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IMPACT OF CELEBRITY ATTRIBUTES ON CONSUMERS BUYING DECISION WITH SPECIAL REFERENCE TO TWO WHEELER

RAJNI
ASST. PROFESSOR
GOVT. COLLEGE FOR WOMEN
GURAWARA

ABSTRACT

This study aims to finding out whether celebrity attributes influence the buying decision of consumers with special reference to two wheeler. The study is conducted in Rewari District. The Sample size is 200 respondents. The attributes of celebrity, which are selected for the study, are expertise, trustworthiness, similarity, likeability and product match with celebrity. The study found that there is positive impact of celebrity's attributes on the buying decision of consumers about two wheeler.

KEYWORDS

celebrity endorsement, celebrity attributes, consumer buying behavior.

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INTRODUCTION

Celebrity endorsements appear to be a very popular advertising tool in the modern day marketing. Advertisement featuring celebrities act as stimuli and attract the attention of consumers which results in recognition of brands, create brand awareness and instant recall and recognition of brands advertised by celebrities and motivates consumers to buy endorsed products (Kulkarni, 2014). Advertisers attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the consumer's attention. The hooks that can hold the consumer's attention are the celebrities (Arjun, Dhandha and Nagra 2012). In India, celebrity endorsements have produced positive impact on consumers buying behaviour by increasing public attention and sales volume of endorsed brands (Priya Chetty, 2011). Aamir Khan is used by Titan to communicate the message that Titan watches are trustworthy as the actor is for his films. This celebrity endorsement has also been quite effective in influencing consumers buying decision. Similarly various endorsements by Shahrukh Khan, Sachin Tendulkar and others have been found to be successful in affecting consumer's buying decision (Joshi and Ahluwalia, 2008).

REVIEW OF LITERATURE

Pradeep Agarwal and S.K Dubey (2012); in their paper entitled "Impact of celebrity endorsement on consumer's buying behaviour" celebrity endorsement is an effective tool to affect positively the consumer's decision towards a product. Male celebrity endorsers are more effective than female celebrity endorser and endorsement by bollywood star are more effective than other celebrities. **C.S.Jayanti Prasad (2012)**; in his paper "Brand Endorsement by Celebrities impact towards consumer satisfaction" concluded that consumers perceive the endorsed brand to be of higher quality and are therefore willing to pay more. Endorser who is viewed positively by consumers and who is known to possess attributes which match up with the attributes of the product, have significantly impact the consumer's perception. **Saeed et al. (2014)**; in their research on "Impact of celebrity and non-celebrity advertisement on consumer perception" found that there is a positive relation of celebrity advertisement and non-celebrity advertisement on consumer perception, but celebrity advertisements has greater impact on consumer perception than non-celebrity advertisements because the celebrity has already established a meaning outside the advertisement world. Celebrities have more credibility in conveying a meaningful message and people admire them. **D.Ganesan, M.G.Saravananaraj and A.Pughazhendi (2012)**; in their paper "A study on effectiveness of celebrity endorsements towards television viewers" found that most of viewers impressed by their favorite personality in television commercials and the impact are high. They influenced by attractiveness of celebrity. There is an association between age of viewers and endorsers they like most. Celebrity endorsed ads gain more public coverage that any other ads. They suggested that multi brand endorsement by the same celebrities may be avoided to get the message clarity of particular brand. **Vipul Jain (2011)**; His study on "Celebrities endorsement and its impact on sales: A Research Analysis Carried out in India" has a positive inclination towards the belief that people are motivated to buy products as a result of celebrity endorsement. The research also indicates that celebrity endorsement helps in brand promotion. The respondents also strongly agree that celebrities bring brand equity to the product.

OBJECTIVES OF THE STUDY

The objective of the study is to study the effect of celebrity's attributes (Expertise, Trustworthiness, Similarity, Likeability, Product match with celebrity) on the buying behavior of consumers with special reference to their demographic characteristics.

HYPOTHESIS OF THE STUDY

Ho1: Celebrity's attributes has similar impact on the purchase decision of consumers related to different residential area.

Ho2: Celebrity's attributes has similar impact on the purchase decision of consumers related to different gender.

