

Consumer Perception on Celebrity Endorsement Towards Consumer Products in Coimbatore

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Abstract

Celebrity endorsement of a company's product and its value has larger impact because celebrities have the potential to cover a wide range of present and future consumers. The benefits of celebrity endorsement is having a product that the endorser likes and utilizes and incorporates into their lifestyle as well as having some knowledge about the product. Therefore, the study conducted to understand whether the perception of the consumers is purely based on celebrity endorsement, hence, a comparison of the demographic characteristics of the consumers with their perception towards celebrity endorsement is measured.

Key Words: Celebrity, endorsement, perception, etc.,.

1. Introduction

Celebrity, a famous person who enjoys the public recognition by a large number of people and enjoys a high degree of public awareness, having different attributes like beauty, attractiveness, extraordinary life style or special skills. A celebrity endorser is an individual who is known to the public for his or her achievement in the areas other than that of the product class endorsed. Celebrity endorsements of a company's product and its value have larger impact because celebrities have the potential to cover a wide range of present and future consumers. The benefits of celebrity endorsement is having a product that the endorser likes and utilizes and incorporates into their lifestyle as well as having some knowledge about the product.

According to Seno and Lukas (2007), Celebrities are very much helpful for market promotion than other type of endorsers such as the company manager, distinctive consumer and other qualified experts. Companies hold great control over created spokesperson since they build up special characters. They can build their characters which are unflinching with their brands and target audience, and ensure that these characters are fully endorsing only one particular product (Tom, et al. 1992). On the opposing, companies hold inadequate control over the celebrity endorsers, since they have created their public character themselves over the years. Previous research studies (Atkin and Block 1983; Petty et al. 1983; Ohanian 1991) on celebrity endorsement reveals that celebrity endorsers created more positive impact towards advertising, sales promotional measures and purchase intentions than a non-celebrity endorser. On the contrary of above view, Mehta (1994) analyzed that there exist no major difference on impact towards advertising, brand and purchase intention of consumer on endorsed brand among celebrity and non-celebrity endorsements. But, differences were found in cognitive responses generated by respondents.

2. Literature Review

Tripp C Jensen T.D and Carlson L. (1994) viewed that how consumers trust the celebrity endorser to be value , when a celebrity endorses one or two products it is significantly more trustworthy than a celebrity who endorses even more products in the market. Hence he states that multiple endorsement programs by a single celebrity brings the chances more negative effect on the consumers.

Daneshvary and Schwer (2000) analysed the relation of customers towards the celebrity endorsement or endorser, if a company wants a consumer to associate to an endorsed product it is important to choose an endorser who uses the product and where that use is a reflection of professional skill.

M. Gayathri Devi and Dr. C. Ramanigopal (2010) stated that Celebrity endorsement has a positive or a negative impact on the consumer buying behaviour. These days customers are becoming more demanding. Their expectations are continuously rising while marketers are continuing their efforts to meet them (Alsmadi, Sami, 2006).

3. Statement of the Problem

Celebrity endorsement for market propagation in India started in the late 1980s, Whether it was a film star or a television actor or a famous sports person. Everyone started exploring into the new territory of product endorsement. This type of propagation not only earned respect in the market but was also giving them a timely opportunity to bind to their fans in a different way. When the celebrities are in their peak, the advertisements they perform reach the public positively, whereas, on the other hand, when any negative remark shall turn the situation vice-versa. Therefore, it is important for the celebrity to maintain credibility and congruence to elevate the perception of the consumers to enhance the sales of the product they endorse in the market. Therefore, the study conducted to understand whether the perception of the consumers is purely based on celebrity endorsement, hence, a comparison of the demographic characteristics of the consumers with their perception towards celebrity endorsement is a measure.

4. Objectives of the Study

1. To analyze the media of awareness of consumers towards Celebrity Endorsement
2. To examine the perception of consumers towards celebrity endorsement.

5. Methodology

The present study is on “Perception of Consumers towards Celebrity Endorsement for consumer products in Coimbatore”. The study used both primary and secondary data. Convenient sampling method was used for the study. Data collection was done circulating the questionnaire to 600 respondents in the city limits of Coimbatore. Statistical tools such as Percentage Analysis, Garrett Ranking Method and Chi-Square Test are used.

6. Limitations of the Study

The study covers only Coimbatore district. The study covers only consumer's opinion.

Results of Analysis

Age of the Respondents

Age	Frequency	Percent
Below 25	128	21.3
25 to 40 years	172	28.7
40 to 55 years	115	19.2
Above 55 years	185	30.8
Total	600	100.0

Source: Primary Data

It is clear that maximum (30.8%) of the respondents are above 55 years of age, while 28.7% of the respondents are in the age group of 25 to 40 years, 21.3% of the respondents are in the age below 25 years and the remaining 19.2% of the respondents are in the age group between 40 and 55 years.

Gender of the Respondents

Gender	Frequency	Percent
Male	279	46.5
Female	321	53.5
Total	600	100.0

Source: Primary Data

It is understood that 53.5% are female and 46.5% are male.

Educational Qualification of the Respondents

Educational Qualification	Frequency	Percent
School Level	17	2.8
Under Graduate	66	11.0
Post Graduate	159	26.5
Professional Course	194	32.3
Others	164	27.3
Total	600	100.0

Source: Primary Data

It is understood that maximum (32.3%) of the respondents are professionally qualified, while, 26.5% of the respondents are post graduates, 27.3% of the respondents are having other qualifications, 11% of the respondents are under graduates and the remaining 2.8% of the respondents studied upto school level.

