



Influence Of Brand Endorsement By A Celebrity On Rural Buying Behavior Towards Personal Care Products In Rural Nagpur

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Abstract

The present study seeks the relations between brands endorsed by celebs and rural buying behavior. Personal Care Products have been taken as a sample to represent this category. For the data collection, Simple Random sampling was used to draw the required sample size for this study. Convenient villages have been considered for the study from each zone and a sample size of 1170 has been finalized after discussion with the experts of rural Nagpur. Data synthesis and interpretation were done with the help of SPSS 21.0 software.

Keywords: Brand endorsed by a celebrity, occupation of rural consumers, and purchase of branded products.

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Introduction

A Consumer is considered to be a rational decision-maker who has well-defined preferences. Preferences for goods may depend on prices because people judge quality by price (Pollak, 1977). Consumer behavior and buying decisions are influenced by the characteristics of each consumer. Like Age and lifestyle, Purchasing Power, Personality, and self-concept are the main drivers (Singh et al., 2016). When a consumer decides what he is going to purchase to satisfy an emerging need, his actions applied in his purchasing decision are influenced by a variety of factors (Lacey et.al. 2009). The positioning of the product is depending on the

consumption of the product (Noseworthy et.al., 2011) and how the consumers perceived its standing, its quality, the type of consumer who uses it, its strengths and weakness, memorable characteristics, price, and value, promoted image and value (Harrison 1989).

People, whether located in a city or village, buy products and consume them and they all are consumers (Chaugule, 2019). The companies are trying to trigger growth in rural areas. They are identifying the fact that rural people are now in a better position with disposable income. The low rate of finance availability has also increased the affordability of purchasing costly products by rural people. Marketers should understand the price sensitivity of a consumer in a rural area. The small sachet packs are examples of price sensitivity. Colgate has done this experiment by launching sachet packs for rural markets (Chandrasekhar, 2012). Contrary, urban consumers generally are known to have distinct characteristics compared with rural consumers (Muniswamy, 2017).

The rural market's situations and circumstances are quite different when compared to the urban market. Due to the increasing level of literacy along with penetration of informative media in the rural area, nowadays other members of the consumer's family in the rural area also started to participate in the decision-making process with the bread earner. The younger generation in rural areas is now spending more on personal care and grooming products (Saraswat, et.al. 2011).

When the comparison is made with the urban counterpart i.e., it is felt necessary to study how rural consumers behave due to carrying different profiles into them. Study indicates that rural consumers are less quality, functions, and brand conscious compared to urban consumers. Hence, there is a need to conduct a research study to understand the buying behavior of rural consumers and whether a brand endorsed by celebrity influences the purchase decision of the rural.

Literature Review

Ladda (2015) found that rural consumer awareness and knowledge about the product and brand have a significant impact on consumer behavior.

Chakraborty, D. et.al., (2018) revealed that familiarity was the most influencing factor under celebrity endorsements which had a significant and positive effect on the purchase intention of SIM cards among rural consumers of West Bengal.

Anandan. C et al. (2007) found that quality was the major driver to prefer a particular brand in washing soaps in the rural market. If preferred brands were not available, customers buy the available brands. It is found that there was a significant relationship between the age of the respondent and the factors influencing the customer's brand preferences. It is also found that there was no significant relationship between the type of income of the respondent and the factors influencing the customer's brand preferences. High prices and non-availability were the key reasons for the dissatisfaction of rural consumers.

Rural Consumers often is said to be price sensitive and least brand conscious (Kumar, et.al 2008). While talking about the profile of rural consumers it can be observed that the profile of rural consumers is changing rapidly. When it comes to the brand awareness level of rural