Ho3: Celebrity's attributes has similar impact on the purchase decision of consumers related to different age group.

Ho4: Celebrity's attributes has similar impact on the purchase decision of consumers related to different educational level.

Ho5: Celebrity's attributes has similar impact on the purchase decision of consumers related to different occupation.

Ho6: Celebrity's attributes has similar impact on the purchase decision of consumers related to different income.

RESEARCH METHODOLOGY

Research design adopted for this study is **Exploratory cum Descriptive**. Population of Rewari district constitutes the universe of the study and only people having two wheeler and users of two wheeler included in the survey and constitute the survey population. The sample size is 200. The sample was collected through Purposive sampling technique. Both primary and secondary data were used for the study. Primary data collected through questionnaire and analyzed by using SPSS. The detail of sample composition show in table 1.

TABLE 1: SAMPLE COMPOSITION

GENDER		RESIDENTIAL AREA		ROW TOTAL
		URBAN	RURAL	
MALE	AGE 18-25	16 (16.0%)	16 (16.0%)	32 (34.0%)
	26-35	17 (17.0%)	17 (17.0%)	34 (34.0%)
	above 35	17 (17.0%)	17 (17.0%)	34 (34.0%)
COLUMN TOTAL		50 (50.0%)	50 (50.0%)	100 (100.0%)
FEMALE	AGE 18-25	16 (16.0%)	16 (16.0%)	32 (32.0%)
	26-35	17 (17.0%)	17 (17.0%)	34 (34.0%)
	above 35	17 (17.0%)	17 (17.0%)	34 (34.0%)
COLUMN TOTAL		50 (50.0%)	50 (50.0%)	100 (100.0%)

Data Analysis

Respondents were asked to give responses to a list of nine statements. These statements were examining the response of perception of consumers about celebrity endorsement of two wheeler. Chi square test is used to test the hypothesis.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Here:

O= Observed Value

E= Expected Value

Statements Regarding to examine the impact of Celebrity’s attributes on Consumer buying decision

Label	Statements
S1	Expertise (level of knowledge, experience) of the celebrity as an attribute that can influence my purchase decision to their endorsed two-wheeler brand.
S2	Trustworthiness/Honesty of the celebrity is an attribute that can influence my purchase decision of two-wheeler.
S3	Similarity between me and the celebrity endorser can influence my purchase decision.
S4	Likeability (level of celebrity’s fame in the public opinion and how popular the celebrity is) of the celebrity as an attribute that can influence my purchase decision to their endorsed two-wheeler brand.
S5	Match between the celebrity and product can influence my purchase decisions to their endorsed two-wheeler brand.

Ho1: Celebrity’s attributes has similar impact on the purchase decision of consumers related to different residential area.

TABLE 2: TABULAR REPRESENTATION OF HYPOTHESIS 1

Statement		Agree	Disagree	Total	Significant Value of chi square at 1 df
S1	Urban	96 (48.0%)	4 (2.0%)	100 (50.0%)	.733 >.05
	Rural	95 (47.5%)	5 (2.5%)	100 (50.0%)	
	Total	191 (95.5%)	9 (4.5%)	200 (100.0%)	
S2	Urban	95 (47.5%)	5 (2.5%)	100 (50.0%)	.756 >.05
	Rural	94 (47.0%)	6 (3.0%)	100 (50.0%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	
S3	Urban	61 (30.5%)	39 (19.5%)	100 (50.0%)	.014 <.05
	Rural	77 (38.5%)	23 (11.5%)	100 (50.0%)	
	Total	138 (69.0%)	62 (31.0%)	200 (100.0%)	
S4	Urban	65 (32.5%)	35 (17.5%)	100 (50.0%)	.006 <.05
	Rural	82 (41.0%)	18 (9.0%)	100 (50.0%)	
	Total	147 (73.5%)	53 (26.5%)	200 (100.0%)	
S5	Urban	97 (48.5%)	3 (1.5%)	100 (50.0%)	.121 >.05
	Rural	92 (46.0%)	8 (4.0%)	100 (50.0%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	

Table No. 2 reveals that chi square value is greater than 0.05 of S1, S2 and S5. Hence the null hypothesis accepted for these statements which means celebrity attributes has similar impact on the buying decision of consumers related to different residential area. But the chi square value is less than 0.05 of S3 and S4. Thus, the null hypothesis rejected for these statements and we can say that celebrity attributes has not similar impact on the buying decision of consumers related to different residential area.

