INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJRCM

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INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- 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.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CELEBRITY ENDORSEMENTS – AN EMPIRICAL INSIGHT INTO CONSUMER'S PERCEPTION

SAYAN BASU
Ph. D. RESEARCH SCHOLAR, WEST BENGAL STATE UNIVERSITY, BARASAT; &
ASST. PROFESSOR
DEPARTMENT OF COMMERCE & BBA
SHREE AGRASAIN COLLEGE
KOLKATA

ANUSREE BOSE
RESEARCH SCHOLAR
UNIVERSITY OF BURDWAN
PURBA BARDHAMAN

ABSTRACT
Celebrity endorsement is one of the trending marketing strategies to launch a new product or to promote the exits one due to the mass appeal and a world full of star stuck loyal fans of the celebrities who feels that the celebrity endorsed product is the symbol of the status upliftment and more reliable than the common one. This technique increases the revenue as well as the equity of the brands. In this modern era this influencing technique is not only limited within the commercial field but also extends its positive impacts on various social issues to bring the good vibes in the society.

KEYWORDS
celebrity endorsement, consumers' purchase decision, social issues

JEL CODES
M30, M37.

INTRODUCTION
"Beauty is a greater recommendation than any letter of introduction."

- Aristotle

Everyday consumers are exposed to thousands of voices and images in magazines, newspaper, websites, radio, television and digital platforms. But, in this modern era due to the hectic lifestyle and lack of patience most of the times people tend to ignore all commercials and advertisements while flipping through the magazines, newspapers or viewing TV or videos on digital media. However, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Indians are die-hard movie and sport buffs; and this aspect of the consumers has invited the concept of "celebrity endorsement" to the world of advertisement.

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to promote a product, service or even raise awareness on environmental or social matters "**The model of Celebrity Endorsement**", is essentially based on the theoretical framework of **Classical Conditioning** given by **Pavlov.**

ENDORSER	⟹	Positive feelings and perceptions
⇓		
PROMOTED PRODUCT	⟹	Positive feelings and perceptions

Source: https://economictimes.indiatimes.com/magazines/panache/kohli-most-valuable-celebrity-3rd-time-in-a-row-akshay-deepveer-srk-in-top-5/articleshow/73960089.cms
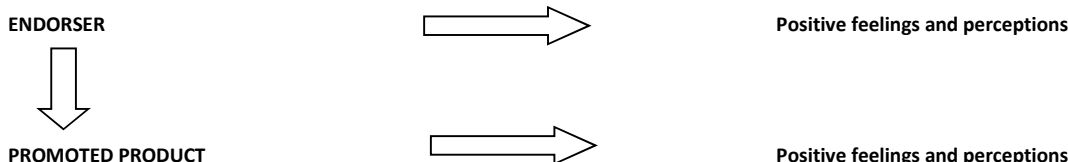
GLIMPSE OF POWER COUPLE BRAND AMBASSADORS' IN RECENT ERA

TABLE 1

POWER COUPLES	BRAND VALUE
Alia - Ranbir	₹2.77 billion
Deep-Veer	₹1.59 billion
Virushka	₹200 million

Source:https://www.businessinsider.in/deepveer-virushka-and-now-alia-ranbir-are-power-couple-brand-ambassadors/articleshow/69660085.cms

This is a new trend now-a-days to make the advertisements hitting the mind of the customers; companies are coming up with Power-Couples. Starting with the unmarried couple Alia-Ranbir having a Brand Value of ₹2.77 billion, brands like Uber Eats, Nokia and Make My Trip are in their bags. Deep- Veer, the trendy & newly-married couple is in the second position here with a Brand value of ₹1.59 billion. They have brands like Make My Trip, GoIbibo, Lloyd etc in their bags. The next Power-Couple Virushka, the stylist player-actor couple, has a Brand Value of ₹200 million together. They have brands like Head & Shoulders, Head and Shoulders, Pepsi, Celkon, Boost, Audi, Fastrack, Nivea, Puma, American Tourister, Maanyavar and Uber etc in their bags. So, it can be said that they are the new trend-setters in the advertisement industry now.

