

RESEARCH PROJECT ON
IMPACT OF CELEBRITY ENDORSEMENT
ON
FAST MOVING CONSUMER GOODS (FMCG) BRANDS

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF

BACHELOR OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

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SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY

Certificate from Faculty Guide

This is to certify that the project report (Title: Impact of Celebrity endorsement on Fast moving consumer goods(FMCG) brands) has been prepared by Bhavya chauhan, Anmol Simra and Subhan Mian under my supervision and guidance. The Project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration

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Declaration

We, Bhavya chauhan, Anmol Simra, Subhan Mian student of BBA of School of Business, Galgotias University, Greater Noida, hereby declares that the project report on “Impact of celebrity endorsement on FMCG brands” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

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Executive Summary

This project entitled to study the impact of celebrity endorsement on the consumer perception towards the fast moving consumable good brands. It aims to analyze the influence of celebrities' attributes (attractiveness, expertise, trustworthiness, popularity) on the buying behaviour of people living in india. The research was done by collecting information through a structured close ended questionnaire from 71 responses in India. This paper investigates the impact of celebrity endorsement on buyers' purchasing conduct of Fast Moving Consumer Goods (FMCG). It means to break down the impact of celebrities' properties (allure, mastery, dependability, prevalence) on the purchasing conduct of individuals living in India. The whole data are gathered utilizing organized questionnaires from seventy one respondents in India. The consequences of graphic investigation uncover that celebrity endorsement has a positive effect on purchasing conduct of a larger part of individuals. It has additionally been recognized from the examination that respondents positioned brand as the most predominant factor affecting their purchasing conduct while they positioned celebrity endorsement as a forward need. The consequence of inferential investigation uncovers that a huge relationship exists between celebrities' properties and buy intention of FMCG. Since Indian FMCG organizations are in critical need of a good limited time system, this investigation gives valuable knowledge to FMCG organizations and advertisers in India.

Introduction

Celebrity endorsement can play an important role in the FMCG industry. The use of celebrities in promotions is traced back to the 19th century and these general promotional practices have revealed a large quantity of intellectual as well as realistic considerations. Celebrity endorsement now has become a multi-million dollar industry in the whole world. The celebrity commendation is very popular in the FMCG industry. All types of Firms pay out millions to the celebrities, hoping that the celebrities would inspire their fans and others to use their products and services. Celebrity endorsement has now become an impact full type of advertisement And marketing strategy as many of the non profit Organisations, corporate brands FMCG brands use the celebrity Social status and fame to promote their own product and services and create awareness between the consumers. The marketers believe that the social status or image of a celebrity will pass on to their products and services. They also believe that it will make a positive impact on their brands. The communication skills of a celebrity usually plays a bigger role in communicating the message of the brand. This is usually used by the fashion brands.

The first time it was used in 1760s by Josian Weshwood and sons, producers of pottery and chinaware

In 1875-1900s trade cards were introduced, as there was a celebrity with a photo of the product.

CELEBRITY REACH

Celebrity branding or celebrity endorsement of a company's product is effective largely because celebrities have the potential to reach a large number of prospective consumers.

Reach can be loosely defined as the number of people that have seen and/or heard the brand's intended message at least once (Belch & Belch, 2012). If a brand or company decides to use celebrity branding to market their product, it is highly probable that they are deciding to attempt to reach the largest assortment of potential consumers possible, rather than reaching a small number of consumers but more frequently – which is described as frequency (Belch & Belch, 2012).

The brand coalition is a business procedure that can include the purposeful procedure of partner at least two set up brand names in a particular endeavor to stand out from customers and therefore increment the odds of procuring extra deals for all the organizations in question.

BAD STRATEGY

Through celebrity marketing there are numerous impediments for organizations that decide to take this system. Numerous disadvantages for celebrity marketing could include the celebrity eclipsing the business or having a lot over introduction, different variables could likewise incorporate awful picture change or open contention. The celebrity the business chooses to use as the substance of their battle could negatively affect the association because of their past picture or a decrease in their popularity. On the off chance that organizations structuring their new product or item to fit the celebrity's picture, the item may not be speaking to certain eras, these can build up an enthusiastic reaction and association from customers which can profit the business incredibly. In spite of the fact that obviously if celebrities have undesired characteristics, this can create a negative passionate reaction which would dismiss shoppers from a brand. (Heath, R., Brandt, D., and Nairn, A. (2006).

CELEBRITY BRANDING

Celebrity branding is utilized to help make a further picture as a brand. The utilization of celebrities assists with refining the brand. This makes a brand way of life as customers relate the celebrities' qualities with the brands. There are various ways CELEBRITY BRANDING CAN BE USED IN PAID AND UNPAID ENDORSEMENT METHODS.

Celebrity marketing can take a few unique structures, from the presence of a celebrity in notices for an item, administration or good cause, to a celebrity going to PR occasions, making their own line of items or administrations, or utilizing her name as a brand. The most mainstream types of celebrity brand lines are for apparel and scents. A few artists, models and film stars have in any event one authorized item or administration which bears their name. [example needed] The utilization of a celebrity or of a games proficient can hugely affect a brand. For instance, deals of Nike golf attire and footwear multiplied after Tiger Woods was joined on a sponsorship deal.

Be that as it may, at times the celebrity didn't offer consent to be related with the brand and was wrongly credited to the brand. For instance, on July 23, 2008, Taco Bell propelled their "Why Pay More?" crusade and utilized 50 Cent's name and trademark as an approach to embrace their minimal effort menus. 50 Cent was unconscious of this support and in this way searched out lawful activity. He recorded a claim against Taco Bell and sued for \$4 million. He won the case.

PAID ENDORSEMENT

Paid underwriting or clear support includes an agreement between the brand and the celebrity to speak to the brand in a publicizing effort. The agreement may include a few limitations on the celebrity's demonstration, for example, trimming their hair or embracing a direct competitor. Paid supports includes an agreement between the brand and the celebrity to speak to the brand. The celebrity will for the most part increase a whole of cash for supporting the brand yet additionally have a couple of rules to follow. Some techniques for paid supports are:

Online networking

Celebrities advance the brand utilizing online networking utilizing web based life, as Instagram, Facebook or Snapchat. This enables the brand to focus on the celebrities' supporters to make a relationship between the two.

Internet based life destinations, including Twitter, Instagram and Facebook, are a mainstream non-conventional vehicle for celebrities underwriting items and brands (Jin and Phua, 2014). The benefits of utilizing celebrity support via web-based networking media is the enormous arrival that celebrities have. This implies enormous crowds are presented to the impact of the celebrity to empower positive buying practices towards the brand (Jin and Phua, 2014). In 2013, the most followed accounts on Twitter with more than 30 million devotees each were Justin Bieber, Lady Gaga and Katy Perry (Jin and Phua, 2014). Jin and Phua, (2014) express that the more supporters somebody has, the more prominent they see social impact they hold. As well as having reach to their adherents, any post might be shared by their supporters to stretch out that compass to assist crowds (Jin and Phua, 2014). Another advantage of utilizing online life for celebrity support is the intelligent idea of this non-customary media, (Cunningham and Bright, 2012),this assists with building the connection between the celebrity endorser, shopper and the brand.

UNPAID ENDORSEMENT

Unpaid underwriting or clandestine support happens when a celebrity wears or uses the result of a specific brand since they like it. Brands can send free examples to celebrities to evaluate their item, and audit or use via web-based networking media to offer their input on the item. Bunches of magnificence organizations utilize this to get YouTube commentators to survey their item so they get free publicizing. Now and then a celebrity is given a product by a brand to utilize or wear in the open where there is the most extreme presentation, for example, an

occasion. This is designated "gifting" and the celebrity may support the brand by snapping a picture of the blessing and putting it on their internet based life to represent their fans and devotees to see. While the "gifting" may have all the earmarks of being unpaid, costs are related with this support, as the brand doesn't have any agreement set up with the celebrity and will have almost no security against what occurs during the unpaid endorsement. Celebrities are seen wearing or utilizing the item because of preferring it themselves. They could be seen wearing the item out in the open or in photographs via web-based networking media. This is 'free publicizing' for the brand. A hindrance of this is the brand has no power over what message or picture the celebrity related with the brand is portraying.

EFFECTIVENESS

It is significant for a brand to pick their celebrity endorser cautiously subsequent to thinking about elements, for example, who fits the brand's picture and what sort of message the brand needs to get across to the audience. It is additionally significant for the celebrity endorser to be appealing, tenable, and reliable as the picture of the celebrity improves promoting effectiveness.

MATCH UP HYPOTHESIS

The coordinate theory by and large proposes that the picture of the item or the brand that is being embraced by the celebrity should coordinate the picture of the celebrity to make a successful advertisement. The coordinate speculation is just pertinent when the item or the brand that is being promoted is identified with an item that upgrades one's attractiveness. Thus, it isn't just significant that the pictures of the item and the celebrity matches, however the significance of the requirement for the two pictures to coordinate on an appealing premise is emphasized.

The All Blacks organization with Adidas is again a precise model. It is constantly made obvious that the All Blacks are wearing Adidas in any type of media they show up in. Adidas profits by its coalition with the All Blacks in view of the All Black's high notoriety and the way that they utilize simply the best gear. The All Blacks are continually followed on each type of media. This closes the explanation concerning why Adidas is their fundamental support – they need to be a piece of the 'All Blacks' notoriety and achievement.

CELEBRITY ENTREPRENEURIAL BRANDING

Celebrity innovative marking alludes to when a celebrity partners themselves as a monetary partner or potentially chief of a product offering (Muda et al., 2014). There are three sorts of

inclusion that a celebrity can have with the marking of a product offering, these are mono-marking, co-marked celebrity items and noncelebrity-marked items (Keel and Nataraajan, 2012). Clothing and scents are the most well-known kinds of product offerings (Patra and Datta, 2010).

MONO BRANDING

Mono-marking alludes to when an item conveys just the name of the Celebrity and the maker doesn't legitimately connect itself with the item (Keel and Nataraajan, 2012). Bottom and Nataraajan (2012) express that mono-marking is generally used to grow the client base, or to expand the brands. A case of this, is the joint effort between producer Elizabeth Arden and Britney Spears who made the Britney Spears scent line (Keel and Nataraajan, 2012).

CO-BRANDED CELEBRITY PRODUCTS

Co-marked celebrity items alludes to a key union between two brands, to create, produce and market an item, while all gatherings hold their name (Keel and Nataraajan, 2012). Oeppen and Jamal (2014) state there are three degrees of co-marking: reach/mindfulness co-marking, esteem support co-marking and worth mindfulness co-marking. Reach/mindfulness co-marking is the most minimal level and its motivation is to expand brand mindfulness (Oeppen, and Jamal, 2014). On the subsequent level is esteem underwriting co-marking which plans to adjust either both or one of the brand's qualities in the customers mind (Oeppen, and Jamal, 2014[70]). At last, fixing co-marking. This degree of co-brandings plans to make higher worth creation by utilizing the result of a market driving brand "as a segment of another brand" (Oeppen, and Jamal, 2014). Co-marked celebrity items are normally utilized so as to make more prominent worth, grow client base and increment brand mindfulness for the two brands included (Keel and Nataraajan, 2012). A case of a co-marked celebrity item is the cooperation between Taylor Swift and Keds footwear who in 2012 discharged a scope of shoes called the Taylor Swift for Keds Collection (Kreller and Sabatelle, 2013).

LITERATURE REVIEW

1. ARTICLE PUBLISHED AT DUFFANDPHELPS.IN on WED, 24 JUL 2019

Celebrity endorsement has been a key part of Indian advertising confirmed by the way that nearly half of endorsements in India highlight celebrities when contrasted with around 20% in the U.S. With the expanded entrance of computerized satellite TV and developing reception of online networking as a promoting device, the decade starting 2010 has seen a huge advancement in the Indian endorsement space.

According to industry sources, over the previous decade, the quantity of celebrity-drove endorsements have expanded from 650 promotions in 2007 to 1660 advertisements in 2017, speaking to a consistent intensified yearly development rate (CAGR) of 10%. Film stars as of now overwhelm the endorsement business with 76% portion of the endorsement showcase, trailed by sports persons with 12%. Individual consideration/cleanliness and the nourishment and drinks industry contributed the biggest piece (33%) of celebrity-drove battles. While the individual consideration, adornments and banking fragments are ruled by female endorsers, the web based business, auto, land and cell phones sections essentially highlight male endorsers. According to Duff and Phelps' 2018 Celebrity Brand Valuation Report, the celebrity brand estimation of the main 15 endorsers in India has developed by ~13% from \$691 million out of 2017 to \$782.2 million of every 2018, which features the expanded certainty set result marks in celebrity endorsers.

