

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**ROLE OF CELEBRITY ENDORSEMENT ON PURCHASE BEHAVIOUR****PRIYANKA SHAH****ASST. PROFESSOR****SHRI CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT & RESEARCH  
AHMEDABAD****ANU GUPTA****ASST. PROFESSOR****SHRI CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT & RESEARCH  
AHMEDABAD****ABSTRACT**

*Celebrity endorsement has long been a debatable topic. Over a period of time it has become a calculated formula of using a celebrity for product endorsement for sales increase and making a product huge success in market. With the cut throat competition edging up the question which is posed is celebrity endorsement formula fixed formula for generating sales volume. The research paper is an attempt to study the effectiveness of celebrity endorsement in advertisement on consumer behavior with perspective to various sectors (Automobile/Textile/FMCG/Retail). Statistical tools like ANOVA, Chi Square, and Paired Sample T test have been used for deriving conclusion. The paper concludes that celebrity endorsement is an effective tool for advertisement but the result will vary with the sectors therefore proper feasibility study should be conducted before paying off the handsome amount to celebrity for endorsing a product.*

**KEYWORDS**

Celebrity endorsement, product, effectiveness.

**INTRODUCTION**

Celebrity endorsement relates to an imaging of a product through a person who is well known for his achievement and is public face. Over the period of time the company has started adopting the fundamental of widely using well known face for promoting a product. For eg. Sachin Tendulkar for Boost, Salman Khan For Revital etc. General belief among the advertisers is that product advertised by celebrity endorsement has profound value on recall, attention and retention. The paper therefore reviews the impact of celebrity endorsement on purchase behavior among the various product categories.

**LITERATURE REVIEW**

According to **Friedman and Friedman (1979)**, a "celebrity endorsement is an individual who is known by the public for his or her achievements in area other than that of the product class endorsed. Marketing has sought to use the varied meaning personified by celebrities to assist the achievement of certain advertising objective (**O'Mahony & Meenaghan, 1997**). The celebrity endorser remains a favorite among advertising agencies (**Kamins, 1990**). **Atkin and Block (1983)**; **Petty et al. (1983)** and **Ohanian (1991)** suggest that celebrity endorser produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser. **McCracken (1989)** contends that even the most heavily stereotyped celebrity represents not a single meaning but interconnected set of meanings.. **Kaikati (1987)**; **Erdogan (1999)** believes that celebrities with world-wide popularity can help companies break through many such roadblocks like time, space, language, relationship, power, risk, masculinity, femininity and many others (**mooij 1994**; **Hofstede 1984**). Research suggest that the type of endorses may interact with the type of the product endorsed and found that celebrity endorser are more appropriate where products involve high social and psychological risk (**Atkin and Block 1983**; **Friedman and Friedman 1979**; **Kamins 1989**; **kamins et al.1989**).

On a similar line, **Packard (1991)** believes that a celebrity endorsement strategy is effective in selling products and services as symbols since celebrities are individuals of the indisputably high status. According to **Woodside and Taylor (1978)**, consumers related higher quality products with more heavily advertised products. On the other hand, **Call et al. and Phillips (1996)** found that consumers are generally influenced by spokespersons if products are inexpensive, low-involving and few differences are perceived among available brands. Specific image, high profile and familiarity of a celebrity endorser make the advertisement distinctive and thus improve the communicative ability (**Atkin and Block 1983**; **Sherman 1985**). Research has also found an impact of celebrity image on a perceived brand image (**Walker et al 1992**) which helps the marketer to reposition an existing brand or design or introduce the new brand (**Kaikati 1987**). The use of celebrity endorser has also been found to generate a positive impact on the economic return of the firm (**Agrawal and Kamakura 1995**; **Mathur et al.1997**).

**NEED OF THE STUDY**

The number of celebrities endorsing brands has been steadily increasing over the past years. Marketers overtly acknowledge the power of celebrities in influencing consumer-purchasing decisions. It is a ubiquitously accepted fact that celebrity endorsement can bestow special attributes upon a product that it may have lacked otherwise. Looking this scenario questions that then arise are: How is the consumer's attitude towards celebrity endorsed brand and what effects does celebrity endorsed branding on consumers purchasing behavior.

**OBJECTIVES OF THE STUDY**

- To identify the influence of celebrity endorsement on consumer buying behavior
- To determine purchase attitude that is influenced by the celebrity endorsement
- To find out which type of celebrity persona is more effective
- To determine industries in which celebrity endorsement has great impact
- To determine the fit between the celebrity and the brands endorsed by her/him

**HYPOTHESES**

H1: There is a significant association between age and purchase attitude towards celebrity endorsement

H2: There is a significant association between gender and buying behavior towards purchase

H3: There is a significant relationship between monthly income and buying behavior towards purchase

H4: There is differentiation between brand endorsed by mascots and celebrity personnel

H5: There is significant difference for the preference of products (In auto mobile/ In textile/ In FMCG/ In Retail) while buying a product among different age group people

## RESEARCH METHODOLOGY

Research Design	Descriptive
Source Of Data	Primary: Questionnaire, Personal Interviews Secondary: Internet, websites, Organizational reports, Case studies, Business magazines, Books, Journals.
Sample Size	200 consumers
Sampling Frame	Serviceperson, Businessman, Household people, Students
Sampling Technique	Convenience sampling
Statistical Techniques	Chi square, Paired Sample T Test, One way ANOVA Test
Scope of the study	Ahmedabad city

## RESULTS AND DISCUSSION

## HYPOTHESIS TESTING

H1: There is a significant association between age and purchase attitude towards celebrity endorsement

TABLE 1.1: DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation	Minimum	Maximum
Age	200	1.2250	.58831	1.00	4.00
celebrity endorsement is an effective tool of persuasion of buying a product	200	2.1100	1.05044	1.00	5.00

TABLE 1.2

Variables	Independent Variable	Dependent Variable	Chi-Square Value	Level of Significance Alpha Value
Age celebrity endorsement is an effective tool of persuasion of buying a product	Age	celebrity endorsement is an effective tool of persuasion of buying a product	0.000	0.05

## Interpretation

Here, the Chi-square value for age and purchase attitude towards celebrity endorsement is 0.000 which is less than the alpha value of 0.05. Therefore  $H_0$  would be rejected which means that There is an association between age and purchase attitude towards celebrity endorsement.

