

## A STUDY ON IMPACT OF ADVERTISEMENT AND CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR

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Dr. Urvesh Chaudhery\*  
Ms. Neha Singh\*\*

### ABSTRACT

*Market is being flooded by variety of product and services. In such an era of competition advertisement plays an essential role. Advertisement is the way through which marketer can grab the attention of consumers by providing information about the new product and services. Marketer endorses celebrity in the advertisement so that effectiveness of advertisement can be raise and can change the perception of consumer accordingly. The main objective of the study is to analyse the impact of advertisement and celebrity endorsement on consumer buying behaviour. To study the impact, quantitative method is used data from 100 respondent is collected through online questionnaire and result was analysed by SPSS. The result of the study is that there is a significant effect of advertisement on consumer buying behaviour and it is not important that consumer buy the product just because a celebrity endorsement . It is concluded that advertisement not only provide information but affect the buying decision to great extent.*

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**Keywords:** Advertisement, Celebrity Endorsement, Marketer, Consumer Buying Behaviour.

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### Introduction

Marketers use tool of advertising to build the brand loyalty and to drive sale along with the promotion of company's product and services. When celebrities are endorsed in advertisement the effectiveness of advertisement get raises.

### Advertisement

It is a way through which marketer provide information to the consumer about new arrival. Nowadays marketing or advertisement is done in such a way that it is not only inform the consumer but also create a need of desire to buy the product. There are various tools due to which advertisement is done and advertisement boosts the sale due to the many reason:

- It help in mass marketing.
- It helps in creating the demand for the new product.
- It help the marketer in boosting the sale.
- It stimulates the people to buy the product.
- **Celebrity Endorsement:** Celebrity endorsement refers to endorsing the celebrity in the advertisement so that it can help in grabbing the consumer's attention towards product and services.
- **Consumer Buying Behaviour:** Consumer buying behaviour involved action and decision process of consumer who buy goods and services for self -consumption. It focuses on that how a consumer search for the information when, why, from where prefer to buy the product and take final decision. There are various factors that affect the buying decision of the customer but advertisement and celebrity endorsement in advertisement is one of the major tool that has a significant effect on consumer buying behavior.

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\* Professor, Department of Management Studies, ACEM, Faridabad, Haryana, India.

\*\* MBA Student, ACEM, Faridabad, Haryana, India.

### Literature Review

**Ratique et al, 2012** (Ratique, 2012) argued that advertisement is a way through which information about new arrivals can be communicated to the customer. If we say that advertisement changes the needs and wants of the people then it will not be wrong.

**Nidhi Kotwal, 2008** A research conducted in India and it found that advertisement has a great impact on consumers, especially teenage girls.

**Carol j. Pardon, (Pardon, n.d.)** Marketer's revenue around 90% is being generated due to advertisement.

**Ranco, (Ranco, n.d.)** Market is being provided with a variety of products and advertisement helps in creating product awareness in the mind of potential customers to take the decision related to purchase.

**Ali Hassan, Jun.2015, (Hassan, 2015)** Celebrity endorsement is one of the factors that influence the buyer to buy the product. Advertisement along with the famous personality of a celebrity promotes and raises the awareness of the product in the mind of potential customers, which ultimately influences the purchase of the customer.

**Sandra Jastiene, 2008, (Sandra, 2008)** Advertisement shapes the behaviour of people through cognition. Cognition is observed by the individual through his perception, language, reasoning, memory, attention, senses, etc.

### Research Methodology

#### Objectives of the study

- To find out the impact of celebrity endorsement in advertisement on consumer buying behaviour.
- To find out the impact of advertisement on consumer buying behaviour.

#### Scope of the Study

This study helps in analyzing whether advertisement serves the purpose to the marketer or not. This study helps in understanding the impact of advertisement on consumer buying behaviour. It will also show what is the impact of celebrity endorsement on consumer buying behaviour.

