JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

Impact of Celebrity Endorsement in the purchase of Cookware

Mrs. Gargi Dubey
Dr. Mona Mehta

Abstract

In the competitive landscape of marketing, celebrity endorsement has emerged as a pivotal strategy for enhancing brand visibility and influencing consumer behavior. This study investigates the profound influence of celebrity endorsements on consumers' purchasing decisions within the cookware industry. By leveraging the recognition and appeal of well-known personalities, marketers seek to elevate brand awareness and foster consumer trust. This research aims to elucidate how celebrity endorsements shape consumer perceptions and preferences towards cookware products. Through a comprehensive analysis of consumer behavior and psychological factors involved in endorsement effectiveness, this study provides valuable insights into the mechanisms through which celebrity endorsements contribute to marketing success in the cookware sector. The findings underscore the significance of aligning celebrity endorsements with consumer expectations and brand attributes to maximize marketing impact and strategic positioning in the marketplace.

Objectives of the study

- To evaluate how the celebrity endorsements becomes an important element in consumer buying behaviour.
- To understand the psychological view of consumer which are endorsed by any celebrity and whether they are trustworthy or not
- To analyse whether celebrity brand is an effective mode of marketing for cookware industry.

Important words: Celebrity endorsement, cookware, consumer behaviour

The most important instrument for covering the market and establishing a strong presence there is marketing. Also, the fundamental tool used by these marketers to raise awareness and advance their individual brands and products is advertising. Their ultimate goal is to get customers to purchase their brands or items. In order to grow their business and market their brand or product, the advertisers seize this chance to get these consumers' attention.

Celebrity endorsement is one of the marketing tactic that uses one or more celebrities to promote the products or services they support. Today, using well-known celebrities as brand ambassadors is one of the most effective advertising strategies. Celebrity endorsements now create a greater impact on people when they purchase the product. Celebrities possess a remarkable ability to achieve public recognition, which makes them ideal for using as brand or product endorsers to convince consumers.

Significance of the study

The study will contribute in getting insights of how celebrity endorsement affects customers' purchasing decisions. It will help marketers understand which product or service attributes matter most to consumers and what makes a difference.

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Review of Literature

- According to Erdogen (1999) ,Customers create positive perceptions of endorsers who are physically beautiful. In addition to the endorser's physical attractiveness, the feature of attraction also takes into account their lifestyle and personality. Studies have shown that customers' values can be readily influenced by endorsers who are viewed as beautiful.

- Considering all of the variables that affect consumer behaviour, one of the hardest things for marketers to do is understand it. Leveraging celebrities to favourably influence consumer purchasing decisions is one widely recognized tactic. Celebrities have the power to positively impact customer sentiments,

encourage purchases, and raise revenue. Nonetheless, selecting the appropriate celebrity for a brand is essential to drawing in customers and distinguishing it from other ads. The selected celebrity should have special attributes that actually affect the purchasing decisions of consumers. Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000)

- Rakesh Kumar and Narinder Singh (2015) mentioned in their study that majority of customers acknowledge that a variety of factors influence their decision to acquire durable goods. The main factors to consider in every purchase are the product's quality and cost. The data makes it clearly apparent that the durable products that celebrities recommend are not of high quality and are not being used by them. The study continues to indicate that celebrity endorsements are the most powerful form of advertising when it comes to convincing consumers to buy durable goods.

- Chiosa (2012) in his study discovered that brands that routinely use celebrities to draw in customers can be regarded as reliable sources of information about their products and business. The researcher also explores that celebrity endorsement has developed as one of the most well-known and informal communication strategies for creating a strong bond between customer choice and company image. The study also offers a number of methods and models for analyzing how effective it is for celebrities to promote products and brands. Print advertisements, TV ads, celebrity images with brand imagery, and product names that use celebrity names are some examples of these techniques.

- McCracken (1989) in his study mentions terms of various endorser roles and types of endorsements. A celebrity endorser can assume the persona of an authority, a spokesperson for a product, or an idealistic person with no special connection to the product. Endorsement comes in four types: co-presentational (just showing up with the product) or explicit (endorse this product), implicit (use this product) and imperative (you should use this product).

