

CONSUMER PERCEPTION AND BUYING DECISION FOR FMCG PRODUCTS WITH REFERENCE TO CELEBRITY ENDORSEMENT

Sunil

Research Scholar, RNTU. Bhopal.

Pawan Kushwaha

Research Supervisor, Department of Commerce, RNTU, Bhopal

ABSTRACT

Celebrity endorsement is one of the phenomena that falls within this category. The consumer market is influenced by a wide variety of factors and causes in the modern day. There are a multitude of factors and causes. The employment of celebrities as brand ambassadors for a wide variety of products, services, and companies is becoming increasingly common in today's world, notably in the food, personal care, and home products sectors of the Fast-Moving Consumer Goods (FMCG) industry. As a result of the rapid expansion of the Indian market, it has become common practice for both domestic and international businesses to sell their products by including Indian superstars in their marketing campaigns. The vast majority of fast-moving consumer goods (FMCG) brands in India receive endorsements from a wide variety of musicians, celebrities, and athletes. The extraordinary capacity of a celebrity to develop consumer awareness in a quick and effective manner is the key component that contributes to this occurrence. FMCG, which is an abbreviation for "Fast Moving Consumer Goods," refers to a category of products that are bought and sold in a quick and easy manner at prices that are affordable. Despite the fact that these products have a smaller individual profit per unit, they are sold in large quantities, which results in a substantial total profit margin. With the abbreviation FMCG, which stands for "fast-moving consumer goods," we are referring to items that are typically consumed within a week, month, or even up to a year. When compared to other types of commodities, fast-moving consumer goods (FMCG) are products that can be replaced within a year and have a shorter lifespan than other types of goods. Over-the-counter (OTC) drugs, soft drinks, toiletries, and personal care items are all examples of products that fall under the category of non-durables.

Keywords: Consumer, perception, FMCG, products, celebrity, endorsement

INTRODUCTION

It is widely agreed that the Fast-Moving Consumer Goods (FMCG) sector is the "sunrise industry" in the Indian market and deserves this title. India's fast-moving consumer goods industry is the fourth largest industry sector. The fast-moving consumer goods (FMCG) industry may be broken down into three key categories: the household and personal care sector, which accounts for fifty percent of the sector; the food and beverage sector, which accounts for thirty-two percent of the sector; and the healthcare sector, which accounts for thirty-one percent of the sector. The value of this sector of the economy rose from ₹2.0896 trillion in 2011 to ₹3.2736 trillion in 2016, representing a significant growth. This industry is anticipated to grow at a rate of 20.6% year. (Rao, 2022)

Between the years 1979 and 2001, the percentage of advertisements that featured a celebrity as an endorser steadily climbed from one in six to twenty-five percent. A celebrity endorsement was used in around twenty to twenty-five percent of the advertising that was done in the United States and the United Kingdom. There is a difference between the

percentage of advertising in Japan that use celebrity endorsers and the percentage in Korea, which is 57%. A celebrity endorser is used in approximately forty percent of all advertisements in China that are directed toward youthful audiences. The inclusion of a celebrity in an advertisement not only results in increased positive ratings but also increases the financial profits for the company.

With urban and semi-urban areas accounting for the remaining forty percent of the revenue, the rural sector is responsible for around sixty percent of the total revenue production. A total of 79,400 Indian families participated in the study that was carried out by IMRB. The findings showed that there was a 4% increase in consumption across all product categories in metropolitan areas in 2014. Nevertheless, the same pattern was inverted in rural areas, where there was a loss of three percent. India's metropolitan areas experienced a growth rate of 6% in terms of value, while rural areas saw a growth rate of 3%. This disparity was observed in India. In general, there was a slight increase of 2% in urban areas compared to the current levels in 2013. When compared to the ₹640.2 crore that was earned by the consumer products industry in 2015, the income generated by this industry increased to ₹82,500 crore in 2016. It is also anticipated that this increase will reach ₹1,359.6 billion by the end of the fiscal year 20. An illustration of the expansion of the consumer goods business in India is provided by this figure. (Vellido, 2020)

