

IMPACT OF OWNER ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR**Dr. P. Barani Kumari**Associate Professor & Head, Department of Commerce (Honours), Sri Kanyaka
Parameswari Arts & Science College for Women**Ms.P.M.Nithisha**Assistant Professor, Department of Commerce (Honours), Sri Kanyaka Parameswari Arts &
Science College for Women**ABSTRACT**

The study deals with endorsements which is the need of the hour among consumers in Chennai city. Presently, the competition has reached peaks on par with modern society, business professionals are striving hard to sustain themselves in the market space. The preferences, perceptions, and attitudes of consumers are very dynamic, it may be affected due to many reasons like, place, income, age, need, status, gender, and marital status. Apart from these demographic changes, under what circumstances will the consumer change individual perception is studied by many researchers. This research study will determine the impact of owner endorsements on changes in purchase intentions among consumers, which is one aspect among many. Hence, this study would determine the influence of consumers' buying patterns due to owner endorsements

INTRODUCTION

Advertising is an ancient task of conveying information to an individual about a product or service, which is required to fulfill necessities. Introducing a wide variety of consumer goods to the public is the main goal of advertising (Gillia Dyer). Advertising can be done through different methods like Print media, Outdoor media, Broadcast media, and Television Media (Brassington & Pettitt 2001). It increases the demand for the products directing the business toward success and development. Whatever form advertising has adopted it has never failed to attract, influence, and impact the buying decisions of consumers. Due to the advancements in technology, advertisements have been transformed into endorsements. It is an act of building trust and confidence in the advertised product to the consumers through assured statements. At the initial stage endorsements were done by employing famous personalities who enjoy name and fame in society like models, cartoon characters, celebrities, actors, actresses, and sports personalities based on the concept of celebrity endorsement, this created huge success in the promotion sector influencing the buying behaviour of the consumers with a drastic change. Later owner endorsements were started, where promoters or owners appear before the consumers to promote their brand and products. Presently both celebrity endorsement and owner endorsement revolve around the advertisement program, making consumer buying decisions and their buying behaviour very dynamic in nature. This article provides valuable insights on the effect of owner endorsement and factors of owner endorsements that influence the buying behaviour of consumers.

OBJECTIVES

- To know the impact of owner's endorsement on the influence of consumer behaviour.
- To Investigate the factors influencing consumer buying behaviour.

SCOPE OF THE STUDY

The study deals with endorsements which is the need of the hour among consumers in Chennai city. Presently, the competition has reached peaks on par with modern society, business professionals are striving hard to sustain themselves in the market space. The preferences, perceptions, and attitudes of consumers are very dynamic, it may be affected due to many reasons like, place, income, age, need, status, gender, and marital status. Apart from these demographic changes, under what circumstances will the consumer change individual perception is studied by many researchers. This research study will determine the effect of endorsements on changes in perception among consumers, which is one aspect among many. Hence, this study would determine the influence and preference of consumers' buying patterns and their impact due to owner endorsements.

NEED OF THE STUDY

Advertisement is a wide area of the network, an activity in general that creates awareness about the markets among the individuals, which leads to procurement of their needs and wants. Gaining individual attention and generating satisfaction with a particular brand's products is very important for a business professional because satisfaction leads to repurchase intentions, this intention paves the way to loyalty. To achieve loyalty organizations should be very keen and concerned in every step they take to reach consumers. The product should comprise good quality, size, structure, design, benefits, affordable price, and better outputs, these are some of the basic end-user expectations, which have to be ensured by the producer. Fulfilling all the above aspects is particularly concerned with consumer decision-making and influencing their purchasing patterns. Advertising is a powerful tool to make informed about the product, and designing it distinctively to achieve goals is significant. Advertising significance and acceptance have to be determined frequently which guides business professionals to conclude market research. To test such acceptance of the present trend is a need to pursue this study

LIMITATIONS

- The present study is limited to the respondents of Chennai city.
- As the study is based on a questionnaire, the results vary according to the opinion of the respondents.

REVIEW OF LITERATURE

Dr. T. Saravanakumar et al. (2021) tested the impact of advertisements among the Chennai population on buying two-wheelers. Consumers of two-wheelers are well-informed about advertisements that discuss the features and qualities of the two-wheelers. The views of consumers regarding a product's features and other characteristics are significantly influenced by well-designed advertising. Advertising for two-wheelers is seen as positive and cheery by the general population. They are quite motivated to buy the goods. The author concluded that

distinctive advertising is effective in generating brand recognition and product identification. Thus manufacturers should design their promotion strategies very uniquely to show the distinct features and characteristics of two-wheelers.

