2010)**

(Source:<https://www.mbaknol.com/marketing-management/different-tools-of-integrated-marketing-communications-imc>, Modified by Researcher)

### **1.4.1. Advertisement**

In the word of Belch and Belch (1990), “Advertisement is any paid form of nonpersonal communication about product, service, idea or an organization by an identified sponsor”. The “paid” word refers to the time or space for an advertising message. And the word “nonpersonal” refers to the mass media like -Television, Magazine, Newspaper, Radio, and Social Media. Mass media can transmit a message to large groups of individuals at the same time advertising is the well known and mostly discussed form of promotion. It is very important and useful

promotional tool, specially for companies whose products and services are targeted at mass consumer markets such as automobile manufacturers, packaged goods.

#### **1.4.2. Personal Selling**

It is a mutual communication approach of marketing that involves seller and buyer. This interaction may occur between the two parties, by any person, by Telephonic, Email and more. Personal selling involves a two-way flow of communication between a seller and buyer or even vice versa. This is designed to influence a person(s) or group(s) purchase decision (Berkowitz 2000). Personal selling is a personal dealing between two or more people, so each person can observe the other needs and make quick adjustments. For an example, insurance company where company uses their sales force.

#### **1.4.3. Sales Promotion**

This type of integrated marketing communication consist of other types of promotion, such as- coupons, contests, games, mail offers, etc. Sales promotions are often developed to get customers to take quick action for large purchases and repeat purchases. Present time, many stores are using products coupon to encourage consumers to select a particular brand and products. There is a similar term of sales promotion, trade promotion. Mostly trade promotion word is widely used in business to business market. Trade promotions include sponsorships, event marketing, trade shows, incentives given to retailers, such as extra money and prizes.

#### **1.4.4. Public Relations**

Public Relations (PR) is the practice of managing the spread of information amongst an organization, individual or such as a business, government agency, public or a nonprofit organization. As per Institute of Public Relations, USA, “Public Relations is purposeful, planned and continual effort to establish and maintain mutual understanding between an organization and its publics”. It helps improve and promote an organizations/ brand image and products by putting a positive spin on news stories. Many Companies are using Personal Relations to promote products. Public relations materials include press releases, publicity,

product placement, and sponsorships. Many companies have public relation departments or they hire public relation firms to find and manage public relations opportunities for them.

#### **1.4.5. Direct Marketing**

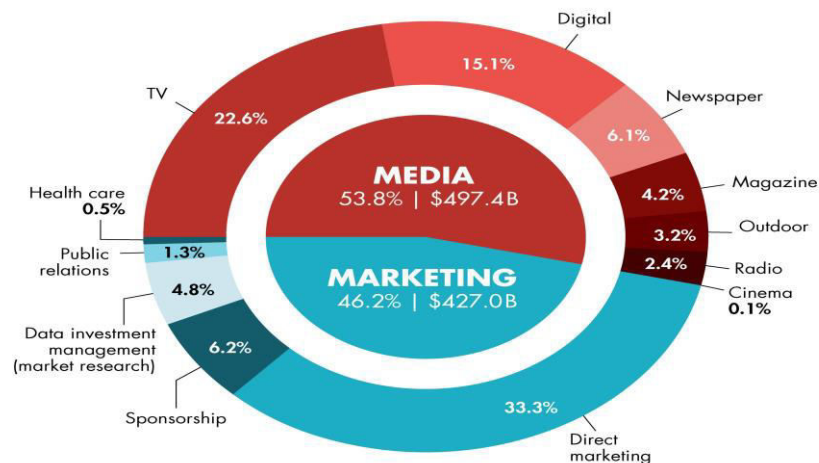
Direct marketing is direct communication with targeted individual consumers to obtain a quick response. Direct Marketing is selling product(s) directly to the consumer / end-user, rather than through a distributor or wholesaler. Direct marketing includes pamphlets, telemarketing, Internet etc. Direct marketers also need to understand the buying behaviour of the target audience.

#### **1.5. Advertising**

The world is moving fast most of the companies are going global. To match with the speed of the growing competition today, it is important for the advertisers to focus more on their promotional strategies. All marketers are trying to grip on markets and customers by constantly working on how to best use mass media in the new communication environment. Advertisement is one of the most important tools in mass media communication. These are advertisements, sales promotion, public relation, event and publicity. Among these mass media tools advertisement is the most demanding tool.

Advertising is most effective non personal promotion for many firms and manufacturer. In fact advertising is a paid, non personal sales communication usually directed at a large number of potential buyers. Top five countries who dominate worldwide advertising market are US, China, Japan, UK and Germany. As per emarketer report (27 October 2016), advertisement spending growth will hover between 5% and 9% each year of the forecast, with total spending climbing to approx ₹ 46417 bn in 2020.

According to India brand equity fund (December 2016), It is estimated that by 2018, the share of ad spending in India's GDP will be around 0.45 percent. And India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the ₹ 25,500 crore mark by 2020.



**Figure 1.2: Global Expenditure of Media and Marketing**

(Source: Bradley Johnson, advertising age India (2015), <http://www.adageindia.in/marketing/news/What-You-Need-to-Know-About-the-Global-Ad-Market/articleshow/50071645.cms>)

Today in newspaper and any website and any magazine, we don't read only current affairs, current knowledge, sports, other activities etc., but also several information or messages about some product or services. For an example- Motor bike, television, oils, transport, insurance policy and many more. Such information is also seen in television, radio, roadside hoarding etc. All these information's makes aware about the products or services, about its price and features. Whenever we feel requirement of these products or services we try to go to the place of its availability. Look at the quality, price and features and purchase, if it matches our requirements. For an example if we see new product on television like New "Old spice deodorant", when we go to market and ask this product to shopkeeper. If we like the fragrance and find the reasonable price, we can purchase for our use. There are many different features like car dealer sells car on installment and shopkeeper allows discount on particular product. It is necessary that giving any information is to make the customers aware about any product or service and motivate to buy. Manufacturers, service providers and traders, who want to give such information to attract customers for promoting sales. This whole activity is called by "Advertising".

Advertising is a form of communication for marketing. It is used to persuade, encourage or manipulate an audience (may be viewers, readers or listeners) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although social and political advertising is also common.

Advertisement is necessary for both the sellers and the buyers. Although it is more important for the sellers but it is also useful for buyers. In the modern age of market, manufacturer cannot think of pushing sale of their products without advertising them. Advertising is the communication link between the seller and the buyer/ consumer. As a means of forceful communication, advertising promotes the sales of goods, services and ideas through information and persuasion.

One thing may be well understood that advertising by itself unable to sell the product. It is not able to sell those products which too much costly and poor quality. Advertising only can helps in selling product(s) or service(s).

Advertising word comes from the Latin word "advertere". This refers to "turn the minds towards". In a very simple word, advertisement is a "public announcement". In earlier times advertise meant merely to announce or to inform. Some more definitions are following.

### **1.5.1. Concepts of Advertisement**

Advertisement has huge aspect so many authors and societies give many definitions. Some are-

- (a) According to American Marketing Associations (AMA), "Advertising is any paid form of non personal presentation and promotion of ideas, goods and services by identifying sponsor".
- (b) According to Kotler and Keller (2006), "Advertisement is any paid form of non personal presentation and promotion of idea, goods or services by identifying sponsor". It may be cost effective way to publicity of a messages, whether to build brand preferences or aware people.

(c) According to Subroto Sen Gupta (2003), “Advertising is the discovery and communication of persuasive difference for a brand to target prospect”.

(d) As per to Sidney Bernstein (1990), “Advertising is a substitute for the human salesman”.

So we can say advertising consist of all activities involved in presenting a sponsored message regarding an idea, a product or service.

### **1.5.2. History of Advertisement**

Advertising, as we understand it present time, was not used until about 200 year ago. The form of advertising for the transmission of information dates back into ancient Greece and Rome. Archaeologists have discovered many such signs and designs, especially in the ruins of ancient Rome and Pompeii. During the middle age, sign of advertisement were used very extremely. These sign consisted of symbols of product which was advertised.

In about 17<sup>th</sup> century, news paper advertising began developing when newspaper appeared in many parts of the world. It was a very important phase of advertising. Because it is very easy and low cost form of advertising. At the end of 17<sup>th</sup> century, newspaper was published in England and many countries on commercial basis. First advertisement was broadcast by radio in New York, on the WEAFF radio station in 1922.

In India, history of advertisement is very old. Relics of Harappa, Mohenjodaro indicates names engraved on exquisite earthen, stone or metal works which is comparable to the present trade mark system (Chauhan 1998).

According to James (7 October 2010), In year 1780, Hickey present first news paper in India, “Hickey's Bengal Gazette” (Calcutta), advertisements appear for the first time in print in Hickey's Bengal Gazette newspaper.

Although modern advertising is creativity of Americans but also it had its root in England. The industrialist revolution led the expansion of mass manufactured goods in European Union and America.

### 1.5.3. Objective of Advertising

- (a) **To Educate Customers-** The main objective of advertising is educate the customers about the benefits of particular product. For example when we see advertisement of Garnier Herba shine hair colour cream, they present it as “ammonia free”.
- (b) **To Create Demand for New Product and Service-** when we see a advertisement of new product like new kind of toothbrush which is introduced in market. Which is very unique and efficient and easy to remove germs. This kind of advertisement motivates us to buy and create new demand for itself.
- (c) **To Retain Existing Customer-** Advertisement is very important for product or service to retain its existing customer. Many times companies are using advertisement for retaining customers. Example- Offers, Coupons, etc.
- (d) **To Increase in Sales-** As we know advertisement helps to create new demand and this new demand helps to increase in sales. So if we do create demand in market, the sale of product increases respectively.
- (e) **To Help of Salesman-** Advertisement tells about product benefits and quality, so that salesman can quickly explain and sell it.

### 1.5.4. Features of Advertising

With the use of definitions and meanings of advertisement we can assume following features of advertising

- (a) **Paid Form of Communication-** In this type of advertising, manufacturer communicates with their prospective customers through different media. For example- Television, Radio, Magazines, Hoardings, print media, etc. In this kind of communication manufacturer has to pay an amount for using some space on a time in all those type of media.
- (b) **Non Personal Presentation-** In this type of advertising there is no direct contact with customers.

- (c) **Information-** Advertising informs the buyers about the benefits of that product. And ensure all given information is complete and true.
- (d) **Persuasion-** The advertiser expects to create a favorable attitude which will lead to favorable actions. Any advertising process efforts at changing the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.
- (e) **Profit Maximization-** In fact advertising does not create maximizing profits by increasing the cost. But it helps to increase in demand for profit maximization.
- (f) **Choice Maker-** Advertisement enables customers to buy goods as per their budget requirement and choice.
- (g) **Creativity Element-** A lot of creativity is involved in advertisement campaign. If message of the manufacturer or advertiser matches the expectations of consumers, manufacturer or advertiser expectation will be satisfied.
- (h) **Science, Art and Profession-** Advertising is a science because it has a organized body or structured program. Advertising is also an art because it represents a field of creativity and imagination. In now days, advertising is profession with its professional bodies and regulations.

#### **1.5.5. Active Participant in Advertisement**

- (a) **The Advertisers-** Advertisers may be manufacturer or retailer or distributor. The advertiser may be a public sector in undertaking. It could be a government department or an official body. It can be a voluntary organization.
- (b) **Target Audience-** Advertising messages are given about particular products, services and ideas to its target audience like- readers, listeners, viewers and actual and potential buyers.
- (c) **Media Owners-** These are publishing of news papers and magazines. They are also publish directory, year book, and other print material. In broadcast media, we have seen television and radio. And there are outdoors and transit advertisement contractors.

- (d) **The Advertising Agencies-** Advertising agency helps to create advertising campaigns. This agency may be company own or other.
- (e) **Free Lancers-** generally they are professional of good track record. They are singers, radio jockey, artists, technical writers, etc.
- (f) **Public Relation Consultants-** We can find them in public relation department of advertising agencies or independent. They have got an association: Public relations society in India.
- (g) **Auxiliary Services-** They are also needed to create advertisement. They may be studio, printing service, photographic service and other supporting services.

#### **1.5.6. Advertising Agencies**

Organizations handle advertising in different ways. In small companies advertisement is handled by certain person or marketing department who works with advertising agency. Many large companies, set up own advertisement department. Most companies use an outside advertising agency to help create advertising campaigns and to select purchase media. Today, advertising agencies are redefining themselves as communication campaigns.

According to Megan Crouse (2010), 'Volney Palmer' was first advertising agent who created such a network in 1841, he proclaimed himself as an advertising agent in Philadelphia and then created similar offers in Boston and New York. About 20% of the commission for media brokers was paid to the publishers.

In word of Vikram Chawla (August 2009), in year 1905, first advertising agency was established in India, B. Dattaram and Company, after that The India Advertising Company was established in year 1907 and Calcutta Advertising agency was established in year 1909 (Surya, September 2011). In 20<sup>th</sup> century foreign advertising agencies entered in Indian market with mergers and acquisitions.

**1.5.6.1. Types of Advertising Agencies-** There are generally five types of advertising agencies.

**(a) Full Service Agencies**

- Big agencies.
- Manage various advertisement stages.
- Experts are used for several departments.

**(b) Interactive Agencies**

- Modernized modes of communication are used.
- With the help of online advertisements, sending personal messages on cell phones, etc.
- The ads produced are having very new ideas, designs. In fact very innovative.

**(c) Creative Boutiques**

- Very creative and innovative ads.
- No other function is performed other than the creating actual ads.
- Small scale agencies with their own directors, copywriters and creative people.

**(d) Media Buying Agencies**

- Buy place for advertising and sells it to the advertisers.
- Also sells the time in which advertisement will be broadcast.
- Schedules time slots at different television channels and radio stations.
- And finally checks and observes whether the advertisement has been broadcast at opted time and place or not.

**(e) In- House Agencies**

- Set up their own advertising agencies internally.
- Make efforts to reduce costs and maintain greater control over agency activities.

**1.5.7. Life Cycle of Product Advertising**

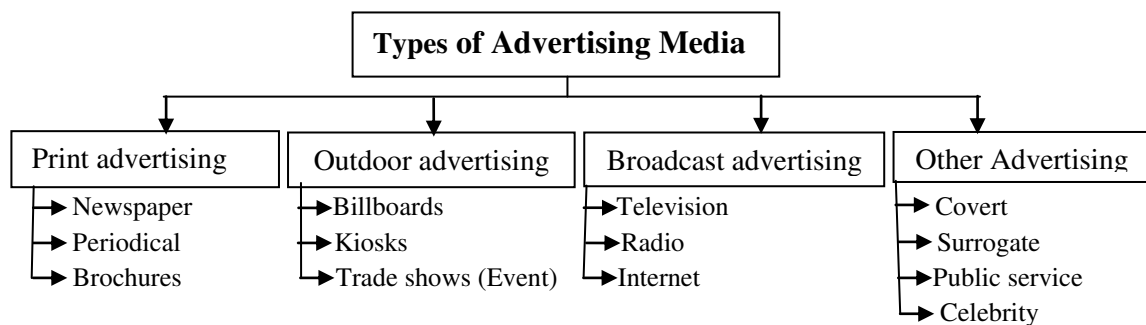
Product advertising is divided in following stages

- (a) Informative Advertising-** This is first stage of product advertising. It is created to build initial demand for new product. In fact it is an introducer stage of a product.

- (b) **Persuasive Advertising-** It is used to improve the competitive status of a product and idea.
- (c) **Comparative Advertising-** This makes direct comparisons with other competitive product.
- (d) **Reminder Advertising-** This stage is used in the declining stages of the product life cycle. It attempts to keep a product name in front of the consumers to remind importance of concepts.

### 1.6. Types of Advertising Media

Advertisement is a very simple word but it contains many types of exposures and promotions of certain product, service and idea. Advertising may be of many types but here we are focusing on media advertising.



**Figure 1.3: Types of Advertising**

(Source: Hanekom J. and Scriven C. (2002), “Traditional and Online Advertising; An Explanation of Current and Future Trends”, Communicatio, ISSN: 0250-0167)

#### 1.6.1. Print Advertising

Advertising in the print media is the oldest and largest in terms of advertising billing. From the beginning print media has always been a popular choice of advertising. It is the cheaper and faster way to produce and place ads in print. It is very commonly used by businessman and traders. It includes news papers, magazines, journals, pamphlet, and more. As published Livemint E-newspaper (2016), In year 2015, print media contributed at ₹16,935 crore’.

**(a) News Paper-** Today news paper is very common thing in our life. Many people read newspaper. Newspaper is also published in many languages like Hindi, English and other local languages. News paper is a very common medium of advertising. The advertisers and manufacturers communicate their message through news paper which reaches plenty of people.

**Advantages-**

- News papers normally have wide circulation and quickly reach a large number of people.
- The cost of the advertisement is low rather than other medium of advertisement.
- Newspapers are published on daily basis, so that advertisers can remind their customer continually.
- The content of news paper is short and simple so customer can easily understand its features.
- Newspaper is published for certain area. So it is easy to target certain area customers.

**Limitations-**

- In today's busy life many people are unable to give proper time to read newspaper.
- Illiterate people are unable to read newspaper. Therefore they are not affected by newspaper.
- Newspaper has very short life and also poor production quality in newspapers.

**(b) Periodicals and Magazines-** Periodicals and magazines are published regularly but not on daily basis. These are published on a weekly, monthly, bimonthly, quarterly, half yearly, yearly, etc. Generally seen many magazines like India today, Femina, Grihashoba, Meri Saheli, etc. All these Periodicals and magazines have a large number of readers. Thus advertisements are published in them regularly.

### **Advantages-**

- Periodicals have much longer life than newspaper. These are preserved for a long period for reading again.
- Periodicals have a selected readership so advertisers can know about their target customers. For example- Grihshobha magazine is published for women. We can see woman related advertisement products. And very rare advertisement of those products which are used by men.

### **Limitations-**

- Advertising in periodicals are costly.
- Number of people approach is less than newspaper.
- Some waste circulation.

**(C) Brochure and Pamphlet-** Brochure is also an important part of print media.

It is a small print paper which contains all details and information, which advertisers want to show. It is very common idea used by many advertisers for promotion in target place.

### **Advantages-**

- Brochures or pamphlets are much cost effective rather than other types of advertising.
- We can target specific people at particular place. Like if we want to promote education related information we can distribute it near schools or coaching.
- We can get all information on a single paper.

### **Limitations-**

- Approach in people is very low rather than other types of advertisement.
- Some waste distribution. Because many people do not read it.

## **1.6.2. Outdoor Advertising**

Outdoor advertising is oldest form of advertising. The use of signs in advertising dates back to the days of ancient Rome and Greece. In that time, signs and

allusions were used to mark the location of mercantile establishment. It makes use of several tools and techniques to attract the customers outdoors. Today outdoor media is not limited to only poster or sign but it includes many forms of advertising. The most common examples of outdoor advertising are billboards, kiosks, and also events and trade-shows organized by the company.

(a) **Billboards-** Outdoor advertising is mostly billboard advertising. The word “billboard” has originated out of “Bills” that were pasted on “wall or boards”. In beginning the playbill was pasted outside the theatre or circus, so that passersby could see it. Now with the modern printing press big size of posters can print easily. The bigger posters called by the “Bleed Posters”. Posters can be illuminated or non-illuminated (normal).

**Advantages-**

- Posters are 24-hours medium of advertisement.
- Billboards give us flexibility of ads offers long life.

**Limitations-**

- May be spoiled by bad weather condition.
- Limited area approach.

(b) **Kiosk-**Kiosk is a small open-fronted hut or it may be in cubicle form where newspapers, refreshments, tickets, are sold. And we can also get information about certain things or product. We easily can see kiosk at roadside, near at shopping mall and outside the building. Kiosk displays information for people walking by.

**Advantages-**

- Live presentation of product.
- Sell /registration of product/ service at same location.
- Easy to move.

**Limitations-**

- Limited coverage area.
- Many visitor only act as an audience, not as a customer.

**(C) Trade Show-** According to entrepreneur Media Inc. (Magazine), An exhibition for companies in a specific industry to showcase and demonstrate their new products and services. Generally trade shows are sponsored by trade associations for specific industries, and there are many associations running trade shows in every year. Trade show is a good idea to find customers to help in business growth. Trade shows have become very popular, and it is easy to find one, that is suitable for industry and companies requirement.

**Advantages-**

- Attract more customer or perspectives.
- Live demonstration.

**Limitations-**

- More trade shows don't happen in public area.
- Maximum invitation is only given to certain industries members and media groups.

**1.6.3. Broadcast and Electronic Advertising**

In present days, broadcast advertising is a very popular advertising medium. It constitutes several kinds of sources like television, radio or internet. Cost of broadcast advertising often depends on the duration of the advertisement, the time of broadcast, Sometimes it depends on show which will be broadcast.

**(a) Television-** In India television was introduced in 1959. Televisions have acknowledge people that world is so more rather than a country. Television established himself topped in all media of advertising. Television has put/ creates effective impact on people by their eye and ear. Product can be shown, uses can be demonstrated and features can be told over television. Television commercial is the advertising message that is carried in a limited time span, may be 10 seconds, 30 seconds and 60 seconds.

**Advantages-**

- It is most effective source of advertisement. It has visual- audio impact.

- With attractive slogans, song and dance steps television advertisement has long impact.
- In regional languages channel any person even illiterate can understand it by seeing and hearing.
- Advertisers can reach national and international market.
- By viewing and listing buyers easily understand about products.
- Television succeeds in building a brand image.

**Limitation-**

- Setup of television is not easy to movable.
- In India, a lot of houses/families who have not television.
- Wait for commercial on television.
- Television advertising is usually expensive.
- People often change channels when they see any commercial advertisement on television.

**(b) Radio Advertising-** We all very well know the importance of radio and also listen to programs and advertisements. In radio very short advertisement are aired during the programs. In radio advertising, various products are promoted by their slogans and jingles. For an example- Ghadi detergent powder and cake slogan is “Pahle istemaal kare, phir viswash kare”. According to Nitya Menon (May 2014), in India, July 1924, it was the first day when the first voice emerged from a radio set in Chennai. FM is the rebirth of radio. FM channels have become more popular among old channels.

**Advantages-**

- It is more effective as people hear it on regular basis.
- It is also useful for those people who can't read.
- We can easily listen when we are busy in other work.

### **Limitations-**

- In comparison to Television, There is no visual effect. So advertisers are unable to show visual features of their products Example- We cannot see visual features of mobile phones in radio advertising.
- Only regular basis listener right time of right program. Occasional listeners are not known what program is hearing by them.

**(c) Internet Advertising-** Internet is biggest invent in 21<sup>st</sup> century. The world has changed with tremendous speed after arrival of internet we are very well aware about the internet and its application, with the use of computer we can search a lot of things at one place. All information is just a click away. Internet is being used more than 150 countries. Advertisers can put their messages on the internet pages. Now many mobile operators are providing internet on mobile phone which enables us to use internet, on a nominal cost. Through internet we can go to the website of many manufacturers and service providers. And get information about them.

### **Advantages-**

- Information of all over world in a second at one place.
- Through portable devices it can be movable anywhere.

### **Limitation-**

- It is not accessible without internet enable devices.
- It is not very suitable for general people specifically illiterate people.

## **1.6.4. Other Advertising**

**(a) Covert Advertising (Advertising in Movies) -** Covert advertising is a different kind of advertising. In this type of advertising, a product or a brand is included in some entertainment and television channels like movies, television shows or sports. This type of advertising is not commercial advertising as such use in the entertainment but the brand or the product is easily showcased in the entertainment show. For example 'Nokia Lumia' mobile phone which was shown by 'Shahruk Khan' in the

movie 'Chennai Express'. Other example of covert advertising, In movie 'Mission Istanbul' They promote 'Mountain Dew' soft drink with a punch line "Darr ke aagey jeet hain".

**Advantages-**

- Advertisers promote their product as celebrity choice.
- Every time we see this ad while watching a movie.

**Limitation-**

- Many people far away from watch movie.
- Many viewers don't understand it is promotion or something else.
- Limited area approach

**(b) Surrogate Advertising (Advertising Indirectly)** - Surrogate advertising is unique type of advertising where advertisers promote their product indirectly to customers or consumers. In surrogate advertising cases it is used for a particular product that is banned by law. Advertisement of some products like cigarettes or alcohol which are injurious to health and prohibited by law. Hence these companies come up with several other products that have the same brand name and indirectly remind people of the alcohol and cigarettes of the same brand by advertising the other products. Common examples include Kingfisher brands shown as "mineral water and soda". Other example alcoholic beverage Baccardi present "Music CD" of dance party. And other famous example of famous cigarette Red & white present as "Red & white bravery award". This kinds of brands often promoted with the help of surrogated advertising.

**Advantages-**

- Advertisers promote injurious product or brand without breach of laws.
- Remind customers of product existence.

**Limitations-**

- Promoters have to present other product in market.
- Difficult to understand.

**(c) Public Service Advertising-** Public service advertising is a technique used in advertising as an effective communication source to convey socially relevant messages. It talks about important matters and social causes like AIDS, energy conservation, illiteracy, poverty and so on. Now days, public service advertising is being increasingly used in a non-commercial fashion in order to promote various social causes. For an example- Amitabh Bachchan is featuring in 'Clean India' promotion campaign and 'Polio drop'.

**Advantages-**

- Create awareness among people.
- Motivates people for ethical behavior.

**Limitations-**

- Many People does not follow moral responsibility.

**(d) Celebrity Advertising-** Today, audience is getting smarter. So advertisers using celebrities for advertising involves celebrities for campaigns, which consist of all kinds of advertising including, television advertisements or even print advertisements.

**Advantages-**

- Celebrity play role model for people so people want to be like them
- Celebrity creates new demand in their followers.

**Disadvantages-**

- Hire or contract with famous celebrity is too costly.
- Sometimes, it creates negative demand in customers.

**Some Other Classification of Advertising-**

**(a) Area Coverage** – Local, Regional, National, International

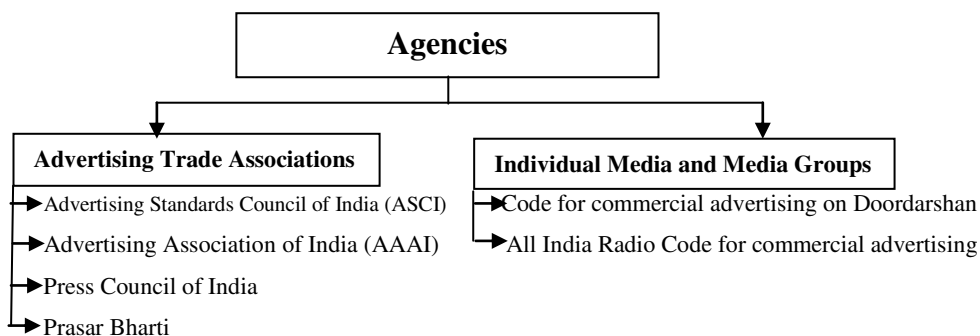
**(b) Audience-** Consumer, Industrial, Trade, Professional

## 1.7. Ethics of Advertising

Ethics means “good conduct” or “conduct which is right view of the society and the time period”. In fact ethics is choice between good or bad. Besides the external rule and regulations or laws, the advertisement needs internal controls and self regulation by advertisers. In this globalized world, every producer wants to become market leader and try for high sales. Advertisement is very common tool for producers for showing his products. But producers with higher aspirations try to use unethical advertisement for this leadership. Self regulation in advertisement is matter of high importance. Absence of particular law, rules and regulations this is very useful ethics for advertisement.

### 1.7.1. Agencies Involved in Self Regulation for Ethical Behaviour

Number of agencies are involved. These can be classified into the following:



**Figure 1.4: Agencies Involved In Self Regulation**

(Source: Sheetal Kapoor (2010), [http://www.exchange4media.com/e4m/media\\_matter/omnibus.asp](http://www.exchange4media.com/e4m/media_matter/omnibus.asp))

In India, Advertising Standard Council of India (ASCI) is playing crucial role. It is effective redressal machinery for stoppage of untruthful and unfair advertisement. Advertising Standard Council of India (ASCI) was set up in October, 1985 and register as non-profit organization under section 25 of the Indian companies act 1956. The main aim of Advertising Standard Council of India (ASCI) is to maintain and enhance public confidence in advertisement.

### **1.7.2. Principles of Advertising Ethics**

Institute of Advertising Ethics (IAE) has created eight principles and practices. They are based on all forms of communications, including advertising, should always do what is the right for customers/consumers.

- (a) Advertising, public relations, marketing communications, news and editorial all share a common objective of high ethical standards and truth in serving the public.
- (b) All promoting communications professional have obligation to do the highest individual ethics in the spreading and formation of commercial information to consumers.
- (c) Advertising should clearly distinguish advertising, public relations and corporate communications from news and editorial content and entertainment, both online and offline.
- (d) Advertisers should clearly disclose all material conditions like payment or receipt of a free product, identity of endorsers and transparency and affecting endorsement in social and traditional channels.
- (e) Advertisers should treat consumer fairly based on the nature of the audience to whom the ads are directed and the nature of the product and service advertised.
- (f) Consumer's personal privacy never should compromise by advertisers in marketing communications, and their choices. And information should be transparent and easily made.
- (g) Advertisers should follow advertisement laws, and cooperate the industries self regulatory programs for the resolution of advertisement practices.
- (h) Advertisers, advertising agencies and members of team creating advertisements should discuss privately potential ethical concerns.

### **1.7.3. Advertising Standards Council of India (ASCI)**

The Advertising Standards Council of India (ASCI), established in 1985. Main purpose of establishing is regulation in Advertising and to ensure the protection of the interests of consumers. This council was created with the support of all four sectors connected with advertising like advertisers, advertising agencies, media

(both broadcasters and press), market research companies and public relation agencies, etc.

The consumer complaints council is Advertising Standards Council of India (ASCI) heart and soul.

#### **1.7.4. Social Impact**

Advertisement is so visible therefore many of the criticisms focus on the style of advertising and saying it is manipulative and decoy. It is a reason of developing harmful habit in people, and entices people to buy useless product for them. Still it may be the most criticisms of advertising because there is no question why producers spent a lot of money in advertisement? Except this, advertisers spend a lot of amount trying to convince people their product will make them healthier, sexier, attractive and successful. All over, advertising support marketers who want to sell their products. Other criticisms focus on social impact of advertising. Social issues can be instance where advertising tend to violate. Marketing professionals closely believe in the benefits that advertising bring to society. Critics of advertising might agree with some benefits of advertisement, but not all of them.

#### **1.7.5. Social Responsibility and Advertisement Ethics**

When advertisement violates one of the basic assumption like deception, manipulation etc. some corrective action is needed. There is large number of laws related to what practice allow and disallow in advertising.

Ethics means what advertiser doing, morally right in present time. Social responsibility means doing what society views as best for the welfare of people in general or for a specific community. Ethics and social responsibility can be seen as the moral obligation of advertisers, which are designed not to break our basic and social assumption.

Advertisers and their agencies must be sure advertisement does not cross limit of legal and social norms. Public policy makers have developed a substantial body regulations and laws to govern advertisement. As under United State laws, advertisers make not false claims. They must avoid false demonstrations.

### **1.7.6. Two Component of Ethics**

(a) Traditional action.

(b) Society established rule

Both are based on individual attitudes, feeling, emotion, belief.

### **1.7.7. Rules Against Mislead Advertising**

As per the news report of “The Indian Express written by Utkarsh Anand (2016)”, If celebrity is found in misleading advertisement or endorsing misleading content, he / she has to be ready for legal provisions. Celebrity brand ambassadors have to deep think before endorsing product. Because make unrealistic claims responsible to fetch them in jail for 5 years and along penalty of ₹ 50 lakh.

According to Section 17 of the revised Consumer Protection Bill (2015) explain “endorsement” as any message, verbal statement or any other form of depiction to show a celebrity’s “likeness” for a product, which leads the consumer to believe that it reflects the celebrity’s opinion, finding or experience.

Section 75A makes a manufacturer and service provider also legally responsible for any false and misleading advertisements, and prescribes penalties in the same manner in which celebrity brand ambassadors have been made liable.

According to section 75B of the new bill any “false or misleading” endorsement which is adverse to the interest of any consumer is a penal offence and punishable with a jail term of up to two years and ₹ 10 lakh fine. For the second time there is a provision of five year imprisonment along with a fine of ₹ 50 lakh.

As per this bill, celebrity have to prove their innocence, this term assume as defence, the burden would be on celebrity brand ambassadors to prove their innocence. But mistaken belief shall not be a “defence”, states the Law Ministry draft of the new law.

## **1.8. Product Endorsement**

A product endorsement is a form of testimonial from someone which indicates that they like or approve a product. Generally, product endorsements are requested from people who are very well known, allowing companies to advertise their products with statements as used by actor or an actress. Because most companies keep their endorsements front and center so that they are always in the people's mind so product endorsement in advertisements.

The concept of product endorsement is quite ancient. As an example in England, many companies have been advertising themselves as by appointment to the queen for many years, indicating that they enjoy the protection of the royal family. At the time of purchasing of a product, consumers are often imagining who endorse it, wealthy or famous person. The consumer wants to become affiliated person, who endorses it.

Modern product endorsements can come with contracts worth substantial amounts of money. In an endorsement contract, celebrity may agree to use the product publicly and they may be restricted from using of other competitive manufacturers products.

Product endorsement doesn't say that a product is always good. It only means that the any company has managed to work its public relations connections to get a big name engaged with it. Some endorsements take the form of written testimonials, where individuals write about how the product makes changes in daily lives. In past days, such testimonials were often printed on the product packaging directly. Companies also use photos of well-known people on their products to make a visual connection between the endorser and the product.

### **Four Types of Endorsements:**

- Explicit (person endorses the product)
- Implicit (person uses the product)
- Imperative (person impel the product)

- Co presentational (merely appearing with the product)

## **1.9. Celebrity Endorsement**

The term of ‘celebrity’ is refers to a famous person. These famous persons are mostly associated with sports and entertainment area. When any company or manufacturer using celebrity fame in advertisement to promote a product or service, it is called by celebrity endorsement. A person may become celebrity by their controversial actions, lifestyle, richness, and connection to a famous person, through media attention.

### **1.9.1. Introduction**

Celebrity endorsement is most popular way of advertising in present time. It has a very popular trend and winning formula for marketing and brand building. Today we see a lot of celebrities supporting and endorsing many products and telling this is right product for consumer / customer. In new age of world, people tend to ignore all kind of advertisements in the magazines and newspapers or viewing television. But thereafter, the glamour of a celebrity can’t be ignored. So using of celebrity in advertisement is most successful tools for keeping the customers to stay with the product. People are also attracted by celebrity living style, beauty and talent therefore people are more influenced by celebrity. Advertisers often use celebrities in advertising because of their famous attributes (beauty, talent, athleticism, power, etc.) that often represents the attractions desired for the brands they endorse. In fact celebrities are the most influential icons that people admire. Among the most common reasons why companies use celebrities to endorse their products, those are- increase attention, shining image, brand introduction, brand repositioning etc.

Advertisers pay a lot of amount to celebrity and hope they will create magic to product and service and make them successful. So advertisers think this is most successful idea to impress people and aware about their product. Furthermore, consumers may like the brand because they like the celebrity who endorses it.

The history of celebrity endorsement of products began from 1760 by “Wedgwood”. “Murad Cigarettes” used Fatty Arbuckle and Harry Bulger to

promote its product in 1905 (Celebrity Endorsement–Throughout the Ages, 2004). British actress “Lillie Langtry” appeared on package of pears soap in 1893. And she became first celebrity endorser. Celebrity endorsement is using a famous person’s face to sell products or services by focusing on the person’s money, popularity or fame to promote the products or services. “If a famous person permits his or her image to be used for advertisement, it’s called celebrity endorsement” (Business Directory). According to Lafferty and Goldsmith, (1999), “The importance of using a credible source in a company marketing communications has been a widely researched topic for decades. Most of this research has focused on celebrity endorsers”. In addition, using celebrities in advertising increases awareness creates positive feelings towards the brand (Soloman 2002).

### **1.9.2. Concepts of Celebrity**

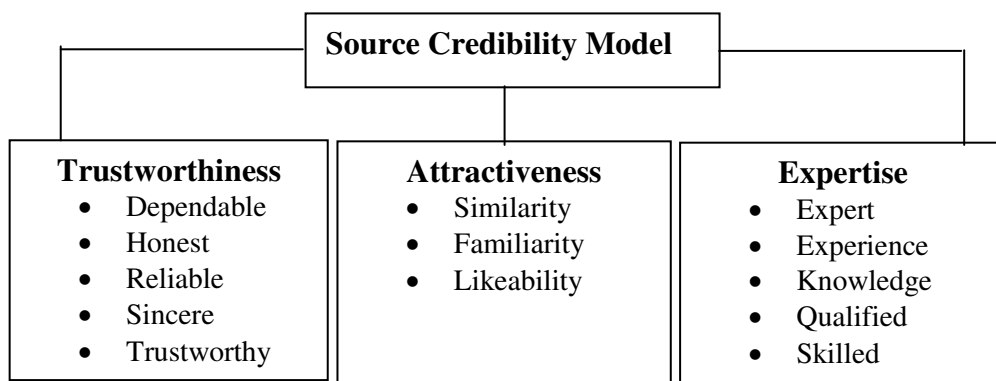
Celebrity refers to popular fame and public attention in the media, usually applied to a person or group of people (celebrity couple, family etc.), or occasionally, to animals or fictional entities. Celebrity status is often associated with wealth and fame can often provide opportunities to make money.

According to Friedman (1979), "Celebrities are people who enjoy public recognition by a large share of a certain group of people. According to Johansson, J. & Sparredal, J. (2002), “Celebrity” refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed. McCracken (1989), defines celebrity endorser as “any individual or person who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. According to Kurzman et.al (2007), “Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path”. In word of Banyte et al. (2011), Celebrity endorsement is a prevailing advertising technique.

### 1.9.3. Attributes of Celebrity

(a) **Attractiveness-** As per Chaiken (1979), “Physically attractive communicators are more successful in changing beliefs than are unattractive communicators. Attractiveness includes many number of characteristics that receivers may perceive in an endorser are personality properties, lifestyle, athletic prowess and other good character. In modern era, people are eager to attractiveness. And most advertisements are using attractive models.

(b) **Credibility-** The word “credibility” refers to the tendency to believe or trust someone. When an information source such as an endorser, is perceived as credible the source can change attitudes through a psychological process. Two important quality of endorser credibility are expertise and trustworthiness. **Expertise** refers to the knowledge, experience or skills an endorser as they relate to the communications topic. Hence, sport persons considered to be experts when it comes to the endorsement of those products which are related to sports. **Trustworthiness** refers to the integrity, honesty and believability of a source. Endorser’s trustworthiness depends primarily on the audience’s perception of his or her endorsement motivations. Trustworthiness can turn customer’s perception in to positive thought and promotes more favorable attitudes towards the advertised brand.