CELEBRITY ENDORSEMENT IN SOCIAL ISSUES

The aim of any advertisement is to communicate information to the present and prospective customers and drive them towards a specific product or service by showing its effectiveness and importance of that. The advertisements which are designed to target general audience to raise their social awareness have some value added to it, if celebrities endorse the service. An important thing about this type of ad is that they need to be effective, must be appealing to people's emotions and must position strongly in their minds. Some of the examples of celebrity endorsement on social issues which covey a strong message to increase the social awareness are as follows:

TABLE 2

Social Issues	Celebrity Brand ambassador
Polio Eradication (*'Do Boond Zindagi ki'*)	Amitabh Bachchan
Rural Development and Sanitation (*'Swachh Bharat campaign'*)	Vidya Balan
Girl Child Development ('Beti Bachao Beti Padhao')	Madhuri Dixit
Nutrition and Child rights	Aamir Khan
Child rights and adolescence	Priyanka Chopra
Polio Eradication & Eye Donation	Aishwarya Rai Bachchan
Awareness of mental health & Depression	Deepika Padukone
awareness about HIV/AIDS and female foeticide	Dia Mirza
Children and women's rights, Aids	Shabana Azmi
Women empowerment	Taapsee Pannu

Source: https://yourstory.com/2017/07/bollywood-celebrities-social-issues

REVIEW OF LITERATURE

Bambhani (2014) reveals that celebrities endorsing Lux brand has a positive impact on the brand and has helped to create an image that it is a beauty bar of stars. This paper also state that celebrity endorsement has a better recall and it is also an effective and easiest way for launching new product. It is shown that correct choice of a celebrity can surely increase the sales but when it comes to long term loyalty and impact on the brand, the effect of this strategy is yet somewhat debatable because if the consumers doesn't get any benefit by purchasing the product they will stop to buy it, no matter who endorsed this. This paper also express that celebrity endorsement does work in Indian scenario but the level and magnitude of the effect vary with the celebrity and product category.

Adam et al. (2017) conducted this research to judge the buying intention of the female segment for purchasing the products in the field of cosmetics. According to this study celebrity endorsement is mainly based on four attributes - credibility, attractiveness, product matchup and lastly the meaning transfer. The findings of this study reveals that the credibility (which is composed of expertise and trustworthiness) of the celebrity positively influence the consumers' intention to purchase cosmetics as well as the transfer of the meaning to those products by the celebrities also affect the consumers' buying behavior positively as consumers fell classy and glamorous by using the cosmetics endorsed by the celebrities than those products which are not endorsed by them.

Karasiewicz et al. (2014), mainly focused on to evaluate whether the celebrity endorsement has high positive influence on the consumers' purchase intention than the endorsement made by anonymous individual and to measure if this positive impact of celebrity endorsement varies with the product categories or not. The outcome of this study depicts that celebrity endorsement has a positive impact on durable goods but it doesn't much affect the frequently purchased products. The findings of this study support the assumption of the match-up model, the meaning transfer model, and the ELM model.

Jain (2011), Conducted this research study to analyze the perception of Indian consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. The findings of this study elicit that people get motivated to purchase products as a positive impact of celebrity endorsement. This celebrity endorsement also helps to promote brand and to bring brand equity.

Radha et al. (2013), primarily focus on to analyze the impact of celebrity endorsement on the consumers' buying behavior. The result of this research paper exhibits that on one side endorsement by the celebrities help a lot to recall a brand as well as to recognize the product, as a result of which the revenue of the company also increases but on the other hand though the respondents positively influenced by this popular technique of marketing still many respondents believe that celebrities do not use the products which they endorsed. Respondents mainly purchase the products on the basis of the attractiveness of the celebrities.

OBJECTIVES

1. To analyze the attractiveness and credibility of celebrity influence on consumer's purchase intentions and social issues.
2. To explore the impact of using celebrity endorsements in commercial field vs. social issues.
3. To examine the relationship between the awareness of the common people about the celebrity endorsements on various social issues and the acceptance of those social matters endorsed by the celebrities in their real life.