The celebrity endorsement advertisement is currently advancing from plain vanilla endorsement arrangements to undeniable associations through creative structures, for example, value bargains, sovereignty game plans, joint endeavors and vital marketing organizations. Customarily, endorsement contracts have commonly been organized in two different ways. The first incorporates a fixed expense and a fixed term commitment, while the second incorporates a one-time commitment. The previous model includes celebrities being contracted for a predetermined term (generally a couple of years) for a fixed entirety of installment split over the pre-and post-endorsement cycle. Celebrities are designated "brand diplomats" under such commitment. The last mentioned, a less well known type of commitment, includes a one-time appearance by a celebrity for a predefined occasion or crusade. This might be as a solitary commercial or a photoshoot or even an occasion participation. Flipkart utilized this type of commitment with its elegant lineup to advance its yearly Big Billion Day deal last October. It utilized the single biggest outfit of endorsers for any single brand in any one battle with Virat Kohli, Deepika Padukone, Amitabh Bachchan,

MS Dhoni, Sunil Chettri, Saurav Ganguly, Saina Nehwal and Diljit Dosanjh batting for the brand.

Virat Kohli has been a genuine pioneer in the marketing space. He has come out with different brand expansions of his own flexible image called "One8." The One8 portfolio has propelled athletic wear, formal shoes and a caffeinated drink alongside different accomplice brands. One8xPuma is a coordinated effort with sports way of life brand Puma which gives plan, item, retail and correspondence channels for the brand to flourish. Virat likewise supports Puma and thus this organization is exceptional. One 8 Select was propelled in a joint effort with Eon Sports India Pvt. Ltd., which gives a scope of men's proper footwear. He additionally forayed into the bundled caffeinated drinks portion with his image One8 by partner with Ocean Beverages.

Brands are additionally progressively going provincial in their endorsement technique to take into account the heterogenous eccentricities of Indian states. They are utilizing the value that nearby celebrities appreciate. Item marks are likewise searching for better profits for their venture through a stage up on provincial markets and have fired thinking of area explicit advertisements highlighting territorial celebrities like Mahesh Babu and Tamannaah. Coca-Cola went into an endorsement concurrence with Punjabi heartthrob Diljit Dosanjh for its lead image to build up profound established associations inside the northern district of the nation. So also, Frooti divulged its two separate endorsement battles, one highlighting Alia Bhatt for its national crusade and other including Allu Arjun for South India to make increasingly bespoke relationships for their item in every area.

While an individual celebrity has his/her own steadfast fan base, celebrity couples regularly order a substantially more various and more extensive after. At present, 80% of wedded Indians are between the ages of 23-34. Celebrity couples pull in eyeballs in the promoting space as joining two individuals unavoidably extends the brands' points of view as far as reach and assorted variety. The celebrities are renowned for their individualistic qualities and just as what they connote by and large. Nawab of Pataudi Saif Ali Khan and Bollywood diva Kareena Kapoor Khan are the quintessential force couple. They were roped in via Airbnb for its "Live There" crusade as advertisers felt they relevantly depict prepared explorers who are looking for elective approaches to improve their vacation understanding. Force couple Virat Kohli and Anushka Sharma have embraced up to 40 brands altogether, for example, Head and Shoulders, Manyavar, Pepsi, Audi, Polaroid, and so on. Virat has a strong quality though Anushka has an entrancing stage nearness. Both oblige various ventures yet when seen all in all, they carry a totally different significance to the brand they underwrite. Going ahead, we

foresee the pattern of intensity couples being utilized for brand endorsement getting more grounded.

Online networking has evidently changed the game and offered an ascend to the influencer. As indicated by the report, today we have plenty of so-called celebrities, who have earned a name for themselves through websites and other e-stages like YouTube, Instagram, Twitter and Facebook. They are influencers and brands use them to make a verbal publicizing across classifications, for example, design, nourishment, wellness, magnificence, music, etc. While in a celebrity endorsement, the celebrity is simply the essence of a brand message, in influencer showcasing, the influencer is seen to be the maker of the message. Take the case of Lily Singh (IISuperwomanII) who was marked on by Pantene as the brand envoy this year. Lily is an online sensation and her funny recordings have earned over a billion perspectives by and large. Obviously, she has an enormous fan base and is fit for creating commendable discussions. Additionally, Indian sportspersons are getting colossally well known with brands. The report expresses that throughout the most recent 10 years, sports characters in India have built up a more profound relationship with brands, administrations, and organizations through ventures, item structures and authorized arrangements. While Indian cricketers have consistently been enthusiastic about endorsements, the most recent decade likewise saw the ascent of non-cricket sports persons, for example, Vijender Singh, Sakshi Malik, PV Sindhu and Sania Mirza, particularly for classifications that require new faces.

More or less, a celebrity is currently not simply the substance of a brand. The person is a representative, an internet based life influencer and an envoy. With contributions from Atul Kasbekar, Chief Managing Director at Bling! Amusement, the report dismembers an ordinary endorsement arrangement and notes that a celebrity is normally marked on by a brand for a term of one to two years with three to four days of TV/print shoots or occasion appearances. Brands which plan ahead of time on the usage of celebrities for various crusades, for the most part put down a higher number of days in the agreement to improve cost every day from the celebrity. Brands have additionally started seeing undeniable organizations with celebrities. For example, Sonam and Rhea Kapoor have teamed up on their apparel line Rheson with Shoppers Stop yet will keep on totally owning the image. On account of All About You by Deepika Padukone, the licensed innovation is co-claimed by Deepika and Myntra which has a benefit sharing arrangement structure.

The report additionally investigates the classifications that lean toward endorsers. An investigation by ESP Properties shows that from 2013 to 2017, individual consideration brands have been the greatest spenders right now. This is firmly trailed by the attire

classification, which regularly depends on famous actors to advance a scope of dress committed to a particular film. In the course of recent years, online business has seen an exceptional development being used by brand diplomats. Pretty much every significant online business organization has connected with celebrities through multi-crore arrangements and associations. The home apparatuses class then again has dropped as of late. While female celebrities overwhelm the individual consideration and shopper durables classification, male celebrities rule the cars and web based business areas for endorsements.

Talking about celebrity brand endorsers in India, Shah Rukh Khan gives off an impression of being each brand's preferred star! Besting the celebrity list as far as endorsements, Shah Rukh Khan has embraced brands, for example, Tag Heuer, Hyundai, Reliance Jio, BigBasket and so forth. Indeed as indicated by the report, he was the top most celebrity brand endorser of 2015 and 2016. This year, in any case, Virat Kohli has overwhelmed King Khan and packed away the main spot in brand endorsements. Deepika Padukone additionally made it to the rundown of top 3 brand endorsers just because this year yet clearly the quantity of female celebrity endorsers in the best 10 rundown is still far lesser than their male partners.

Be that as it may, any brand should consider different factors in their competitors beside their star force, for example, the likelihood of hazard and brand fit. The report uncovers that the main scarcely any influencers of India have various characteristics that make them attractive as a brand endorser. These characteristics are –

- a) Credibility and market observation: information and abilities that the celebrity represents.
- b) Attractiveness: amiability, commonality, likeness of the celeb with the brand.
- c) Star Power: the mass intrigue which influences the shoppers' purchasing conduct
- d) Relatability: buyers ought to identify with the representative.
- e) Return on Investment: the 'how might this benefit me' question for the brand organization.

All things considered, endorsements today are to be sure moving from standard celebrities to influencers. Going ahead, the report predicts a ceaseless move in center from celebrity brand diplomats to key supposition pioneers and given the media fracture today, brands may pick

between utilizing a solitary representative over all channels or have numerous appearances for a battle. A celebrity's quality and following via web-based networking media is additionally a central point for brands to consider when settling on who to connect with. Truth be told, internet based life will keep empowering brands to quantify the adequacy of these celebrity-drove crusades as it gives moment and some of the time, continuous criticism which makes it simpler for brands to ascertain ROI sooner. The effect of computerized promotion in the realm of diversion has been additionally talked about in GroupM's showbiz showcasing report finally. In the following version of Melt, we will unwind how web based life has changed the manner in which movies are promoted, and creation houses, of all shapes and sizes, have their sleeves moved up for this.

3. ARTICLE PUBLISHED BY MARTINROLL.COM on FEB,2018

Nike is known the world over for being one of the most famous brands. In 2017, it was positioned as the world's sixteenth most important brand as far as its image esteem – USD29.6 billion – by the yearly Forbes positioning of The World's Most Valuable Brands. Regardless of many market moves, (for example, the ongoing merger among Adidas and Reebok), Nike has remained the pioneer in its class.

Nike is likewise very notable for another perspective and that is its predictable utilization of celebrities to embrace the brand. Truth be told one of the best joint efforts between a brand and a celebrity is that of Nike and Michael Jordan. So fruitful was the coordinated effort that Nike and Jordan propelled another brand variation called the Air Jordan line of game shoes.

This channel currently being utilized by numerous brands far and wide brings up some vital issues about ways brands are fabricated and furthermore about the effect such joint efforts have on marketing:

- 1 Is partner with a main celebrity the least demanding approach to construct a brand?
- 2 Should celebrity endorsement be the chief channel of brand interchanges?
- 3 By what method can brands settle on potential brand endorsers?
- 4 What are the focal points and burdens of such endorsements?

5 Is celebrity endorsement constantly useful to the brand?

6 In what capacity can a celebrity upgrade a brand picture?

Answers to these and numerous other related inquiries structure the substance of this article.

Celebrity Endorsements – A short presentation

Endorsement is a divert of brand correspondence in which a celebrity goes about as the brand's representative and guarantees the brand's case and position by expanding his/her character, prevalence, status in the public eye or skill in the field to the brand. In a market with a high expansion of neighborhood, territorial and global brands, celebrity endorsement was customarily thought to give a particular separation.

Be that as it may, throughout the years, many hopeful brands in Asia have gotten on board with this celebrity endorsement temporary fad. Despite the fact that endorsements have taken on a semi industry stature, there is not really any immensely effective joint effort as those of Nike's. There are numerous purposes behind such an occurrence. The following area tends to this issue.

Basics of celebrity endorsements

Despite the fact that to an eyewitness it might appear that Nike's prosperity is completely founded on Tiger Woods' relationship with the brand, nothing can be a long way from reality. As a brand, Nike has set up a solid brand character and a brand character throughout the years. What Nike did was to utilize celebrity endorsement as one of the fundamental channels of imparting its image to a profoundly engaged arrangement of clients. In this way, Nike's relationship with Tiger Woods was one of the pieces of a whole marking process that Nike has been rehearsing reliably. As opposed to this, the vast majority of the brands in Asia that have utilized celebrity endorsements have utilized it as the principle brand building instrument. Before any brand signs on a celebrity, they ought to think about three primary viewpoints.

Appeal of the celebrity: This standard expresses that an alluring endorser will positively affect the endorsement. The endorser ought to be alluring to the intended interest group in

specific perspectives like physical appearance, scholarly abilities, athletic capability, and way of life. It has been demonstrated that an endorser that seems appealing as characterized above has a more prominent possibility of upgrading the memorability of the brand that he/she embraces.

Validity of the celebrity: This guideline expresses that for any brand-celebrity cooperation to be effective, the individual believability of the celebrity is critical. Validity is characterized here as the celebrities' apparent aptitude and dependability. As celebrity endorsements go about as an outer sign that empower customers to filter through the huge brand mess in the market, the believability factor of the celebrity incredibly impacts the acknowledgment with purchasers. For instance, Nike chose to suspend its endorsement contract with Oscar Pistorius in 2013 as his validity was seriously addressed from him being accused of planned homicide.

Which means move between the celebrity and the brand: This rule expresses that the accomplishment of the brand-celebrity joint effort intensely relies upon the similarity between the brand and the celebrity as far as character, character, situating in the market opposite contenders, and way of life. At the point when a brand signs on a celebrity, these are a portion of the similarity factors that need to exist for the brand to use the greatest from that coordinated effort.

Despite the fact that these three significant standards must be clung to by organizations, for all intents and purposes it may be hard to track down celebrities that fulfill all these three conditions. Contingent upon the idea of the brand and the sort of item being utilized, organizations can specifically underline one factor over the other.