**Figure 1.5: Source Credibility Model**

(Source : Ohanian, R. (1990), “Construction And Validation Of A Scale To Measure Celebrity Endorser’s Perceived Expertise, Trustworthiness And Attractiveness”, Journal of advertising, No. 3, P. 39-52)

#### **1.9.4. Endorser and Types of Endorsers**

**Meaning of Endorser:** According to Lawdictionary.com, “Person or firm who signs a negotiable instrument to transfer ownership of the instrument or the property involved to a named receiver (endorsee)”. In a simple word defined by Freedictionary.com, “Endorser is use to express approval of or give support to, especially by public statement”.

**Types of Endorser:** Endorser can be classified in following categories

- (a) **Celebrity-** Celebrity is a famed or well known person, particularly related to entertainment or sport based activity. Most of celebrities come from this, for endorsement.
- (b) **Expert-** A person who is expert in a particular area and the target population is considered as having adequate knowledge.
- (c) **Unknown person** – Unknown person may be fictitious or actual. They are unknown individuals or persons, which are selected to closely enabling the target segment to identify with the message and the endorser.
- (d) **Animate** – Animation is a use of new technology and graphics for endorsement. In this type of endorser, marketers can use special effects, cartoon characters and any other designs.

According to Miciak and Shanklin (1994), An endorser, one has to fulfill all the **FREDD** principle, which are- Familiarity, Relevance, Esteem, Differentiation and Department. FREDD is the result of a study interviewing many people around the world to find out why brands and their advertising efforts succeed and fail.

- (a) **Familiarity-** The first essential component of an effective endorser is familiarity. The target market must perceive them as friendly, likeable and trustworthy.
- (b) **Relevance-** There should be some connection between the promoter and the product, as well as between the promoter and the audience.
- (c) **Esteem-** Consumers must have the utmost respect for the celebrity in order for the commercial or promotion to be credible. It means credibility to mass.

**(d) Differentiations-** The public must see the endorser as different from all the rest. In all his projections, he is seen to be one among the masses. Overall concept is based on “He is different”.

**(e) Deportment-** The deportment principle explains about behavior of the celebrity.

## **1.10. Brand**

Brand creates a name, symbol, design that differentiates and identifies a product from other product. This process is mainly through advertisement campaigns. Main aims of branding established significant presence in the market.

### **1.10.1. Meaning of Brand**

According to American Marketing Association (2007), brand may be a name, term, design, symbol, or any other feature(s) that identifies one seller's product/service distinct with other sellers. Trademark is legal term for brand. Brand is the most valuable asset of any company or firm. Among the advertisers, general faith is that brand communication messages delivered by well known personality or celebrity generate a higher appeal, and attention rather than those delivered by unknown or non-celebrity.

Celebrities also have been in demand for successful in being effective to grabbing the attention and focus of the consumer. They also succeed in creating an aspiration in the minds of the consumer to acquire what their ideal celebrity endorses.

As per Economics Times (25 March 2009), in 2007, only 88 brands endorsed by celebrities, while in 2008, more than 98 brands were endorsed by celebrities. According to Muruganatham, G. and Kaliyamoorthy, S. (2005), “As a result of the increase in celebrity advertisements in various media, India has become a celebrity-obsessed society”.

Some products are created as a brand in themselves, like Ayurveda products. These products needn't or very less promotion and celebrity endorsement. These products are made famous by people's perception towards a particular item.

### **1.10.2. Characteristics of Brand**

Brand have some unique characteristics/ features and differentiate themselves from other products. According to Kothari et al. (2008), characteristics of brand are followings

- (a) Brand is the name of product
- (b) It includes any symbol, term, design or a combination of them
- (c) Brand is used for purpose of identification of marketers products or service
- (d) It is used to differentiate the product or service from those competitors
- (e) The brand name is vocalized part of brand
- (f) Every brand has its own personality
- (g) When brand is registered it becomes trademark

### **1.11. Celebrity Endorsement for Brand**

Today, use of celebrities as part of marketing communication strategy is fairly common practice for major firms in supporting corporate or brand imagery. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management.

In this new environment of marketing, consumers are surrounded by thousands of voices and images in magazines, billboards, newspapers, websites and other electronic media. Every brand is trying to steal a few time of a person to inform him or her of the amazing and different attributes of the product. To hold customer attention, celebrity endorsement is widely used in marketing strategy. As per Katyal (2007), “Marketers and advertisers spend a lot of amounts on celebrity endorsement contracts based on the belief that celebrities are effective spokesmen for their brands or products”. As per Kambitsis et al. (2002), “Celebrity Endorsement is seemed as a huge amount industry in present scenario”. Celebrity endorser is a person who advertises a product, a person well known for his/her achievements in areas which are different from the advertised product category (Friedman and Linda 1979).

Endorsement is a method of brand communication. In endorsement, celebrity acts as the brand's spokesman and endorses the brand's claim and position by extending his/her popularity, personality, stature in the society or specialization in the field to the brand. Celebrity endorsement may be used in market for national and international brands, for making differentiation among them. From a long time, many brands have been using concept of celebrity endorsement.

In modern age, people tend to ignore all kind of advertisements in the magazines and newspapers or viewing TV. But thereafter, the glamour of a celebrity seldom goes unnoticed. So that celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Every product creates their own image and consumer tries to consume a brand which is closely related with his/her own personality/image. So, celebrities are really the most influential icons that attract people.

Many companies are investing large amount to align their brands and themselves with endorsers. These endorsers are looking as proactive with both attractive and likeable Ideal qualities and companies plan that these qualities are transferred to the products by celebrity endorsement.

### **1.12. Celebrity Values**

Celebrity branding is totally about the transfer of the value from the person to the product. There are two aspects from celebrity. **First** he/ she maintains his popularity and **second** depend on his/ her lifestyle. If celebrity is found in any kind of scandal, that would change in the brand. Amitabh Bachchan and Shahrukh Khan campaigning for 'Pulse Polio' which reflects the transfer of celebrity values to the brand, creating an impact that generates recall.

### **1.13. Celebrity Endorsement as Strategies**

The choice of suitable celebrity is very complex. The celebrity should have high recognition and high positive affect. Sunney Leone is high recognition but she may have a negative impact in many groups. Amitabh Bachchan, Sachin

Tendulkar, Shahrukh Khan could successfully advertise a large number of products. Because they have high rating of credibility, familiarity and reliability. Brands often use celebrities to get impact. Because they are seen by the public as credible source of information about product or company and People aspire to the values and lifestyles of celebrities. Celebrity endorser is a person who enjoys high reputation and prestige, being known to most people. According to Raluca (2012), “Celebrity endorsement is a relevant strategy for the product categories which improve the image such as fashion, perfumes or cosmetics”. According to Ericsson and Hakansson (2005), “Advertisers often use celebrities in advertising due to their famous attributes (beauty, talent, athleticism, power, etc.) that often represents the attractions desired for the brands they endorse”. According to McCracken (1989), “Celebrity endorsement is an easy way to connect with consumers”. As per Muruganantham and Kaliyamoorthy (2005), potentials of celebrities may help the consumers to connect with the brand to purchase the products at outlets and celebrities can reduce the time for consumer to move from awareness to action.

Marketers want to turn celebrities in their relevant area. For example most of the actors and actresses are engaged in fashionable and beauty relevant product, most of the sportsmen are engaged in health related products. Besides endorsement, celebrity can play major role in designing and positioning of product. For marketers, using of celebrity endorsement may be little difficult. Contract fee of celebrity may be very expensive.

Celebrity might lose their popularity when they are caught in scandal or unwanted situation. For an example when Aamir Khan given statement in opposite of nation (intolerance), many online campaign start to remove Snapdeal application from their mobile phones, so snapdeal have to breach the contract with Aamir Khan, and Incredible India (Tourism Campaign), Amitabh bachachan and Priyanka Chopra replace Aamir Khan.

#### **1.13.1 Types of Strategies-**

- (a) Endorse with celebrity
- (b) Non- celebrity endorsement

- (c) And other ideas

### **1.13.2. Relationship between Celebrity and Brand**

Celebrity endorsement is as one of the most popular tools of advertising in present time. Celebrity endorsement has become a trend and looks as a winning formula for product marketing and also helps in brand building. Celebrities help in recognition of brand names, create positive attitudes toward the brand and create a personality for the endorsed brand. The various point of celebrity endorsement, It may be good and negative things that brings to endorsed brand.

### **1.14. Selection of Celebrity**

Selection of right celebrity for a particular product is very complex for any marketers. Some time wrong selection may reduce the worth for any product. The selection of appropriate celebrity for advertisement is a complicated issue. The Indians idolize their bollywood actors and cricketers. The advertisers see this as an opportunity to grab and work on so as to expand their operations and promote their product. Shimp (2000), put forward five factors in order of decreasing importance namely, **First** celebrity credibility, **Second** celebrity and audience match-up, **Third** celebrity and brand match up, **Fourth** celebrity attractiveness, and **Fifth** miscellaneous considerations.

#### **Selection Criteria**

- (a) **Celebrity Product Match** – Celebrity should match with endorsed product. Celebrity is a mirror of endorsed product. So celebrities always match with product features. For example Jhon Abraham image is perceived like a macho man so he is more eligible for motor bike advertisement.
- (b) **Celebrity Target Audience Match-** Selection of Celebrity always according to targeted audience.
- (c) **Celebrity Popularity-** Celebrity popularity is always chance to encash people's attraction for advertisers or product manufacturer.
- (d) **Celebrity Credibility-** Celebrity should be credible.

- (e) **Celebrity Values** –Value of celebrity is always an important factor for selection of celebrity.
- (f) **Celebrity Physical Attractiveness**- Physical attraction of celebrity is a primary criterion for selection. A good looking and physical fitness is first impression of celebrity. It gives an image of product.
- (g) **Celebrity Regional and international Appeal Factors**
- (h) **Others** – Many other criteria should be match like-
- Costs of Acquiring the Celebrity
  - Fit with the Advertising Idea
  - Celebrity Availability
  - Celebrity should be Brand User
  - Previous Endorsements
  - Interest of endorser
  - Unique Idea of promotion

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## **Chapter – Two**

**Effect of Celebrity Endorsement on Consumer**

**Behaviour with Special Reference to FMCG**

**Products**

## **Chapter – Two**

### **Effect of Celebrity Endorsement on Consumer Behavior** **with Special Reference to FMCG Products**

#### **2.1. Introduction to FMCG**

FMCG (Fast Moving Consumer Goods) are those goods which are purchased by the consumers/ buyer for their use and purchased regularly. FMCG Products are non durable and perishable product. They have very short life time. Life time of FMCG products may be less than one year. For example some are- Dairy products, toilet soap, packaged foodstuff, detergent, toothpaste, cosmetics, shaving products, shampoo and household accessories and it may extend to certain electronic goods. FMCG products are also known by “packed goods” and “Consumer packaged goods” that are sold and consumed at regular and small duration. Buyers/ consumers are buying these products on daily basis or weekly basis in little quantity. The price of such products per unit is low. FMCG products consumption is very high due to requirement of every one on regular basis and large in number of consumers. The transformation of the retail market is likely to have a long-lasting impact on wholesale trade and the distribution of FMCGs. Logistics companies that provide a wide range of complementary services will play an increasingly more important role in the distribution of FMCGs (Srinivasu, 2014).

India’s FMCG sector creates employment for more than 30 lakh people in downstream activities. FMCG products are household care, personal care and food and beverages. According to The Indian Express (2013), present time FMCG sector worth approximately ₹ 3710 billion, contributing 4.8 per cent to the GDP and market size of the Indian FMCG sector is expected to reach approximately ₹ 9400 billion by year 2020. According to Financial Express (May 2008), Fast Moving Consumer Goods (FMCG) industry is achieved 14.5 per cent growth in sales during year 2007-08. In present time, it maintains a good growth rate. The biggest change in the FMCG industry was the ‘sachet’. In recent year many

biscuit companies, shampoo companies, hair oil companies, chocolate companies, detergent companies and many others FMCG companies have introduced products in smaller package, for lower price. By these strategies producers enhance their product in more hand.

### **Concepts of FMCG**

According to Kotler (2003), this sector is characterized by products having low unit value and requiring frequent purchases and consumer behavior reflecting less loyalty, impulse buying, and low involvement.

As per to businessdictionary.com, FMCG products are frequently purchased essential or non-essential goods such as food, toiletries, soft drinks, disposable items.

#### **2.1.1. Market Size of FMCG Sector in India**

According to India Brand Equity Foundation (article updated 2017), the overall fast moving consumer goods (FMCG) market is expected to increase more than 14.7 per cent growth rate during 2012-2020. The rural FMCG market will be touch approximately ₹ 6400 billion during 2012-2025. According to The Indian Express (2013), FMCG sector worth approximately ₹ 3710 billion, contributing 4.8 per cent to the GDP and market size of the Indian FMCG sector is expected to reach approximately ₹ 9400 billion by year 2020.

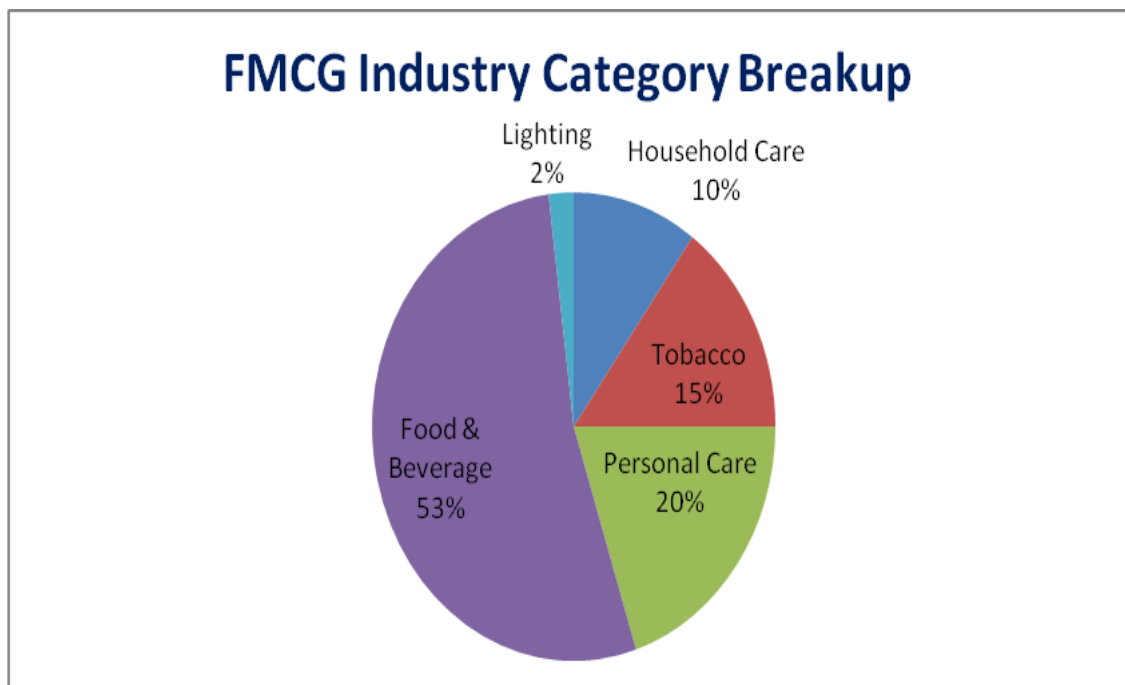
**2.1.2. FMCG Products Segments-** FMCG Products are divided in three main categories respectively House hold, Personal & Health care and Food & beverages products. According to India Brand Euity Foundation (article updated on 2017) Food products is the leading segment, covered around 43 per cent of the overall FMCG market and other 22 percent market covered by Personal care products.

**(a) Household Care-** Household care segment is featured by intense competition and high level of penetration. This segment has 10 per cent part of total FMCGs industry. Local and unorganized players account for a major share of the total volume of this market. With rapid growth in urbanization and emergence of small pack size (sachets) the demand for

the household care products is on boom. Major players are HUL, Nirma, Henkel and Proctor & Gamble.

**(b) Personal Care-** This segment includes personal wash products, hair care products, oral care products, cosmetics etc. It has 20% market share of all FMCGs sector. Indian skin care and cosmetics market is valued approx \$274 million and major players are HUL, Colgate Palmolive, Gillette India and Godrej.

**(c) Food and Beverages-** Market share of this segment is 53% among FMCGs industry. This is very huge rather than other. This segment includes food processing industry, health beverage industry, bakery products, confectionery item, mineral water and packed drinking water and frozen items. The three largest consumed categories of packaged foods are packed tea, biscuits and soft drinks. The major share of tea market is dominated by unorganized players. Major leading branded tea players are HUL and Tata Tea. Big players in food segment are HUL, ITC, Amul.



**Figure 2.1: FMCG Industry Category Breakup**

(Source: Federation of Indian Chambers of Commerce and Industry (2009), <http://ficci.in/>)

**FMCG Category and Products-** We can easily see following category of FMCG products.

<b>Category</b>	<b>Products</b>
Food and Beverages	Health beverages, Soft drinks, Bakery products, Snack foods, Chocolates, Ice creams, Tea, Coffee, Soft drinks, Fruit, Vegetable, Dairy products, Bottled water, Branded flour, Branded rice, Branded sugar, Juices, etc.
Household care	Fabric wash (Laundry soap and Detergent), Household cleaners (Dish cleaners, Floor cleaners, Air fresheners, Insecticides, Mosquito repellants) Metal and furniture polish, etc.
Personal Care	Oral care, Health care, Skin care, Soap, Cosmetics, Toiletries, Deodorants, Perfumes, Paper products, Feminine hygiene, etc.

**Table 2.1: Category of FMCG Products**

(Source: India Brand Equity Foundation (2016), <http://www.ibef.org/industry/fmcg-presentation>)

**2.1.3. Characteristics of FMCG-** Researcher describe about two side of characteristics of FMCG which are following

**(a) Buyer Side**

- Quick buy
- Low price
- Less think
- Purchase few unit of goods

**(b) Marketer Side**

- Sale volumes are high
- Low profit
- Huge networks

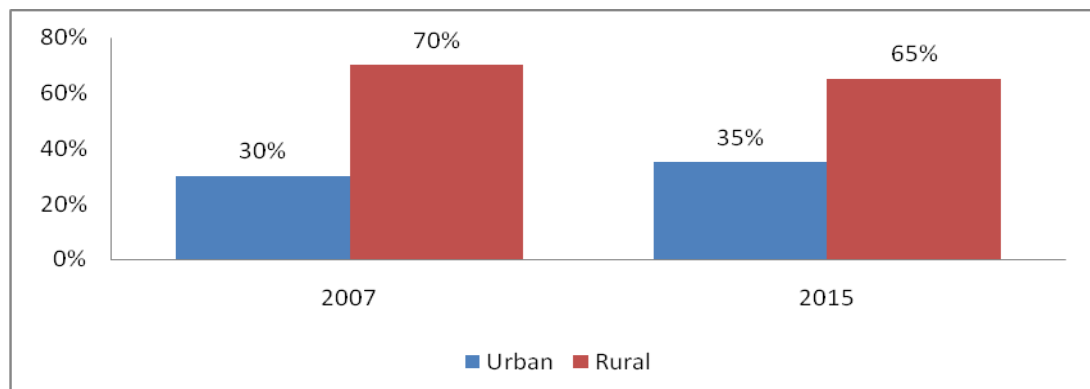
#### 2.1.4. FMCG in India

India is one of the fast developing economies in the world. Population and area is very large of India. Population of India is more than 125 crore and it is approx 17% of whole world. According to Gupta and Roy (2012), India represents world's 12th largest consumer market and the FMCG Industry in India is worth more than approximately ₹ 832 billion making it the fourth largest sector in the economy. According to Mckinsey Global Institute report (2007), "The Bird of Gold: The rise of India's Consumer Market", predicts that by 2025 India will become world's fifth largest consumer market.

After liberalization in India, Indian market has witnessed outstanding growth. The government has always been proactive in its strategies to make the future of Indian market lucrative and attractive. The industries are of different types and markets can be different types as urban, sub- urban and rural markets. The rural market is very wide in India. Now many transport facilities are available but still it is difficult to cover whole area. Approx 70% of Indian population is living in rural areas. It is a big opportunity for companies in Indian markets including FMCG sector for the companies in Indian markets. FMCG sector is the fourth largest sector in the Indian economy and creates employment for more than 3 million people in downstream activities (Solomon 1995).

#### 2.1.5. Rising in Urbanization

India has 70% of its population living in rural areas. Due to rising of urbanization, more people will have exposure to modern products and brands and their tendency shift to branded and packaged goods and products.



**Figure 2.2: Rising in Urbanization**

(Source: Federation of Indian Chambers of Commerce and Industry (2009), <http://ficci.in/>)

By 2015, an additional 7.50 crore consumers will have moved into cities, not only buying FMCG products for themselves but also act as a pipeline for information and goods to their families still in rural India.

#### **2.1.6. FMCG in Urban Area**

In India, urban sector represents 67 percent of total FMCG sector. And growth of urban market is at 8 percent in 2013. Total market size of urban market is approximately ₹ 1900 billion. Urban consumers will continue to be affected by the macroeconomic environment.

Urban consumers are looking to actively improve their lifestyles and provide their families health and wellness. According to Nielsen survey report, 'In year 2013, among the emerging categories were health and wellness focused categories like olive oils (36% value growth), milk foods (19%), sugar substitutes (19%) and breakfast cereals (14%).

Indian urban consumers have access to over 800 TV channels and are inundated by over 3000 messages a day across online and offline media. The more than 5 crore smart phone users have access to content on their fingertips. In urban India, 17% of consumers have a smart phone. Up to 41percent of online FMCG consumers access the internet as part of their pre purchase ritual.

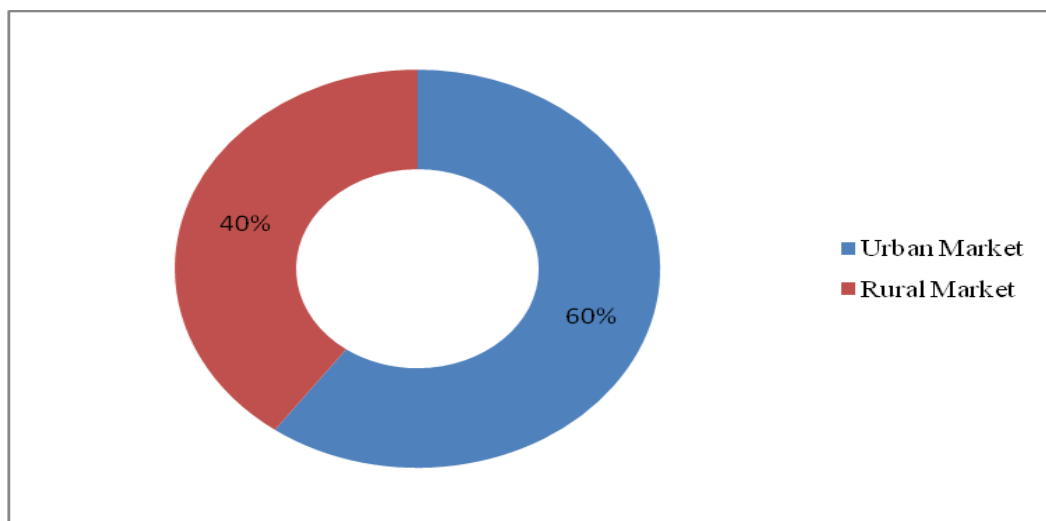
#### **2.1.7. FMCG in Rural Area**

Rural marketing is a very wider term in itself. It is the marketing which is specially meant for the rural people and the products. Villages are heart of Indian Markets where farm products and other products are produced. Later, these products are sent to targeted consumer markets like shopping center, super markets. Indian rural market with its huge size and on the demand base it offers a big opportunity that companies cannot ignore. India is a country with more than 125 crore people of which 70% live in rural areas which means more than 85 crore people live in around 6,00,000 villages (Sharif 2011). The government of India designs a new road map for the development of Indian agricultural sector that will facilitate growth of rural FMCG industry. Indian government take decision to waive off loan (Union Budget 2008-2009) of 60,000 crore rupees

would help for better crop production in India. Growth will come from rural inhabitants that are expected to see increase in more spendable incomes due to the direct cash transfer scheme. Several companies are trying to reach out to rural consumers and exploring alternative cost effective channels. Direct selling through company delivery vans and also focus on setting up of temporary stalls in Rural Fair / Haat Bazar. BPCL specially designed Vehicle, which moved from villages to villages to fill cylinders on spot.

### 2.1.8. Market Share of Urban and Rural Market in India

According to India Brand Equity Foundation (IBEF, July 2017), in India, with the special references to FMCG market, Urban market account approx 60 percent and rural market size is 40 percent to the overall revenue generated by the FMCG sector in India . Urban market growth rate is 8 percent while rural market growth is more than urban market, at 12.2 percent.



**Figure 2.3: Urban/Rural Industry Break-Up**

(Source: India Brand Equity Foundation (2016), <https://www.ibef.org/industry/urban-market-india.aspx>)

### 2.1.9. Major Players of FMCG in India

Major Players in this sector include Dabur India, Nestle India, GCMF (AMUL), Britannia Industries, Asian Paints (India), Proctor & Gamble Hygiene and Health Care, Hindustan Unilever Ltd., ITC (Indian Tobacco Company), Marico

Industries, Nirma, Coca-Cola, Pepsi, Cadbury India. And a new emerging player in Indian FMCG market ‘Patanjali Ayurved’ with the value of approximately ₹ 30 billion in 2015-2016. Analysis by ASSOCHAM, Hindustan Unilever Ltd and Dabur India derived half of their sales from rural India. And Colgate Palmolive India and Marico constitutes nearly 37% respectively, however Nestle India Ltd and GSK Consumer originated 25 per cent of sales from rural India, (Singh 2014).

### FMCG Companies Operating in India

Companies		Electronics Brand in India	FMCG Retail Outlets Operating in India
Britannia	ITC	LG	Food world
Procter & Gamble	Heinz	Samsung	Subhiksha
Coca-Cola	Reckitt Benckiser	Nokia	Landmark
PepsiCo	Nestle	Motorola	Health & Glow
Wilkinson	Unilever	Sony	Shahnaz Hussain
Lakme	Tata Tea	Videocon	Samsung
Amul	Marico	Panasonic	
Dabur		Philips	
Kissan		Canon	
Parle			

**Table 2.2: FMCG Companies Operating in India**

{Source: Nagarajan G. and Sheriff J. Khaja (2013), “Emerging challenges and prospects of FMCG product development in India”, International journal of marketing, financial services & management research, vol.2, no. 1, ISSN 2277- 3622}

#### 2.1.10. Impacts of FMCG Sector in India

All sectors are helping in the growth of economy at their level. According to Federation of Indian Chambers of Commerce and Industry (FICCI), FMCG is also

contributing on very large scale for growth and development of Indian economy and social development. FMCG sector is helping in following area.

- (a) **Employment**- India has a big market of “Kirana Shop”. Approx 90 lakh retail shops are Kirana Shop. Thus this sector provide livelihood to 1.30 crore people.
- (b) **Social Contribution**- This sector helps to create employment for those people who have low educational qualification. It encourages many to set up their Kirana shop. Apart from this, some FMCG companies undertake specific project for development like ITC e-choupal, HUL Shakti Amma Network, Hariyaali Kisaan (DCM shriram).
- (c) **Generate Tax Revenue** - FMCG sector is India’s fourth largest sector and contain approximately 4.5 percent of GDP so it generate a huge amount of tax revenue by direct or indirect taxes.

#### **2.1.11. Challenges in FMCG Sector**

Federation of Indian Chambers of Commerce and Industry (FICCI) also explained that in FMCG sector face many issues and challenges. Few challenges faced by FMCG sector players in India are as follows.

- (a) **Tax Structure**- Complicated tax structure, high indirect tax, lack of uniformity, entry tax, high octroi and changing tax policies.
- (b) **Infrastructural Bottlenecks**- Agriculture infrastructure, power cost, transportation infrastructure and cost of infrastructure.
- (c) **Cyclical of Rural Demand**- In India, rural demand is cyclic in nature and it totally depends on monsoons or weather conditions.
- (d) **Low Export Level**- Highly demand is raised by product quality and price. Many products do not fulfill foreign desire or their terms. So it creates low export of FMCG products.
- (e) **Counterfeits** – Lack of literacy of consumer so manufacturer can churn easily. According to research agency AC Nielson, FMCG Industry which ends up loses approximately 15% of its revenue around 2500 crore.
- (f) **Emergence Competitor** – The biggest fear is facing the competition of same competitor.

**(g) Regulatory Constraints** - Requirement for multiplicity of permits and licenses. The Indian labor laws were drafted in the 1940s and take no note of modern manufacturing methods and strategies. Obtaining of manufacturing licenses is such a long and complex process. Generally it takes approximate one year to get multiple licenses and to set up a manufacturing unit. Reservation of jobs for employees creates many problems. Export procedures are very complex and lengthy.

**(h) Price of Inputs-** Due to weather condition raw material prices fluctuate, it create difficult to finalize price of the product. Indian consumers are more price-sensitive and value conscious, making it difficult for FMCG firms to pass on the increased costs, leading to depressed margins.

#### **2.1.12. Opportunities in FMCG Sector**

**(a) Large Market-** India has second largest population, approx 1.20 billion. According to estimates India will surpass china population in 2025. And become world's largest populated country. FMCG industry is directly related with population. But we have to maintain proper growth in this sector.

**(b) Huge Rural Market-** In India, more than 70% population lives in villages. And cover approx 50% of FMCG market.

**(c) Low Cost of Labour-** India has one more advantage that is low labour cost. It helps to present product at low cost rather than other countries.

**(d) Increase in Income Level-** In India income level of consumer is growing and it helps in enhancing the purchasing power. So consumer is more demanding for FMCG products.

**(e) Large Young Generation-** India has a big pool of young generation. They are moving to change their life style and become more materialistic.

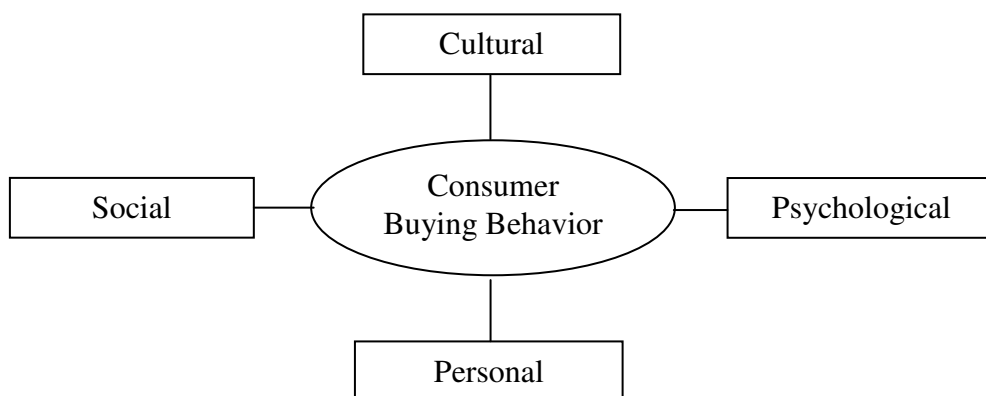
#### **2.2. Consumer Buying Behavior**

In present scenario, study of consumer behavior has become the most important factor for marketers and manufacturers. Present days consumers are kings of markets. No business organization can run without consumers. All the activities of the business are focused on consumers and consumer satisfaction. Buying

behaviour is the decision process and activity of people involved in buying and using products. For marketers, consumer behaviour is most important part in marketing. The study of consumer behavior helps the marketer to understand about consumers thinking, feel and select from alternatives products, brands and how the consumers are influenced by their environment, reference groups, family, and salespersons, reference groups and others. In the word of Solomon (1995), “Consumer is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires”.

### 2.2.1. Factors of Consumer Buying Behaviour

The main purpose of companies is maximizing market share and profit of their products. Making of marketing strategies is very difficult as it is affected by many factors related to consumer behavior. Here are describing four main factors which affect consumer behavior. Buying decision is the result of each and every one of these factors.



**Figure 2.4: Factors of Consumer Buying Behaviour**

(Source : Rani P. (2014), “Factors influencing consumer behavior”, Excellent Publishers, int. J. Curr. Aca. Rev. 2014;2(9): 52-61)

#### (a) Cultural Factors

Cultural sub cultural and social class is very important factor in purchasing decision. These factors have affected on consumer buying behavior

- **Cultural-** Cultural factors have a lot of importance when it comes to understanding the needs and behaviors of and individual. Generally,

culture is the part of every society. An individual is influenced by his, family, friends, society, cultural environment that will teach him values, preferences. For a brand, it is important to understand the cultural factors. Understanding of cultural factors is also useful for adapting its marketing strategy. Influence of culture on buying behavior may vary from country to country. So marketers have to be cautious in analyzing the culture of different groups, regions or countries. Many companies are using marketing strategies considering that, cultural behavior of consumers. For example, so many foreign brands, like KFC has been moving its strategy according to local preferences in India. It would appear that KFC, synonymous with chicken across the world, is turning 'vegetarian' in India. Not only KFC's is moving to introduce vegetarian products but also KFC competitor McDonald's is too using this strategy. McDonald's is offering veggie items such as McAloo Tikki Burger, McVeggie and more.

- **Sub-Cultures** - Society is a bucket of several subcultures in which people can identify. This subculture may be based on religions, geographic regions, nationalities, racial groups etc. Marketers are using these groups as a segment in different markets. So marketers can design various products according to the needs of a focused group. For example Horlicks is a famous brand in India for health and nutrition supplement, is now targeting different age and gender group like Junior Horlicks, Women Horlicks, Mothers Horlicks etc. And other famous brand Emami beauty cream is also targeting their customer according to gender wise like fair & lovely for women and fair and handsome for men.
- **Social Class** is defined as a heterogeneous or very less homogeneous group in a country, region or geographical area or in society. This class is determined by income, wealth, lifestyle, education. The consumer buying behavior may also change according to social class. Those consumers who belong to lower class, they are more focused on price. While those consumers who belong to high class they are focused on product quality. Price does not affect on them. For example car makers, they launch their product according to class of customers.

### **(b) Social Factors**

It explains the outside factors which influences of others on consumer/ buyer purchase decisions which may be direct or indirect. Social factors are among the factors influencing consumer behavior significantly. It includes- family, social roles and status and reference groups.

- **Family** - Family is one of strong factor which can highly impact the consumer of his/her purchasing decision. Family is the most influencing factor for an individual. So marketers are trying to find out the roles and influence factors. In Indian scenario we perceive that father, mother or any elder person in family take decision for their children. Consumers accept this family decision as a mutual consent.
- **References Group** - These groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc. Within a reference group that influences the consumer buying behavior, several roles have been identified - **Initiator** is person who suggests buying a product or service. **Influencer** is a person whose advice will influence the buying decision. but on which group members rely on. **Decision-maker**: the person who will choose which product to buy. In general, it's the consumer but in many cases it may be another person. For example, a leader of a group decides to purchase same dress for their group. **Buyer**: is a person who will buy the product.
- **Social Roles and Status** - Every person has a different status in the society and this position of an individual within his family, work, country club and group of relatives etc. for example a celebrity or a famous person does not fit with small and inexpensive cars like maruti Suzuki alto would be taken less seriously by its followers or customers than if he is driving a luxury car. This kind of behaviors and influences can be found at every level and role and social status.

### **(C) Personal Factors**

These factors also affect on consumer behavior. Personal factors that influence the buying behavior are: age and life cycle, Occupation, economic situation, personality, lifestyle, and self concept.

- **Age and Life Cycle-** It has positive impact on the consumer buying behaviour. The age of consumers is determined by the type of clothes, music, food and other activity which he/she likes. A consumer does not buy the same products or services at 20 or 70 years. Life cycle is shown different stages such young singles, married couples, unmarried couples etc. It helps marketers to develop suitable products for each stage. For a manufacturer or shopkeeper have to identify, understand, measure and analyze what are the criteria and personal factors that influence the shopping behavior of their customers. For example, it is easily possible that two different cities consumers do not have the same behavior and purchasing habits. For a manufacturer or retailer, have a deep understanding about these differences to increase sales.
- **Occupation-** Occupation is one of the significant impacts on consumer for his buying behavior. For example a manager of MNCs will try to purchase business suits while a low level worker in the same will purchase normal work clothes.
- **Economic Situation-** Economic situation may put high impact on consumer's behaviour. If a customer economic condition is good, he can purchase expensive products. While a person whose economic condition is not good, he will prefer cheaper products.
- **Personality-** This is a crucial factor which can change from person to person, time to time and place to place. It can greatly influence the buying behavior of customers. According to Kotler et al., (2009), Personality is a set of differentiating psychological characteristics that lead to relatively consistent a long lasting response to environmental stimuli.
- **Lifestyle-** This is an important factor consumer buying behavior. Lifestyle refers to expression of a person by the things in his/her surroundings. Lifestyle is determined by customer interests, activities, opinions etc.
- **Self Concept-** Individuals have a specific perception and image of themselves. These self concept or self image is closely connected to the personality of the product or service patronized by him. Each individual self image will be unique based on his/ her background and experience and

knowledge. This knowledge is gained from various persons over a long period.

#### **(d) Psychological Factors**

Psychological factors are internal to an individual and generate forces that influence consumer/ buyer buying behavior. It affect our purchase decision including - Motivation, perception, learning, beliefs and attitudes.

- **Motivation** – Person has many needs at different times, some basic needs are air, water, cloth, food and shelter for living a life. A motive is a need that is sufficiently pressing the drive in a person to act (Kotler 2008). Consumers at any particular time are generally influenced by a set of motives rather than just one motive.
- **Perception** - Perception is very important factor that influence on consumer buying decision. This is a process by which people select, organize and interpret information in the mind. Perception of a situation at a given time may decide if and how the person will act. Three different perceptual processes which are selective attention, selective distortion and selective retention. Selective attention is a process by which marketer tries to attract the customer attention. Selective distortion leads people to interpret situations in order to make them consistent with their beliefs and values. Selective retention refers to the marketers try to retain information that supports their beliefs (Asifo Shah, 2010). Perception of two person may be different. Because each individual will have a different perception based on his experience, state of mind, beliefs and attitudes.
- **Learning-** This is viewed as a relatively permanent change in behaviour occurring as a result of information and experience. As per Schiffman and Lazar (1987), this is a process by which a person acquires consumption and purchase knowledge, and experience they apply to future related behavior. If we get bad affect after drinking cold drinks, we have a negative experience. We learn that we should not drink cold drinks. Therefore, we don't buy cold drinks in future. Consumer behavior is affected by external and internal influences. External influence include

cultural and social factors, while internal influences include consumption choice such as age choice etc.

- **Beliefs and Attitudes-** Customer have distinct belief and attitude towards various products. These beliefs and attitudes make up brand image and affect consumer buying behavior. So marketers are interested in this belief and attitudes. Marketers can change the beliefs and attitudes of customers by launching special campaigns.

