
CELEBRITY'S ENDORSEMENT EFFECT ON FMGC CONSUMER BUYING INTENTION WITH THE THEORY OF PLANNED BEHAVIOR

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ABSTRACT

The present research is designed on the basis of theory of planned behavior and it includes the Celebrities attractiveness and Celebrities trustworthiness to study the FMGC consumer behavior. The results suggest that celebrity's attractiveness role in FMGC's consumer on the attitude towards is limited and trustworthiness have positive influence on the FMGC consumer behavior.

Key words: FMGC, Celebrity, Consumer.

Cite this Article: R. Thanga Prashath and V. Durgadevi, Celebrity's Endorsement Effect on FMGC Consumer Buying Intention with the Theory of Planned Behavior, *International Journal of Management (IJM)*, 11(11), 2020, pp. 3645-3652.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>

1. INTRODUCTION

In today's world, celebrity endorsement is the most common form of marketing. For marketing and brand creation, it has a very popular trend and winning formula. Today, we see many celebrities endorsing and supporting a variety of items, claiming that this is the best thing for the buyer or customer (Usharani & Gopinath, 2020a). Advertisers pay celebrities large sums of money in the hopes that they would bring magic to the product or service and make it popular. As a result, advertisers believe that this is the most effective strategy for impressing people and bringing their goods to their attention. Additionally, customers may like the brand because of the celebrity that endorses it. The term "credibility" relates to a person's willingness to believe or trust someone.

All industries contribute to the economy's growth at their own level (Unnamalai & Gopinath, 2020). According to the Federation of Indian Chambers of Commerce and Industry,

FMCG contributes considerably to the growth and development of the Indian economy and social development (FICCI).

The fourth-largest industry in the Indian economy is fast moving consumer goods (FMCG). The sector is divided into three primary segments: food and drinks, which account for 19% of the total; healthcare, which accounts for 31% of the total; and household and personal care, which accounts for the remaining 50%. The urban segment accounts for around 55 percent of revenue, while the rural portion accounts for 45 percent. The FMCG market will be driven by an increase in rural consumption. Rural FMCG consumption climbed by 58.2 percent year on year in September 2021, which is twice as much as urban consumption (27.7 percent). In April-June 2021, the domestic FMCG market grew 36.9% year on year (Usharani & Gopinath, 2020b).

2. BASE THEORY AND RESEARCH VARIABLES

The goal of their research is to determine the impact of celebrity endorsement on FMCG product in Tamilnadu rural towns. Although FMCGs are low-involvement products, celebrities do have an impact on consumer perceptions and buyer behavior the brands which are endorsed (Jaya & Gopinath, 2020). Rural customers are distinct from urban consumers in that their lifestyles and other choices differ from those of metropolitan consumers. As a result, using the same celebrity endorsement technique in both areas does not ensure success and the present research uses location of the consumer as moderator for the study (Karthick et al., 2020a). The present uses the Theory of Planned Behavior (Ajzen, 1991) as base theory of study. In 1980, the Theory of Reasoned Action was developed to forecast an individual's intention to engage in a specific behavior at a specific time and place. The hypothesis was designed to describe all behaviors over which humans can exercise self-control. Behavioral intent is a fundamental component of this paradigm; behavioral intentions are impacted by one's attitude about the likelihood that the conduct will produce the expected result, as well as one's subjective assessment of the risks and advantages of that outcome (Karthick et al., 2020b).

A psychological process can affect attitudes when an information source, such as an endorser, is viewed as credible. Expertise and trustworthiness are two crucial aspects of endorser credibility. Expertise relates to an endorser's expertise, experience, or abilities in relation to the communication issue (Gopinath, 2019a). As a result, athletes are thought to be specialists when it comes to the endorsement of sports-related products. The integrity and honesty of a source are referred to as trustworthiness. The audience's impression of the endorser's endorsement motivations determines his or her trustworthiness. Customers' perceptions of trustworthiness can be transformed into positive thoughts, resulting in more favourable sentiments about the marketed brand. According to Bergkvist and Zhou (2016), the intentions for doing the endorsement could have a negative impact on the brand's perception if the motives are money rather than genuine interest in the endorsed product. Attractiveness encompasses a wide range of qualities that receivers may notice in an endorser, including personality traits, lifestyle, athletic capability, and other positive traits. People in the present era are attracted to appearance. In addition, the majority of advertising feature gorgeous models (Gopinath, 2019b).

Bhavesh and Rajnikant (2015) study is to find out how customers feel about celebrity endorsement. For good results, the authors list nine factors: attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, and the negative role of celebrity and brand. In their research, they discovered that product endorsement has a beneficial impact on customer purchasing behavior when compared to celebrity endorsement. They also discovered that the attractiveness of a celebrity endorsing a product has a significant

impact on a customer's perception of the product, and that this impact is more positive on the customer's purchasing decision (Gopinath,2019c).