consumers, it has been found that they are fully aware of the leading brands (Bishnoi 2008). Rural consumers have gradually been graduating from generic to branded products. In such situations, the brand name serves as an efficient mode of communication with rural consumers. The brand serves as the key confidence-building source among rural consumers. People from both rural and urban areas have shown interest in celebrity endorsement and rural people even prefer to watch advertisements in between their favorite shows but not much of the impact is seen by the celebrity endorsement (Garima Malik 2014). Celebrity endorsement enhances product information and creates awareness among consumers (Sridevi 2012). Celebrity endorsement undertook factors such as brand positioning, brand identity, brand equity, brand awareness, brand image, and brand personality in the case of Indian small towns (Makwana et.al 2015). In the rural consumer market, a few studies were studied on Celebrity Endorsed Advertising and Branding Impact on Purchase Intention. This was taken as a research gap for the study and went through the survey (Naresh Babu 2016). The available literature mentions that Awareness (Lokhande, 2004, Bajaj 2018, Godbole 2019), Quality (Mitra, Rashmi & Venu Gopal, Pingah, 2000, Godbole, 2019), Price (Sarangapani and Mamatha, 2008), Promotional Activity (Mishra 2018), Income (Lokhande, 2004, Juyal, 2015, Jha 2013), packaging and celebrity endorsements (Godbole 2019), faithful and trustworthy (Bhatnagar, 2011), age and education (Pradhan 2015, Kumar et.al 2014), Opinion leaders (Sayulu and Ramana Reddy, 1996), source of information (Juyal, 2015) influence the buying behavior of Rural Consumers. Brand as a motivator for purchase of mobile in the rural and urban consumer of Amravati District (Akarte. et.al, 2012). Even though most of the people were illiterate yet they were aware of the brand. (Bhatnagar, 2011). Relatively little research had been carried out specifically on a brand endorsed by celebrity influences the purchase decision of the rural Nagpur District.

Research Methodology

The research design for the research study is Descriptive. The information is collected with the help of an unbiased, and structured questionnaire through a personal Survey (Quantitative Method). Out of the 1170 questionnaires, 1030 questionnaires were received back that lies in the age group of 20-40 including consumer engage in Business/ Farming, Service, and housewives in Rural Nagpur.

The collected data has been analyzed with the help of SPSS software 21.0 and the hypothesis has been framed and it was tested with the help of "One way ANOVA and Kruskal-Wallis Test".

The present research is carried out with the objectives:

- i. To identify the relationship between the occupation of rural consumers and the purchase of branded products.
- ii. To identify whether a brand endorsed by a celebrity influences the purchase decision of the rural consumer

The hypothesis of the study:

H1: Different income group of respondent differs in decision-making over a brand endorsed by a celeb.

H2: Different occupation respondents behave differently over the purchase of a branded product

Analysis of Rural Profile:

Under the study, descriptive statistics have been used to analyze the socioeconomic profile of the respondents. The findings of the analysis are given as under:

Table 1

S.No.	Gender	Responses
1	Male	50.97%
2	Female	49.02%
	Total	100%

(Primary Source)

It is observed that both males and females are occupied in the study sample. The study reveals that out of the total respondents, 50.97% are males & 49.02% are females.

Table 2

S.No	Age Group	Responses
1	20-30	56.31%
2	30-40	43.68%
	Total	100%

(Primary Source)

The age group between 20-30 years account for the highest i.e., 56.31% of the sample respondents followed by the age group 30-40 years i.e., 43.68% of respondents.

Table 3

S.No.	Marital Status	Responses
1	Married	54.36%
2	Unmarried	45.14%
3	Divorce/Widow	0.48%
	Total	100%

(Primary Source)

It is inferred that highly responded to survey questionnaires were unmarried consumers which is 54.36% followed by married and widow respondents which are 45.14% and 0.48% respectively.

Table 4

S.No.	Qualification	Responses
1	Undergraduate	33.49%
2	Graduate	51.45%
3	Postgraduate	15.04%
	Total	100%

(Primary Source)

The study further revealed that 51.45% are graduates, 33.49% are undergraduates and 15.04% are postgraduates.

Table 5

S.No.	Occupation	Responses
1	Unemployed	27.66%
2	Employed	50.48%
3	Self-employed	21.35%
	Retired	0.48%
	Total	100%

(Primary Source)

It is also observed most of the respondent was employed which is 50.48% followed by unemployed, self-employed, and retired which is 27.66%, 21.35%, and 0.48% of respondents respectively.

Table 6

S. No.	Sources of Information	Responses
1	Newspaper & Magazine	23.30%
2	T.V. Advertisement	46.60%
3	Radio Advertisement	0.0145%
4	Hoarding & Posters on the roadside	0.0097%

5	I heard about the product Through a Retailer	12.13%
6	I collect the information with Friends, Neighbours, Relatives & family members	20.38%

(Primary Sources)

In the above tab. 1 it can be easily identified that consumers of Rural Nagpur have mentioned T.V. advertisement is the most influential source of information which is 46.60% for personal care products.

