



# A Comparative Study On Impact Of Celebrity And Non-Celebrity Endorsed Fmcg Advertisement On The Consumer Buying Behaviour

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## ABSTRACT

Celebrity endorsements and their counterparts have been examined in the study to highlight their possible impacts on consumers' buying behaviour relative to the fast-moving consumer goods (FMCG) sector. A sample of 120 respondents has been drawn from this exercise in testing the effectiveness of both forms of endorsements for building trust in the brand, recalling the brand, and, ultimately, deciding on purchases. What they found is that even though celebrity endorsement brings the attention and visibility of a brand, the endorser actually tends to be perceived as more genuine and, therefore, more trustworthy. Honest feedback and relatability of the non-celebrity endorser make this more credible in most cases. However, celebrity endorsements still have a better edge when intending to influence buying decisions-as with younger demographics. As such, the conclusions drawn from the study are that an ideal combination of both the endorsements will maximize the marketing impact and consumer engagement.

## KEY WORDS

Celebrity endorsement, FMCG Advertisement, impact of celebrity and non celebrity advertisement.

## 1. INTRODUCTION

Advertising creates emotional bridges between the product with customers mostly in fast-moving consumer goods (FMCG). The typical FMCG products include food, beverages, personal care items, and household goods which an individual buys almost every day, since the products always have demand and frequent purchases have to happen. It means that because of the stiff nature of the industry in ever changing ways for brands, the advertising so naturally inspired would be through different means such as an endorsement from either celebrities or non-celebrities. The celebrity endorsement is mainly the appeal of the brand to be bolstered by the fame and credit that can be lent by the endorsement of someone popular; non-celebrity endorsements may rely on ordinary individuals, experts, and even social media influencers.

## 2. REVIEW OF LITERATURE

Ritik Raushan, Dr. Akanksha Dubey (2024) conducted a study explores how YouTube advertisements influence consumer purchasing decisions for FMCG products. Utilizing the AIDA model, Elaboration Likelihood Model (ELM), and Theory of Planned Behaviour (TPB), it highlights the effectiveness of engaging, emotionally appealing ads in shaping consumer attitudes, brand awareness, and purchase intent. Surveys conducted with 110 respondents reveal that YouTube ads significantly impact brand perception and purchasing behavior, particularly through targeted and data-driven campaigns. Findings emphasize the importance of personalized, visually compelling content to optimize ad performance, offering valuable insights for marketers aiming to leverage YouTube for enhancing engagement and driving FMCG sales.

Arogundade, Kayode Kingsley (PhD) and Ajayi, Omobola Monsurat (PhD) (2022) conducted a studies explore influential factors in economic and market performance. The first study investigates the "Day of the Week Effect" across European stock indices post-September 2001, emphasizing how investor behaviour and market trends influence stock returns. Findings reveal a diminishing effect, signifying increased market efficiency due to investor maturity and technological advancements. The second study analyzes celebrity endorsement's impact on brewery product performance in Nigeria. Results demonstrate significant differences among products, highlighting the need for strategic alignment between celebrity traits and target demographics. Together, these works underline behavioural economics' role in optimizing market outcomes and organizational strategies.

Dr .A .Vini Infanta and Priyanka. U (2022) study examines the impact of celebrity endorsements on consumer buying behaviour. It highlights how celebrity attributes like credibility, likeability, and attractiveness influence purchase intentions and brand perception. Data was gathered through surveys of 100 university students, employing a cluster sampling method. The findings indicate that trustworthiness and expertise in the endorsed product category significantly enhance consumer trust and purchase decisions. However, endorsements may also focus attention more on the celebrity than the brand. Recommendations include aligning celebrities with brand values, avoiding negative publicity, and leveraging credible personalities for effective endorsements. This approach strengthens customer connections and boosts sales.

