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1. Celebrity Advertisement on FMCG

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Abstract

The practice of celebrity endorsements has proliferated over time. In the past decade celebrity advertisement has been the most prevalent and successful form of advertising. Reason for this is that celebrities are considered to demonstrate a number of dynamic personality. Now days it has become a pervasive element of advertising industry especially in India. The present research begins with the review of existing literature available on effectiveness of celebrity endorsements which provides an insight into the research topic. The data is collected through a questionnaire a quantitative method is used for this research to investigate the opinion of the consumer towards celebrity advertisements on selected fast moving consumer products. The data is collected through a questionnaire method with a sample size of 500 consumers and analyzed with statistical tools such as percentage analysis and parametric T test. Finally, the results of the study prove that celebrity advertisements have a positive effect on the consumers of FMCG. The aim throughout this study is to present the relevant academic theory determining the effectiveness of celebrity advertisement on selected FMCG.

Introduction

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

Need for Celebrity Advertisement on FMCG

Fast moving consumer goods (FMCG) are popularly named as consumer packaged goods. In this study the researcher took four FMCG's shampoo, tooth paste, soap, and hair oil. Items in this category are all consumables people buy at regular intervals and meant for daily or

frequent consumption and have a high rate of return. Vaishnani Haresh.B(2011) in her thesis emphasized a major portion of the monthly budget of each household is reserved for FMCG's. The volume of products circulated in the economy against FMCG products is very high, as the number of products the consumer uses, is comparatively very high. Competition in FMCG sector is very high resulting in high pressure on margins. So there is a compulsion among advertisers to endorse their products with help of celebrity and make the consumers to remember their products and make them to buy and thereby creating a impact in the minds of the consumers.

Statement of the Research Problem

The study is related to only four products namely, Shampoo, Toothpaste, Soap, and Hair oil. These different FMCG's posses different attributes based on their utility. These four products are taken for study based on the category of personal care products. The researcher has found these products to match with her study as they are widely used by customers.

Objectives of the Study

- To ascertain the effectiveness of celebrity advertisement on selected FMCG.
- To offer suggestions and recommendations to the advertisers for the effective celebrity advertisements.

Limitations of the Study

- Due to time constraint the researcher is unable to cover more respondents.
- The study covers only consumer opinion but not the manufacturer and celebrity views.
- The information provided by the respondents is the personal opinion of the users and do not have any chances for bias.
- The study covers only above mentioned personal care products.

Findings

- It is found that 47.4% of respondents are Undergraduate followed by 35.8% of post graduates and 8.6% of professionals. It is also found that 3.4% and 4.8% of consumers of FMCG possess SSLC and +2 qualification.
- It is found that 50.2 % of female consumers and 49.8% of male consumers belong to the group of consumer
- It is found that 70.0% of respondents are in the age group of 21-30, 21.6% of respondents are 31-40 followed by 7.4% of respondents belonging to 41-50 and 1.0% of respondents in the age group of 51- 60.

- It is observed that 42.2% of respondents belong to private sector, 22.6% of respondents belong to other category who is not employed and 12.8% of respondents belong to public sector followed by 11.6% of respondents running their own business and 10.8% serving as government employees.
- It is found that 68.4% of consumers belong to south followed by 22.2% of north and 5.0% belonging to east region and 4.4% of consumers belonging to west region.
- It is found that the consumers give very important for celebrity's convincing advertisement and prevents dandruff for shampoo.
- The consumers give extremely important for celebrity endorsed advertisement because it captures attention and give very important to celebrity's truth in the testimonials and prevent tooth decay.
- The consumer shows very important to celebrity endorsement carries words of promise and celebrity advertisements creates awareness about the product and moderately important to fragrance of the soap.
- The consumers give a slightly important to non sticky and silky & shine hair and extremely important to celebrity endorsements enhances product quality and very important for celebrity advertisement carries more weightage.

Suggestions

From the present study it is gives more light towards recommendations and suggestions regarding the advertisers.

- Endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.
- Celebrity endorsements will be more effective when the ad execution is simple, clean and free of irrelevant design elements. Focus on the celebrity and the product together.
- To make the advertisement more effective, advertisers should focus more on features of products because if the celebrity is dominant in endorsements, then it will overshadow the product.

Conclusion

From the study it can be concluded that celebrity advertisement really creates a impact on the fast moving consumer goods related to shampoo, soap, hair oil, and tooth paste. The consumer's shows positive impact towards these products. That can be analyzed with the help of

the above mentioned tools. Compare to the ordinary person definitely celebrity advertisements have a significant effect towards FMCG's. An advertisement needs to first attract attention and evoke interest in the prospective customer, leading towards an affinity for the brand and eventual purchase. A well established celebrity with an positive image which is in harmony with a product being advertised.

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