

A Study of Celebrity Endorsement in Food Industry & Its Impact on Consumers' Perception: Special Reference to Khamgaon City

Rajkumar K Dhanuka¹, Mahesh S. Gaikwad², Yuvraj R Vaidya³

¹Assistant Professor, Mgi, Coet, Shegaon

²Head of Department, Gsck, Khamgaon

³Assistant Professor, Prmitr, Badnera

Abstract

The food industry has increasingly leveraged celebrity endorsements to enhance brand visibility and influence consumer perceptions. This study focuses on Khamgaon City, analyzing how celebrity endorsements shape consumer attitudes and drive purchasing decisions. Through a mixed-methods approach involving primary data from local consumers and secondary data from existing studies, this research investigates the effectiveness of such endorsements. The findings highlight key factors like trust, relatability, and product quality perception, providing actionable insights for marketers.

Keywords: Celebrity Endorsement, Food Industry, Consumer Perception, Khamgaon, Marketing

1. Introduction

The food industry is one of the most dynamic sectors, with consumer preferences evolving due to lifestyle changes, increased awareness, and marketing innovations. One such strategy is celebrity endorsement, where brands use the appeal and influence of public figures to promote products. This strategy seeks to create a positive image, foster trust, and ultimately boost sales.

Khamgaon, a semi-urban region, represents a unique market with distinct socio-economic and cultural characteristics. Understanding how such endorsements affect consumer perception in this context is vital for marketers.

2. Review of Literature

The review of literature provides a theoretical and empirical foundation for understanding the relationship between celebrity endorsements and consumer perceptions.

2.1 Theoretical Framework

1. The Match-Up Hypothesis

According to Kamins (1990), the effectiveness of a celebrity endorsement depends on the congruence between the celebrity's image and the brand's identity. For example, a health-conscious celebrity endorsing organic food enhances the believability of the message.

2. Social Influence Theory

Proposed by Kelman (1958), this theory suggests that consumers are influenced by individuals they ad-

pire or relate to. When a celebrity endorses a product, their credibility and attractiveness transfer to the product, creating a favorable perception.

3. Halo Effect

Thorndike (1920) introduced the concept that a positive impression of a celebrity (e.g., their fame or achievements) can spill over to the endorsed product, making it more appealing.

2.2 Empirical Studies

Global Studies

- McCracken (1989) explored the impact of celebrity endorsers on brand image, highlighting that the cultural meaning associated with celebrities significantly shapes consumer perception.
- Till and Busler (2000) found that consumers are more likely to trust and purchase products endorsed by celebrities they find authentic and relatable.

Indian Context

- Chattopadhyay and Ray (2008) investigated the role of Bollywood celebrities in influencing food product purchases. They observed a high correlation between celebrity endorsements and trust in product quality.
- Kumar and Tripathi (2017) analyzed rural and semi-urban markets in India, emphasizing that economic status and regional preferences heavily influence the effectiveness of endorsements.

Industry-Specific Studies

- A report by Statista (2023) indicated that 72% of Indian consumers associate celebrity-endorsed food brands with higher quality, but skepticism arises when endorsements feel inauthentic.
- Singh and Pandey (2020) found that endorsements in the food industry work best when coupled with factual information, such as nutritional benefits.

2.3 Gaps in Literature

While several studies address celebrity endorsements in urban and rural contexts, limited research explores their impact in semi-urban regions like Khamgaon. Additionally, there is a lack of focus on the interplay between economic status and consumer perception.

3. Objectives

1. To understand the role of celebrity endorsements in the food industry.
2. To analyze the impact of celebrity endorsements on consumer perceptions in Khamgaon.
3. To identify the factors that influence the effectiveness of celebrity endorsements.
4. Research Methodology

The research adopts a descriptive design to analyze the impact of celebrity endorsements on consumer perception.

3.1 Research Design: Quantitative methods with supportive qualitative insights.

3.2 Sampling:

- Population: Consumers in Khamgaon City.
- Sampling Method: Convenience sampling.
- Sample Size: 150 respondents.

3.3 Data Collection:

- Primary Data: Structured questionnaires with Likert-scale questions.

- Secondary Data: Journals, articles, and industry reports.

3.4 Data Analysis Tools:

- **Statistical Tools: Chi-square, correlation analysis.**
- Software: SPSS for in-depth analysis.

4. Data Interpretation and Analysis

4.1 Demographics

The demographic data revealed a balanced representation of age groups (18-60 years), with diverse income levels and educational backgrounds.

4.2 Awareness of Celebrity Endorsements

- 85% of respondents were aware of at least one celebrity-endorsed food product.
- Brands like Amul (endorsed by regional influencers) were popular among local consumers.

4.3 Consumer Perception Analysis

Factor	Mean Score	Standard Deviation
Perceived Quality	4.2	0.85
Trust in Brand	3.9	0.92
Purchase Intent	3.7	1.02

4.4 Hypothesis Testing

- **H1: Celebrity endorsements significantly influence consumer perceptions**

Chi-square results: Significant relationship ($p < 0.05$).

- **H2: Consumers associate endorsed products with better quality and trust**

Correlation coefficient ($r = 0.72$) indicates a strong positive relationship.

- **H3: Economic status moderates the impact**

ANOVA results show significant variation in perception across income groups.

5. Conclusion and Suggestions

5.1 Conclusion

Celebrity endorsements positively influence consumer perception in Khamgaon, especially regarding trust and product quality. However, economic status and regional preferences significantly affect the overall impact.

5.2 Suggestions

1. Use regional celebrities to enhance relatability.
2. Focus on authenticity and transparency in endorsements.
3. Combine endorsements with factual product details for better credibility.

6. References

1. Chattopadhyay, A., & Ray, S. (2008). The Effect of Celebrity Endorsements on Consumer Buying Behavior. *Journal of Marketing Research*, 45(3), 45-56.
2. Kamins, M. A. (1990). An Investigation into the 'Match-Up' Hypothesis in Celebrity Advertising. *Journal of Advertising Research*, 30(1), 4-15.

3. Kumar, A., & Tripathi, S. (2017). Impact of Celebrity Endorsements in Semi-Urban Markets. *Indian Journal of Marketing*, 47(6), 32-42.
4. Singh, R., & Pandey, M. (2020). Role of Celebrity Endorsements in Building Brand Loyalty. *Indian Journal of Marketing*, 50(4), 34-45.
5. Statista (2023). Celebrity Influence on the Indian Food Industry. *Statista Reports*.
6. Thorndike, E. L. (1920). A Constant Error in Psychological Ratings. *Journal of Applied Psychology*, 4(1), 25-29.