### 2.2.2. Buying Participants

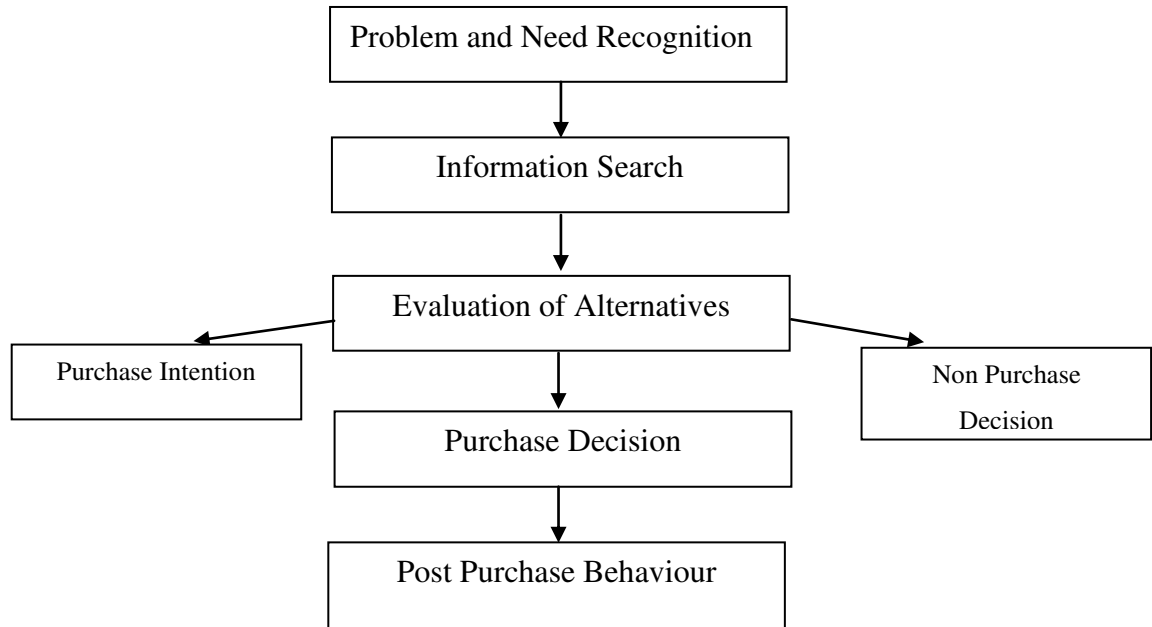
It is very difficult task for marketers to identify actual buyers who makes final decision of buying. Marketers have to identify their targeted customers to make a good strategic plan. Active buying participant are-

- (a) **Influencer-** Many people are connected with product purchase decision. But they all are not consumers. So influencer is a last decision making person, whose advice is important at the time of product purchasing.
- (b) **Initiator-** First person, who think purchase or buying product and service.
- (c) **Gatekeepers-** Whose recommendation and information about a particular product and service. They could be friends, family members and others.
- (d) **Decider-** Actual person who take decision about the product or service, what to buy, where to buy, How to buy it.
- (e) **Buyer-** A person who pays amount for purchasing a product or service.
- (f) **User-** User is a final person who consumes the product or service.

### 2.2.3. Consumer Buying Decision Process

Behaviour of consumers towards products and services may be different. It is very complex process for marketers to understand consumer's needs. Final goal of marketers is customer's satisfaction, so marketers main work is develop product and service according to customers need and satisfaction. The theories of consumer decision making process assume that the consumer's buying decision process depend on the steps through which the buyer passes in purchasing a product and service. It may be possible that some steps are not involved in this

process but generally, when a customer purchases any product, he goes through a decision process.



**Figure 2.5: Consumer Buying Decision Process**

(Source: Maria (2009), “The buying decision process and types of buying decision behavior”, Sibiu Alma Mater University Journals, Series A. Economic Sciences – Volume 2, No. 4)

Consumer Buying Decision process is sequential process and based on consumer desires and based on further action towards a product or service. Process of consumer buyer decision process is following

**(a) Stage 1: Problem and Need Recognition**

This Process starts when buyer becomes aware of an unsatisfied need or problem. This problem and need can come up with internal as well as external stimuli. This is a result when buyer recognizes a difference between perceived benefits and actual benefits derived from a product or service. Internal stimuli may be hunger thirst etc. External stimuli may be from outside environment that impact on you to 'do' something. For an example, when a new mobile launch in market or commercial advertisement, buyers try to buy it. According to Kotler et al. (2009), sometimes many advertisers try to create new or different kind of need and problems for consumers to initiate the decision making process. This situation can

be created to make customer unhappy with his current status. Marketers can develop this situation by gathering information from consumers.

**(b) Stage 2: Information Search**

After recognizing the existence of unsatisfied need the next stage is information search and identification of alternatives. Information is to know about a service, prices, stores and other things. After having a particular problem or need, a consumer second step is how to resolve it. Generally two types of information search, first is heightened attention and second is active information. A consumer simply becomes more observant information, advertisement, purchase by friend and conversation about the subject in question. Asch and Wolfe (2001), describe about four types of consumer information source which are- personal source, commercial source, experiential source and public source. Generally consumers get maximum information through commercial source which includes advertisements, display etc. Each source may have a different purpose in affecting buying behavior. Marketers should identify this information source. Which helps to prepare effective marketing communication to targeted consumers.

**(c) Stage 3: Evaluation of Alternatives**

After gathering information on occurred problem a consumer must evaluate the alternatives which are available. This is buyer activity to compare alternatives cautiously on the basis of certain criteria. Sometimes it is very hard decision to select alternatives, because there are many alternatives.

**(d) Stage 4: Purchase Decision**

Fourth stage of the consumer decision-making process is purchase decision. This decision is the result of evaluation, and involves the process of selecting the most desirable alternative from a set of options. This is the stage when the consumer prefers the most promising brand in many brands. That a consumer has generated. The most suitable choice is the one that comes closest to the evaluation criteria formulated by the consumer. The most attractive brand, that can offer more benefits in relation to price paid, is selected by comparing one brand with other. Purchase decision involves many sub decision which are: brand decision, vendor decision, quantitative decision, time decision and payment decision

**(e) Stage 5: Post Purchase Behaviour**

Post purchase behaviour of customer/ consumer is a very important factor. The term “Post Purchase Behaviour” refers to customer/consumer behaviour exhibited after the purchase decision. Consumer experienced a level of satisfaction or dissatisfaction after purchasing any product. This satisfaction or dissatisfaction level is very important for marketers to get feedback about the product. This satisfaction level is a function of the closeness between buyer’s expectation and product performance (Priscilla and Mazursky, 1983). If consumer is satisfied with these products, there will be higher probability of purchasing same product. And if he feels dissatisfied with the product, he will not purchase same product next time. This phenomenon is called cognitive dissonance. This phenomenon helps to attract user and convert in their brands.

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## **Chapter – Three**

### **Review of Literature**

## **Chapter - Three**

### **Review of Literature**

#### **3.1. Introduction**

Relevant literature study is very useful in understanding the research problems. This is useful to get what research exploration others have done. How they have dealt with related research problems. It is an explanation of the literature relevant to specific topic or field. It creates a picture that what has been said by others, what are the current theories and hypotheses, what questions are being asked in which form are appropriate.

A literature review is a text written by someone to consider the points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Researcher has used much knowledge of other authors, findings and conclusions, which is relevant to the research work. These findings and conclusions were collected from various sources.

This section covers all related written topics like books, newspaper article, journals, historic report, old thesis, and electronic or other published or non published data.

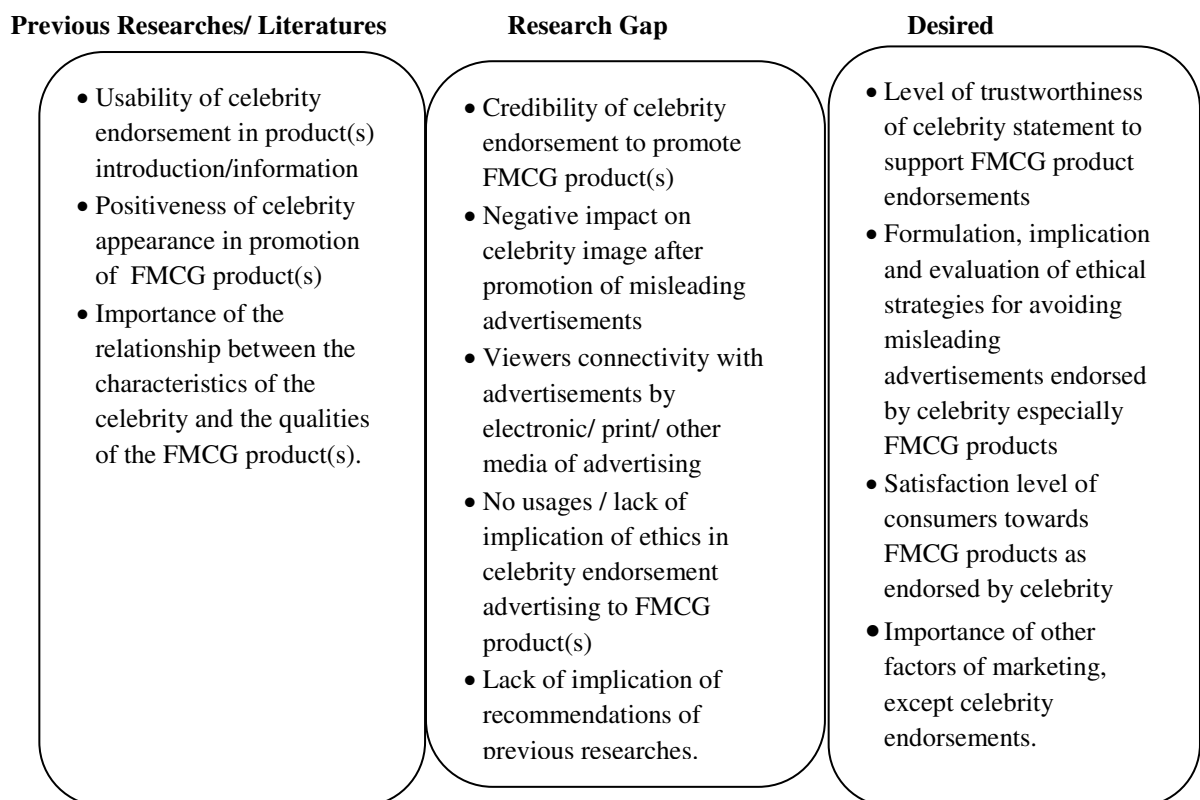
Following are main purposes of using review of literature:

- It gives meaningfulness and importance in research work.
- It provides a way for future research work.
- Literature of review helps in understanding the variables which are used in research work.
- It also describes about contradiction and gap in particular topics or research work.

#### **3.2. Research Gap**

In this manuscript the researcher conducted suitable research which covers and fill the gap in the review of literature. This study introduces the literature of celebrity impact on consumers especially in FMCG goods. Most of the previous researches

on the Impact of celebrities through advertisement were focused on celebrity positive effect on consumers/ customers but there has been limited research in the area of FMCG sector especially to consumer desires and marketing strategies, trustworthiness of celebrity and satisfaction level towards FMCG products. Most of the researchers have focused on the traditional marketing mix concept and ignored closely impact of recommendation aspect while formulating the marketing plans. This study focus on consumers desires in advertisements and consumer behaviour in purchase of FMCG products to fill this gap.



**Figure: Research Gap Model of the Study**  
(Source: Field survey)

### 3.3. Study of Previous Researches

- **Jain V.** (2011), in his dissertation “Celebrity Endorsement And Its Impact On Sales: A Research Analysis Carried Out In India” focuses on examining the perception of these Indian Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. Indians assume and search their idol in many bollywood

actors/actress and cricketers. And advertisers see this perception of people as big opportunities to grab and work on so as to expand promote their product. This study implies that Celebrity Endorsement has an impact on sales only to a small extent and that Celebrities should not always be used to endorse brands of various products. Although, this study has a positive inclination towards the belief that people are motivated to buy products as a result of celebrity endorsement. Moreover the respondents also strongly agree that celebrities bring brand equity. This research also indicates that celebrity endorsement helps in brand promotion. Finally he concludes that there's no harm in using celebrities for the endorsements. *In my study, I observed that many people assume celebrity endorsement is useful for introduction of new product. In Indian context, where people like celebrity's style and want to become like them, so advertisers use this strategy for selling their product(s).*

- **Stonkiene E., Banyte J. and Piligrimiene Z.** (2011), in their study in “Selecting Celebrities In Advertising: The Case Of Lithuanian Sports Celebrity In Non Sport Product Advertisement” Seeks to explore the stages of the whole process of celebrity selection by drawing together strands from the literature. Celebrity endorsement is a prevailing advertising technique. The study is based on these questions, 1 How to select the right celebrity. 2 How to avoid the potential pitfalls with the celebrity endorsement. As the results of these efforts, they present “conceptual three-stage model” for selection of celebrity endorsers. **The first stage** involves identification of the possibility of using the celebrity endorsement and embraces such points of consideration as meaning transfer, product differentiation level, consumer involvement level, questions of brand positioning and repositioning, introduction of new brand, entering global campaigns and other. **The second stage** involves an evaluation of celebrity's suitability for product / brand endorsement. It embraces eight main criteria for celebrity selection, like audience match up, brand match up, attractiveness, respect, familiarity, trustworthiness,

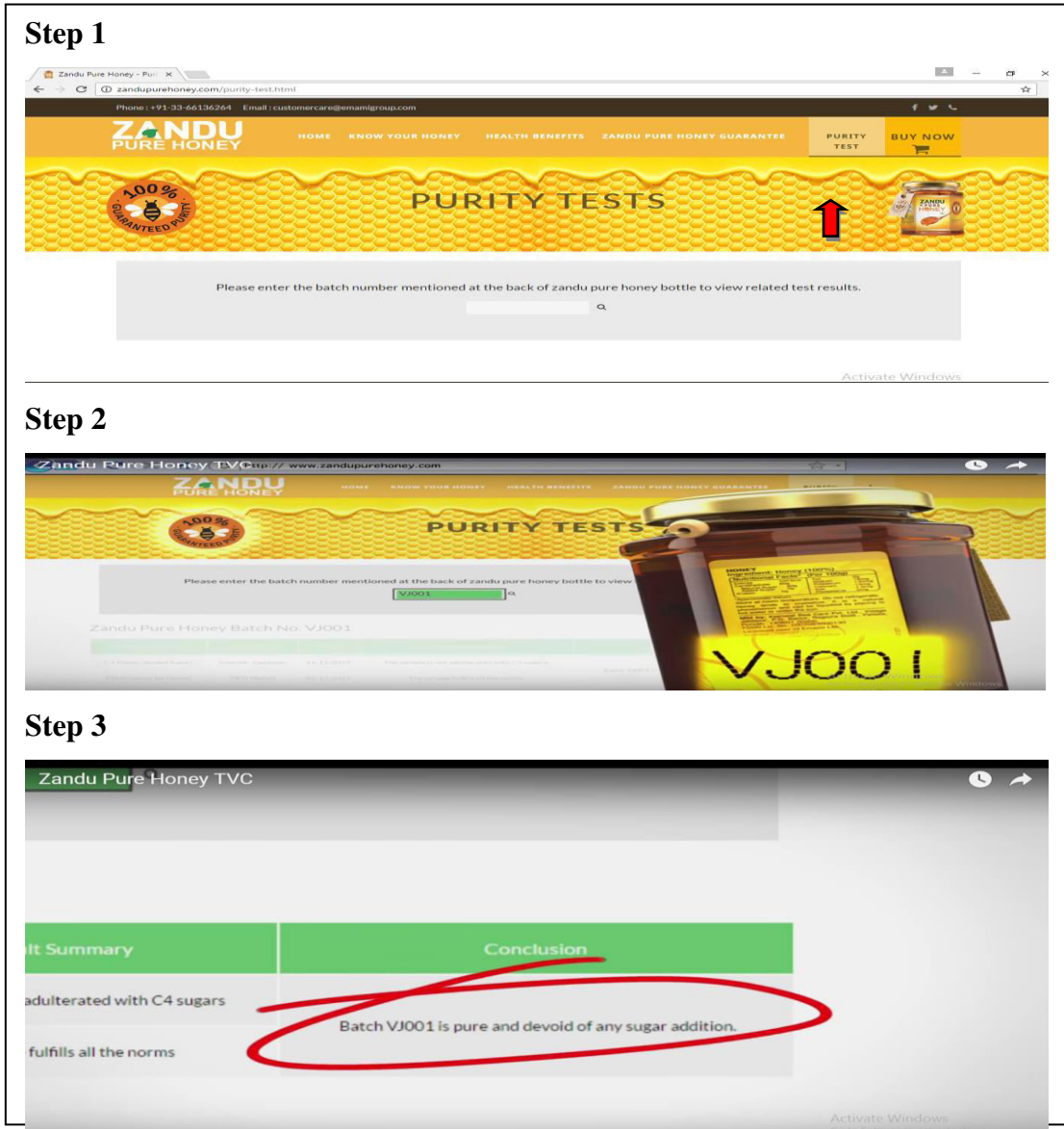
expertise, and liking. **The third stage** covers the assessment of possible risks, related with the use of celebrity endorser. The model involves not only the celebrity selection criteria, but also identification of possibility for using celebrity endorsement and evaluation of potential risks related with the endorser. Another purpose of this paper was to explore the consumer's perspective on celebrity endorsement. *In present scenario these three stages help to select suitable celebrity for a particular product, like in Pepsi advertisement, they show young generation is more advanced rather than aged people. Young generation prefers to use some of these products (Coca Cola, Pepsi, Perfume/ Deodorant) for style and symbol.*

- **Sahay A. and Abhishek** (2013), in their paper “Role Of Culture In Celebrity Endorsement: Brand Endorsement By Celebrities In Indian Context” they use the lens of culture to develop propositions on how customer attitude towards celebrity endorsements is a function of cultural parameters in emerging countries like India. Culture has long been believed to be the force that influences people in a society to follow the norms of their collective identity. The purpose of this paper was to review and synthesize the literature on celebrity endorsements in the light of widely differing practices in nature and quantity of use of the phenomena between developed and emerging markets and to develop a set of propositions that explain the difference using the lens of culture. This paper contributes to the notion of congruence between the celebrity and the consumer as a driver of effectiveness of celebrity endorsements and by offering propositions using the dimensions of culture (like individualism-collectivism, power distance and long term orientation) to suggest ways in which this congruence manifests itself. *Mc Donald present different menu country to country, in America, pork and beef is most in their menu, while in India, Mc Donald selected vegetarian in their menu. And both vegetarian and non vegetarian items cooking process is separate. And coca cola also shows an advertisement that glorifies hospitality. For example the advertisement of Coke featuring Deepika Padukone sitting*

*at a guest's home and shamelessly consuming a bottle of Coke without paying much attention to the host. In Indian culture which is practically not acceptable and not welcomed. So these types of advertisements look unrealistic and unacceptable.*

- **Rosca V.** (2010), in this study “Celebrity Endorsement In Advertising” aims to study the particularities of tennis endorsements using the case of Roger Federer, one of the best tennis players in history and one of the best business partners in the world of sports for sponsoring companies. Endorsement is the most profitable income source for professional athletes. In tennis, where athletes are individuals, not playing or contributing for teams or clubs, endorsement is the main sponsoring possibility of a player. For some professional tennis players, endorsement deals are an important income source. Endorsements help the athletes gain more money and mostly build them a positive brand image. *In my study, where many respondents choose athlete person and sport person for endorsement products. Endorsement is main source of earning of any celebrity for an example after cricket world cup 2011. Mahendra singh Dhoni emerging India's biggest celebrity, Mahendra Singh Dhoni made an unprecedented \$2.65 crore. Only a small portion of that payout, about \$35lakh, comes directly from Dhoni's on-field play (Article published on 26 July, 2012 in forbes).*
- **Okorie N., Oyedepo T. and Akhidenor G.** (2012), in their paper in “The Dysfunctional and Functional Effect of Celebrity Endorsement on Brand Patronage” The use of celebrity endorsement as a functional approach in brand communication becomes successful when the organization has invested in planning, research and brand monitoring. Also, the use of celebrity endorsement must be accompanied by a powerful idea, effective and impeccable positioning to promote the brand in an excellent light. *In an advertisement of Zandu Pure Honey, Featuring with Sakshi Tanwar, she ensures us ‘No Added Sugar Honey’ which we can test. It is purest*

*honey that has been scientifically tested and also proof for the same that we can check. Sakshi Tanwar shows barcode in this advertisement, which is a proof of safety assurance of Zandu Pure Honey.*



**Image 3.1: Zandu Honey Purity Test**

(Source: Adopted from www.youtube.com, modified by researcher)

- **Mukherjee D.** (2009), according to his paper, “Impact of Celebrity Endorsements on Brand Image” the foundation of the impact of celebrity endorsement. Celebrity endorsement is always a two edged blade, **First** if properly matched it can do wonders for the company and **Second** if not it

may produce a bad image of the company and its brand. This paper uses a wide range of accepted principles of how consumers brand attitudes and preferences can be influenced, how buyer's behavior can be influenced and moulded. His study also shows that consumers report higher self-brand connections for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. Study also examines how self-brand connections are formed. In the case of aspirational celebrities, the positive effect of image congruency is stronger for those brands that are perceived to communicate something symbolic about the brand's user compared to those brands that do not. In his study, he found an important demonstration that consumers are motivated by self-needs to utilize brand associations derived from celebrity endorsement in a contingent fashion to construct and present their self-identities. *Many celebrities are useful for a particular product. On other hand, if celebrity does not match the brand image than it may demolish product's attraction. For example- Saina Nehwal promote Top Raman noodle. Saina Nehwal is a very popular sports person and Badminton champion while noodles are kind of junk foods. Instant noodles contain saturated fats which if consumed excessively or regularly can raise the level of cholesterol in the blood and also risk of diabetes. According to Dr. Sunil Sharma (General Physician and Head of Emergency, Madan Mohan Malviya Hopsital, New Delhi) "In most cases Monosodium Glutamate (MSG) as well as tertiary-butyl hydroquinone (TBHQ) a chemical preservative derived from the petroleum industry may be present in instant noodles for their taste enhancing and preserving properties". As published by Washington Post, South Korean study conducted on the effects of instant noodles on human health. "Although instant noodles is a convenient and delicious food, there could be an increased risk for metabolic syndrome given high sodium, unhealthy saturated fat and glycemic loads", So these type of noodles or Junk foods are non-healthier products. So junk foods not matched with Saina Nehwal*

*personality as a sport person. Apart from these junk foods she should have to promote energy drink or other healthier products which are good for health and fitness. In another advertisement she promotes Egg in NECC (National Egg Co-ordination committee), which is a rich source of protein and good for human body.*



**Image 3.2: Saina Nehwal promoting Top Raman and NECC**

(Source: Image adopted from [www.google.com](http://www.google.com))

- **Muruganantham G. and Kaliyamoorthy S.** (2005), in their research paper on “Celebrity Effect on Brand Positioning: A Study With Reference To Female Personal Care Products” studied the effect of celebrity

endorsements on the brand positioning of selected female personal care products through television advertisements. This research provided insights into the celebrity effect on the brand positioning of Lux Soap and Pantene Pro V Shampoo among consumers. Successful positioning depends on communicating the brand's differential advantage effectively. Therefore all of the advertising efforts and other forms of promotions should attempt to communicate the brand's position to consumers. *For an example the advertisement of "Veet hair removing cream" specially made for women and marketing it.*

- **Clinton A., Holmes G. and Strutton D.** (2008), in their paper on "Exploring The Relationship Between Celebrity Endorser Effects And Advertising Effectiveness A Quantitative Synthesis Of Effect Size" they provide a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising. The source credibility model mix up of celebrity attractiveness, celebrity trustworthiness, and celebrity expertise, appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement. Results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The effectiveness of celebrity endorsements is subject to reduction by advertising clutter, selective attention, and the time available to identify and evaluate the advertisement.
- **Chiosa** (2012), research paper on "Celebrity Endorsement Strategy" study that brands often use celebrities to get impact, because they are seen by the public as credible source of information about product or company. Celebrity endorsement becomes one of the famous and used communication strategies in marketing to build combination between brand image and consumers. This paper also presents types, techniques and models of analysing celebrities' efficiency in endorsing brands/products. These endorsement techniques are - Print ads in

magazines, TV commercials, Products used in films and television programs, Photos of celebrities paid to use certain brand products, inviting celebrities to be co-creators in product design, Naming the products after the name of celebrities. (Kapil palmolive dev, and Jammy dravid).This review was performed to provide a deeper understanding of celebrity influence and consumer behavior.

- **Francis D. and Yazdanifard R.** (2013), in their study on “The Impact of Celebrity Endorsement and its Influence Through Different Scopes On The Retailing Business Across United States and Asia” they notice Celebrity endorsements have been one of the key marketing strategies that a retail company has done. In their research paper, they will look into the retail brand perception and the customer satisfaction after applying the celebrity endorsement model. Readers can understand the similarities and the differences in the endorsements based on the Asian and American culture. This research will be focusing on case studies and cross-cultural comparisons from the American perspective and the Asian perspective, most notably South Korea, Japan, India and the Middle East. In the 21st century, celebrities are seen as global icons and a symbol of power and status. Celebrity endorsement in the United States contribute to about 20% of television. Where in India, celebrities are being worshipped like “idols”. In their conclusion, celebrity endorsement can be a truly profitable advertisement for retail companies to fully harness. Companies realize that the brand should be bigger than the celebrity itself, otherwise it will overshadow the product and it defeats the purpose of brand awareness and exposure. Finally they explain, the endorsement strategy based on the current season and trends, in other words, “strike it when the iron’s hot”.
- According to **Zipporah M. and Mberia H.** (2014), in their paper “The Effects OF Celebrity Endorsement in Advertisements”, celebrities are very well known by among peoples by their credibility and their attractiveness. Marketers use these attributes of celebrities to influences purchasing

decision of consumers. The main purpose of their study is to test the effect of celebrity endorsement in advertisement on consumers' perceptions of the endorsed brand or products. If celebrity endorsement used effectively, makes the brand outstanding. Sometimes celebrity endorsement in advertisement has negatively impact the audience ranging from the morals, norms and behaviours in the society. For example, a large numbers of viewers have abandoned their normal way of living as per the set cultural standards of the society. In an advertisement, celebrity appearance, credibility and knowledge of the celebrity are also highly correlated with advertising trustworthiness. In their study they suggested that in order to have businesses and organizations thrive well in the market they need to choose the right marketing channels, media and celebrities to use so as to make the communication effective.

- **Atay E.** (2011), in his study on “Celebrity Endorsements and Advertising Effectiveness: The Importance of Value Congruence”, millions of dollars are spent on celebrity contracts each year by assuming that the benefits of using celebrities will exceed the costs. Author explained that value congruence with unfamiliar celebrities was more effective than value congruence with familiar celebrities for generating more favourable attitudes toward advertisement and brand. Author also suggested that the congruence between celebrity and product values plays an important role in advertising effectiveness. According to author, low wages celebrities are also successful in generating positive outcomes. Companies with low advertising budgets preferred low wages celebrities because they will probably charge less than well known celebrities.
- **Makumbura U.** (2015), in his study “The Power of Celebrity Endorsements Today”, so far it believed that celebrity endorsements to be longstanding agreements. In modern era, changes in celebrity culture have forced both sides to become more flexible in their approach. As per the author, celebrity's attributes can transfer to a product with use of the celebrity endorsement, but as soon as the relationship ends between brand

and celebrity this connection also finished. Besides, celebrity endorsement provides the boost to a company needs at the time of launch, relaunch and repositioning of its products. It is helpful in entering the market with immediate brand value. The increase of social media in particular has created a vastly improved scope for celebrity endorsement tactics.

- **Kumar V. and Hunda B. S.** (2015), in their study on “Customer Perception towards Celebrity Endorsement”, celebrity endorsement has become very popular element in the advertisement nowadays. The purpose of their research paper is to explore customer perception towards celebrity endorsement. Authors described about nine factors were manipulated in his research paper: attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, negative role of celebrity and brand for result. In their study, they find that consumer buying behaviour is positively affected by product as compare to celebrity endorsement. Authors also concluded that attractiveness of a celebrity endorsing a particular product strongly influence a customer perception. and this impact of products are more positive on the customer buying decision.
- **Makwana K., Pathak A. and Maheshkar C.** (2015), in their study on “Impact of Celebrity Endorsement on Branding of FMCG Products in Indian Small Towns”, they described value of information explosion and media power, the advertisement plays a major role in changing customer perception about brands. It argued in the previous researches that FMCG companies did some mistakes when they were entered in the rural market. These companies treated rural market as an existing urban market. But the rural Indian consumers' demographic and psychographic variables differ from those of urban consumers. The purpose their study is to find out the impact of celebrity endorsement on branding of FMCG products in Indian small towns. FMCGs are low involvement products, celebrities do influence on consumers towards brand. Rural consumer is different from urban consumers as- lifestyles and other kind of choices they made is also

different from urban consumers. Therefore same strategy of celebrity endorsement is not a guarantee of success in both markets.

- As per the study of **Shukre A. and Dugar N.** (2013), on “Effect of Celebrity Endorsements on Consumers’ Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products”, today celebrity endorsement is one of the most popular tactics of FMCG advertising. Marketers use celebrity endorsement to help in easy brand recall especially at the time of consumers purchasing situations. Main purpose of his study is to specify the impact of using celebrity endorsers in advertisements on purchase intentions of customers with special references to FMCG products. They concluded from the study that celebrity endorsements are gaining more and more popularity. Authors described some important factors of celebrity endorsement are image, style, attitude, popularity, physical appearance, performance, suitability with the product etc. Marketers should take care of the gender of the celebrities endorsing the product as it is an important factor in regard to the consumer.
- According to **Randhawa A. and Khan J. A.** (2014), in their study on “Impact of Celebrity Endorsement on Consumer Buying Behaviour”, advertising is an effective marketing tool available to marketers to create and promote awareness for their products. It also help to position their products differently among the minds of their customers. Consumers come in contact with many advertisements every day. Every advertisement is highlighting the features of the respective products. Now days, advertisement is a tricky job, with involvement of huge risk, with the help of celebrity endorsement advertisement plays gamble. In their study authors find that most of the respondents believe that frequent changes in celebrity for advertising the product can change the purchasing decision of customers. The purchase attitude is influenced by the quality of the products rather than endorsement factors, price of the product, discounts and offers etc. A large number of respondents believes that the quality of Goods advertised by celebrities may be are may not be good in quality.

- **Wang, Cheng and Chu (2012)**, in their study on “Effect of celebrity endorsements on consumers purchase intentions: Advertising effect and advertising appeals as mediators”, advertising has become the most efficient way to provide information in consumers. In their study, result shows that celebrity endorsements, advertising appeal and advertising effect significantly and positively impact on consumer purchase intentions.
- In the study of **Chaudhary U. and Asthana A. (2015)**, “Impact of celebrity endorsements on consumer brand loyalty: Does it really matter?” celebrity endorsements now play an important role from the perspective of brand building. Celebrity endorsement is increase the effect of a campaign but the word of caution to be followed seriously. Celebrity does not guarantee of success nor does a great advertising campaign or the best possible product. It is the combination of several factors especially the price and other elements that work together for the success of a brand. In present days, consumers became more aware and well educated; they know celebrities are being paid for these endorsements. This knowledge makes consumers more practical in their judgment about products. Authors concluded that celebrity endorsement does not necessarily influence consumer brand loyalty.
- **Sabunwala Z. (2013)**, in her study on “Impact of Celebrity Brand Endorsements on Brand Image and Product Purchases -A Study for Pune Region of India”, celebrity endorsement is the most popular tools of advertising in current scenario. It has become perceived as a winning formula for product marketing and brand building. Main purpose of the research was to examine the relationship between celebrity endorsements of brand. And study about impact on consumer's buying behaviour in beverage industry in India. She concluded that most of the beverage user associate themselves with the brand and establishes congruence between their personality and brand. Another major conclusion from the study is that celebrity endorsement significantly impact brand Image.

- According to **Srivastava S.** (2013), in her study on “Factors Affecting Buying Behavior of Consumers in Unauthorized Colonies for FMCG Products”, fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in India touching everybody’s life every day. In this era, Indian consumers profile and mindset changing according new environment. So FMCG sector has a constructive potential in the form of semi urban, urban slums and emerging rural segment. Main purpose of her study to examine the socio economic factors, followed by product preferences generic or branded under various heads of FMCG product categories, reasons for such preferences followed by factors affecting the buying behaviour. She finds from the study that consumers in such backward or low economic areas prefer brands over generic products. At the same time reliability, product features and socio economic factors have a large impact on buying behaviour along with promotional offers. She also finds that factors like reliability and product attributes plays a very important role for this low income and price conscious respondents. A big amount of monthly income is spent on buying grocery (including FMCG products). Promotions and offers have considerable impact on larger household and young adults. Whenever they purchasing generic products, they also aspiration for branded products. But due to their financial circumstances, this does not happen.
- **Ericsson L. and Hakansson E.** (2005), advertisers often use celebrities in advertising because of their famous attributes (beauty, talent, athleticism, power, etc.) that often represents the attractions desired for the brands they endorse.
- According to **Zheyin J. G.** (2005), celebrity endorsement can be used as long-term or short-term strategies. A firm’s long-term celebrity endorsement strategy affects its product quality and price. A firm’s short-term celebrity endorsement strategy is affected by the market awareness level of its product. Finally, no matter whether for long-term or short-term

celebrity endorsement, a firm should use a more popular celebrity endorser when the information dispersion effect is stronger and when the demand inter correlation effect is weaker.

- **Khatri Puja** (2006), in her paper on “Celebrity Endorsement: A Strategic Promotion Perspective” The celebrity endorser is a panacea for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises.
- **Roozen I. and Claeys C.** (2010), in their study on “The Relative Effectiveness of Celebrity Endorsement for Print Advertisement” The experiment shows that celebrity endorsement is not always effective. This result was also found for the advertisements with the endorsement of celebrities who were found to match best with the products at hand.
- **Roy Subhadip** (2012), in his paper “To Use the Obvious Choice: Investigating the Relative Effectiveness of an Overexposed Celebrity Author” Whether having an overexposed celebrity in an endorsement would have a more positive impact on consumer attitudes than an underexposed celebrity. Major results suggested that an overexposed celebrity was not more effective than an underexposed celebrity.
- **Escalas J. E. and Bettman J. R.** (2003), in their study on “Connecting with Celebrities: Celebrity Endorsement, Brand Meaning, and Self-Brand Connections”, finds that celebrity endorsement enhances self-brand connections when consumers aspire to be like the celebrity, but harms them when consumers do not; this effect is more pronounced when the brand image is congruent with the celebrity’s image.
- **Nagarajan G., Sheriff J. and Khaja** (2013), in their study on “Emerging Challenges and Prospects of FMCG Product Development in India” It focused on some of the fundamental issues relating to the emerging prospects and challenges marketing FMCG products in India.

Fundamental issues of the customer and their expectations involve around three questions 1 What more? 2. What next? 3. What else? When the marketers want to fulfill the customer need and desire they come up with challenges which are new and unseen past years. Emerging trends, especially in new product launch of FMCG products, has seen big and innovations particular in India. The most common and complex challenges in FMCG product marketing and proposed strategies to identify address them.

- **Rallabandi Srinivasu** (2014), in his study on “Fast Moving Consumer Goods Retail Market, Growth Prospect, Market Overview And Food Inflation In Indian Market – An Overview” he has focus on competitive conditions operable in the FMCGs retail trade sector. This study also focused on the analysis of competition within the sector, and draws lessons for competition policy. In India, retail market is competitive. There are no or less legal restrictions on entry. Prices across retail formats differ substantially for a market operating on a very low profit margin. However, these differences are likely to stem from cost differences.
- **Khan S. and Khan Y.** (2012), in their paper on “Rural Marketing & Its Impact on FMCG” effort has been done to know about the rural markets and their impact on FMCG products. The factors responsible for the rural boom, major problems in tapping the rural market, FMCG consumption in rural India through premium brands, focus on urban categories and strategies for selling in rural India has been highlighted through the 4 A’s approach. They focused on many factors, which are- Rural India is a huge untapped market and scope for the expansion of FMCG products. The producers have to realize the importance of adopting differential marketing techniques than they use for the urban markets. Rural market is not familiar with some products. There is huge deficiency in the amount of products and services available in the market. Quality and Pricing are the

main mantras to success in rural India. And rural population is also prefers those products which are available in small packages.

- **Celen A., Erdoan T. and Taymaz E.** (2005), in their paper on “Fast Moving Consumer Goods Competitive Conditions and Policies” they focused on modern retail formats, like supermarkets and chain stores, have rapidly wide spread in at least in many urban areas. Their study is also focused on the analysis of competitive dynamics (inter-firm rivalry, pricing and non-price policies, barriers to entry, regulatory conditions, etc.) within the sector, and draws lessons for competition policy. The modification of the retail market is a long lasting impact on wholesale trade as well as FMCG’s distribution. Many traditional wholesalers have lost their position and markets, because large retailers are purchasing directly from suppliers. Logistics companies are also playing an important role in the distribution of FMCG products. These trends are likely to have a positive impact on product diversity and the quality of products/services offered by retail stores. *In Indian context, many chain stores and supermarkets work, like Best price, Metro. We can purchase many FMCG products under one roof.*
- **Savalasang A. S.** (2014), in his paper on “The Changing Face Of FMCG Marketing In Rural Sector” His paper critically examined the current status of Indian rural marketing in present economic scenario. It focused and analyzed the problems prevailing in the rural marketing. It has also glossed upon the opportunities, rural marketing strategies and problems along with challenges existing in rural marketing. Due to the media explosion and increasing literacy levels, people in rural areas are becoming conscious about their lifestyles and demanding a better life. Increasing disposable income is also big factor for the rural consumer. They have become more demanding & choosier in their purchase behavior. The phenomenal growth of the FMCG industry especially in the tier II and tier III cities in India is mostly due to the improvement in the

standard of living of the people of such cities and the rise in the level of disposable income. Major growth drivers of the FMCG sectors in rural India are - Higher incomes, government Initiatives for rural development, distribution networks, awareness and access and FDI Inflow. *In Rural marketing, there is less communication mix, so most of the product is known by mouth publicity. Now many FMCGs company are moving to rural markets because there is high potential market for sale. For an example SHAKTI project by Hindustan Unilever.*

- **Gupta R. and Roy R.** (2012), in their study on “Ingredient Branding: A Differentiation Strategy For FMCG Companies” FMCG market is seeing a plethora of brands with little or no differentiation in terms of product offerings. **Ingredient branding** is a marketing technique which helps companies to build a differentiated brand image for their products. This paper analyses the scope of Ingredient branding in creating sustainable differentiation advantage for FMCG companies. In 1991 Intel Corporation applied the Ingredient branding concept and launched Intel inside campaign. Within 1st year it resulted in 63% growth in the sales and by the 10th year (2001) Intel was listed as sixth most valuable brand. They also suggest that careful planning must be done before entering into a relationship in order to maximize the benefits of any Ingredient branding strategy. Consumer’s quality sensitivity and their ability to evaluate quality must also be considered.
- **Jain A. and Sharma M.** (2012), in their study on “Brand Awareness and Customer Preferences for FMCG Products in Rural Market: An Empirical Study on the Rural Market of Garhwal Region” The purpose of their study is to examine the brand awareness in rural area and to study the interest of consumers in branded products of Fast Moving Consumer Goods (FMCG). Brand awareness is the scale of familiarity among consumers about. It is measured as ratio of niche market that has former knowledge of brand. The preferences of consumers are explained as the individual tastes,

as measured by usefulness of various kinds of products. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Those preferences are independent of income and prices. In rural areas, brand awareness particularly showing is an increasing tendency, regarding to beauty care and health care products. People are not worried about the price of the product. Customers are showing willingness to spend higher price when they realize that they can afford to spend.