Celebrity endorsements – Do's and Don'ts

All brands must know about a portion of the significant parts of celebrity marking as talked about underneath:

Celebrity–brand coordinate: Consistent with the standards talked about before, organizations ought to guarantee a match between the brand being supported and the endorser so the endorsements can firmly impact the manners of thinking of buyers and make a positive impression of the brand.

Steady checking: Companies should screen the conduct, direct and open picture of the endorser persistently to limit any potential negative exposure. One of the best approaches to do this is to guarantee that celebrity endorsement contracts are adequately drafted, remembering any such negative occasions.

Celebrity ROI: Even however it is trying to gauge the impacts of celebrity endorsements on organizations' brands, organizations ought to have a framework consolidating quantitative and subjective measures to quantify the general impact of celebrity endorsements on their brands.

Trademark and legitimate agreements: Companies ought to guarantee that the celebrities they contract are on appropriate lawful terms with the goal that they don't underwrite contenders' items in a similar item classification, along these lines making disarray in the psyches of the customers.

These rules are planned to give organizations a helpful system that they can utilize while settling on the celebrities to underwrite their image.

End

The significant angle that organizations must note is that celebrity endorsements can't supplant the thorough brand building forms. As marking advances as an order, organizations must be additional mindful to use each conceivable channel of correspondence as opposed to only a celebrity endorsement. At the point when every single other advance in the marking procedure is followed and actualized, at that point channels, for example, celebrity endorsements can give the forefront as it accomplished for Nike and numerous others.

4. ARTICLE PUBLISHED BY RATNA BHUSHAN At ET BUREAU on OCT 21,2016

NEW DELHI: On Wednesday night, updates on Coca-Cola not recharging its image endorsement contract with Bollywood on-screen character Salman Khan became a web sensation and activated hostility via web-based networking media.

What trolls missed however was that the finish of the Coke-Khan affiliation was one case of coolly determined business choices numerous organizations are taking — that celebrities and brand ministers are not, at this point worth the enormous cash they cost. Salman Khan, Coca-Cola's costliest celebrity, was found to have charged Rs 18 crore for a two-year

arrangement to support Thums Up, extendable by another two. Aamir Khan is known to charge an expense of Rs 8-10 crore a year from brands.

Pepsi finished its 11-year brand relationship with India's one-day cricket crew chief MS Dhoni prior this year. Snapdeal ended its agreement with Bollywood on-screen character Aamir Khan in February this year. The three major spenders as far as publicizing in India now — Amazon, Flipkart and Snapdeal — have no huge celebrity endorsers.

Brand specialists, who are industry insiders, state there's an unmistakable example here, and two primary reasons.

To start with, celebrity grasp of online networking has disintegrated the eliteness factor. On the off chance that celebrities are hyper-dynamic on Twitter and Facebook and different stages, the mass commitment causes them to show up increasingly open. The persona factor endures a shot.

As PepsiCo Chairman D Shivakumar stated: "Stars are uncovered via web-based networking media and individuals tail them constantly. So the curiosity of being near, knowing insights concerning them or seeing them has disappeared. So we are likewise moving to wellsprings of power."

Shailendra Singh, originator of Percept, a publicizing and advertising organization, brought up that "the moment celebrities miss the mark concerning the parameter of rate of profitability, brands will dump them"

5. THIS ARTICLE WAS PUBLISHED AT FINANCIAL EXPRESS on April 5, 2019

THE COUPLE ACT: DO CELEBRITY COUPLES ADD VALUE TO A BRAND ?

Akshay Kumar obediently serving biryani to his significant other Twinkle Khanna in a TVC for Fortune Rice; Virat Kohli and Anushka Sharma thinking back around one year of their wedded life in the most recent Manyavar/Mohey promotion; or take Shah Rukh Khan adoring spouse Gauri in the advertisements for D'Decor outfitting — celebrity couples are a bundle bargain in the publicizing scene nowadays, yet does roping them in bode well?

Think about the insights: the previous decade has seen celebrity-drove endorsements increment from 650 of every 2007 to 1,660 out of 2017, as per an examination by ESP Properties. In 2018, 23% of all advertisements in India highlighted a celebrity, uncovered an investigation by Kantar Millward Brown. By marking on a celebrity pair, brands trust in twofold the contact with twofold the star power.

For certain brands, it addresses a bigger segment, especially families. Take Lloyd, for instance. The shopper durables organization has roped in on-screen character couple Deepika Padukone and Ranveer Singh as brand ministers. Amit Tiwari, VP-Marketing, Havells says that with the slogan Khayal Rakhenge, Khush Rakhenge, Lloyd would like to speak to "the male crowd, yet in addition ladies who are progressively turning out to be chiefs in the purchaser durables classification".

Be that as it may, is the negligible nearness of the celebrity couple enough?

Stale stories

Brands that enlist celeb couples need to navigate the precarious situation among style and substance. While utilizing them expands buzz around the brand, the bigger concern is "whether the couple is utilized just for the marvelousness remainder," says Ronita Mitra, organizer and boss strategist,

Brand Eagle.

As a rule, celebrity sets are thrown in conventional stories — the mate thinking about the other in a run of the mill family unit setting. A vapid storyline that doesn't take advantage of the personas of the celebs, says Priti Nair, executive, Curry Nation, can be viably imparted by a couple of models. "Brands need to possess the celebrities in their promotions, such as Ching's does with Ranveer."

Nair refers to the Tanishq promotion including Amitabh-Jaya Bachchan having a tiff as a fine case of depicting the celebrities in a 'consistent with life' style. "Conversely, the Aishwarya-Abhishek Bachchan advertisement for Prestige pressure cookers could have highlighted any couple," she says.

To Saurabh Uboweja, CEO, Brands of Desire, promotions highlighting celebrity couples need imagination. "Utilizing star power is a sluggish way out for brands," he calls attention to.

Cash very much spent?

According to industry gauges, the charge for a couple of A-rundown celebrity endorsers could extend from '8-12 crore for each day — this could, thusly, be a touch progressively conservative for brands, than roping in two separate celebrities. Notwithstanding, the thing that matters is just peripheral, taking into account that these arrangements are regularly still haggled independently by the separate operators of the celebrity pair.

To situate itself as an 'ally' for family travels, VIP Bags has roped in celeb couple Saif Ali Khan and Kareena Kapoor Khan. Anirudh Pandharkar, CMO, VIP Industries, says that in spite of the fact that the venture is a lot higher when a couple is roped in, the advertisement arrives at three distinctive objective gatherings — "Kareena fans, Saif fans and aficionados of the nuclear family".

In a situation where media cost is heightening, having a celebrity couple on board could help increment review, while keeping the media recurrence low. "All things considered, the cash is originating from a similar spending plan; the brand is exchanging media cost for the endorsement cost," Nair watches.

6. ARTICLE PUBLISHED BY Margeaux Sippell ON VARIETY.COM

In the realm of celebrity endorsements, age isn't only a number.

Stars in their teens and twenties have a similar purchaser trust as their more established partners, as indicated by new rankings of TV and film on-screen characters from Spotted, an information and research supplier concentrated on the celebrity endorsement space. Spotted positioned entertainers with brand associations from best to most exceedingly awful as far as the achievement of their battles and found that while the normal age among the best was 40, the most noticeably awful was only 28.

Besting the rundown was Dwayne "The Rock" Johnson, 46, for Under Armor, whose shoe line with the athletic clothing brand sold out in just 30 minutes in June. Imprint Wahlberg, 47, for AT&T checked in at number two, with third spot going to Kristen Bell, 38, for Old

Navy. Following not far behind them were Reese Witherspoon, 42, for Crate and Barrel and Drew Barrymore, 43, for Crocs.

Conversely, the most disastrous battles originated from Bella Thorne, 20, for BUXOM Cosmetics, Shay Mitchell, 31, for Toyota, and Ansel Elgort, 24, for Polo Ralph Lauren. Other outstandingly low entertainers were Millie Bobby Brown, 14, for Cisco, and Lady Gaga, 32, for Bud Light.

To show up at these rankings, Spotted overviewed 300 U.S. members of any age with questions concerning the amiability, relatability, engaging quality, dependability, validness, and facial, name and voice acknowledgment of 400 on-screen characters who had brand endorsements between January 1, 2017 and August 31, 2018.

Crusades including non-on-screen characters, (for example, Colin Kaepernick for Nike) are not spoken to on the rundown. Kendall Jenner was on the review — yet notwithstanding open clamor because of her questionable Pepsi promotion a year ago, customer assessment of her was not low enough to land her on the loafers list.

One explanation more established entertainers are reverberating more grounded, as indicated by Spotted CEO and fellow benefactor Janet Comenos, is the sheer volume of their work gives them more prominent presentation to various subsets of purchasers. "In the event that you've just been well known a couple of years and featured in a couple of movies, the sorts of purchasers you've been presented to are littler than if you've featured in 50 movies and individuals have been able to know you after some time," she says.

Notwithstanding, there are special cases to the standard.

Jennifer Lawrence, for instance, is an anomaly — in spite of being only 28, her crusade with Dior scored well in shopper trust and realness. Comenos says she has her great notoriety to thank. "She doesn't present significant hazard to the brand and has high reverberation with Dior's clients."

Thorne, as indicated by Spotted information, is seen by customers as a disputable figure. The 20-year-old's ongoing single, "Bi**h I'm Bella Thorne," and linkage to 35-year-old ex Scott Disick may demonstrate why purchasers partner Thorne with dangerous conduct.

"More peculiar Things" whiz Millie Bobby Brown had low scores when it came to trustworthiness around her image pairings. Matching a 14-year-old English on-screen character with the global innovation combination Cisco might not have been the most natural decision. The equivalent could be said for cutting edge pop artist Lady Gaga embracing Bud Light, go-to drink of the college kid nearby. In spite of the fact that Brown and Gaga are ostensibly two of the greatest A-listers of 2018, their absence of character coordinate with these brands is a major issue while competing for customer trust. "By and large, individuals think, 'ugh, that individual's slapping their name on such huge numbers of various brands on the double,'" Comenos says. "Individuals imagine that she's a tad of an endorsement sellout due to the amount of work she does."

Underneath, a glance at the best and most exceedingly terrible entertainer lead brand endorsements of the year:

BEST

1. Dwayne "The Rock" Johnson for Under Armor
2. Imprint Wahlberg for AT&T
3. Kristen Bell for Old Navy
4. Reese Witherspoon for Crate and Barrel
5. Drew Barrymore for Crocs
6. Chris Hemsworth for Hugo Boss
7. Justin Timberlake for Bai
8. Gabrielle Union for New York and Company
9. Zoe Saldana for Campari
10. Lady Gadot for Reebok

Most exceedingly awful

1. Bella Thorne for BUXOM Cosmetics
2. Shay Mitchell for Toyota
3. Ansel Elgort for Ralph Lauren
4. John Cena for Hefty
5. Millie Bobby Brown for Cisco
6. Chloe Grace Moretz for Jimmy Choo
7. Lucy Hale for Degree
8. Cara Delevingne for Burberry
9. Priyanka Chopra for JBL
10. Zac Efron for Columbia

7. ARTICLE PUBLISHED AT MEDIKIX.COM ON July, 2019

Seeing HOW NIKE'S \$1B CRISTIANO RONALDO DEAL and MARKETING WITH SOCIAL MEDIA INFLUENCERS WORKS

Soccer megastar Cristiano Ronaldo and sports attire goliath Nike are currently fortified forever. Like ball greats LeBron James and Michael Jordan, Ronaldo has as of late become a piece of a chosen few competitors offered (and marked to) a lifetime Nike contract worth \$1 billion.

A few outlets including Forbes, Business Insider, and The Street have noticed Ronaldo's amazing online networking impact and reach as a top draw for Nike — in any event, going as far to state that the soccer star's joined internet based life following of 240M offers more an incentive than Snapchat's 158M day by day dynamic clients (DAUs).

As web based life and influencer promoting development (outline beneath) have soar as of late (for example Facebook orders about an hour normal of its destined to be 2B clients; YouTube clients watch 1 billion hours of video every day), numerous marquee brands have multiplied down via web-based networking media sponsorships including people with a sizeable social crowd (for example page likes, supporters, endorsers).

CELEBRITIES, ATHLETES, and SOCIAL MEDIA INFLUENCERS: WHAT'S THE DIFFERENCE?

While celebrities, competitors, and internet based life influencers (otherwise called or alluded to by stage explicit monikers including Instagrammers, YouTubers, Snapchatters, and so forth.) may all have enormous online life followings, seeing how each procured their crowd (and draw in with their supporters) is significant for brands and advertisers particularly while assessing for viable associations and joint efforts.