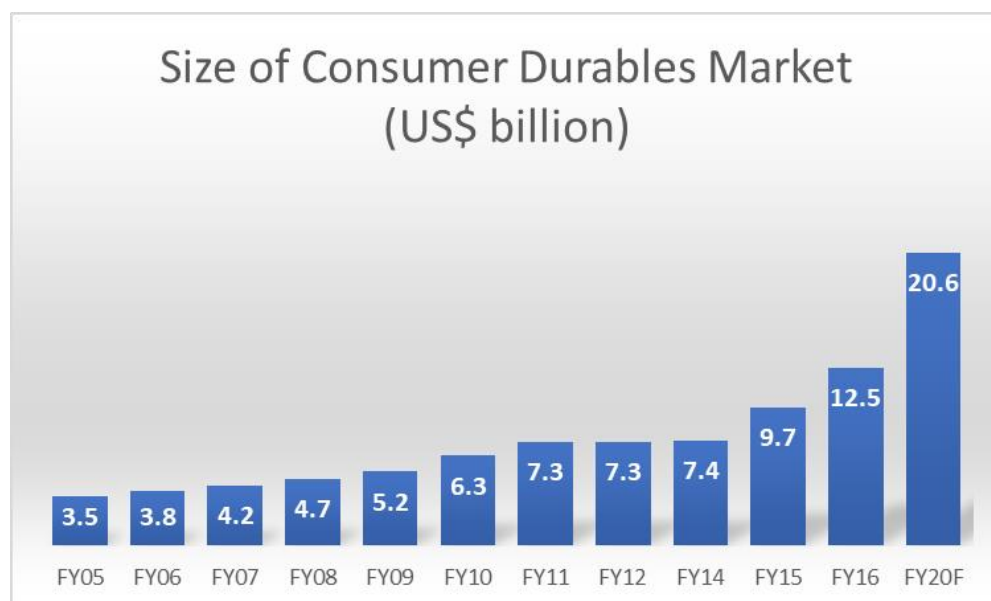


Figure 1: FMCG market size

With regard to the fast-moving consumer goods (FMCG) market in India, there are a few key components that include a well-defined distribution network, fierce competition between the organized and unorganized sectors, and low operational costs. One of the advantages that fast-moving consumer goods (FMCG) operations in India enjoy is the quick access to low manpower and raw materials. Indians are experiencing a steady improvement in their quality of life, which is contributing to the growth of their population. In particular, there is a significant potential, which is mostly unexplored, within the demography of those who belong to the middle class. When it comes to the abundance of fruits, milk, grains, vegetables, and spices, India is among the countries that have the greatest abundance. In addition, India is a significant supplier of caustic soda and soda ash, both of which are necessary components in the manufacturing of soap and detergents.

Within the fast-moving consumer goods (FMCG) industry, the household and personal care

sector is a significant sector that accounts for fifty percent of the overall market share. When it comes to market share, the Healthcare industry comes in second with 23%, before Food and Beverages comes in second with 19%. These three factors—increasing knowledge, changing lifestyles, and convenient accessibility—are the primary drivers of expansion. The detergent industry has historically seen yearly growth rates of between 10 and 11 percent over the course of the past five years. People are becoming more conscious of the importance of washing their clothes as a result of the growing urbanization and the rise in disposable income, as well as the rise in the number of people who read. According to a recent survey conducted by Enam, the market for fabric in India has grown at a compound annual growth rate (CAGR) of 11%, going from ₹17,820 crore in 2011 to ₹29,700 crore in 2017. When translated into numbers, this results in a 5% rise in volume and a 6% increase in value. There are a total of 700 businesses that make up the Indian soap sector, which generates an annual turnover of about ₹1,122 billion. These businesses encompass brands that come from both domestic and international establishments. Hindustan Unilever Limited (HUL), Henkel, and Procter & Gamble are the three companies that hold the most significant market share in the detergent sector. The company HUL dominates the washing powder sector with a market share of 38%, followed by Rohit Surfactant Pvt. Ltd. with 22.8%, Procter & Gamble with 18%, Nirma with 12%, and Jyothi Laboratories Ltd. with 13.2%. Other prominent participants in the detergent industry include Nirma, Reckitt Benckiser that is based in India, GCPL (Godrej Consumer Products Limited), and Jyothi Laboratories Inc.

The market for toilet cleaners has been rising at a compound annual growth rate (CAGR) of more than 18% since the beginning of the business cycle five years ago. The growth rate that is anticipated to occur over the subsequent five years is anticipated to be twice as high. The in-cistern sanitation, liquid toilet cleaners, rim block, and other types of toilet cleaners are the three primary categories that can be used to classify toilet cleaners. Toilet cleaning pills, powder, spray, and other similar products are examples of common alternatives to traditional toilet cleaners. The fact that these items are available on the Indian market, however, is of little consequence. Liquid toilet cleaners are extremely popular due to the fact that they are both inexpensive and convenient. On the other hand, the utilization of new technologies in the manufacturing of in-cistern and rim blocks is also contributing to the acceleration of the demand for these types of water storage containers.

India and China are examples of developing countries that are seeing a slower rate of toilet cleaning and bathroom expansion in comparison to industrialized countries. In India, there are over 595 million people who do not have access to proper sanitation facilities. As a consequence, the practice of defecating in the open is widespread in both rural and urban areas. This is a big component that contributes to the problem. That being the case, the penetration of toilet cleaners and bathroom cleaners in the Indian market is restricted, which creates a big opportunity for both domestic and international competitors to take this market. Consumers in India continue to opt for intermediate items such as phenyl and acids when it comes to meeting their requirements for toilet cleaning. When compared to branded toilet cleaners, the local cleansers available on the market, such as phenyl, have the majority of the market share.