#### Hypothesis

- **Null Hypothesis:** There is no impact of advertisement on consumer buying behaviour. There is no impact of celebrity endorsement on consumer buying behaviour.
- **Alternate Hypothesis:** There is an impact of advertisement and celebrity endorsement in advertising on consumer buying behaviour.

#### Research Approach

In this particular research, a quantitative approach has been used and the data was the primary one gathered from the end-users.

#### Sources of Data Collection

In the present study, primary data is used. Primary data was collected through administering the questionnaire.

#### Sample Size

A size of 100 respondents was taken under consideration.

#### Research Instrument

- Questionnaires have been filled from several respondents in the local area and perceptions about the data card were collected. The questionnaires are used to get exactly and comparable answers in questions.
- The questionnaire comprised of 10 questions which measured responses for different factors.

#### Limitations of Study

The various limitations of the study are:

- Sample size is small
- Some persons hadn't showed their right attitude towards questionnaire
- Due to time constraint, data is collected from the citizens of Faridabad only

### Data Analysis and Interpretation

Buying is a complex process which involves series of decisions and important questions such as what to buy, where to buy, when to buy and how to buy. These series of decisions drive from the consumer awareness and consumer perceptions. Buyers aware of the product through one source or multiple sources have more information regarding the brand and the product. The data has been collected with the help of questionnaires. And it has been analyzed and interpreted. Appropriate treatment has been done to the raw material and logical conclusions are drawn on the basis of findings.

#### Q.1 Have you ever get affected by advertisement?

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | yes          | 82        | 82.0    | 82.0          | 82.0               |
|       | No           | 18        | 18.0    | 18.0          | 100.0              |
|       | <b>Total</b> | 100       | 100.0   | 100.0         |                    |

#### Interpretation

It is clear above figure that 82.5% people get affected by advertisement and rest 17.5 % people don't get influence from advertisement.

#### Q.2 Have you ever purchased a product due to advertisement?

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes          | 76        | 76.0    | 76.0          | 76.0               |
|       | No           | 24        | 24.0    | 24.0          | 100.0              |
|       | <b>Total</b> | 100       | 100.0   | 100.0         |                    |

#### Interpretation

According to above data 73.8 % people buy product due to advertisement and 26.2 % people don't take buying decision due to influence of advertisement.

#### Q.3 Do you find advertisement informative?

|              |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------|-----------|---------|---------------|--------------------|
| Valid        | Yes          | 81        | 81.0    | 81.8          | 81.8               |
|              | No           | 18        | 18.0    | 18.2          | 100.0              |
|              | <b>Total</b> | 99        | 99.0    | 100.0         |                    |
| Missing      | System       | 1         | 1.0     |               |                    |
| <b>Total</b> |              | 100       | 100.0   |               |                    |

#### Interpretation

According to the above diagram advertisement serves the purpose of information. As 81.2 % find advertisement is very information tool. Whereas 18.8% people do not find advertisement informative.

#### Q.4 Have you ever changed your perception towards a commodity due to advertisement?

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes          | 58        | 58.0    | 58.0          | 58.0               |
|       | No           | 42        | 42.0    | 42.0          | 100.0              |
|       | <b>Total</b> | 100       | 100.0   | 100.0         |                    |

#### Interpretation

58 % people are there whose perception get change towards a commodity due to advertisement and rest 42 % don't feel so.

#### Q.5 Do you feel that advertisement create need for the product?

|              |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------|-----------|---------|---------------|--------------------|
| Valid        | Yes          | 75        | 75.0    | 75.8          | 75.8               |
|              | No           | 24        | 24.0    | 24.2          | 100.0              |
|              | <b>Total</b> | 99        | 99.0    | 100.0         |                    |
| Missing      | System       | 1         | 1.0     |               |                    |
| <b>Total</b> |              | 100       | 100.0   |               |                    |

**Interpretation**

Here 75.8 % believe that advertisement create need for the product where as 24.2 people doesn't value the advertisement a lot.

