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## A STUDY ON THE INFLUENCE OF BRAND AMBASSADOR ON BUYING BEHAVIOR OF CONSUMERS OF CYCLE PURE AGARBATHIES: WITH SPECIAL REFERENCE TO MYSURU CITY

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### ABSTRACT

*In the present times 'celebrity endorsement' has mesmerized the business world and has led to massive debate on whether it really contributes to the brand building process or whether it is just another lazy and costly tool to make the brand more visible in the minds of the consumer. The companies invest huge amounts as advertising expenditure for hiring the right celebrity. The consumer perceives the brand as having superior quality because it has been endorsed by a credible source. To understand the reasons for the influences of the brand ambassador and their impact on consumer's buying behavior, this researcher has done the field study on consumers of cycle pure Agarbathies in Mysuru city. It has been observed that the presence of a well-known personality helps in solving the problem of over communication that is becoming more prominent in these days; there are a few undesirable impacts of this practice on the brand. This paper concentrates on the apparent benefit that whether consumers buy a product just because it is endorsed by his favorite personality or it is just that they have the need to buy the product.*

### KEYWORDS

brand ambassador, consumer buying behavior, advertisement, brand image.

### INTRODUCTION

In the 21<sup>st</sup> century, many business houses are formulating different strategies in order to retain existing customers and to attract new customers. To communicate about the product offering to the customers, marketer always uses unique tools and techniques when compared to his competitors. Creating a very different strategy by using the right marketing mix is one of the major challenges in the present scenario. In the modern market, without brand ambassador it is somewhat difficult to market the product. Since the brand ambassador will explain the process of the usage of the product and the benefits derived out of it and why the customers have to buy that product.

There is confusion among the marketers regarding the impact of celebrity endorsement on the buying behavior of agarbathies. There are different agarbathies manufacturing companies in the Indian market and all most all brands are using brand ambassador for their brands but the question is whether these ambassadors are really influencing on the consumers decision of buying the products?

### BRAND AMBASSADOR

A Brand Ambassador, as the name suggests is an endorser of a brand. An ambassador is a representative of the brand. In our childhood days, when there were less number of brands we had very few brand ambassadors. There is a management saying that, 'when the product is good, you no longer have to be a very good marketer'. But the saying is soon becoming outdated. There are many product categories and many brands flopped in the market in each category. There has to be an effective media to make the product reach the customers. The media here can be termed as the celebrity who endorses the product. When a product is being endorsed by a famous celebrity then it will result in better brand recall and better brand awareness. This is the reason why companies shell out millions to promote the product with the celebrities.

### OBJECTIVES OF THE STUDY

1. To find out whether celebrity endorsement constitutes for brand recall and brand awareness.
2. To identify whether celebrity endorsement has any impact in the purchase behavior of a product

### SAMPLE SIZE AND DATA COLLECTION

For this research, the researcher has collected data from 200 consumers of cycle pure agarbathies. A closed ended questionnaire was framed and administrated to the consumers for collecting primary data.

Secondary data is collected by the referring to several journals, books, internet, magazines, etc.

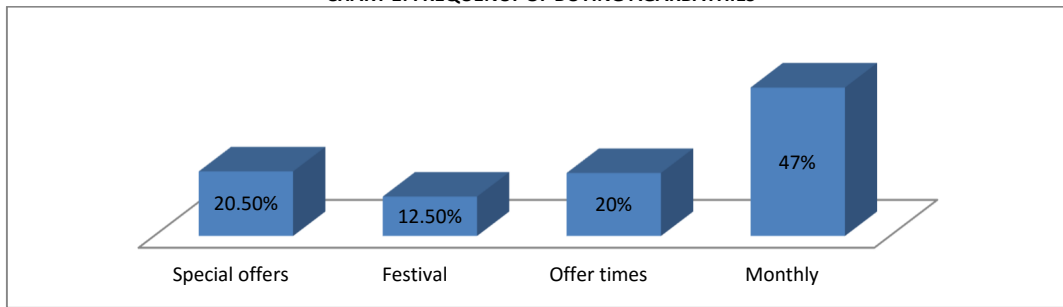
### CYCLE PURE AGARBATTI PRODUCT INDUSTRY

