MARKETING INTELLIGENCE PRACTICES ON CONSUMER PREFERENCES BY THE INFLUENCE OF CELEBRITY ENDORSEMENT: A CONCEPTUAL APPROACH

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Abstract :

The purpose of this study is to explore the impact of celebrity endorsement on consumer's buying intentions. This study concentrated on discovering the thoughts of Indian customers about celebrity endorsement by analyzing the different characteristics of the celebrity endorsement with respect to consumer's buying intentions. In this study we reviewed the former literature present on the topic of celebrity endorsement. That gives clear perception of different important prospects regarding this topic. In order to discover the impact of different attributes of celebrity on consumer buying behavior quantitative approach is applied. The data has been collected from 150 respondents with the help of structured questionnaire and analyzed by using software SPSS. It was find that some aspects of celerity endorsement like gender, attractiveness, credibility, endorser type & multiple celerity endorsement proved to be effective with respect to buying intentions while multiple product endorsement has negative relationship with consumer buying behavior. In the end the study proves that the overall impact of celebrity endorsement on consumer's buying intentions is positive.

Celebrity endorsement, Celebrity endorser, Purchase intentions, Consumer buying behaviour.

1.Introduction:

Today the world has become more competitive and consumers are opened to thousands of expressions and pictures in magazines, newspapers and on billboards, websites, radio and television. Marketers try hard to capture a small portion of an individual's time in order to let him/her know of the wonderful and unique characteristics of the product or brand. Most of the people daily experience the constant bombardment of advertisements by the media so ultimately people become emotionless towards all the advertisement practices. Its marketers and advertisers test to discover a knob that will grasp the consumer's consideration. (Arumugama & Jayakrishnana, 2020) This study focuses on customers' various shopping motives through Omni-channel adoption and level of attainment of shopping motives. Customers adopt different channels and integrate the evidence to reach the optimal shopping motives. Celebrities are the knobs that can grasp the customer's attention easily. In today's modern era, while looking through the magazines and newspapers or even watching television, people most likely to neglect all the commercials and advertisements. Despite of the fact, the charm and enchant of the celebrity is rarely ignored.

The effect of celebrity endorsement on advertisement and on the brand is of huge importance. For this process businesses and firms usually appoint celebrities from a specific area in order to give them a chance to be a part of advertisement campaign. In order to motivate a consumer to consider a particular brand from a diverse series of brands, the marketing attributes and imageries of a brand are complemented with the celebrity. With the conviction that celebrities are influential spokesperson for their brands, advertisers devotes the huge volume of money on celebrity endorsement agreements every year.

These days' different companies are using celebrities in their advertisements with the expectation that by using celebrities they can achieve a distinctive place in consumer's mind. According to Oxford dictionary, celebrity means "A famous person". A person who is

outshined in his/her area of expertise. It could be in the domain of sports, cinema, theatre, social life politics or science anything but with some unique outcome (Giridhar, 2012). People who celebrated by an enormous cluster of people are known as celebrities. Some illustrations of the characteristics include attractiveness, astonishing way of life or exceptional expertise. Sales force to engage in marketing intelligence activities. The major focal point of the present research is to recognize the effect of sports celebrity adson the purchase intention of the buyers. Both high involvement products and lowinvolvement products have included in the research (Arumugam, Thangaraja; Hameed, S. S; Madhavan, S, 2020). These celebrities usually vary from average community and relish high amount of recognition by people are also some usual attributes of them. The word celebrity states a person familiar by the people (actor, sports figure, entertainer, etc.) due to their accomplishments in the fields besides the product they have endorsed (Friedman and Friedman, 1979). Companies favor celebrities of various areas in India, for example Cricketers, Bollywood celebrities and other sports persons to endorse their brands are increasing (Dengra, nd).

2. Review Of Literature:

Celebrity Endorsement is one of these power tools by which advertisers try to leverage the image and identification of the celebrity to promote a product or company (Atkin & Block, 1983). This not only makes the advertisement lively, attractive, interesting, but attention getting as well (Ohanian 1991, Kamins 1990). It so happens because audience takes the celebrity as a role model and in turn these celebrities impact their lives. Celebrity endorsement has been in application from a long time (Kaikati 1987), in fact not too late when advertisement techniques were taking on new forms because advertisers realized soon that by using publicly renowned personalities in advertisements they will be able to align brands personalities with that of the celebrity's.

