

**A study on the relationship between the gender with regard to celebrity characteristics, their image relevance and impact on the product and the consumer attitude towards them.**

**Dr.N.Muthukumar,**

Professor, Dean & Head of the Department,  
Department Of Business Administration,  
Malla Reddy College of engineering  
Hyderabad

**Dr.S. Yavanarani**

Associate Professor,  
Acharya Bangalore B School, Bengaluru

**Dr.Jyoti Mishra**

Associate Professor, MITCOM, MIT,  
ADT University, Pune

**Dr.V.Geetha,**

Assistant Professor,  
MannarThirumalaiNaicker College, Madurai

**ABSTRACT;**

The aim of the study was to identify whether the gender as a customer has any impact or relationship with the celebrity characteristics, celebrity image match with the product, consumer attitudes towards celebrities, and the purchase intention created by celebrities. In previous studies also the researcher identifies that the female likes the female celebrity and those endorsed feminine products. In this research, the researcher used descriptive research design. In this research, a well-structured questionnaire and interview schedule are used to collect the primary data from 546 respondents in Virudhunagar district. In this research, the researcher has collected data from 285 male and 261 female. Stratified Random sampling was used for selecting samples from the universe. The researcher applied t-test to analyze the data. The researcher identifies that, Based on the mean score, females are found to be more easily impacted by celebrities than males. In addition to that females are found to be more influenced by the Overall Image of individual celebrities than males.

**KEYWORDS: Advertisement, Celebrity Endorsement, Consumer Attitude, Purchase Intention**

## 1. INTRODUCTION:

Companies spend huge sums of money to line up their brands and themselves with celebrity endorsers. Make use of celebrities in advertising is not a new occurrence and evidence of early case studies exists (Kamins, 1989). Using a celebrity in advertising is therefore likely to positively affect consumers' brand attitudes and purchase intentions. According to Friedman and Friedman (1979) and Hunter (2009), a celebrity is an individual who is openly known such as actors, sports stars, entertainers, for their personal achievements and has an impact on the overall public consciousness. Gabler (2001) initiates the concept of "human entertainment", by which he means that a celebrity is not just an entertainer somewhat a person who by the process of living provides general entertainment for us. The current literature on consumer behavior within marketing have discussed some differences that arise due to the gender and age of the consumer. Kotler, Armstrong, Harris and Piercy (2013) identify these two factors as possible parts in segmenting and targeting a market among marketers. As a result, these differences should be accounted for in celebrity endorsement as well. With they vary in age, they claim that wants and needs of a consumer will also vary. Today, practitioners repeatedly use life-cycle stages in its place in a mere age where they develop suitable strategies and marketing plans to target each generational cycle (Kotler et al., 2013). When it comes to the facet of gender it is well recommended that practitioners have to further look into this by claiming that there is a difference between genders in the view of endorsers, which influences the purchase behaviour of the consumer (Peetz, Parks & Spencer, 2004).

## 2. REVIEW OF LITERATURE

Baker and Churchill (1977) have recommended that the gender and the physical attractiveness of an advertisement model control people's evaluations of the aesthetic qualities of the advertisement and are consequently important determinants of the attention-getting value of the advertisement and the subjects' liking of the advertisement and, finally, of the product.

Aggarwal and Dang (2009) have initiated to study the title examining celebrity expertise and advertising effectiveness in India. The study investigates the difference between expert versus

non-expert celebrity impacts the advertisements and brand evaluation and purchase intention for an expertise related product. The sample size for this study consisted of 114 male and female postgraduate management students with the age range from 22-25. Each subject was exposed to one of the two types of celebrity endorsement expert or non-expert in business magazines. The outcome concludes that using an expert celebrity for endorsement of a product would show the way to a consumer to perceive an advertisement in an optimistic manner. And it is found that an optimistic result of the expert celebrity endorsement is seen only for attitude towards the advertisement but not for brand attitude and purchase intention.

Mishra and Dhar have stated out that male adolescents perception of female celebrities attractiveness, trustworthiness, and expertise is considerably higher in contrast to their perception of male celebrity. This study focuses on exploring the differences among young people perception about the effectiveness of male and female celebrities. In this research, random sample technique is used and data are collected from 200 respondents from the average age of 16 years from male adolescence and 15 years from female adolescents. In data collection, a consistent scale developed by Ohanian (1991) is used to measure celebrity endorsement effectiveness of three dimensions namely attractiveness, trustworthiness and expertise. Four celebrities are chosen for this study Shahrukh Khan, Amir Khan, among males and Kajol and Aishwarya Rai among female featuring advertisements of various brands of soft drinks.

