

Impact of Celebrities on the Buying Behaviour of Consumers: A Study in Raipur City

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ABSTRACT

Buying behaviour process goes through many steps which involves many factors affecting its decisions to purchase a good for which final consumption. Here, the recommendation of celebrities has more considerable emotional impact which affects the buying behaviour of a consumer. Nowadays a consumer is very fascinated towards the thing which is popular among the high demand society which is used and recommended by upper-class people and so-called celebrity. A consumer is inquisitive, which are being used by the celebrities and price to follow their reviews. The consumer feels more sympathetic towards a brand if their products were promoted by a celebrity they admire. The purpose of the study is to know how people get more attracted towards the recommendation of the celebrities and how he tries to adopt it in his daily routine. In this research, questioner was sent to the total 200 respondents through social media platforms among which most of them were between the age group of 20-30. The data analyzed by making graph and diagram through the response collected from the questionnaire.

KEYWORDS

Advertisement, Buying Behaviour, Celebrities Recommendation, The Consumer, Consumption, Fashion, Follow, Influence

INTRODUCTION

Now-a-days, buying behaviour is one of the crucial factors in Marketing. One of the ways to acquire a product a consumer goes through many steps that involve his needs and desire to choose a perfect product that can give him the best level satisfaction with the minimum cost in it. Consumer not only considers the price of the product but also notice the small things which he supposed to be needed during the consumption of the product. Here come various factors that affect the buying behaviour of the consumer; such as the size of the product, quality, and quantity, brands, recent trends and fashion, social status. Consumer bears these factors in many sentimental ways. It is believed that the sentiments of the consumers in highly influenced by the celebrity they follow. They are keen to know the products available by their favourite choice of known movie actors, sportsperson, singers or leader. Influencer may be any celebrity who is popular among the masses. A general layman follows their ideal celebrity and tries to do as they told or acts.

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There are many fashion theories are dealing with consumer behaviour and celebrity status. One of the oldest fashion theories, known is the trickle-down theory. This theory states that a style that is first adopted by people at the top of the social pyramid will gradually win acceptance at the lower social levels. Consumer behaviour is the key to industries; which can make or collapse any industry. Here, we want to know the relationship between the Celebrities and consumers buying behaviour of the product. Consumers buy products when they see, analyze, and know about their celebrities' daily routine. For example, Shilpa Shetty (Bollywood actress) doing yoga for her fitness adding Lipton Green Tea in the advertisement as her secret of slim body, many of the costumers will buy the product and forgot about the exercise and yoga is the actual reason not the product. As the subject of our topic has an extensive range of research; this will assist the knowledge of influencing power gathered by the celebrities among consumers. Consumers follow the trends to buy any product which is used by the celebrities this is especially followed fashion industry e.g. Salman khan doing advertisement for ROOPA FRONTLINE, Tapsee Pannu is LYRA LEGGING advertisement, Amitabh Bachhan in BORO PLUS and similarly many more advertisements are shown in different platforms like newspapers, television, cinema theater, facebook, instagram, youtube and other social media platforms by many other celebrities and when consumers see these advertisements they do not see what product is, how it was manufactured, what are the ingredients used in the product, quality their comfort and other factors but they see the beautiful faces to whom they admire are looking great and they thought as they actually using the same product which is shown in those advertisements. They want to become like them and then they were influenced to buy the product whether they want or if they needed that product or not. Celebrities were often photographed and videotaped, and whatever they are wearing will be conveyed images to the general public.

About RAIPUR CITY: Raipur city is the capital of Chhattisgarh state in India. Its population is 1,010,087. It is ranked 7th in Ease of Living Index 2019 by Union Ministry of Housing, and Urban Affairs (MoHUA). It is one of the fashion crowded cities and people here prefer to buy products which are in recent trends. Under this study, we examine the influence of celebrities on the buying behavior of consumers, which relates to the taste and preference of the consumers.

REVIEW OF LITERATURE

1. “Impact of Celebrity Endorsement on Consumer Buying Behaviour, 2015”

This research study focuses on the celebrity endorsement and its impact on the customer's buying behaviour and their perception regarding the product or brand of the company. A quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior.

2. “Schlecht, 2003”

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though 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.

3. “Celebrity Attributes and Influence on Consumer Behaviour – A Study of Shekhawati Region of Rajasthan, 2013”

Marketers use celebrities to break into a market dominated by known brands. Even if the brand is a well-established one, a celebrity may just provide that much-needed thrust to drive sales upwards from dormant levels.

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