It's noteworthy that not all the celebrities prove to be successful endorsers, thus making the selection process more difficult (Giffin 1967). That is why advertisers go for a careful selection of celebrities because if any micro aspect may go wrong in celebrity endorsement selection process, whole of the celebrity endorsed advertisement campaign may collapse. This will ultimately show brand the way back to pavilion (Kaikati 1987, Till and Shimp 1995). Marketing intelligence is area continuing and interacting structure of people, equipment and procedures that, in combination, gather, sort, analyse and distribute pertinent, timely and accurate information for use by marketing decision makers to improve their marketing planning, implementation and control Although many professionals do much of their own information gathering and analysis, there still needs to be a clear focal point of the Marketing Intelligence System responsibility (Arumugam, Thangaraja, 2016). Using celebrities to promote products or services capitalizes on their popularity to promote sales. Star athletes, for example, often endorse sneakers and other sportswear for sizable fees.

The goal is to give those products credibility. The hope is that people will imitate the celebrity by purchasing the product or service. Marketing campaigns for charities often adopt this approach, only their goal is to use the celebrity status to draw attention to an important need or cause. Celebrity endorsement advertising has been recognized as a "ubiquitous feature of modern day marketing" (McCracken 1989; Keller 2008). Furthermore, celebrity endorsement activity has been increasing over the past years (Biswas et al 2009). From 1984 to 1999, there was a reported eleven-fold increase in sponsorship expenditure representing $23.16 billion or 7.0% of the worldwide advertising budget (Meenaghen, 2001; Pope, Voges& Brown 2009). Recent estimates suggest that one quarter of all commercials screened in the United States include celebrity endorsers (Till &Shimp 1998).

Athletes, both amateur and professional, as well as musicians, television and movie stars, and even animated spokes characters, such as Mickey Mouse, are used to promote and bring awareness to products and services through sponsorship campaigns. The two-step structural equationmodelling approach is followed to examine the relationship between critical success factorsof total quality management implementation and business performance (Arumugam, Thangaraja; Jan, Akbar;

Subramani, A. K, 2019). The main goal of using celebrities in advertising is to generate publicity and attention to the brand (Biswas, Hussain & Donnell 2009) as well as influence consumer perceptions of the brand stemming from their knowledge of the celebrity (Keller 2008). This requires that the celebrity must be well known in order to have the desired effect (Keller 2008). Kaikati (1987) expressed five advantages to employing celebrities to endorse products: drawing attention, crisis management, brand repositioning, global marketing, and boosting sales. Biswas et al. 2009 found that the reasons for recalling celebrities included popularity, status symbol, attractiveness and glamour, likeability and recall value or familiarity of the celebrities. The increased awareness and attention resulting from celebrity advertising is thought to combat the challenge of advertising clutter and bring instant credibility and brand recall to consumers. . (Thangaraja, 2015)Neuromarketing focuses on relationship between consumer's subconscious mind and the behavior. Those are the factors that decide the brand preference. FMCG sector in India is highly brand oriented, so application of neuro marketing in FMCG sector would help the marketing experts to make better use of their brand decisions. Neuromarketing can consequently be defined as a new branch of marketing, based on the techniques resulted from neurosciences for a better identification and understanding of the cerebral mechanisms that fundament the consumer's behavior, in the perspective of increasing the efficiency of the commercial actions of companies. Pope, Voges and Brown (2009) found that sponsorship positively affects an individuals perception of a brands quality and image. Products that may be of inferior quality to their competitors, or have fewer features can benefit from using a high profile celebrity to pitch them to consumers.

Marketing tends to adopt new and different modes of promoting their product, and marketers are in search of different and unique means to attain the whole new level of active and persuasive advertisements and promotion. Celebrity endorsement is one of these means to persuade the consumer. Today the marketers recognize it properly that celebrities play a significant role in order to make the Ads more compelling and convincing (CHOI and Rifon, 2007). During all these years, many researchers have proposed theories in order to know the means that makes celebrity endorsement productive and fruitful. Along with several theories proposed, many of them also studies all the elements that be a factor in celebrity endorsements and what kind of impression they have on buyers conduct (Esangbedo, 2011).

