

Celebrity Endorsement And Attitude: A Study To Assess The Impact Of Celebrity Endorsement On Attitude Of Consumers

Radhika Wadhwa, Nishu Chawla

Abstract: The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). The objective of this research paper was to examine the celebrity endorsements impact on companies and buying behaviour of customer. In order to achieve objective of the present research an empirical study was designed. A large sample on convenient basis of customer was selected. A questionnaire was circulated among the rural and urban respondents and total 50 valid responses were collected. Questionnaire was classified into four sections. The test the significant difference between overall opinion of respondents Z-test was applied and further analysis percentage, average and standard deviation was also applied.

Index terms: Celebrity Endorsement, Brand Image, Social cause, Consumer's attention, Clutter, Buyers behaviour, Art of persuasion.

Introduction

Marketing is a very important weapon to cover market in this time. Advertisement is "the art of persuasion" that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying. It adopted various strategic to fight competition to others. Today one of the most prevalent forms of advertising is through the use of celebrity endorsement. In fact celebrity endorsers are being used extensively in almost all television advertisements for the marketing of different brands. The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). Celebrity endorsement has been defined as: "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989). Celebrities are well recognized personalities having a strong attractive and impressive power to pursue the audience either by their likeliness, attractiveness, trust or by their congruency with brand which leads in creation of strong brand image and value in viewers' minds. (Pornpitakpan, 2004) The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of attention. Marketers invest huge amounts in contracts with celebrity endorsers, since they believe that celebrities affect the process of selling of their brands or products positively. Marketers also claim that celebrities increase the memorability of the message, and may provide a positive effect. Indian marketplace has undergone significant changes in the recent past. Consumers have come into contact with new advertising and sales promotion practices. To grab attention of Indian consumers marketers are increasingly using celebrity endorsements. Celebrity endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Celebrity endorsement has the power to initiate and arouse, inform and infuriate, entertain and educate the consumer.

- Radhika Wadhwa Research Scholar (Phd. Management)- Pacific Academy of Higher Education & Research University
- Nishu Chawla Assistance Professor- Graphic Era Hill University.

Research Methodology

Objective of Study

1. To explore the impact of celebrity endorsement on attitude of people towards social cause.

Hypothesis

Null hypothesis:

There is significant impact on people's attitude when celebrity endorses for social cause.

Alternate hypothesis:

There is no significant impact on people's attitude when celebrity endorses for social cause.

Data Collection Methods

Data is collected from the primary and secondary sources. Primary data was collected through the questionnaire. Secondary data were collected from research studies, books, journals, newspapers and ongoing academic working papers.

Data Analysis Procedure

The present study used Percentage, Average, Z-test and standard division for analyzing the data.

Sampling

Using the systematic convenient sampling technique, a total of 50 respondents were selected as a sample of the study. All respondents completed the questionnaire

4.4 Questionnaire and Measurement Method

Questionnaire was classified into three sections. Section first has described demographic profile of respondents. Section second relates with respondents agreement regarding impact of celebrity endorsement in marketing. It has based on five point scale (1 is strongly agree, 2 is agree, 3 is neutral, 4 is disagree and 5 is strongly disagree). Section third related with respondents preference regarding "Who is the most popular male actor, which highly influences the behaviour of buyer?" Section fourth related with respondents preference regarding "Who is the most popular cricketer, which highly influences the behaviour of

buyer?" Section fifth related with respondents preference regarding "Who is the most popular male actress, which highly influences the behaviour of buyer?"

Demographic Profile

Table 1 Demographic Profile

Gender			
Male		Female	
34 (74%)		12 (26%)	
Income Level			
Below 10000	10000-30000	More than 30000	
6 (13%)	27 (59%)	13 (28%)	
Occupation			
Students	Businessman	Serviceman	Self employed
10 (22%)	7 (15%)	11 (24%)	18 (39%)
Education Level			
Below 10	12	Undergraduate	Post-graduate
6 (13%)	10 (22%)	16 (35%)	14 (30%)

In above table 1 describe demographic profile of respondents. It has further classified into 4 sections. Section A describes gender of respondents. 74% respondents has male and 26% respondents has female. Section B describes income level of respondents. It is further divided into 3 parts. 13% respondents income has below 10000/- per month, 59% respondents income has 10000/- to 30000/- per month, and 28% respondents income has more than 30000/- per month income. Section C describes occupation of respondents. It has further divided into four parts. 22% respondents has farmer, 15% respondents has businessman, 24% respondents has serviceman and 39% respondents has daily workers. Section D describes education level of respondents. It is further divided into 4 parts. 13% respondents was secondary pass, 22% respondents was senior secondary pass, 35% respondents were graduate and 30% respondents were post-graduate.

