



A STUDY ON CELEBRITY'S CHARACTERISTIC INFLUENCE ON FMGC'S CONSUMER REPURCHASES INTENTION

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ABSTRACT

The present research designed on the basis of theory of planned behavior with the intention to assess the celebrities affect on the FMGC consumers' behavior. The results suggest that trustworthiness characteristic of celebrities have significant influence on the FMGC's consumer repurchase intention. The selected construct have explained 45% variance in the repurchase intention.

Key words: Repurchase, Celebrities, endorsement and attractiveness

Cite this Article: R. Thanga Prashath and V. Durgadevi, A Study on Celebrity's Characteristic Influence on FMGC's Consumer Repurchases Intention, *International Journal of Management (IJM)*, 11(12), 2020, pp. 4126-4134.
<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=12>

1. INTRODUCTION

Media has a significant impact on audience attitudes, beliefs, and behaviours, either directly or indirectly (Zhuravskaya, Petrova, & Enikolopov, 2019). "An agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity for the purpose of promoting the entity" is how celebrity endorsement is defined (Bergkvist & Zhou, 2021). Celebrities gain societal influence through numerous activities in movies, television, music, sports, and social media, which allows them to persuade consumers (Schimmelpfennig & Hunt, 2019). A considerable amount of monthly spending is spent on fast-moving consumer goods (FMCG). There are number of variables that influence people's purchasing decisions in India's unregulated markets (Gopinath, 2019a).

2. THEORETICAL BACKGROUND OF THE STUDY

A celebrity endorsement is a marketing strategy that increases brand exposure. It's a method of boosting a brand's credibility and visibility. Celebrities are well-known individuals, and their support of a brand can help it stand out. The effect of celebrity endorsement on consumer responses may be dependent on the perceived congruence between the types of featured celebrities and the categories of advertised products (Bergkvist & Zhou, 2016; Schimmel pfennig & Hunt, 2019; Karthick et al., 2020a). Advertisers are mostly concerned with celebrities' physical appearance and likability, particularly in the FMGC industry (Tantisenepong, Gorton, & White, 2012). Celebrity is essentially a human brand that must be taken into account and properly managed in order to attract target buyers to the endorsed business (Zipporah, & Mberia, 2012)

Many researchers have been undertaken to see if celebrity endorsements affect customer attitudes and behavior and results are inconsistent (Bergkvist and Zhou 2016). The cognitive function of advertising is to convey information and facts to consumers in order to make them aware of and knowledgeable about the sponsored brand (Usharani & Gopinath, 2020a). The emotive effect of advertising generates liking and desire for the sponsored brand, with preference implying more favourable attitudes. However, most marketers and researchers agree that, when utilised correctly, celebrity endorsement may be a successful communication approach for promoting a product/brand and influencing consumers' purchasing decisions. Magnini, Crotts, and Anita Zehrer (2011) discovered that a celebrity endorser's relatability to consumers boosts endorsement effectiveness (Karthick et al., 2020b).

Nugraha (2017) conducted a research on effectiveness of celebrity endorsement on social media towards consumer's purchase intention in healthy foods and found that intention celebrities effectiveness plays major role in buying intention (Jaya & Gopinath, 2020).. The influence of source competence, trustworthiness, and familiarity on purchase intention has been validated. The majority of people are pleased with FMCG product advertisements on television. Consumer behaviour is influenced by a range of reasons, but personal and societal factors are more likely to influence women (Sonkusare, 2013; Gopinath, 2019b; Ali, 2021). There should be a correlation between the celebrity's attributes and the product attribute for a successful celebrity endorsement (Li & Scaringella, 2014)

The perceived level of trustworthiness and knowledge of an endorser are thought to be the two most important determinants of credibility (e.g., Amos, Holmes, & Strutton, 2008); The influence of the endorser's perceived credibility on buying intention and buyer behaviour is studied in personal care goods, but the influence of perceived credibility on repurchase intention is not analysed. Rachbini (2018)

Investigated the impact of celebrity endorsements on smart phone purchasing intentions; Expertise and trustworthiness were discovered to impact purchase intent (Unnamalai & Gopinath, 2020). Johannes Knoll and Jorg Matthes (2012) When it comes to new objects, celebrity endorsement impacts are stronger than when it comes to recognized ones ; so effect on the familiar products need to be analysis. .. With more exposure to celebrity endorsements, the impacts get stronger. In the cases,

H1 Celebrity trustworthiness characteristic has positive influence the consumer repurchase intention of FMGC goods.