HUL is the most successful fast-moving consumer goods (FMCG) company, and it divides its products into categories such as toiletries and fabric wash. Wheel, Pepsodent, Surf Excel, and Rin are just some of the well-known household brands that are owned by HUL, which has a market share of Rs.61,000 crore and maintains control of numerous other trademarks. At a valuation of Rs. 350 crore, GCPL Corporation is positioned as the second largest player in the fast-moving consumer goods (FMCG) business, holding an 18% market share. There

are a number of well-known brands that are owned by GCPL, including Good Knight, Expert, Hit, and Ezee. In terms of market capitalization, Good Knight is valued at more than 217 crore, while Reckitt's Mortein comes in second place with a market value of 149 crore. In the market, the Clinic and Sunsilk brands of HUL are currently in the lead, while Pantene and Head & Shoulders are quickly gaining ground and becoming the market leaders. The market share that Clinic controls is approximately twice as great as the market share that Sunsilk controls.

The market for air fresheners is expected to expand at a compound annual growth rate (CAGR) of 3.2% and reach ₹79,200 crore by the year 2023. This represents a significant increase from the ₹66,000 crore market in 2016. Gels, candles, sprays/aerosols, and electronic air fresheners are some of the product types that fall within this market segment. An air freshener is a product that exudes scent in order to eliminate unwanted aromas that are present in a space. As a result, it enhances the cleanliness of the surrounding environment. There are a number of significant industrial participants in the air freshener industry, including Reckitt Benckiser (India) Ltd., Hindustan Unilever Limited, Dabur India Limited, and SC Johnson Products Pvt. Ltd. (Weber, 2020)

REVIEW OF LITERATURE

Mittal et al. (2021): Items that are designed to enhance, cleanse, color, condition, or protect the skin, hair, nails, lips, eyes, or teeth of the face or body are referred to as "personal care products." The word "personal care products" is used to describe these types of products. Products such as facial creams, body creams, shampoos, conditioners, lip balms, moisturizing lotions, and fragrances are some examples of various types of products. When we talk about consumer personal care products, we are referring to items that are purchased by an individual solely for external use. Oral care, skin care, hair care, cosmetics, and personal lavatory goods are all elements that fall under the umbrella of the personal care industry.

Agarwal (2021): It is anticipated that the market for dental care will expand at a rate of seven percent every year. The anticipated amount of revenue for the year 2018 is ₹3,960 crore. The United States of America was responsible for the majority of the total revenue generated worldwide in 2018, which amounted to ₹29,634 crore. In 2018, the rate of revenue earned per individual was 0.4%, which is expressed as a percentage of the total population. (India) There are five categories that make up the oral care market. These categories include toothpaste, toothbrushes, toothpowder, mouthwash, and other goods that are related to oral hygiene. There is no other product that dominates the oral care sector more than toothpaste.

Kothari et al. (2022): Oral hygiene is an essential part of an individual's daily routine, and it is generally prominent in both urban and rural locations. When it comes to the influence that nutrition has on oral health, there is a higher level of awareness in India. Consumers are currently willing to pay a higher premium for preventive care than they were previously used to. A major increase of toothpaste classifications has been made possible by this phenomenon, which has tremendously expedited the process.

Roehl and associates (2020): Over the course of the past four years, the market for oral care products has been experiencing an increase in demand for the collection of herbal and Ayurvedic products. Toothbrushes are the second most popular product in the oral care sector, behind only toothpaste. When it comes to toothbrushes, there are two subcategories that may be distinguished: manual and electric.

Lisboa and associates (2020): The market for oral care products in India has a significant

potential for manual toothbrushes, while the market for electric toothbrushes has a substantial opportunity in urban India. These mouthwashes are considered to be premium products that are largely aimed at those living in urban regions. The changing lifestyles of consumers, the improvement in their level of living, and the increased awareness among consumers about the need of oral hygiene are all factors that can be related to the growing need for mouthwash among consumers. Colgate & Palmolive India is the second most dominating player in the market, following Johnson & Johnson as the market leader. As a result of the fact that the Indian market already provides a wide variety of oral health care goods, it is projected that the consumption of such items will expand over the course of the following years.

RESEARCH METHODOLOGY

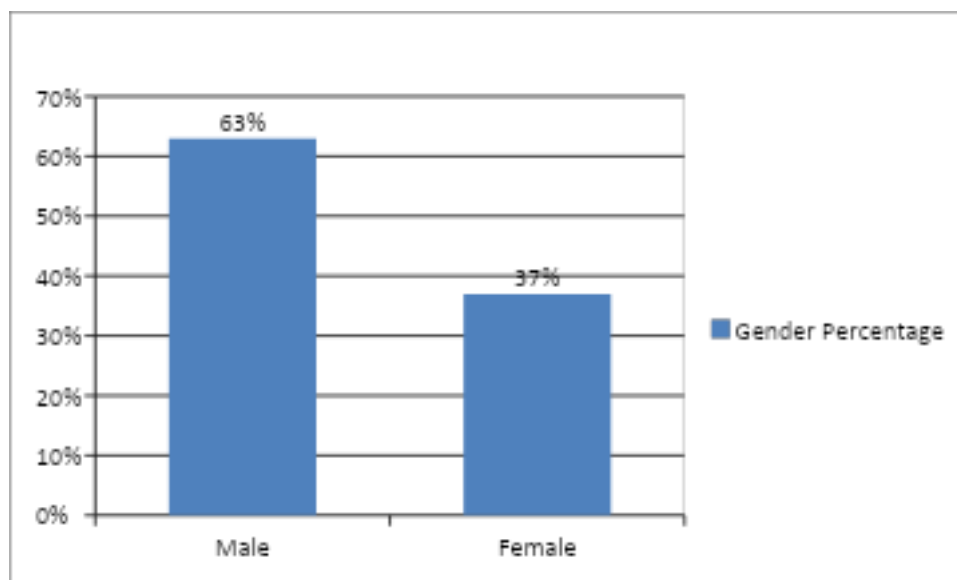
For the current research work, total 400 respondents were chosen by using Random Sampling.