**Q.6 Had you ever bought any product due to celebrity endorsement in advertising?**

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes          | 32        | 32.0    | 32.0          | 32.0               |
|       | No           | 68        | 68.0    | 68.0          | 100.0              |
|       | <b>Total</b> | 100       | 100.0   | 100.0         |                    |

**Interpretation**

There is no special benefit of celebrity endorsement in advertising because 68 % people doesn't get influenced by celebrity. on the other hand there are 32 % people who get affected by celebrity endorsement.

**Q.7 Do you find frequency of advertisement as most influential tool towards consumer behaviour?**

|              |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------|-----------|---------|---------------|--------------------|
| Valid        | yes          | 74        | 74.0    | 74.7          | 74.7               |
|              | No           | 25        | 25.0    | 25.3          | 100.0              |
|              | <b>Total</b> | 99        | 99.0    | 100.0         |                    |
| Missing      | System       | 1         | 1.0     |               |                    |
| <b>Total</b> |              | 100       | 100.0   |               |                    |

**Interpretation**

Here 74.7 % people feel that frequency of advertisement also affect the people and 25.3 % people don't think so.

**Q.8 Do you feel advertisement is useful?**

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Yes          | 40        | 40.0    | 40.0          | 40.0               |
|       | No           | 10        | 10.0    | 10.0          | 50.0               |
|       | sometimes    | 50        | 50.0    | 50.0          | 100.0              |
|       | <b>Total</b> | 100       | 100.0   | 100.0         |                    |

**Interpretation**

It is clear from above table and figure that 50 % of the people find that sometimes advertisement is useful not always where are 40 % people find advertisement is always useful and 10 % people find advertisement is not useful.

**Q.9 How does an advertisement affect you?**

|       |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Recall              | 31        | 31.0    | 31.0          | 31.0               |
|       | Desire to purchase  | 37        | 37.0    | 37.0          | 68.0               |
|       | Positive impression | 32        | 32.0    | 32.0          | 100.0              |
|       | <b>Total</b>        | 100       | 100.0   | 100.0         |                    |

**Interpretation**

There are 32 % people who have positive impression of advertisement where as 37 % people feel advertisement create a desire to buy the product and 31 % believe advertisement helps in recall.

**Q.10 What type of advertisement's impact do you have?**

|              |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------|-----------|---------|---------------|--------------------|
| Valid        | Positive     | 29        | 29.0    | 29.3          | 29.3               |
|              | Negative     | 8         | 8.0     | 8.1           | 37.4               |
|              | both         | 62        | 62.0    | 62.6          | 100.0              |
|              | <b>Total</b> | 99        | 99.0    | 100.0         |                    |
| Missing      | System       | 1         | 1.0     |               |                    |
| <b>Total</b> |              | 100       | 100.0   |               |                    |

### Interpretation

62.6 % people feel that advertisement has positive as well as negative impact where as 29.3 % people feel advertisement has positive impact where as 8.1 % people advertisement has negative impact.