"Cycle Pure Agarbathies" was started by Sri. N. Ranga Rao in the name of "Mysore Products and General Trading Company" in 1948, afterwards the group's illustrious founder and philanthropist put this humble agarbatti on the commercial map of India. The journey has seen the brand grow from a fledgling cottage industry into a global enterprise; cycle brand has the largest market share in India and has established itself as a major incense product exporter. The brand growth has its base in the founder's guiding principles on integrity, quality, customer responsiveness, financial discipline and most importantly, honoring commitments and genuine concern for social causes.

It is initially, a family enterprise but the group companies now have independent corporate set up, currently managed by the 3<sup>rd</sup> generation overseeing its operations as CEO's. It also caters to the domestic market. All fragrances are blended in-house and the export division exports the related products to more than 50 countries in Asia, Africa, Europe, Latin America, The Middle East and North America. Now it is headed by Mr. Arjun Ranga. At present Mr. Amitabh Bachchan, the veteran hero of Hindi movies is the Brand Ambassador of Cycle Pure Agarbathies.

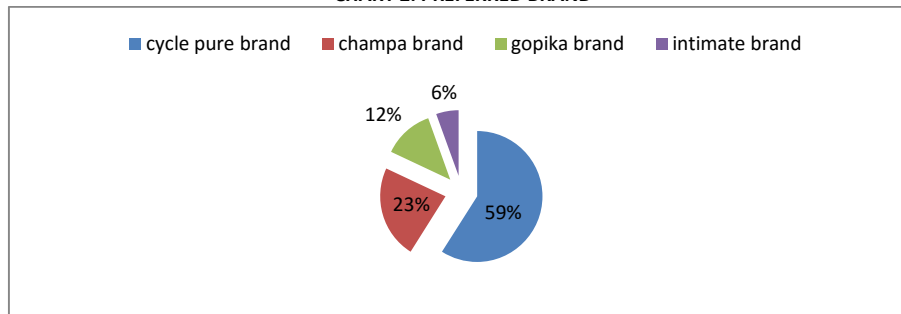


CHART 1: FREQUENCY OF BUYING AGARBATHIES



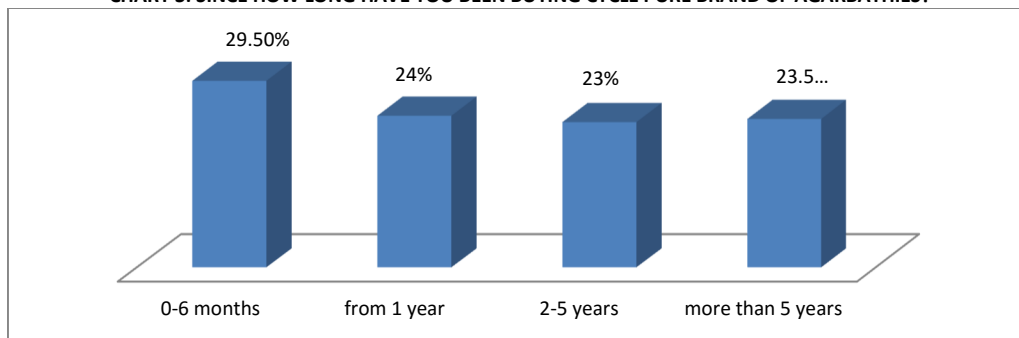
Inference: From this graph it can be concluded that majority of the respondents [ i,e 47% ] buy Agarbathi on a monthly basis.