Stern et al. (1993) narrated the concept of whether a product, just like a person, has a gender. What they identified was that most products and also an assortment of services have a gender. Thus the researcher argues that products can be sex-typed as either masculine or feminine and that a person's consumption behavior is reliable with their gender identity, thus connotation that a person does not feel at ease using products or services which are not seemed to be made for their gender (Stern et al., 1993). Fugate and Philips (2010) state that a person's gender identity is one's most significant communal identity, thus meaning that our gender is very important in how we see things and how we act in social contexts. The researcher stated that people purchase products not only for the practicality of using it but somewhat due to that the product reflects the self-concept of the purchaser's individualism. When it comes to gender stereotypical products there are researchers that have been trying to classify what the gender of different products are. Recommendation for male stereotypical products are car, lawnmower and beer; female

stereotypical products would be a maxi pad, shampoo, deodorant and hairspray (Fugate & Philips, 2010; Klassen, Jane & Schwartz, 1993; Hong & Toner, 1989).

### **3. Research methodology**

#### **3.1 Objectives**

1. To study the relationship between gender with regard to celebrity characteristics.
2. To study the relationship between celebrity image match with the product, consumer attitudes towards celebrities, and the purchase intention created by celebrities.

#### **3.2 HYPOTHESIS TESTING**

1. There is no significant difference between males and females with regard to celebrity characteristics, celebrity image match with the product, consumer attitudes towards celebrities, and the purchase intention created by celebrities.

#### **3.3 Methodology**

In this research, the researcher used descriptive research design. Since this study attempts to study the relationship between genders with regard to celebrity characteristics, celebrity image matches with the product, consumer attitudes towards celebrities, and the purchase intention created by celebrities. In this research, a well-structured questionnaire and interview schedule are used to collect the primary data from 546 respondents in Virudhunagar district. In this research, the researcher has collected data from 285 male and 261 female. Stratified Random sampling was used for selecting samples from the universe. The people who are viewing television advertisement in Virudhunagar district and the age between 15 to 35 are considered as the sampling unit. The SPSS 16 (statistical package for social science) is used for analyzing the data in this research work. The statistical tools applied to the analysis is t-test.

#### 4. ANALYSIS AND INTERPRETATION

Null hypothesis: There is no significant difference between males and females with regard to celebrity characteristics, celebrity image match with the product, consumer attitudes towards celebrities, and the purchase intention created by celebrities.

Table.1 Student's t-test for significant difference between males and females with regard to celebrity's characteristics, celebrity image match with the product, consumer attitudes towards celebrities, and purchase intention created by celebrities

| Dimension of Celebrity Endorsement       | Gender |       |        |       |         |         |
|------------------------------------------|--------|-------|--------|-------|---------|---------|
|                                          | Male   |       | Female |       | t value | p-value |
|                                          | Mean   | SD    | Mean   | SD    |         |         |
| Physical Attraction                      | 84.56  | 13.57 | 85.36  | 15.22 | 0.651   | 0.515   |
| Trustworthiness                          | 78.15  | 15.29 | 79.30  | 16.13 | 0.854   | 0.394   |
| Expertise                                | 76.46  | 14.67 | 77.86  | 15.07 | 1.101   | 0.271   |
| Meaningfulness                           | 75.89  | 15.45 | 77.77  | 15.83 | 1.406   | 0.16    |
| Likeability                              | 77.64  | 16.06 | 78.22  | 15.95 | 0.423   | 0.673   |
| <b>Overall Celebrity Characteristics</b> | 394.16 | 59.86 | 397.19 | 62.57 | 0.579   | 0.563   |
| Overall Recall Ability                   | 9.45   | 7.15  | 10.47  | 7.46  | 1.629   | 0.104   |
| Image of movie stars                     | 29.05  | 4.86  | 29.76  | 5.79  | 1.563   | 0.119   |
| Image of sports stars                    | 22.12  | 5.98  | 22.47  | 5.63  | 0.706   | 0.48    |
| Advertising models - Image               | 26.47  | 5.98  | 27.36  | 6.35  | 1.68    | 0.094   |