Data Analysis

Table 1
Gender of Respondents

Gender	Frequency	%
Male	252	63%
Female	148	37%

Figure 1
Gender of Respondents



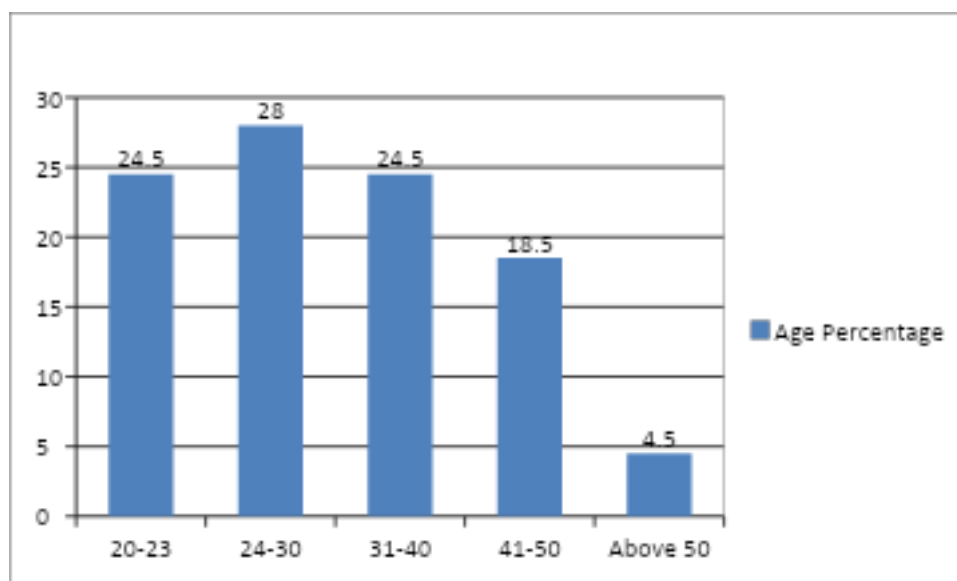
Source: Primary Source

It can be observed from table 1 that out of 400 respondents, there were 63% male and 37% female respondents.

Table 2
Age of Respondents

Age	Frequency	%
20-23	98	24.5
24-30	112	28
31-40	98	24.5
41-50	74	18.5
Above 50	18	4.5

Figure: 2
Age of Respondents



Source: Primary Source

It can be observed from Table 2 that there were 49 respondents of age group 20-23 and 56 respondents were of age group 24-30 while 49 were in the age-group 31-40. 37 respondents belonged to the age-group 41-50 while 9 respondents had the age more than 50 years

Table: 3
Regression Analysis

	Male	Female
R^2	0.393	0.396
F	33.405*	37.839*
Constant	0.289	0.301
Psychological factors	0.198*	0.008
Price sensitivity	0.006	0.296*
Convenience	0.290*	0.196***

Table 3 shows that the Psychological factors, Price sensitivity and Convenience variable explain 44.2% (Male) and 43.1% (Female) variance of consumer behavior towards online shopping.

Results and Discussion

An extensive variety of smells are included in the perfume industry, which began to emerge in the nineteenth century. It is anticipated that the global market for fragrances would be worth approximately \$40.1 billion in the United States in the year 2016. Additionally, it is anticipated that the Fragrances market would bring in a total revenue of ₹8,627.4 crore in 2018. A compound annual growth rate of 1.4% is anticipated for the market between the years 2018 and 2021. The year 2018 brought in a revenue of one dollar per person on an annual basis. There is a present worth of 148 crores for the fragrance industry in India, and it is anticipated that this sector would increase by more than 120 percent to reach 345 crores. As a result of the growing popularity of online shopping among Indian consumers, the fragrance industry currently maintains a market share of seven percent in the overall perfume market.

Company names such as HUL, Godrej, and Gillette are among the most prominent market participants in the Indian skin care and cosmetics sector. Currently, the market value of the skincare and cosmetics business in India is estimated to be ₹18.084 billion. There is a growing trend among the Indian populace to display a preference for a refined and sophisticated appearance. Furthermore, the Indian population has begun to demonstrate a desire for conventional and organic oils, hair products, shampoos, conditioners, and other things of a similar nature, particularly in urban areas. Lotion, hair colorants, shampoo, gel, and oil are the several categories that make up the market for hair care products. In the market for hair oil, coconut oil holds a dominant position, accounting for 72% of the market share. In 2018, it is anticipated that the Haircare segment will produce a total revenue of \$3.046 million in the United States. From 2018 to 2021, it is anticipated that the market will experience a compound annual growth rate (CAGR) of 4.8% on an annual basis. Within the haircare industry, North America holds the biggest market share, followed by Europe as the second largest market share. Customers have been more aware of the hygiene concerns and challenges that are associated with hair as a result of the expanding economy and the developments that have been made in lifestyle lifestyles. Over the next few years, it is anticipated that the Asian area would experience tremendous expansion. As a result of the quick increase in disposable income, there has been a matching increase in the amount of money that consumers spend on hair care products. L'Oreal USA, Unilever, Goody Products Inc., REVLON, and Avon are some of the most important companies operating in the haircare sector from a global perspective.