RESEARCH METHODOLOGY

On the basis of the literature review a pilot survey has been conducted within 30 respondents selected randomly in the area of Baranagar (Kolkata) to grasp the perception of the consumers regarding the celebrity endorsement. On the basis of the factors identified in the pilot survey a structured questionnaire has been prepared to conduct a market survey which consists of two parts- Demographic questions and research specific questions. This questionnaire has been used as a survey instrument for conducting the survey to a total of 200 respondents. The time period of this study is 3 months i.e. from Dec'19 to Feb'20. The data thus gathered have been analyzed by using the K-S One sample test at 5% level of significance to perceive the consumers' perception as regards to the celebrity endorsement. Beside this, Yule's coefficient of association has also been carried out to explore the relationship between two attributes- awareness of the common people about the celebrity endorsements on various social issues and the acceptance of those social matters endorsed by the celebrities in their real life.

PRESENTATION OF DATA, ANALYSIS & DISCUSSION
1. ANALYSIS OF DEMOGRAPHIC PROFILE

TABLE 1.1: GENDER

GENDER	FREQUENCY	PERCENTAGE
Male	80	40%
Female	120	60%
Total	200	100%

Observation: From the above table, it can be observed that 60% of the surveyed respondents are female and 40% male.

TABLE 1.2: AGE GROUP

AGE GROUP	FREQUENCY	PERCENTAGE
15 - 24	94	47%
25 - 34	14	7%
35 - 44	66	33%
45 & above	26	13%
Total	200	100

Observation: The above table shows that most of the respondents belong to the age group 15 to 24.

TABLE 1.3: EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
Secondary	14	7%
Higher Secondary	14	7%
Graduate	122	66%
Post - Graduate	40	20%
Total	200	100%

Observation: It can be seen from the above data that most of respondents are graduates.

TABLE 1.4: OCCUPATIONAL CATEGORY

OCCUPATION	FREQUENCY	PERCENTAGE
Student	26	13%
Businessman	48	24%
Service-man	64	32%
Teacher	40	20%
Housewives	22	11%
Total	200	100%

Observation: The above table shows that most of the respondents are service-men.

TABLE 1.5: MONTHLY INCOME

MONTHLY INCOME	FREQUENCY	PERCENTAGE
Nil	48	24%
10,000 – 20,000	68	34%
20,001 – 30,000	44	22%
Above 30,000	40	20%
Total	200	100%

Observation: The above information shows that 120 respondents have no income, as they were students & housewives.

2. ANALYSIS OF RESEARCH SPECIFIC QUESTION

Measurement 1: Consumers' demand & loyalty

H_0: Celebrity endorsements don't have a positive impact on consumers' demand & loyalty.

H_1: Celebrity endorsements have a positive impact on consumers' demand & loyalty.

TABLE 2.1. CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	147	27	26
Proportion of Observed Frequency	0.735	0.135	0.13
Cumulative Observed Frequency Proportion (COFP)	0.735	0.87	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.405	0.21	0
Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/ √200 = 0.096			

Source: Author's Own Tabulation

Observation: As the calculated D-Value (0.405) is greater than the critical D-Value (0.096) therefore H_0 is rejected here in favor of alternative hypothesis which indicates that Celebrity endorsements have a positive impact on Consumers' demand and loyalty. In fact, looking at the proportion of Observed Frequency it can also be comment that more than 70% of the respondents are of the view that celebrity endorsement influences the pattern of consumer demand & loyalty.

Measurement 2.2.: Endorsement by celebrity Vs. anonymous individual

H_0: Endorsement by celebrities rather than an anonymous individual make no difference to the image of the brand.

H_2: Endorsement by celebrities rather than an anonymous individual makes differences to the image of the brand.

TABLE 2.2: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	160	13	27
Proportion of Observed Frequency	0.8	0.065	0.135
Cumulative Observed Frequency Proportion (COFP)	0.8	0.865	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.47	0.205	0
Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/ √200 = 0.096			

Source: Author's Own Tabulation

Observation: As, we can see the calculated D-Value (0.47) is greater than the critical D-Value (0.096) therefore H_0 is rejected here in favor of alternative hypothesis which indicates that Endorsement by celebrities rather than a less popular model or actors makes differences to the image of brand. In fact, looking at the proportion of Observed Frequency it can also be comment that 70% of the respondents are of the view that Endorsement by celebrities have influence on the image of the brand.