- **Kishori Jagdish Bhagat** (2012), in his paper on “Consumer Behavior of Teenagers with Reference to Fast Moving Consumer Goods (FMCG) in the Mumbai Region – Maharashtra” He examines that the consumers are affected from some individual and environmental factors like- motivation, personality, perception, learning, values, beliefs, attitudes, life style, personal influence, reference group, family influence, social class and culture in their buying decision process. The aim of his study is to focus on affecting factors on the consumer buying behavior in teenage consumer market, because teenage consumers are one of the important market segments of companies. The marketer must be aware of these factors in order to develop an appropriate Marketing Mix for its target market.- Personal Factors, Psychological Factors, Social Factors. The consumer behaviour of college going teenagers in specific with regards to Fast Moving Consumer Goods depends on external influence rather than the rational purchases. Where rational purchases would mean quality, durability and cost.
- **Mahalingam S. and Nandha P. K.** (2012), on their study “A Study on Consumer Behaviour Towards Selected Fast Moving Consumer Goods in Coimbatore City”. Almost half of the FMCG market representing brand up package homemade product. This presents a tremendous opportunity for the markets of branded product. The study on the consumer behavior towards the products of FMCG has received a pivotal position in the

market for paste, soap, shampoo although there are many competitors in the market. He examined that introduction of new products in the market to satisfy the consumer is also an important reason for FMCGs to hold the top in the consumer market. It is clear from the study that FMCG acquire a major share in the consumer goods market the manufacture as to provide quality goods at reasonable.

- **Jethwarey Jaishri and Jain Shruti (2006)**, in their book on “Advertising Management” Advertising is a tool of marketing that disseminates information about a brand which is aimed at a large number of people at the same time. To reach the masses, advertising has to buy space or time in one or more media of mass communication such as radio, television, news paper, and magazines.

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## **Chapter – Four**

### **Research Methodology**

## **Chapter – Four**

### **Research Methodology**

#### **4.1. Meaning of Research**

Research is the systematic investigation into existing or new knowledge. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. Research is a careful inquiry or investigation. According to Creswell (2008), “Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue”. As per the Oxford Dictionary of English, “A careful investigation or inquiry, specially through search for new facts in any branch of knowledge”.

Research methodology is a systematic process to solve the problems. In research methodology steps are followed one by one to study research problems and logic behind them. It is very important for any researcher to know research methods along with methodology.

#### **4.2. Statement of Problem**

- (a) Celebrity endorsement is a popular idea in present scenario; apart from this FMCG goods have very low margin and low price value. The company(s) hire expensive celebrity to endorse the products. It enhances the cost of the product which is ultimately a burden on the consumer/buyer.
- (b) FMCG products are used and purchased on daily basis without any intensive thinking, then what is the need to use celebrity endorsement. On the another side it has been considered that there is a positive relation between celebrity endorsement and FMCG products, they increase the product attraction and sale.
- (c) Impact of celebrity endorsement on consumers’ buying behaviour for FMCG products is a reality or a myth.

### **4.3. Objectives of Research**

- (a) To know the factors influencing the selection of the celebrity endorsement advertisement in FMCG companies.
- (b) To know about the trends of buying behavior and awareness in consumers regarding FMCG companies.
- (c) To find out what are the changes and effects on consumer buying behavior after seeing the advertisement of FMCG products endorsed by the celebrity.
- (d) To find out the ethical factors of the advertisements presented through celebrity of any FMCG products.

### **4.4. Hypothesis of Research Work**

The hypothesis of the research are

- (a) **H1:** There is high potential of celebrities in advertising world and in spite of efforts by the advertisers it is not fully satisfying the customers.
- (b) **H2:** The advertiser has not adopted appropriate strategies for the ethical development of advertisements even if it includes celebrity endorsement.
- (c) **H3:** The viewers are not fully satisfied with the celebrity endorsed advertisements shown by the different FMCG companies.

### **4.5. Research Design**

The basic concept of research methodology refers to the way in which firm or organization conduct their research and how they collect the data required. Research methodology typically involves a full breakdown of all the options that have been chosen by the firm or organization in order to investigate something. This would include the procedures and techniques used to perform the research. A firm may need to decide which format of research they want to use before the investigation starts. For example, if a company wants to sell a particular product, it needs to a launch research to find out how effective or desirable the new product is? In primary research, company will collect data and information themselves first hand.

Alternatively, a firm can acquire figures or statistical findings available from an external source. This is known as secondary research, and this area of research involves published journals, newspapers and other relevant materials.

Many areas of research methodology may simply be referring to a generic path or method that a firm or organization will apply in order to retrieve the information they need. It is the way in which researchers specify how they are going to receive data and information that companies will need to make important decisions.

Research is very useful to confirm facts or establish, reaffirm the results of previous work, solve new or existing problems, support theorems, and develop new theories. Research work can be an extension of previous work carried out in the same field. In order to test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects, or the project as a whole. The primary purposes of basic research are documentation, discovery interpretation, search and development of methods and system for the advancement of human knowledge.

There are different forms of research:

- Scientific
- Social
- Economic
- Humanities
- Artistic
- Business

#### **4.5.1. Research Methodology of the Study**

Conducting the research by in a systematic plan is called research methodology. Research methodology includes objectives of the research, statement of problem, hypothesis, survey, observation of respondents, and primary and secondary data, statistical models to test hypotheses and other are followings:

- **Statement of Problem:** FMCG products have very low margin and low price value, in spite of this companies hire expensive celebrity. While this may be the reason for the increase in the value of the product and

researcher wants to find out is the positive relation between celebrity endorsement and FMCG product selling.

- **Objectives:** To know about the factors which influence in selection of celebrity endorsement in FMCG products with buying awareness of buyer and also focused on consumer buying behaviour after seen advertisements. And find out the ethical factors of the advertisements presented through celebrity of any FMCG products.
- **Hypothesis of Research Work:** In this study Hypothesis are based on consumer satisfaction level where FMCG companies try different strategies to attract consumers like celebrity endorsement.
- **Type of Research:** Type of research in this research is descriptive in nature.
- **Sample Size:** Sample size has been taken from Kota city and Jaipur city, where number of respondents in both cities were 400 (200 respondents in each city).
- **Statistical Tool:** Chi Square method has been used for testing hypothesis.
- **Data Interpretation:** Answers to all questions are explained with the help of tables, graphs and charts in percentage form.
- **Findings:** On the basis of the various responses given by respondents, many findings presented in this portion.
- **Conclusion:** In this part, researcher concluded summary of the research / study, which has been done by him.
- **Suggestions:** Researcher given several suggestions on celebrity endorsement and advertisement regarding to FMCG products on the basis of responses given by respondents and review of literature.

#### **4.5.2. Types of Research**

The basic types of research are the following among which the researcher is opted some

- (a) **Descriptive** – The Research is descriptive in nature. The main characteristics of this research are description of the state of developments and new trends in Advertisement industry. This research is based on fact

finding activities. The main purpose of researchers is to report what has happened and what is happening in that sector. According to Malhotra (2004), descriptive research is structured and preplanned based on many representative samples.

Descriptive research is based on followings

- Describe the characteristics of various groups, like- salesperson, consumers, firm /company and market areas.
- Establish the perceptions of product characteristics
- Make a degree, which are associated to marketing variables.
- Do appropriate predictions.

**(b) Applied** – It is carried on to find solution to a real life problem requiring an action or policy decision.

**(c) Empirical Research** –It relies on experience or observation alone, often without due regard for system and theory. It is data-based, coming up with conclusions capable of being verified by observation or experiment.

**(d) Analytical** – It is a system of procedures and techniques of analysis applied to quantitative data. It aims at testing hypothesis and specifying interpretation relationship.

**(e) Fundamental-** Research is mainly concerned with generalizations and with the formulation of a theory.

**(f) Conceptual-** Conceptual research depends on some abstract idea or theory. Basically it is used by thinkers and philosophers to create new concepts or to reinterpret existing ones.

#### **4.6. Sampling Framework**

Sampling is an important step in research work. Sampling frame work is data collection of all those within a population who can be sampled, it may contain individuals, others. According to Burney and White (2009), “A population is the entire collection of individuals being considered for a study”. Sampling is a process of getting information from a large group. Overall it means that sample is

a selection of respondents chosen in such a way that they represent the total population as feasible as possible. Sampling framework is following:

#### **4.6.1. Universe and Area of Research Work**

It is a target population where all research work has to be conducted. This study is focused on FMCG products consumed by consumers of Kota and Jaipur cities. This research was conducted in Kota and Jaipur city of Rajasthan state. These two cities were selected because of easy access from other states and availability of facilities as well as transportation and connectivity. Many FMCGs dealer and manufacturer are also available and working in Jaipur. The main reason of selection of Kota was its reputation as the educational and coaching hub of India. Many students belonging to several different states of India stay here for an extended duration hence making it a multicultural city. In other words it has become a miniature India. These students and their parents consume many FMCGs products and are aware of the term 'celebrity'. It was also convenient for the researcher as the research center is also located at Kota i.e. University of Kota.

#### **4.6.2. Sampling Unit**

Researcher categorised respondents in different categories - male and female consumers, qualification group, age group, occupation group and income group.

#### **4.6.3 Sampling Technique**

This study is based on both non probability and probability sampling technique. **First step** was selection of cities. Cities were selected by convenience sampling. This is a non probability technique used for easy availability, cost and time constraint. **The second step** was selection of respondents. Respondents were selected by simple random sampling method.

#### **4.6.4. Sample Size**

According to Jon Zamboni (April, 2017), sample size measures the number of individual samples measured or observations used in a survey or experiment. Sample size refers to the total number of units to be selected from target population. The size of a sample must be most favourable, neither too large nor too small.

### Formula of sample size:

$$n = \frac{p(1-p)z^2}{ME^2}$$

#### Where:

n= Sample Size

p = Prevalence of Satisfaction

z = Standard normal Variant

ME= Margin/Absolute error

### Calculation of Sample Size by Pilot Study

Pilot study refers to small scale study. It helps in identifying design issues before the main research is done. Pilot study is a small scale preliminary study conducted in order to evaluate cost, time, feasibility, adverse events and predict an appropriate sample size. Pilot study was conducted in Kota and Jaipur cities to find out satisfaction level of customers/ consumer. Researcher opted total 40 respondents in total (20 respondents from Kota and Jaipur each). Researcher found that 20 (50%) respondents were satisfied among 40 respondents. So 50% response were considered as prevalence of satisfaction.

### As per the formula of sample size:

$$n = \frac{p(1-p)z^2}{ME^2}$$

n= Sample Size

p = Prevalence of Satisfaction (50% or 0.50 from pilot study)

z = Standard normal Variant (1.96)

ME= Margin/Absolute error (10% of prevalence of satisfaction)

$$n = 0.50 * 0.50 * (1.96)^2 / (0.050)^2$$

$$n = 384.1$$

Sample size is 384.1 in round off **400 respondents.**

### Sample Size Allocation for Both Cities:

Formula

$$n_h = n/K$$

$$n_h = 400/2 = 200 \text{ in each city}$$

**Where:**

$n_h$  = Number of respondents in each city

$n$  = Sample size

$K$  = Number of city

### Sample Size- Number of respondents

Cities	No. of Respondents
Kota	200
Jaipur	200
Total No. of Respondents	400

**Table 4.1: Sample Size**

(Source: Field Survey)

**Sample Profile-** The demographic characteristics of sample used for the research problem are

Variables	Respondents	
	In Number	In Percentage
<b>Gender</b>		
Male	223	55.75
Female	177	44.25
Total	400	100
<b>Age of respondents (in years)</b>		
Below 18	104	26
18-25	84	21
26-40	144	36
41-60	64	16
Above 60	4	1
Total	400	100

<b>Marital status</b>		
Married	204	51
Unmarried	196	49
Total	400	100
<b>Education level (class wise)</b>		
Less than V	4	1
VI – X	98	24.5
XI –XII	82	20.5
Graduation	136	34
Post graduation and above	80	20
Total	400	100
<b>Occupation</b>		
Service	165	41.25
Business	30	7.50
Professional	24	6
Student	144	36
Housewife	32	8
Other	5	1.25
Total	400	100
<b>Monthly income (in Rs.)</b>		
Less than 10000	130	51.18
10001-20000	54	21.25
20001-30000	40	15.74
30001-50000	22	8.66
Above 50000	8	3.17
Total	254	100

**Table 4.2: Sample Profile**

(Source: Field Survey)

## **4.7. Data Collection Method**

### **Meaning of Primary Data and Secondary Data**

According to Hox and Boeijs (2005), "Primary data are collected for the specific research problem by using procedures that fit the research problem best. And secondary data is that data which created by other researchers and use by whole researchers in the world".

For proposed research the data was collected from both primary and secondary sources.

**4.7.1. Primary Data-** This is collected from 400 consumers (FMCG products consumers) through structured Questionnaire containing predetermined and definite questions based on expert's advice.

**4.7.2. Secondary Data-** Secondary data collected from Government published materials, research articles, published scholarly papers, books, journals, speeches, newspapers, annual reports, database available on various websites.

## **4.8. Types of Questionnaire**

Questionnaire is a set of questions asked in two forms; one in written form and other in verbal form. Generally three types of questionnaires are employed, such as:

### **4.8.1. Structured Questionnaire:**

These are based on closed ended questions where a researcher provides a suitable list of responses (all responses given by researcher, either 'yes' or 'no').

### **4.8.2. Unstructured Questionnaire:**

Unstructured questionnaire have only or large number of open ended questions. In open ended questions researcher doesn't provide any list of responses. Respondents answer depending on his/her opinion. In open ended question data is more qualitative rather than close ended question.

### **4.8.3. Semi Structured Questionnaire:**

This questionnaire is based on both open ended and closed ended questions. In this researcher receives both quantitative and qualitative data. Researcher has used structured questionnaire for responses.

#### **4.9. Introduction of Likert Scale**

The name 'likert scale' originated from 'Rensis Likert', a sociologist at the University of Michigan. He developed this technique. His original report titled "A Technique for the Measurement of Attitudes" was published in the Archives of Psychology in 1932. In response to the difficulty of measuring character and personality traits, Likert (1932) developed a procedure for measuring attitudinal scales. The inventive Likert scale used a series of questions with five responses which are- Strongly Approve (1), Approve (2), Undecided (3), Disapprove (4), and Strongly Disapprove (5). This is a statistical method which describes quantitative value to qualitative data, to make it responsive to statistical analysis.

#### **4.10. Statistical Tools Used in Research Work**

Main function of hypothesis is to suggest new experiments and observations. Many experiments are carried out by the intentional object of testing hypothesis. Researchers often face situations wherein they are interested in testing hypothesis on the basis of available information. In this study, researcher has used chi square ( $\chi^2$ ) test for testing hypothesis, for the result of the study approved or rejected. This is used for testing relationships on categorical variables. In this research work, researcher uses Weighted Value and chi square for hypothesis testing.

Chi Square Formula:

$$\chi^2 = \sum \frac{(\text{Observed frequency} - \text{Expected frequency})^2}{\text{Expected frequency}}$$

**Where:**

$\Sigma$  = Summation

$\chi^2$  = Chi-Square Test

#### **4.11. Design Analysis and Interpretation of Data**

The data collected from primary as well as secondary source analyzed scientifically by using statistical tools and techniques. The same will be classified tabulated and analyzed to draw the logical conclusion from them. Graphs and diagrammatic representation will also be made through pie and bar diagrams for making data clear and presentable.

### Five Advantages of Survey

<b>Advantage</b>	<b>Description</b>
Provides standardization	All respondents react to questions worded identically and presented in the same order. Response options (scales) are the same, too.
Easy to analyze	Large sample size and computer processing allows quick tallies, cross-tabulations, and other statistical analysis.
Easy to administer	Interviewers read questions to respondents and record their answers quickly and easily. In some cases, the respondents fill out the questionnaires themselves.
Reveals subgroup differences	Respondents can be divided into segments or subgroups for comparisons in the search for meaningful differences.
Gets “beneath the surface”	It is possible to ask questions about motives, circumstances, sequences of events, or mental deliberations.

**Table 4.3: Five Advantages of Surveys**

(Source : Burns, A.C. & Bush, R.F., (2006), “Marketing Research”, 5th Edition, Pearson Education, London)

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## **Chapter – Five**

### **Data Analysis and Interpretation**

## **Chapter – Five**

### **Data Analysis and Interpretation**

#### **5.1. Role of Data Analysis and Interpretation**

Once the Primary data is collected, it needs to be analyzed in order to arrive to valid result and conclusions. Data analysis is a process of summarizing, transforming data, relevant information, suggestion and conclusion.

Objective of the research can be achieved by analysing the collected data, examining the responses and opinions of the respondents. Data has been analyzed by the review of literature and objectives of study.

Key area which were analyzed on the basis of data collected are-

- Effect of celebrity endorsement on consumers
- Personal preferences of respondents on purchase decision
- Appropriate relationship between product and celebrity
- Negative impact of celebrity.
- Product quality and consumer satisfaction according to product, especially FMCG products.

After analyzing all questions, Hypothesis testing exercise was undertaken to draw out relevant result of the study. Statistical tools were used for hypothesis testing. Just after use of hypothesis testing, researcher started interpretation. This helps to make inferences. All these processes help in research findings and conclusions.

#### **5.2. Sections of Analysis and Results**

This chapter is divided in five segments according to questionnaire. Which are the following:

5.2.1. Demographic Factors

5.2.2. Advertisements and Celebrity Endorsements

5.2.3. FMCG and Satisfaction Level of Consumers

5.2.4. Ranking Method

5.2.5. Calculation and Interpretation of Hypothesis by Chi Square Test

### 5.2.1. Demographic factors

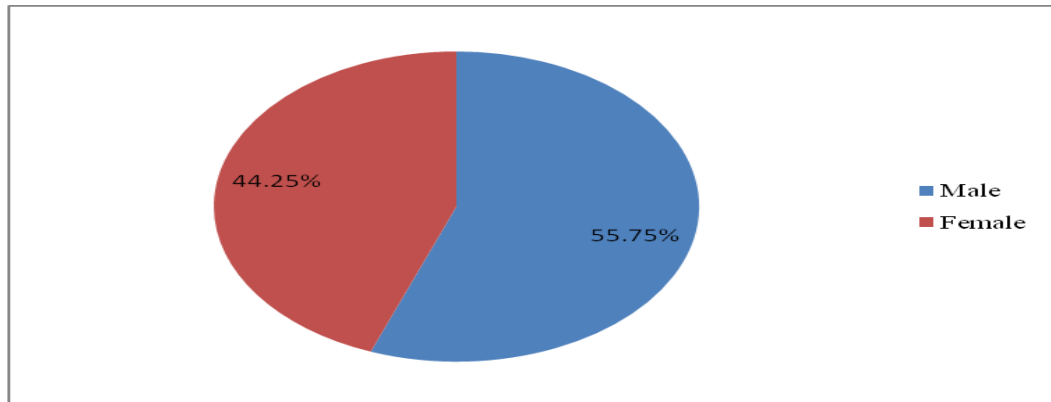
**Table No. – 5.1**

Gender of the respondents

Sr. No.	Gender	No. of Respondents	Percentage of Respondents
1	Male	223	55.75
2	Female	177	44.25
Total		400	100

**Table 5.1: Gender of the Respondents**

(Source: Field Survey)



**Graph 5.1: Gender of the Respondents**

#### **Interpretation:**

According to the above table, out of total 400 respondents, 223 respondents (55.75%) are male and remaining 177 respondents (44.25%) are female.

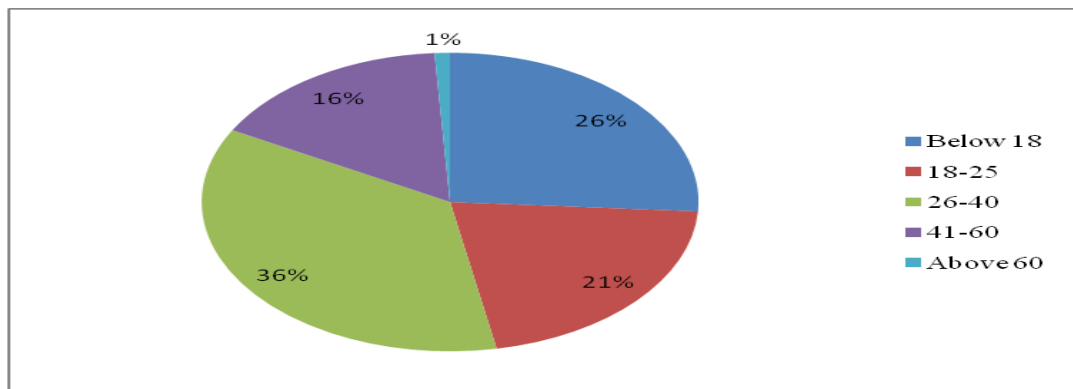
**Table No. – 5.2**

Age of the respondents

Sr. No.	Age of Respondents (in years)	No. of Respondents	Percentage of Respondents
1	Below 18	104	26
2	18-25	84	21
3	26-40	144	36
4	41-60	64	16
5	Above 60	4	1
Total		400	100

**Table 5.2: Age of the Respondents**

(Source: Field Survey)



**Graph 5.2: Age of the Respondents**

**Interpretation:**

In this table, out of total 400 respondents, 144 respondents (36%) are in 26-40 years age group while 104 respondents (26%) below 18 years, 84 respondents (21%) are in 18-25 years age group. 64 respondents are under the 41-60 years age group and rest 4 respondents are above 60 year age group.

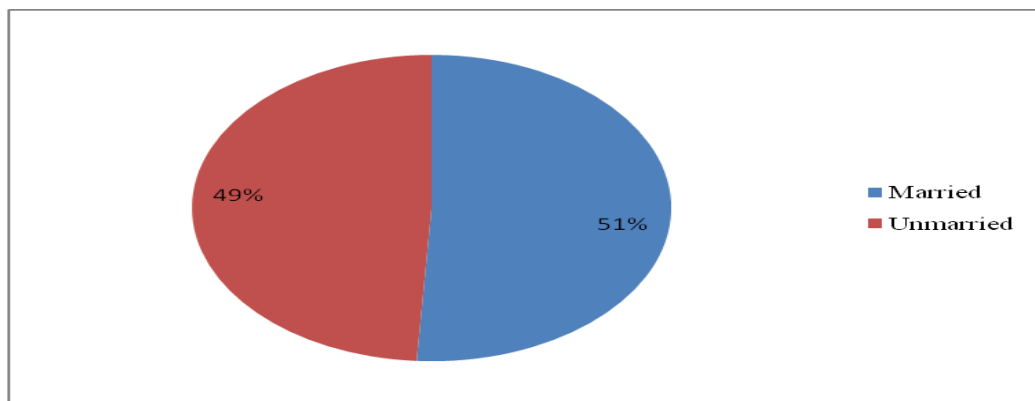
**Table No. – 5.3**

Marital status of the respondents

Sr. No.	Marital Status	No. of Respondents	Percentage of Respondents
1	Married	204	51
2	Unmarried	196	49
Total		400	100

**Table 5.3: Marital Status of the Respondents**

(Source: Field Survey)



**Graph 5.3: Marital Status of the Respondents**

**Interpretation:**

According to this table, out of total 400 respondents 51% are married while 49% are unmarried in both genders. Approximately both genders are equal number in composition of married and unmarried.

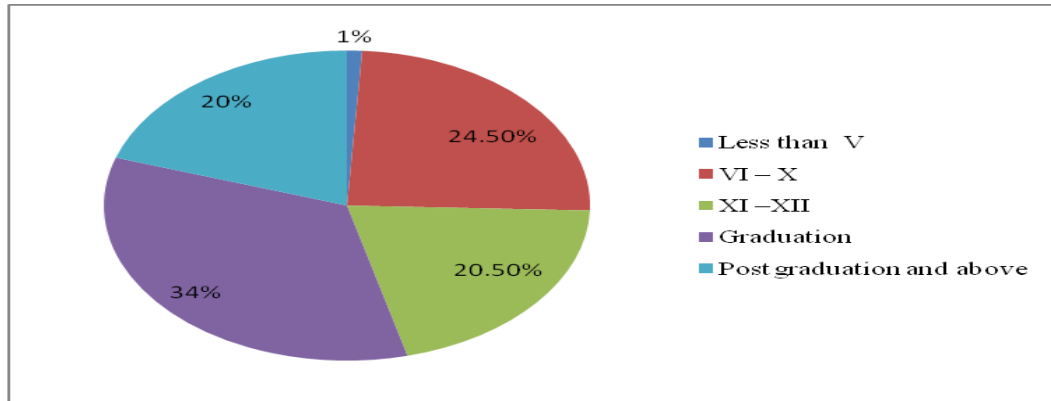
**Table No. – 5.4**

Education level of the respondents

Sr. No.	Education Level (class wise)	No. of Respondents	Percentage of Respondents
1	Less than V	4	1
2	VI – X	98	24.5
3	XI –XII	82	20.5
4	Graduation	136	34
5	Post graduation and above	80	20
Total		400	100

**Table 5.4: Education Level of the Respondents**

(Source: Field Survey)



**Graph 5.4: Education Level of the Respondents**

**Interpretation:**

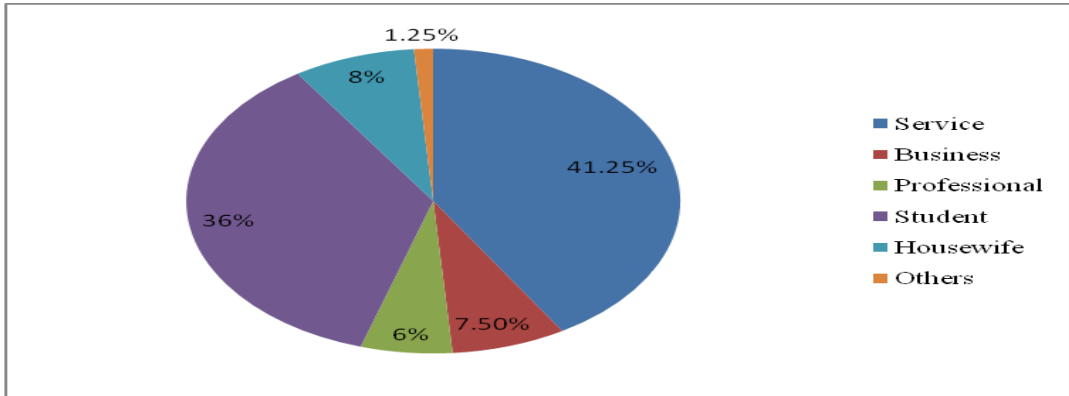
According to this table, out of total 400 respondents, 136 respondents (34%) are graduate followed by 98 respondents (24.50%) are under VI to X class group. 82 respondents (20.50%) are in XI to XII class group, number of postgraduate respondents are 80(20%) and only 4 respondents (1%) are below class V.

**Table No. – 5.5**  
Occupation of the respondents

Sr. No.	Occupation	No. of Respondents	Percentage of Respondents
1	Service	165	41.25
2	Business	30	7.50
3	Professional	24	6
4	Student	144	36
5	Housewife	32	8
6	Others	5	1.25
Total		400	100

**Table 5.5: Occupation of the Respondents**

(Source: Field Survey)



**Graph 5.5: Occupation of the Respondents**

**Interpretation:**

Out of total respondents, 165(41.25%) respondents are in service class. 30(7.50%) respondents are engaged in business. 32(8%) respondents are housewives, 144(36%) respondents are student, 24(6%) respondents are professionals. And other 4(1%) respondents are in other category.

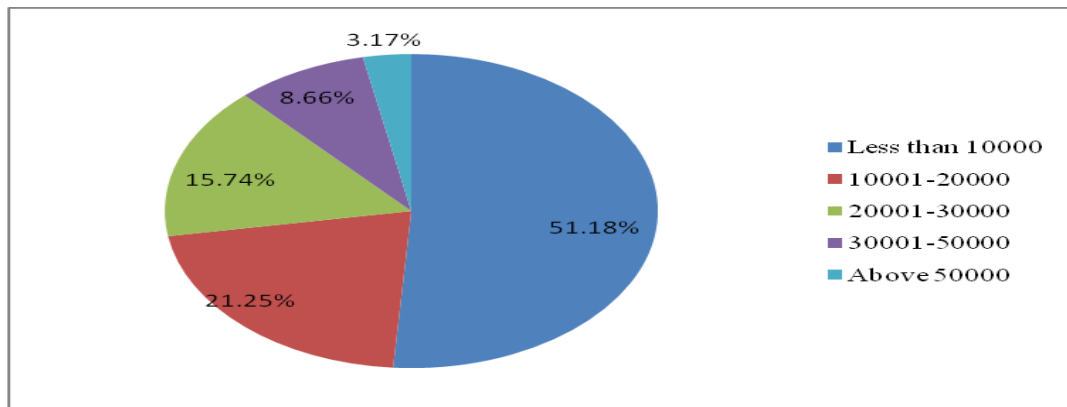
**Table No. – 5.6**

Monthly income of the respondents

Sr. No.	Monthly Income (in Rs.)	No. of Respondents	Percentage of Respondents
1	Less than 10000	130	51.18
2	10001-20000	54	21.25
3	20001-30000	40	15.74
4	30001-50000	22	8.66
5	Above 50000	8	3.17
Total		254	100

**Table 5.6: Monthly Income of the Respondents**

(Source: Field Survey)



**Graph 5.6: Monthly Income of the Respondents**

**Interpretation:**

According to this table total 254 (63.50%) respondents engaged in earning out of 400 respondents. In out of 254 respondents who are earning, 130 (51.18%) respondents are earning less than 10000 Rs. in a month whereas 54 (21.25%) respondents are in 10001 to 20000 Rs. group, 40 (15.74%) respondents in 20001 to 30000 Rs. group. 22 (8.66%) respondents under 30001 to 50000 Rs. income group while only 8 (3.17%) respondents have an income above 50000 Rs.

## 5.2.2. Advertisements and Celebrity Endorsements

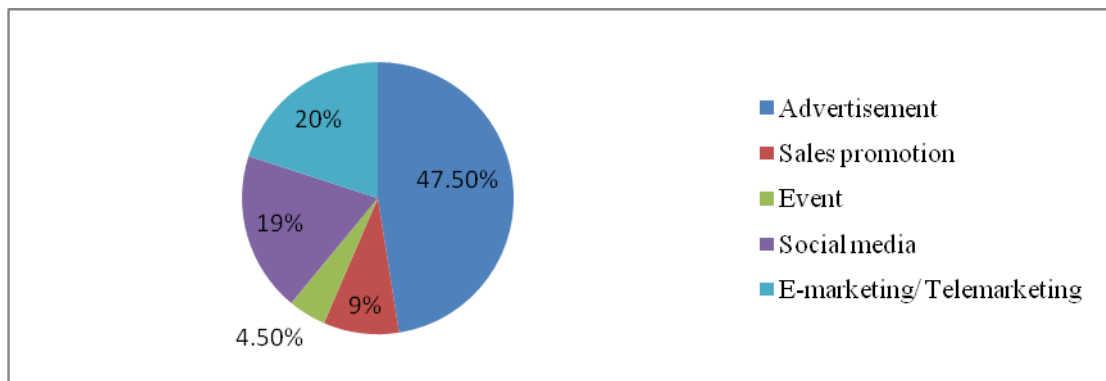
**Table No. – 5.7**

Popular medium of marketing

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Advertisement	190	47.5
2	Sales promotion	36	9
3	Event	18	4.5
4	Social media	76	19
5	E-marketing/ Telemarketing	80	20
	Total	400	100

**Table 5.7: Popular Medium of Marketing**

(Source: Field Survey)



**Graph 5.7: Popular Medium of Marketing**

### **Interpretation:**

Out of total 400 respondents, 190 (47.50%) respondents think advertisement is very popular medium of marketing while 80 (18%) respondents assume electronic marketing/ telemarketing is popular medium of marketing. 76 (19%) respondents choose social media. Sales promotion is chosen by 36 (9%) respondents and remaining 18 (4.50%) respondents select event, as a popular medium of marketing.

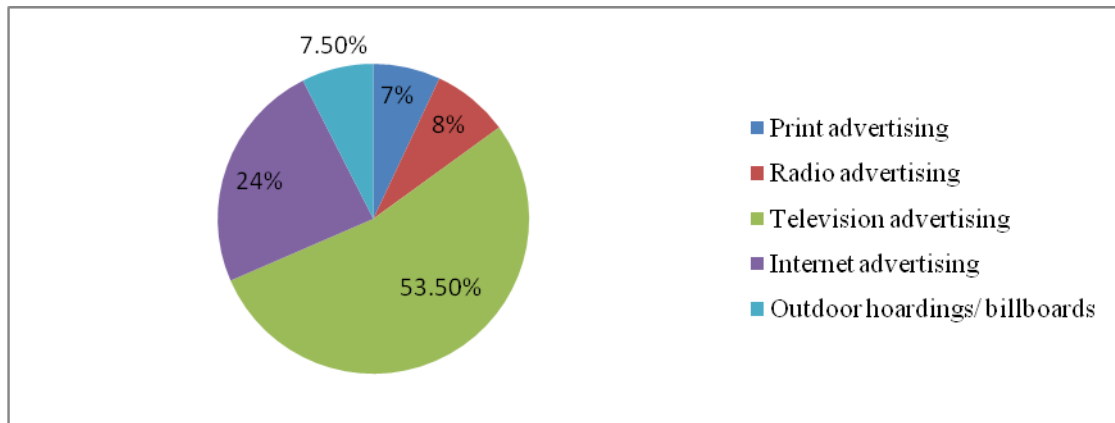
**Table No. – 5.8**

Preference of media advertisement for FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Print advertising	28	7
2	Radio advertising	32	8
3	Television advertising	214	53.50
4	Internet advertising	96	24
5	Outdoor hoardings/ billboards	30	7.50
	Total	400	100

**Table 5.8: Preference of Media Advertisement for FMCG Products**

(Source: Field Survey)



**Graph 5.8: Preference of Media Advertisement for FMCG Products**

**Interpretation:**

On the basis of above table, 214 (53.5%) respondents like television advertising. 96 (24%) respondents are interested in internet advertising. 32 (8%) respondents like radio advertising while 30 (7.50%) respondents like outdoor hoardings / billboards. Remaining 28 (7%) respondents like print advertising.

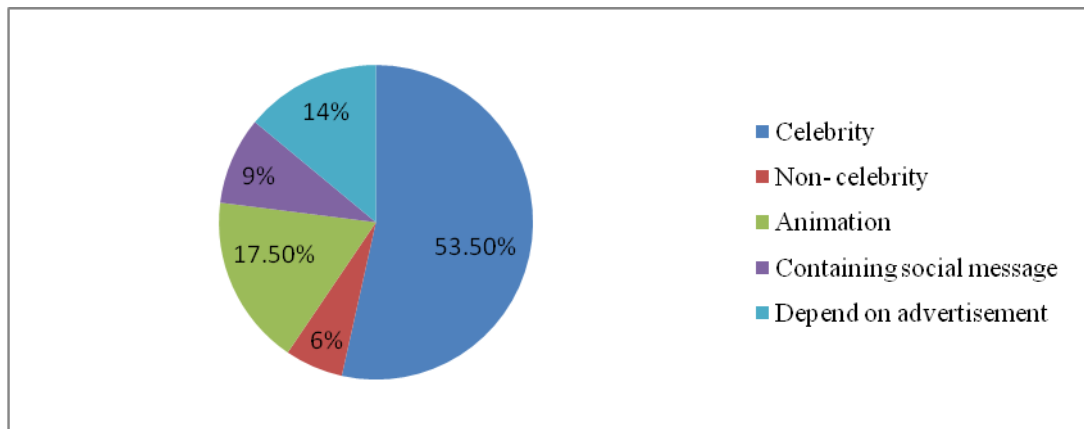
**Table No. – 5.9**

Types of advertisement of FMCG products liked by respondents

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Celebrity	214	53.5
2	Non- celebrity	24	6
3	Animation	70	17.5
4	Containing social message	36	9
5	Depends on advertisement	56	14
	Total	400	100

**Table 5.9: Types of Advertisement of FMCG Products Liked by Respondents**

(Source: Field Survey)



**Graph 5.9: Types of Advertisement of FMCG Products Liked by Respondents**

**Interpretation:**

Out of total 400 respondents, majority of respondents 214 (53.50%) like celebrity in advertisement. 70 (17.50%) respondents like animations in advertisement, 56 (14%) respondents think it depends on advertisement. 36 (9%) respondents prefer those advertisements which have social messages. Rest 24 (6%) respondents like non-celebrity advertisement.