CHART 2: PREFERRED BRAND



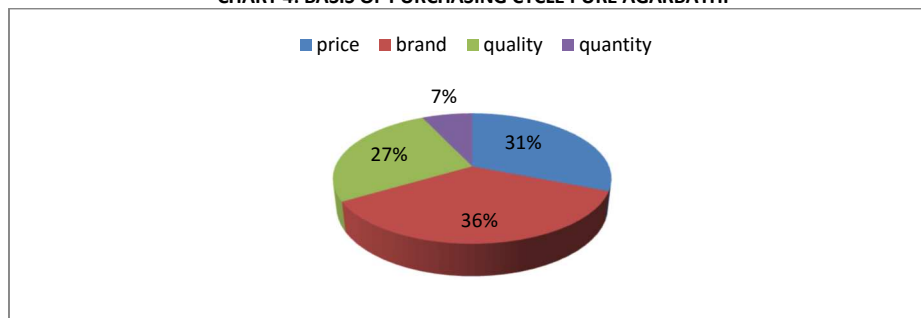
Inference: This graph indicates that majority of the respondents have preferred cycle pure brand [ i,e 59%] compared to other brands.

CHART 3: SINCE HOW LONG HAVE YOU BEEN BUYING CYCLE PURE BRAND OF AGARBATHIES?



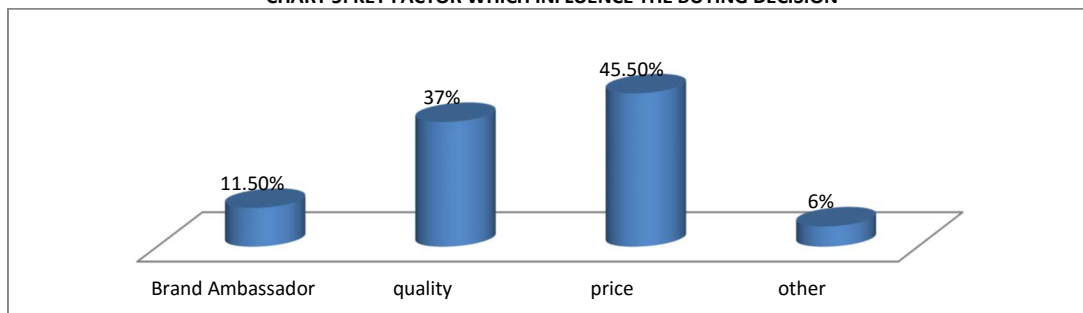
Inference: From the above graph we find that 29.5% of respondents are using cycle pure Agarbathi from 0-6 months and 24% of respondents are using cycle pure Agarbathi since 1 year and the remaining respondents are using it from 2 years or more.

CHART 4: BASIS OF PURCHASING CYCLE PURE AGARBATHI



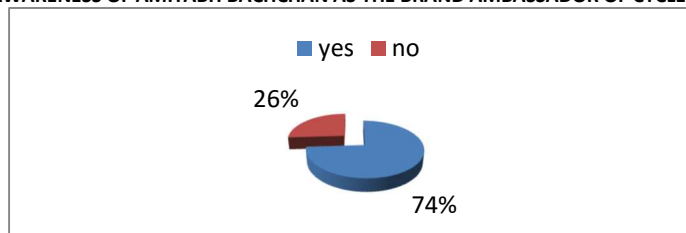
Inference: From this graph we can interpret that 36% of the respondents purchase cycle pure Agarbathi on the basis of brand and 31% of respondents purchase it on the basis of price and remaining 34% of respondents purchase it on the basis of quality and quantity.

CHART 5: KEY FACTOR WHICH INFLUENCE THE BUYING DECISION



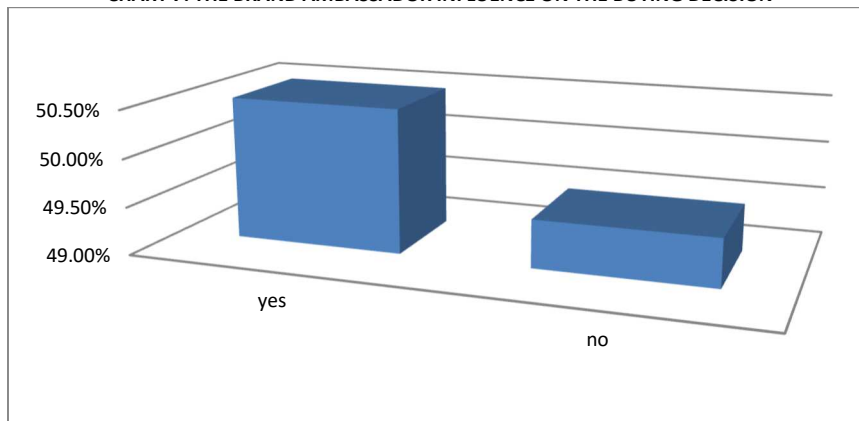
**Inference:** From this graph we find that 45.5% of respondents have opined that price is the key factor which influence their buying decision where as 37% of respondents said that quantity is the key factor which influence their buying decision and only 11.5% respondents said that brand ambassador is the key factor which influence their buying decision.