Measurement 2.3.: Upliftment of status

H_0: People doesn't purchase celebrity endorsed products to uplift their social status.

H_3: People purchase celebrity endorsed products to uplift their social status.

TABLE 2.3: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	107	53	40
Proportion of Observed Frequency	0.535	0.265	0.2
Cumulative Observed Frequency Proportion (COFP)	0.535	0.8	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.205	0.14	0
Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/ √200 = 0.096			

Source: Author's Own Tabulation

Observation: As the calculated D-Value (0.205) is greater than the critical D-Value (0.096) therefore H_0 is rejected here in favor of alternative hypothesis which indicates that people purchase celebrity endorsed products to improve their social status. In fact, looking at the proportion of Observed Frequency it can also be comment that more than 50% of the respondents are of the view that celebrity endorsed products influences their social status.

Measurement 2.4: Reliability of the confessed product's features

H_0: Features of the endorsed products confessed by the celebrities are not reliable to the consumers.

H_4: Features of the endorsed products confessed by the celebrities are reliable to the consumers.

TABLE 2.4: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	60	100	40
Proportion of Observed Frequency	0.3	0.5	0.2
Cumulative Observed Frequency Proportion (COFP)	0.3	0.8	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	-0.03	0.14	0
Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/ √200 = 0.096			

Source: Author's Own Tabulation

Observation: According to the KS One Sample Test, the calculated D-Value (0.14) is greater than the critical D-Value (0.096) therefore H_0 is rejected here in favor of alternative hypothesis which indicates that features of the endorsed products confessed by the celebrities are reliable to the consumers. But, on the other hand, if we give some concentration on the proportion of the Observed Frequency it is giving the opposite results, by showing that 50% of the respondents are of the view that features of the endorsed products confessed by the celebrities are not reliable to the consumers. But we are accepting the results given by KS One Sample Test & rejecting the Null Hypothesis.

Measurement 2.5: Celebrity endorsement in Social issues

H_0: Celebrity endorsement does not have a positive impact social issue

H_5: Celebrity endorsement has a positive impact social issue

TABLE 2.5: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	105	85	10
Proportion of Observed Frequency	0.53	0.42	0.05
Cumulative Observed Frequency Proportion (COFP)	0.53	0.95	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.20	0.29	0
Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/ √200 = 0.096			

Source: Author's Own Tabulation

Observation: According to the outcome of K-S One Sample test the calculated D-value (0.29) is greater than the critical D-Value (0.096) therefore H_0 is rejected here in favor of alternative hypothesis which indicates that apart from the commercial field celebrity endorsement on social issues also has a positive impact. Even the proportion of the observed frequency also reveals the same thought.

Measurement 2.6: Celebrity endorsement in Business vs. Social issues

H_0: Celebrity endorsement in business is not more influencing than the same in social issues

H_6: Celebrity endorsement in business is more influencing than the same in social issues

TABLE 2.6: CALCULATION OF K-S ONE SAMPLE TEST (where, n = 200 & level of significance = 0.05)

Particulars	Yes	No	Neutral
Observed Frequency	100	80	20
Proportion of Observed Frequency	0.5	0.4	0.1
Cumulative Observed Frequency Proportion (COFP)	0.5	0.9	1
Proportion of Expected Frequency	0.33	0.33	0.34
Cumulative Expected Frequency Proportion (CEFP)	0.33	0.66	1
Calculated D-Value = [COFP- CEFP]	0.17	0.24	0
Critical D-Value (level of significance 0.05) = 1.36/√n = 1.36/ √200 = 0.096			

Source: Author's Own Tabulation

Observation: According to the KS One Sample Test, the calculated D-Value (0.24) is greater than the critical D-Value (0.096) therefore H_0 is rejected here in favor of alternative hypothesis which indicates that Celebrity endorsement in business is more influencing upon the common people than the celebrity endorsement in social issues. In fact, if we look at the proportion of Observed Frequency it can also be said that 50% of the respondents are of the view that Celebrity endorsement in business is more influencing upon the common people than the celebrity endorsement in social issues.

