A STUDY ON CONSUMER ATTITUDE AND PERCEPTION ABOUT CELEBRITY ENDORSEMENT

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Abstract: Celebrity endorsement is a form of advertising campaign which involves well known persons using their name to help promote a product or service. Celebrity endorsement has been extensively used in present era despite of risk and cost involved with this technique of advertising. In India, celebrities are idolized as Gods and marketers have been trying their best to tap on this emotional connect of the people with the celebrities. Today, most of the popular brands are being endorsed by a famous personality either from film industry or sports arena. After reviewing the literature which gives significant inside for this research the study attempts to identify the perception and attitude of consumer towards celebrity endorsement and its effectiveness. For these purpose 100 college students of different discipline are selected and questionnaire was used to collected data. The main findings are Celebrity endorsement is the most important strategy for brand building. The positive score of semantic differential scale suggest that the respondents have positive attitude about celebrity endorsement and as far as effectiveness of celebrity endorsement is concern, 53% respondents said that celebrity endorsement is likely to influence their purchase intention, more Bollywood stars endorser are more effective than sports stars and female endorsers are more effective that male stars endorsers. The respondent perception about endorsed product quality is good (36% of total respondents) and product quality is average (55% of total respondents).

Keywords: Celebrity Endorsement, Attitude, Perception and Effectiveness of Celebrity Endorsement

INTRODUCTION

In today's market strategic brand positioning and effective communication are the keys to success where many brands compete in the same category for the market share. Companies are employing their maximum effort to promote their brands and occupy a long lasting image in the minds of the consumers. In India, television is the most popular and effective means of the mass communication. So, it is very important for the marketers to ensure that their marketing strategy stands out amongst the completion. That is the reason why Indian firms are investing millions of rupees on celebrity advertising.

Indians love their celebrities and blindly follow their suit. This has proved to be a boon for the marketers and celebrity endorsement is just getting better by the day. Celebrity endorsement becomes an important part of the marketing strategy. It is effective option for Indian marketers because of the heterogeneity of the Indian consumer base on their religion, traditions, value system and most importantly economic difference. Therefore, advertisers in

India emphasis a lot on brand recall and customer persuasion for differentiating their advertising campaigns from those of the competitors and for that celebrity endorsement is effective strategy.

One of the strongest celebrity endorser is cricketer Sachin Tendulkar who is a youth icon and endorses many successful brands like, Pepsi, Boost, Aviva Life Insurance, TVS, Britannia Biscuits, Visa, Airtel etc. Like, Shahrukh Khan, Amitabh Bachchan, Kareena Kapoor also have many brands in their kitties. The classic forms of celebrities like actors (Shahrukh khan, Amitabh Bachhan), models (John Abraham, Malaika Arora, Diya Mirza) Sports athletes (Sachin Tendulkar, Sania Mirza) entertainers (Barkha Dutt, Shekhar Suman) And Pop Stars (Mika, Dailer Mehndi) but also for less obvious groups like businessmen (ex Dhirubhai Ambani) or politicians (Laloo Prasad Yadav) Besides these there are fictional celebrities like Ronald McDonald, Fido dido, gattu, Amul Girl, Pillsbury doughboy and the like. It is a win – win situation for both the celebrities and the brands. However, the consumers are ones who are least benefitted as they end up paying more for the products.

The effectiveness of celebrity endorsement can be explained by the following advantages that are given on the overall brand.

- **Credibility:** Titan uses Amir Khan in his different types of communication to the public that their watches are as reliable and passionate as Amir is for films.
- **Attention:** Hrithik dancing on tune of "hide and sick" ad certainly helps to draw the attention of the target group by breaking the clutter of advertisements.
- **Higher Recall:** The first thing that comes to one's mind after seeing Sony laptop is Karina Kapoor. People tend to associate the personality of celebrity with the brand; thereby increases the brand's recall value.
- **Associative Benefit:** Lux has always used women celebrities and added punch line like
- "mujh Mei star jagaye."
- **Media Coverage:** media not only cover endorsing advertisement but also cover celebrity–company marriage for brand endorsement.

LITERATURE REVIEW

Bahram Ranjbarian, Zahra Shekarchizade, Zahra Momeni (2010) analyzes the celebrity endorser influence on attitude toward advertisements and brands. The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant effect on purchase intention.

Vipul Jain (2011) focuses on examining the perception of these Indian Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. 84% respondents were agreeing with the statement that celebrity endorsement motivate them to buy. 36% believed that celebrity endorsement was used to increases sales and profit and 70% belived that it helps in brand promotion.

Reshma Farhat & Dr. Bilal Mustafa Khan (2011) an attempt has been made to trace the effect of a celebrity on building a relationship in terms of congruity between the brand personality and consumer personality. The results proved that successful brand promotion needs congruency between the brand's and the endorser's personality, though it may be moderate.

Our research shows that congruence between a celebrity and a brand is an important concept, while considering the pre attitude toward the ad featuring a celebrity endorsing a brand.