The personal care industry can be broken down into three main sub-industries: the cosmetics industry, the personal hygiene industry, and the grooming industry. A wide range of goods, including lipsticks, lip balms, eyeliners, eyeshadow, mascara, face packs, and kajal, are included in the category of cosmetics known as cosmetics. Additionally, fairness cream does have the potential to be used into cosmetics. A wide variety of other services, including manicures, pedicures, facials, and hair styling operations, are some of the additional products that professionals use. It is not uncommon to see these specialty products available for purchase without a prescription. Additionally included in this category are a variety of products that are available for purchase, including as foundations, washing creams, and packs.

Personal hygiene products include things like body washes, toothpaste, and soap for the

toilet, for instance. Sanitary pads are another item that falls under this category. Within the context of this particular category, customers consider the aforementioned products to be essential elements of their routine on a daily basis. The option that a consumer makes is not whether or not to use a product; rather, it is which brand they prefer the best.

When we talk about personal grooming, we are referring to the assortment of products that are used to maintain our skin and hair. For example, talcum powder, fairness creams, and body lotions are all examples of cosmetics that fall under the topic of skin care. There are a variety of goods that fall under the topic of hair care, including shampoos, hair oils, hair gels, and other similar items. Shaving creams, face creams intended specifically for men (such as Fair & Handsome), and hair removers that are formulated specifically for women are examples of products that are gender-specific.

At the present moment, clients in India make widespread and consistent use of personal care goods across the country. Prior to this, the personal care business in India was defined by an attitude that was extremely conservative. The personal care business in India has been experiencing remarkable growth in recent years. As a result of the liberalization agenda being put into effect, a multitude of international brands have made their way into the Indian market. 1998 had an increase of 8% in the market for personal care products in India, while 2001 saw an increase of 8.7%. The growth rate of the personal care industry was estimated to be 7%, which caused the industry to be valued at ₹16,500 crore in the United States. Personal care products had a market volume of approximately ₹42,900 crore in 2016, and it is anticipated that this number will climb to approximately ₹1,320 billion by the year for the year 2020. According to the findings of the ASSOCHAM survey, the consumption pattern of personal care products, particularly among young people, had a considerable growth between the years 2005 and 2015. The majority of young people, namely more than 68 percent, are of the opinion that using cosmetics can boost their sense of self-assurance. In addition, 62 percent of young clients prefer to buy their personal care products online, while 45 percent of them would rather get their items from a retail store.

The market for male personal care products has seen a growth rate that is greater than 42 percent over the course of the past five years. The male group that is between the ages of 15 and 25 demonstrates a heightened concern of their appearance and devotes a bigger portion of their cash to the purchase of skincare products, fragrances, hair cream, and oil. Indian customers have a larger preference for natural and herbal cosmetic goods than consumers in other European countries. There is a heightened concern and understanding of consumers regarding their own health present. There is a large demand for Indian herbal cosmetic products on both the home market and the international market worldwide. According to the statements made by the Ministry of Commerce, India is the second largest exporter of herbal products to international markets, behind China in this regard. A wide variety of herbal products, including as lipsticks, lip balms, and skin care items, are among the products that India sells to nations such as Sri Lanka, Malaysia, the United Kingdom, Nepal, and several countries in Europe.

When an individual purchases goods or services for their own personal consumption, they are considered to be a consumer. There are many different characteristics that distinguish individual consumers, including age, gender, geographical area, language, taste, lifestyle, consumption patterns, and preferences. In terms of their individual preferences, the market as a whole can be broken down into a number of distinct segments, each of which shares certain commonalities with the others.

The term "consumer behavior" refers to the activities and choices that consumers make when they intend to consume, evaluate, and dispose of products and services that they believe will fulfill their requirements.

The study of consumer behavior is defined by Homburg, Kuester, and Krohmer as the investigation of the strategies that people, groups, or organizations use to select, acquire, and discard items, services, experiences, or ideas in order to satisfy their requirements. In addition to this, they investigate the effects that these processes have had, not just on consumers but also on modern society.

There has been a substantial amount of study conducted in the existing literature with the objective of predicting the factors that influence the purchase patterns of consumers. Taking into account the impact that culture, economics, and technology have on consumer purchasing behavior, the study of consumer behavior encompasses a wide range of facets and is extremely extensive. A person's evaluation, acquisition, utilization, or disposal of goods and services are all examples of consumer behavior. Consumer behavior refers to the cognitive and behavioral processes that individuals engage in throughout these activities. The citation for this is Loudon and Della Bitta's 1984 work. The study of consumer behavior is a component of consumer research, which serves as a tool to evaluate and analyze consumer preferences for a particular product, as well as to respond to questions concerning what, why, when, and how consumers behave. Rather than concentrating on business dealings, the fields of consumer behavior and consumer research are more concerned with philosophical ideas. Before developing strategies, it is essential for marketers to take the time to first gain an understanding of the requirements and preferences of the target audience. Specifically, the concept of consumer behavior is what causes marketers to place a strong emphasis on the segmentation and positioning of certain products.