Ho2: Celebrity’s attributes has similar impact on the purchase decision of consumers related to different Gender.

TABLE 3: TABULAR REPRESENTATION OF HYPOTHESIS 2

Statement		Agree	Disagree	Total	Significant Value of chi square at 1df
S1	Male	96 (48.0%)	4 (2.0%)	100 (50.0%)	.733 >.05
	Female	95 (47.5%)	5 (2.5%)	100 (50.0%)	
	Total	191 (95.5%)	9 (4.5%)	200 (100.0%)	
S2	Male	96 (48.0%)	4 (2.0%)	100 (50.0%)	.352 >.05
	Female	93 (46.5%)	7 (3.5%)	100 (50.0%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	
S3	Male	65 (32.5%)	35 (17.5%)	100 (50.0%)	.221 >.05
	Female	73 (36.5%)	27 (13.5%)	100 (50.0%)	
	Total	138 (69.0%)	62 (31.0%)	200 (100.0%)	
S4	Male	62 (31.0%)	38 (19.0%)	100 (50.0%)	.000 <.05
	Female	85 (42.5%)	15 (7.5%)	100 (50.0%)	
	Total	147 (73.5%)	53 (26.5%)	200 (100.0%)	
S5	Male	94 (47.0%)	6 (3.0%)	100 (50.0%)	.756 >.05
	Female	95 (48.0%)	5 (2.5%)	100 (50.0%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	

Table No. 3 reveals that chi square value is greater than 0.05 of S1, S2, S3 and S5. Hence, the null hypothesis accepted for these statements, which means celebrity attributes, has similar impact on the buying decision of both male and female consumers. But the chi square value is less than 0.05 of S3 and S4. Thus, the null hypothesis rejected for these statements and we can say that celebrity attributes has not similar impact on the buying decision of male and female respondents. Ho3: Celebrity's attributes has similar impact on the purchase decision of consumers related to different Age.

TABLE 4: TABULAR REPRESENTATION OF HYPOTHESIS 3

Statement	Agree	Disagree	Total	Significant Value of chi square at 2df	
S1	18-25	64 (32.0%)	0 (0.0%)	64 (32.0%)	.05 = .05
	26-35	62 (31.0%)	6 (3.0%)	68 (34.0%)	
	Above 35	65 (32.5%)	3 (1.5%)	68 (34.0%)	
	Total	191 (95.5%)	9 (4.5%)	200 (100.0%)	
S2	18-25	58 (29.0%)	6 (3.0%)	64 (32.0%)	.136 >.05
	26-35	64 (32.0%)	4 (2.0%)	68 (34.0%)	
	Above 35	67 (33.5%)	1 (0.5%)	68 (34.0%)	
	Total	189 (94.5%)	11 (5.5%)	200(100.0%)	
S3	18-25	52 (26.0%)	12 (6.0%)	64 (32.0%)	.020 <.05
	26-35	46 (23.0%)	22 (11.0%)	68 (34.0%)	
	Above 35	40 (20.0%)	28 (14.0%)	68 (34.0%)	
	Total	138 (69.0%)	62 (31.0%)	200 (100.0%)	
S4	18-25	56 (28.0%)	8 (4.0%)	64 (32.0%)	.001 <.05
	26-35	51 (25.5%)	17 (8.5%)	68 (34.0%)	
	Above 35	40 (20.0%)	28 (14.0%)	68 (34.0%)	
	Total	147 (73.5%)	53 (26.5%)	200 (100.0%)	
S5	18-25	62 (31.0%)	2 (1.0%)	64 (32.0%)	.317 >.05
	26-35	65 (32.5%)	3 (1.5%)	68 (34.0%)	
	Above 35	62 (31.0%)	6 (3.0%)	68 (34.0%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	

Table No. 4 reveals that chi square value is equal and greater than 0.05 of S1, S2 and S5. Hence, the null hypothesis accepted for these statements, which means celebrity attributes, has similar impact on the buying decision of consumers related to different age group. But the chi square value is less than 0.05 of S3 and S4. Thus, the null hypothesis rejected for these statements and we can say that celebrity attributes has not similar impact on the buying decision of consumers related to different age group.