Regularly, conventional celebrities (TV, film, music) and competitors construct their approval from the medium where they began. Famous actors like Hugh Jackman or pop stars like Ariana Grande discovered achievement first and fundamentally through the big screen, TV, radio, or other non-web based life implies. As their prominence developed, crowds attached to their work would follow their preferred celebrities on social anxious to see and follow their whereabouts.

Conversely, advanced or online life influencers obtain their crowds particularly and exclusively through web based life use and commitment. A large number of the present top social influencers began blogging, vlogging, as well as posting via web-based networking media as an inventive outlet (deciding to concentrate on explicit interests, leisure activities, or sort of substance kind) or individual type of articulation yet consistently developed their fans and devotees more than quite a long while through:

Connecting with content — the best influencers comprehend and create incredible substance (for example photographs, recordings, live streams) that is shareable, important, and enthralling.

Repeating, steady substance — huge numbers of the best influencers have fabricated a solid and steadfast crowd from day by day or week by week content over years on end. With a reliable stream of value content, influencer crowds have become used to "tuning in" to their most loved YouTuber or Instagrammer (much the same as checking out watch your preferred

celebrity or sports star, however regularly with ongoing commitment and association from both the influencer herself and similar fans).

Connecting intimately with crowds — the best influencers develop and acquire significant levels of commitment by making it a point to convey (in many cases 1:1) with their supporters. Accordingly, 40% of Millennials state their most loved YouTuber "gets them" superior to their very own companions (Think With Google contextual analysis "Why YouTube Stars Are More Influential Than Traditional Celebrities").

The lines among celebrities and web based life influencers, be that as it may, are obscuring. Huge numbers of yesterday's top YouTubers already obscure to crowds 30+ are currently the present greatest standard celebrities featuring in significant movies, making sure about worthwhile book, music, and TV arrangements, and flaunting portrayal from top ability organizations beforehand just connected with Hollywood A-listers.

As crowds are progressively moving their consideration, time spent, and propensities towards computerized (explicitly online video, gushing, and web-based social networking stages), brands, distributors, and celebrities the same are understanding the significance of possessing a solid online nearness (for example think Dwayne "The Rock" Johnson, Chrissy Teigen, and obviously, Kim Kardashian).

A LOOK AT CRISTIANO RONALDO'S SPONSORED INSTAGRAM POSTS

The prevailing games star celebrity of Instagram and Facebook, Ronaldo's Nike contract guarantees that the worldwide athletic clothing brand has deep rooted access to his 260M+ fans and devotees across social (120M Facebook page likes, 93M Instagram supporters, and 50M adherents on Twitter). Forbes subtleties Ronaldo's Nike advancement:

Cristiano Ronaldo Nike Influencer Marketing

With the expansion of brand-supported web based life posts from the two celebrities and influencers, the FTC has constantly refreshed their rules for what comprises legitimate exposure of supported online networking notices. Since, the two celebrities and influencers and their supporting brands (counting Xbox, Warner Bros., and numerous others) have been investigated and brought to consideration for lacking revelation for paid endorsements (see Variety's "Kardashians In Trouble Over Paid Product Endorsements On Instagram").

RESEARCH OBJECTIVES

To find the influence of Celebrity Endorsement on Consumer Brand Equity.

- To find out how important celebrity endorsement is to consumers and does it affect their awareness and responsiveness towards the brands.
- To find out the consumers' perception towards the effectiveness of celebrity endorsement.
- To critically analyze whether or not the consumers changes their buying pattern due to influence by their favourite celebrities

RESEARCH METHODOLOGY

Research Methodology is a collective term for the purpose of conducting research. There are many different methodologies used in various types of research and the term is usually considered to include research design data gathering and data analysis. Research methodologies can be qualitative and quantitative.

A research methodology explains the reason behind the research, how it is conducted, how to gauge advancements in the process carried out and what constitute accomplishment concerned with the objectives decoded to be undertaken for the study.

Marketing research is the systematic gathering recording and analyzing of data about problem retaining to the marketing of goods and services.

The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity of a problem situation and to assist the manager in arriving at the best possible decision when such situations are encountered.

RESEARCH DESIGN

This kind of research design is used for more precise investigation or of developing the working hypothesis from an operational point of view. In this the researcher is solely interested in describing the situation or case under their research study.

It has inbuilt flexibility, which is needed because the research problem, broadly defined initially, is transformed into one with more precise meaning in exploratory studies, which in fact may necessitate changes in research procedures for gathering relevant data.

The characteristic features of research are as follows:-

- Flexible design
- Non-probability sampling design
- No pre planned design for analysis
- Unstructured instruments for collection of data
- No fixed decisions about the operational procedures

A. Data collection method: The data collection was done by circulation of the survey/questionnaire form over the social media , to some personalized contacts.

B. Questions in survey: The questions in survey are 15 questions all related to understanding the impact of Celebrity endorsement on FMCG brands.

C. Kind Of Scale Used in Survey: The scale used in the survey form is LIKERT SCALE.

D. Target Population: The target population for this survey were of the age bracket from 17 to 30 years.

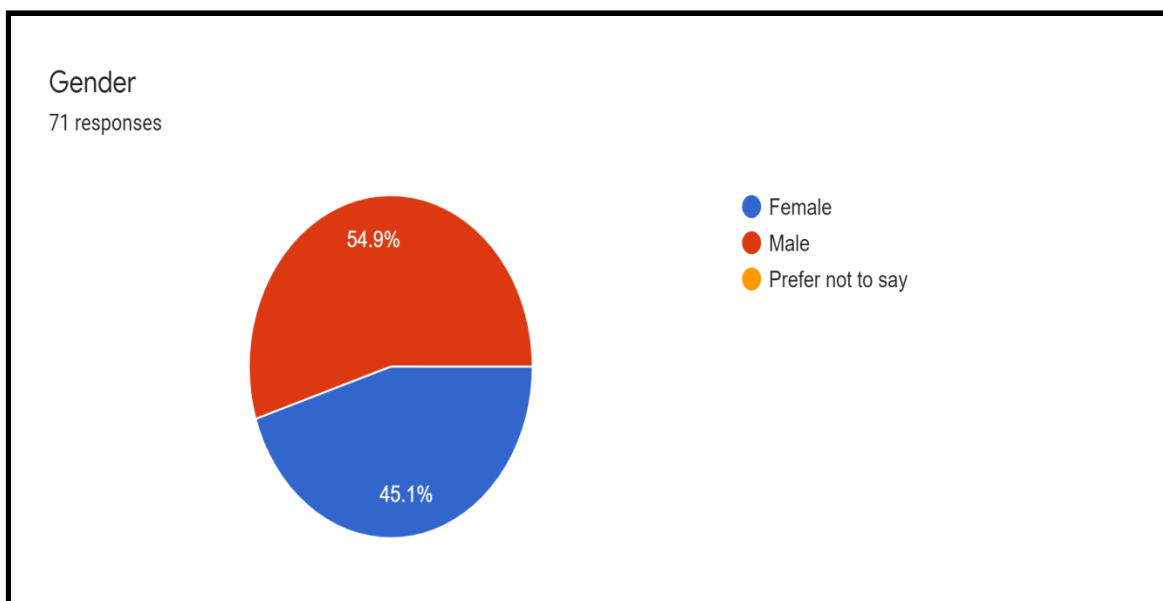
E. Sampling Frame: The sampling frame in this research were unmarried people residing in INDIA.

F. Sample units :The number of sample units used in this study is 71 samples.

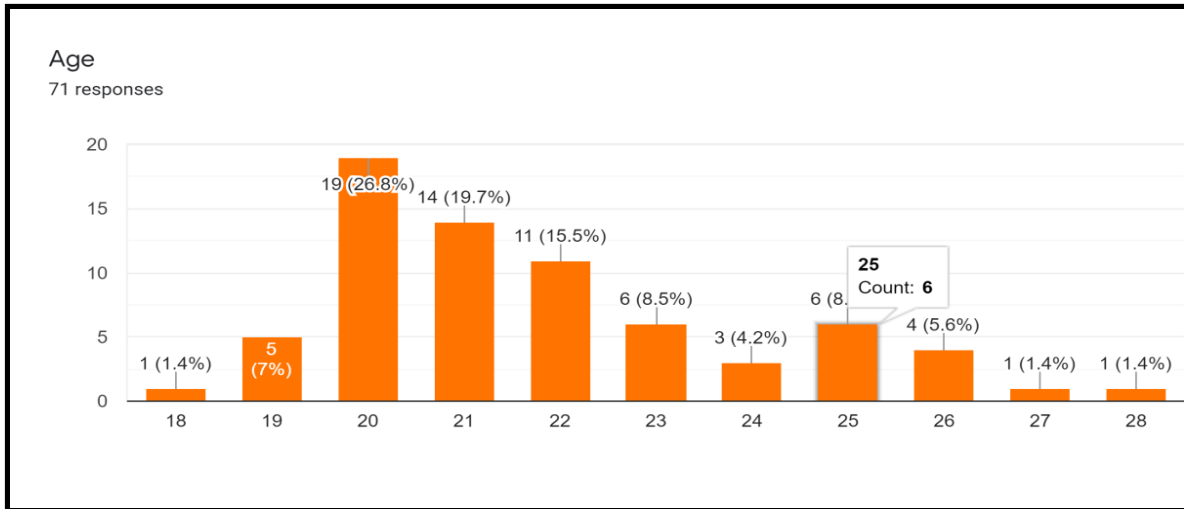
DATA ANALYSIS

1. DATA COLLECTED - PRIMARY DATA

2. SAMPLE SIZE- 71



★ Out Of the total sample size of 71 respondents, 54.9% were male and 45.1% were female.



★ Out of the total sample size of 71 respondents maximum number of participants were of age 20.

DATA INTERPRETATION

Question 1 : Factors considered important during purchase. (people may have selected more than one checkbox)

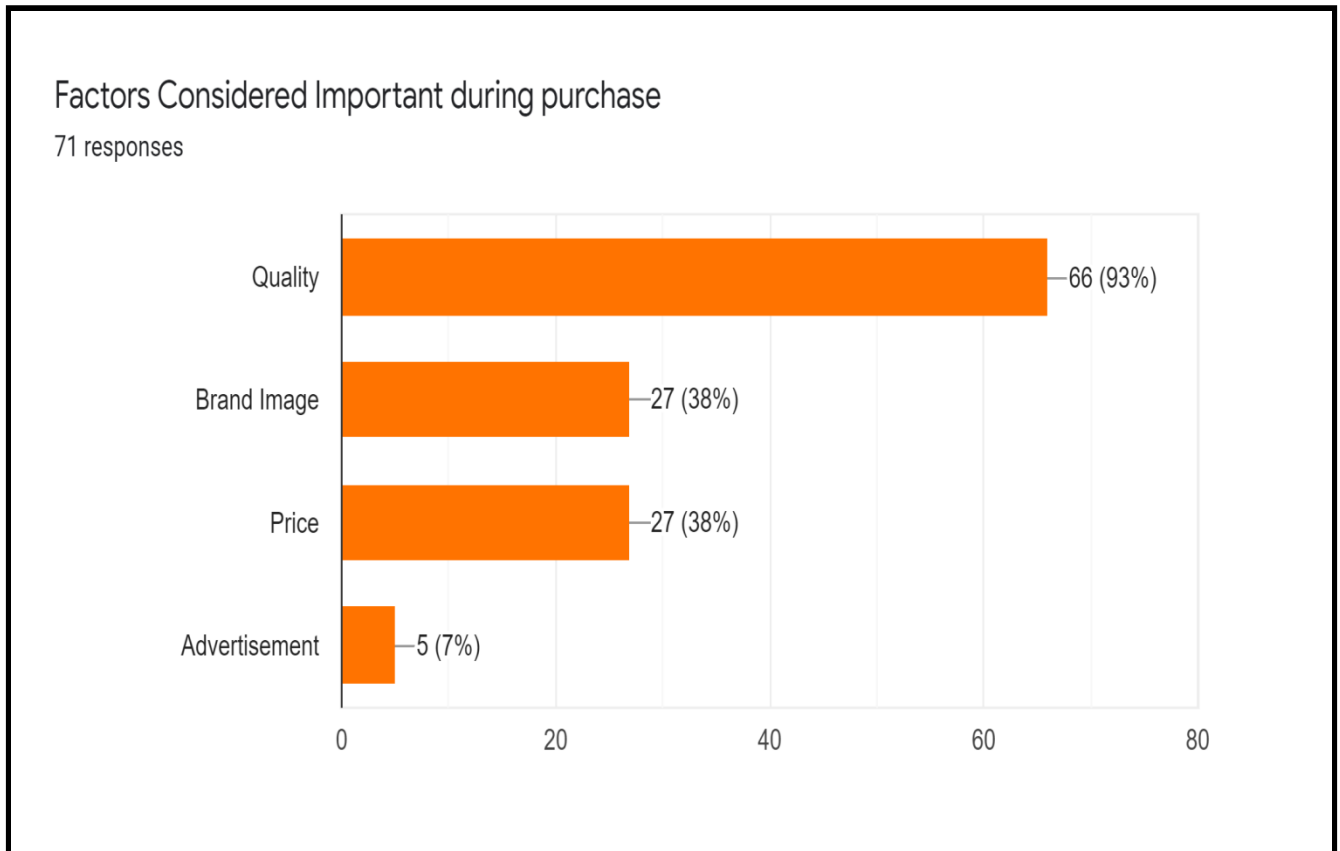


ILLUSTRATION:

- This graph depicts that the respondents around 93% are likely to consider Quality of the product most important during their purchase , 27% of them also consider Brand Image so this might be a brand image created due to the positive image of a celebrity onto their endorsed brands.
- The Price also plays an important role while choosing a branded product for their use.
- But most importantly we must notice that generic advertisements play less role in attracting a customer. It might include some celebrity to implicate a positive perception in the consumer mind towards the brand.