Celebrity Endorsement and Cookware

As customers, brands are all around us, and we are exposed to countless personalities on television and billboards. Every brand competes for attention by telling us about their offerings and teaching us about the many qualities of their products. Marketers need to investigate what will hold our interest. The use of celebrity endorsement is implemented to accomplish this.

Celebrity endorsement is an effective marketing strategy in which companies use the celebrity and appeal of well-known individuals to promote their goods and services (Kamins, 2014). Celebrities who engage in the

cookware industry not only promote products but also serve as role models for consumers, expressing aspirational lives and culinary competence (Friedman & Friedman, 2020). According to Ohanian (1990), this association not only improves brand memory but also cultivates a feeling of legitimacy and trust among customers.

Cookware sector because of its convergence of practicality and aesthetic appeal, the sector offers a distinctive case study. Customers frequently believe that celebrity approved products are of higher quality and performance, which influences their selections to buy (Erdogan, 1999). It is imperative for marketers to comprehend the consumer perceptions and behaviors in order to develop persuasive endorsement tactics that effectively connect with target audiences and stimulate sales.

A celebrity who serves as a brand's representative and validates the company's claims and position through the extension of his or her persona, notoriety, social standing, or industry knowledge is known as an endorser. Celebrity endorsement was once regarded to offer a clear distinction in a market when local, regional, and worldwide brands were widely available. The endorser should possess qualities that appeal to the target audience, such as physical attractiveness, intelligence, athletic skills, and lifestyle. It has been demonstrated that an endorser with the above-mentioned attractiveness has a higher likelihood of making the brand they support more memorable. (Roll, Martin, 2018)

Limitations of the Study

1. Studies on celebrity endorsements in cookware may not be universally applicable across all demographics, cultures, or regions. Consumer behaviors can vary significantly based on factors such as age, income level, and cultural background.
2. The study is concise only to celebrity. Other factors were not deeply considered.
3. It’s a time consuming process so the research is only constrained 37 responses.

Data Analysis & Interpretation

Table 1: Socio-Economic Profile

Gender	Frequency	Percentage
Male	22	22%
Female	78	78%
Total	100	100%
Age		
Under 18	0	0
18-24	7	19
25-34	8	22
35-44	16	41
45-54	3	9
55 & above	3	9

Total	37	100
Educational qualification		
High School or less	02	5%
Graduate	10	27%
Post Graduate	25	68%
Total	37	100%

The above data reveals the socio-demographic details of cookware users. Total 37 responses were collected. Majority users were female consumers as it is related to cookware. 41% are consumers from 35-44 years age. Major consumers are post graduates.

As the cookware includes lot of brands. 83% of consumers voted for Prestige as the most recognised brand compare to Wonderchef, Vinod, Hawkins, Cello and others.

Table 2: When considering purchasing cookware, which factors influence your decision?

	Frequency	Percentage
Quality	37	100%
Price	29	78%
Brand Reputation	26	70%
Recommendations from friends and family	15	40%
Online reviews	10	10%
Celebrity Endorsements	0	0

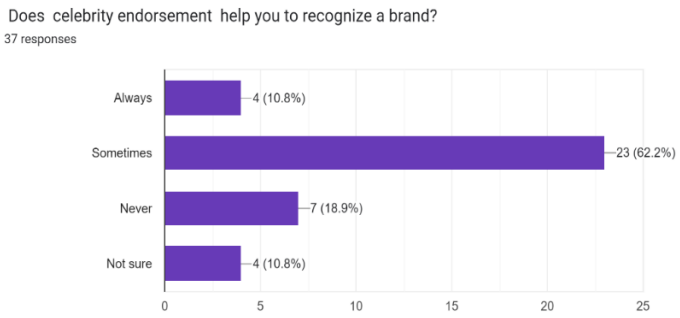
Finding from the data collected indicates that among the various factors necessary for purchase of cookware, all responses prefer Quality as first preference, followed by price and brand reputation. The surprising result was no responded preferred celebrity endorsement as a factor for purchasing cookware. These responses confirm that Quality is the major component consumer consider while purchasing the cookware.

