

Impact of Celebrity Endorsement on Sales of Onion Shampoo: A Study with Special Reference to Collegians of Ahmedabad City

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ABSTRACT

Celebrity endorsement is a form of advertising that uses the fame and social status of a famous personality. The celebrity who command a high degree of recognition, trust and awareness among people. The use of celebrities for marketing a brands product is a common practise. Organizations invest significant amount in celebrity endorsement for generating desirable outcomes. One such product that has made its significant space in the minds of its customers is onion shampoo. Onion shampoo are sold by giants such as Mamaearth, Wow and Biotique. The onion extract shampoo is a product for which all the above mentioned companies does celebrity endorsement. The use of onion shampoo as a hair care product has increased over the period of time by the adults.

The purpose of this paper is to explore the impact on sales of onion shampoo due to celebrity endorsement with special reference to collegians of Ahmedabad city. The study targets college going students of Ahmedabad. This study is exploratory and descriptive in nature and is based on the primary data collected through the method of questionnaire. The study is supported by secondary data present. The research methodology deployed for research work is collection of primary data through questionnaire.

KEY WORDS

Celebrity Endorsement, Social Media, Onion Shampoo, Brand

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I. INTRODUCTION

A marketer believes that celebrity pays an important role in building brand awareness. For communicating brand values a celebrity is roped in to get the job done . Celebrity endorsement has it's own share of advantages. One of the main advantages is the positive impact a celebrity leaves on the minds of consumers or potential buyers. The strategy of celebrity endorsement is usually done for a new product and entering into a new market. Celebrity endorsement usually had the conventional channel of prints ads and video ads for propagating the message but with the advent of social media and it's daily consumption they got whole together a new space for endorsing products at even more personal level. The onion shampoo for which many companies does celebrity endorsement is aimed at getting new customer base in adults section.

The youth of today is very tech-savy and hence they follow celebrities on different social media platforms and when these celebrities post about certain products the fans or the followers circulate those messages and create a space for the endorsed product in their minds. This just does not lead to endorsement of the product but also positive Word of Mouth (WOM). WOM for any product is the key for it's sales. The onion shampoo claims to be the best shampoo for hair growth which is enriched with goodness of onion seed oil that nourishes ones hair. Celebrity roped by each onion shampoo brand talks about how much effective the onion shampoo as a product is.

According to Kamnis (1990) customers pay attention not just to the celebrity but also to the market offerings of the product. The study utilizes a structured survey and tends to move that celebrity endorsement is an important

criterion for influencing sales. The purpose of this study is to explore impact of celebrity endorsement on sales of onion shampoo. Especially the study is done to address the following issues:

- A. Is celebrity endorsement really helping onion shampoo sales?
- B. Is the onion shampoo delivering all the values that it claims?
- C. The factors that made celebrity endorsement of onion shampoo successful?
- D. The impact of celebrity endorsement on the minds of its consumers?

SIGNIFICANCE OF STUDY

The research is aimed at understanding the role of celebrity endorsement in sale of onion shampoo. The celebrities endorsing onion shampoo claims that the product strengthen hair, have toxic free composition, prevents premature graying and dandruff control. The values with which onion shampoo is catering into the market is worth studying. The sale of onion shampoo has seen tremendous growth over the period of time. The product comes with various labels but for every company offering this product has roped celebrity for endorsing their onion shampoo and it's positive effects. Thus, the present study provides conceptual framework of the relation between onion shampoo sales and celebrity endorsement. The study enlightens readers with major aspect of sales and celebrity endorsement i.e it's effectiveness, customer satisfaction and value proposition.

II. RESEARCH METHODOLOGY

The research methodology proposed examines the role of celebrity on the sales of onion shampoo. This study is exploratory and descriptive research based on the primary data collected by questionnaire method. The questionnaire is deployed in order to get primary information from the collegians of Ahmedabad. The research is supported by secondary data too. The sampling method used for data collection is simple random sampling. The collected data is analyzed and presented with the help of graphs and charts for more clarification.