It is possible for marketers, firms, and organizations to improve their marketing strategies by doing an analysis of consumer behavior. On the other hand, the trends are undergoing rapid shifts, and it is becoming increasingly challenging to anticipate these requirements or behaviors. Currently, the dynamics of the industry are mostly impacted by the wants of customers. Because of technological advancements, consumers are now more aware of the quality of products and the level of competition in the market. It is essential for managers to have a thorough comprehension of the requirements and preferences of customers in order to guarantee the availability of their superior products in the market in comparison to those of their rivals. The behavior of customers is of the utmost significance in the processes of segmentation, positioning, and the decision-making process within the consumer market. This makes it easier for marketers to comprehend both internal and external signals that have the potential to influence the purchase behavior of consumers. The modern market is going through a period of tremendous upheaval. Therefore, it is difficult to determine which of the parameters has a stronger impact on the outcome. As a result of the social character of human beings, there are a number of factors that have the potential to influence the decisions that they make. When compared to macro variables, the micro environment (culture, subculture, socioeconomic class, social group, and family) and the psychological environment (motivation, learning, belief, and attitude) have a higher impact on an individual's behavior. Due to the fact that this environment is composed of multiple components, the behavior of consumers is different.

Each and every company employs a wide variety of marketing strategies in order to achieve their goal of providing value to the customer. Consequently, they conduct a wide range of research in order to investigate the behavior of consumers. The results of this research provide marketers with the ability to determine the major factor that influences the behavior

of consumers. As a consequence of this, marketers are therefore motivated to improve existing products or services or to introduce new ones with the specific intention of satisfying the requirements that have been asked. The analysis of customer behavior is the source of the majority of marketing decisions since it provides marketers with essential insights that are necessary for the development of successful marketing strategies.

In the 1940s and 1950s, the study of consumer behavior emerged as a subfield within the larger area of marketing. This phenomenon is known as consumer behavior analysis. In the study of consumer behavior, components from a wide variety of academic fields are mixed together. The field of customer behavior is a multidisciplinary one that mixes components of psychology, sociology, social anthropology, marketing, and economics in a seamless manner. It makes it easier to conduct a study of the ways in which individual preferences, attitudes, and feelings influence the purchase behavior of consumers. In formal studies of consumer behavior, numerous components of an individual's characteristics are investigated. These features include demographics, lifestyles, a behavioral variable that is characterized by usage rate, usage occasion, and brand loyalty, and so on. In addition, studies of consumer behavior investigate the influence with which customers are influenced by their families, friends, reference groups, and society. The study of consumer behavior focuses on the behavioral processes of pre-purchase consumption, post-purchase consumption, assessment, and disposal of products. In addition, the purpose of this study is to investigate the degree to which individuals have direct and indirect influence on the decisions that they make regarding their purchases. Attempting to predict the behavior of individuals is a task that is extremely difficult, even for professionals.

Companies employ marketing tactics in order to promote and sell their goods or services, whereas consumer behavior refers to the actions and behaviors of customers in the context of the external social environment. The behaviour of consumers is widely regarded as the most dynamic phenomenon by a large number of academics. It is essential for marketing concepts to have a solid understanding of the requirements and anticipations of consumers, since this enables the creation of a customized product that is built to perfectly fit the requirements of the consumers. From the beginning of the decision-making process until its conclusion, a comprehensive awareness of requirements and expectations served as the guiding principle. When doing an analysis of the market for certain goods or services, it is necessary to conduct a number of research studies in order to study the connections that exist between marketing and the actions of target consumers. In order for marketers to determine the preferences of customers and the key variables that influence their acquisition decisions, it is essential for them to have a comprehensive grasp of consumer behavior.

Previously, it was established that there is a direct association between marketing and the behavior of customers. As a result, the marketing strategy is wholly based on having a complete understanding of the requirements of the consumer. A thorough examination of the relationship between marketing and customer behavior provides marketers with invaluable insights into the demographics of the audience they are trying to reach. The decision-making process is comprised of five stages: the identification of the need, the search for information, the interpretation of the information, the purchase, and the construction of feedback. It is feasible to divide them into two more groups: those having limited problem-solving abilities and those having expanded problem-solving abilities. During the process of resolving a problem over an extended period of time, it is customary practice to collect all of the necessary information that will subsequently motivate action. The consumer simplifies the process by lowering the amount of variables that are present in the data when the context of limited problem solving is being considered. The two approaches to problem-solving each

have implications that are pertinent to the marketing and advertising industries. When it comes to the resolution of limited problems, the brand image of a product or service has a significant impact on the purchase decisions of customers, in comparison to their decisions about prolonged problems.