Table 7

S.No.	Considered Final Suggestions	Responses
1	Prefer family suggestion	42.23%
2	discuss with others before selecting the product	16.50%
3	I like to take friend suggestions while purchasing	17.96%
4	I like the Opinion leader's suggestion on a purchase decision	15.53%
5	I take my Own Decision	15.53%

(Primary Sources)

In the above table (table. 2) we can easily identify that rural consumer have a truly traditional influence on themselves. The above table identified that 42.23% of rural consumers final considered their family suggestions before purchasing any personal care products as compared to other available options.

Table 8

S. No.	The reason behind the Selection of Product	Responses
1	I select the product which fulfills the purpose	41.26%
2	I select the product based on Personal Observation & Experience	18.44%
3	I consider only my personal/Family requirement at the time of purchase decision	12.135%
4	I consider all the attributes of the product while purchasing	5.33%

5	I do not like shopping as it's a waste of time	2.91%
6	Generally, my family member decides while purchasing	6.31%

(Primary Sources)

In this context, it's tried to find why rural consumers select the product? he/she selects the products which only fulfill the purpose as his/her need only the product not any influence of product attributes or else. In the present study, it came to know that consumers who believe their selection for products only to fulfill the purpose are 41.26%.

H1: Different income group of respondent differs in decision-making over a brand endorsed by a celeb.

Observed values

Table 9

Rank

	Occupation	N	Mean Rank
Purchase of Branded Products	1	416	435.88
	2	230	419.31
	3	4	631.37
	4	174	337.94
	Total	1025	

(Primary Sources)

Table 10

Test Statistics^b

	Purchase of Branded Personal Care Products
.Chi-Square .	. 8.776
Df	3
Asym. Sig	0.27

(Primary Source)

a. Kruskal Wallis Test

b. Grouping Variable: Occupation

To validates the hypothesis, we will use the exact p-value. It is a two-tailed p-value (0.027) Since the p-value is less than the specified level (.05), we reject H0. Thus, we have sufficient evidence to conclude that irrespective of different occupation respondent behaves differently over the purchase of branded products.

H2: Different occupation respondents behave differently over the purchase of a branded product.

Observed values

Table 11

Kruskal-Wallis Test

Rank

	Income	N	Mean Rank
brands endorsed by celebs influence purchase decision	1	410	398.24
	2	228	426.67
	3	8	122.34
	4	174	523.34
	Total	1025	

(Primary Source)

Table 12

Test

	brands endorsed by celebs influence purchase decision
Chi-Square	2.714
Df	3
Asymp. Sig.	.561

Statistics^b

- a. Kruskal Wallis Test (Primary Sources)
- b. Grouping Variable: INCOME

We will use the exact p-value. It is a two-tailed p-value (0.561) Since the p-value is greater than the specified level (.05), we fail to reject H0. Thus, we have sufficient evidence to conclude that irrespective of income group respondents think that brands endorsed by celebs influence their purchase decision.

Discussion:

Based on data analysis, discussion, findings of the study have been carried out, suggestions have been finalized, recommendations drawn, managerial implications have been drawn and scope for the future study finalized. It is also identified that the majority of the rural consumer who engaged in services (employed) disagreed (as mentioned above) that visibility and more products available create confusion and accepted that they select those brands which they always used as compared to other consumers who engaged in business and unemployed. On the other hand, consumers who are unemployed and self-employed search for such brands which are Easily Available & at low Prices, prefer attractive Packing,

and are generally endorsed by celebrities. It is also observed that consumers engaged in services or employed in various occupations are quality conscious.

It's observed that consumers believe that they are attracted to those brands which are endorsed by the celebrity and they trust that the celebrity will promote those brand that is reliable and acceptable for use.

Conclusion:

The study focused on factors like occupation and brands endorsed by celebrities which influence the buying behavior of Nagpur rural consumers towards personal care products. From the study, it is evident that the quality of personal care brands was given more emphasis and brands endorsed by celebrities influenced all the income groups' respondents' purchase decisions. Rural consumers are very much attached to and influenced by the touch and feel aspect of any promotional activity (Shivaraj B. 2006). In the study, it's found that family members decide while purchasing instead of respondents. Therefore, marketers need to take initiative like the use of social media in the rural market to change such kind of behavior.

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Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article.

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Data Availability

The data used to support the findings of the study can be obtained from the corresponding author upon request.

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