3. RESEARCH METHODOLOGY

3.1. Factor Analysis (Exploratory and Confirmatory)

A total of 350 self-administered questionnaires were distributed in FMGC consumers in Trichy district. From the survey, we got a perfect response rate (100%). Questionnaires were distributed to respondent who are able to recognizing ads of the celebrities. We gave few sample slights to respondents and if the respondents found the ads of celebrities than we considered as unit of our sample frame. The questionnaire consists of two parts; first part consists of questions relating to demographic profile and second part consists of questioned related to hypotheses variables. Attitude consists four items which is adopted from Bergkvist and Zhou (2021) Trustworthiness and product matching feature were adopted from Bergkvist and Zhou(2016) and both consist of four items each.

Demographics details 350 respondents are, 198 (57%) are males and 152 (43%) are females and 105 (30.2%) are below the age of 30 years, 95 (27%) are within 30–39 years, 60 (17%) are within 40–49 years, 40 (11.4%) are in the age group of 50–59 and 50 (14.2%) above 60 ages. Out of 350 respondents, 127 (36%) holding under graduate's degree and 58 (17%) having Master degree. Out of 350 respondents, 22.5% belongs to business class. Of the 350 respondents, 62.2% reported drawing income level less than Rupees 20,000, 18% between Rupees 30,000 to 40,000, 11.1% between Rupees 41,000 to 50,000 and 9.7% reported getting income above Rupees 50,000.

The standard criteria or value for loading the items is 0.40 or greater. In all variables the items are loaded into just one component that varies from 0.81 to 0.89. The above illustrated results satisfy the criteria of construct validity, including both discriminate validity (loading of at least 0.40, no cross-loading of items above 0.40) and convergent validity (Eigen values of at least 1, loading of at least 0.40 for items that load on posited constructs). This means that the collected data, which is obtained from the instrument, are valid (Byrne, 2013).

To verify the measurement model, the components and items were utilized as input in a confirmatory factor analysis using SPSS AMOS (version 21). The scales were fine-tuned using alteration indexes and item loadings (Rutherford, Hair, Anderson&Tatham, 1998) Several components were deleted in order to get an acceptable measurement model fit. Elements with a Critical Ratio (C.R) more than |1.96| and a Standardized Regression Weight (SRW) greater than 0.50 were excluded from the model (Anderson & Gerbing 1998).For loading the items, the standard criteria or value is 0.40 or above. All elements are imported into a single component that ranges from 0.81 to 0.89 in all variables. Both discriminate validity (loading of at least 0.40, no cross-loading of items above 0.40) and convergent validity (loading of at least 0.40, no cross-loading of items above 0.40) are met by the results shown above (Eigen values of at least 1, loading of at least 0.40 for items that load on posited constructs). This indicates that the information gathered by the device is accurate (Harrington, 2008)

Table 1 Master Table

	CR	AVE	MSV	MaxR(H)	AT	BI	CA	CT	PM	SN	PBC
AT	0.909	0.673	0.080	0.946	0.821						
BI	0.907	0.710	0.108	0.917	0.045	0.843					
CA	0.962	0.894	0.138	1.009	0.282***	0.057	0.945				
CT	0.822	0.549	0.082	0.897	0.011	0.275***	-0.033	0.741			
PM	0.915	0.784	0.138	0.956	0.256***	-0.032	0.371***	0.024	0.885		
SN	0.926	0.812	0.108	1.005	0.038	-0.329***	0.099†	-0.287***	-0.030	0.901	
PB C	0.896	0.743	0.066	0.900	0.256***	0.113†	-0.008	0.229***	0.137*	0.250***	0.862

Attitudes toward the Product

Celebrities are well-known among the general public due to their trustworthiness and attractiveness. Marketers leverage celebrity characteristics to influence consumer purchasing decisions. The study's main goal is to see how celebrity endorsement in advertisements affects consumer views of the endorsed brand or products. Attitudes - This refers to the degree to which a person views the behavior of interest favorably or negatively. It requires thinking about the consequences of executing the behaviour. According to Bergkvist and Zhou(2016), customers' attitudes toward the brand are influenced by their attitudes toward the endorsement, or the brand-celebrity alliance. People respond more positively to recommendation if the celebrity is beautiful and fascinating, according to Kok Wei and Li (2013). If the consumer has a positive opinion of the endorser, they will approach the endorsement positively (Kok Wei & Li, 2013).According to Bergkvist and Zhou (2016), the intentions for doing the endorsement could have a negative impact on the brand's perception if the motives are money rather than genuine interest in the endorsed product.