Occupation of the Respondents

Occupation	Frequency	Percent
Government Employee	79	13.2
Private Employee	242	40.3
Business	167	27.8
Home Maker	27	4.5
Others	85	14.2
Total	600	100.0

Source: Primary Data

It is evident that less than half (40.3%) of the respondents are employed in private sector, while 27.8% of the respondents are conducting their own business, 14.2% of the respondents have other source of occupation, 13.2% of the respondents are engaged in Government Sector and only 4.5% of the respondents are not employed (Home makers).

Monthly Income of the Respondents

Income	Frequency	Percent
Upto Rs.200000	74	12.3
Rs.200000 to 400000	228	38.0
Rs.400000 to 600000	130	21.7
Above Rs.600000	168	28.0
Total	600	100.0

Source: Primary Data

It is understood that maximum (38%) of the respondents are having income between Rs.200000 to Rs.400000, while 28% of the respondents are having income above Rs.600000, 21.7% of the respondents are having an income of Rs.400000 and Rs.600000 and the remaining 12.3% of the respondents are having income upto Rs.200000.

Garrett Ranking of the Consumers on Media of Awareness

Media of Awareness	Garrett Score	Garrett Mean	Garrett Rank
Electronic Media (Television / Internet / Mobile, etc.)	34966.6	69.93	1
Newspapers / Magazines	21149.52	42.30	4
Radio and FM	26716.38	53.43	3
Friends, Relatives, etc.	28816.44	57.63	2
Posters / Hoardings	17899.49	35.80	6
Others (Colleagues / Neighbours / etc.)	20449.89	40.90	5

Source: Primary Data

Maximum of the respondents are aware about celebrity endorsement was through Electronic Media (Television/Internet/Mobile, etc.) with the mean of 69.93, followed by the second rank for the statement Friends and Relatives with the mean score of 57.63, third rank was towards Radio and FM with the mean score of 53.43, fourth rank for the statement Newspaper/Magazines with the mean score of 42.30, fifth rank was for the statement Colleagues/Neighbours with the mean score of 40.90 and finally, the least rank was for the statement Posters/Hoardings with the mean score of 35.80.

Chi-Square Test

Relationship between Demographic Variables and Consumer Perception Towards

Celebrity Endorsement

Demographic Variables	Value	Df	Sig.
Age	2.637	6	0.853
Gender	7.727	2	0.021
Marital Status	0.627	2	0.731
Educational Qualification	6.745	8	0.564
Occupation	2.726	8	0.950
Monthly Income	1.659	6	0.948

Source: Computed

- It is clear from the Chi-Square test that the calculated chi-square value (2.637, Sig.0.853) is less than the table value (12.592) to accept the null hypothesis between Age and Consumer Perception on Celebrity Endorsement.
- It is understood from the Chi-Square test that the calculated chi-square value (7.727, Sig.0.021) is more than the table value (5.991) to reject the null hypothesis between Gender and Consumer Perception on Celebrity Endorsement.
- It is evident from the Chi-Square test that the calculated chi-square value (0.627, Sig.0.736) is less than the table value (5.991) to accept the null hypothesis between Marital Status and Consumer Perception on Celebrity Endorsement.
- It is clear from the Chi-Square test that the calculated chi-square value (6.745, Sig.0.564) is less than the table value (15.508) to accept the null hypothesis between Educational Qualification and Consumer Perception on Celebrity Endorsement.
- It is understood from the Chi-Square test that the calculated chi-square value (2.726, Sig.0.950) is less than the table value (15.508) to accept the null hypothesis between Occupation and Consumer Perception on Celebrity Endorsement.
- It is observed from the Chi-Square test that the calculated chi-square value (1.659, Sig.0.948) is less than the table value (12.592) to accept the null hypothesis between Monthly Income and Consumer Perception on Celebrity Endorsement.

Summary of the Results

- It is clear that maximum (30.8%) of the respondents are above 55 years of age. While most (53.5%) of the respondents are female and majority (77.3%) of the respondents are married. It is also understood that maximum (32.3%) of the respondents are professionally qualified while, less than half (40.3%) of the respondents are employed in private sector and maximum of the respondents are having income between Rs.200000 to Rs.400000.
- It is clear that the respondents awareness for celebrity endorsement was through Electronic Media (Television/Internet/Mobile, etc.) and the least rank was for the statement Posters / Hoardings.
- It is found that the demographic characteristics of the consumers such as age, gender, marital status, educational qualification, occupation and monthly incomes which are the independent variables were measured to find the relationship with their Perception on Celebrity Endorsement towards Consumer Products which showed that except gender all the other demographics had accepted the null hypothesis meaning that the perception have no significant effect on the demographics of the consumers.

7. Suggestions

It is evident from the study that electronic media have more impact to create higher level of awareness among the consumers induced to purchase celebrity endorsed consumer goods. However, when examining the relationship between demographic variables and perception towards celebrity endorsement except gender all the variables such as age, marital status, education, occupation and income were all found to be insignificant which means that the celebrity endorsement among consumers are not having significant influence which needed immediate attention from the policy makers to improve the quality and standards of the advertisement and also bring in popular celebrity with well planned theme along with eye catching presentation that can attract the consumers to opt the product due the favorite endorsement of their celebrity.

8. Conclusion

It is concluded that the advertisement companies and also the consumer product manufacturers shall work together to sharpen their ideas to achieve the expected level of perception that reach the public towards celebrity endorsement.

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