Question 2: Importance of advertisements and promotional activities in product purchase

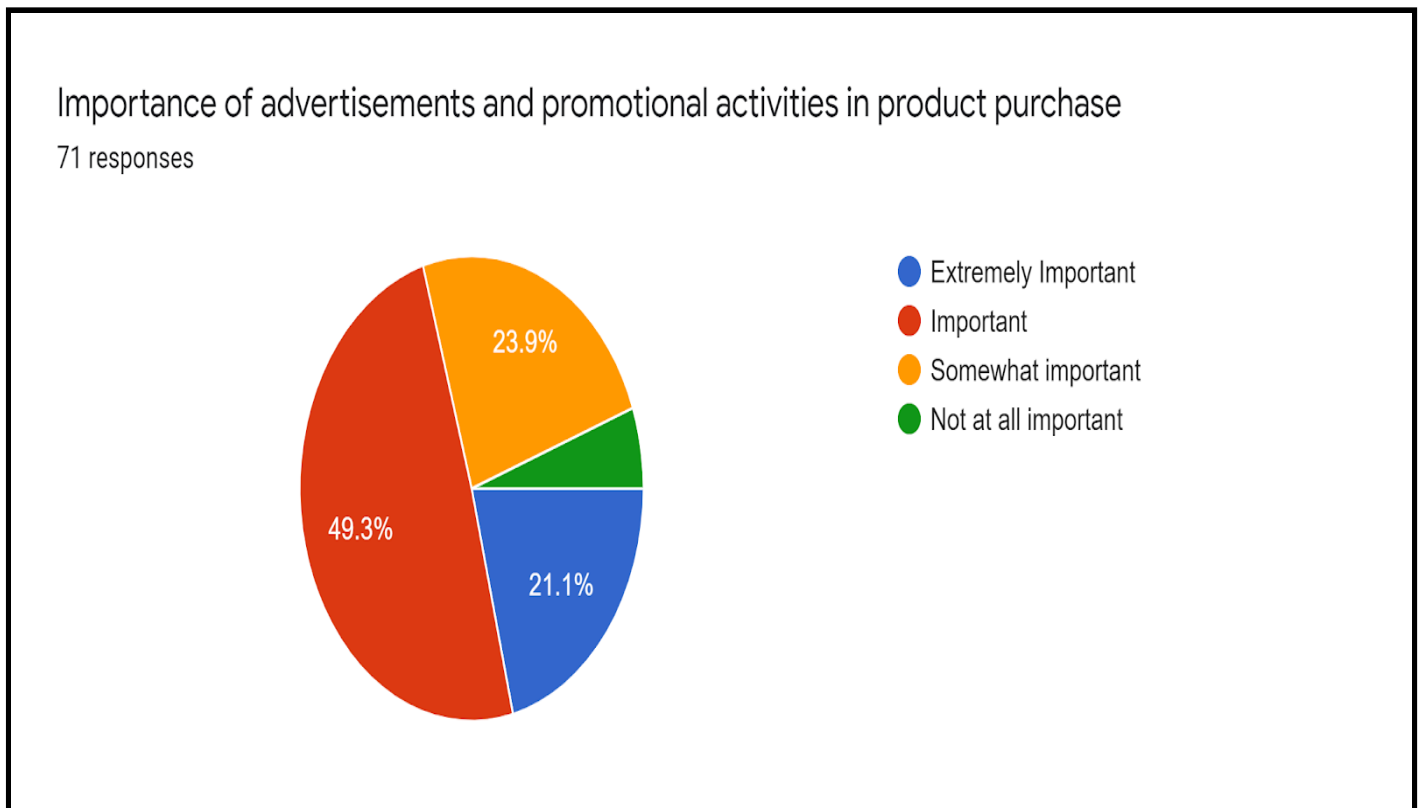


ILLUSTRATION:

- This graph illustrates that 49.3% consider the importance of advertisements and promotional activities “important” in product purchase as nowadays most people are brand loyal and well informed about their purchase so they don't get intimidated by the various activities

- But by 21.1% surely believe that it should happen to let the brand convey their message to the consumer.

Question 3 : Preference to see celebrities endorsing a favourite brand on any media.

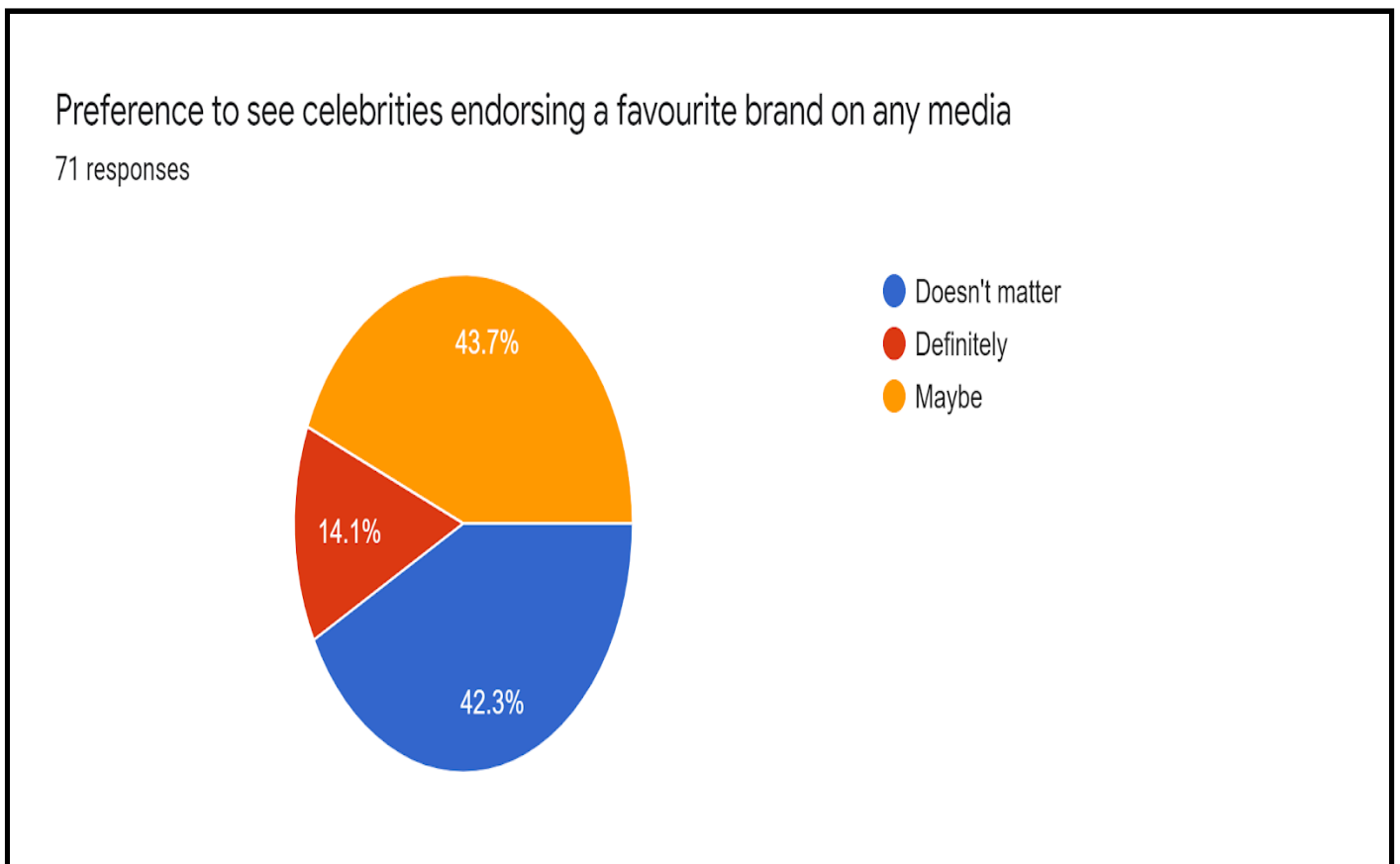


ILLUSTRATION:

- This graph depicts that 43.7% are not quite sure whether they like to see celebrities endorsing a favourite brand on any social media or not. All of us may have noticed in this year of 2019-20 that more and more celebrities have started using instagram for

endorsing their brands but that does not mean that it is a wrong thing it's just that it's their choice how to keep their social handles active and maintain social profiles.

- The 42.7% believes that it doesn't matter to them and doesn't let this affect their consumer perception.
- And last but not the least only 14.1% believes that they would love to see celebrities endorsing their brands through any social media.

Question 4 : Effectiveness of ads endorsed by the celebrities as compared to those which are not

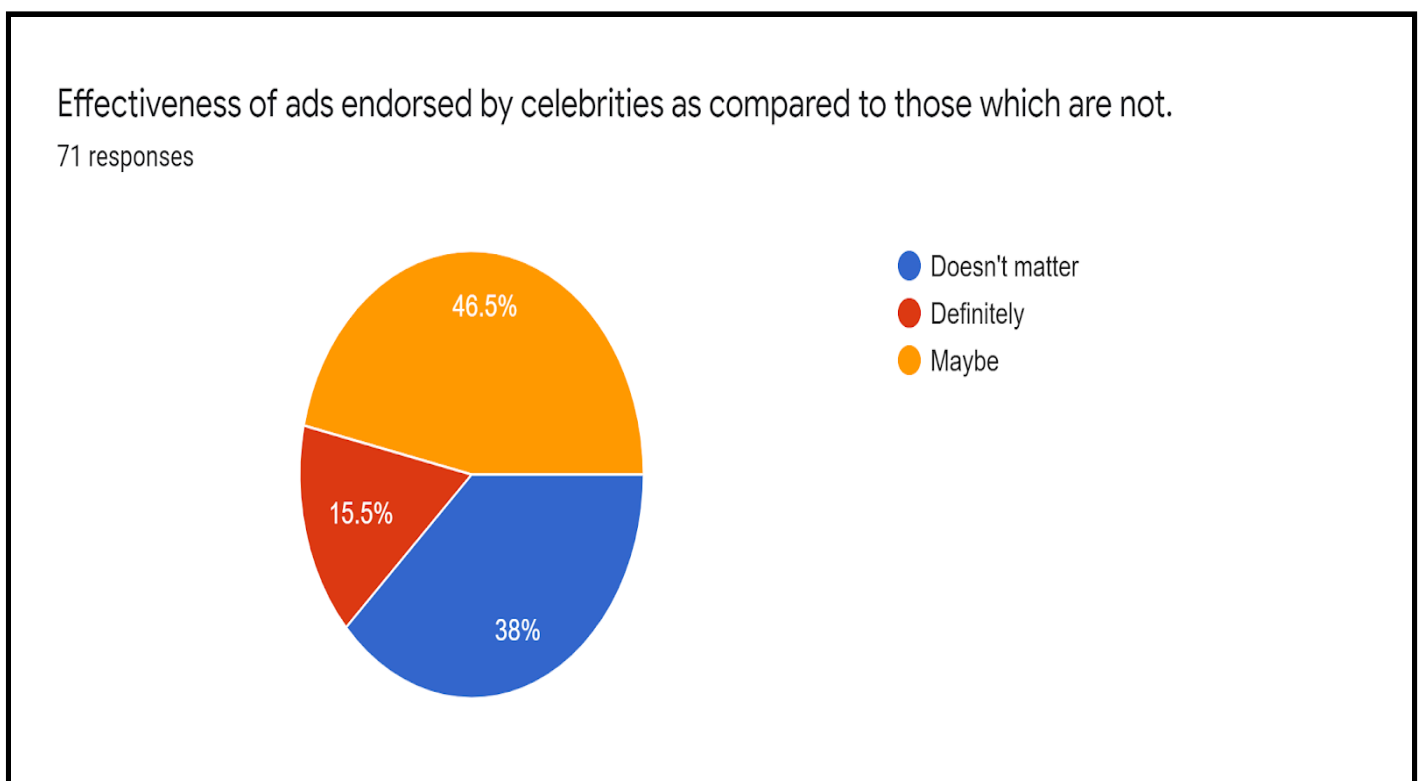


ILLUSTRATION:

- This graph depicts that 46.5% believes that maybe there is any effect between brands endorsed by celebrities versus the brands not endorsed by celebrities.
- The 38% respondents believe that it doesn't matter that any effect is imposed on ads if it is endorsed by the celebrities.