The purpose of advertising is to communicate the message that an organization wishes to express and to mold the positioning of a product in order to fulfill the requirements and expectations of consumers. There is a direct correlation between the actions of consumers and the advertising that they choose to consume. Due to the fact that the primary purpose of advertising is to exert influence on potential purchasers, these two ideas are inextricably linked to one another. In order to develop an acceptable advertisement that is targeted to the unique client, it is essential to accurately determine the requirements of the consumer. Advertisers frequently choose a character that is already well-known to customers in order to facilitate identification or connection, hence reducing the likelihood of cognitive dissonance.

“In the context of marketing, the term "celebrity endorsement" refers to a marketing campaign or strategy that is utilized by companies, brands, or non-profit organizations. This strategy involves a well-known individual or celebrity utilizing their visibility or social influence to endorse a product or service, or to raise awareness about social or environmental concerns. Expert endorsers, lay endorsers, and celebrities are the three basic categories that can be used to classify supporters of a product or service. People are considered to be experts in a particular field if they have a large amount of expertise in that field, which they have obtained by their experience, study, and research in that field. For the sake of advertising campaigns, lay endorsers are individuals who are not identifiable and who serve as spokespersons. Despite the fact that they are not particularly well-known, they are typical people who frequently exhibit the traits of the audience that is being targeted. They make an effort to connect with regular customers in an effort to develop connection. An individual who has achieved a high level of renown, particularly in the fields of sports or entertainment, is sometimes referred to as a celebrity. In the present day, it is common practice to employ famous people as brand ambassadors for various products. For more than a century, this has been the strategy that has been utilized in order to advertise various things. According to research, celebrities are used as endorsers in twenty-five percent of all advertisements that are aimed to promote products. There is no difference in the situation in India. A wide variety of celebrities, including athletes and actors and actresses from the film industry, are lending their backing to advertisements for a wide range of products, from toothbrushes to cola beverages. The strength of the brand's ability to persuade consumers is largely impacted by their appealing personality. Brand reinforcement, increased sales, and increased earnings are all possible outcomes that can be achieved through the utilization of celebrity endorsement as a strategic tool. One of the most fundamental questions that emerges is why those in marketing choose to work with celebrities to endorse their products.

On a consistent basis, customers are looking for support in order to reduce the amount of disruption and uncertainty that is linked with products and services. Support or validation can be provided to the consumer through the use of a straightforward and affirmative gesture of approval. It is the primary purpose of endorsements to differentiate the brand from other brands that are in the same market. The people of India hold celebrities in high esteem and appreciate their achievements. A massive number of people are their fans. When it comes to the efficiency of celebrity endorsements for a company's products, the primary reason for their success is that they have the ability to effectively communicate with the entire target demographic. In the realm of consumers, celebrities are considered to be the benchmark group. Included in the advertisements are prominent and well-known persons, which

contribute to the advertising' increased credibility and attractability.

Recognition of a brand is increased by celebrity endorsements. This tactic is being utilized by businesses in order to successfully captivate the attention of consumers. The primary argument for including celebrities into the advertising is to increase the presence of the advertisement in the competitive market. Choosing a celebrity to endorse a product or service for a commercial purpose requires a significant amount of effort and careful assessment. A well-known individual whose charismatic personality has the potential to unquestionably boost the reputation of any brand is referred to as a celebrity. Marketing professionals have the ability to quickly generate excitement among customers by showing their preferred face within their respective companies. Emerging businesses who are looking to quickly enter the market, differentiate themselves from competitors, and increase the awareness of their brands would benefit tremendously from this.

It's possible that a celebrity will be chosen because of their credibility. Enhanced credibility of endorsers has the potential to considerably affect the purchasing patterns of customers in a more effective manner than the purchasing patterns of endorsers who lack credibility. Celebrities in India are well-liked by the general populace and have a sizeable following of followers due to their popularity. The prominence of television advertising that prominently feature a celebrity endorsement lends credence to the significance of such influence. A large number of people are following these celebrities with great devotion. When a celebrity endorses a product or service, consumers assume that the product or service is of higher quality and therefore more valuable. As a result, modern marketers promote their products by utilizing athletes such as cricketers, Bollywood stars, and other sportspeople. In order to get the services of these celebrities for the advertising campaigns, they are compensated with a substantial amount of money. The utilization of a celebrity endorsement has resulted in beneficial effects, as it not only increases the visibility of the brand but also greatly boosts the sales of the product. During a difficult time in India, Cadbury made a strategic decision to hire Amitabh Bachchan as a brand ambassador. The Indian population experienced a rebirth of brand loyalty as a direct result of this strategic move, which led to a simultaneous increase in sales.