Results

Table 2 Overall Opinions of Respondents

S NO.	Statements	Z Values	Average	STDVE	C.V.
1	Influence purchasing decision	-4.81	2.55	1.138	45%
2	improve social status	-9.76	2.23	0.97	43%
3	Increase profit of companies	7.00	1.36	0.61	44%
4	Increase Sales of Companies	2.62	1.26	0.72	57%
5	Increase market addition of companies	-15.58	1.82	0.927	51%
6	Improve the brand's image of companies	9.49	3.77	0.998	26%
7	Increase in Computation Power of	0.92	3.09	1.152	37%

	companies				
8	Increase in viewer's attention of companies	6.12	3.51	1.028	29%
9	conveys all the features of the product	1.23	3.12	1.198	38%
10	it can change human behaviour	-8.44	2.37	0.909	38%

The result of the statement "Influence purchasing decision" shows significant difference between overall opinions of respondents. Opinion shows that if respondents get their desired celebrities, then they Influence purchasing decision of buyer. The average value of 2.55 suggests that the respondents agree with statement. The result of the statement "improve social status" shows significant difference between overall opinions of respondents. Opinion shows that if celebrities enter into marketing than it improves social status of companies. The average value is 2.23 suggests that the respondents agree with statement. The result of the statement "Increase profit of companies" shows significant difference between overall opinions of respondents. The average value of 1.36 suggests that the respondents agree with statement. If celebrity entered into marketing it can increase profit of companies. The result of the statement "Increase Sales of Companies" shows significant difference between overall opinions of respondents. The average value of 1.26 suggests that the respondents agree with statement. If celebrity entered into marketing it can increase sales of companies. The result of the statement "Increase market addition of companies" shows significant difference between overall opinions of respondents. The average value of 1.82 suggests that the respondents agree with statement. If celebrity entered into marketing it can increase market addition of companies. The result of the statement "Improve the brand's image of companies" shows significant difference between overall opinions of respondents. The average value of 3.77 suggests that the respondents disagree with statement. If celebrity entered into marketing it cannot improve the brand's image of companies. The result of the statement "Increase in Computation Power of companies" shows no significant difference between overall opinions of respondents. The average value of 3.09 suggests that the respondents disagree with statement. If celebrity entered into marketing it cannot increase in computation power of companies. The result of the statement "Increase in viewer's attention of companies" shows significant difference between overall opinions of respondents. The average value of 3.51 suggests that the respondents disagree with statement. If celebrity entered into marketing it cannot increase in viewer's attention of companies. The result of the statement "conveys all the features of the product" shows no significant difference between overall opinions of respondents. The average value of 3.12 suggests that the respondents disagree with statement. If celebrity entered into marketing it cannot convey all the features of the product. The result of the statement "it can change human behaviour" shows significant difference between overall opinions of respondents. The average value of 2.37 suggests that the respondents agree with statement. If celebrity entered into marketing it can change human behaviour.

Q1	Who is the most popular male actor, which highly influences the behaviour of buyer?	Average	Preference
Actors			
1	Amitabh Bachchan	1.49	I
2	Shahrukh Khan	1.75	IV
3	Saif Ali Khan	1.97	VI
4	Aamir Khan	1.88	V
5	Ajay Devgan	2.00	VII
6	Salman Khan	1.52	II
7	Akshay Kumar	1.64	III

Table shows opinion of respondents regarding “Who is the most popular male actor, which can highly influence the behaviour of buyer?” Respondents gave first preference to Amitabh Bachchan, second preference to Salman Khan, third preference to Akshay Kumar, fourth preference to Shahrukh Khan, fifth preference to Aamir Khan, sixth preference to Shahrukh Khan and last preference to Ajay Devgan.

Q	Who is the most popular Cricketer, who can highly influence the behaviour of buyer?	Average	Preference
1	Sachin Tendulkar	1.38	I
2	Virendra Sehwag	1.80	V
3	Mahinder singh Dhoni	1.50	II
4	Virat Kohli	1.60	III
5	Yuvraj Singh	1.76	IV

Table shows opinion of respondents regarding “Who is the most popular Cricketer, who can highly influence the behaviour of buyer?” Respondents gave first preference to Sachin Tendulkar, second preference to Mahinder singh Dhoni, third preference to Virat Kohli, fourth preference to Yuvraj Singh and last preference to Virendra Sehwag.