Question 5: LIKELIHOOD TO BUY PRODUCTS ENDORSED BY A CELEBRITY

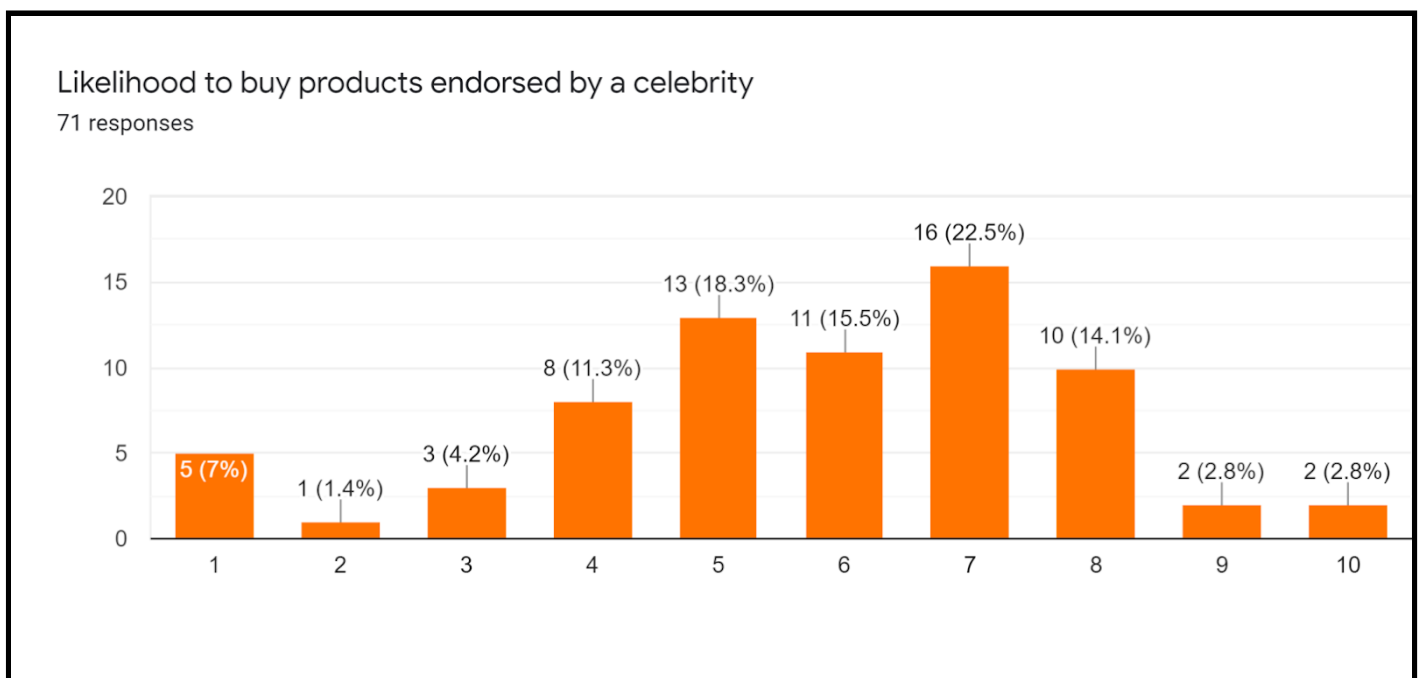


ILLUSTRATION:

- This graph illustrates that on a scale of 1-10 that 22.5% believe that there are promoters of this statement
- 18.3% are on the level 5 which means they are neither detractors nor promoters of this statement.

QUESTION 6 : Will you stop using a brand/product if the celebrity endorsing is involved in a scam.

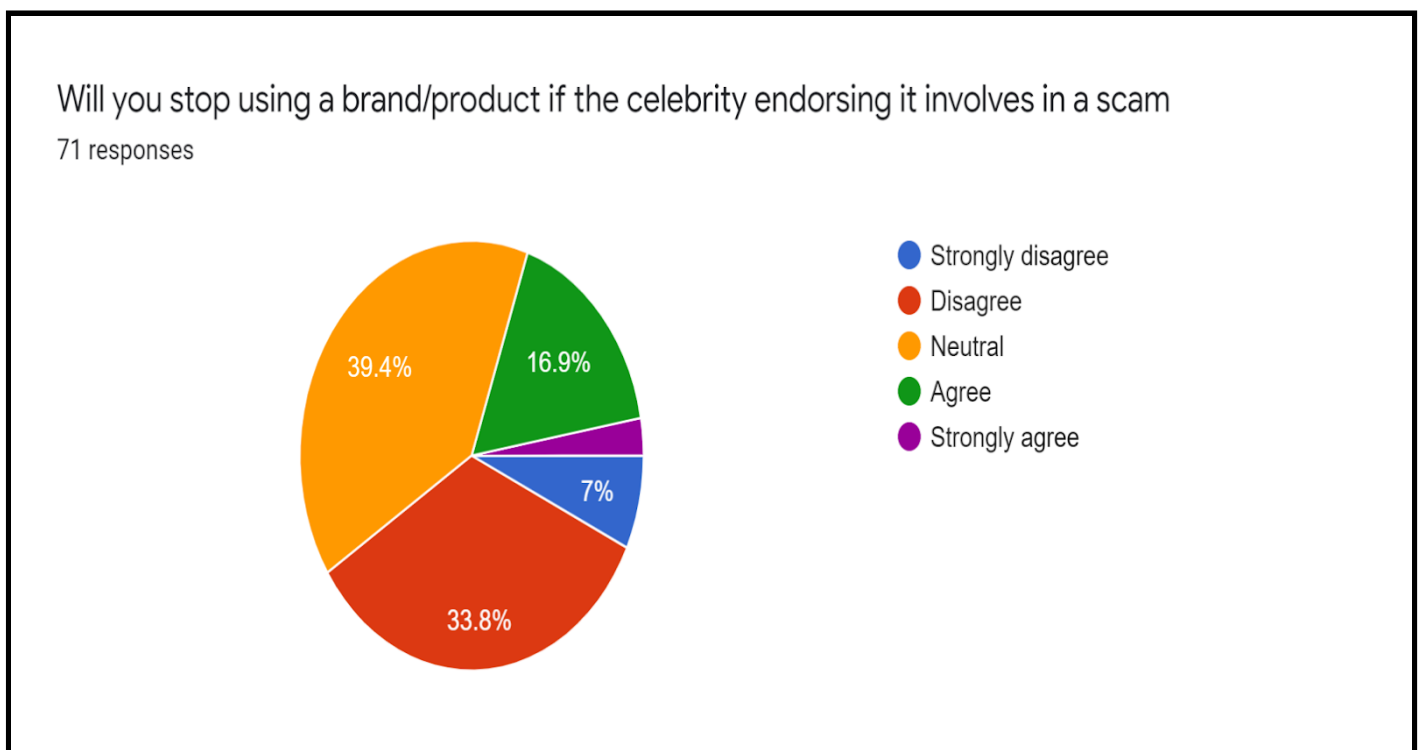


ILLUSTRATION:

- 39.4% respondents are neutral to this statement as they might change their consumer perception towards a brand if the celebrity endorsing the brand gets involved in a scam which leads to a negative impression on the brand.
- 33.8% respondents believe that they disagree with this given statement.

QUESTION 7: DO CELEBRITY ENDORSEMENTS MAKE YOU REMEMBER THE BRAND ?

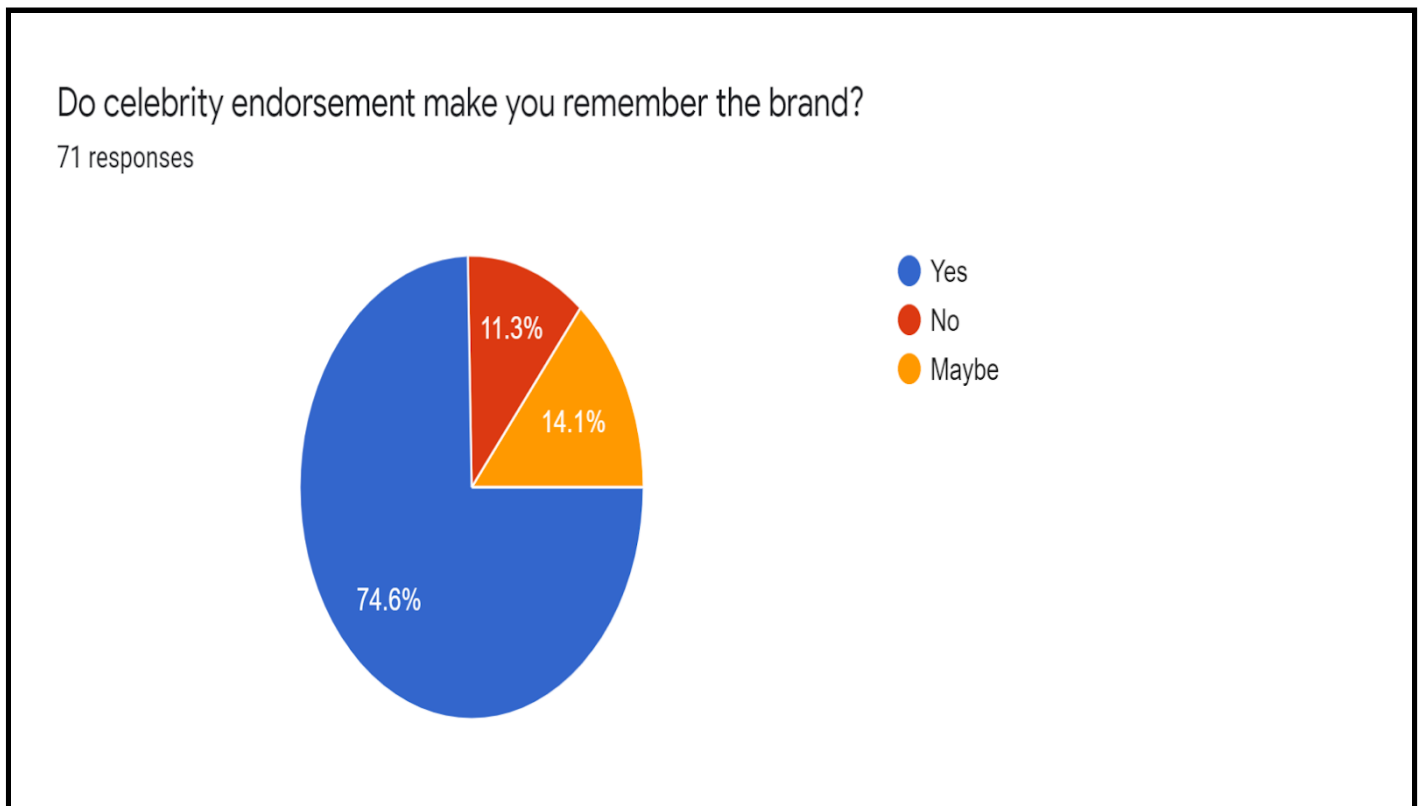


ILLUSTRATION :

- 74.6% firmly believe that Yes celebrity endorsements make them remember the brand
- Only 11.3% does not believe this statement and it does not happen with them.

QUESTION 8 : Do celebrities endorsing more than one product but of different brands generate the perception that their promotion choices are money-driven?

