

Impact of celebrity endorsement on cause-related marketing and purchase intention of FMCG consumers in Chennai

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Abstract

The study planned to examine the impact of celebrity endorsement on cause-related marketing and purchase intention of FMCG consumers in Chennai. The consumers frequently purchasing fast-moving consumer goods in supermarket, and departmental stores are identified for survey. The study is started with 1029 sample consumers. Purposive sampling technique is administered for sample selection. The study considered the aspects like product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention of consumers. Structural equation modelling and one-way Anova are applied to test the hypotheses proposed. Result revealed that product eminence, brand fame and target audience have positive and significant effect on nature of cause. The nature of cause has positive and significant impact on purchase intention. Celebrity endorsement has significant partial mediation towards nature of cause and purchase intention of consumers.

Subject Classification: 90B60, 90B50.

Keywords: *Celebrity endorsement, Cause-related marketing, Nature of cause, Purchase intention, Consumers.*

1. Introduction

A cause-related marketing strategy is one in which a corporation combines with a charity or non-profit organisation to jointly advertise a product for both parties' gain. An organization's promise to give a percentage of the purchase price of its goods to a certain cause is a common feature of cause-related marketing campaigns (VyraveneandRabbane, 2016). Cause-related marketing is essentially a marketing strategy that links fund raising for the cause with corporate performance improvement in an effort to achieve two goals. Cause-related marketing is viewed as a corporate social responsibility activity to establish long-term brand value as well as a distinctive positioning for competitive advantage (Singh and Rai, 2016). Cause marketing campaigns involve giving supplies, tools, or meals to a specific cause. Donations are made in accordance with customer transactions, such as the goods bought from a certain retailer. Under this practice, a corporation or non-profit organisation may utilise products or

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marketing materials to support a cause in an effort to address a social or economic issue (Mandani et. al., 2018; Chu et. al., 2007). Marketing for a good cause is quite advantageous for both sides. In one aspect, the marketing campaign helps corporate businesses improve their reputation, revenue, and customer loyalty; in another, it helps generate money for a charity that supports a certain cause (Coric and Dropuljic, 2015; Vijayan and Venkatesh, 2022).

Consumers regularly purchase Fast-Moving Consumer Goods (FMCG), which are provided by the corporate firm for a good cause. While purchasing the product, they make a sizable donation. Typically, the donation will load the cost of the product as well. Such a donation is ultimately sent toward the cause (Heidarian and Bijandi, 2015). Due to their devotion to a cause, buyers are now exhibiting interest in buying the goods sold by various suppliers. Due to their low income, consumers are unable to donate directly to the cause. However, cause-related marketing is a covert way to donate money to a charity that supports a cause (Aggarwal and Singh, 2017). Cause-related marketing offers considerable benefits to both for-profit and non-profit organisations, as well as to consumers. Customers who care about a better society pay little for the cause because it is linked to the price of the goods (Lin and Lin, 2019). Cause-related marketing also helps customers form favourable perceptions in a way that effectively raises money for charitable causes. Although the consumers may not directly gain from this type of cause-related marketing, they do make a minor sacrifice for the greater good (McCoy and Renstrom, 2015). Additionally, they successfully fulfil their social responsibilities. Cause-related marketing campaign oriented promotions have significant impact on consumers' purchasing intentions, positively altering their preferences (Lee and Johnson, 2018).

Cause-related marketing gives businesses the chance to interact with society in a unique way that benefits businesses, non-profits, and consumers. Because customers are typically more favourable toward cause-related marketing, its campaign directly affects consumer responses, both collectively and individually (Rego, 2017). Consumer response to cause-related marketing has proven the campaign's effectiveness. Therefore, consumer response has a significant impact on marketing for causes. Consumers frequently value the cause, the company, and the significance of contributing to the advancement of the cause (Sunitha and Edward, 2017). They will express interest in buying the fast-moving consumer goods if they are satisfied with the product quality, brand fame and nature of cause. Additionally, the results of their satisfaction with

cause-related marketing include repurchase intention, word-of-mouth, and promotion. In the realm of advertising, using a celebrity endorsement is thought to be the best strategy for standing out from the competition (Aggarwal and Singh, 2016). Using celebrities to promote a brand with cause-related marketing is a proven method to grow the brand. However, choosing a celebrity to promote a product is very simple, but creating a strong connection between the product and the endorsement is really challenging (Thakur, 2020).