As trend-setters, celebrities play an important role. The results of previous studies have repeatedly demonstrated that advertising with celebrity endorsements are very conspicuous and help consumers remember the brand. Furthermore, superstars have the ability to possess the capacity to exert a positive influence on the feelings and intentions of customers regarding their purchases. A study that was carried out by Atkin and Block (1983) indicated that commercials that are authorized by celebrities are much more effective than advertisements that are not approved by celebrities. Their perception of celebrities was that they were lively, friendly, and enticing. There is a widespread perception that celebrities are known for their extravagant and costly lifestyles, as well as their contemporary fashion manifestations. Consequently, they have the capacity to attract the interest of large audiences that are present. Consumers view celebrities as a reference group that they aspire to be like, which is the reason why celebrity advertising is so successful. They have a propensity to behave and behave in a manner that is similar to that of ambitious organizations. An investigation of the functional role that celebrities play in promoting brand recall was conducted by Misra and Beatty (1990). The findings of their study suggested that consumers have a perception that products advocated by celebrities are of greater quality and superior quality overall. According to the findings of a study that was carried out by Haugtvedt, Petty, Cacioppo, and Steidley (1988), the endorsement of products by athletes led to increased levels of appreciation among consumers who were more typical. In 2005, Prachi Raturi, the

author, made the argument that no single salesperson can compete with celebrities in terms of their sales powers. For the purpose of summing up, it is possible to assert that celebrities are extremely successful marketers.

They have the ability to reach incredible levels of success for themselves, presuming that there is a positive relationship between the brand and the celebrity. The incorporation of celebrities has the potential to significantly impact the sentiment of consumers, hence increasing economic profits. The realization that a celebrity can occasionally have a negative affect on the image of the business and the sales of the product is also an important factor to take into consideration. Just for a moment, try to picture the situation of the companies that hired Tiger Woods and Lance Armstrong to promote or advertise their products. It is possible that the bad perception of these celebrities that has been prevalent over the past several years is the cause of a large decrease in the sales of their products. It is for this reason that selecting the proper celebrity becomes a matter of great concern, with the ideal candidate being the one who has an impeccable reputation among the general public. The company will see a huge boost in commercial success if they select the proper celebrity, however if they choose the wrong celebrity, they will experience the opposite change in their commercial success. Because of this, the strategic selection of a celebrity not only differentiates the company from its rivals but also increases the value of the brand's memory and raises the level of brand awareness among the general public. In order for the management to be able to accomplish all of this, they need to make a decision on the selection of a celebrity that is well informed.

Joan Crawford, Janet Gaynor, and Clara Bow were among the pioneering celebrities who began advertising consumer goods. Joan Crawford was a well-known actress. As a result of the incorporation of television personalities, Bollywood stars, and sportspeople into campaigns, the advertising industry in India has seen a significant transformation. Beginning in the year 1950, the marketing strategy of using celebrities to endorse brands was put into practice in India. It was LUX that was the first company to use celebrity endorsements, and Leela Chitnis, a well-known actress in the film industry, was the spokesman for the company. After the introduction of commercial television in India in 1976, the first commercial advertisement was shown on television for the first time at the beginning of 1978. Cricket player Leela Chitnis was the first recognized film actress to promote for the LUX brand, while the first sportsperson to endorse for Bryl cream was a cricket player to endorse for the brand. In the aftermath of this, there was a boom in the number of advertising campaigns that included celebrities like Jalal Agha (Pan Parag), Sunil Gavaskar (Dinesh suitings), and Kapil Dev (Palmolive shaving cream). Late in the 1980s, a substantial number of Bollywood and sports superstars were extensively included in advertising campaigns. These ads were known for their popularity. A variety of designer brands, including Dinesh, Gwalior, Raymond, and others, were worn by celebrities in the entertainment and sports industries. At the other end of the spectrum, actors were utilized in the marketing of cosmetic products.

In India, the concept of celebrities endorsing personal care goods has become very widespread in recent years. In order to boost retail sales, marketers use stunning actresses and actors to sell their personal care products. This is done in order to attract more customers. Over the course of the 1970s, Lux became the most successful brand within the Hindustan Unilever (HUL) group of companies. There are a number of celebrities that have been featured in advertisements for Lux, including Mala Sinha, Helen, Zeenat Aman, Nanda, Hema Malini, Rekha Sridevi, Madhuri Dixit, Aishwarya Rai, Priyanka Chopra, Kareena Kapoor, Deepika Padukone, Katrina Kaif, and Asin. Fewer than a handful of other brands followed the same path as the one being discussed. "Youngistan Pepsi" was the name of the

advertising that included Ranbir Kapoor and Deepika Padukone as the two principal actors. When Aamir Khan appeared in an advertisement for Coca-Cola in the 1990s, the company saw a huge increase in the number of sales of their product.

CONCLUSION

Within the context of the contemporary marketing environment, celebrity endorsement has emerged as a powerful tool for businesses, particularly those operating in the Fast-Moving Consumer Goods (FMCG) sector. Celebrities have the ability to influence the perspectives of customers and, as a result, the judgments that they make regarding their purchases because of their widespread appeal and notoriety. It is crucial for businesses who want to improve their marketing strategy and maximize their financial investments in endorsements to have a solid understanding of the influence that celebrity endorsements have on the purchasing behavior of customers. The fast-moving consumer goods (FMCG) industry is marked by the rapid turnover of its products and the intense competition that exists within it. It is possible that businesses operating in this sector will be able to build more effective advertising campaigns and product positioning strategies if they have a better understanding of the impact that celebrity endorsements have on the behavior of customers.

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