



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ETHICS AND IT- UNSOLVED ISSUES OF ONLINE BASED BANKING <i>DR. V V R RAMAN & DR. VEENA TEWARI</i>	6
2.	PETROLEUM PROFIT TAX AND NIGERIA ECONOMIC DEVELOPMENT <i>ADEGBIE, FOLAJIMI FESTUS & FAKILE, ADENIRAN SAMUEL</i>	11
3.	WOMEN ECONOMIC EMPOWERMENT THROUGH SELF HELP GROUPS: A STUDY IN ANDHRA PRADESH <i>DR. B. V. PRASADA RAO, S. R. PDALA & DR. NEDURI SURYANARAYANA</i>	19
4.	THE ROLE OF CELEBRITY ADVERTISING ON BRAND PREFERENCE <i>OKORIE NELSON & ADEYEMI ADEROGBA</i>	27
5.	WOMEN BUILDING BUSINESSES IN A MAN'S WORLD – THE SAGA OF WOMEN ENTREPRENEURSHIP <i>J. EDUKONDALA RAO</i>	34
6.	COMMUNITY DEVELOPMENT INITIATIVES IN ENGINEERING COLLEGES IN BENGALURU, INDIA <i>PROF. B.N.BALAJI SINGH</i>	38
7.	BANKING ON IT: PROBLEMS AND PROSPECTS IN STATE BANK OF INDIA <i>TIMIRA SHUKLA & ANITA SINGH</i>	45
8.	BUSINESS RISK ANALYSIS THROUGH GINNI'S COEFFICIENT: A STUDY OF SELECT IT COMPANIES IN INDIA <i>DR. DEBASISH SUR & DR. SUSANTA MITRA</i>	49
9.	EMOTIONAL COMPETENCY CLUSTERS AND STAR PERFORMER IN SOFTWARE PROJECT TEAM <i>DR. A VELAYUDHAN, DR. S GAYATRIDEVI & MS. S. SRIVIDYA</i>	56
10.	IMPACT OF FLEXI-TIME (A WORK-LIFE BALANCE PRACTICE) ON EMPLOYEE PERFORMANCE IN INDIAN IT SECTOR <i>DR. S. SUMAN BABU, DR. U. DEVI PRASAD, FAKHRUDDIN SHEIK & K. BHAVANA RAJ</i>	65
11.	TRIPS, TECHNOLOGY AND EXPORTS: EVIDENCE FROM THE INDIAN PHARMACEUTICAL INDUSTRY <i>MADHUR MOHIT MAHAJAN</i>	72
12.	CORPORATE SOCIAL RESPONSIBILITY (CSR) OF A TOBACCO COMPANY: A PARADIGM PERSPECTIVE OF AN EXCLUSIVE CASE <i>DR. S. P. RATH, PROF. BISWAJIT DAS & PROF. RAKESH KATYAYANI</i>	79
13.	REFLECTIONS OF SELF HELP GROUPS AND THEIR MAMMOTH GROWTH IN THE STATE OF TAMILNADU, INDIA <i>R. LAKSHMI & PROF. DR. G. VADIVALAGAN</i>	85
14.	CONSUMERS' PERCEPTION ON MATCHING QUALITY OF CELEBRITY AND BRAND FEATURES IN ADVERTISEMENT <i>DR. P. RAJA, PROF. (DR.) R. ARASU & D. KARTHIK</i>	88
15.	ROLE OF THE URBAN COOPERATIVE BANKS IN THE AFTERMATH OF GLOBAL FINANCIAL CRISIS: A STUDY WITH REFERENCE TO VELLORE DISTRICT <i>E. GNANASEKARAN & PROF. (DR.) M. ANBALAGAN</i>	92
16.	RISK ASSESSMENT OF DEFAULT BEHAVIOUR OF HOUSING LOANS OF A PUBLIC SECTOR BANK (AN EMPIRICAL STUDY) <i>SHUBHA B. N & DR. (MRS.) S. GOMATHI</i>	102
17.	DYNAMICS OF IPO – A STUDY WITH REFERENCE TO SELECTED CORPORATE SECTORS <i>DR. P. NATARAJAN & S. BALAJI</i>	106
18.	RETURN - BASED PERFORMANCE ANALYSIS OF SELECTED EQUITY MUTUAL FUNDS SCHEMES IN INDIA – AN EMPIRICAL STUDY <i>DR. R. SHANMUGHAM & ZABIULLA</i>	113
19.	A STUDY ON PROBLEMS AND PROSPECTS OF EXPORTING INDIAN HIGHER EDUCATIONAL SERVICES <i>DR. SHEELAN MISRA</i>	120
20.	PERFORMANCE APPRAISAL OF CENTRAL COOPERATIVE BANKS IN INDIA IN LIBERAL ECONOMIC SCENARIO <i>DR. SUBRATA MUKHERJEE & DR. SAMIR GHOSH</i>	127
21.	ROLE OF INFLATION IN INVESTMENT DECISIONS - AN ANALYTICAL STUDY <i>DR. SAMBHAV GARG</i>	134
22.	EMPOWERMENT OF WOMEN IN GADAG DISTRICT- A STUDY OF SELF HELP GROUPS ENTREPRENEURS <i>DR. A. S. SHIRALASHETTI</i>	138
23.	AN EVALUATION OF COOPERATIVE SOCIETIES FINANCED BY ICDP IN HIMACHAL PRADESH – A STUDY OF KULLU DISTRICT <i>DR. GAGAN SINGH & MAST RAM</i>	145
24.	MANAGEMENT OF DETERMINANTS OF WORKING CAPITAL – AN UPHILL TASK <i>BHAVET</i>	153
25.	DEPOSIT MOBILIZATION IN ICICI AND SBI BANKS IN INDIA <i>ESHA SHARMA</i>	157
	REQUEST FOR FEEDBACK	162