|                                                                                                 |        |       |        |       |       |         |
|-------------------------------------------------------------------------------------------------|--------|-------|--------|-------|-------|---------|
| <b>Overall Image of movie stars, sports stars, and advertising models.</b>                      | 77.64  | 12.46 | 79.59  | 13.09 | 1.785 | 0.075   |
| <b>Overall image of individual celebrities</b>                                                  | 93.61  | 15.84 | 97.86  | 16.83 | 3.037 | 0.003** |
| Attention gaining                                                                               | 97.38  | 16.76 | 98.64  | 18.89 | 0.827 | 0.409   |
| Likeability                                                                                     | 92.04  | 16.06 | 93.94  | 17.74 | 1.319 | 0.188   |
| Entertaining ability                                                                            | 89.65  | 15.20 | 91.95  | 17.41 | 1.653 | 0.099   |
| Impactful                                                                                       | 87.91  | 15.49 | 90.61  | 16.69 | 1.961 | 0.050*  |
| Convincing ability                                                                              | 87.37  | 16.44 | 90.13  | 17.31 | 1.915 | 0.056   |
| Believability                                                                                   | 86.55  | 18.39 | 88.31  | 18.56 | 1.114 | 0.266   |
| <b>Overall attitudes of consumers</b>                                                           | 540.89 | 87.34 | 553.59 | 94.75 | 1.63  | 0.104   |
| Purchase Intention created by movie stars                                                       | 29.05  | 5.82  | 29.66  | 6.75  | 1.147 | 0.252   |
| Purchase Intention created by sports stars                                                      | 22.49  | 6.11  | 22.46  | 6.48  | 0.051 | 0.959   |
| Purchase Intention created by advertising models                                                | 25.96  | 6.38  | 25.98  | 6.98  | 0.027 | 0.978   |
| <b>Overall Purchase Intention created by movie stars, sports stars, and advertising models.</b> | 77.50  | 13.57 | 78.10  | 15.35 | 0.489 | 0.625   |

|                                                                     |       |       |       |       |       |       |
|---------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|
| <b>Overall Purchase Intention created by individual celebrities</b> | 94.24 | 16.18 | 94.35 | 17.91 | 0.078 | 0.938 |
|---------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|

Note: 1. \*\*denotes significance at the 1-% level”.

2. \*denotes significance at the 5-% level.

There is no significant difference between the sexes with regard to Overall Celebrity Characteristics, which includes Physical attraction, Trustworthiness, Expertise, Meaningfulness, and Likeability. The Overall recall ability too is not significantly different between males and females.

As far as the overall images of celebrities are concerned, there are no significant differences between the sexes. The overall images of celebrities are found by combining the images of movie stars, sports stars, and advertising models.

With the exception of Impactful, all other attitude factors, such as Attention Gaining, Likeability, Entertaining Ability, Convincing Ability, and Believability are not significantly different between males and females.

In respect of purchase intention created by movie stars, sports stars and advertising models, there is no significant difference between the sexes.

In the case of Overall Purchase Intention created by individual celebrities too, there is no significant difference between males and females. Since the p-value is greater than 0.05, the difference is not significant at the 5-% level.

As far as Overall Purchase Intention created by movie stars, sports stars and advertising models are concerned, no significant differences are seen between single and married respondents. The same is true of Overall Purchase Intention created by individual celebrities. Since the p- value is greater than 0.05, the difference is not significant at the 5-% level.

## 5. DISCUSSION AND CONCLUSION

Since the p-value is less than 0.01, the null hypothesis is rejected at the 1 % level of significance with regard to the overall image of individual celebrities. Hence, there is a significant difference between the sexes in regard to this dimension of celebrity endorsement. Based on the mean score, females are found to be more influenced by the Overall Image of individual celebrities than males.

Since the p-value is less than 0.05, the null hypothesis is rejected at the 5 % level of significance with regard to attitudes towards Impactful. Hence, there is a significant difference between the sexes in regard to attitudes of consumers towards Impactful. Based on the mean score, females are found to be more easily impacted by celebrities than males.

Hence, in this study, it is found that there is a difference between gender and overall image of individual celebrities because female like female celebrity those endorsed few products like Silk Sari, Jewellery, Toiletry Soap, Soft drinks, Health Drinks and Nighties. And male like male celebrity those endorsed Toothpastes and Dhotis. There is a direct relationship between the consumer gender, product gender and the gender of the celebrity endorser. In this research, it is found that female preference to purchase female gender product that is endorsed by the female celebrity.

## 6. IMPLICATION OF THE STUDY:

The present findings provide wider implications for advertisers as well as marketing practitioners. While selecting the celebrity to endorse product the advertiser and the marketers are very careful. As per the findings in the research, the marketing practitioner selects the female celebrity for female products like jewellery, silksaree, shampoo, deodorant, toiletry soap, female apparel, household articles, talcum powder, etc... if the marketer select male celebrity for feminine products the consumer purchase intention will be low

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