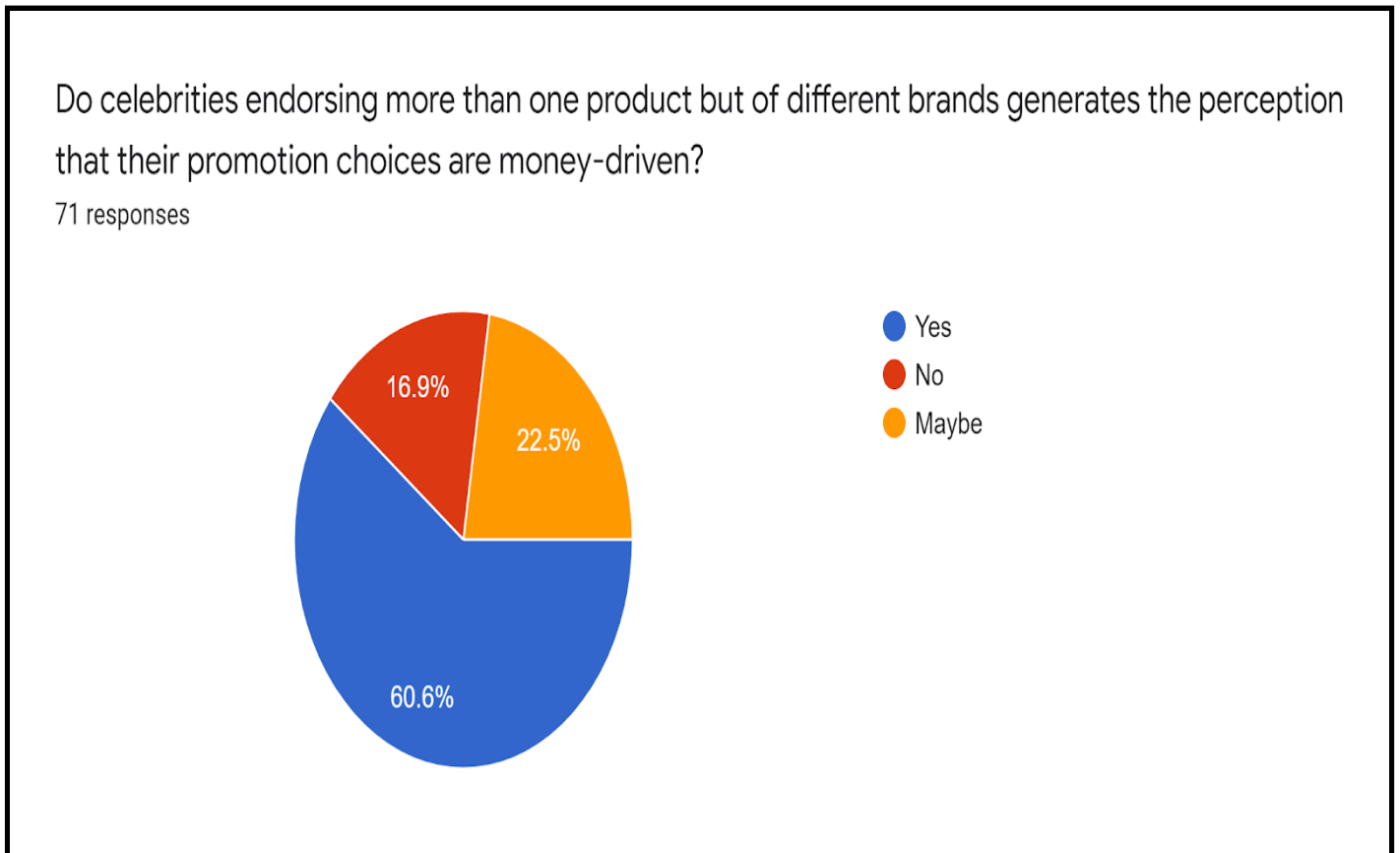


ILLUSTRATION :

- 60.6% firmly believe according to the research that yes most of the celebrities association with brands are due to money driven reasons.
- 22.5% were in the maybe zone as they weren't aware of the personal/ professional choices taken by the celebrities.

QUESTION 9 : Would you change your consumer behaviour towards a brand in case your favourite celebrity does it's brand endorsement ?

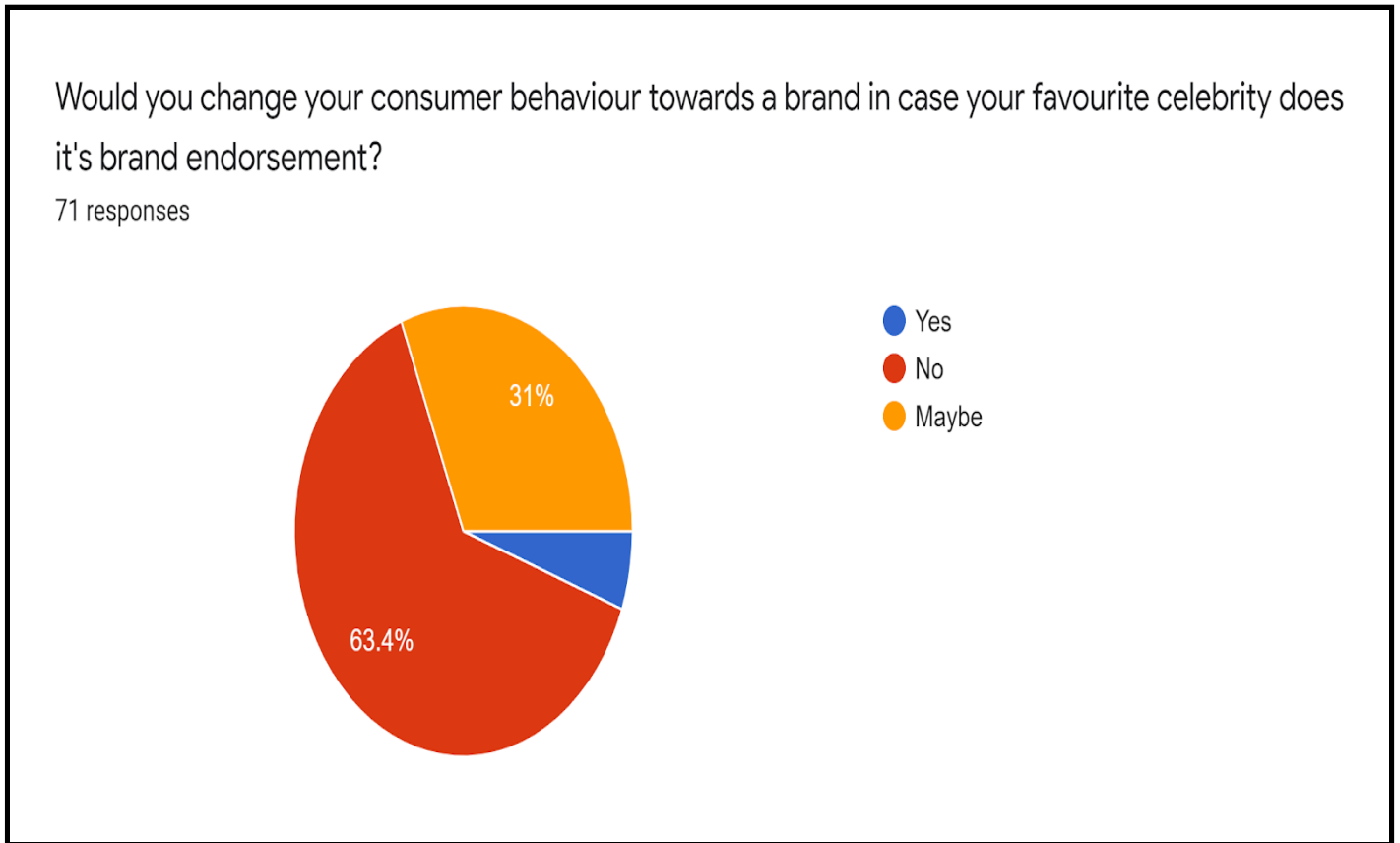


ILLUSTRATION :

- Strictly NO by 63.4% of the respondents show that they won't change their attitude towards even their favourite celebrity.
- Only 5.6% agree to the given statement.

Question 10. Willingness to switch to new products from regular products if endorsed by one's favourite celebrity?

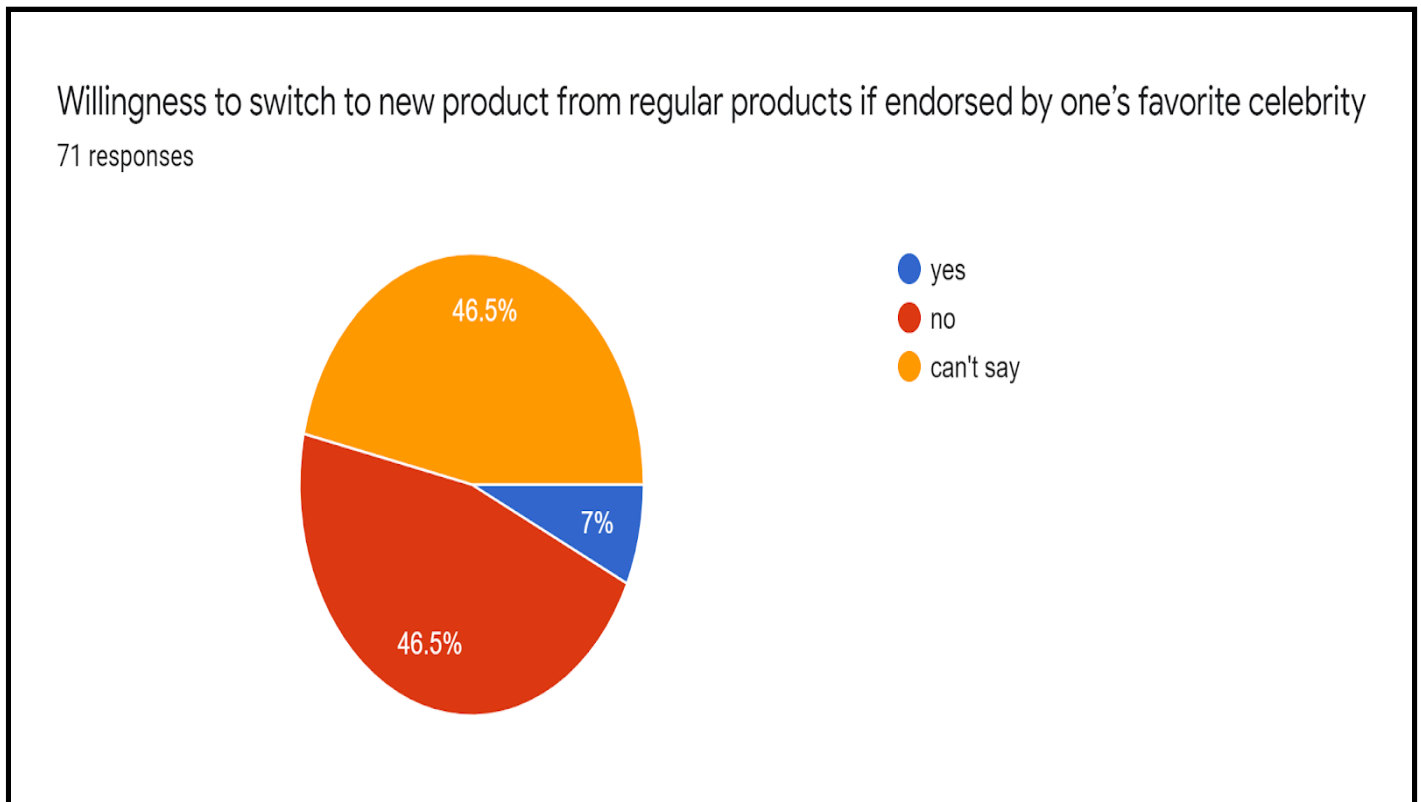


ILLUSTRATION:

- Only 7% said yes to the given statement.
- 46.5% responded with a no to this statement

Question 11: Do you Believe the celebrities themselves use the product they endorse?

Do you believe the celebrity themselves use the product they endorse?