OBJECTIVES OF THE STUDY

The study focuses on the impact of celebrity endorsement on sales of onion shampoo. It investigates whether the celebrity endorsement affects the purchase of onion shampoo by the potential consumers. The main objective of the study is to see whether celebrity endorsement by different onion shampoo brands succeeds in creating a demand of their product i.e onion shampoo. The other objectives surrounding the study are as follows:-

- 1. To identify factors that are affecting sales of onion shampoo through celebrity endorsement.
- 2. To study the impact of celebrity endorsement on sales of onion shampoo.
- 3. To study positive and negative aspects of celebrity endorsement.
- 4. To study various strategies that enhance the sales of onion shampoo.

SAMPLING METHOD USED

In this research, the sampling method used is simple random sampling consisting of questionnaire filled by college going students of Ahmedabad. Simple random sampling is a method of sampling in which each individual of a population has an equal chance of being included in the sample. The sample size have difference of opinion with the fact that whether celebrity endorsement has actually impacted the sales of onion shampoo or not.

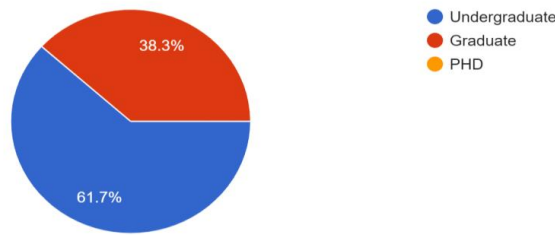
SAMPLE SIZE

In this research the sample size is of 60 respondents of different universities in Ahmedabad. The respondents are either pursuing undergraduate, undergraduate and post graduate. The respondents are from different categories and hence there is no influence or biased opinion.

DATA ANALYSIS

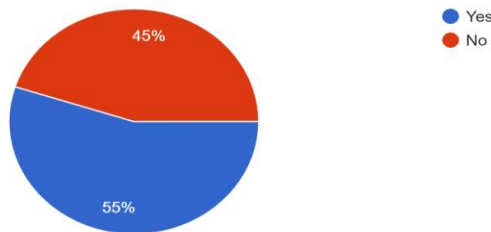
The data is analyzed/examined purely on the basis of the structured google form questionnaire which was send to 60 students of different colleges in Ahmedabad . The analysis is done based on the responses of 60 students pursuing Bachelors and Masters of business Administration from different college in Ahmedabad. The data has been collected through a structured questionnaire. Out of 60 respondents 75% of respondents are male and 25% of respondents are female. Most of the respondents are of age 20 years and above. 38.3% of the respondents are graduate and 61.7% of the respondents are undergraduates.

Education Level
60 responses



According to the research, 55% students buy products that is endorsed by celebrities and 45% do not buy products that is endorsed by celebrities.

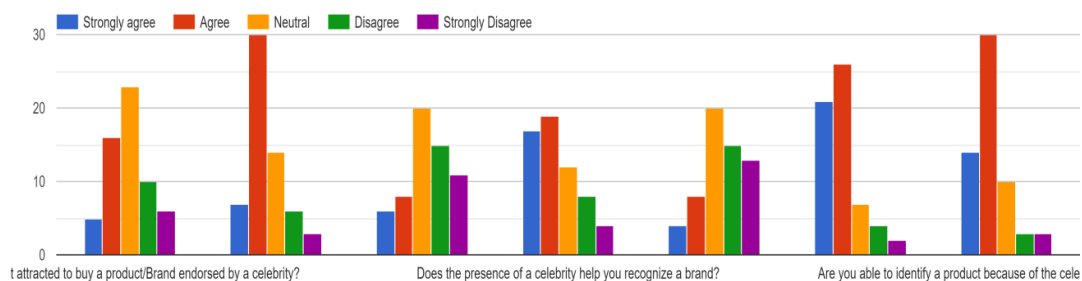
Do you buy a product which is endorsed by a celebrity?
60 responses



The responses collected were with respect to celebrity advertisements that respondents watch on television, radio, magazine, billboards, newspapers etc. 38.33% of respondents were neutral about getting attracted to a product or brand endorsed by celebrity while 35% agreed to it. 61.66% of the respondents were in favor of the fact that having a celebrity endorsing the product increases its effectiveness. While 21.95% of the respondents responded neutrally. 43.33% of the respondents disagreed to change their regular product even if their favourite celebrity endorsed it, while 33.33% were neutral.