H1) Celebrities attractiveness have positive influence FMGC's consumer on the attitude towards the products

H2) Celebrities trustworthiness have positive influence FMGC's consumer on the attitude towards the products

H3) FMGC's consumer positive attitude towards Celebrities endorsement has significant influence on their buying intention

Purchase Intentions

Purchase Intentions The respondents were asked to indicate the degree to which they intended to purchase the product featured in the advertisement. The goal of their study paper is to find out how customers feel about celebrity endorsement. For good results, the authors list nine factors : attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, and the negative role of celebrity and brand.

In their research, they discovered that product endorsement has a beneficial impact on customer purchasing behavior when compared to celebrity endorsement. They also discovered that the attractiveness of a celebrity endorsing a product has a significant impact on a customer's perception of the product, and that this impact is more positive on the customer's purchasing decision.

Table 2

S. No	Independent variable		Dependent variable	Estimate	S.E.	C.R.	P	Label
H1	Attitude	<---	Celebrities attractiveness	.056	.059	.945	.345	Rejected
H2	Attitude	<---	Celebrities trustworthiness	.192	.043	4.490	***	Accepted
H3	Buying intention	<---	Attitude	.132	.085	1.550	.121	Rejected
H4	Buying intention	<---	Product matching feature	.145	.073	1.992	.046	Accepted
H5	Buying intention	<---	Social norms	-.363	.109	-3.334	***	Accepted
H6	Buying intention	<---	perceived behaviour control	-.250	.091	-2.762	.006	Accepted
H7	Buying intention	<---	Celebrities attractiveness	-.081	.068	-1.201	.230	Rejected
H8	Buying intention		Celebrities trustworthiness	-.421	.088	-4.793	***	Accepted

5. RESULTS AND INTERPRETATION

H1 is rejected and it suggests that celebrity's attractiveness influence on FMGC's consumer on the attitude towards is not significant. Which suggest that celebrity's attractive influence on attitude is positive and it is not significant. H2 is accepted it implies that celebrities trustworthiness have positive influence FMGC's consumer on the attitude towards the products moreover C.R is 4.490 and its much higher more than critical level of 1.96.

H3 is rejected and FMGC's consumer positive attitude towards Celebrities endorsement has significant influence on their buying intention. H4 is accepted and it suggests that Product matching feature Celebrity's has significantly influenced on the buying intention of FMGC consumer. If the ads performed about product match feature it creates positive influence on the buying intention.

The present research uses the TPB (Azjan, 1991) which suggest that social norms and PBC with attitude has influence on the buying intention and it turn buying intention affects the buyer behavior. H5 is accepted, Social norms has significant influence on the buying intension its in line (Sohail & Sana, 2011). H6 is accepted, it suggest that PBC has significant influence on the buying intention. In our study purposes, PBC abilities of the respondents has significant influence on the buying intention.

H7 is rejected and it implies Celebrities attractiveness has failed to influence the buying intention of the respondents. In our research both attitude and buying are not significantly influenced by the celebrity's attractiveness. H8 is accepted and it implies that Celebrities trustworthiness has significant influence on the buying intention of the FMGC consumer buying intention.

H9 Moderating effort (location of the consumer)

Table 3

S.No	Endogenous variables < Exogenous variables		Urban Consumer		Rural Consumer		z-score
			Estimate	P	Estimate	P	
1	Purchase intention <	Attitude	0.055	0.138	0.023	0.637	-0.545
2	Purchase intention <	Product matching feature	0.123	0.111	0.261	0.005	1.148
3	Purchase intention <	Celebrities attractiveness	0.266	0.000	0.173	0.071	-0.515
4	Purchase intention <	Celebrities trustworthiness	0.055	0.128	0.023	0.637	-0.545

6. CONCLUSION

H5) GENDER MODERTAINING EFFCET - The paths in between purchase intention to attitude towards the celebrities' endorsement have insignificant influence in both group of consumer however the difference in-between them is approaching the significant level (Gopinath, 2011).

The paths in between purchase intention to product matching featured in celebrities' endorsement have insignificant influence in both group of consumer whether the rural and urban consumer and the difference in-between them is not significant level

Moderating of the location in case of celebrities attractiveness suggest that attractiveness have significant influence urban respondents but its effect on the rural respondents on purchase intention is not significant and while analysis the difference in between rural and urban, we found that the difference also non-significant. Trust worthiness of the celebrities has in significant influence purchase intention for both group of consumer.

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Celebrity's Endorsement Effect on FMGC Consumer Buying Intention with the Theory of
Planned Behavior

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