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CONSUMERS' PERCEPTION ON MATCHING QUALITY OF CELEBRITY AND BRAND FEATURES IN ADVERTISEMENT

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ABSTRACT

Celebrities 'cut through' advertising clutter, hold viewer attention, contribute to brand name recognition and transfer positive qualities such as physical attractiveness and likeability to the brand. The similarity of celebrity was positively correlated with identity and confident at one per cent level of significance while similarity was negatively associated with positive image and attractiveness at one per cent level of significance. The attribute of identity was positively correlated with confident while it was negatively associated with favourite, scandal and positive image at one per cent level of significance and it was negatively correlated with attractiveness at five per cent level of significance. In overall, the brand features of celebrities help me to remember the brand, credibility of the brand, quality of the brand, advertisement of the brand and price of its products were noticed by the consumers and there was a significant differences among the consumers' perception of the consumers about brand features as noticed by them. In overall, the brand features of celebrities help me to remember the brand, credibility of the brand, quality of the brand, advertisement of the brand and price of its products were noticed by the consumers and there was a significant differences among the consumers' perception of the consumers about brand features as noticed by them. Since celebrities have the impetus to market the product quickly, they have the advertisers running behind them for various benefits including brand credibility, creating interest; thereby, creating a win-win situation.

KEYWORDS

Similarity, Scandal, Positive Image, Chi-Square, Rank Correlation.

INTRODUCTION

Advertisements of all varieties pop up everywhere on streets, in stores and restaurants, and on public transportation. Each of these advertisements attempts to steal at least a fraction of an unsuspecting 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 standard advertising. The challenge of the advertiser is to find a hook that will hold the subject's attention and keep them from changing the channel or turning the page.

One well-used approach at differentiating advertisements is the use of celebrity endorsements. Using celebrity fame, bought or contrived, has certain advantages and risks. A celebrity-product association can capture a viewer's attention, increase the public's awareness of the product, and cause consumers to purchase the product endorsed. In contrast, celebrity-products associations can be very costly and risky based on the potentially volatile image, nature, and credibility of the personalities used.

Celebrities 'cut through' advertising clutter, hold viewer attention, contribute to brand name recognition and transfer positive qualities such as physical attractiveness and likeability to the brand (Dyson and Turco, 1998; Charbonneau and Garland, 2005). The source credibility model suggests message effectiveness depends on the endorser's perceived credibility. Celebrity combines both expertise and trustworthiness. Through the process of internalization, credible sources influence consumer beliefs, attitudes and or behaviour (Kamins, 1990; Ohanian, 1991). The source of attractiveness model proposes that message effectiveness depends on the similarity between source and receiver, source likeability and source familiarity through repeated media exposure. Information from an attractive source is accepted because of the consumer's desire to identify with that source (Erdogan, 1999). In the product match-up model, effective advertisement results when the messages conveyed by celebrity image are compatible with product image (Pornpitakpan, 2003). With this background, the present study was attempted to study the matching qualities of the celebrity with advertisement, brand image and consumers' perception and relationship between matching qualities of celebrity and advertisement in Madurai city of Tamil Nadu.