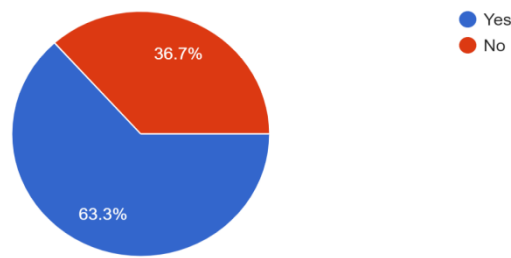
The presence of a celebrity help 61.66% of the respondents to recognize a brand. About 46.66% of the respondents suggested that the claims made by celebrities in advertisements are not believable while 33.33% responded neutrally. 78.33% of the respondents say that celebrity endorsed ads grabs more audience easily than a standard ad. 73.33% of respondents could easily identify a product because of celebrity associated with it.

Answer the following with considering the asked questions.



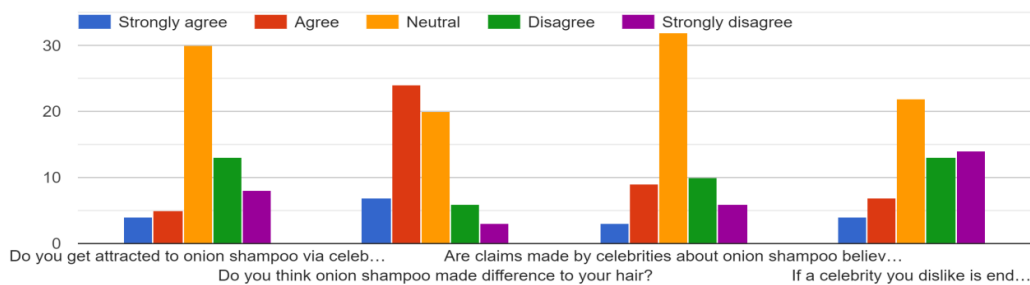
This research indicates that with respect to various companies selling onionshampoo through celebrity endorsements 63.3% of the respondents stayloyal to specific brand while selecting onion shampoo and 36.7% respondents looks for options while choosing onion shampoo.

Would you say you are loyal to specific brand with respect to selecting onion shampoo?
60 responses



With respect to celebrities endorsing onion shampoo 50% of the respondents were neutral about getting attracted to onion shampoo via celebrity endorsing it, while 35% disagreed. 51.6% of respondents agreed that onion shampoo did make a difference. About 46.66% of the respondents suggested that the claims made by celebrities in advertisements are not believable while 33.33% responded neutrally. 36.66% of the respondents suggested that if a celebrity they dislike is endorsing a brand of onion shampoo they often purchase that will not change their interest, while 45% responded neutrally.

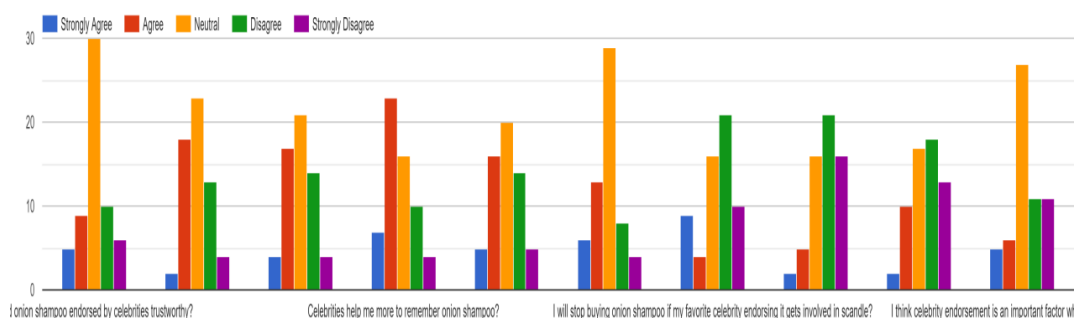
Answer the following questions with consideration to questions asked.