2. Statement of the Problem

Fast moving consumer goods are sold rapidly and consumed for regular usage. Personal care, health care, household goods, and so forth are the examples for fast moving consumer goods. No consumer can avoid the usage of such products for their routine needs (Patel et. al., 2017). The success of such goods are determined by its eminence, fame, cause along with celebrity endorsement. Therefore, the marketers should make effort to promote a product with suitable cause and endorsement (Nasir et. al., 2016). Therefore, cause-related marketing creates consumer awareness, perception, preference towards the purchase of cause attached product (Pandukuri et. al., 2017). Cause-related marketing has a significant impact on luring customers to make purchases. Based on factors including product eminence, brand fame, and target audience, prospective customers' purchasing intentions are positively impacted (Soltani et. al., 2019). It increases the brand loyalty of current customers and encourages them to make recurring purchases and larger purchases. The majority of consumers are pleased about cause-related marketing since it appears to be the best approach to support causes. Customers feel good knowing that they are helping the cause in some way (Melero and Montaner, 2016). Customers are willing to buy fast moving consumer goods with celebrity endorsements, thus products with more prominent celebrity endorsement will be the ideal choice for them to buy. A well-known celebrity's endorsement of a product will encourage more people to buy it (Devi, 2018). Regular product availability will encourage customers to buy the product over time. Likewise, consumers' primary expectations include variations in price, offer, and ongoing availability (Rahmawati and Erawati, 2022).

3. Review of Literature

Cause-related marketing is becoming more and more significant for marketing and fundraising. The relationship between corporate enterprises and cause continues to become stronger and is primarily centred on supplying school supplies, fighting poverty, promoting public health, or offering assistance abroad (Howie et. al., 2018). In essence, businesses convey their support for their connection or collaboration with non-profit groups through their promotions, packaging, advertising, and other means (Kanthiah and Kathiravan, 2019; Arul Rajan, 2020). Customers are sufficiently aware of products that are promoted through cause-related marketing. Customer awareness will directly be impacted by consumer engagement with the sponsored cause-related marketing product. Consumer awareness and purchase intention have been proven to be directly related (Baek et. al., 2020; Lin et. al., 2021). Additionally, there will be a favourable correlation between corporate image and purchasing intention. Cause-related marketing refers to the business firms' acknowledgment of the benefits of collaborating with charitable organisations (Suchita, 2020). The goal is to raise awareness among customers and draw in those who want to use their purchasing power to positively impact society (Molinillo et. al., 2020). Customers are sufficiently informed and scrutinise corporate businesses closely when they make claims about their involvement in social issues (Amawate et. al., 2019).

Consumer awareness of cause-related marketing encourages support for the cause in the highly competitive marketplace (Hanzaee et. al., 2018). Similar to this, when customers are aware of socially or economically significant issues, they are more likely to support causes that address those issues (Kaur & Singh, 2018). Additionally, customers are eager to give consistently through buying goods from specific corporate firms. While purchasing a cause-related marketing product, consumers express interest in learning about the goal of the cause, the amount of the gift, the type of cause, and the region where the cause operates (Lerro et. al., 2019). In a highly competitive environment, celebrity endorsement has evolved into a very effective marketing tactic that also gives a company an advantage over rivaling brands (Kusi et. al., 2018). Celebrities have long been employed as role models, particularly in the fields of fast moving consumer goods and personal care products (Abdullah et. al., 2022).

4. Research Objectives

The objectives are proposed below:

1. To assess the demographic status of FMCG consumers in Chennai.
2. To investigate the causal relationship among product eminence, brand fame, target audience, nature of cause and purchase intention.
3. To measure the mediating effect of celebrity endorsement between nature of cause and purchase intention.
4. To examine the impact of age of consumers on research variables.

5. Research Methodology

The study is planned to test the impact of celebrity endorsement on cause-related marketing and purchase intention of FMCG consumers in Chennai. The survey is carried out with 1029 consumers in the study area. Purposive sampling technique is used to identify the sample consumers. Causal research design is employed to construct the study. The impact of celebrity endorsement on nature of cause and purchase intention of consumers with regard to the FMCG products marketed with a cause. In this way, how age of consumers supports to evaluate and trust nature of cause and purchase intention are evaluated using Anova. The subsequent conceptual framework is proposed to test. The subsequent conceptual framework is proposed to test as shown in Figure 1.

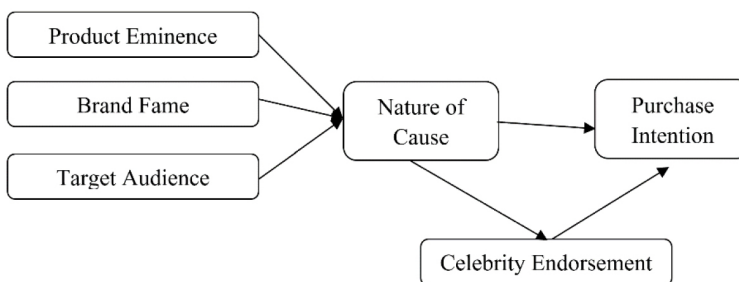


Figure 1
Conceptual Framework

Results and Discussion

6.1 Analysis of Demographic Status

The demographic status of FMCG consumers is shown in Table 1.