CALCULATION OF YULE'S COEFFICIENT OF ASSOCIATION

[Where, A & B = Positive Attributes; α & β = Negative Attributes]

A= No. of respondents aware about the endorsements on various social issues by the celebrities.

α= No. of respondents do not aware about the endorsements on various social issues by the celebrities.

B= No. of respondents wants to accept those social matters endorsed by the celebrities in real life.

β= No. of respondents do not want to accept those social matters endorsed by the celebrities in real life.

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TABLE 3

No. of Respondents	A	α	Total
B	98	12	**110**
β	52	38	**90**
Total	**150**	**50**	**200**

Yule's Coefficient of Association (Q) = [{(AB * αβ) – (Aβ * αB)} / {(AB * αβ) + (Aβ * αB)}] = [{(98*38) – (52*12)} / {(98*38) + (52*12)}] = 0.71

Observation: According to the outcome of Yule's coefficient of association it can be observed that there is a more or less strong positive association between these two attributes i.e. awareness about the celebrity endorsements on various social issues and acceptance of those social matters endorsed by the celebrities in their real life. Besides this, in accordance with the survey outcome it can also be observed that only 26% of the total 200 respondents don't want to accept those social issues which are endorsed by celebrities in their real life though they are aware about the same. Out of total 200 respondents 6% respondents wants to accept those social issues endorsed by the celebrities and wants to bring a positive change in their life though they are not aware about that endorsements. But on the other hand, it can be noticed that 19% of the total respondents are not aware about the endorsements made by the celebrities on social issues and also don't want to accept the same in their real life. But on an overall basis it can be noticed that near about 50% of the total 200 respondents are aware about the celebrity endorsement on social issues and also want to accept those matters in their real life.

CONCLUSION

Celebrities have always been the easiest way for launching a new product or promoting an exist one and will remain to do so in the near future on account of their mass appeal and a world full of star stuck loyal fans who feels that celebrity endorsed products are more reliable and also raise their social status. It can say that the correct choice of a celebrity can surely increase sales as it can influence consumers' purchase behavior and positively affect their loyalty on brand, but when it comes to long term loyalty and impact on the brand, the effect is yet somewhat debatable because at the end, the product must deliver for customers, no matter who endorsed the product. In the age of slick advertising and mass media celebrities charge a huge amount to endorse a brand which comes to the common people in the form of high price of the product. Still celebrity endorsement is here to stay because it is a very effective tool to reach the target segment; it has a very high recall power and creates trust on the brand. But if any scandal attached with a celebrity endorsing any brand then it can create an adverse effect on the brand image. The Celebrities' accessibility, regional appeal factors, popularity, attractiveness, belief system are some other important platforms, which are raised during the study of the impact of celebrity endorsement on brands. Now a days this technique not only use to promote a brand, it is also use for building a social awareness which is highly acceptable to the common people and creates a positive effect. The outcome of this study also express that there is a positive association between the awareness of common people about the celebrity endorsement on social issues and the acceptance of those social matters in their real life. But comparing to the impact of celebrity endorsements on social issues with the endorsement on commercial field the findings of this study reveals that celebrity endorsement on commercial field is more effective than the same on social issues.

SUGGESTIONS

- Select appropriate approaches for advertising appeal. First, the company has to determine the type and attributes of the product instead of immediately emphasizing consumers' dependence on emotions. Companies needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisement.
- Carefully select and advertising spokesperson. Companies should carefully choose and evaluate a popular celebrity to promote their product. The costs and benefits achieved by a spokesperson for some product should be considered so the spokesperson could create maximum effects for the product.
- Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the college students. Young people are manipulated by advertisement promise that the product will do something special for them which will transform their life. Young are more serious about celebrities' beauty, reliability, honesty and trust. College students buying behavior are depending on the celebrity endorsement in compare to the adult. The manufactures should, therefore, take care to give all the information which would facilitate the college students in decision making process.

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