The respondents were asked to consider themselves as consumers. 50% of the responses were neutral when asked about the trustworthiness of celebrity endorsed onion shampoo. 33.33% of the respondents find onion shampoo endorsed by celebrities informative enough to buy while 38.33% responded neutrally. 36.66% responded in favor of using onion shampoo endorsed by celebrity as it is interesting. 50% of the respondents agree that the celebrity helps them to remember onion shampoo more. 36.66% of the respondents were in favor as well as against the fact that their favorite celebrity gives a positive image of the onion shampoo.

Respondents suggested that negative publicity about a celebrity endorser can as well as cannot influence their purchase decision, i.e. 50% responded neutrally. About 51.6% of respondents would not stop buying onion shampoo even if their favorite celebrity endorsing it gets involved in scandal. 61.66% of the respondents don't buy onion shampoo just because the celebrities are using it. 45% of the respondents don't think that celebrity endorsement is an important factor while taking purchase decision.

Answer the following question considering yourself at the priority as consumers.



III. FINDINGS

In this research it is found that people get partially attracted to products or in broader sense brands that celebrities endorse. They consider the products worth trying. However people highly favor the fact that when a celebrity endorses certain products it increases the products effectiveness to manifolds. It was also found that majority of people don't change their regular product even if their favorite celebrity endorses it. Though, it was clearly seen that people highly recognize the brand due to presence of celebrity but they claim that the claims made by the celebrities are unbelievable.

Majority of respondents agreed to the statement that said the celebrity endorsed ads gain more popularity and audience than a standard ad. The findings of the research was also that the people could identify product because of celebrity associated with it. With respect to various companies selling onion shampoo through celebrity endorsement I found out that majority of the respondents stay loyal to their specific brand of onion shampoo while purchasing.

The research also finds that the onion shampoo makes a difference to the hair type. Hence, it can be believed that the claims made by onion shampoo can be considered true. The collegians believe the claims made by onion shampoo but the conflict of interest is that they don't believe the celebrities claiming the same hence, the celebrities they like or dislike don't influence their purchase decision of onion shampoo. The study says that celebrities help respondents to remember the onion shampoo but they were not in favour of the fact that celebrities give positive image of onion shampoo.

Responses also suggest that even if the celebrity endorsing onion shampoo is having a negative image that doesn't give any influence on purchase. The responses find that even if the celebrity is involved in any scandal that doesn't stop respondents to buy or change their purchase decision. The responses suggest that the collegians just don't buy onion shampoo because the celebrity is claiming so, they buy onion shampoo because they find positive effects of the same. Majority of responses suggest that celebrity endorsement are not considered while purchasing.

IV. CONCLUSION

The assessment of the current market scenario suggest that there should be a correct blend of advertising strategy, USP selling and the celebrity associated with it. People are brand loyal their choice and preferences are not based on celebrity endorsement however celebrities aid as an informative source. People generally consider the product but the final decision is based solely on their understanding and not any external influence. It can be inferred from the study that acceptability of a product in this case onion shampoo is not merely because of celebrity endorsement but also other attributes attached to it. The study of collegians from Ahmedabad city also suggest that celebrity endorsement is a powerful marketing tool which acts as a centre of attraction for most of the consumers. Consumers get attracted to celebrity ads more than standard ads. However they don't believe in the fact that the claims made by celebrities are not believable. According to the research it could be concluded that consumers always choose products that matches their perception of product.

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