Ho4: Celebrity's attributes has similar impact on the purchase decision of consumers related to different Education level.

TABLE 5: TABULAR REPRESENTATION OF HYPOTHESIS 4

Statement	Agree	Disagree	Total	Significant Value of chi square at 3df	
S1	10 th	21 (10.5%)	1 (0.5%)	22 (11.0%)	.728 >.05
	12 th	37 (18.5%)	3 (1.5%)	40 (20.0%)	
	UG	69 (34.5%)	2 (1.0%)	71 (35.5%)	
	PG	64 (32.0%)	3 (1.5%)	67 (33.5%)	
	Total	191 (95.5%)	9 (4.5%)	200 (100.0%)	
S2	10 th	22 (11.0%)	0 (0.0%)	22 (11.0%)	.378 >.05
	12 th	36 (18.0%)	4 (2.0%)	40 (20.0%)	
	UG	68 (34.0%)	3 (1.5%)	71 (35.5%)	
	PG	63 (31.5%)	4 (2.0%)	67 (33.5%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	
S3	10 th	10 (5.0%)	12 (6.0%)	22 (11.0%)	.055 >.05
	12 th	26 (13.0%)	14 (7.0%)	40 (20.0%)	
	UG	53 (26.5%)	18 (9.0%)	71 (35.5%)	
	PG	49 (24.5%)	18 (9.0%)	67 (33.5%)	
	Total	138 (69.0%)	62 (31.0%)	200 (100.0%)	
S4	10 th	12 (6.0%)	10 (5.0%)	22 (11.0%)	.053 >.05
	12 th	26 (13.0%)	14 (7.0%)	40 (20.0%)	
	UG	56 (28.0%)	15 (7.5%)	71 (35.5%)	
	PG	53 (26.5%)	14 (7.0%)	67 (33.5%)	
	Total	147 (73.5%)	53 (26.5%)	200 (100.0%)	
S5	10 th	19 (9.5%)	3 (1.5%)	22 (11.0%)	.174 >.05
	12 th	39 (19.5)	1 (0.5%)	40 (20.0%)	
	UG	69 (34.5%)	2 (1.0%)	71 (35.5%)	
	PG	62 (31.0%)	5 (2.5%)	67 (33.5%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	

Table No. 5 reveals that chi square value is greater than 0.05. Hence, the null hypothesis accepted which means celebrity attributes has similar impact on the buying decision of consumers related to different education level.

Ho5: Celebrity's attributes has similar impact on the purchase decision of consumers related to different Occupation.

TABLE 6: TABULAR REPRESENTATION OF HYPOTHESIS 5

Statement	Agree	Disagree	Total	Significant Value of chi square at 3df	
S1	Student	60 (30.0%)	0 (0.0%)	60 (30.0%)	.119 >.05
	Business	37 (18.5%)	4 (2.0%)	41 (20.5%)	
	Service	67 (33.5%)	3 (1.5%)	70 (35.0%)	
	Other	27 (13.5%)	2 (1.0%)	29 (14.5%)	
	Total	191 (95.5%)	9 (4.5%)	200 (100.0%)	
S2	Student	54 (27.0%)	6 (3.0%)	60 (30.0%)	.235 >.05
	Business	39 (19.5%)	2 (1.0%)	41 (20.5%)	
	Service	67 (33.5%)	3 (1.5%)	70 (35.0%)	
	Other	29 (14.5%)	0 (0.0%)	29 (14.5%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100%)	
S3	Student	48 (24.0%)	12 (6.0%)	60 (30.0%)	.172 >.05
	Business	26 (13.0%)	15 (7.5%)	41 (20.5%)	
	Service	46 (23.0%)	24 (12.0%)	70 (35.0%)	
	Other	18 (9.0%)	11 (5.5%)	29 (14.5%)	
	Total	138 (69.0%)	62 (31.0%)	200 (100%)	
S4	Student	53 (26.5%)	7 (3.5%)	60 (30.0%)	.002 <.05
	Business	24 (12.0%)	17 (8.5%)	41 (20.5%)	
	Service	46 (23.0%)	24 (12.0%)	70 (35.0%)	
	Other	24 (12.0%)	5 (2.5%)	29 (14.5%)	
	Total	147 (73.5%)	53 (26.5%)	200 (100%)	
S5	Student	58 (29.0%)	2 (1.0%)	60 (30.0%)	.399 >.05
	Business	40 (20.0%)	1 (0.5%)	41 (20.5%)	
	Service	65 (32.5%)	5 (2.5%)	70 (35.0%)	
	Other	26 (13.0%)	3 (1.5%)	29 (14.5%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100.0%)	