|  |                     | Correlations                                  |  |  |  |   |   |                                       |  |   |                                       |
|--|---------------------|---|--|--|--|---|---|---------------------------------------|--|---|---------------------------------------|
|  |                     | Have you ever get affected by advertisement ? | Had you ever bought any product due to celebrity endorsement in advertising? | Have you ever purchased a product due to advertisement ? | Do you find advertisement informative? | Have you ever changed your perception towards a commodity due to advertisement? | Do you feel that advertisement create need for the product? | How does an advertisement affect you? | Do you find frequency of advertisement as most influential tool towards consumer behavior? | What type of advertisement's impact do you have ? | Do you feel advertisement is useful ? |
| Have you ever get affected by advertisement ?  | Pearson Correlation | 1   | .154   | .529**   | .321**                                 | .340**  | .283**  | -.203                                 | .329**   | .058  | -.019                                 |
|  | Sig. (2-tailed)     |   | .126   | .000   | .001                                   | .001  | .004  | .043                                  | .001   | .567  | .854                                  |
|  | N                   | 100   | 100  | 100  | 99                                     | 100   | 99  | 100                                   | 99   | 99  | 100                                   |
| Had you ever bought any product due to celebrity endorsement in advertising?               | Pearson Correlation | .154  | 1  | .285**   | -.010                                  | -.024   | .128  | -.153                                 | .153   | .347**  | .100                                  |
|  | Sig. (2-tailed)     | .126  |  | .004   | .920                                   | .810  | .207  | .128                                  | .130   | .000  | .323                                  |
|  | N                   | 100   | 100  | 100  | 99                                     | 100   | 99  | 100                                   | 99   | 99  | 100                                   |
| Have you ever purchased a product due to advertisement ?                                   | Pearson Correlation | .529**  | .285**   | 1  | .406**                                 | .233  | .285**  | -.184                                 | .268**   | .052  | -.158                                 |
|  | Sig. (2-tailed)     | .000  | .004   |  | .000                                   | .019  | .004  | .067                                  | .007   | .606  | .116                                  |
|  | N                   | 100   | 100  | 100  | 99                                     | 100   | 99  | 100                                   | 99   | 99  | 100                                   |
| Do you find advertisement informative?   | Pearson Correlation | .321**  | -.010  | .406**   | 1                                      | .242  | .281**  | -.170                                 | .266**   | -.037   | -.007                                 |
|  | Sig. (2-tailed)     | .001  | .920   | .000   |  | .016  | .005  | .092                                  | .008   | .720  | .943                                  |
|  | N                   | 99  | 99   | 99   | 99                                     | 99  | 98  | 99                                    | 98   | 98  | 99                                    |
| Have you ever changed your perception towards a commodity due to advertisement?            | Pearson Correlation | .340**  | -.024  | .233   | .242                                   | 1   | .087  | -.138                                 | .019   | .023  | .175                                  |
|  | Sig. (2-tailed)     | .001  | .810   | .019   | .016                                   |   | .393  | .170                                  | .856   | .823  | .081                                  |
|  | N                   | 100   | 100  | 100  | 99                                     | 100   | 99  | 100                                   | 99   | 99  | 100                                   |
| Do you feel that advertisement create need for the product?                                | Pearson Correlation | .283**  | .128   | .285**   | .281**                                 | .087  | 1   | -.328**                               | .133   | .177  | -.014                                 |
|  | Sig. (2-tailed)     | .004  | .207   | .004   | .005                                   | .393  |   | .001                                  | .193   | .081  | .887                                  |
|  | N                   | 99  | 99   | 99   | 98                                     | 99  | 99  | 99                                    | 98   | 98  | 99                                    |
| How does an advertisement affect you?  | Pearson Correlation | -.203   | -.153  | -.184  | -.170                                  | -.138   | -.328**   | 1                                     | -.066  | -.312**   | -.258**                               |
|  | Sig. (2-tailed)     | .043  | .128   | .067   | .092                                   | .170  | .001  |                                       | .519   | .002  | .010                                  |
|  | N                   | 100   | 100  | 100  | 99                                     | 100   | 99  | 100                                   | 99   | 99  | 100                                   |
| Do you find frequency of advertisement as most influential tool towards consumer behavior? | Pearson Correlation | .329**  | .153   | .268**   | .266**                                 | .019  | .133  | -.066                                 | 1  | .126  | .038                                  |
|  | Sig. (2-tailed)     | .001  | .130   | .007   | .008                                   | .856  | .193  | .519                                  |  | .218  | .705                                  |
|  | N                   | 99  | 99   | 99   | 98                                     | 99  | 98  | 99                                    | 99   | 98  | 99                                    |
| What type of advertisement's impact do you have ?  | Pearson Correlation | .058  | .347**   | .052   | -.037                                  | .023  | .177  | -.312**                               | .126   | 1   | .349**                                |
|  | Sig. (2-tailed)     | .567  | .000   | .606   | .720                                   | .823  | .081  | .002                                  | .218   |   | .000                                  |
|  | N                   | 99  | 99   | 99   | 98                                     | 99  | 98  | 99                                    | 98   | 99  | 99                                    |
| Do you feel advertisement is useful ?  | Pearson Correlation | -.019   | .100   | -.158  | -.007                                  | .175  | -.014   | -.258**                               | .038   | .349**  | 1                                     |
|  | Sig. (2-tailed)     | .854  | .323   | .116   | .943                                   | .081  | .887  | .010                                  | .705   | .000  |                                       |
|  | N                   | 100   | 100  | 100  | 99                                     | 100   | 99  | 100                                   | 99   | 99  | 100                                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**Regression**