Table 3: Do you think that the products which are endorsed by any celebrity are more effective?

	Percentage
Strongly Agree	0
Agree	11%
Neutral	54%
Disagree	24%
Strongly Disagree	11%
Total	100%

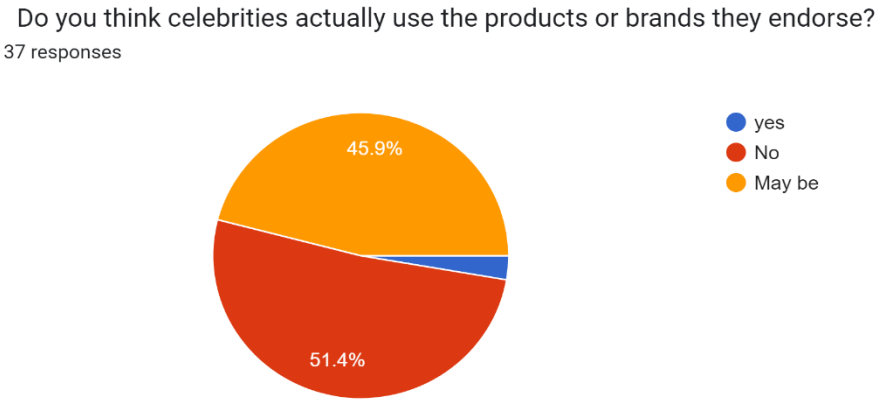
Finding Indicate that 54% of population are neutral that the product endorsed by celebrity are effective. Consumers feel that the product endorsed by celebrity are only for promotion. Many celebrity hadly use the product the product they endorse.

Chart : 1



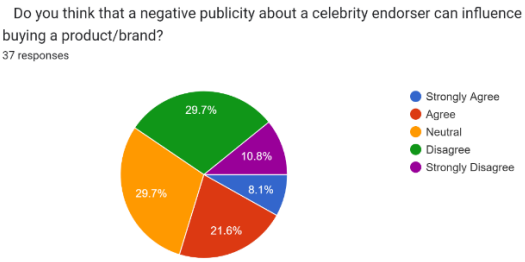
- The major respondents (62.2%) find that celebrity endorsements sometimes aid in brand recognition. A smaller portion (18.9%) of respondents do not find celebrity endorsements helpful at all. Thus, celebrity endorsement do not guarantee that it will help consumers to recall the brand.

Chart : 2



- A majority of respondents (51.4%) are sceptical about celebrities using the products they endorse. 45.9% are unsure, that means consumers are unsure about the authenticity of celebrity endorsement. Only small fraction of respondent (2.7%) believe that celebrities do use the product they endorse.

Chart 3:



- The largest groups (29.7% each) are neutral or disagree, showing that a significant portion of respondents either feel indifferent or unaffected by negative publicity.

- A combined total of 29.7% (21.6% agree + 8.1% strongly agree) believe that negative publicity can influence their buying decision. A smaller portion (10.8%) strongly disagree that negative publicity has any influence. Overall, respondents are fairly divided on the impact of negative publicity about a celebrity endorser on their buying decisions, with a substantial number being neutral or unaffected, while a notable segment acknowledges its influence.

Recommendations

- The study is very much inclined to female consumers. It is very important that more male members should be the part of decision making in the purchase of cookware.
- Marketers should endorse such celebrity which creates a strong bond with consumers. It is observed that popular brand endorsers are not able to create trust among consumers. Consumers just consider it as a promotion element.
- Marketers feel that endorsing big celebrity especially in cookware business will increase the sale, but actually the research indicates that consumers consider quality and price as very important factor in purchase of cookware.

Conclusion

In the marketing toolbox, celebrity endorsement is still a popular and contentious tactic, especially in the cookware sector where practicality and style meet. Celebrity endorsements can still strategically contribute to raising brand recognition and influencing consumer opinions despite the obstacles and restrictions mentioned, such as differences in consumer receptiveness to endorsements and demographic variances. But the key to their success is selecting endorsers carefully so that they speak to the target market and have qualities that are consistent with the brand.

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