The source attraction concept states that the celebrity's originality, talent, and familiarity are used to determine whether or not the message is received. The celebrity's awareness by contact is defined as the relationship between the public and the celebrity, as well as the desire to be affectionate with the celebrity's behaviour and presence through empathy (Kim & Na, 2007). The likeability established by celebrity endorsement and the attractiveness of the product

has a significant impact on consumer buy intent (Chaudhary and Asthana 2015); and this characteristic effect on repurchase intention to be analyses. When a consumer views a celebrity as a reference group to be inspired by, the celebrity's popularity and image have an impact on the brand being purchased (Magnini,2011). Because of the large discrepancy between consumers' true self-images and the projected product image, it's also feasible that using a very attractive endorser will cause more post-purchase dissonance (Tantisenepong et al., 2012).

H2 Celebrity attractiveness characteristic has positive influence the consumer repurchase intention of FMGC goods.

2.1. Celebrities Matching Abilities

Customer usually influenced by celebrity characteristics such as charisma and dependability. 2015 (Awasthi & Choraria) ; they always match the images with the celebrities. The relevancy of celebrities and products is regarded to be a crucial factor in determining celebrity endorsement's influence (Knoll & Matthes, 2017; Gopinath, 2019c)) and its role in repeated purchase was hypothesized. Celebrities have their own distinct qualities in relation to the product that can help to develop, increase, or divert the brand image (Min, Ziegler, Chang & Jai 2017).

H3 Celebrities matching ability has positive influence the consumer repurchase intention of FMGC goods

According to Amores (2017), celebrity endorsement is one of the ways to influence consumers' minds; but repurchase intention and purchase repetition is based cost and utility related one (Sufian, 2021) The celebrity and the brand are directly proportional in this commercial, and the success of the advertisement is entirely dependent on who the celebrity is and what sort of celebrity is being used for what kind of goods; kind of purchase is not test. celebrities skill demonstration

H4Celebrities skill attractiveness has positive influence the consumer repurchase intention of FMGC goods

2.2. Repurchase Intention

A buyer's intention to buy is influenced by a number of elements, including the buyer's willingness to make a transaction, possible spending demands, and a repurchase choice (Sufian, 2021). Furthermore, the decision-making cycle for purchasing and repurchasing such goods from customers includes a number of steps. Repurchasing intention of FMGC goods being pampered massive advertisement and effectiveness of celebrity endorsement being challenged. The present study indention is to assess the celebrity's characteristic effect on FMGC's consumer repurchase intention (Gopinath, 2011).

3. RESEARCH METHODOLOGY

For our research, we conducted a self manageable questionnaire-based survey. The survey method is both time and money efficient. People of various ages and races those who are users of FMGC products and able to recognize the celebrities in the Ads were considered as responded of the survey. Sample area of the study is Thanjavur district. Data was gathered through questionnaire method. Total number of sample collected 220. Questionnaire-consist of two parts and first part consist of demographic profile and second part consists 30 items which are designed to assess the repurchase intention of FMGC consumer, Trustworthiness,

The present study used a five-point Likert scale to measure hypothesized variables, ranging from "1" (strongly disagree) to "5" (strongly agree). The measurement scales were taken and adapted from prior literature. Specifically, credibility with five items, attractiveness of celebrity

endorsers with four items, skills of celebrities with four items, Repurchase intention with four items were taken from Awasthi and Choraria (2015), and product-image match with four items was adapted from Kutthakaphan and Chokesamritpol (2013).

4. EXPLORATORY FACTOR ANALYSIS

Exploratory Factor Analysis (EFA) is used at the beginning of a study when the researcher wants to extract constructs or revise structures from the perspective of the client (Hair, Anderson, Tatham & Black, 1998). EFA is a powerful technique for furthering development of the research design. However, Prior to CFA, EFA is a useful tool (Confirmatory Factor Analysis). The KMO value was 0.739, and Bartlett's test of sphericity (Chi-square 2335.080) was significant (p-value =0.0000.05). This indicated that the sample adequacy conditions had been met, allowing for further analysis. A total of 67 percent of variance was retrieved from five components. More than 0.5 of the scale items were connected to relevant constructs. Celebrity attractiveness was number one, Celebrity trustworthiness was number two, Matching was number three, Celebrity skills was number four, and repurchase Intention was number five.