| Variables Entered/Removed <sup>a</sup> |   |                   |        |
|--|---|-------------------|--------|
| Model                                  | Variables Entered   | Variables Removed | Method |
| 1                                      | Had you ever bought any product due to celebrity endorsement in advertising? <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Have you ever purchased a product due to advertisement ?

b. All requested variables entered.

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .285 <sup>a</sup> | .081     | .072              | .414                       |

a. Predictors: (Constant), Had you ever bought any product due to celebrity endorsement in advertising?

| ANOVA <sup>a</sup> |              |                |           |             |       |                   |
|--------------------|--------------|----------------|-----------|-------------|-------|-------------------|
| Model              |              | Sum of Squares | df        | Mean Square | F     | Sig.              |
| 1                  | Regression   | 1.483          | 1         | 1.483       | 8.671 | .004 <sup>b</sup> |
|                    | Residual     | 16.757         | 98        | .171        |       |                   |
|                    | <b>Total</b> | <b>18.240</b>  | <b>99</b> |             |       |                   |

a. Dependent Variable: Have you ever purchased a product due to advertisement ?

b. Predictors: (Constant), Had you ever bought any product due to celebrity endorsement in advertising?

| Coefficients <sup>a</sup> |  |                             |            |                           |       |      |
|---------------------------|--|-----------------------------|------------|---------------------------|-------|------|
| Model                     |  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |  | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)   | .801                        | .155       |                           | 5.185 | .000 |
|                           | Had you ever bought any product due to celebrity endorsement in advertising? | .261                        | .089       | .285                      | 2.945 | .004 |

a. Dependent Variable: Have you ever purchased a product due to advertisement ?

**Findings**

- After analysing the data collected from 100 respondents, it is revealed that most of the people think that advertisement is most influential tool towards consumer behaviour.
- There is an impact of advertisement on the consumers buying behaviour as around 80% people get affected by advertisement.
- Celebrity endorsement has not much impact on consumers buying behaviour, but somewhere people may get influence of celebrity endorsement.
- Some people believe that advertisement creates need for the product and along with this it creates desire to purchase the product.
- Advertisement serves the purpose and frequency of advertisement also affects the consumer buying behaviour.
- People also said sometimes they purchased the product due to advertisement but later on they don't feel satisfy which create negative image of the organization.
- Advertisement can change the opinion of the customers about the product.

**Conclusion**

After analysing the data collected from 100 respondents, it is conclude that advertisement has great impact on consumer buying behaviour. This impact can be positive, negative or both. Advertisement is one of the most influential tool for the organization as it not only inform the consumer but also create need for the product and desire to buy the product .Frequency of advertisement also affect the consumer buying behaviour as some people may recall to buy the product. Celebrity endorsement also affects the consumer because some people by the product just because of the celebrity endorsement.

### Recommendations

For the image building of the product and better market share the advertiser should have to keep the following things in mind.

- First of all, the advertisement should be based on variety and reality. There should be more emphasis on quality rather than glamour and price.
- While to make an advertisement effective it should be telecasted at least 5 to 6 times in a day so that people can recall and at same time frequency should not be more than 5-6 times otherwise it will create boredom
- Advertisement should convey relevant information about the product.
- The quality of the advertisements should be attractive and good because it keeps great impression on the consumer mind.
- Likewise, celebrities leave great impression especially in the mind of their fans and status conscious viewers or consumers therefore celebrities should have to be very carefully.
- Companies should aggressively go for Internet marketing as there is a great scope for it because youngsters are in close contact round the clock with Internet.
- Companies should come up with new and attractive advertisements.

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