H2: There is a significant association between gender and buying behavior towards purchase

TABLE 2.1: DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation	Minimum	Maximum
Factors affect your buying behavior towards a purchase	200	2.9150	1.85336	1.00	7.00
Gender	200	1.3750	.51546	1.00	4.00

TABLE 2.2: TEST STATISTICS

	Factors affect your buying behavior towards a purchase	Gender
Chi-Square	128.020 <sup>a</sup>	119.710 <sup>b</sup>
Df	6	2
Asymp. Sig.	.000	.000

## Interpretation

Here, the Chi-square value for gender and buying behavior towards purchase is 0.000 which is less than the alpha value of 0.05. Therefore  $H_0$  would be rejected which means that there is relationship between gender and buying behavior towards purchase which means male and female act differently while making purchase decision.

H3: There is a significant relationship between monthly income and buying behavior towards purchase

TABLE 3.1: DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation	Minimum	Maximum
monthly income	200	1.6750	1.05591	1.00	5.00
Factors affect your buying behavior towards a purchase	200	2.9150	1.85336	1.00	7.00

TABLE 3.2: TEST STATISTICS

	monthly income	Factors affect your buying behavior towards a purchase
Chi-Square	248.150 <sup>a</sup>	128.020 <sup>b</sup>
Df	4	6
Asymp. Sig.	.000	.000

## Interpretation

Here, the Chi-square value for monthly income and buying behavior towards purchase is 0.000 which is less than the alpha value of 0.05. Therefore  $H_0$  would be rejected which means that there is relationship between monthly income and buying behavior towards purchase.

H4: There is differentiation between brand endorsed by mascots and celebrity personnel.

TABLE 4.1: PAIRED SAMPLES STATISTICS

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Mascots	3.0900	200	1.21626	.08600
	Personnel	2.8550	200	1.27361	.09006



TABLE 4.2: PAIRED SAMPLES TEST

TABLE 4.2: PAIRED SAMPLES TEST									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	masccots – personnel	.23500	2.21229	.15643	-.07348	.54348	1.502	199	.135

**Interpretation**

Here, the Paired Samples Test value is 0.135 which is more than the alpha value of 0.05. Therefore  $H_0$  would be accepted which means that There is no differentiation between brand endorsed by mascots and celebrity personnel.

H5: There is significant difference for the preference of products (In auto mobile/ In textile/ In FMCG/ In Retail) while buying a product among different age group people

TABLE 5

Variable		Significant value	Level of Significance Alpha Value
Independent	Dependent		
Automobile	Age	0.229	0.05
Textile	Age	0.682	0.05
FMCG	Age	0.685	0.05
Retail	Age	0.508	0.05

**Interpretation**

One Way ANOVA Test value is 0.229, 0.682, 0.685, and 0.508 for the preference of product in auto mobile, textile, FMCG, retail industry respectively which are more than the alpha value of 0.05. Therefore  $H_0$  would be accepted which means that There is no significant difference for the preference of products (In auto mobile/ In textile/ In FMCG/ In Retail) while buying a product among different age group people.

**FINDINGS**

- It was found that celebrity endorsers do have influence on buying behavior of consumers. Moreover celebrity persona helps in brand recognition, help in gaining attention and save the brand from clutter.
- It was found that bollywood stars are more effective than other type of celebrity persona because these people have high amount of fame than other type of celebrity persona and moreover consumers are more attracted by bollywood stars.
- In retail and textile, celebrity endorsement has more impact buying behavior as compared to auto mobile and FMCG industry.
- 39.5% of respondent strongly agree and 40% of respondent agrees on that there should be personality match between product and celebrity because if there is match between personality of product and celebrity than consumer can easily associate brand with celebrity and probability of brand recognition is more in such cases.
- There is an association between age and purchase attitude towards celebrity endorsement. There is relationship between gender and buying behavior towards purchase.
- There is relationship between monthly income and buying behavior towards purchase.
- There is no differentiation between brand endorsed by mascots and celebrity personnel.
- There is no significant difference for the preference of products (In auto mobile/ in textile/ In FMCG/ In Retail) while buying a product among different age group people.

**CONCLUSION**

The research paper concludes that consumer gives first importance to price as Indian Market is called as price driven while making purchase decision and second most influential factor is celebrity endorsement and moreover bollywood stars are more likable celebrity persona among respondents. Of all sectors automobile industry people are least preferential towards celebrity endorsement so it is advisable for company to focus on other factors which are more important to consumers in this industry.

**LIMITATIONS AND FUTURE SCOPE OF RESEARCH**

Research paper concludes that Company should use such celebrity for endorsement whose personality match with product so that consumer can easily connect celebrity with brand that endorsed by them. The sample size taken is too small and therefore data cannot be generalized. The future study should focus on the various aspects of celebrity endorsement which influence the purchase decision.

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