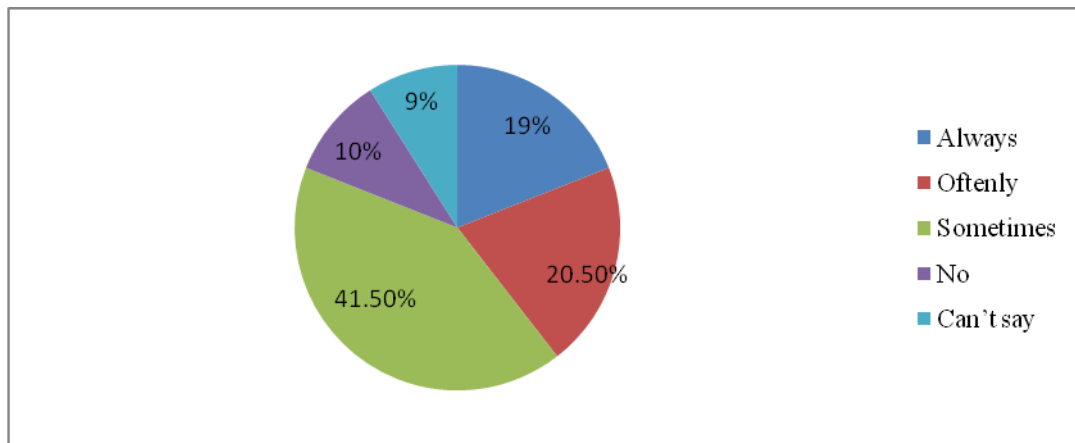
**Table No. – 5.10**

Involvement of Celebrity for endorsement of FMCG products is a good idea

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	76	19
2	Oftenly	82	20.50
3	Sometimes	166	41.50
4	No	40	10
5	Can't say	36	9
Total		400	100

**Table 5.10: Involvement of Celebrity for Endorsement of FMCG Products is a Good Idea**

(Source: Field Survey)



**Graph 5.10: Involvement of Celebrity for Endorsement of FMCG Products is a Good Idea**

**Interpretation:**

Out of total 400 respondents 166 (41.50%) respondents think celebrity endorsement is a mixed idea. Sometimes it is very good idea. 82(20.50%) respondents think, it is oftenly a good idea. 76 (19%) respondents assume it is always very good idea. 40 (10%) respondents think it is not good idea. And 36 (9%) respondents are neutral about this.

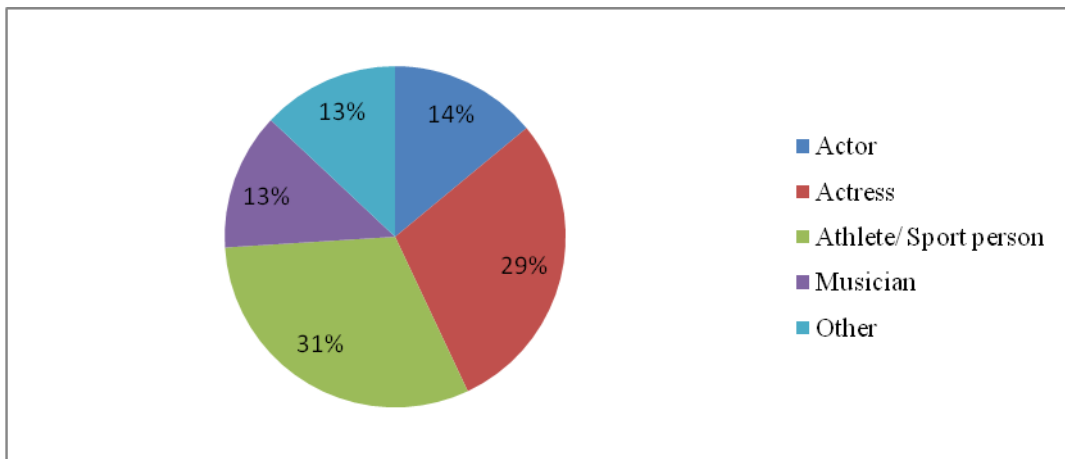
**Table No. – 5.11**

Preference of celebrity Endorser

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Actor	56	14
2	Actress	116	29
3	Athlete/ Sport person	124	31
4	Musician	52	13
5	Other	52	13
Total		400	100

**Table 5.11: Preference of Celebrity Endorser**

(Source: Field Survey)



**Graph 5.11: Preference of Celebrity Endorser**

**Interpretation:**

Out of total 400 respondents, 124 (31%) respondents prefer athlete/ sport person as a celebrity in advertisement. 116 (29%) respondents prefer actress in advertisement. 56 (14%) respondents prefer actor in advertisement. Musicians are preferred by 52(13%) respondents. And rest 52 (13%) respondents prefer other.

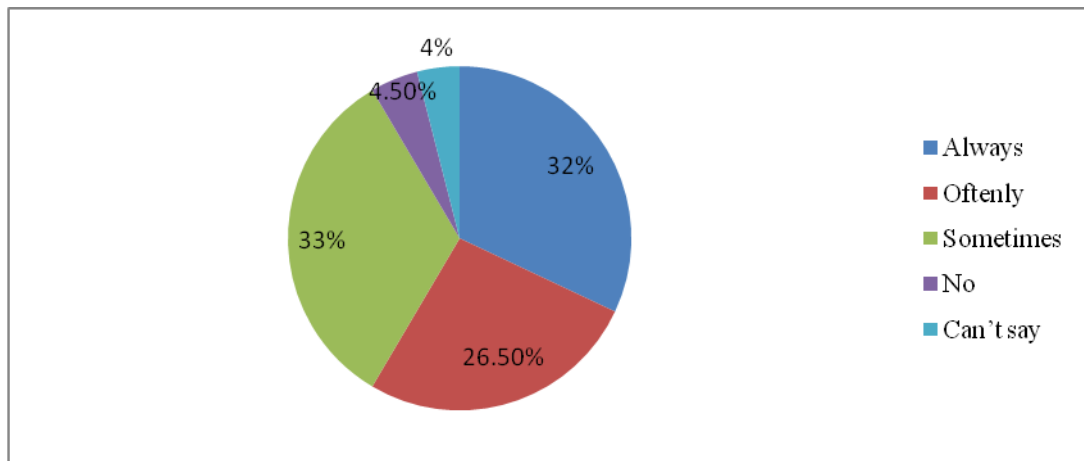
**Table No. – 5.12**

Increase of product attraction through advertisement

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	128	32
2	Oftenly	106	26.50
3	Sometimes	132	33
4	No	18	4.50
5	Can't say	16	4
Total		400	100

**Table 5.12: Increase of Product Attraction through Advertisement**

(Source: Field Survey)



**Graph 5.12: Increase of Product Attraction through Advertisement**

**Interpretation:**

Out of total 400 respondents, 132 (33%) respondents think sometimes advertisement can increase product attraction. 128 (32%) respondents assume advertisement always increases product attraction. 106 (26.50 %) respondents say it is oftenly, while 18 (4.50%) respondents think it does not increase product attraction and 16 (4%) respondents couldn't comment on it.

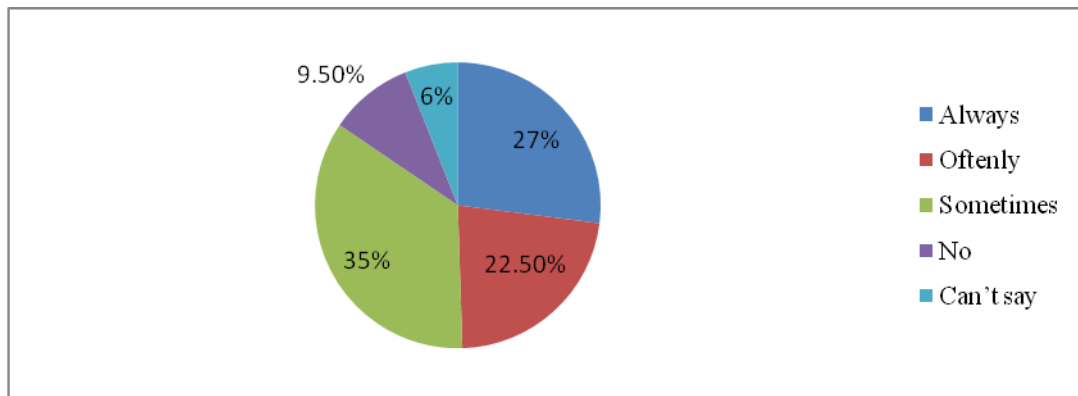
**Table No. – 5.13**

Celebrity attraction factor in FMCG product advertisement

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	108	27
2	Oftenly	90	22.50
3	Sometimes	140	35
4	No	38	9.50
5	Can't say	24	6
Total		400	100

**Table 5.13: Celebrity Attraction Factor in FMCG Product Advertisement**

(Source: Field Survey)



**Graph 5.13: Celebrity Attraction Factor in FMCG Product Advertisement**

**Interpretation:**

Out of total 400 respondents, 140 (35%) respondents are sometimes attracted by celebrity. 108 (27%) respondents are always attracted by celebrity in advertisement by their styles, dressings and looks, respondents sought them as an icon. 90 (22.50%) respondents are oftenly attracted by celebrity. 38 (9.5%) totally deny that they are attracted by celebrity. And only 24(6%) respondents were neutral in this regards.

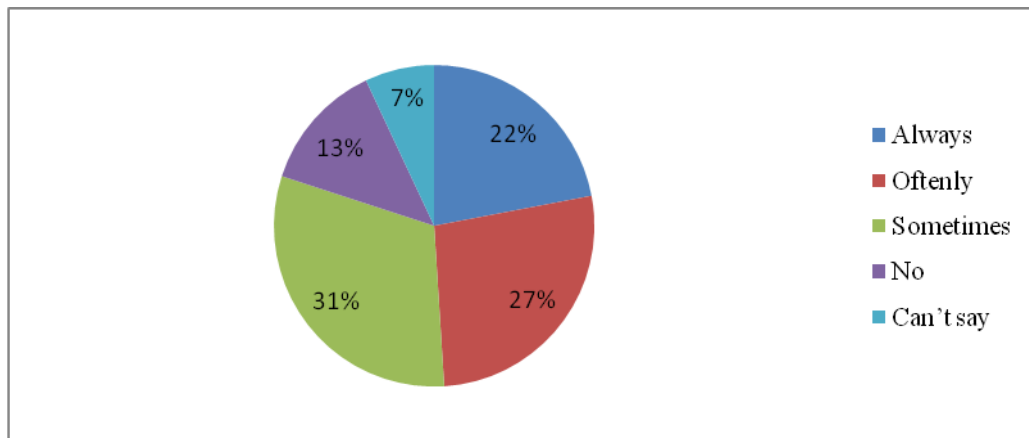
**Table No. – 5.14**

Impact of celebrity endorsement on FMCG product selling

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	88	22
2	Oftenly	108	27
3	Sometimes	124	31
4	No	52	13
5	Can't say	28	7
Total		400	100

**Table 5.14: Impact of Celebrity Endorsement on FMCG Product Selling**

(Source: Field Survey)



**Graph 5.14: Impact of Celebrity Endorsement on FMCG Product Selling**

**Interpretation:**

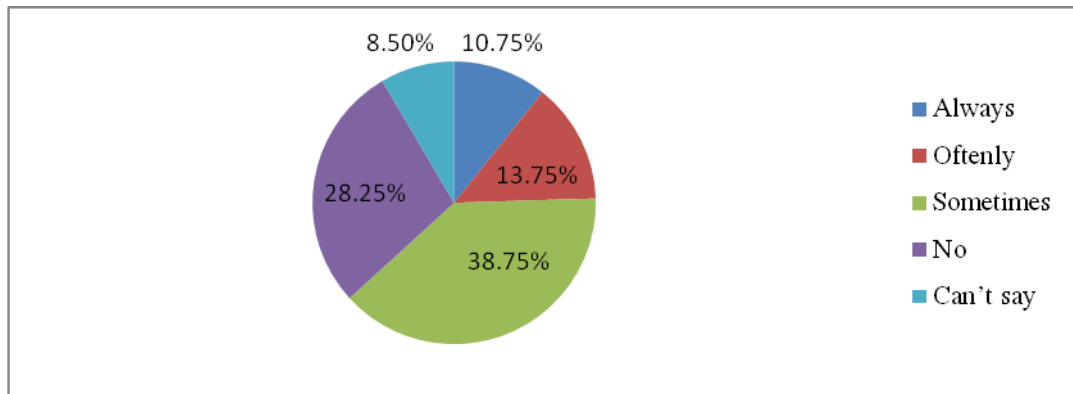
124 (31%) respondents believed that celebrity can increase product selling sometimes not always. Because there are many factors which can directly affect on product. 108 (27%) respondents believe that celebrity can oftenly increase product selling. 88 (22%) respondents think it is always a good decision for product selling, by using celebrity(s). 52 (13%) respondents say no on this question. And rest 28 (7%) respondents couldn't comment on it.

**Table No. – 5.15**

Level of trustworthiness of FMCG products information endorsed by celebrity

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	43	10.75
2	Oftenly	55	13.75
3	Sometimes	155	38.75
4	No	113	28.25
5	Can't say	34	8.50
Total		400	100

**Table 5.15: Level of Trustworthiness of FMCG Products Information Endorsed by Celebrity**  
(Source: Field Survey)



**Graph 5.15: Level of Trustworthiness of FMCG Products Information Endorsed by celebrity**

**Interpretation:**

Out of total 400 respondents, 155(38.75%) say sometimes all given information is right. In this context 113 (13.75%) respondents did not believe that all information are right in advertisement. 55 (13.75%) respondents think given information is oftenly right. 43 (10.75%) respondents assume information in advertisement is always right. Advertisers cannot betray the consumer in this scenario, where all consumers are aware about product. And rest 34 (8.50%) respondents couldn't comment on it.

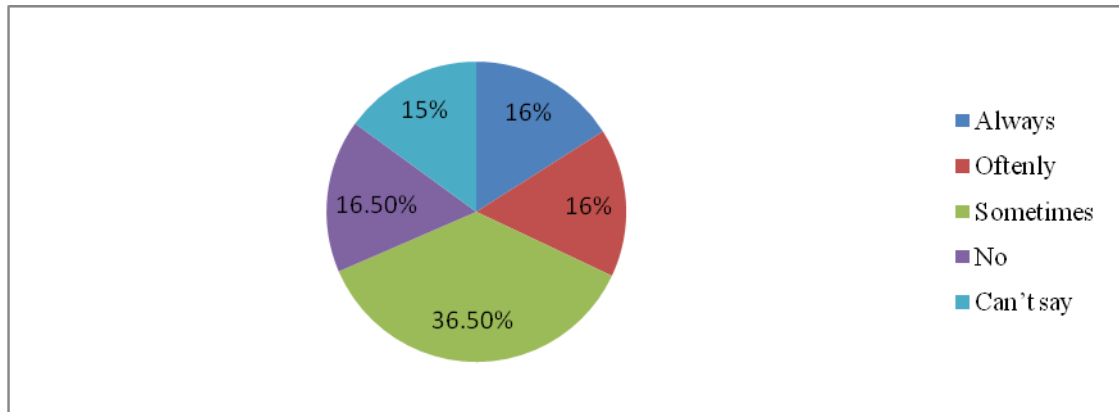
**Table No. – 5.16**

Peer review discussion frequency regarding celebrity endorsement of FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	64	16
2	Oftenly	64	16
3	Sometimes	146	36.50
4	No	66	16.50
5	Can't say	60	15
Total		400	100

**Table 5.16: Peer Review Discussion of Advertised Products**

(Source: Field Survey)



**Graph 5.16: Peer Review Discussion of Advertised Products**

**Interpretation:**

Out of total 400 respondents, 146 (36.50%) respondents discussed about product with others sometimes when they are attracted or impressed by them. 66 (16.50%) respondents are not interested to discuss with others about a product. 64 (16%) respondents are always interested to tell others about product and discussed about it, and same number of respondents 64 (16%) oftenly discussed with others. And 60 (15%) respondents are neutral in this case.

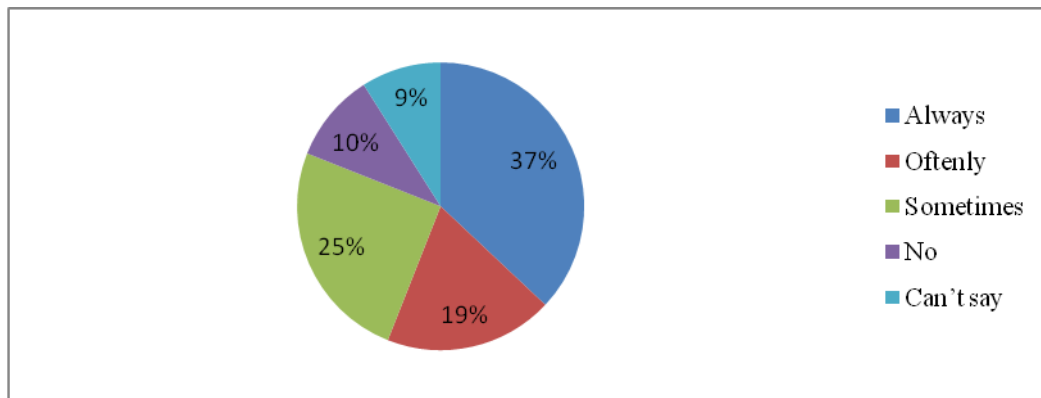
**Table No. – 5.17**

Effect of negative advertising on celebrity image

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	148	37
2	Oftenly	76	19
3	Sometimes	100	25
4	No	40	10
5	Can't say	36	9
Total		400	100

**Table 5.17: Effect of Negative Advertising on Celebrity Image**

(Source: Field Survey)



**Graph 5.17: Effect of Negative Advertising on Celebrity Image**

**Interpretation:**

Out of total 400 respondents, 148 (37%) respondents say negative advertising always damages celebrity image. It may harm the credibility of the celebrity among consumers/ customers. 100 (25%) respondents supposed it happened sometimes. 76 (19%) respondents think it happened oftenly. 40 (10%) respondents say no about it. And only 36 (9%) respondents can't say about it.

### 5.2.3. FMCG and Satisfaction Level of Consumers

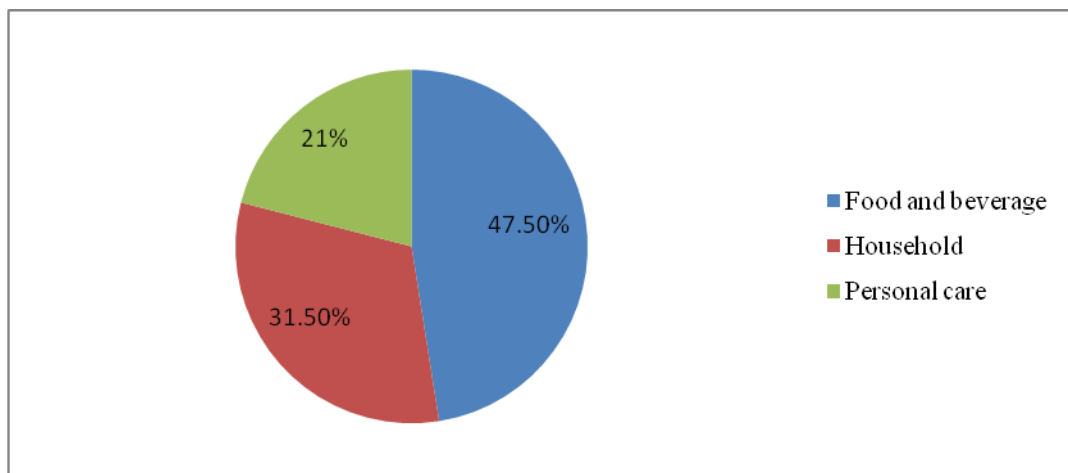
**Table No. – 5.18**

FMCG products purchased more by respondents

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Food and beverage	190	47.50
2	Household	126	31.50
3	Personal care	84	21
Total		400	100

**Table 5.18: FMCG Products Purchased More by Respondents**

(Source: Field Survey)



**Graph 5.18: FMCG Products Purchased More by Respondents**

#### **Interpretation:**

Out of total 400 respondents, most of the respondents 190 (47.50%) accept that they purchase foods and beverages. 126 (31.50%) respondent purchase household products amongst FMCG products. Only 84 (21%) respondents purchase personal care products.

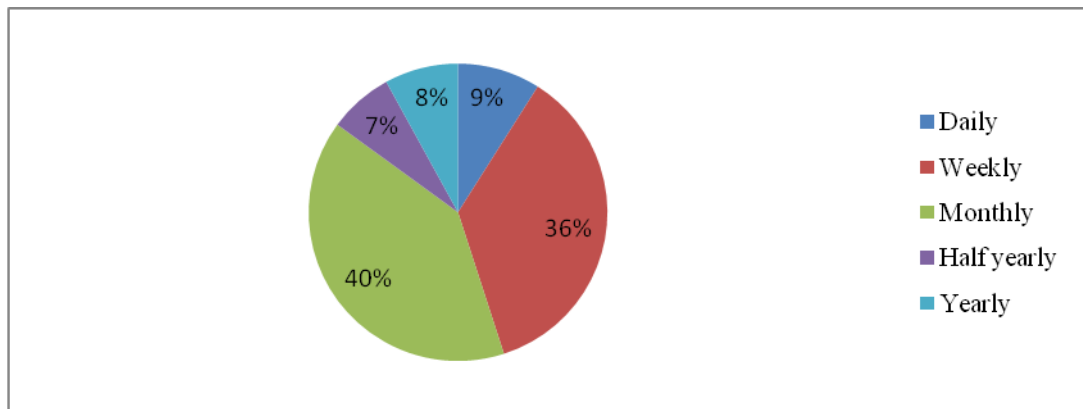
**Table No. – 5.19**

Frequency of purchasing FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Daily	36	9
2	Weekly	144	36
3	Monthly	160	40
4	Half yearly	28	7
5	Yearly	32	8
Total		400	100

**Table 5.19: Frequency of Purchasing FMCG Products**

(Source: Field Survey)



**Graph 5.19: Frequency of Purchasing FMCG Products**

**Interpretation:**

Out of 400 respondents, 160 (40%) respondents purchase FMCG products on monthly basis. 144 (36%) respondents purchase FMCG products on weekly basis while 36 (9%) respondents purchase on daily basis, 32 (8%) respondents accept that they purchase FMCG product on yearly basis and 28 (7%) respondents admit it on half yearly.

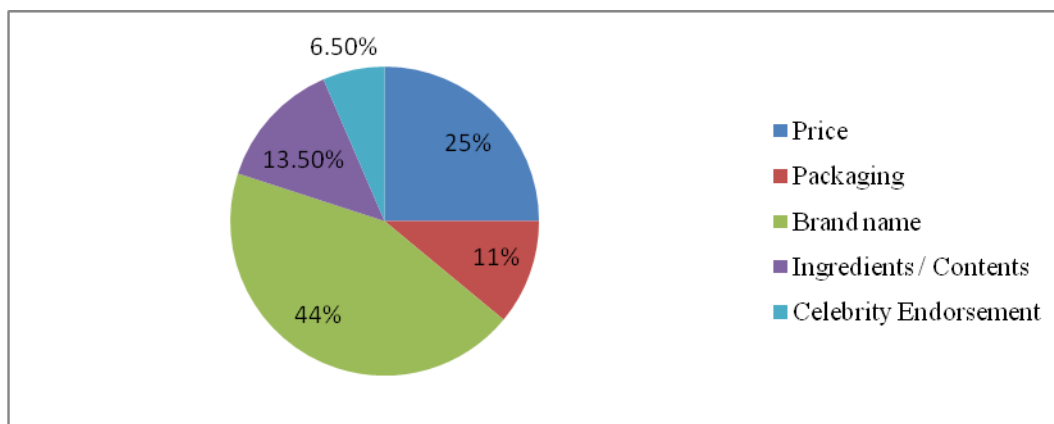
**Table No. – 20**

Factors influence while purchasing FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Price	100	25
2	Packaging	44	11
3	Brand name	176	44
4	Ingredients / Contents	54	13.5
5	Celebrity Endorsement	26	6.5
Total		400	100

**Table 5.20: Factors Influence While Purchasing FMCG Products**

(Source: Field Survey)



**Graph 5.20: Factors Influence While Purchasing FMCG Products**

**Interpretation:**

On the basis of the above table, it is concluded that the factors which influence the most while buying the FMCG products is brand name which is selected by 176 (44%) respondents. Price factor is selected by 100 (25%) respondents. Ingredients / contents of products were considered by 54 (13.50%) respondents. 44 (11%) respondents selected packaging, when they purchase something. Remaining 26 (6.5%) respondents clearly selected celebrity endorsement when they purchase something.

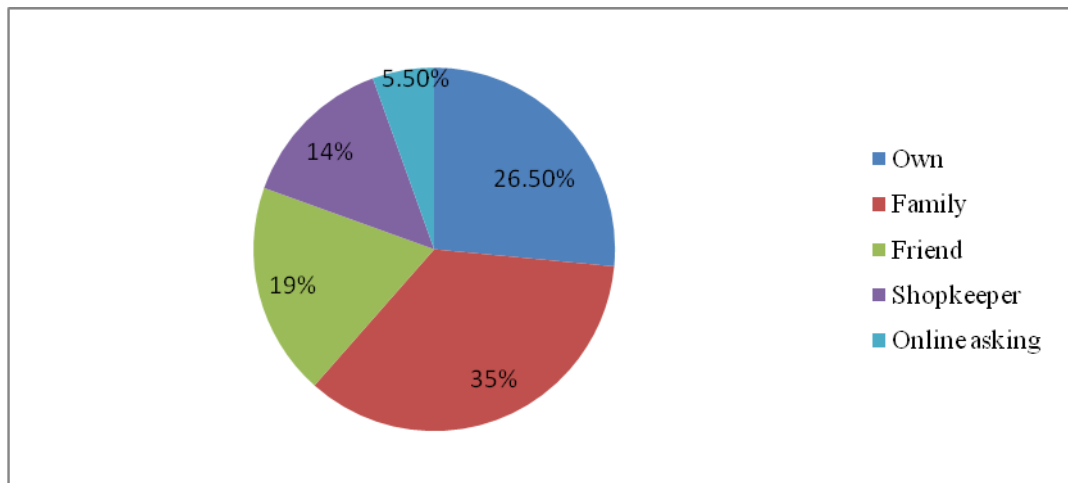
**Table No. – 5.21**

Recommendation preferred while purchasing FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Own	106	26.50
2	Family	140	35
3	Friend	76	19
4	Shopkeeper	56	14
5	Online asking	22	5.50
Total		400	100

**Table 5.21: Recommendation Preferred While Purchasing FMCG Products**

(Source: Field Survey)



**Graph 5.21: Recommendation Preferred While Purchasing FMCG Products**

**Interpretation:**

Recommendation is very important at the time of purchasing. Out of total 400 respondents, 140 (35%) respondents discuss with family while purchasing. 106(26.50%) respondents take self decision at the time of purchase. 76 (19%) respondents prefer friends recommendations. 56 (14%) respondents purchase on recommendations of shopkeepers. And rest 22 (5.50%) select online asking for it.

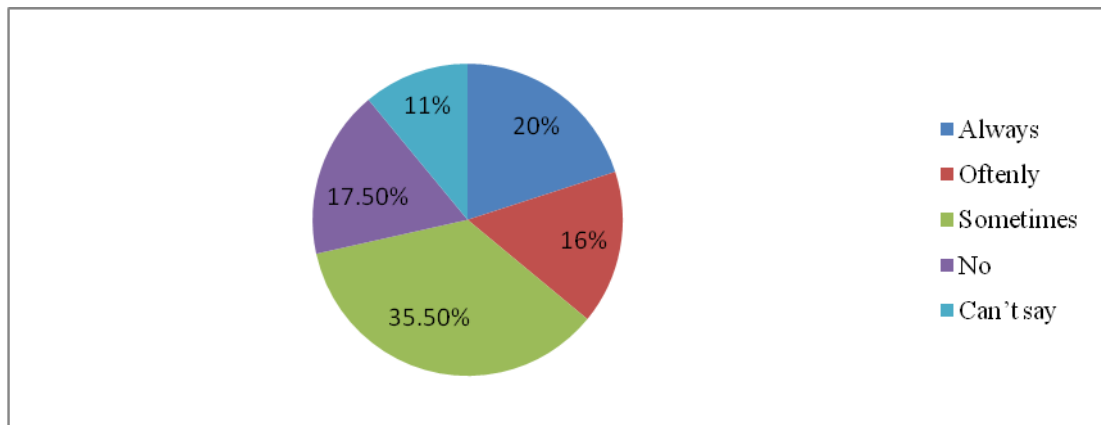
**Table No. – 5.22**

Purchase preference of endorsed FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Always	80	20
2	Oftenly	64	16
3	Sometimes	142	35.50
4	No	70	17.50
5	Can't say	44	11
Total		400	100

**Table 5.22: Purchase Preference of Endorsed FMCG Products**

(Source: Field Survey)



**Graph 5.22: Purchase Preference of Endorsed FMCG Products**

**Interpretation:**

Out of total 400 respondents, 142 (35.50%) respondents sometimes prefer those products which are promoted by celebrity endorsement. 80 (20%) respondents always prefer those products which are endorsed by celebrity. 70 (17.50%) respondents do not prefer those products which have a celebrity endorsement. 64 (16%) respondents choose it oftenly, while 44 (11%) are unable to say about it.

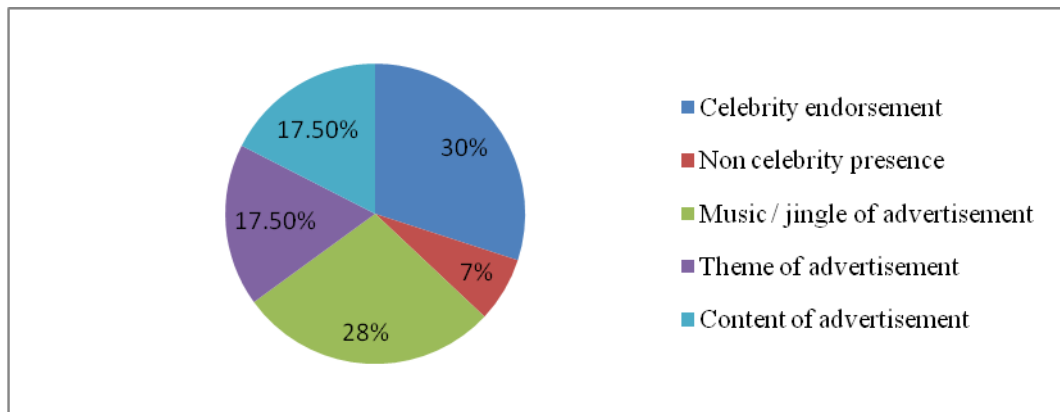
**Table No. – 5.23**

Reasons which attract respondents towards an advertisement

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Celebrity endorsement	120	30
2	Non celebrity presence	28	7
3	Music / jingle of advertisement	112	28
4	Theme of advertisement	70	17.50
5	Content of advertisement	70	17.50
Total		400	100

**Table 5.23: Reasons Attract Towards an Advertisement**

(Source: Field Survey)



**Graph 5.23: Reasons Attract Towards an Advertisement**

**Interpretation:**

Out of total 400 respondents, 120 (30%) respondents are attracted by celebrity endorsement in advertisement whereas 112 (28%) respondents are attracted by music/ jingle of advertisement. 70 (17.50%) respondents select theme of advertisement and same number of respondents select content of advertisement. Only 28 (6.87%) respondents are not attracted by celebrity presence.

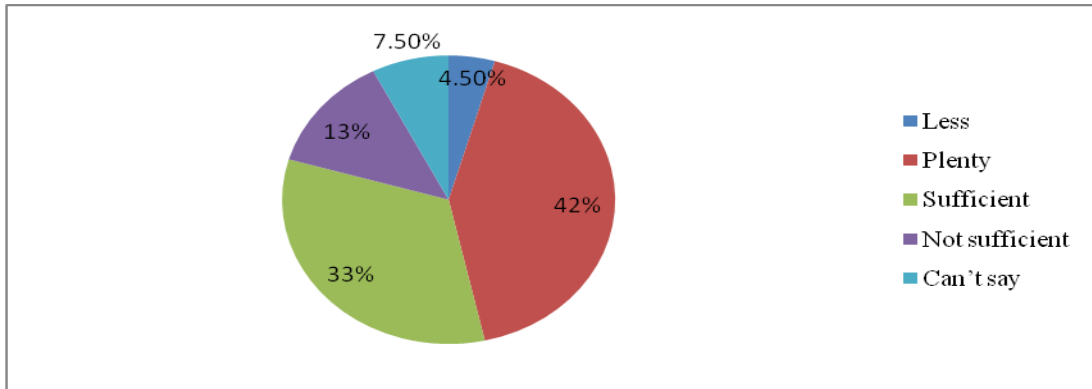
**Table No. – 5.24**

Frequency of print media advertisements using celebrity endorsement for FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Less	18	4.50
2	Plenty	168	42
3	Sufficient	132	33
4	Not sufficient	52	13
5	Can't say	30	7.50
Total		400	100

**Table 5.24: Frequency of Print Media Advertisements Using Celebrity Endorsement for FMCG Products**

(Source: Field Survey)



**Graph 5.24: Frequency of Print Media Advertisements Using Celebrity Endorsement for FMCG Products**

**Interpretation:**

Out of total 400 respondents, 168 (42%) assume there are a plenty print media ads using celebrity endorsement. 132 (33%) respondents supposed there are sufficient ads on print media which are using celebrity endorsement. 52 (13%) respondents assume it is not sufficient, while 30 (7.50%) respondents are unable to say about it. And 18 (4.50%) respondents think endorsement by celebrity in print media is less.

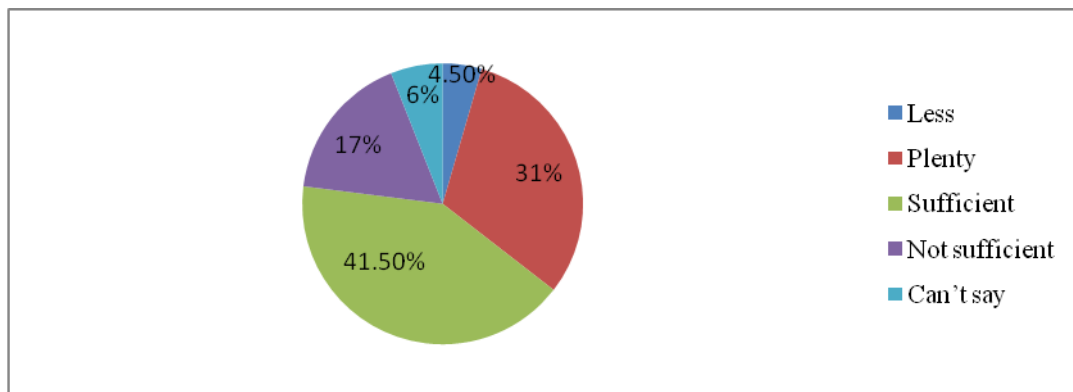
**Table No. – 5.25**

Frequency of electronic media advertisements using celebrity endorsement for FMCG products

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Less	18	4.50
2	Plenty	124	31
3	Sufficient	166	41.50
4	Not sufficient	68	17
5	Can't say	24	6
Total		400	100

**Table 5.25: Frequency of Electronic Media Advertisements Using Celebrity Endorsement for FMCG Products**

(Source: Field Survey)



**Graph 5.25: Frequency of Electronic Media Advertisements Using Celebrity Endorsement for FMCG Products**

**Interpretation:**

Out of total 400 respondents, 166 (41.50%) assume there are sufficient electronic media ads using celebrity endorsement. 124 (31%) respondents suppose there are plenty ads on print media which are using celebrity endorsement. 68 (17%) respondents assume it is not sufficient, while 24 (6%) respondents are unable to say about it. And 18 (4.50%) respondents think endorsement by celebrity in print media is less.

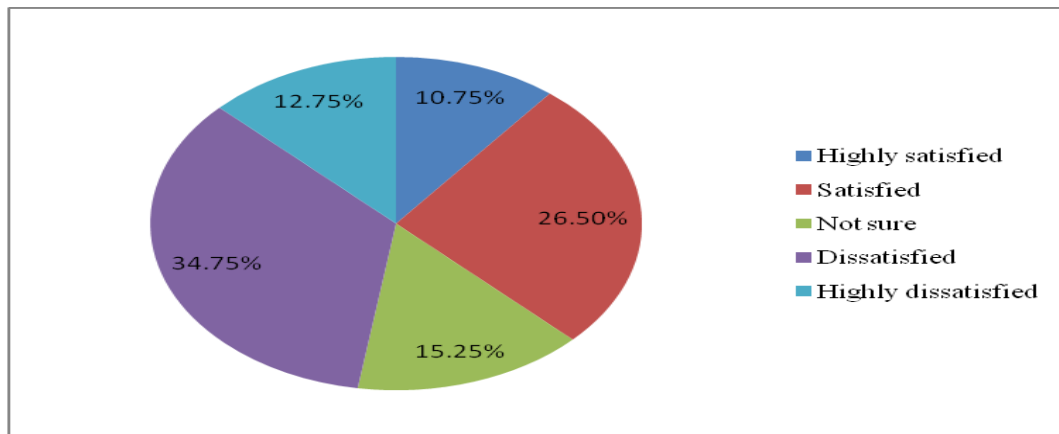
**Table No. – 5.26**

Satisfaction level of food and beverage products endorsed by celebrities

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Highly satisfied	43	10.75
2	Satisfied	106	26.50
3	Not sure	61	15.25
4	Dissatisfied	139	34.75
5	Highly dissatisfied	51	12.75
Total		400	100

**Table 5.26: Satisfaction Level of Food and Beverage Products Endorsed by Celebrities**

(Source: Field Survey)



**Graph 5.26: Satisfaction Level of Food and Beverage Products Endorsed by Celebrities**

**Interpretation:**

Out of total 400 respondents, 139 (34.75%) respondents were dissatisfied with food and beverage products which were endorsed by celebrity. 106 (26.50%) respondents were satisfied with these products. 43 (10.75%) respondents were highly satisfied with these products which are endorsed by celebrity while 61 (15.25%) respondents are not sure about it. And 51 (12.75%) respondents were highly dissatisfied with food and beverage products.

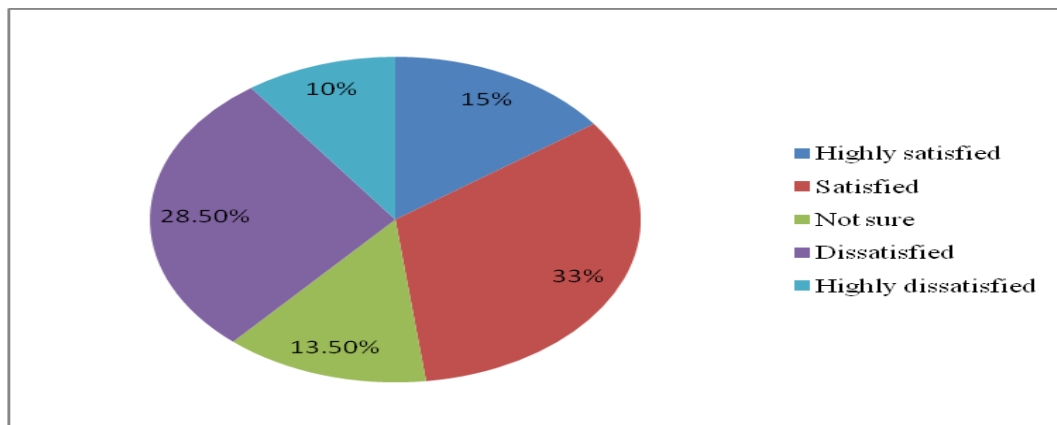
**Table No. –5. 27**

Satisfaction level of personal care/ beauty products endorsed by celebrities

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Highly satisfied	60	15
2	Satisfied	132	33
5	Not sure	54	13.50
3	Dissatisfied	114	28.50
4	Highly dissatisfied	40	10
Total		400	100

**Table 5.27: Satisfaction Level of Personal Care/ Beauty Products Endorsed by Celebrities**

(Source: Field Survey)



**Graph 5.27: Satisfaction Level of Personal Care/ Beauty Products Endorsed by Celebrities**

**Interpretation:**

Out of total 400 respondents, 114 (28.50%) respondents were dissatisfied with personal care/ beauty products which were endorsed by celebrity. 132 (33%) respondents were satisfied with these products. 60 (15%) respondents were highly satisfied with personal care / beauty products which are endorsed by celebrity while 54 (13.50%) respondents were not sure about it. And 40 (10%) respondents were highly dissatisfied with these personal care / beauty products.