Sabar Sutia's (2023) analyses were done to determine the effects of celebrity endorsements through digital marketing and its outcome through brand credibility, brand satisfaction, advertising credibility, and expertise. The conclusion was framed according to the responses collected from a sample size of 175 using a questionnaire method in the city of Jakarta. Advertising credibility is crucial for purchase and repurchase intention, especially involving celebrities in digital marketing strategies. It is also determined that a combination of advertisement credibility, brand satisfaction, and celebrity endorsement is a key factor in influencing consumers through digital marketing.

S. Elango & M. Surya Kumar (2022) investigated entrepreneurial celebrity endorsement and its impact on the purchase decision of consumers. Responses were collected from 168 individuals in Salem district, Tamil Nadu. To test the objectives Chi-square analysis and GARRETT Ranking technique was applied which aims to investigate the key elements that might affect consumers' purchasing decisions via entrepreneurial celebrity endorsements. Correlation analysis was used to examine the characteristics of the relationship between entrepreneurial celebrity endorsers and consumer buying behaviour. The findings made it abundantly evident from the GARRETT Ranking results that customers choose the factor "Who is the Celebrity" for the first rank and the factor "I will buy the product if my favourite celebrity endorses it" for the second rank.

N V Sriranga Prasad et al. (2022) examines how customers' purchasing decisions and purchase intentions are impacted by the competence, experience, honesty, familiarity, and authenticity of owner endorsers, especially among the consumers who purchase gold and diamond jewellery in the southern region of India. The collected samples are analyzed using multiple regression and structural equation models. The study's findings show how crucial brand endorsers' knowledge, moral character, and reputation are, in establishing the reliability and authenticity of a product and its usage. Additionally, results throw insight into how owners' endorsement affects consumers' purchasing decisions and intentions when it comes to jewellery. Owner's endorsement guarantees quick market penetration by relying on indicators of trustworthiness, knowledge, and congruence.

Zarith Delaila Abd et al. (2020) Investigated the purchase intentions of millennials affected by celebrity endorsements towards local health and beauty products in Malaysia. The conclusions revealed that celebrity attractiveness put in place as the most eminent factor in influencing the buying decisions of millennials. Further, the stylish attitude, physical attractiveness, and familiarity of a celebrity induce millennials to decide their purchase intentions. the author also suggested that marketers employ celebrities with good physical attractiveness in terms of beauty to promote products reaching more consumers.

RESEARCH METHADODOLOGY

Research design is descriptive in nature based on Primary and Secondary Data. The primary data is collected through well well-structured questionnaire from 200 respondents of Chennai city. Purposive sampling technique is applied for collection of data, Simple Percentage analysis and one sample T – Test is applied to conclude the findings of the study.

DATA ANALYSIS AND INTERPRETATION

Relationship Between Factors Influencing Towards the Buying Behaviour and Demographic Profile of Consumers

Factors	Mean	SD
Tangibility	3.24	0.720
Reliability	3.29	0.935
Perceived Value	3.36	0.792
Perceived Risk	3.19	0.978
Responsiveness	3.89	0.640

The above table reveals the descriptive statistics of factors influencing buying behaviour. The study inferred that the most significant factor is Responsiveness _AS (3.89). It is followed by perceived value_ AS (3.36), Reliability AS (3.29), Tangibility (3.24), and perceived risk (3.19).

Results of one-sample t-test for Factors Influencing Towards the Consumer's Buying Behaviour of Products

	Tangibility	Reliability	Perceived Value	Perceived Risk	Responsiveness
N	612	612	612	612	612
Mean	3.24	3.29	3.36	3.19	3.89
SD	0.720	0.935	0.792	0.978	0.640
Std. Error Mean	0.029	0.038	0.032	0.040	0.026
T	8.128	7.553	11.154	4.877	34.494
p	<0.001**	<0.001**	<0.001**	<0.001**	<0.001**

The table highlights the results of a one-sample t-test for factors influencing consumers' buying behavior in the study area. The study inferred that t & p-value of ‘Tangibility’ is 8.128 & <0.001; Reliability is 7.553 & <0.001; Perceived value_ AS is 11.154 & <0.001; Perceived risk is 4.877 & <0.001; and Responsiveness is 34.494 & <0.001. The study originated that the five factors, namely Tangibility, Reliability, perceived Value, perceived risk, and

responsiveness p-values are <0.001. Therefore the study concluded that the factors significantly influence the buying behaviour of products in the study area.