Table No. 6 reveals that chi square value is greater than 0.05 of S1, S2, S3 and S5. Hence, the null hypothesis accepted for these statements, which means celebrity attributes, has similar impact on the buying decision of consumers related to different occupation. But the chi square value is less than 0.05 of S4. Thus the null hypothesis rejected for the statements and we can say that celebrity attributes has not similar impact on the buying decision of consumers related to different occupation.

Ho6: Celebrity’s attributes has similar impact on the purchase decision of consumers related to different Income (monthly) group.

TABLE 7: TABULAR REPRESENTATION OF HYPOTHESIS 6

Statement	Agree	Disagree	Total	Significant Value of chi square at 2df	
S1	Below 15000	46 (23.0%)	2 (1.0%)	48 (24.0%)	.969 >.05
	15000-30000	98 (49.0%)	5 (2.5%)	103 (51.5%)	
	Above 30000	47 (23.5%)	2 (1.0%)	49 (24.5%)	
	Total	191 (95.5%)	9 (4.5%)	200 (100%)	
S2	Below 15000	43 (21.5%)	5 (2.5%)	48 (24.0%)	.179 >.05
	15000-30000	98 (49.0%)	5 (2.5%)	103 (51.5%)	
	Above 30000	48 (24.0%)	1 (0.5%)	49 (24.5%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100%)	
S3	Below 15000	30 (15.0%)	18 (9.0%)	48 (24.0%)	.511 >.05
	15000-30000	74 (37.0%)	29 (14.5%)	103 (51.5%)	
	Above 30000	34 (17.0%)	15 (7.5%)	49 (24.5%)	
	Total	138 (69.0%)	62 (31.0%)	200 (100%)	
S4	Below 15000	33 (16.5%)	15 (7.5%)	48 (24.0%)	.547 >.05
	15000-30000	79 (39.5%)	24 (12.0%)	103 (51.5%)	
	Above 30000	35 (17.5%)	14 (7.0%)	49 (24.5%)	
	Total	147 (73.5%)	53 (26.5%)	200 (100%)	
S5	Below 15000	45 (22.5%)	3 (1.5%)	48 (24.0%)	.877 >.05
	15000-30000	97 (48.5%)	6 (3.0%)	103 (51.5%)	
	Above 30000	47 (23.5%)	2 (1.0%)	49 (24.5%)	
	Total	189 (94.5%)	11 (5.5%)	200 (100%)	

Table No. 7 reveals that chi square value is greater than 0.05. Hence, the null hypothesis accepted which means celebrity attributes has similar impact on the buying decision of consumers related to different income group.

FINDINGS

- Majority of respondent’s opinion that expertise of celebrity about two wheelers influences their purchase decision.
- Majority of respondent’s opinion that Trustworthiness attribute of celebrity highly influence their purchase decision of two wheelers, particularly above 35 age groups.
- Majority of respondents agreed that credibility of celebrity endorser is very important attribute.
- Majority of respondents found that similarity attribute highly influence their purchase decision, especially rural area and 18-25 age group respondents.
- Majority of respondents have opinion that likeability has highest effect on their purchase decision of two wheelers. Particularly female, students and 18-25 age groups respondents.
- Majority of respondents found that celebrity endorser should be attractive.
- Majority of respondents agreed that match between celebrity and product; influence their purchase decision of two wheelers.

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