Table 1

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
q17	.933				
q16	.912				
q15	.887				
q14	.847				
q8	.774				
pp4		.876			
pp2		.853			
pp3		.741			
pp1		.723			
p2			.934		
p3			.926		
p1			.848		
a1				.901	
a3				.837	
a2				.831	
uc2					.838
uc1					.766
uc3					.741

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

4.1. Confirmatory Factor Analysis (CFA)

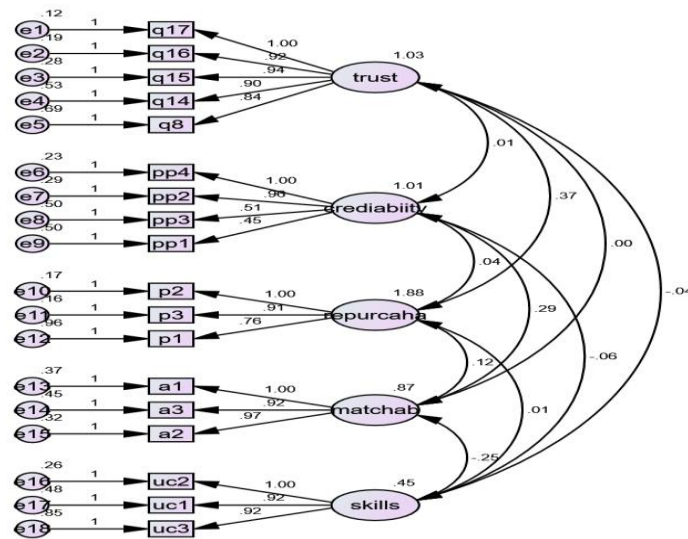


Figure 1

Confirmatory factor analysis is used to evaluate the model's validity and reliability in the context of the study. It confirms whether or not there is a relationship between measured and manifest variables. CFA demonstrates the suggested model's fitness as well as the measurement model's validity (Anderson & Gerbing, 1988). CMIN/DF = 2.866, GFI = .913, CFI = .902, AGFI = .883, RMR = .068, and RMSEA = 0.052 were used to fit the suggested model in this study (Byrne, 2001; Hair et al., 1998)

4.2. Measured Structural Equation Model

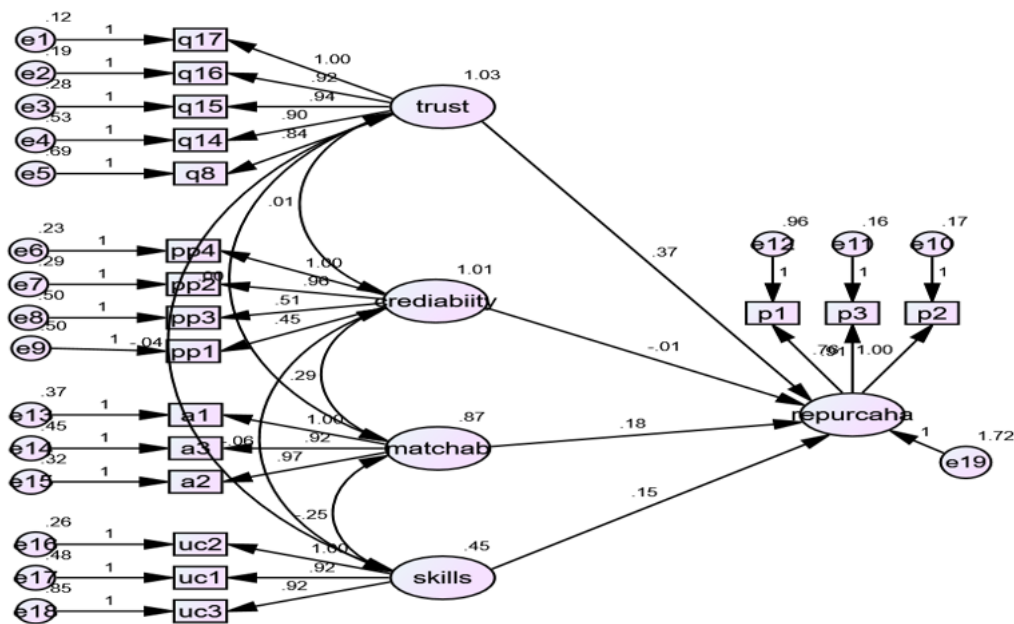


Figure 2

4.3. Hypotheses Results

Table 2

				Estimate	S.E.	C.R.	P	Label
H1	Repurchase intention	<---	Trustworthiness	.371	.079	4.675	***	
H2	Repurchase intention	<---	credibility	-.013	.087	-.151	.880	
H3	Repurchase intention	<---	Match ability	.183	.107	1.985	.038	
H4	Repurchase intention	<---	Skills demonstration	.149	.151	.986	.324	