Celebrity endorsement is been assumed to be an "omnipresent attribute of today's advance marketing" (McCracken, 1989). Advertisers utilize celebrity to persuade the buying choice of their customers and it gives them great edge for revenue or high yields of sales (Raval and Tanna, 2014). Sellers spend huge volume of money yearly on celebrity endorsement agreements built on faith that celebrities are great representative for their product or brands. Currently Celebrity endorsement is considered as a billion dollar industry (Katyal, 2007). (Arumugam, Thangaraja, 2016), Distribution channels play a pivotal role in marketing by performing a number of vital distribution functions. Firms rely mostly on their marketing channels to generate customer satisfaction and to achieve differentiation over competition.There is seldom a clear-cut distinction between wholesalers and retailers, particularly in the feeder markets where often retailers act as wholesalers and vice versa to sell to small retailers who come from surrounding villages.

Different companies endorse celebrities in faith that by utilizing them they can achieve distinctive and significant place in the minds of customers (Kambitsis et al, 2002). Celebrity endorsement is progressively being utilized by different companies irrespective of the product category (Temperley&Tangen, 2006).

PURCHASE INTENTIONS OR BUYING BEHAVIOR

Tendency to buy a particular brand or product is known as purchasing intentions (Belch et al, 2004). Purchase intentions shows the probability that the person would purchase a product (Phelps and Hoy, 1996). Spears and Singh (2004) states that it's the sensible idea of doing struggle to buy a brand in future.(Arumugam, Thangaraja, 2016) Marketing intelligence will help the banks as well as the customers to use the technological innovations adopted by banks in an effective manner there by attracting customers.The study

conclude that both the public and private sector banks compete each other in terms of attracting and retaining customers by providing comfort and luxury services such as mobile banking, online banking etc. Consumer's concern and anticipation in purchasing a product were the factors that can be used in the measurement of purchase intention. Like, customer's interest, attending, information and evaluation were the most concerned variables that decide the purchase intention (Laroche Zhou, 1996). Besides this, external components easily effects the customer's purchase intention in their decision making process. For example they can easily influenced by word of mouth and word of mouse communication while searching information. And their purchase intention can be influenced by products features, price and endorsers enactment perceived by customers during purchase process (Sheu, 2010). As, via promotion tactics the customer's purchase intentions stimulation can easily prompted, so their action in the direction of product ,brand or service which has been prompted can easily influenced by the fame and appearance of celebrity.

The key purpose of this research is to find out the impact of celebrity endorsement on consumer buying behavior. A conceptual framework was adopted, which is presented in Figure.1. It is designed in order to clearly understand the relationship between independent variables as related to dependent variable of the study. On the left hand side, there are present all the independent variables including gender, attractiveness, credibility, endorsement type (celebrity vs noncelebrity), multiple celebrity endorsement and multiple product endorsement. While on the right hand side the only single dependent variable 'consumer purchase intentions' is present.

Customer Behavior Theory Bergner (2011) defined behavior as the description of the human reactions, movements, attitudes, standpoints and perceptions towards a certain idea, notion, situation or environment. (Arumugam, Thangaraja, 2014)Applications and systems of supermarket towards marketing intelligence that becomes vital and many organizations recent times concentrate highly on this way.On the other hand, in defining the word customer as according to Mostert (2002, p. 15) as "an

individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires". In combining the two terms together, customer behavior was defined by Solomon et al. (2014, p.37) as " the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services".Also, Karimi (2013, p. 29) defined customer behavior as "the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires" From the perspective of Bhide et al. (2009) it is critical for any organization to recognize customer behavior as a key to progress for both survival and benefit age in a cutting edge economy with different items per contender and numerous contending appropriation focuses.