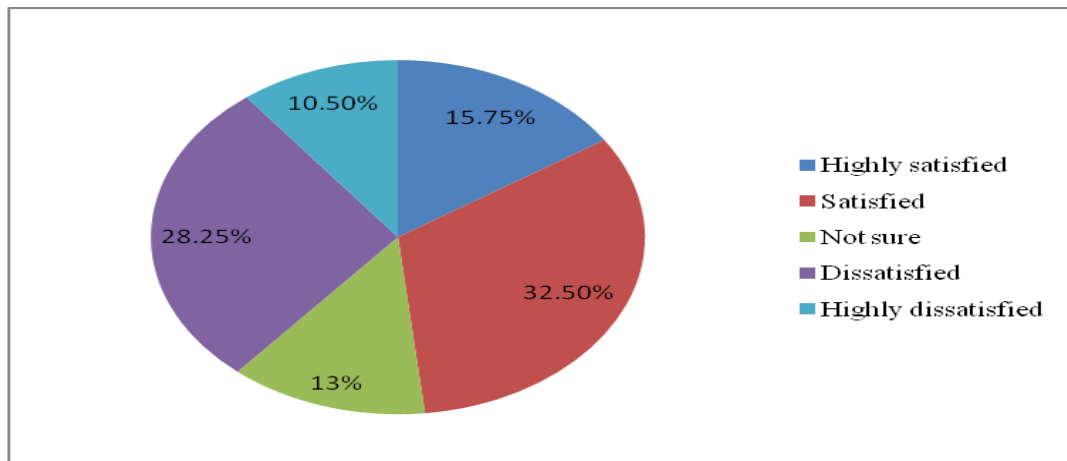
**Table No. – 5.28**

Satisfaction level of household products endorsed by celebrities

Sr. No.	Response	No. of Respondents	Percentage of Respondents
1	Highly satisfied	63	15.75
2	Satisfied	130	32.50
5	Not sure	52	13
3	Dissatisfied	113	28.25
4	Highly dissatisfied	42	10.50
Total		400	100

**Table 5.28: Satisfaction Level of Household Products endorsed by Celebrities**

(Source: Field Survey)



**Graph 5.28: Satisfaction Level of Household Products Endorsed by Celebrities**

**Interpretation:**

Out of total 400 respondents, 113 (28.25%) respondents were dissatisfied with household products which were endorsed by celebrity. 130 (32.50%) respondents were satisfied with these products. 52 (13%) respondents were not sure about it. 42 (10.50%) respondents were highly dissatisfied with these household products while 63 (15.75%) respondents were highly satisfied with household products which were endorsed by celebrity.

### 5.2.4. Ranking Method

**Table No. – 5.29**

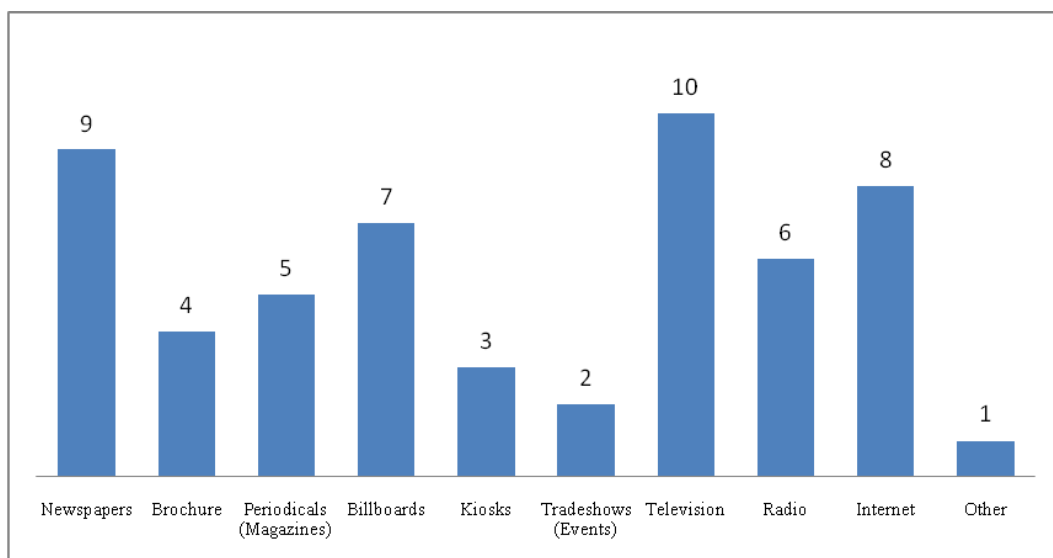
Please rank following type of advertising which you see in your daily lives.

Lesser										Higher
1	2	3	4	5	6	7	8	9	10	

Sr. No.	Advertising type	Rank	Position
1	Newspapers	9	2
2	Brochure	4	7
3	Periodicals (Magazines)	5	6
4	Billboards	7	4
5	Kiosks	3	8
6	Tradeshows (Events)	2	9
7	Television	10	1
8	Radio	6	5
9	Internet	8	3
10	Other	1	10

**Table 5.29: Advertisement Seen in Daily Lives (Rank Wise)**

(Source: Field Survey)



**Graph 5.29: Advertisement Seen in Daily Lives (Rank Wise)**

**Interpretation:**

According to above table, large number of advertisements viewed by television, which is established top in amongst all type of advertising. Advertising by newspaper is stable on 2<sup>nd</sup> position in this category. Present time internet is very common in people so internet advertising is fixed on 3<sup>rd</sup> position. Billboards get 4<sup>th</sup> position in advertising. Radio advertising get 5<sup>th</sup> position. And remaining 6, 7, 8, 9 10 position respectively are awarded to periodicals, brochures, kiosks, tradeshows and other types of advertising.

**Table No. – 5.30**

Please rank following celebrities potential in FMCG products endorsement

**Lesser**

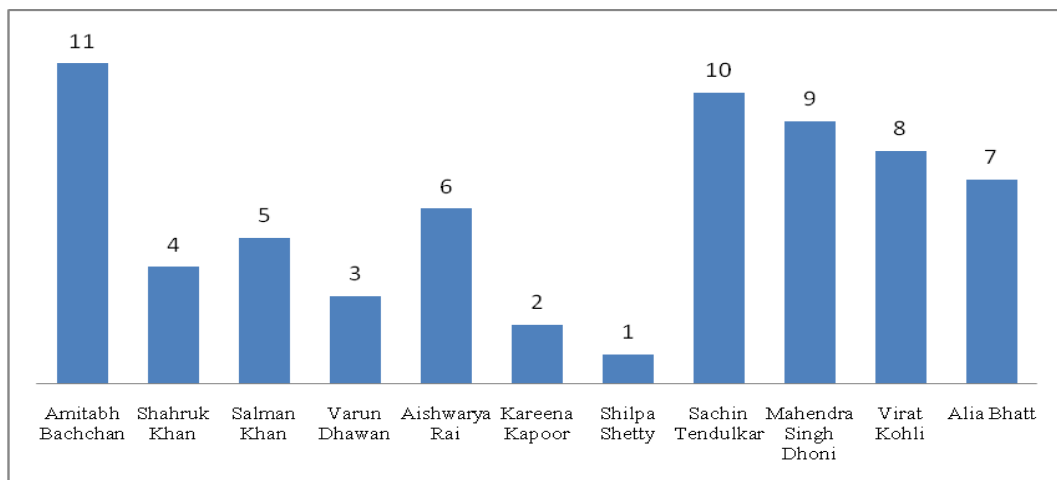
**Higher**

1 2 3 4 5 6 7 8 9 10 11

Sr. No.	Celebrity Name	Rank	Position
1	Amitabh Bachchan	11	1
2	Shahrukh Khan	4	8
3	Salman Khan	5	7
4	Varun Dhawan	3	9
5	Aishwarya Rai	6	6
6	Kareena Kapoor	2	10
7	Shilpa Shetty	1	11
8	Sachin Tendulkar	10	2
9	Mahendra Singh Dhoni	9	3
10	Virat Kohli	8	4
11	Alia Bhatt	7	5

**Table 5.30: Celebrity Potential in FMCG Products (Rank Wise)**

(Source Field Survey)



**Graph 5.30: Celebrity Potential in FMCG Products (Rank Wise)**

**Interpretation:**

According to above table, Amitabh Bachchan is very powerful celebrity so that a large number of respondents gave him top rank in product endorsement. Sachin Tendulkar is a powerful personality as a sport person and he got 2<sup>nd</sup> position in this category. Mahendra Singh Dhoni and Virat Kohali are also good sport person and they stay on respectively 3<sup>rd</sup> and 4<sup>th</sup> position on the table. In female category, actress Alia Bhatt (5<sup>th</sup> position) and Aishwarya Rai (6<sup>th</sup> position) have been considered as good in celebrity potential in the product endorsement. Salman Khan has got 7<sup>th</sup> position by respondents and just behind was Shahrukh Khan with 8<sup>th</sup> position in above table. Kareena Kapoor, Shilpa Shetty both are considered as less potential in celebrity endorsement in FMCG product according to respondents and got respectively 10<sup>th</sup> and 11<sup>th</sup> position in the table. And last Varun Dhawan is assuming average celebrity by respondents in the product endorsement and got 9<sup>th</sup> position in above table.

### 5.2.5. Calculation and Interpretation of Hypothesis by Chi Square Test

#### Testing of Hypothesis:

#### 1. Testing of H1& H3 according to Food and beverage products

**H0:** Consumers are not fully satisfied with FMCG products (Category- Food and Beverage)

**Ha:** Consumers are fully satisfied with FMCG products (Category- Food and Beverage)

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	19	23.97	1.03	24	19.03	1.30
Satisfied	53	59.10	0.62	53	46.91	0.79
Not sure	37	34	0.26	24	26.99	0.33
Dissatisfied	82	77.50	0.26	57	61.50	0.32
Highly Dissatisfied	32	28.43	0.44	19	22.57	0.56
Total	223	223	2.61	177	177	3.30

**Table 5.31: Hypothesis Testing by Chi Square Test (Food and Beverage Products)**

(Source: Field Survey)

Chi square value = 2.61 + 3.30 = 5.91

Degree of freedom: (r-1) (c-1)

$$(5-1) (2-1) = 4$$

Note : R stands for Row

C stands for Colum

Alpha level of significance (0.05) is 9.49

#### Interpretation:

Here chi square value (5.91) below the value for 0.05 probability level (9.49) so we have to accept the null hypothesis (H0: Consumers are not fully satisfied with FMCG products) and reject alternative hypothesis (Ha).

**2. Testing of H1& H3 according to beauty and personal care products**

**H0:** Consumers are not fully satisfied with FMCG products (Category- Beauty/ Personal care)

**Ha:** Consumers are fully satisfied with FMCG products (Category- Beauty/ Personal care)

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	28	33.45	0.88	32	26.55	0.41
Satisfied	84	73.60	1.47	48	58.41	1.80
Not sure	24	30.10	1.23	30	23.89	1.56
Dissatisfied	63	63.55	0.004	51	50.44	0.006
Highly dissatisfied	24	22.30	0.129	16	17.71	0.163
Total	223	223	3.713	177	177	3.939

**Table 5.32: Hypothesis Testing by Chi Square Test (Beauty / Personal Care Products)**

(Source: Field Survey)

Chi square value =  $3.713 + 3.939 = 7.652$

Degree of freedom:  $(r-1) (c-1)$

$$(5-1) (2-1) = 4$$

Note : R stands for Row

C stands for Colum

Alpha level of signigance (0.05) is 9.49

**Interpretation:**

Here chi square value is (7.652) below the value for 0.05 probability level (9.49) so we have to accept the null hypothesis (H0: Consumers are not fully satisfied with FMCG products) and reject alternative hypothesis (Ha).

### 3. Testing of H1& H3 according to Household products

**H0:** Consumers are not fully satisfied with FMCG products (Category Household)

**Ha:** Consumers are fully satisfied with FMCG products (Category- Household)

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	29	35.12	1.06	34	27.87	1.34
Satisfied	83	72.46	1.53	47	57.52	1.92
Not sure	23	28.99	1.23	29	23.03	1.55
Dissatisfied	63	63	0	50	50	0
Highly Dissatisfied	25	23.43	0.10	17	18.58	0.13
Total	223	223	3.92	177	177	4.94

**Table 5.33: Hypothesis Testing by Chi Square Test (Household Products)**

(Source: Field Survey)

Chi square value =  $3.92 + 4.94 = 8.86$

Degree of freedom:  $(r-1) (c-1)$

$$(5-1) (2-1) = 4$$

Note : R stands for Row

C stands for Column

Alpha level of significance (0.05) is 9.49

#### **Interpretation:**

Here chi square value (8.86) below the value for 0.05 probability level (9.49) so we have to accept the null hypothesis (H0: Consumers are not fully satisfied with FMCG products) and reject alternative hypothesis (Ha).

**4. Testing of H2 : The advertiser has not adopted appropriate strategies for the ethical development of advertisements.**

**H0:** As per given information in advertisement, advertisers do not follow ethical behavior and development with celebrity endorsement

**Ha:** As per given information in advertisement, advertisers follow ethical behavior and development with celebrity endorsement

Level of satisfaction	Male			Female		
	F(o)	F(e)	Chi Square value	F(o)	F(e)	Chi Square value
Highly satisfied	21	23.97	0.36	22	19.02	0.46
Satisfied	32	30.67	0.05	23	24.33	0.07
Not sure	80	86.42	0.47	75	68.58	0.60
Dissatisfied	69	62.99	0.57	44	50.00	0.72
Highly Dissatisfied	21	18.95	0.22	13	15.04	0.27
Total	223	223	1.67	177	177	2.12

**Table 5.34: Hypothesis Testing by Chi Square Test (Strategy and Ethical development of Advertising)**

(Source: Field Survey)

Chi square value =  $1.67 + 2.12 = 3.79$

Degree of freedom:  $(r-1)(c-1)$

$$(5-1)(2-1) = 4$$

Alpha level of significance (0.05) is 9.49

Note : R stands for Row

C stands for Column

**Interpretation:**

Here chi square value is (3.79) below the value for 0.05 probability level (9.49) so we have to accept the null hypothesis (H0: advertisers do not follow ethical behavior) and have to reject alternative hypothesis (Ha).

## **Chapter – Six**

### **Findings and Suggestions**

## **Chapter – Six**

### **Findings and Suggestions**

#### **Findings, Suggestions and Conclusions**

Present study is an attempt made to know the effect of celebrity endorsement on consumers buying behavior with respect to FMCG products. And to find the consumers views on celebrity endorsement. On the basis of all data and hypothesis testing it is clear there no significant effect of celebrity endorsement on consumers buying behavior regarding to FMCG products.

As per this study, it founds that the celebrity endorsement is a very useful marketing communication tool and also useful for creating new product information and brand recall among consumers. In India, many celebrities treated as a sovereign and influence the people to buy the products. But overall impact of celebrity is very low in FMCG products.

#### **6.1. Findings on the Basis of Data Analysis**

On the basis of the various responses given by respondents, many findings concluded. These are following

- Out of total 400 respondents, 136 (34%) respondents are graduate followed by 98(24.50%) respondents are under VI to X class group. 82 (20.50%) respondents are in XI to XII class group, number of postgraduate respondents are 80(20%) and only 4(1%) respondents are below class V. This clearly shows that, most respondents are from the Graduate category. so it is very clear that more respondents are aware and conscious about advertisement. And they also aspire to be like the celebrity, especially sportsmen and film actors/ actress.
- Out of total respondents, 190 (47.50%) respondents think advertisement is very popular medium of marketing, this shows large number of respondents believe advertisement is very suitable and easy for presenting a new product in market.

- On the basis of obtained data, 214 (53.50%) respondents like television advertising. Because television is an important part in our daily life. Consumers or customers get knowledge without moving anywhere. 96 (24%) respondents are interested in internet advertising. In today's scenario most of people have mobiles phone and laptop, and are using internet facility on it.
- Most of respondents, 214 (53.50%) like celebrity(s) in advertisement. Many buyers or consumers perceived celebrity as an icon, they want to become as well as celebrity and follow their comment, dialogue and personality. Celebrity endorsement is very useful for new product introduction and product recall.
- About 166 (41.50%) respondents think celebrity endorsement is a good idea. It contributes to increase demand of product.
- Out of total respondents, 124 (31%) respondents prefer athlete/ sport person as a celebrity in advertisement. Many people are attracted by their fitness. On second position, 116 (29%) respondents prefer actress due to large number of household and beauty products.
- Out of total 400 respondents, 132 (33%) respondents think sometimes advertisement can increase product attraction and 128 (32%) respondents assume advertisement always increases product attraction.
- About 140 (35%) respondents are sometimes attracted by celebrity. While 108 (27%) respondents are always attracted by celebrity in advertisement by their styles, dressings and looks, respondents sought them as icon.
- In this study about 124 (31%) respondents believed that celebrity can increase product selling sometimes not always. Because there are many factors which can directly or indirectly affect the sale of product.
- In any advertisement, given information should be true and relevant. Advertisers should not mislead the viewers or consumers. It is closely relevant to ethical behavior of advertisers and manufacturers. As per

survey conducted under this study, Out of total 400 respondents, 152(38%) say sometimes all given information is right. In this context 110 (27.50%) respondents don't believe that all information is right in advertisement. Most of the respondents believed that not all, but a lot of information has been given in the advertisement are true. Advertisers cannot betray the consumers in this scenario, where all consumers are aware about the product.

- Out of total 400 respondents, 146 (36.50%) respondents discussed about product with others sometimes when they attract or impress them.
- Negative advertising is like a threat for celebrity image. It can harm the credibility among the consumers/ customers. Out of total 400 respondents, 148 (37%) respondents say negative advertising is nightmare for celebrity image. It can create a contrasting image for the celebrity than what was desired.
- It is found that majority of respondents 190 (47.50%) accept that they purchase foods and beverages. 126 (31.50%) respondents purchase household products amongst FMCG products. Only 84 (21%) respondents purchase personal care products. This shows food and beverage products are purchased at large scale rather than other FMCG products.
- Majority of respondents, 160 (40%) respondents purchase FMCG products on monthly basis. 144 (36%) respondents purchase FMCG products on weekly basis. Data shows frequency of purchasing FMCG product is neither very short nor very long. It is purchased as per their requirement.
- On the basis of survey data, it can be concluded that the factors which influence the most while buying the FMCG products is brand name which is selected by 176 (44%) respondents. Brand name is very useful for any FMCG products. Quality products create very good image and establish as a brand they do not need to promote themselves in future. They are known by their names, like apple mobile phone, gadgets. About 100 (25%) respondents believe that the price is big factor at the time of purchasing.

Because price of a particular product may be or may not affordable to customer. It has been found that use of celebrity does not put any impact on consumer purchase decision when the brand name and price is concerned especially in FMCG products.

- It is clearly found that recommendation is very important factor when planning to purchase a product. In 400 respondents, most of respondents, 140 (35%) respondents discuss with family while purchasing. Because in this study approx 49% are married and they discuss with their family, whenever they are buying the product.
- According to this survey, 142 (35.50%) respondents sometimes prefer those products which are promoted by celebrity endorsement. 80 (20%) respondents always prefer those products which are endorsed by celebrity. When a new product introduces to the consumers with the use of celebrity endorsement, customers don't think too much and easily accept the statement of celebrity.
- Most of the respondents are attracted by celebrity in advertisement. About 120 (30%) respondents are attracted by celebrity endorsement in advertisement where 112 (28%) respondents are attracted by music/ jingle of advertisement.
- In print media, around 168 (42%) respondents assume a plenty ads are using celebrity endorsement. 132 (33%) respondents suppose there are sufficient ads on print media which are using celebrity endorsement. Respondents believe that using of celebrity in print media is on a very large basis.
- In electronic media, around 166 (41.50%) assume there are sufficient electronic media ads using celebrity endorsement. 124 (31%) respondents believe there are plenty ads on print media which are using celebrity endorsement. Respondents suppose that using of celebrity in print media is on a very large basis.

- In FMCG products category, majority of respondents, 139 (34.75%) respondents were dissatisfied with those food and beverage products which were endorsed by celebrities. Majority of respondents, 132 (33%) respondents were satisfied with beauty / personal care products. And majority of respondents, 130 (32.50%) respondents were satisfied with household products. Many consumers also believe that the products are not as worthwhile as claimed by the celebrities. Most of the respondents believed, consume of soft drink doesn't make them strong/ daring as endorsed in advertisement. Beauty/ personal care products cannot do a dramatic changes in their life but it help to living with a new era of lifestyle. In all over context, respondents feel satisfy with all these products when it is promoting with ethical behavior.
- It is revealed that most advertisement are viewed on television, which is established at the top amongst all the sources. Newspaper is stable on 2<sup>nd</sup> rank. Now days internet facility is easily available on mobile phones and become a important part of human lifestyle, it is fixed on 3<sup>rd</sup> rank. Billboards get 4<sup>th</sup> rank. Radio remains on 5<sup>th</sup> position. And remaining 6, 7, 8, positions are respectively held by periodicals, brochures and kiosks. Trade Shows and other source of advertisement are least viewed.
- It is revealed that Amitabh Bachchan is most preferred celebrity as far as endorsement of FMCG products. Large number of respondents gave him top rating in the product endorsement. In female category, actress Alia Bhatt and Aishwarya Rai have been considered as good (respectively 4<sup>th</sup> and 5<sup>th</sup> position) in celebrity potential in the product endorsement. Sachin Tendulkar and Mahendra Singh Dhoni are also favorite celebrities among respondents as a sport person. Both stable on 2<sup>nd</sup> and 3<sup>rd</sup> position in celebrity potential by most of the respondents regarding to the product endorsement. Salman Khan has got 7<sup>th</sup> position and just after Shahrukh Khan got 8<sup>th</sup> position in their potential in FMCG products. Varun Dhawan, Kareena Kapoor and Shilpa Shetty are considered average celebrity by respondents in the product endorsement. Amitabh Bachchan and Sachin

Tendulkar are the most powerful endorsers as their name has never been embroiled in any controversy and as such they carry a clean image amongst the consumers.

- It has been found that unethical and contradictory promotion has been done by celebrities. For an example the advertisement shown below endorsed by Lara Dutta is contradictory to the previous advertisement of the same product.

**Picture shows the unethical and contradictory promotion of a reputed brand**



**Image 6.1: Unethical Promotion**

(Adopted from- [www.google.com/](http://www.google.com/))

## Example of some products which were affected and not affected by celebrity endorsement

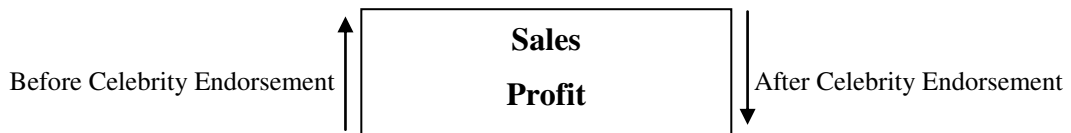
### 1. Positive Impact of Celebrity Endorsement on Product



Example- Parker Pen endorsed by Amitabh Bachchan, *According to Jain D.K.(Chairman and President, Luxor Writing Instruments Pvt. Ltd.), "Using face and fame of Amitabh Bachchan as our brand ambassador has helped in increase our brand image and recall within the target audience," (Interview to Brand Speak on exchange4media.com)*

(Source: <http://www.thehindubusinessline.com/todays-paper/tp-brandline/the-evergreen-celebrity/article2204206.ece>)

### 2. Negative impact of Celebrity Endorsement on Product



Example- Got Milk commercials became a popular spot for celebrities after its beginnings in 1994. Product featured with many celebrities like- Taylor Swift, Reggie Bush, David Beckham, Carrie Underwood, Shaq, and Demi Lovato. Print advertisements were seen in magazines around the world. In 2004, MilkPEP board chose to add the Olsen twins sister (Mary Kate and Ashley Olsen) to their array of celebrities. After the advertisement was published the bottom fell out for milk mustache lovers everywhere. Rumors were already spreading that Olsen twins addict to drugs. Apart from this, both were not looking too healthy.

(Source: <http://www.the richest.com/expensive-lifestyle/entertainment/10-most-humiliating-celebrity-endorsement-flops/>)

### 3. No Impact of Celebrity Endorsement on Top Ranked Product

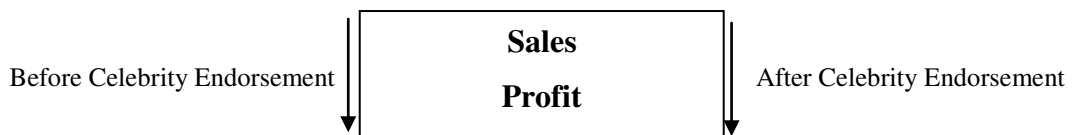


Example- As per to ‘indianewsandtimes.com’<sup>1</sup> Vicks in India stands on first position in selling consumer healthcare over the counter brand and Vicks multi pain relief gel is endorsed by Virat Kohali. As per ‘drugstorenews.com’<sup>2</sup> (Feb 2016) Private-label cough-cold brands Vicks is the most searched product when consumers are seeking remedies for their sniffles, coughs and stuffiness online.

(Source 1: <http://www.indianewsandtimes.com/2014/10/10/vicks-offers- virat-kohlis- secret-pain-relief-formula/>)

(Source 2 : [http://www.drugstorenews.com/sites/drugstorenews.com/files/Cough- Cold\\_ 020816.pdf](http://www.drugstorenews.com/sites/drugstorenews.com/files/Cough- Cold_ 020816.pdf))

### 4. No Impact of Celebrity Endorsement on Lower Ranked Product



We can take example of Henko LINTelligent (Detergent powder), According to author ‘Ram Sharma’ posted in trendingpost.com (December 2016), the product ‘Henko LINTelligent’ (Detergent powder), has been represented by Madhuri Dixit. Still the ranking of the product was ranked 10<sup>th</sup> among the ten best detergent powders in India.

(Source: <http://www.trendingtopmost.com/worlds-popular-list-top-10/2017-2018-2019-2020-2021/product/best-selling-detergent-brands-india-famous-cheapest-expensive-reviews>)

Figure: 6.1 Impact of Celebrity Endorsement on Some Product

- Researcher also elaborated new kinds of advertisements to promote the products. Which are following
  - (A) **Digital Sign Board** is referred to use of technologies in billboard advertisements. Advertisers use lighting or moving objects in this boards for attract customers.
  - (B) **Live Performance** is referred to act/perform at particular place. This act is done to promote a product. For an example Nukkad Natak.
  - (C) **Body Tattoo** is referred to body modification where a design is made by inserting ink, dyes and pigments, either indelible or temporary, into the dermis layer of the skin. It could be a new kind of promotion where any advertisers and marketers approach someone for make product tattoo on their body to promote it, with terms of paid or unpaid.
  - (D) **Bird View (Crop Circle)** is composed/design of big size compositions on the surface of the earth that can be easily seen from the sky or height. Marketers can also promote their product in such a way. Where it can be visible by drones, airplanes and other gadgets.

## 6.2. Findings on the Basis of Hypothesis Testing

On the basis of hypothesis testing the following major research findings are revealed

- There is no significant impact of celebrity endorsement on consumer buying behaviour and consumer satisfaction. Majority of respondents were less satisfied with endorsed FMCG products.
- Advertisers do not adopt appropriate strategy for the ethical development. Many respondents think many advertisers give wrong information about the product and do mislead the consumers.

## 6.3. Conclusion

According to the research and previous studies on celebrity endorsement it has been analyzed that brand managers should focus on quality rather than increasing their cost by hiring international/expensive celebrities for endorsement. There is no doubt that celebrity endorsement has effects on

marketing effort but it is not necessary to hire expensive celebrities to accomplish the purpose of sale of FMCG product. Celebrity endorsement enhances product information but in the long run consumer depends on product quality and utility. Large number of respondents believes that celebrities are not using those products which they themselves endorse and in backward and rural areas where less communications mix was available, population get informed by “Word of Mouth”.

The findings of the current study showed that consumers have favourite brands that they buy again and again. And they are agreed that even if there will be no celebrity endorsement on particular product(s) they will continue to buy the product based on their satisfaction and brand loyalty. The present research draws a conclusion that positive celebrity information regarding to the FMCG product given through celebrity endorsed product(s) and good celebrity image can improve the product/brand image. But at the same time, negative information can destroy the product/brand image. In order to get market share cost effectiveness and true information about the product should be given to customers, because ethical behave is a long term factor to make product image between consumers for sustainability especially in FMCG products. The study revealed that celebrity endorsement is very useful for new FMCG product launch. The advertisers have to keep in mind that the customers are quite aware about their rights so adoption of unethical promotion of FMCG products through celebrity endorsement should not be used.

#### **6.4. Suggestions**

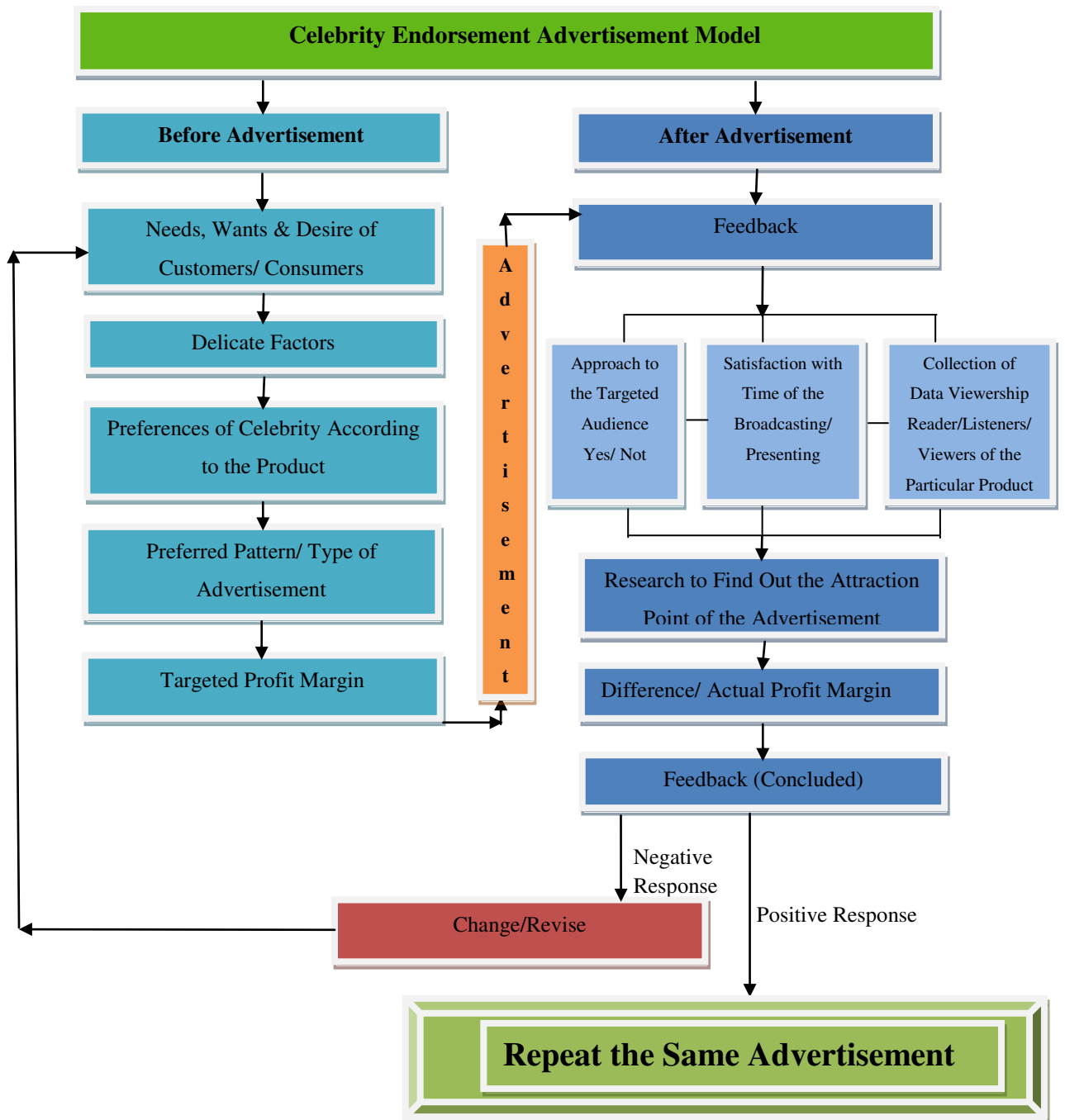
- FMCG companies should make qualitative products rather than high expenses on endorsement.
- Firms should also develop quick response contingency plans.
- Measuring awareness levels achieved or attitudes changed of the customers towards products or services prior celebrity endorsement and after celebrity endorsement.

- Marketers should know about consumer's desire prior to taking the decision of endorsement by celebrity.
- Make the message fit the goal.
- Make product which is more relevant to consumer's usability.
- Marketers should not be promoted too much to any product. Consumers believe that the product is not successful in the market, hence this strategy has to be used more by marketers to influence the consumer. This strategy only suitable and useful at the time of product launching or decline stage.
- Too much advertisement and promotion is an important factor of increase in cost of a product, therefore marketers should focus on the product quality rather than promotional activities.
- Ethical content is an important factor in celebrity endorsement. This should be kept in mind by marketers (as see in Image no 6.1, **Unethical Promotion**, page no.-145) advertisement endorsed by Lara Dutta of a reputed toothpaste brand).

### **Celebrity Endorsement Advertisement Model**

Advertisement plays a very important role in promotion of any product or services. With the help of advertisement, advertisers or manufacturer can increase product awareness among people. This awareness is helpful in increasing product sale and recall. Advertisements should be carefully created to ensure they do no decrease or damage product attraction.

On the basis of research study researcher suggest a model of advertisement for advertisers to help in make/ present suitable advertisement of a FMCG product(s)



**Figure: 6.2 Success Model of Advertisement**

(Source: Researcher)

### 1. Suggestions Before Advertisement

Firstly, the advertisers must aware about customer/ consumer needs, wants and desires for the particular product or service. It helps to make a suitable product and also help to get knowledge about customer mindset. After this advertiser should provide a free sample, discount and other delicate lucrative factors offer to attract the consumers for buying the products. After this

process, main stage is a selection of right celebrity for a particular product. Each celebrity has his own attributes, so the advertiser must aware which one attribute is closely related or matched with the product. For example, Amitabh Bachchan has very powerful voice and shows sincerity, so the advertiser can use his voice as product presentation. Main attributes of Alia Bhatt are cute and chunky looks. So advertisers can use her name or face in advertisement for watch, footwear, beauty products and accessories. After selecting of celebrity for endorsement, advertisers should investigate and analyse consumer preferences about what pattern of advertisement will suit on the particular celebrity. After selection advertisement pattern, advertisers estimate about their target profit margin before using of celebrity in the advertisement.

## **2. Suggestion After Advertisement**

Once the product advertisement is created, the first thing for advertisers is to collect the feedback from approach to the targeted audience, time of the broadcasting/presenting and collection of data viewership reader/listeners/viewers of the particular product. For an example, the advertiser wants to advertise their blankets, then their target audience should be linked to the cold areas otherwise their advertisement will not have any impact. The Next step is time of broadcasting of advertisement. The broadcasting time is very important so that more viewers can watch or notice the advertisement. After this step, advertiser should find out the number of viewers of the advertisement so that he ascertain level of awareness among the viewers who aware about the product. A good slogan or punch line is soul of the advertisement. Punch line and slogan is helpful in taking the product one step further and also helpful in mouth publicity. Advertisers can estimate the product's prominence with the help of these slogans. Now the main work of advertisers is to compare between assume and actual profit margin. So they can estimate about profit or loss properly. Advertisers can collect responses or feedback from respondents. If negative feedback received about the advertisement then he has to go on first steps, where the wishes of the

customer and other steps should be ascertained. If advertisers received positive feedback, as well as increase in profit means “advertising is successful” and continue with same advertisement.

### **6.5. Limitations of the Study**

Although every effort was made to conduct survey as rigorously as possible but certain limitations are unavoidable and such limitations are as follows:

- The main limitations of this study are constraints of resources, access to information. Researcher intends to answer these questions considering only limited size of samples and area. The material resources needed for a large sample size for this study is inadequate.
- Language is also another access limitations for most of the people in both cities. Questionnaire provided to them was bilingual (English and Hindi).
- In addition, the study is also constrained by time. It is conducted within an academic time range.
- Much of the information represents opinions of customer using FMCG products endorsed with the celebrity or without celebrity, rather than concrete facts established by detailed market research.

### **6.6. Scope for Further Research**

- In depth study of advertisement management for FMCG products
- A critical evaluation of ethical advertising.
- Comparative study between celebrity endorsement and non celebrity endorsement.
- Scope of celebrity endorsement in modern era for FMCG, Automobile and other sectors.

## **Appendix**

**Bibliography**

**Questionnaire**

**Research Papers published during the Research work**

**Paper Presented in Conferences**

**Course Work Certificate**

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## QUESTIONNAIRE

Dear Sir/Madam,

Hello. I am conducting a survey on **“Effect of Celebrity Endorsement on Consumers : A Study of Selected FMCG Products”** Kindly spare some of your valuable time to go through the questionnaire and give your valuable views on the topic. Please answer the questions carefully and thoughtfully. I want to assure you that I am not selling any product and the information provided by you would be kept confidentially and will be used for this survey only.

Please ( ✓ ) in appropriate box.

### Section I

Q.1 Name of the respondent?

\_\_\_\_\_

Q.2 Gender of the respondents?

(A) Male

(B) Female

Q.3 Age of the respondents?

(A) Below 18 years

(B) 18- 25 years

(C) 25-40 years

(D) 41-60 years

(E) Above 60 years

Q.4 Marital status of the respondents?

(A) Married

(B) Unmarried

Q.5 Education level of the respondents?

(A) Less than V

(B) VI – X

(C) XI – XII

(D) Graduate

(E) Post graduate and above

Q.6 Occupation of the respondents?

- (A) Service
- (B) Business
- (C) Professional
- (D) Student
- (E) Housewife
- (F) Other(than specify: \_\_\_\_\_)

Q.6(A) If earn, then monthly income?