Pradeep agrawal and Dr. S. K. Dubey (2012) study the celebrity endorsement as a link between brands and their customer to analyze role of celebrity endorsement in the process of brand building by taking appropriate examples from the advertising landscape. Result shows that Celebrity endorsement can be a goldmine or a minefield for a company's brand building process. Celebrity endorsement has worked well in some consumer segments while failing in others. Few celebrities have been more successful than those with almost parallel fame. So the role of celebrity endorsement in the advertising space is equivocal and cannot be seen as an assured strategic tool to win profits, market share, revenues, etc.

Objectives of the Study

- To know the consumer attitude and perception towards celebrity endorsement
- To know the effectiveness of celebrity endorsement
- To measure the attitude towards celebrity endorsement using semantic differential scale

Methodology

The study is an analytical one, based on collection of data from both primary and secondary sources. Primary data was collected from a well-structured questionnaire, secondary data was obtain from various books, journals, etc. a sample size of 100 respondents was considered for the present study, the data collection was done by convenience sampling method, i have used frequency analysis, t-test, cross tab & chi square test with help of SPSS software.

Data Analysis

Table: 1 Descriptive Statistics

Gender	Male	52
	Female	48
Age	19	8
	20	24
	21	26
	22	14
	23	22
	24	6
Education Stream	Engineering	21
	Management	53
	Commerce	26

One Sample t- Test for Semantic Differential Scale

Null Hypotheses (Ho): There is no significant difference between the calculated sample mean and hypothesized population mean (1.00). (Ho: x = μ = 1)

Alternative Hypothesis (H1): There is significant difference between calculated mean and hypothesized mean (1.00). (H1: x ≠ μ ≠ 1)

Significance level: Here test of hypothesis is at 95% confidence level i.e. the chance of occurring type 1 error is 5%.

Table: 2 One Sample t- Test

Statements		Test Value = 1				N = 100		
		t	df	Sig. (2-tailed)	Mean Difference	Mean	Std. Deviation	Std. Error Mean
1	Celebrity Endorsement is interesting	2.611	99	0.01	0.25	1.25	0.957	0.096
2	Celebrity Endorsement is pleasant	-3.536	99	0.001	-0.29	0.71	0.82	0.082
3	Celebrity Endorsement is likeable	0.591	99	0.556	0.05	1.05	0.845	0.085
4	Celebrity Endorsement is good	-3.518	99	0.001	-0.4	0.6	1.137	0.114
5	Celebrity Endorsement is useful	-7.648	99	0	-0.84	0.16	1.098	0.11
6	Celebrity Endorsement is appealing	-5.444	99	0	-0.57	0.43	1.047	0.105
7	Celebrity Endorsement is attractive	2.597	99	0.011	0.26	1.26	1.001	0.1

Inference: Here in above cases Null Hypothesis is accepted only in case of the statement one, three and seven because P value for the statement is greater than 0.05. And for rest all cases Null Hypothesis is rejected which means that for all other parameters there is significant difference between hypothesize mean and calculated mean.

Chi-Square Test for Independent of Gender and Response to the statement Bollywood Stars Endorsers are more effective than Sport Stars Endorsers

Null Hypotheses (Ho): The response to the statement "Bollywood stars endorsers are more effective than sport stars endorsers" is independent of gender.

Table: 3

Bollywood Stars Endorsers are more effective than Sport Stars Endorsers	Gender		Total
	Male	Female	
No	21	8	29
Yes	31	40	71
Total	52	48	100
Symmetric Measures	N = 100	Value	Approx. Sig.
Nominal by Nominal	Phi	0.261	0.009

Inference: Null hypothesis is rejected because the P value of the calculation is 0.009 which is less than 0.05. It is conclude that there is association between responses to the statement Bollywood stars endorsers is more effective than sport stars endorsers and gender.

One Sample t- Test:

Null Hypotheses (Ho): There is no significant difference between the calculated sample mean and hypothesized population mean (2.00). (Ho: x = μ = 2)

Alternative Hypothesis (H1): There is significant difference between calculated mean and hypothesized mean (2.00). (H1: x ≠ μ ≠ 2)

Significance level: Here test of hypothesis is at 95% confidence level i.e. the chance of occurring type 1 error is 5%.

Table: 4 One Sample t- Test

Statements		t	df	Sig. (2-tailed)	Mean Difference	Mean	Std. Deviation	Std. Error Mean
		Test Value = 1				N = 100		
1	Endorsed products are used by celebrity themselves.	7.909	99	0	0.97	2.97	1.226	0.123
2	Celebrity endorsement helps to recognize and recall brand promptly.	-1.096	99	0.276	-0.11	1.89	1.004	0.1
3	Celebrity endorsement holds power to influence you personally.	5.155	99	0	0.46	2.46	0.892	0.089

Inference: Here in above cases Null Hypothesis is accepted only in case of the statement two because test P value for the statement is greater than 0.05. And for rest all cases Null Hypothesis is rejected which means that for all other parameters there is significant difference between hypothesize mean and calculated mean.

Conclusion:

Celebrity endorsement is the most important strategy for brand building. The positive score of semantic differential scale suggest that the respondents have positive attitude about celebrity endorsement and as far as effectiveness of celebrity endorsement is concern, 53% respondents said that celebrity endorsement is likely to influence their purchase intention, more Bollywood stars endorser are more effective than sports stars and female endorsers are more effective that male stars endorsers. The respondent perception about endorsed product

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