METHODOLOGY

The Madurai city is purposively selected for the present study since it is the predominating trade center for South Tamil Nadu. About 120 respondents were selected by adopting simple random techniques and were interviewed. Information/data was collected by interviewing the respondents by using a pre-tested, well-structured interview schedule. The data and information collected pertains to the year 2009-10. The descriptive statistics, frequency analysis and mean score and ranking were carried out to draw meaningful interpretations.

SPEARMAN'S RANK ORDER CORRELATION

In order to identify the relationship between matching qualities of celebrities and advertisement in celebrity endorsement, the Spearman's rank order correlation was worked out and the formula is;

$$r = 1 - \left(\frac{6\sum d^2}{n(n^2 - 1)} \right)$$

Where, d = Difference in Ranks n = Number of Pairs.

CHI-SQUARE TEST

In order to study the differences between brand features and perception of the consumers, the Chi-Square Test has been employed and the formula is:

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

Where

O = Observed Frequency E = Expected Frequency

d.f = Degree of Freedom = (n-1)

χ² = Chi Square

RESULTS AND DISCUSSION

The general and socio-economic characteristics of consumers were analyzed and the results are presented in **Table-1**. The results indicated that the majority of the consumers (64.16 per cent) were the age group of 21-30 years followed by less than 20 years and 31-40 Years. About 45.80 per cent of were married while 79 per cent were males. The majority of consumers (49.17 per cent) were postgraduates and about 30 per cent of consumers were under-graduates. The monthly income of consumers were ranging from Rs. 0-5000(85 per cent) followed by Rs.5000-10000(8.34 per cent). About 70.83 per cent of the consumers have a family size of 4-6 members followed by less than 3 members (25.00 per cent).

TABLE-1: SOCIO-ECONOMIC DEMOGRAPHIC CHARACTERISTICS OF CONSUMERS

Variables with Category	Respondents(N=120)		Variables with Category	Respondents(N=120)	
	Number	Per Cent		Number	Per Cent
Age			Monthly Income(Rs)		
< 20 Years	16	13.33	0-5000	102	85.00
21-30 Years	77	64.16	5001-10000	10	8.34
31-40 Years	14	11.67	10001-15000	4	3.33
41-50 Years	8	6.67	> 15000	4	3.33
> 51 Years	5	4.17			
Gender			Marital Status		
Male	79	65.80	Married	55	45.80
Female	41	34.20	Unmarried	65	54.20
Educational Qualifications			Family Size		
Secondary	8	6.66	< 3	30	25.00
Higher Secondary	12	10.00	4-6	85	70.83
UG	36	30.00	>6	5	4.17
PG	59	49.17			
Others	5	4.17			

The matching qualities of the celebrity with advertisement were analyzed and the perceptions of the consumers are presented in **Table-2**. The confident of the celebrity in the advertisement, easy identity of celebrity, worthiness and similarity were the main qualitative attributes that match the celebrity with advertisement. Besides, advertisement, product-match, positive image and celebrities' behaviour were also the important factors that influence the matching qualities of the celebrity with advertisement.

TABLE-2 MATCHING QUALITIES OF THE CELEBRITY WITH ADVERTISEMENT

Attributes	Mean Ranking	Order of Importance
Similarity	0.93	5
Identity	1.21	2
Confident	1.34	1
Worthy	1.09	3
Brand	0.98	4
Scandal	0.90	6
Positive Image	0.87	7
Attractiveness	0.86	8
Product match	0.84	9
Advertising	0.82	10

The relationship between matching qualities of celebrity and advertisement, the Spearman rank order correlation was computed and the results are presented in **Table-3** The results showed that similarity was positively correlated with identity and confident at one per cent level of significance while similarity was negatively associated with positive image and attractiveness at one per cent level of significance. The attribute of identity was positively correlated with confident while it was negatively associated with favourite, scandal and positive image at one per cent level of significance and it was negatively correlated with attractiveness at five per cent level of significance. The confidence was positively correlated with brand, favourite and scandal while it was negatively associated with attractiveness, perfect match and celebrity value at one per cent level of significance.