Table 1
Demographic Status

Demographic Status	Classification	Frequency	Percent
Gender	Male	596	57.92
	Female	433	42.08
Age	Below 30 years	378	36.73
	30 – 50 years	437	42.47
	Above 50 years	214	20.80
Education	Up to School	268	26.04
	UG	504	48.98
	PG	257	24.98
Annual Family Income	Below Rs. 3,00,000	241	23.42
	Rs. 3,00,000 – 5,00,000	371	36.05
	Above Rs.5,00,000	417	40.53
Occupation	Salaried	482	46.84
	Business	368	35.76
	Retired /Housewife	179	17.40

Table 1 depicts that 57.92% are male consumers and 42.08% are female consumers purchasing FMCG products. Age reveals that 36.73% are in below 30 years of age, 42.47% are in 30 – 50 years of age, and 20.80% are in above 50 years of age. Education proves that 26.04% are in up to school education, 48.98% are completed under graduation, and 24.98% are completed post graduate degree. Annual family income confirms that 23.42% are in below Rs.3,00,000, 36.05% are in Rs.3,00,000 – 5,00,000, and 40.53% are in above Rs.5,00,000. Occupation shows that 46.84% are salaried consumers, 35.76% are businessmen and 17.40% are retired and housewife.

6.2 Causal Relationship among Product Eminence, Brand Fame, Target Audience, Nature of Cause and Purchase Intention

The causal relationship among product eminence, brand fame, target audience, nature of cause and purchase intention are tested by administering structural equation modelling. Hence, the observed, endogenous variables are PDE1 – PDE5, BRF1 – BRF5, NAC1 – NAC5, TGA1 – TGA5, CEE1 – CEE4, and PUI1 – PUI4. The unobserved, endogenous variables are NAC, CEE and PUI. The unobserved, exogenous variables are PDE, BRF, TGA, e1 – e31. Total variables include 65, 28 are

observed variables, 37 are unobserved variables, 34 are exogenous variables and 31 are endogenous variables. The path relationship is presented in Table 2 and structural equation model is furnished in Figure 2.

Table 2
Path Relationship

Path			Unstandardized Estimate	Standardized Estimate	t	p
PDE5	<---	Product Eminence (PDE)	1.000	.774		
PDE4	<---		.825	.651	17.822	***
PDE3	<---		.776	.635	16.135	***
PDE2	<---		1.035	.764	20.457	***
PDE1	<---		.983	.781	18.995	***
BRF5	<---	Brand Fame (BRF)	.926	.751	25.601	***
BRF4	<---		.958	.778	26.752	***
BRF3	<---		1.015	.839	29.371	***
BRF2	<---		.977	.803	27.851	***
BRF1	<---		1.000	.799		
NAC1	<---	Nature of Cause (NAC)	1.000	.819		
NAC2	<---		1.023	.878	30.736	***
NAC3	<---		.958	.722	26.154	***
NAC4	<---		1.090	.894	29.083	***
NAC5	<---		1.015	.831	26.844	***
TGA5	<---	Target Audience (TGA)	1.000	.516		
TGA4	<---		1.113	.567	16.340	***
TGA3	<---		1.462	.751	14.465	***
TGA2	<---		1.507	.782	14.615	***
TGA1	<---		1.425	.727	15.145	***
CEE1	<---	Celebrity Endorsement (CEE)	1.000	.848		
CEE2	<---		1.023	.889	35.375	***
CEE3	<---		.914	.830	32.123	***
CEE4	<---		.801	.778	29.167	***
PUI1	<---	Purchase Intention (PUI)	1.000	.904		
PUI2	<---		1.043	.935	47.933	***
PUI3	<---		1.003	.898	44.594	***
PUI4	<---		.638	.565	19.653	***

Contd...