Results of one-sample t-test for Impact of Owner Endorsement on Consumers Buying Intentions

S.No	Impact of owner endorsement	N	Mean	SD	t-value	p
1	Owner endorsed products gives guarantee	612	4.13	0.916	30.593	<0.001**
2	Owner endorsed store provides customized products	612	3.98	1.053	23.104	<0.001**
3	Products of Owner endorsed store delivers good performance	612	4.07	1.032	25.587	<0.001**
4	I possess positive attitude towards the store	612	3.61	1.145	13.163	<0.001**
5	Owner endorsed store products are considered as my first choice	612	3.48	1.040	11.467	<0.001**
6	I am emotionally connected with Owner endorsed store	612	3.53	1.111	11.749	<0.001**
7	Owner endorsement enhance brand building	612	3.22	1.113	4.792	<0.001**
8	Do you think products of Owner endorsed store are expensive	612	3.54	1.045	12.875	<0.001**

The results of one-sample t-test for Impact of owner endorsement on consumers buying intentions. The study inferred that the p-value of whole statements of impact of owner endorsements are <0.01. It indicates that there is a significant impact of owner endorsement in the study region. The study confirmed that the owner endorsement gives the guarantee and confidence to the customers about their products and services. Also, the owner endorsement reveals that the store delivery system is prompt. In addition, the owner endorsement creates connectivity between customers and owner endorsed stores reliability, and creates the brand building. Furthermore, the results exhibited that the owner endorsed stores are selling the products to customers with the affordable prices.

FINDINGS

- The study found that 42% of the respondents belong to the male category, and 58% belong to the female category.
- It is observed from the study’s outcome that the majority, 34 % of the respondents, are between 31-40 years old.
- The study found that the majority, 70% of the consumers, are married, and 30% are unmarried.
- The study found that most respondents were graduates (32.4%).
- The study results inferred that the majority, 55%, of the consumer’s monthly income is up to Rs.25 000.
- The study found that the majority, 40% of the consumer’s earning members, is one.

- 83% of the consumer's family type is nuclear, and 17% of the consumer's family type is a joint family.
- The study originated that the five factors, namely Tangibility, Reliability, perceived Value, perceived risk, and responsiveness p-values are <0.001 . Therefore, the study concluded that the factors significantly influence the buying behaviour of products from owner-endorsed stores.
- The study confirmed no difference between male and female consumers concerning the factors influencing the purchase of products from owner-endorsed stores.
- The study also found that male consumers are substantially more influenced by the Tangibility factor (3.24) compared to female consumers (3.23).
- According to the study, the reliability factor of female consumers (3.29) is substantially more influenced than that of male consumers (3.28).
- The study revealed that the perceived value factor of female consumers (3.37) is substantially more influenced than that of male consumers (3.35).
- The study also originated that perceived risk factors the female consumers (3.26) are significantly influenced than the male consumers (3.13).
- The study also originated that responsiveness factor; the female consumers (3.92) are significantly influenced than the male consumers (3.87).
- In terms of the factors influencing the purchase of products from owner-endorsed stores, the study found no difference between married and unmarried consumers.
- The study results reveal a significant impact of owner endorsements in the study region.
- The study confirmed that the owner endorsement gives the guarantee and confidence to the customers about their products and services.
- The owner endorsements create connectivity between customers and the owner endorsed store's reliability and brand building.

CONCLUSION

The present study was executed to measure the influence of owner endorsement on consumer buying behaviour in Chennai city. According to the findings of the study, proprietor endorsements boost brands because they make it easier for them to connect with their intended consumers through a trusted and admired source or personality. In the end, it enhances the business's trustworthiness. The outcome favours consumer agreement to purchase products from owner endorsed stores as it is worthwhile, and ad money is more fruitful. The owner-endorsed ads work splendidly. Tangibility, responsiveness, Perceived Risk, Perceived Value, and Reliability are there if accomplishment is anything to buy. Furthermore, the result designates that all the preceding three factors have important energizers for consumer buying intention. The study confirmed that the use of an owner endorsement seems to be effective for a product that enhances physical attractiveness. The study offers a comprehensive clarification concerning owners' endorsement of shopper buying intention within various factors, namely Tangibility, Perceived value, Perceived risk, responsiveness, and Reliability. Therefore, based on the results it is evidenced that owner endorsements create more impact on the buying behaviour of consumers and influence their buying intentions and decisions. It can be expected that in the near future all the advertisements will be transformed into endorsements, either in

the form of celebrity endorsements or owner endorsements.

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