The significance of understanding customer behavior – as Mohammadi and Mohamed (2011) stated - can most presumably be outlined in a straightforward, yet intense, articulation "customers decide the deals and benefits of an organization through their purchase decisions. All things considered, their thought processes and activities decide the financial reasonability of the firm". (Arumugam, Thangaraja, 2016) The impact of competition in the business environment has compelled many organizations to turn around and start scanning the environment for information, so as to have competitive edge over other similar organization within the industry.Understand the significance of marketing intelligence in terms of distributors. This marketing intelligence will support the distributors in act only as a delivery man whose task is to take orders and replenish the stock. Other promotional activities are undertaken by the organization itself. To be an effective seller of items and administrations (as according to the statement above) Sarasquete (2017) stated, organizations need to comprehend customer behavior and conduct and draft their marketing procedures to fuse such social needs of customers.

3. Conceptual Framework:

Marketing intelligence is everyday information about development in the marketing environment that helps managers prepare and adjust marketing plans. The marketing

intelligence system determines the intelligence needed, collect it by searching the environment and delivers it t marketing manager who need it. Marketing intelligence comes from many sources much intelligence is from the company's personnel executives, engineers and scientist, purchasing agents and the sales force. But company people are often busy and fail to pass on important Function. The Company must "sell" its people on their importance as intelligence gathers, from them to spot new development and urge them to report intelligence back to the organisation. Companies also buy intelligence information form out side supplies. Employee engagement has been extensively researched lately as it delivers a positive business outcome. Due to the complex competition prevailing in the automotive industry, maintaining a high-level engagement among the employees is important for long term business performance. The level of employee engagement can be improved by identifying its drivers.(Arumugam, Vimala, Khuan, & Rasu, 2019). Dun and Bradstreet is the world's largest research company with branches in 40 countries and a turnover of $1.26 billion. Its largest subsidiary is Nielsen which sells data on brand shares, retail prices and percentage of stores stocking different brands.

Marketing intelligence can work not only for, but also against company. Companies must sometime take steps to protect themselves form the snooping of competitors. For example Kellogg's had treated the public to tours of its plants since 1906, but recently closed its newly upgraded plant to outsiders to prevent competitors from getting intelligence on its high- tech equipment. In Japan Corporate intelligence is part of the Industrial culture. Every one from assembly – line – workers to top executives considers it their duty to filter intelligence about the competition back to management. Western companies are less active, although most of America's fortunes 500 now have in- house corporate intelligence units. Businesses are becoming increasingly aware of the need both to gather information and to protect what they have some companies set –up an office to collect and circulate marketing intelligence. The staff scans relevant publications, summaries important news and sends news, bulletins to marketing managers.

They develop a file of intelligence information and help managers to evaluate new information.

Market Intelligence & its role in Consumer preference:
Organizations need to work like human body immune system, they have to be ready to response to changes outside and adapt to the changes. Organizing and reproducing to those changes exploring new & exploiting exiting resources. This will help organization to react & to take the right move.Marketing intelligence is area continuing and interacting structure of people, equipment and procedures that, in combination, gather, sort, analyse and distribute pertinent, timely and accurate information for use by marketing decision makers to improve their marketing planning, implementation and control ⬜ Although of their own information gathering and analysis, there still needs to be a clear focal point of the Marketing Intelligence System responsibility (Arumugam, Thangaraja, 2016) . The market intelligence is the collection of real time information from defined market. Often people confuse or use market intelligence for market research which is partly true as it depends on the use of information collected from various sources.

The current scenario demands & hence companies are having a separate market intelligence department which clubbed with strategy department but varies from company to company & the market served by them. Before going for product planning product manager prefer to collect market data through market intelligence. This information collected with the help of market intelligence is used by decision maker as it is passed by product manager with all requisite due diligence and it helps & contributes in the strategy formation which drive the organizational goal. The weight age of market intelligence information can be seen by its use & its influential power in making & supporting better decision. If the decision is not influenced by this market info then it's obvious that the analysis is not appropriate but it's not true in reverse condition. Hence the combo of perfect analysis of market intelligence and unbiased decision process creates successful brand.