**CHART 6: AWARENESS OF AMITABH BACHCHAN AS THE BRAND AMBASSADOR OF CYCLE PURE BRAND**



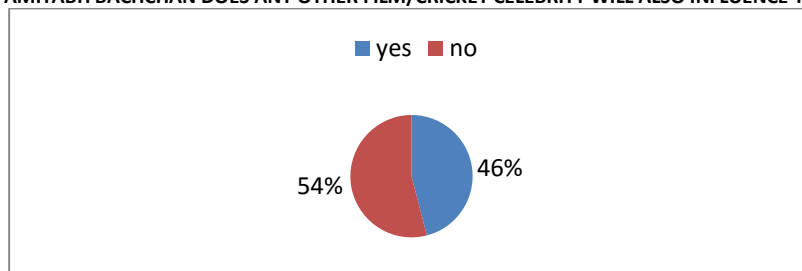
**Inference:** From the above analysis of the data collected it can be concluded that majority of the respondents are aware that Amitabh Bachchan is the brand ambassador of cycle pure Agarbathi brand.

**CHART 7: THE BRAND AMBASSADOR INFLUENCE ON THE BUYING DECISION**



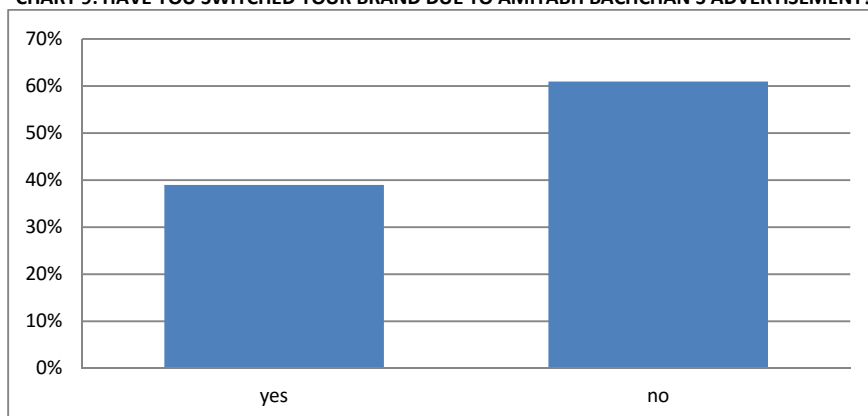
**Inference:** From the above graph we can conclude that 50.5% of the respondents are of the opinion that the brand ambassador influenced their buying decision and remaining 49.5% of the respondents said that brand ambassador does not influence their buying decision.