- (A) Less than 10000 Rs.
- (B) 10001- 20000 Rs.
- (C) 20001- 30001 Rs.
- (D) 30001-40001 Rs.
- (E) 50000 and above Rs.

## Section II

Q.7 According to you, what is the popular medium of marketing?

- (A) Advertisement
- (B) Sales Promotion
- (C) Event
- (D) Social media
- (E) E- marketing / Telemarketing

Q.8 Which type of media advertising do you like?

- (A) Print advertising
- (B) Radio advertising
- (C) Television advertising
- (D) Internet advertising
- (E) Outdoor Hoardings /Billboards

Q.9 Which type of advertisement of FMCG products you like much?

- (A) Celebrity
- (B) Non- celebrity
- (C) Animation
- (D) Containing social message
- (E) Depend on advertisement

Q.10 Do you think that involvement of celebrity endorsement is good idea for FMCG Products?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.11 Which celebrity endorser you prefer to see in FMCG product advertisement?

- (A) Actor
- (B) Actress
- (C) Athlete and sport person
- (D) Musician
- (E) Cartoon character

Q.12 In your opinion, does advertisement increase FMCG product attraction?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.13 Are you attracted by celebrity, who are seen in FMCG products advertisement?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.14 Do you think that celebrity can improve in FMCG product selling?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.15 Do you think that all the information given in advertisement which has endorsed by celebrity are trustworthy?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.16 Do you discuss about advertise FMCG products with others which are endorsed by celebrity?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.17 Do you think that negative advertising can damage the image of the celebrity?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

### Section III

Q.18 What type of FMCG product you Purchase more?

- (A) Food and beverage
- (B) House hold
- (C) Personal care

Q.19 Frequency of Purchasing FMCG products?

- (A) Daily
- (B) Weekly
- (C) Monthly
- (D) Half yearly
- (E) Yearly

Q.20 Which Factor affect / influence you more while purchasing FMCG products?

- (A) Price
- (B) Packaging
- (C) Brand Name
- (D) Ingredients / Contents
- (E) Celebrity endorsement

Q.21 Whose recommendation you prefer more, while you are purchasing FMCG products?

- (A) Own
- (B) Family
- (C) Friend
- (D) Shopkeeper
- (E) Online asking

Q.22 Do you prefer those FMCG product which are endorsed by any celebrity?

- (A) Always
- (B) Oftenly
- (C) Sometimes
- (D) No
- (E) Can't say

Q.23 What reason attracts you towards a FMCG advertisement?

- (A) Celebrity endorsement
- (B) Non celebrity presence
- (C) Music / jingle of advertisement
- (D) Theme of advertisement
- (E) Content of advertisement

Q.24 Do you feel the number of print media ads using celebrity endorsement for FMCG products are.....?

- (A) Less
- (B) Plenty
- (C) Sufficient
- (D) Not sufficient
- (E) Can't say

Q.25 Do you feel the number of electronic media ads using celebrity endorsement for FMCG products are.....?

- (A) Less
- (B) Plenty
- (C) Sufficient
- (D) Not sufficient
- (E) Can't say

Q.26 Do you feel satisfied when a food and beverage product is endorsement by the celebrity?

- (A) Highly satisfied
- (B) Satisfied
- (C) Not Sure
- (D) Dissatisfied
- (E) Highly Dissatisfied

Q.27 Do you feel satisfied when a personal care / beauty product is endorsed by the celebrity?

- (A) Highly satisfied
- (B) Satisfied
- (C) Not Sure
- (D) Dissatisfied
- (E) Highly Dissatisfied

Q.28 Do you feel satisfied when a household product is endorsed by the celebrity?

- (A) Highly satisfied
- (B) Satisfied
- (C) Not Sure
- (D) Dissatisfied
- (E) Highly Dissatisfied

**Section IV**

Q.29 Please arrange following type of advertising which you seen in your daily lives.

Higher Lesser

1      2      3      4      5      6      7      8      9      10

S. N.	Advertising Type	Rank
1	Newspaper	
2	Brochures	
3	Periodical (magazines)	
4	Billboards	
5	Kiosks	
6	Trade shows (Event)	
7	Television	
8	Radio	
9	Internet	
10	Other	

Q.30 Please arrange following celebrities on their potential in FMCG products.

Higher Lesser

1      2      3      4      5      6      7      8      9      10      11

S. N.	Celebrity Name	Rank
1	Amitabh Bacchan	
2	Shahruk Khan	
3	Salman Khan	
4	Varun Dhawan	
5	Aishwarya Rai	
6	Kareena Kapoor	
7	Shilpa Shetty	
8	Sachin Tendulkar	
9	Mahendra Singh Dhoni	
10	Virat Kohli	
11	Alia Bhatt	

DATE

SIGNATURE

Thanks for your valuable time and co-operation



## A Study on Buying Behavior of Rural Consumers towards FMCG Products with special reference to Indian Rural Consumers

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### ABSTRACT

India is large population country; approximately 12.6 billion live in India. More population of India approximately 70% live in villages. So manufacturer huge focused on rural market. With more type of promotion manufacturer penetrate in this market. They clearly know that more sale generate more revenue. Now buyer /consumer are more conscious about product so they purchase anything very carefully. FMCGs (Fast moving consumer goods) are very short in life like daily uses thing like Beverages, bakery, sugar, detergent soap. FMCG are also called by consumer packaged goods. Although FMCGs product are non-durable goods buyer don't think so much for purchase it. But presence of lot of competitor in this market, Buyer is always aware what he or she going to purchase. Buyer behavior and perception is very much affected on product. The objective of this paper analyze to buyer behavior towards FMCG product in rural markets. The paper also highlights the major FMCG products used by the consumers.

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### Introduction

FMCG products have short life time. And they are also non durable goods and also perishable. Which are sold very less margin. Mostly FMCG goods are define short term period like less than one year life. FMCG supplied in the retail marketing as per daily demand of a consumer.

Now consumers are more aware to purchase FMCG product. So they prefer more relative product for them. A very small mistake can effect largely on its demand.

With the presence of population approx 72% in the villages of India, the Indian rural FMCG market is something no one can overlook. Increased focus on farm sector will boost rural incomes, hence providing better growth prospects to the FMCG companies. According to FICCI Technopak Report 2009, FMCG industry is projected to grow by 12% and reach a size of US \$ 43 billion by 2013 and US \$74 billion by 2018.

The Indian FMCG sector with a market size of USD 14.8 billion is the fourth largest sector in the economy. The FMCG market is set to double from USD 14.7 billion in 2008-09 to USD 30 billion in 2012. FMCG sector will witness more than 60% growth in rural and semi-urban India by 2010. Indian consumer goods market is expected to reach USD 400 billion by 2010.

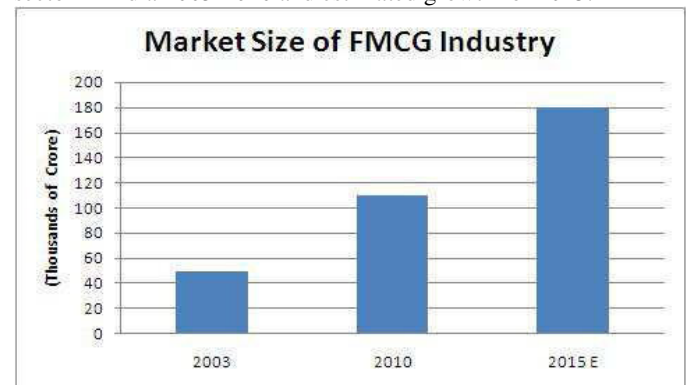
Major Players in this sector include HUL (Hindustan Unilever Ltd.), ITC (Indian Tobacco Company), Nestlé India, GCMF (AMUL), Dabur India, Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble (P&G) Hygiene and Health Care, Marico Industries, Nirma, Coca-Cola, Pepsi and others.

### FMCG Rural Growth

In a Press Release on January 3rd 2010, The Associated Chambers of Commerce and Industry in India (ASSOCHAM) have forecasted an extremely robust growth in the FMCG sector. The Press Release is detailed below: Fast Moving Consumer Goods (FMCG) will be witnessing more than 50% of growth in its Rural and Semi-Urban Segments by 2012 which in

totality is projected to grow at an CAGR of 10% to carry forward its market size to over Rs.1,06,300 crore from present level of Rs. 87,900 crore, according to an analysis carried out by the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

What is consumer behavior- consumer behavior be defined as- The decision process and physical activity, individual engage in when evaluating, acquiring, using and disposing of goods and service. The following figure provides the growth of FMCG sector in India 2003-2010 and estimated growth for 2015.



The above figure clearly indicates that, there is a steady growth in the market size of FMCG sector in India over the last ten years. The market size was around Rs. 50000 cores in 2003, it is around 120000 cores in 2010 and if the same trend continues, it will reach around 180000 cores in 2015.

### Consumer Behavior

The term of consumer behavior comprises of two words consumer and behavior, here consumer refer to an individual who is engaged in various purchasing process. And behavior refer to perception and related activity of purchase of an individual.

More than a century ago the pattern of our nation, Mahatma Gandhi, has made a visionary and deep meaningful statement at

South Africa 1890- "A customer is the most important visitor on our premises." Now we can see many developments and changes taking place around us with all the industries and firms within each industry trying to keep pace with the change and diverse need of the people. Main challenges for marketers to understand diversity of consumer behavior towards product. Today the company image is built and made by its customer. The success of firm will be determined by how affective it has been meeting the diverse consumers needs and wants by treating each customer unique and offering products and service to suit his or her needs.

Need for studying consumer behavior – consumer behavior can be said to be the study of how individuals make decision on how to spend their available resources on various consumption related items. Marketers specially focusing on following.

1. Who buy products and services?
2. How do they buy products and services?
3. Where do they buy them?
4. When do they buy them?
5. Why do they buy them?

#### FMCG Category and products

1. **Household Care** Fabric wash (laundry soaps and synthetic detergents); household cleaners (dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish and furniture polish).

2. **Food and Health beverages**; soft drinks; staples/cereals; Beverages bakery products (biscuits, bread, cakes); snack food; chocolates; ice cream; tea; coffee; soft drinks; processed fruits, vegetables; dairy\products; bottled water; branded flour; branded rice; branded sugar; juices etc.

3. **Personal Care** Oral care, hair care, skin care, personal wash(soaps); cosmetics and toiletries; deodorants; perfumes; feminine hygiene; paper p

#### Objectives-

The objectives of this study were the following –

1. To find out the trends and growth of FMCG in India and Rural Markets.
2. To know the motivational factors of rural consumer towards FMCG product
3. To give suggestions to increase the rural market of FMCG products
4. To elaborate the popular tool of marketing and promotion in rural markets of FMGC products
5. To find out that celebrity endorsement have an impact on purchasing decision

#### Research Methodology-

For making this research realistic and successful, a questionnaire was structured. Through the help of the questionnaire, primary data has been collected. This research also includes secondary data which has been collected by various websites, books, research papers etc. The study is an empirical study.

**Sample size-** Total 200 rural consumers were interviewed and distributed the questionnaire in March 2013 .Out of 200 respondents around the area of Kota (Rajasthan) researchers got the responses of 125 respondents.

#### Hypothesis

1. Awareness about the FMCG products in rural market is satisfactory
2. Family, Price and Celebrity endorsements are the prime motivators which influence the buying behavior of rural consumers.
3. Advertising is the most popular tool of marketing of FMCG products in rural India.

4. Celebrity endorsement have positive impact on buying decision.

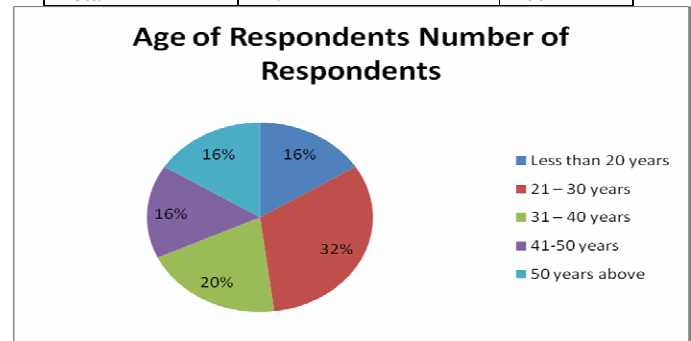
#### Analysis and interpretation

Through the help of structured questionnaire, the study has been done. Each of the question covers the valid reasons to find out the factors, influences and demand of FMCG products in Rural markets. The analysis of the table is as follows:

**Table 1**

#### Age of Respondents

Response	Number of Respondents	Percentage
Less than 20 years	20	16
21 – 30 years	40	32
31 – 40 years	25	20
41-50 years	20	16
50 years above	20	16
<b>Total</b>	<b>125</b>	<b>100</b>

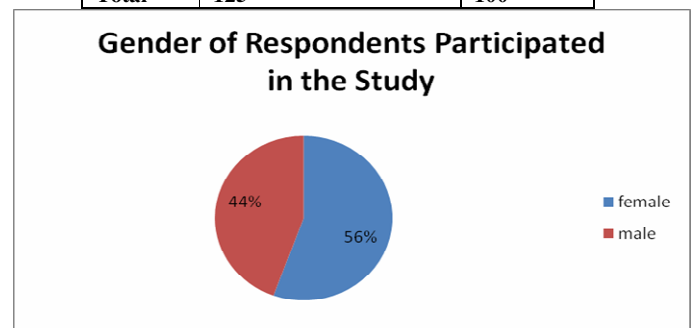


The first question was designed to find out the age of the respondents from who preferred were engaged in this study .The above table and the graph shows that most of the respondents are 21-30 Yrs. of age mainly involved in the research work for concluding the right market strategy and to find out the rural market environment.

**Table 2**

#### Gender of Respondents Participated in the Study

Response	Number of Respondents	Percentage
Male	55	44
Female	70	56
<b>Total</b>	<b>125</b>	<b>100</b>



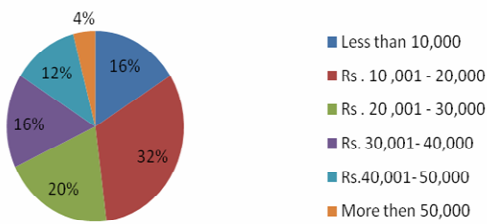
The table and graph 2 reveals that female respondents were higher than the male respondents. So marketers should be minding them.

**Table 3**

#### Monthly Income of Respondents

Response	Number of Respondents	Percentage
Less than 10,000	20	16
Rs . 10 ,001 - 20,000	40	32
Rs . 20 ,001 - 30,000	25	20
Rs. 30,001- 40,000	20	16
Rs.40,001- 50,000	15	12
More then 50,000	5	4
<b>Total</b>	<b>125</b>	<b>100</b>

**Table 3 Monthly Income of Respondents Number of Respondents**



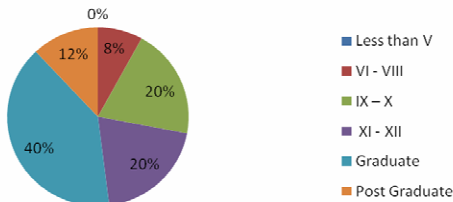
It is analyzed that the monthly income of people who shop is maximum in the between range of Rs . 10001–20000 which indicates that the respondents are willing to make expenditure on the FMCG purchasing of products

**Table 4**

**Education Level of Rural Buyers**

Response	Number of Respondents	Percentage
Less than V	0	0
VI – VIII	10	0.8
IX - X	25	20
XI – XII	25	20
Graduate	50	40
Post Graduate	15	12
<b>Total</b>	<b>125</b>	<b>100</b>

**Education Level of Buyers Number of Respondents**



The said table analyzed the education level of the buyers (respondents) who have been involved in the research. It clearly shows that most of the respondents are having education upto Graduate. So it can be concluded that they are able to understand the language, content, terms and conditions of the product while shopping.

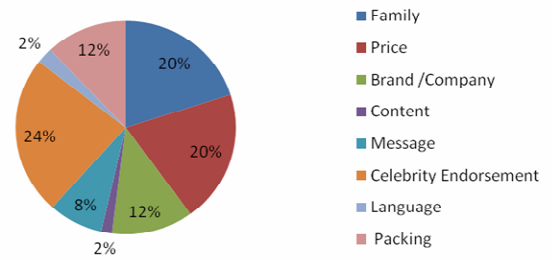
**Table 5**

**Motivational Factors Behind Purchasing**

Response	Number of Respondents	Percentage
Family	25	20
Price	25	20
Brand /Company	15	12
Content	2	1.6
Message	10	8
Celebrity Endorsement	30	24
Language	3	2.4
Packing	15	12
<b>Total</b>	<b>125</b>	<b>100</b>

The table and graph 5 reveals that the celebrity endorsement, Family and price are more affecting factor for consumer at purchasing time of product.

**Motivational Factors Behind Purchasing Number of Respondents**



**Table 6**

**Purchasing Duration of Respondents**

Response	Number of Respondents	Percentage
Daily	20	16
Weekly	25	20
Every Six Months	12	9.6
Occasionally	18	14.4
Monthly	30	24
Yearly	20	16
<b>Total</b>	<b>125</b>	<b>100</b>

**Purchasing Duration of Respondents Number of Respondents**

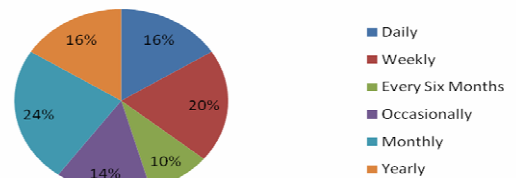


Table and graph 6 show that all time FMCGs product sell is more in monthly period. Because FMCGs products have short life.

**Table 7**

**Popular Media of Marketing and Promotion**

Response	Number of Respondents	Percentage
Personal Selling	35	28
Advertisement	50	40
Contest	20	16
Discounts	19	15.2
Tele Marketing	1	0.8
<b>Total</b>	<b>125</b>	<b>100</b>

**Popular Media of Marketing and Promotion Number of Respondents**

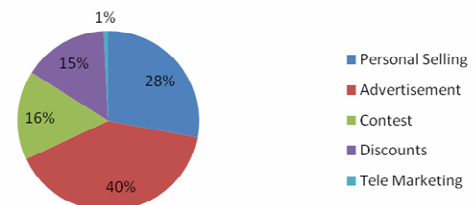
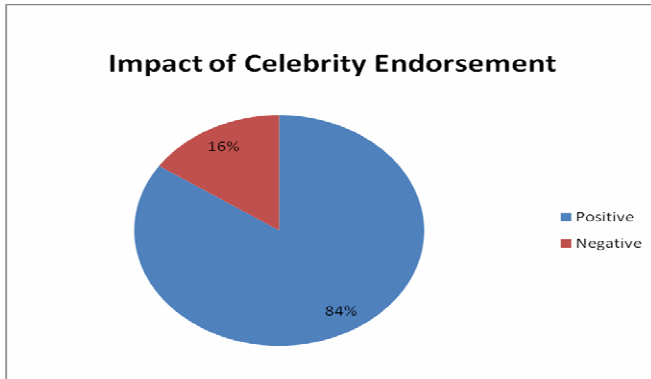


Table 7 analyzed that respondents were more interested to purchase in advertisement and personal selling. Advertisement huge source of knowledge about any know product and exist

product. Customer prefer that thing earlier which he seen more and regularly.

**Table 8**  
**Impact of Celebrity Endorsement**

Response	Number of Respondents	Percentage
Positive	105	84
Negative	20	16
<b>Total</b>	<b>125</b>	<b>100</b>

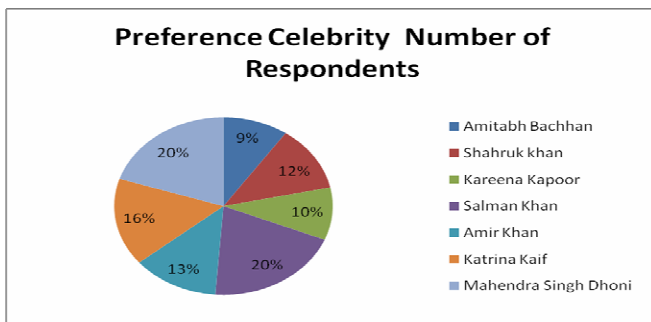


The above table reveals that the number of respondents are higher and positive in regards

**Table 9**

**Preference Celebrity**

Name of Celebrities	Number of Respondents	Percentage
Amitabh Bachhan	12	9.6
Shahruk khan	15	12
Kareena Kapoor	12	9.6
Salman Khan	25	20
Amir Khan	16	12.8
Katrina Kaif	20	16
Mahendra Singh Dhoni	25	20
<b>Total</b>	<b>125</b>	<b>100</b>



The last table and graph number 10 shows that most of the respondents Prefer that product which endorsement by Salman khan and Mahendra singh dhoni.

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**Questionnaire**

Hello Sir/Mam

I, Amit mathur, with the guidance and support of my supervisor I am here to conduct a research survey on the topics "Rural consumer behavior towards FMCGs product". Please give your honest opinion and understand that this information collected will be purely confidential and will not be shared for any purpose other than research.

**Name –**

(Please tick √ below)

**1. Age -**

- 1) Less than 20 Yrs.
- 2) 21– 30 Yrs.
- 3) 31– 40 Yrs.
- 4) 41– 50 Yrs.
- 5) Above 50 Yrs.

**2. Gender –**

- 1) Male
- 2) Female

**3. Income-Group (Monthly) –**

- 1) Less than 10,000
- 2) 10,001 - 20,000
- 3) 20,001 - 30,000
- 4) 30,001 - 40,000
- 5) 40,001 - 50,000
- 6) More than 50,000

**4. Education Level -**

- 1) Less than V
- 2) VI - VIII
- 3) IX - X
- 4) XI – XII
- 5) Graduate
- 6) Post Graduate

**5. Which motivational factors affect on you behind purchasing?**

- a) Family
- b) Price

- c) Brand /Company
- d) Content
- e) Message
- f) Celebrity Endorsement
- g) Language
- h) Packing

**6. Duration of purchasing FMCGs product?**

- a) Daily
- b) Weekly
- c) Every six month
- d) Occasionally
- e) Monthly
- e) Yearly

**7. What is popular media of marketing and promotion?**

- a) Personal Selling
- b) Advertisement

- a) Contest
- a) Discounts
- a) Tele Marketing

**8. Do you think any impact of celebrity endorsement on consumer behavior?**

- a) Positive
- b) Negative

**9. Which celebrity, you more prefer or follow?**

- a) Amitabh Bachhan
- b) Shahruk khan
- c) Kareena Kapoor
- d) Salman Khan
- e) Amir Khan
- f) Katrina Kaif
- g) Mahendra Singh Dhoni



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## RESEARCH ARTICLE

### Mobile Advertising: An Empirical Study on Utility for Small and Local Traders of Kota Rajasthan

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##### \*Corresponding Author

Amit Mathur

#### Abstract

Globalization is a buzzword in the present era. Mobile phone and internet for connecting people easily and speedily that too at a very cheap cost. Every manufacturer wants to produce and sell their products worldwide. But without knowing of particular market or buyer, it is hard to sell. Earlier manufacturers and advertisers were able to approach the target customers only through limited mediums in limited areas, but after introduction of television and radio their accessibility for target audience have augmented at great extent. However, it is much expensive for smaller & local traders. Nowadays advertisers and manufacturers has found a new idea for promotion of their products or services that is advertisement through mobile phones. Customer is always unknown to new products and services. Mobile phones are probably the biggest medium to inform and communicate about the products /services to the potential buyers. New generation dwell so much time on mobile phones and internet. Thus, the usages of mobile advertising could be a better opportunity to push & promote new products through mobile phones rather than the traditional marketing. In this study we will focus on how advertisement by mobile phones like SMS's, Voice calls, push messages, mobile internet and other applications are helpful for local and small traders to promote their products and service in target market. The paper will also highlight the satisfaction level of the small and local traders regarding m-advertising strategies. Moreover, it an attempt has been made to present few models of m-advertising by the researchers.

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## INTRODUCTION

Advertisement is a new concept or idea to introduce new and existing product in market. Advertisers and manufacturers try to find new-new practice for introduce their product, for easily sale. So they have to focus on that's things which are very popular in buyers or peoples. In this technological era, mobile phone is a great invention. Today mobile phones are use much more than just making and receiving calls. Apart from voice calls, mobile users have access to data services with Short message service (SMS), apps download, pictures messaging and also mobile internet. If advertisers focus on advertising by mobile phones they can target a large number of people. The concept of Advertisement by mobile phones is introduced recently decades in world. It is very novel and innovative idea for Indian market.

Mobile advertising can be considered as subset of mobile marketing, is a medium of advertising or communicating about products & services through mobile phones to mobile phone users.

M- advertising is a emerging sector that's providing strategic way for agencies and marketers to connect with consumers, directly on their mobile phones. This form of advertising, product & services are promoted through SMS, MMS, advertising within mobile games & mobile videos, during mobile TV receipt, Mobile Web Banner or Poster as top of page or bottom of page, and audio advertisements that can be the form of a punch line/ jingle before a voice call such as movie ticketing or directory support. These media channels take both content and advertisement. Thus, mobile advertising is providing a platform and useful base for manufacturer, advertiser or marketer to promote their product and build brand image in a strategic manner at low cost.

At the point of view of marketing, Nysveen et al. [2005] explain a grid of mobile internet services classification that work on four primary axe, Which are person-interactive versus machine-interactive, and goal-oriented versus experiential services[3].

	Goal oriented	Experiential
Person Interactive	Information	Messaging
Machine interactive	Payment	Gaming

**Figure 1 : Classification of mobile Internet services**  
Source : Nysveen, Pedersen, and Thorbjornsen

### Objectives of Study

1. To provide an outline of the fundamentals of mobile advertising.
2. To find out the benefits of the small traders through mobile advertising.
3. To highlight the satisfaction of the Small and local traders who are using mobile advertising.

### Review of literature

According to Tazoon Parka et al.(2008) discussed in their study about the effect of mobile advertising, three groups of factors, which are- advertisement, audience, and environment [4]. Mobile advertisement focused on targeting audience. As per said by Nitin Mathur that mobile is last on the mindset for most advertisers[9]. According to Naveen Tewari, analysis will drive mobile advertising as it will make the ads more accurate and effective [9]. According to Praveen Sharma, advertisers are trying to control the growth of mobile and are still trying to figure out how to exploit this[9]. Mobile is today the only medium that can deliver high reach, high engagement and high efficiency—all of this in a personalized manner (C.V.L. Srinivas, 2014)[15]. According to Evelyne Cleff (2005) The availability of physical location, personal information and other related data are seen to be the most valuable unique characteristics of mobile advertising which allow for one-to-one marketing strategies [7]. Any transaction with a monetary value that is conducted via a mobile telecommunications network (Muller-Versee, F. 2000) [2]. M-Commerce is the buying and selling of goods and services, using wireless hand-held devices such as mobile telephones or personal data assistants (PDAs)” (UNCTAD, 2002, 2004) [17]. As per the study of Sadeh (2002) characterizes m-commerce more broadly, as the emerging set of applications and services people can access from their Internet-enabled mobile devices[5]. According to rajnish tiwari et al. A vast field of business opportunities is about to be created for technology providers who could offer mobile solutions to the service providers. SMEs from related technology fields may be ideally positioned for they possess competitive advantage by the virtue of their flexibility and specialization [6]. Kalstrom o (2003) M Commerce as a value-added service that enables mobile end-

users to conduct reliable and secure transactions through specifically-designed mobile applications [1]. Mobile advertisement is based on mobile phones via internet services and network providers.

### Research Methodology

The paper is an empirical research study, the data has been collected from both primary and secondary sources. The primary data has been collected through the structured questionnaire filled by the 80 small and local traders of Kota city, Rajasthan. The secondary data has been gathered from various secondary sources like research articles, published and unpublished scholarly papers, books, journals, speeches, newspapers, annual reports, databases available on various websites.

### Sample Size

The data has been collected from Kota city of Hadoti region, Rajasthan. The questionnaire has been filled by 80(N=80) small and local traders of Kota.

### Research Instruments

Descriptive statistics used as frequency counts and percentages were gathered. Analyses has been made using, mean and median scores to find out whether there is a significant difference in the advertising through traditional methods and mobile advertising. In questions 8 and 9, 5-point Likert type scale ranging from 1 (Highly Satisfied) to 5 (Highly Dissatisfied).

### Hypotheses

**H1:** More usages of mobile advertising more growth rate of small and local business.

**H2:** Positive impacts on local small traders and potential customers.

**Scope-** The present study focuses upon M-advertising benefits and challenges which has been faced by the small and local traders at Kota city while adopting the m-advertising. Research is emphasized on finding out the level of usages and satisfaction of m-advertising.

### Status of Telecom Industry in India

India is second largest telecom network in the world with its high population and development potential. Airtel, Vodafone, Idea, Reliance, Tata, Docomo, Bsnl, Tata Indicom, MTNL are major operators in India. India public sector telecom company BSNL is the 7<sup>th</sup> largest telecom company in India. According to telecom regulatory authority of India (TRAI) there are more than 90 crore mobile phone subscribers in India out of approx 121 crore populations. Its means here is more than 70 percent population are use mobile phones. According to the internet and mobile phone association of India (IAMAI) reports here is approx 4 crore are active mobile internet users in India. In all worlds there are 2.4 bn internet users, of which 1.5 bn access the internet through their mobile phones as a primary or secondary device. Average time spent on mobile (non-voice call) globally has grown 82 minutes per day.

Indian mobile advertising is a Rs.26000 crore market. According to research firm IMARC group expects this market to grow at a CAGR of around 36% during 2013-2016. According to analyst at IMARC group "Mobile phone is an extremely personal device that accompanies the user all the time".

**Table: 1. Composition of Telephone Subscribers**

Wireless subscribers	
Total wireless Subscribers	867.80 Million
Urban Subscribers	525.30 Million
Rural Subscribers	342.50 Million

GSM Subscribers	794.03 Million
CDMA Subscribers	73.78 Million
Tele-density	70.85 Million
Urban Tele-density	140.67 Million
Rural Tele-density	40.23 Million

Source: Telecom Regulatory Authority of India Report (January- March 2013)

Small businesses are generally based on privately owned corporations, partnerships, or proprietorships. What constitutes "small" in terms of government support and tax policy varies depending on the country and industry. Small businesses range from 15 employees under the Australian Fair Work Act 2009, 50 employees according to the definition used by the European Union, and fewer than 500 employees to qualify for many U.S. small business Administration programs. In the Indian context Micro, small and medium enterprises as per the MSME Development Act, 2006 are defined based on their investment criteria in plant and machinery for manufacturing enterprise and on equipments for service enterprises. According to the Micro, Small and Medium Enterprises (MSME) Development Act of 2006, (India) a micro enterprise is where the investment in plant and machinery does not exceed 25 lakh rupees. A medium enterprise is where the investment in plant and machinery is more than 5 crore rupees but does not exceed 10 crore rupees. A small enterprise is where the investment in plant and machinery is more than 25 lakh rupees but does not exceed 5 crore rupees [10].

Definition of small business in India According to the latest Micro, Small and Medium Enterprises Development Act, 2006, small enterprises are classified as-

**Table 2: classification of Micro, Small and Medium Enterprises, MSME Development Act, 2006**

Manufacturing enterprises		Service enterprises	
Unit	Investment criteria	Unit	Investment criteria
Micro	<25 lakh	Micro	<10lakh
Small	25 lakh – 5 crore	Small	10 lakh- 2 crore
Medium	5 crore – 10 crore	Medium	2 crore – 5 crore

Source : <http://www.msme.gov.in>

### How do small traders benefit from Advertisement by Mobile phones –

Small traders or local traders

Mobile advertising part of m-commerce, is a very cost efficient technology for small traders. It can reach the large number of target audience anywhere anytime. So it is easier and most cost efficient medium of promotion of products and services rather than other traditional methods as print media or television for small traders who concern about money & advertising expenditure.

- 1. Easy approach to consumers-** Mobile advertise is a new concept for Indian market, it is also very useful for small traders for connect consumers in local area or anywhere. Through mobile advertising traders hasn't spend lot of time of advertisement campaigning. They can connect with their consumers on one touch service.
- 2. Reasonability-** Advertisers or traders can advertise their product at very reasonable cost. They haven't spend lot of amount on expensive advertisement. They can also send bulk messages through internet on their exist consumers mobile number.
- 3. Always usable device-** In spite of other device like computer or television, Mobile phones are always on. Just few people turn off their phone when they need to charge it batteries. People do always on their mobile phones so it is a good advantage for traders or advertisers that their advertisement will be seen easily by the mobile users.

4. **Immediate response by consumers-** Through mobile phones, it is very cheap to reply by consumers to traders or advertisers. When any advertisers or traders post their advertise through mobile phones, customer can reply if he is interested. For example if any customer searching loan for study or purchasing something he can immediately reply to traders.
5. **Easier to access-** Peoples are mostly use their mobile phones for searching address, for price comparison because it is easier to access rather than desktop. Because customer not have to sit at same place, he can use this service at different-different place.

#### **How Mobile advertising better than other media sources-**

Following are the different reasons which define the advertisement by mobile phones is much better than other media sources.

1. **Easy availability-** Mobile is a very personal popular device among peoples, which carried and accessed every moment with their wallet. Today mobile phones handset & prepaid recharge card are available at affordable price according to consumer needs & preferences. So advertisers have big opportunity for connect with users or consumers easily through mobile technology.
2. **Connect to target consumers-** By mobile phones advertisers can target local or broad market users like, he can select proper market or area which he want to introduce their product. For example a local cab service provider easily approach their target audience through advertise via mobile within their service area.
3. **Cost effectiveness-** Small traders are not able to supply on large scale. They don't want to spent a lot of money in market on advertisement. Other media source of advertisement are too costly for him like- Television advertisement, radio advertisement. So advertisement by mobile phones like SMS's is also cost relevant for advertisers or manufacturer.
4. **Reminder -** Access of mobile Phones is very easy for us. We can easily check old SMS's or App's and also can read or view it latter, when we get free. It is a instrument who enable to remind old thing and we can't miss through it.
5. **Measurement-** Mobile phones is also enable tracking and measurement at a micro level compared to traditional medium. Like, advertisers can track the no. of seconds of a consumers dwell viewing video and consumers percentage.

#### **Flow of advertisement**

The flow of advertisement is very crucial issue while designing any advertisement. Actually the flow and the flow less communication between the advertisers and customers is the backbone of advertisement.

Advertisement process depend on communication between advertiser / trader to customers / prospective. Communication between both traders and customers should be easy and frequent. Initially advertisers / traders have to select way to approach to the customers. and then select two different way to connect with customers. First is select any telecom company and do agreement to advertise for their customer. Secondly they need to find bulk SMS's portal services. It may be free or chargeable. Finally in this way they message or communicate their customer. Customer receives a message or any information which is provided by advertisers or traders. After reading the advertisement, customer can provide their feedback to the advertisers or traders by using SMS service or internet. From the following figure it is easily be explainable.

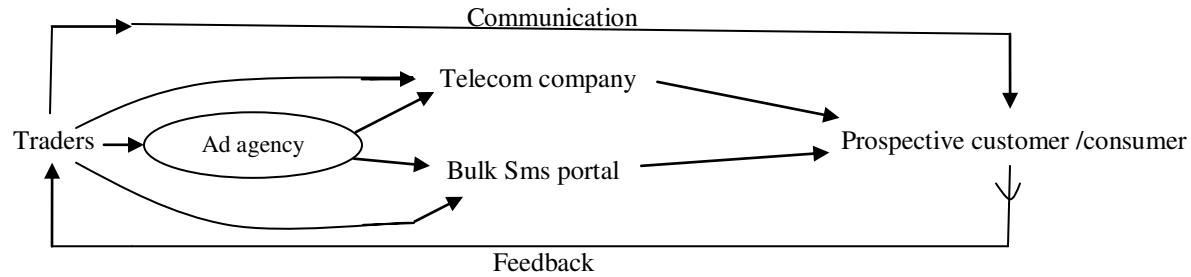


Figure 2: **Flow of advertisement**

Source : Researchers (Anukrati Sharma and Amit Mathur )

### Meaning of M Commerce –

Mobile commerce (M commerce) has been defined as the facilitation of monetary transactions, including the purchase of product and service, using wireless device, like digital wireless phones or a personal digital assistant (PDA), to access the internet using a wireless data connections or private network [11]. In simple word mobile commerce is practice or marketing use by mobile phones and personal device assistant for transaction and communication between dispatcher and recipient.

### M commerce origin –

Mobile commerce services were first delivered in 1997, when the mobile-phone enabled Coca Cola vending machines were installed in the Helsinki area in Finland, accepted payment through SMS text messages. First mobile phone banking service was launched in 1997 by Merita Bank of Finland. In 1998, the first sales of digital content as downloads to mobile phones were made possible when the first commercial downloadable ringtones were launched in Finland by Radiolinja. In 1999 New commercial Service “Smart Money” Launch in the Philippines. NTT DoCoMo's i-Mode Internet service in Japan. Mobile-commerce-related services spread rapidly in early 2000. In appointing Mr Hoffman, ETSI quoted industry analysts as predicting "that m-commerce is poised for such an exponential growth over the next few years that could reach US\$200 billion by 2004" [18].

### Products and services available on mobile commerce-

1. Mobile Money Transfer
2. Content purchase and delivery
3. Mobile ATM
4. Mobile Banking
5. In-application mobile phone payments
6. Mobile brokerage
7. Mobile ticketing
8. Mobile vouchers, coupons and loyalty cards
9. Auctions
10. Mobile browsing
11. Mobile purchase
12. Location-based services
13. Information services
14. Mobile marketing and advertising

By the M commerce, mobile advertising is advertisement sent on mobile phones device. Now advertisers and manufacturer looking better opportunity and response through mobile marketing campaigns rather than traditional campaigns. Consumers can receive marketing messages, discount coupons, and other information in less time. And consumer will able make decision for buy or not, without disrupting their current real world activity.

### M-commerce model-

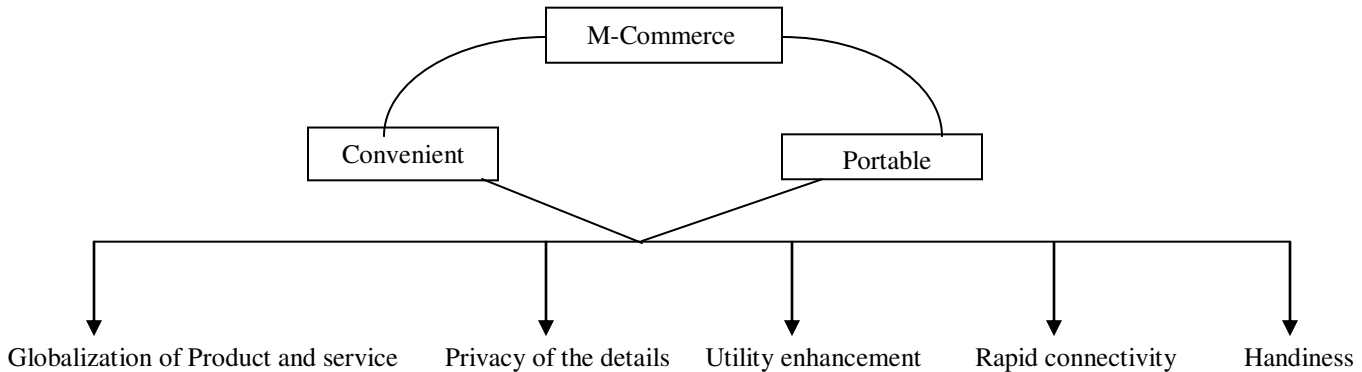


Figure3 : M Commerce model

Source : Researchers (Anukrati Sharma and Amit Mathur )

The model of M-Commerce given by the researchers (Anukrati Sharma and Amit Mathur) divided on two basic aspects **First** is Convenient and **Second** is Portable. Mobile is a device, which is very suitable and easy to carry. Both aspects have following characteristics.