NAC	<---	PDE	.176	.232	6.782	***
	<---	BRF	.195	.260	7.870	***
	<---	TGA	.256	.210	5.837	***
CEE	<---	NAC	.278	.216	6.363	***
PUI	<---	NAC	.301	.265	8.210	***
PUI	<---	CEE	.255	.288	8.915	***

*** Significance Level 1%.

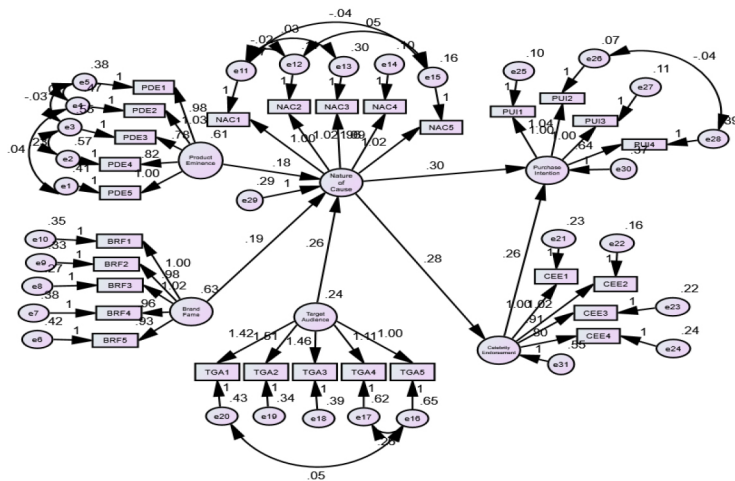


Figure 2
Structural Equation Model

The ensuing hypotheses are proposed to be tested:

H_{1.1}: Precursors have positive impact on product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention.

H_{1.2}: Product eminence, brand fame, target audience, have positive impact on nature of cause.

H_{1.3}: Nature of cause has positive impact on purchase intention.

Table 2 proves that the precursors have positive impact on product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention. Since, the computed p-values for all path are significant at 1% level, it failed to authorise null hypothesis, hence it directs accept H_{1.1}. Hence, precursors have positive impact on product

eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention. Product eminence, brand fame and target audience have impact on nature of cause, the p-values are significant at 1% level, null hypothesis is rejected. Hence, $H_{1.2}$ proves that product eminence, brand fame, target audience, have positive impact on nature of cause. Finally, nature of cause has impact on purchase intention of consumers, the p-value is significant at 1% level, null hypothesis is rejected. $H_{1.3}$ confirms that nature of cause has positive impact on purchase intention of consumers towards cause attached fast moving consumer goods.

6.3 Mediating Effect of Celebrity Endorsement between Nature of Cause and Purchase Intention

The connection between nature of cause and purchase intention is tested through celebrity endorsement as mediating effect. Consecutively, the below hypothesis is proposed to test.

$H_{1.4}$: Celebrity endorsement mediates between nature of cause and purchase intention.

Table 2 proves that the ascertained values of direct and indirect path relationship are significant at 1% level. The direct effect between nature of cause and purchase intention is 0.301. The indirect effect is 0.071 [the product of 0.278 (CEE and NAC) $\times$ 0.255 (CEE and PUI)]. The computed the total effect is 0.372. The VAF is 24, it confirms that celebrity endorsement has partial mediation on purchase intention of consumers towards cause attached fast-moving consumer goods. The computed value failed to authorise null hypothesis, hence, celebrity endorsement mediates between nature of cause and purchase intention.

6.4 Impact of Age of Consumers on Research Variables

Impact of age of FMCG consumers on product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention is examined with one-way Anova. Therefore, the ensuing hypothesis is offered to test.

$H_{1.5}$: There is significant variation among age of consumers towards product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention.

Table 3
Anova

Age	F	Sig.
Product Eminence	2.899	.056
Brand Fame	2.698	.068
Target Audience	.986	.373
Nature of Cause	.405	.667
Purchase Intention	.028	.972
Celebrity Endorsement	1.184	.307

Table 3 proves that the Anova values for product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention are not significant. Null hypothesis is accepted. Hence, there significant variation among age of consumers towards product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention.

7. Conclusion

Fast-moving consumer goods are essential products, consumers often purchase it for consumption. FMCG companies with the intention to support non-profit organizations are promoting its product with a cause. However, a very slight donation is charged with the price of the product, finally a considerable portion is diverted to support that cause. The consumers across different demographic status eagerly support the product attached with a socially supportive cause. Further, if the cause is endorsed by a celebrity, it will fetch more attention from the consumer segment. The precursors have direct effect on product eminence, brand fame, target audience, nature of cause, celebrity endorsement and purchase intention of consumers. In addition to that nature of cause has positive and significant impact on purchase intention of consumers. Product eminence, brand fame and target audience have positive and significant effect on nature of cause. Celebrity endorsement has significant partial mediation towards nature of cause and purchase intention of consumers. Therefore, it is concluded that nature of cause along with celebrity endorsement will create purchase intention of consumers towards the cause attached fast-moving consumer goods.

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