Marketing intelligence Information collected from external environment supports strategic & operative decision of organizations. (Thangaraja, 2015)Neuromarketing focuses on relationship between consumer's subconscious mind and the behavior. Those are the factors that decide the brand preference. FMCG sector in India is highly brand oriented, so application of neuro marketing in FMCG sector would help the marketing experts to make better use of their brand decisions. This information includes anything from social media inputs or inputs from experts. It is very important to have right set of expert level and tools to collect this information. Market intelligence stages help businesses complete this increased vacillation by taking responsibility for strategic analysis. Organizations are utilizing methods such as competitor analysis, situation analysis, trends analysis, and so on.
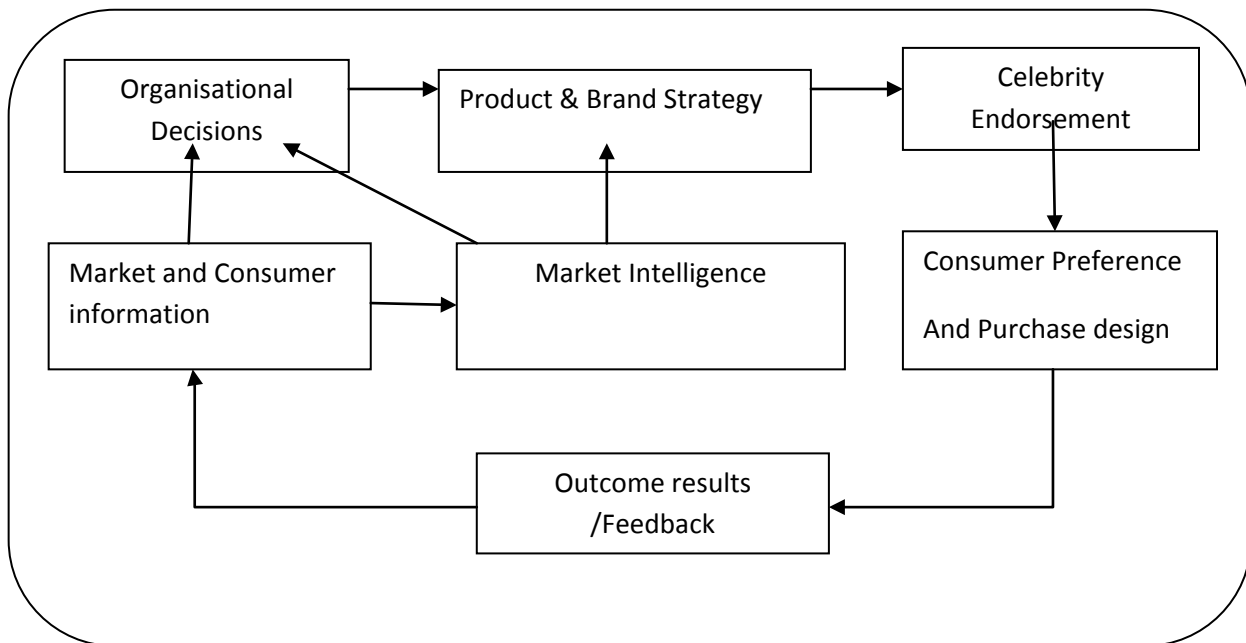

Figure No: 1 Marketing Intelligence and its effect on Celebrity and consumer preference Benchmarking of marketing intelligence information is very important against competitors and their process of information collection but organization show reluctance & incapability to do so. This needs to be critically evaluated by companies in order to succeed & take over their competition. The two-step structural equationmodelling approach is followed to examine the relationship between critical success factorsof total quality management implementation and business performance (Arumugam, Thangaraja; Jan, Akbar; Subramani, A. K, 2019). Perfectly implemented market intelligence function deals with external as well as internal environment, own separate budget & work closely with strategic decision makers and it helps to compete in complex environment & cut through competition.

4. Conclusion

Any organizational decision is driven by some concrete strategy and which is supported by many inputs from market. In fact the Market data derived by scientific methodology drive the strategy building and these strategies are linked with corporate goals & objectives of the organization. In order to succeed in the ever changing market segments it is very important to follow market inputs & scientific methods to achieve growth pattern. For all type of organization irrespective of which market segment they are serving has to face the market dynamics but in order to counter these changes organizations need to prepare themselves with proper product & brand strategy. The factors which make market segments dynamic, the market intelligence information of same can make better strategic development, effective decision making and stable growth opportunities for the organization.

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