

A Comparative Study Of Influence Of Celebrity And Non-Celebrity Endorsements On The Buying Behavior Of Consumers In Malappuram, Kerala.

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- **Abstract:** Celebrity and non-celebrity endorsements are a common marketing techniques employed by many industries in worldwide economy. Advertising by celebrities ensure high degree of attention, enthusiasm and recall the product name than those promoted by other means. There is significant difference in perception towards celebrity endorsement between different income groups ($p < 0.001$). The consumer perception towards expertise of celebrity is evenly distributed among the socio economic categories except for annual income and region of residence. There is significant difference in perception towards celebrity endorsement between different income groups ($p = 0.012$) and different residence regions ($p = 0.038$). The consumer perception towards non-celebrity endorsement is evenly distributed among the socio economic categories except for occupation. There is significant difference in perception towards non-celebrity endorsement between different categories of occupation ($p = 0.001$). Perception towards attractiveness of non-celebrity endorsement is evenly distributed among the categories of socio economic factors except for occupation ($p=0.002$).
- **Keywords:** socio economic factors, marketing techniques, attractiveness