TABLE -3 RELATIONSHIP BETWEEN MATCHING QUALITIES OF CELEBRITY AND ADVERTISEMENT- SPEARMAN RANK ORDER CORRELATION

	Similarity	Identity	Confident	Brand	Favourite	Scandal	Positive Image	Attractiveness	Perfect Match	Celebrity Value
Similarity	1.00									
Identity	0.14** (0.00)	1.00								
Confident	0.35** (0.00)	0.29** (0.00)	1.00							
Brand	-0.06 (0.20)	0.03 (0.50)	0.14** (0.00)	1.00						
Favourite	-0.02 (0.65)	-0.13** (0.00)	0.11** (0.01)	0.09** (0.04)	1.00					
Scandal	0.08 (0.08)	-0.14** (0.00)	0.13** (0.00)	0.17** (0.00)	0.14** (0.00)	1.00				
Positive Image	-0.13** (0.03)	-0.13** (0.00)	0.03 (0.52)	-0.03 (0.57)	0.06 (0.18)	-0.01 (0.75)	1.00			
Attractiveness	-0.16** (0.00)	-0.11* (0.02)	-0.27** (0.00)	0.02 (0.65)	-0.08 (0.07)	-0.09* (0.03)	0.06 (0.17)	1.00		
Perfect Match	-0.00 (0.95)	0.00 (0.99)	-0.10** (0.03)	-0.06 (0.15)	-0.13** (0.00)	-0.03 (0.52)	0.10* (0.02)	0.19** (0.00)	1.00	
Celebrity Value	-0.01 (0.88)	0.07 (0.14)	-0.17** (0.00)	-0.20** (0.00)	-0.17** (0.00)	-0.15** (0.00)	0.01 (0.83)	0.36** (0.00)	0.32** (0.00)	1.00

Note: ** indicates significance at 1% level. * indicates significance at 5% level.

The brand was positively associated with favorite and scandal while it was negatively correlated with celebrity value at one per cent significance level and the favorite was positively correlated with scandal and it was negatively associated with perfect match and celebrity value at one per cent level of significance.

The scandal was negatively correlated with attractiveness at five per cent level of significance and it was also negatively associated with celebrity value at one per cent level of significance. The positive image was positively correlated with perfect match and celebrity value at one per cent level of significance while perfect match and celebrity value were positively associated at one per cent level of significance.

The relationship between brand features and consumers' perception was analyzed by computing Chi-Square test and the results are presented in **Table-4** The results showed that the Pearson Chi-Square value was 0.0196 and the likelihood ratio was 193.365 indicating that the test statistic was significant at five per cent level of significance thus, there was a significant differences among the consumers' perception of the consumers about brand features as noticed by them.

TABLE -4 BRAND FEATURES AND CONSUMERS' PERCEPTION -CHI SQUARE TEST

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.0196	20	.000
Likelihood Ratio	193.365	20	.000
N	2500		

CONCLUSION

The forgoing analysis indicated that the majority of the consumers (64.16 per cent) were the age group of 21-30 years. About 45.80 per cent of the consumers were married while 79 per cent were males. The majority of consumers were postgraduates and about 30 per cent of consumers were under-graduates. The monthly income of consumers were ranging from Rs. 0-5000(85 per cent) followed by Rs.5000-10000(8.34 per cent). The results indicated that about 35.84 per cent of consumers occasionally visited the market followed by fortnightly (30 per cent) and about 28.33 per cent of the consumers visited the market at least monthly once.

The similarity of celebrity was positively correlated with identity and confident at one per cent level of significance while similarity was negatively associated with positive image and attractiveness at one per cent level of significance. The attribute of identity was positively correlated with confident while it was negatively associated with favourite, scandal and positive image at one per cent level of significance and it was negatively correlated with attractiveness at five per cent level of significance. The confidence was positively correlated with brand, favourite and scandal while it was negatively associated with attractiveness, perfect match and celebrity value at one per cent level of significance.

In overall, the brand features of celebrities help me to remember the brand, creditability of the brand, quality of the brand, advertisement of the brand and price of its products were noticed by the consumers and there was a significant differences among the consumers' perception of the consumers about brand features as noticed by them. The consumer looks for a variety of aspects from the endorsement like the credibility and likeability of the endorser. When one endorser endorses many brands, then the recall of the endorsement depends entirely on the power

of the brand. There are definitely some brands that go unnoticed and the recall for those stands is at a bare minimum. The company can heighten the advertising content because that grabs a special place in the mind space of the consumer. Since celebrities have the impetus to market the product quickly, they have the advertisers running behind them for various benefits including brand credibility, creating interest; thereby, creating a win-win situation.

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