5. RESULTS AND INTERPRETATION

H1 is accepted and it suggest that trustworthiness characteristic of celebrities have significant influence on the FMGC’s consumer repurchase intention. If the celebrities are trustable person and its trusting words has increased the repurchase intention and repeated purchase of the FMGC goods. The results shows that H1 is accepted (P. value 0. 001) and The path between repurchase intention and trustworthiness of the celebrities is positive and estimated influence around 38%. It suggest that FMGC’s consumer repurchase intention is significant influenced by the trustworthiness of the celebrities. H2 was rejected at the p. value of above 0.05 (0.880). Celebrity credibility characteristic failed to influence the consumer repurchase intention of FMGC goods. It might be the cost consideration of goods plays some important role on the repeated purchases.

H3 is accepted and it suggests if Celebrities positive match the repurchase requirement in the consumer mind and it works positive. The matching ability significant influence the consumer repurchases intention of FMGC goods @ value below .038. H4was rejected and Celebrities attractiveness failed to influence the consumer repurchase intention of FMGC goods. The reason for the product was already tried one moreover the studies Chaudhary and Asthana (2015)also suggest that new products gets attracted by endorsement but not guaranteed for second purchase.

Table 3

S.No	Gender Effect		Male		Female		z-score
	Endogenous variables < Exogenous variables		Male		Female		
			Estimate	P	Estimate	P	
1	Repurchase intention <	Trustworthiness	0.123	0.111	0.261	0.005	1.148
2	Repurchase intention <	credibility	0.055	0.108	0.023	0.637	-0.545
3	Repurchase intention <	Match ability	0.246	0.000	0.173	0.071	-0.615
4	Repurchase intention <	Skills demonstration	0.055	0.108	0.023	0.637	-0.545

H5) GENDER MODERTAING EFFCET - The paths in between repurchase intention to trustworthiness, credibility, match ability and skills demonstration are higher influence for male respondent in compared to female respondent.

Moderator results suggest that celebrities trustworthiness characteristic have significant influence repurchase intention of female respondent’s but its effect on the male respondent’s repurchase intention is not significant and while analysis the difference in between male and female , we found that the difference also non-significant. In case of celebrity’s credibility, it

has significant influence repurchase intention for Male respondents but its effect for the females is not significant and difference in between them is also not significant.

Match ability of the celebrities have significant influence repurchase intention of male respondent's but its effect on the female respondent's is not significant. Further, analysis the difference in between male and female, we found that the difference is also non-significant.

Skills demonstration advertisement which is performed by the celebrities have significant influence repurchase intention of male respondent's and female respondent but the difference cased by the gender is not significant.

5.1. Managerial Implication

Trustworthiness characteristic and product match ability of the celebrities have significant influence on the repurchase intention of the FMGC's consumer and these are helpful in designing the advertisement policies. The management needs to consider the product life cycle stage and can implement the strategies, especially in the FMGC's products which are facings the maturity stage in its life cycle.

The advertising agencies should also considered the following suggestions; while developing the ads, which are employed by the celebrities, feature of advertisement might be demonstrate the need requirement and feature of the products. if it is performed by the celebrities and it works well which will help to retain FMGC consumers . The recent studies in the area of product loyalty have suggested that consumer loyalty and technology upgrade has inverse relation. The modern tech-knowledge makes consumer more demanding and their loyalty towards to FMGC products were also reduced. It impacted the repurchase rates FMGC's products; if the ads are designed in manner of product feature and its requirement emphasized by the celebrities which will not only help the marker to maintain the consumer as well maintain the repurchase rates (Usharani & Gopinath, 2020b).

6. CONCLUSION

Several authors studied the trustworthiness, creditability, match ability and skills demonstration effect purchase intention of the FMGC sector and the results also consistently suggest that trustworthiness and creditability have significant influence on the purchase intention. The FMGC consumer repurchase rates where are in downward wards slap. Our results suggest that if Ads are performed by celebrities which are designed in manner of featuring worthiness and ability to match product requirement will help marketer to retain the FMGC consumer.

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