Mr. Mayukh Sen (2021) conducted a study evaluates the influence of advertisement and promotional expenditures on the gross sales of FMCG products, focusing on Nestle India. Utilizing an 11-year dataset (2008–2019), it employs multiple linear regression to analyse the significance of key variables, including R&D expenses. Findings indicate a robust correlation between advertising expenditure and sales growth, overshadowing the impact of R&D and capital expenses. The analysis underscores the recession-resistant nature of the FMCG sector and highlights the Lipstick Index as a driver for consistent performance. This study provides actionable insights into advertising strategies for sustained economic and corporate growth.

Dhama Aditi and Dr. Joshi Uma(2020) examines the impact of celebrity endorsements on college students' purchasing decisions. Findings reveal that celebrity-backed advertisements enhance brand recognition, trust, and product recall. While students acknowledge the effectiveness of endorsements, quality remains the

primary purchasing factor. Film stars exert greater influence than sports personalities. The study highlights that celebrity endorsements significantly shape consumer behavior but should be strategically aligned with brand credibility. Although endorsements boost product appeal, companies must balance costs with actual influence. Future research can explore long-term effects of endorsements across diverse demographics.

### 3. RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN

The current study used a descriptive study approach. It was assumed that the bulk of studies on consumer purchasing behaviour used a descriptive convenient study design.

#### 3.2 SAMPLING TECHNIQUE

Sample Size: 120 respondents

Sampling Method: Convenient sampling

Population: Consumer population familiar with the celebrity endorsement products

#### 3.3 SOURCES OF DATA

Primary Data: Collected using structured online questionnaires.

Secondary Data: Derived from journals, research articles, and online databases.

#### 3.4 TOOLS USED

Percentage Analysis

Likert scale Analysis

### 4. DATA ANALYSIS & INTERPRETATION

#### 4.1 DEMOGRAPHIC INSIGHTS:

- Age of 18 – 30 years is greater and least is above 45 years.
- Gender : 58.3 % of male ,48% of female and 1.7 % of others.
- People maximum used to purchase celebrity endorsement product due to trustworthiness and attractiveness.

#### 4.2 AWARENESS AND BEHAVIOR

- 70% of people purchase due to celebrity endorsement influences consumers purchase decisions more.
- 69.2% of celebrity endorsement creates stronger brand trust.
- 39.2% of biggest drawback of celebrity endorsement is expensive for brands, increasing product price

## 5. FINDINGS & SUGGESTIONS

### 5.1 FINDINGS:

- Majority [55.8% (67)] of the respondents comes under the age of 18 – 30 years.
- Majority [58.3% (70)] of the respondents are male.
- Majority [49.2% (59)] of the respondents are student.
- Majority [54.2% (64)] of the respondents are pay more attention to advertisements featuring celebrities.
- Majority [53.3% (64)] of the respondents are trust non celebrity endorsement more than celebrity endorsement.

### 5.2 SUGGESTIONS:

- The effect of celebrity versus non-celebrity endorsement on consumer buying behaviour for fast-moving consumer goods and find relevance in modern advertising.
- It will be crucial to inspect differences in demographic variations since varied age, income, and cultural backgrounds may change the effect of endorsement.
- The researching variables could identify whether the premium cost of celebrity endorsements is compensated through a rise in consumer engagement and sales. In addition, the study would explore the long-term impact on brand loyalty and branding perception.

## 6. CONCLUSION

FMCG advertising and endorsement effectiveness brings together some of the key insights from marketing. The research highlight celebrity endorsements stimulating brand recall and impulse buying in the short run while non-celebrity endorsements build consumer trust and brand loyalty over the long run. A blend of celebrity and non-celebrity endorsements will yield the best results in marketing. This approach will convert immediate sales while strengthening brand-consumer relationships. The outcomes of this study are indeed helpful to scheme future marketing strategies in a manner that would ensure sustained success, improved consumer engagement, and long-term growth of the brand in the already overstressed FMCG industry.

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