**CHART 8: INSTEAD OF AMITABH BACHCHAN DOES ANY OTHER FILM/CRICKET CELEBRITY WILL ALSO INFLUENCE YOUR BUYING DECISION?**



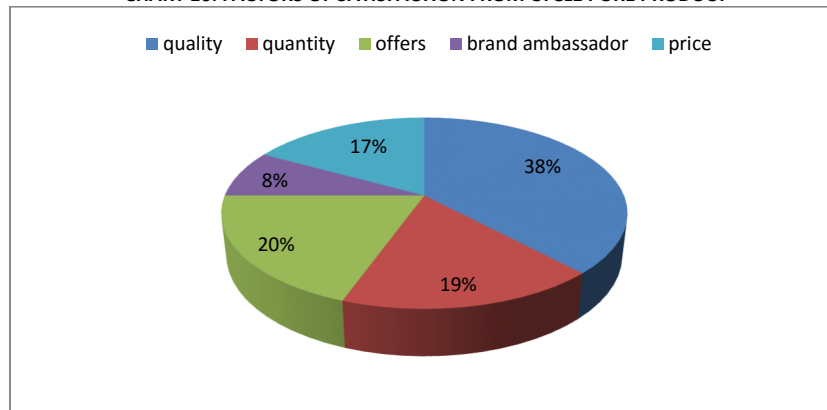
**Inference:** From this graph we can find that 46% of respondents said that instead of Amitabh Bachchan, any other film/cricket celebrity will also influence their buying decision and 54% said that no one will influence their buying decision other than Amitabh Bachchan.

**CHART 9: HAVE YOU SWITCHED YOUR BRAND DUE TO AMITABH BACHCHAN'S ADVERTISEMENT?**



**Inference:** From this graph we can conclude that 39% of respondent said that they switched brand due to Amitabh Bachchan's advertisement and remaining 61% of respondents have said no.

CHART 10: FACTORS OF SATISFACTION FROM CYCLE PURE PRODUCT



**Inference:** From this graph the data can be interpreted as - it can be stated that 38% of respondents are satisfied on the basis of quality of the brand and 19% of respondents on the basis of quantity and 20% of the respondents are satisfied with offers and 8% of the respondents are satisfied on the basis of brand ambassador and remaining 17% of the respondents are satisfied with price.

**STATISTICAL ANALYSIS**

**H0:** There is a positive relationship between the brand used and the period of usage.

**Correlation Analysis:** Correlation between Preferred Brand and Period of Usage.

TABLE 1

X: Preferred Brand	Y: Period of usage	X <sup>2</sup>	Y <sup>2</sup>	XY
118	59	13924	3481	6962
46	48	2116	2304	2208
25	46	625	2116	1150
11	47	121	2209	517
200	200	16,786	10,110	10,577

TABLE 2

Dependent variable (X)	Independent variable (Y)	R = Correlation	Result
Preferred Brand	Period of usage	0.8119	Positive Correlation

Hence there is a high degree of positive correlation (R = 0.8119) between the dependent variable (Preferred Brand) and the independent variable (Period of Usage).

Therefore, the Null hypothesis (H0) is duly accepted.

**FINDINGS FROM THE ANALYSIS**

- 47% of the respondents are buying agarbathies on a monthly basis.
- 59% of the respondents buy cycle pure brand.
- Only 23.5% of the respondents are buying cycle pure brand since 5 years and more.
- 36% of the respondents purchase agarbathies on the basis of the brand.
- 45.5% of the respondents said that the key factor for purchasing the agarbathies is price.
- 74% of the respondents are aware that Amitabh Bachchan is the brand ambassador of Cycle pure agarbathies.
- 50.5% of the respondents are of the opinion that the brand ambassador influences their buying decision.
- 54% of the respondents have said no to the influence of any other celebrity in their buying decision.
- 61% of the respondents have said that they have not switched their brand due to the brand ambassador.
- 38% of the respondents are of the opinion that major factor of satisfaction in cycle pure agarbathies is **Quality**.

**SUGGESTIONS**

- Most people buy agarbathies on a monthly basis and Price is the key factor, Therefore Cycle Pure Brand must give discounts of its loyal customers
- Since people have said that they are aware of the brand ambassador and he has influenced their buying decision, the brand must continue to use Amitabh Bachchan as the brand ambassador
- Most people buy agarbathies due to quality, therefore the brand must continue to innovative and improve its quality to sustain in the competitive market.

**CONCLUSIONS**

There is an old advertising adage which says, "In almost all the industries in the advertisement field there has been a sea change and of late there is embarrassment of celebrity endorsement". The cycle pure agarbathies segment is no exception to it. There are many brands in the market and celebrity endorsement can be effectively used to establish a good brand recall and brand awareness.

Finally, it can be concluded that brand ambassador or celebrity endorsement is the order of the day, and it depends on the company or a brand how effectively to use it and establish brand recall brand awareness.

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