71 responses

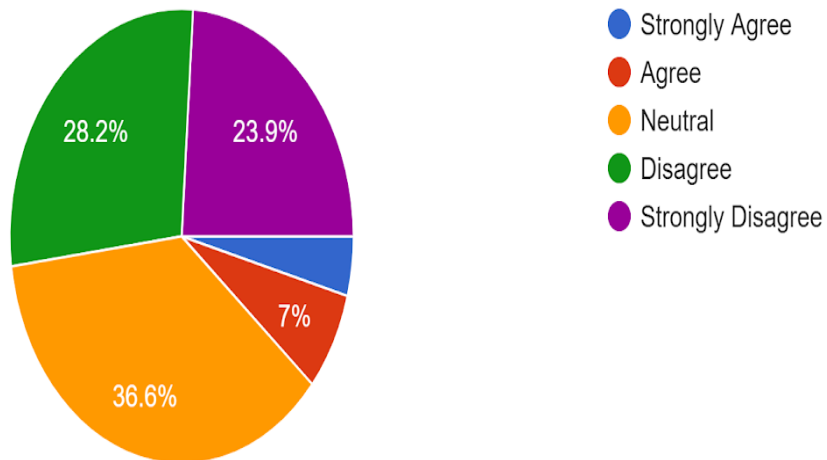


ILLUSTRATION:

- According to the survey the 28.2% disagree and they believe celebrities don't use all the products they endorse by themselves
- Only 7% of all respondents agree to this statement.

Question 12: Do you find the product endorsed by celebrity informative?

Do you find product endorsed by celebrity informative

71 responses

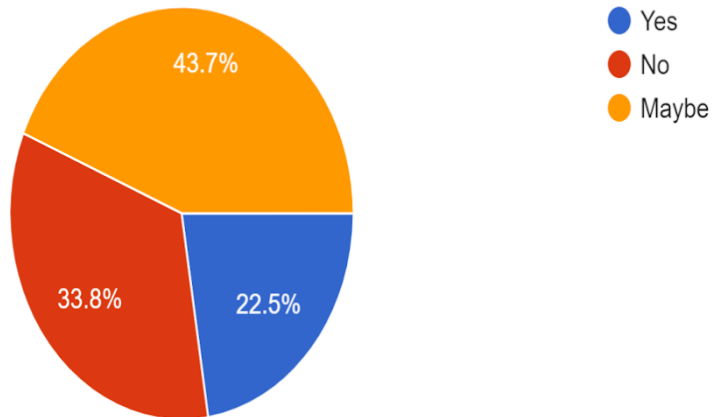


ILLUSTRATION:

- 22.5% are in the favour of this statement
- 33.8% do not agree with the statement as they find endorsement not informative.

Question 13: It creates a familiarity with the brand ?

It creates a familiarity with the brand.

71 responses

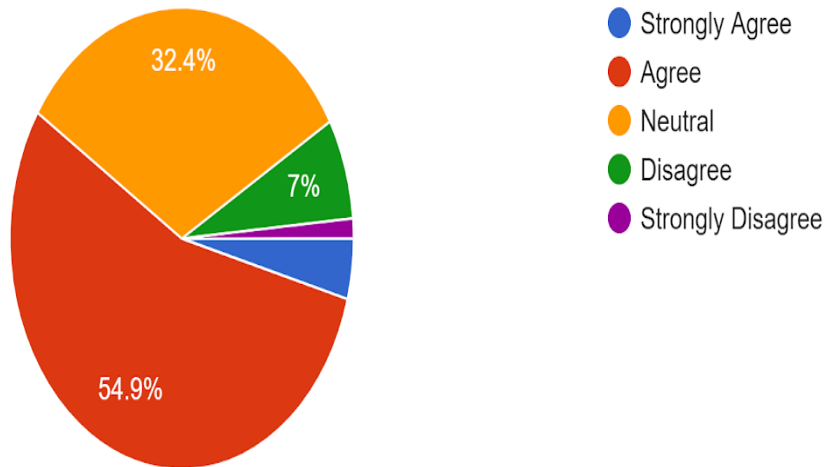


ILLUSTRATION:

- From this analysis the 54.9% respondents agree with the given statement.
- Only 7% disagree with the given statement.
- The 32.4% are neutral in this case.

Question 14: Do you find products endorsed by celebrities interested ?

Do you find products endorsed by celebrity interested?

71 responses

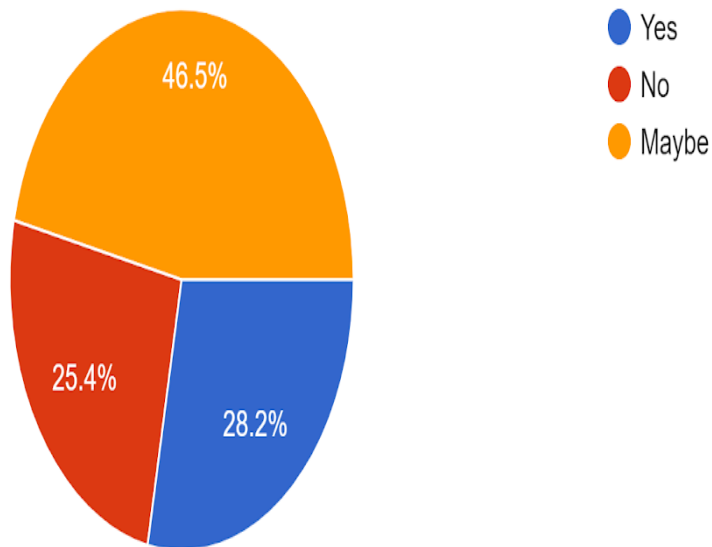


ILLUSTRATION:

- 28.2% responses were in the favour of this question.
- 25.4% were not in the favour of this statement.

Question 15: Is it necessary to do the celebrity endorsement ?

Is it necessary for a celebrity to do a brand endorsement?

71 responses

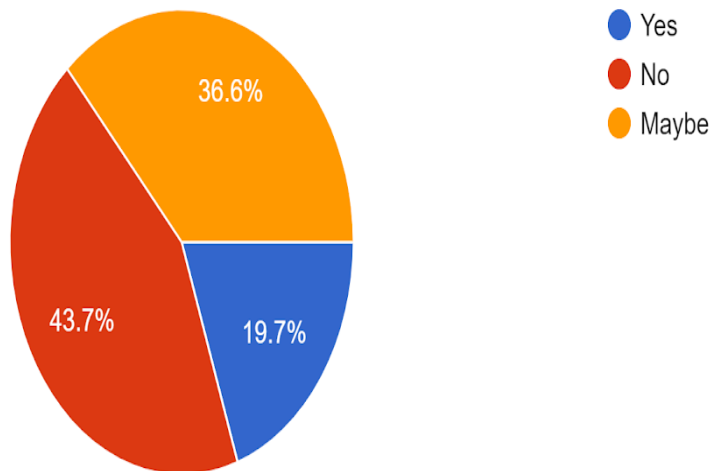


ILLUSTRATION :

- Only 19.7 % were in the favour of the given statement.
- 43.7 % responded no to the given statement.

LIMITATIONS

And

CONCLUSION

LIMITATIONS

The constraints of an investigation are its blemishes or inadequacies which could be the aftereffect of inaccessibility of assets, little example size, defective technique, and so forth. No examination is totally perfect or comprehensive of every single imaginable angle. Along

these lines, posting the confinements of your investigation reflects genuineness and straightforwardness and furthermore shows that you have a total comprehension of the point.

As a rule, the impediments are included in the Discussion area, not long before the finishing up passage. While you should bring up the constraints, don't get into a detailed conversation about them. Keep this segment short and fresh. The confinements of an investigation fundamentally examines any unanswered inquiries that your examination didn't address. Might you be able to have utilized other methods or strategies for information assortment? Could the exploration configuration have been something more? Was the example not a delegate of the objective populace? Acting naturally basic and recognizing the investigation's constraints will give the feeling that you know about what the examination couldn't cover. In addition, it would keep the friend analyst from calling attention to them.

The limitations in this project were :

- Time and money are the greatest limitation in carrying out this survey.
- The sample size of the survey is not that large.
- The analysis done is applicable to certain age groups.

Conclusion

The conclusion of this whole research project was utilizing Celebrities for embracing brands has become a pattern for building the brands just as the organization's picture. Subsequent to considering the examination it is apparent that all the members are especially mindful of the pattern of celebrities endorsement. The investigation uncovers that a major share of

respondents are emphatically impacted by big name underwriting in a notice. The various traits including brand, cost, quality, experience and big name support are positioned by respondents. From the positioning outcome it is discovered that individuals positioned brand as first need, quality as second need, cost as third need, big name underwriting as a forward need and experience as fifth need.

It is found from the investigation that sexual orientation doesn't have any noteworthy relationship with the buy intention of FMCG. The significant properties of the big name endorsers including engaging quality, dependability, mastery and some different elements are assessed. From the examination it is discovered that there exists a critical relationship between mean buy goal and all traits involving engaging quality, dependability, fame, aptitude and different elements.

In light of the discoveries of this exploration it very well may be reasoned that celebrity endorsement as an advertising correspondence movement is seen as a positive in India. What's more, its impact over the buy goal of the buyers has been viable. Due to the expanding rivalry in the FMCG industry, nowadays it becomes difficult for those organizations to hold shoppers' consideration towards a promotion. A superior comprehension of applying celebrity endorsement unquestionably triggers supervisors to seek after a progressively powerful approach by which a more satisfactory purchaser mentality will be caused. It is significant that organizations that have discolored pictures go to this kind of advancement since big names help promotion stands apart adequately from the other encompassing mess. Since shoppers' purchasing conduct is emphatically affected by big name support, it can be imaginatively used to hold consideration of purchasers and to make mindfulness. Celebrity endorsement can be utilized as a powerful apparatus to advance FMCG in India. The correct celebrity endorser can assume a monstrous job in making included worth, cooperative energy and perceivability to the brand, yet the big name endorsement cannot be and ought not be taken as brand. So brands working alongside celebrity ventures may be utilized and can assist with being on a more secure side.

It has likewise been recognized from this investigation that brand is the most predominant factor impacting shoppers' purchasing conduct. In this manner, organizations can be prescribed to have distinct fascination for improving the brand estimation of their FMCG items as opposed to concentrating just on superstar support. Anyway celebrity endorsement can be imaginatively used to improve brand estimation of the FMCG Company. Controllers ought to

make arrangements for shielding shoppers from anomalies concerning the quality, amount and costs of FMCG brands supported by big names since buyers have the propensity of having more confidence in items embraced by them. The future specialists are prescribed to take more example size and of explicit age gathering and salary level. Just four main

considerations have been considered to decide the impact of celebrity endorsement on acquisition of FMCG. The future scientists are prescribed to think about extra factors for additional examination.

APPENDICES

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SAMPLE QUESTIONNAIRE

Impact Of Celebrity Endorsement on FMCG Brands

This form is created to know the opinion of participants on the given question. Please go through every question attentively and answer honestly.

***Required**

1. Email address *

Your email address

2. Name *

Your answer

3. Age *

Your answer

4. Gender *

- a. Female
- b. Male
- c. Prefer not to say
- d. Other:

5. Factors Considered Important during purchase *

- a. Quality
- b. Brand Image
- c. Price
- d. Advertisement

6. Importance of advertisements and promotional activities in product purchase *

- a. Extremely Important
- b. Important
- c. Somewhat important
- d. Not at all important

7. Preference to see celebrities endorsing a favourite brand on any media *

- a. Doesn't matter
- b. Definitely
- c. Maybe

8. Effectiveness of ads endorsed by celebrities as compared to those which are not. *

- a. Doesn't matter
- b. Definitely
- c. Maybe

9. Likelihood to buy products endorsed by a celebrity *

- a. Detractors

1

2

3

4

5

6

7

8

9

10

b. Promoters

10. Will you stop using a brand/product if the celebrity endorsing it involves in a scam *

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

11. Do celebrity endorsements make you remember the brand? *

- a. Yes
- b. No
- c. Maybe

12. Do celebrities endorsing more than one product but of different brands generate the perception that their promotion choices are money-driven? *

- a. Yes
- b. No
- c. Maybe

13. Would you change your consumer behaviour towards a brand in case your favourite celebrity does its brand endorsement? *

- a. Yes
- b. No
- c. Maybe

14. Willingness to switch to new product from regular products if endorsed by one's favorite celebrity *

- a. yes
- b. no
- c. can't say

15. Do you believe the celebrities themselves use the product they endorse? *

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

16. Do you find product endorsed by celebrity informative? *

- a. Yes
- b. No
- c. Maybe

17. It creates a familiarity with the brand. *

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

18. Do you find products endorsed by celebrities interested? *

- a. Yes
- b. No
- c. Maybe

19. Is it necessary for a celebrity to do a brand endorsement? *

- a. Yes
- b. No
- c. Maybe



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