Q2	Who is the most popular female celebrity, which highly influences the behaviour of youth?	Average	Preference
1	Aishwarya Rai	1.74	III
2	Rani Mukherjee	2.45	IX
3	Preity Zinta	2.18	X
4	Kajol	1.84	VI
5	Madhuri Dixit	1.76	IV
6	Vidhya Balan	2.03	VIII
7	Deepika Padukone	1.69	II
8	Katrina Kaif	1.63	I
9	Hema Malini	1.92	VII
10	Kareena Kapoor	1.77	V

Table shows opinion of respondents regarding “Who is the most popular female actress, which can highly influence the behaviour of buyer?” Respondents gave first preference to Katrina Kaif, second preference to Deepika Padukone, third preference to Aishwarya Rai, fourth preference to Madhuri Dixit, fifth preference to Karina Kapoor, sixth preference to Kajol, seventh preference to Hema Malini, eighth preference to Vidhya Balan, ninth preference to Rani Mukherjee and last preference to Preity Zinta.

Conclusion

Based on the findings of the data collected from the respondents, it is concluded that celebrity endorsement has a potential of being noticed and liked by the viewers. It is evident from the study that celebrity does catch the attention of consumers. It was also found that if celebrity entered into marketing it has influence purchasing decision of buyers, improve social status of companies, increase profit of companies, increase sales of companies, increase market addition of companies and it can change human behaviour. It was also found that if celebrity entered into marketing it has not improve the brand's image of companies, increase in computation power of companies, increase in viewer's attention of companies and conveys all the features of the product. It was further found that Amitabh Bachchan, Salman Khan and Akshay Kumar is the most popular male actor, which can highly influence the behaviour of buyer, Sachin Tendulkar, Mahinder singh Dhoni and Virat Kohli, is the most popular cricketers which can highly influence the behaviour of buyer and Katrina Kaif, Deepika Padukone, and Aishwarya Rai is the most popular female actress, which can highly influence the behaviour of buyer.

Reference

- [1] Choudhury A.H. & Mukherjee K. (2014) “Celebrity Endorsement and its Impacts on Students Buying Behaviour towards Personal Care Products” The International Journal Of Business & Management, (ISSN 2321 – 8916) Vol 2 Issue 9 September, 2014, pp. 22-29, retrieved from www.theijbm.com
- [2] Malik, G. &Guptha, A. (2014) “Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior” Journal of Global Marketing, ISSN: 0891-1762 print / 1528-6975 online, pp. 128–143,DOI: 10.1080/08911762.2013.864374 retrieved from <http://www.tandfonline.com/doi/abs/10.1080/08911762.2013.864374?journalCode=wgl020#.Vcg5l>
- [3] Oyeniya O. (2014) “Celebrity Endorsements and Product Performance: A Study of Nigerian Consumer” Markets Management &Marketing, volume XII, issue 1/2014, p.p. 42-51, retrieved from http://www.mnmk.ro/documents/2014_01/4-1-1-14.pdf
- [4] Parmar, B. J. and Patel, R. P. (2014) “A study on consumer perception for celebrity & non celebrity endorsement in television commercials for fast moving consumer goods” Global Business and Economics Research Journal, 3(2): 1-11. Available

online at <http://www.journal.globejournal.org>

- [5] Sertoglu, A.E., Catli, O. &Korkmaz, S. (2014) "Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey" *International Review of Management and Marketing* Vol. 4, No. 1, 2014, pp.66-77 ISSN: 2146-4405 www.econjournals.com

- [6] Boopathy N. & Chaudhuri M. (2013) "A Study on the Influence of Celebrity Brand Endorsement over Consumer Buying Behavior" *IRACST – International Journal of Commerce, Business and Management (IJCBM)*, ISSN: 2319–2828 Vol. 2, No.3, June 2013 146 retrieved from <http://www.ircst.org/ijcbm/papers/vol2no32013/1vol2no3.pdf>

- [7] Francis D. &Yazdanifard R. (2013) "The Impact of Celebrity Endorsement and Its Influence through Different Scopes on the Retailing Business Across United States and Asia" *IRACST – International Journal of Commerce, Business and Management (IJCBM)*, ISSN: 2319–2828 Vol. 2, No.1, February 2013 pp. 35-40, retrieved from <http://www.ircst.org/ijcbm/papers/vol2no12013/6vol2no1.pdf>

- [8] Georgiadis M.(2013) "Motivating Behavior Change: A Content Analysis of Public Service Announcements From the Let's Move! Campaign" *The Elon Journal of Undergraduate Research in Communications*, Vol. 4, No. 1, pp-60-70.

- [9] Goel P. (2013) "Consumers Opinion about Celebrity Endorsements: An Exploratory Study in Delhi" *International Monthly Refereed Journal of Research In Management & Technology*, Volume II, December'13