1. **Globalize of product and service-** It is a very useful instrument for promote product and service in all over world on very low cost. In this technological era, more peoples are using mobile phones in all world.
2. **Privacy of the details-** It is better option to communicate with a particular customer. Any other person isn't interact by this. Mobile have many safety features. while other media of advertisement may affect on all peoples. So M Commerce is also suitable way for personalization.
3. **Utility enhancement-** It is also a very useful device for traders to connect with customers. For any enquiry and feedback customer use this facility at any time. It is also a useful way to expand business opportunities.
4. **Rapid connectivity-** It is very useful instrument for traders and customer for quick connect. Traders not need to waste much time like other mass media. Traders can connect with customer in very short time vice-versa.
5. **Handiness/ portable-** It is also very handy device, which may all time along with us. it can fit in our pocket and purse. We can easily move it anywhere without any difficulties. Other media source is not very handiness like - Television, banner.

**M-Commerce Life Cycle**

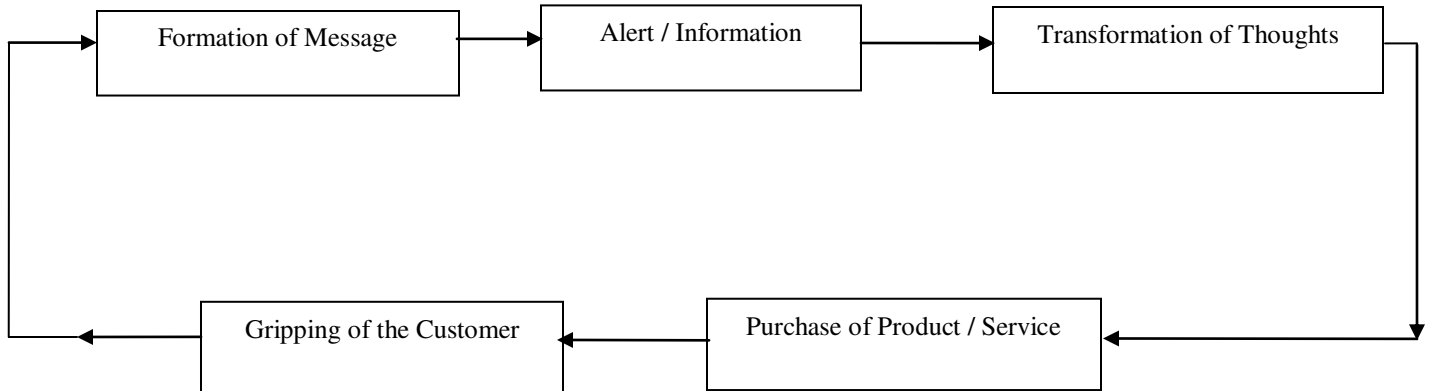


Figure:4 **M-Commerce Life Cycle**  
 Source : Researchers (Anukrati Sharma and Amit Mathur )

**Usage of M-commerce**

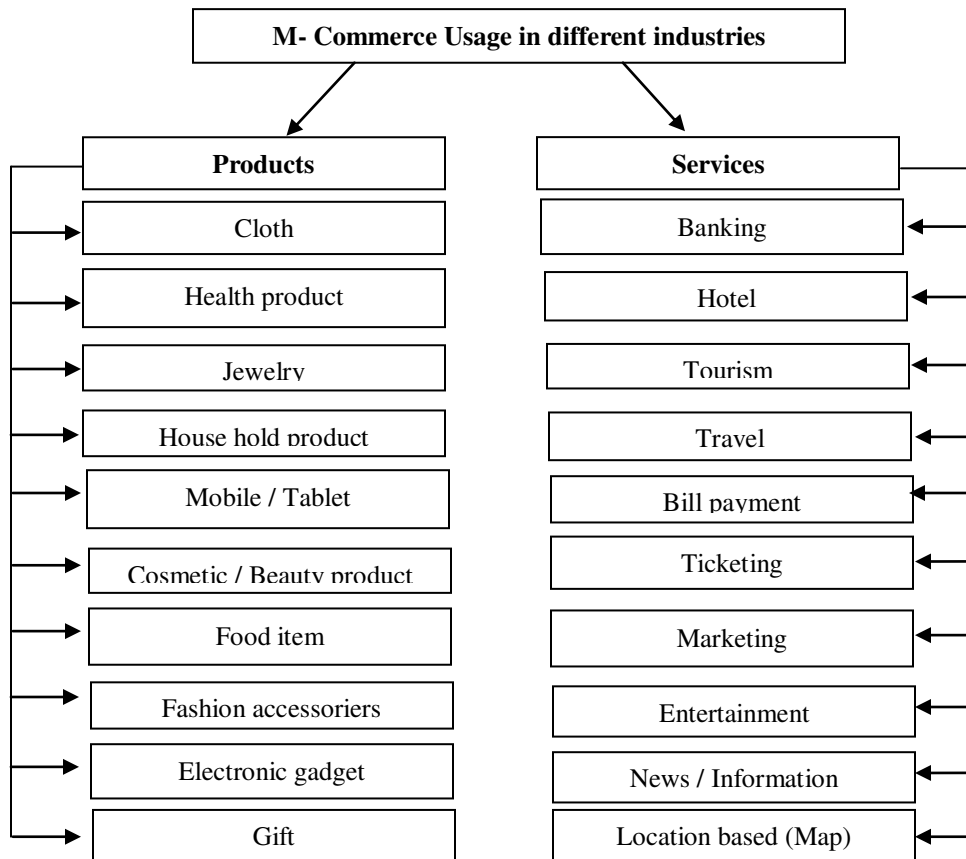


Figure:5 **M-Commerce Usage**  
 Source : Researchers (Anukrati Sharma and Amit Mathur )

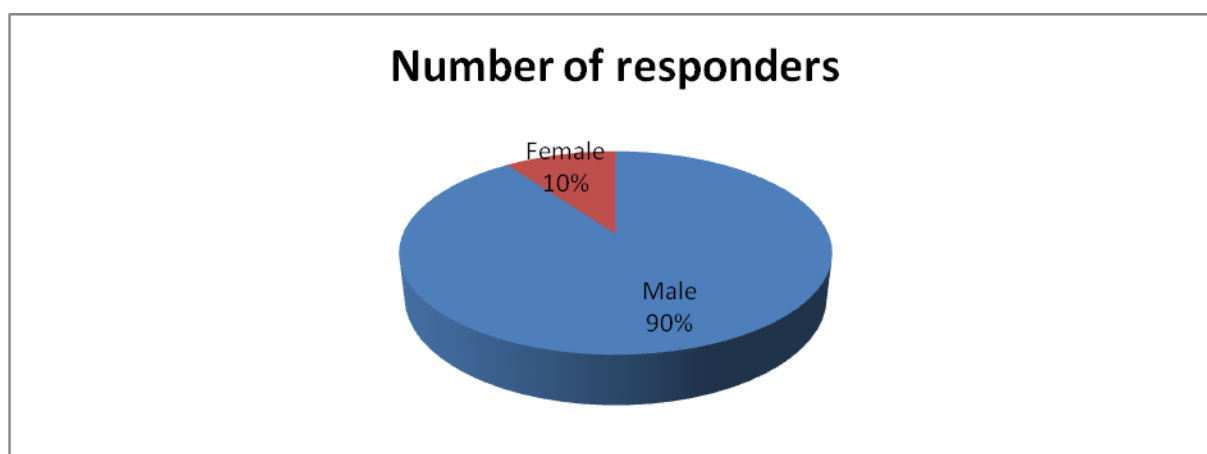
### Data analysis and interpretation

The research study was conducted in Kota, Rajasthan. A structured questionnaire was filled by 80 Local / small traders who are situate in different area and selling different products/ services.

**Table 3: Gender of Respondents**

Response	Number of responds	Percentage of responds
Male	72	90
Female	8	10
<b>Total</b>	<b>80</b>	<b>100</b>

Source : Field survey



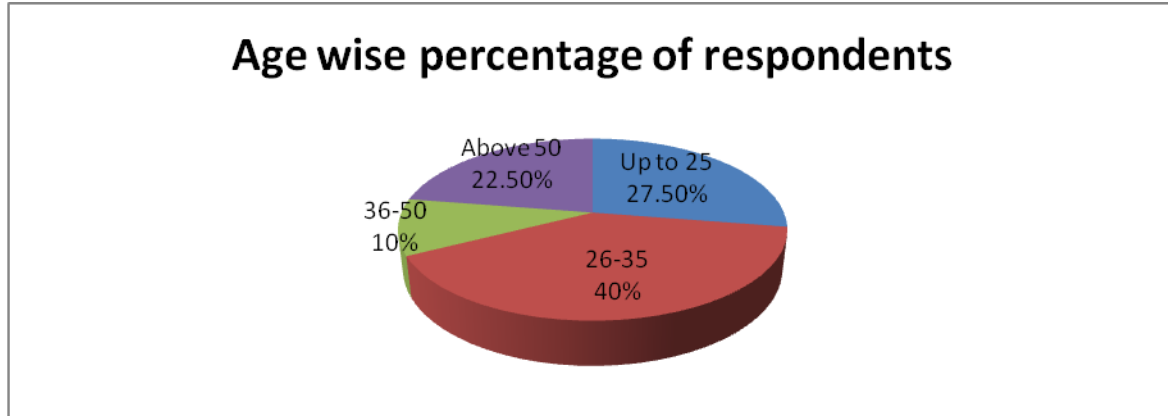
**Chart 1: Gender of Respondents**

According to the table, composition of respondents on the basis of gender show that male respondents are more engaged rather than female.

**Table 4: Age group of responds**

Age group	Number of responds	Percentage of responds
Up to 25	22	27.50
26-35	32	40
36-50	8	10
Above 50	18	22.50
<b>Total</b>	<b>80</b>	<b>100</b>

Source : Field survey



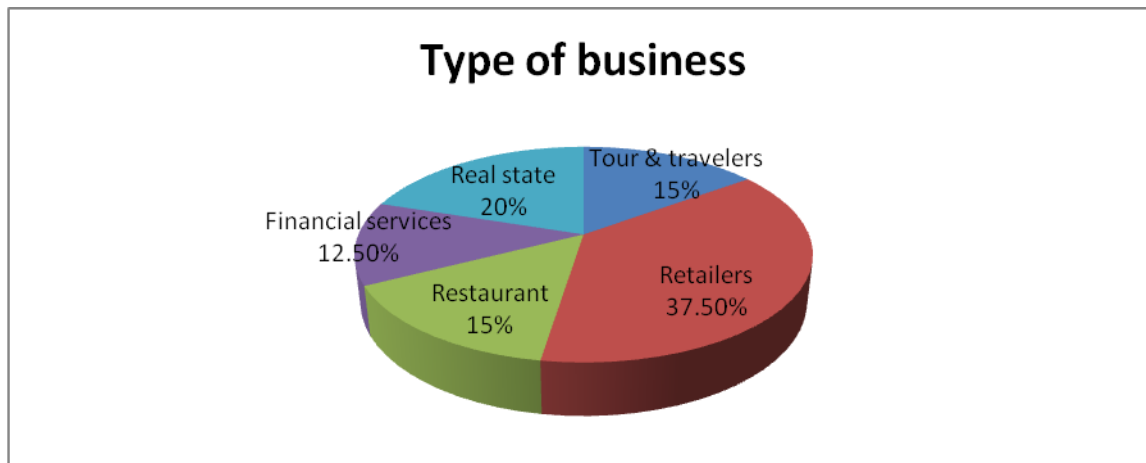
**Chart 2: Age group of responds**

From the table and graph of age group, shows that most of the respondents are 26-35 Yrs. of age mainly involved in the market. 40% respondents are laid under the age group of 26-35 year.

**Table 5: Type of business of responds**

Type of business	No of Respondents	Percentage of respondents
Tour & travelers	12	15
Retailers	30	37.50
Restaurant	12	15
Financial services	10	12.50
Real state	16	20
<b>Total</b>	<b>80</b>	<b>100</b>

Source : Field survey



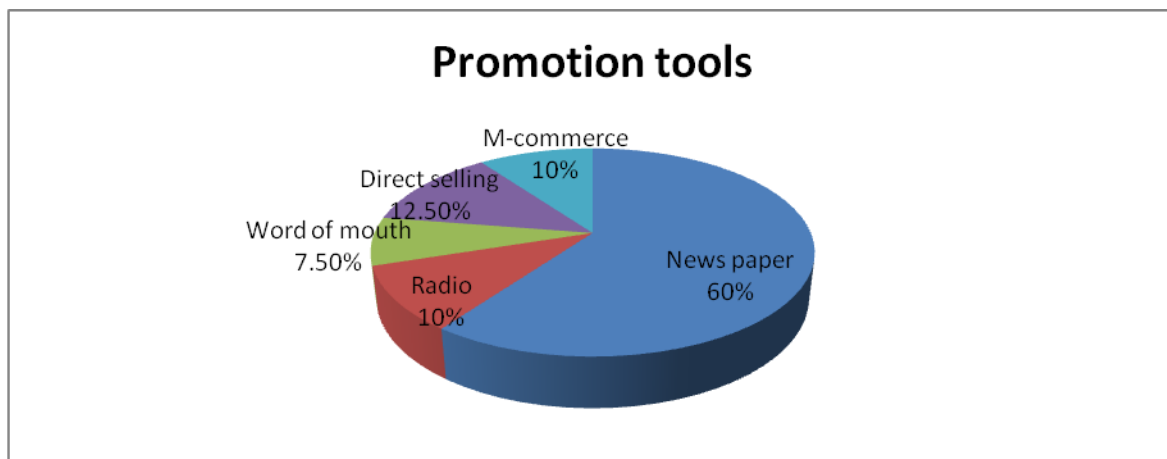
**Chart 3: Type of business of responds**

According to above chart, percentage of retailers is more rather than other business holders. Out of total respondents, 30 respondents (37.50%) are retailers. 20% are engaged in real state. And lowest Percentage people engaged in Financial services(12.50%).

**Table 6: Promotion tools**

Promotion tools	No of Respondents	Percentage of respondents
News paper	48	60
Radio	8	10
Word of mouth	6	7.50
Direct selling	10	12.50
M-commerce	8	10
<b>Total</b>	<b>80</b>	<b>100</b>

Source : Field survey

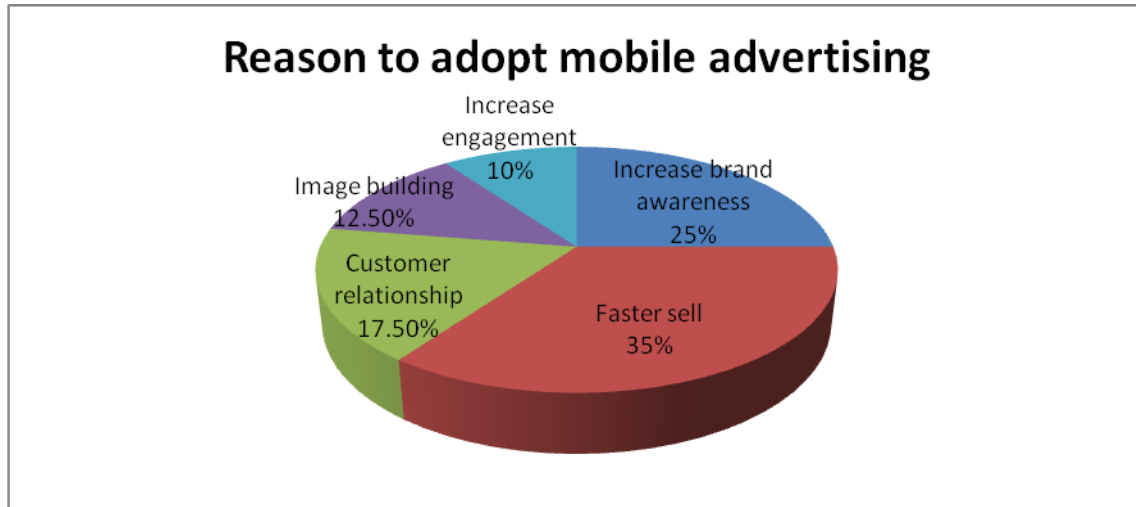
**Chart 4: Promotion tools**

On the basis of above table, it is conclude that most of people favourite promotion tool is news paper(60%). Followed by direct selling (12.50%), 10% M-commerce and 10 % radio advertising.

**Table 7: Reason to adopt mobile advertising**

Reason	No of Respondents	Percentage of respondents
Increase brand awareness	20	25
Faster sell	28	35
Customer relationship	14	17.5
Image building	10	12.5
Increase engagement	8	10
<b>Total</b>	<b>80</b>	<b>100</b>

Source : Field survey



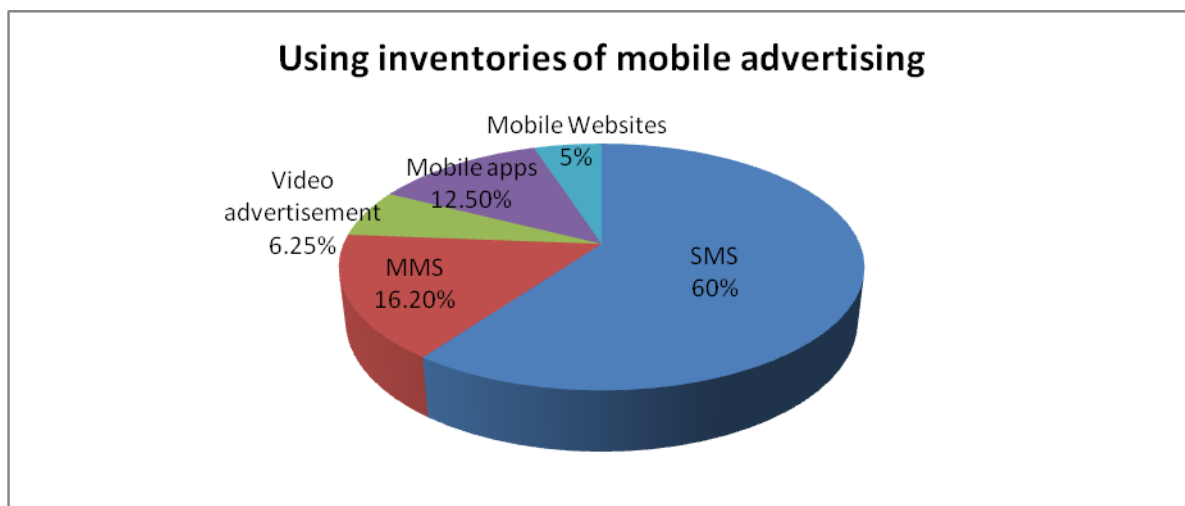
**Chart 5: Reason to adopt mobile advertising**

As per the above chart, most respondents are adopting mobile advertising for faster sell(35%). It is shows that main purpose to adopt mobile advertising is high sell to earn high profit.

**Table 8: Type of using mobile inventories in mobile advertising**

Response	No of Respondents	Percentage of respondents
SMS	48	60
MMS	13	16.20
Video advertisement	5	6.25
Mobile apps	10	12.50
Mobile Websites	4	5
<b>Total</b>	<b>80</b>	<b>100</b>

Source : Field survey



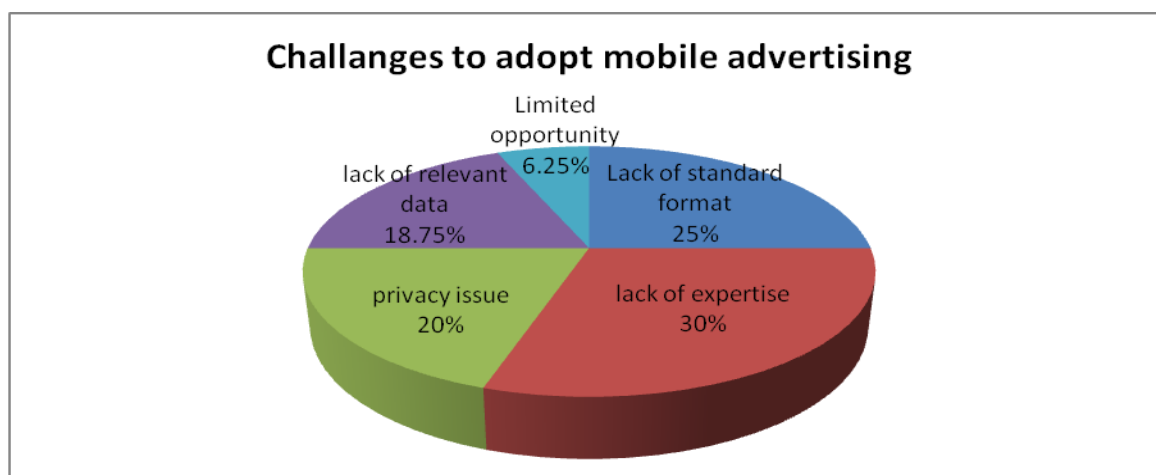
**Chart 6: Type of using mobile inventories in mobile advertising**

In this chart we can easily understand that SMSs(60%) is top most uses by the respondents.

**Table 9: Challenges face to adopt mobile advertising**

Challenges	No of Respondents	Percentage of respondents
Lack of standard format	20	25
lack of expertise	24	30
privacy issue	16	20
lack of relevant data	15	18.75
Limited opportunity	5	6.25
<b>Total</b>	<b>80</b>	<b>100</b>

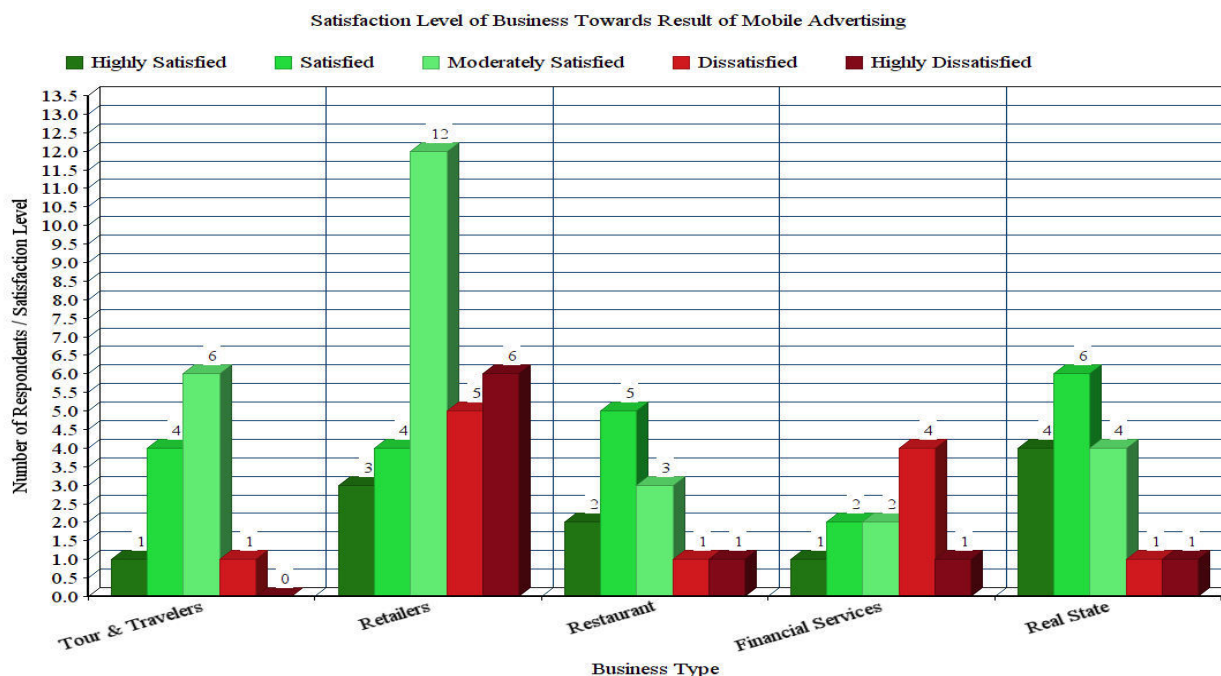
Source : Field survey

**Chart 7: Challenges face to adopt mobile advertising**

According to above chart, the main challenge face by respondents is Lack of expertise(30%) in mobile advertising.

**Table 10: Satisfaction level of Business towards result of mobile advertising** (Source : Field survey)

Type of Business	Highly Satisfy	Satisfy	Moderately Satisfy	Dissatisfy	Highly Dissatisfy	Total
Tour & Travelers	1	4	6	1	0	12
Retailers	3	4	12	5	6	30
Restaurant	2	5	3	1	1	12
Financial Services	1	2	2	4	1	10
Real State	4	6	4	1	1	16
<b>Total</b>	<b>11</b>	<b>21</b>	<b>27</b>	<b>12</b>	<b>9</b>	<b>80</b>



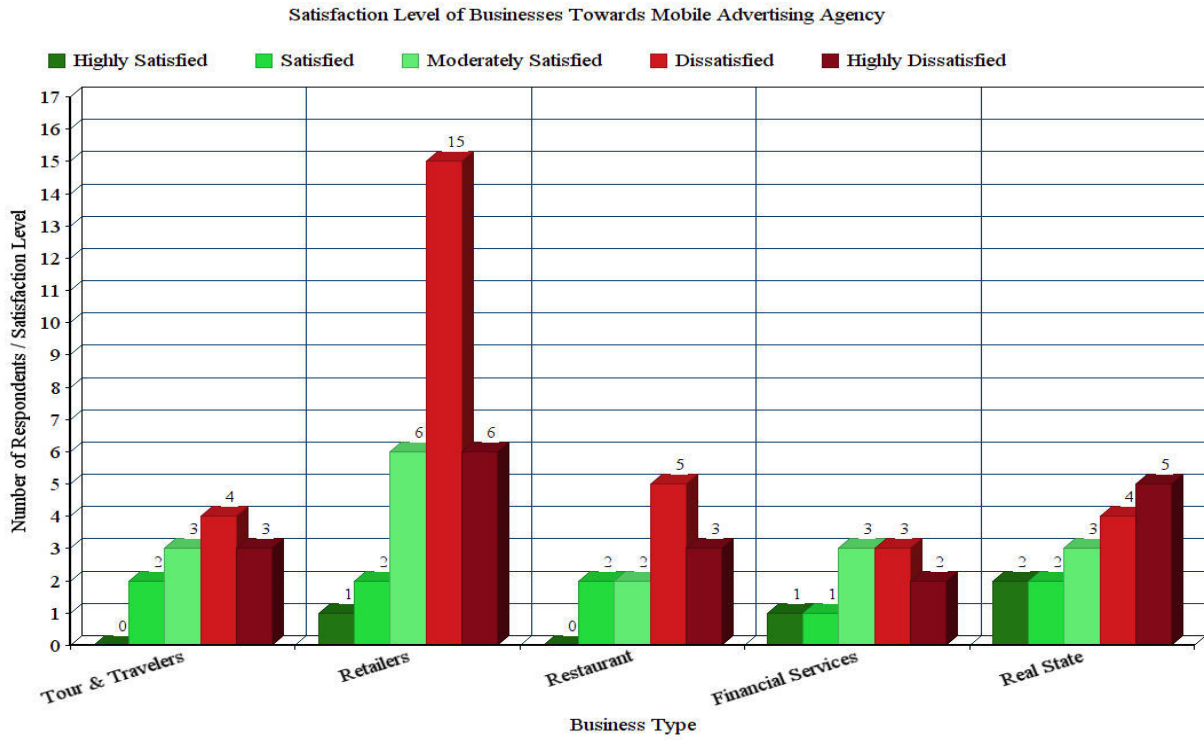
**Chart 8: Satisfaction level of result of mobile advertising towards business type**

As per above chart, Context of tour & travelers operator and retailers, most respondents are moderate satisfy with the result of mobile advertising. In the context of restaurant and real state business most respondent are satisfy with mobile advertising result. And in the context of financial services business, respondents are not satisfy with mobile advertising.

**Table 11: Satisfaction level of businesses towards mobile advertising agency**

Type of Business	Highly Satisfy	Satisfy	Moderately Satisfy	Dissatisfy	Highly Dissatisfy	Total
Tour & Travelers	0	2	3	4	3	12
Retailers	1	2	6	15	6	30
Restaurant	0	2	2	5	3	12
Financial Services	1	1	3	3	2	10
Real State	2	2	3	4	5	16
<b>Total</b>	<b>4</b>	<b>9</b>	<b>17</b>	<b>31</b>	<b>19</b>	<b>80</b>

Source : Field survey



**Chart 9: Satisfaction level of businesses towards mobile advertising agency**

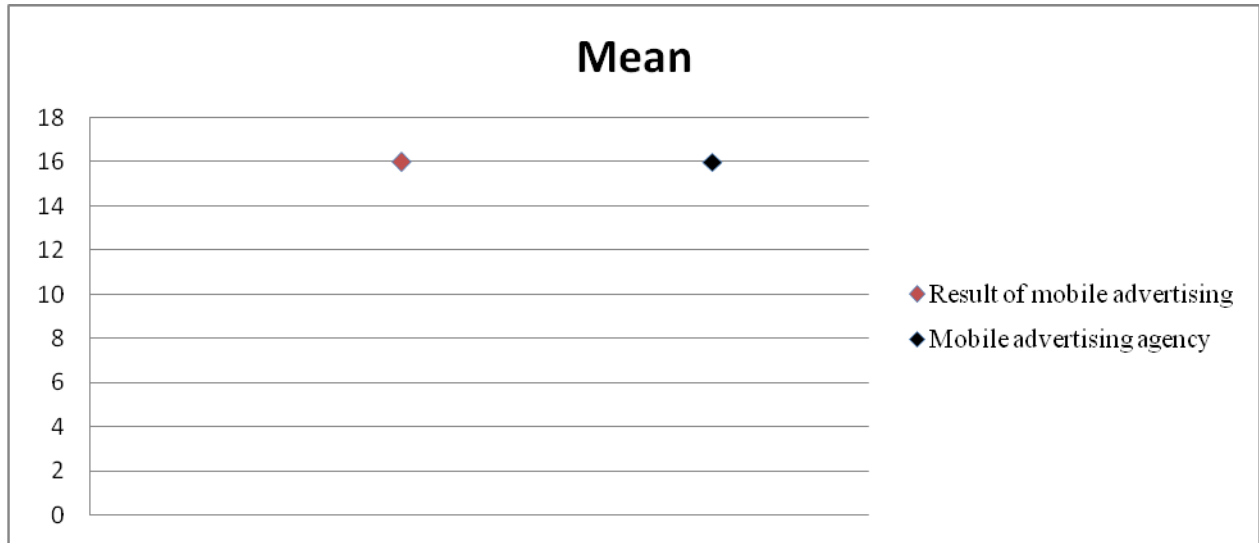
From above chart, all category of respondents are dissatisfy to finding and operate with mobile advertising agency except real state business.

**Factorization:**

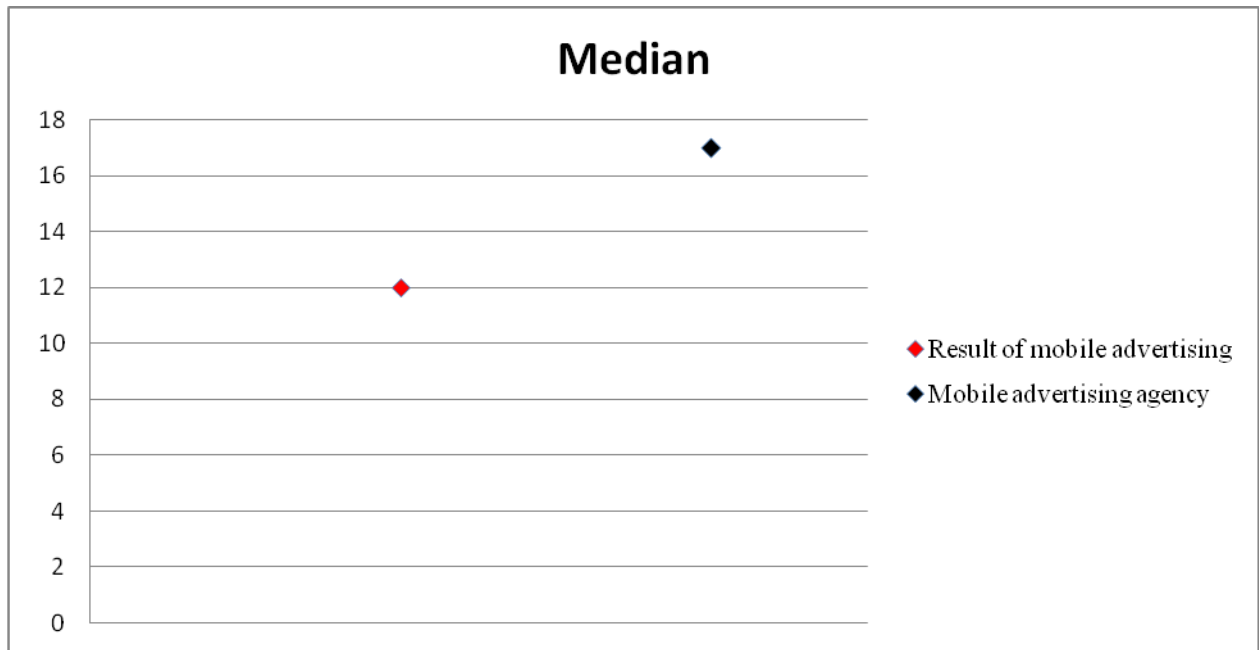
Table :12

Factorization		
	Mean	Median
Result of mobile advertising	16	12
Mobile advertising agency	16	17

Graph : 1



Graph : 2



**SWOT Analysis** - Without the help of SWOT Analysis it is not possible to make a effective marketing strategy. To set up a product or service in the market through the help of mobile advertisement it is first needed to make a analysis of Strengths, Weaknesses, Opportunities and threats of it.

### Strengths

1. Easy connectivity with consumers
2. Less expense for promotion
3. Quick response
4. Advertiser or manufacture can do aware buyer any time

### Weakness

1. Manufacturer or advertisers has to follow code of conduct which provide by Telecom Regulatory Authority of India
2. Consumer or Receiver can ignore MSGs and delete them.
3. Customer can activate Do not disturb service for not interrupted him
4. More consumer are unable to read MSGs properly.

### Opportunity

1. Online purchasing
2. Mobile money transfer
3. Free apps contents
4. Consumer get amount on each msg or content download

### Threats

1. Telecom Regulatory Authority of India makes bound or fine for Ad's MSGs
2. Many operator not allow for customer privacy
3. Customer make complain for this unnecessary service
4. Technology would change this types of advertisement

## **Conclusion-**

Advertising by mobile phone is a new concept for Indian market. Advertisers and manufacture can explore their product by this new kind of promotion. Although it is not utilized as it can, but also many production house use this facilities. For example Mc donald's inform their customer what is new scheme today through exist mobile phones number. We can book movie ticket by mobile apps. Indian railway also connect passenger by mobile phones. Bank also involve in this facility. If local traders or advertisers use this facility properly, they can get maximum attention of people for their manufacture items. Mobile phones is a very personal device in today life. Mobile phone also being important instrument for us, In morning first work of people check his mobile phone and last work of night is also check of mobile phone, So it is a amazing thing for people. If advertisers or traders are use this facility properly, we can think how much benefit will they get.

## **Suggestions-**

- There is a need to create awareness about the m-advertising for changing the present status of it.
- M-Advertising tool may be adopted in the Government projects for generating more trust of the public in general.
- The formal education and training is suggested to develop experts in the field of advertisement designing.
- Not only urban areas the rural areas should also be focused for the promotion of the products.
- The usages of regional language can be done for making it convenient to the local customers.

## **Acknowledgments-**

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**Appendix****Questionnaire**

Q.1 Name of the respondent?

\_\_\_\_\_

Q.2 Gender?

- (A) Male
- (B) Female

Q.3 Age?

- (A) Up to 25 years
- (B) 26-35 years
- (C) 36-50 years
- (D) Above 50 years

Q.3 Business type?

- (A) Tour & travelers
- (B) Retailers
- (C) Restaurant
- (D) Finance services
- (E) Real state

Q.4 Which type of promotional tools using in your business ?

- (A) News paper
- (B) Radio
- (C) Word of mouth
- (D) Direct selling
- (E) M-commerce

Q.5 What reason you want to adopt mobile advertising ?

- (A) Increase brand awareness
- (B) Faster selling
- (C) Customer relationship
- (D) Image building
- (E) Increase engagement

Q.6 Which type of inventories you are using in mobile advertising in your business ?

- (A) SMS
- (B) MMS
- (C) Video advertisement
- (D) Mobile apps
- (E) Mobile websites

Q.7 Which kind of challenges you are facing in mobile advertising ?

- (A) Lack of standard format
- (B) Lack of expertise
- (C) Privacy issue
- (D) Lack of relevant data
- (E) Limited opportunity

Q.8 Do you feel satisfy with result of mobile advertising?

- (A) Highly satisfied
- (B) Satisfied
- (C) Moderate satisfied
- (D) Dissatisfied
- (E) Highly dissatisfy

Q.9 Do you feel satisfy to mobile advertising agency?

- (A) Highly satisfied
- (B) Satisfied
- (C) Moderate satisfied
- (D) Dissatisfied
- (E) Highly dissatisfy

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**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr. Amit Mathur S/o Sh. Kirti Mathur has successfully completed his Ph.D. Course Work in the subject of Business Administration Under the Department of Commerce & Management, University of Kota, Kota as per the norms of UGC [UGC Minimum Standards and Procedures for award of Ph.D. degree Regulations 2009].

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Faculty: Commerce

Subject: Business Administration

Department: Commerce & Management

Ph.D. Course work Result:

NAME OF PAPER	MAX. MARKS	MARKS OBTAINED
PAPER I : Research Methodology Computer Application & Mechanics of Writing	100	41
PAPER II : Review of Literature & Research Technique	GRADE : Good	
		RESULT : Pass

I wish his for every success in life.

Date: 31/01/2017

Place: Kota

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