



A Study of Celebrity Endorsement With Special Reference to Buying Behavior at Jaipur City

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ABSTRACT

Celebrity endorsement advertising aims to achieve a favorable impact on brand image. Advertisement is a communication whose purpose is to inform potential customers about products and services and how to use and obtain them. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, and internet. This paper aims at studying the factors of celebrity endorsements which governs the buying behavior with respect to Jaipur region. Celebrity endorsement seems to be the latest and majorly used technique by marketers these days. The paper has thrown light on such factors and has detailed the same.

KEYWORDS : advertising, celebrity endorsement, marketing

Introduction

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness. Glaring truth about Indian advertising and marketing thought - its consuming obsession with everything Bollywood. Plenty has been said of Bollywood celebrity endorsers and the frequency with which they are snapped up by eager marketers. Agency folk never cease to marvel at the way clients, often with extended family in tow, troop up for shoots involving Bollywood celebrities.

In this jet age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. but even then, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Thus, it can be said that within a society, celebrities generally differ from the common people and enjoy a high degree of public awareness.

Literature Review

Peter L. Wright (1974), in his research paper "Analyzing Media Effects on Advertising Responses" analyzed that the medium which advertising information is transmitted is one of the most basic components of the communication environment. However, if the form of transmission and communication shapes the nature of response, media effects become quite interesting. This article discussed issues in studying media effects and demonstrated a procedural development for measuring and analyzing communication response.

Christina Schlecht (2003) examines the relationship between celebrity endorsements and brands, by applying a selection of widely accepted principles of how consumers' brand attitudes and preferences can be positively influenced. Thereby the concepts of source credibility and attractiveness, the match-up hypothesis, the meaning transfer model and the principles of multiple product and celebrity endorsement were used. A brief assessment of the current market situation indicates, that celebrity endorsement advertising strategies can under the right circumstances indeed justify the high costs associated with this form of advertising. Several failures show, it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement.

Objectives of the study-

- To study the factors of celebrity endorsement that affects in improving advertising effectiveness.
- To analyze the factors of celebrity endorsement that affects the most in improving advertising effectiveness.

Research Methodology- Hypothesis-

H_0 : There is no significant effect of celebrity endorsement in improving the Advertising Effectiveness. H_1 : There is a significant effect of celebrity endorsement in improving the Advertising Effectiveness.

Data Collection- A structured Questionnaire was used to collect the data from 100 respondents of Jaipur city. These data was collected from the customers above 18 years of age. Advertising is an important tool of promoting a product. In the product promotion what affects the most to the customers is the way it is advertised in media. Celebrity is the icon of the customers.

Data Analysis- The study is based on the primary as well as secondary data. The questionnaire consists of two sections. The first part consists of the demographic profile of the customer like age, gender, marital status, educational status, occupation, monthly income, no. of family members etc. The second part consists of the questions related to the topic that is the effect of celebrity endorsement in improving the Advertising Effectiveness. 15 questions were asked to the respondents to get the response to analyze the effect of celebrity endorsement in advertising effectiveness. The respondents were asked to rank the statements on a 5-point likert scale. The questions were asked on the basis of strongly disagree, disagree, neutral, agree and strongly agree. Factor analysis was carried out to identify the factors of celebrity endorsement that affects the Advertising effectiveness. SPSS 16.0 was used for the analysis.

Results and Interpretation- The result drawn from the above study is as follows-

Reliability Measurement- Table 1

Reliability Statistics	
Cronbach's Alpha	No. of Items
.778	15

Cronbach's Alpha is the most widely used measure of reliability, which assesses the consistency of a scale. The generally agreed upon lower limit for Cronbach's Alpha is 0.7, although it may decrease to 0.60 in exploratory research. Table 1 shows that the variables used resulted in a Cronbach's Alpha value of 0.778 which is greater than 0.7, thus, establish the reliability of the scale.

Kaiser-Mayer Olkin Measure of Sampling Adequacy & Bartlett's Test of Sphericity- Table 2

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.699
Bartlett's Test of Sphericity	546.142
Df	105
Sig.	.000

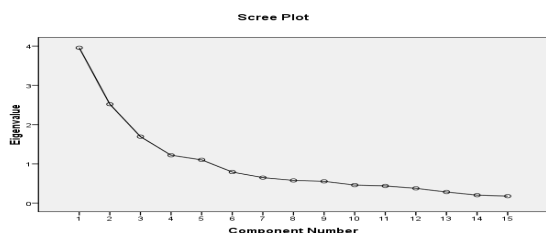
KMO measure of sampling adequacy is an index used to test the data is appropriate to apply Factor Analysis. The minimum required KMO is 0.5. The index for this data is 0.699 & chi-square statistics is significant

(0.000 < 0.05), concluding that the factor analysis was appropriate.

Table 3
Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.958	26.384	26.384	3.958	26.384	26.384	2.540	16.933	16.933
2	2.520	16.802	43.186	2.520	16.802	43.186	2.376	15.839	32.772
3	1.694	11.293	54.479	1.694	11.293	54.479	2.361	15.742	48.515
4	1.220	8.132	62.611	1.220	8.132	62.611	1.929	12.862	61.377
5	1.103	7.350	69.961	1.103	7.350	69.961	1.288	8.584	69.961

Extraction Method: Principal Component Analysis.



The Scree Plot- Figure 1

Total Variance Explained-

This output gives the variance explained by the initial solution. Table 3 gives the total variance contributed by each component. As shown in the table 3, there are five components which contributed in the total variance of the factors. It may be noted that the percentage of total variances is the highest for the first factor & it decreases thereafter. It is also clear from this table that there are total three distinct factors for the given set of variables.

We may note that the percentage of total variance contributed by the first component is 26.384, by second component is 16.802, by third component is 11.293, by fourth component is 8.132 and by fifth component is 7.350. The table shows the total variance explained by the factors or components. As we can observe that the percentage of variance and the cumulative percentage remains the same. This values decreases thereafter. After rotation, only the relative value of Eigen value has changed, the cumulative % remains the same. And this is the case with all the three parts-

The Scree plot gives the number of factors against the Eigen values, & helps to determine the optimal number of factors. The factors having the steep slope indicate that larger percentage of total variance is explained by that factor.

The shallow slope indicates that the contribution to total variance is less. In the above plot, the first five factors have steep slope & later on the slope is shallow. It may be noted from the above plot that the number of factors for Eigen value greater than one are five. Hence, ideal number of factors is 5.

Factor Analysis-

Factor analysis carried out as, Rotated Component Matrix, converged in 6 iterations. 15 variables were reduced to 5 factors which were as follows:

Table 5
Factor Analysis Table

Factor Name	Statements	Factor Loading
Celebrity Credibility	Celebrity endorsement helps in brand promotion	.873
	Celebrity endorsing is the motivating factor when you plan to buy a product.	.785
	You think brand is a good fit for celebrity to endorse.	.775
	These ads aware us about fashion style and what to buy to look decent.	.551

Purchase Intention	I am more likely to purchase a product if it is being advertised by a celebrity that I like or admire.	.866
	You pay more for a product which is advertised by a celebrity endorser.	.861
	You believe that product specifically advertised by the celebrities is of good quality.	.714
	Celebrity is the most persuading factor to purchase the product.	.427
Celebrity Awareness	Ads represent a true picture of the product advertised.	.814
	These ads aware us which features of the product are important.	.779
	You believe that celebrity use the product based on TV ads.	.696
Celebrity Trustworthiness	Your purchase decision is influenced by TV advertisement always.	.887
	You ever participated in ad contest.	.787
Celebrity Attractiveness	T.V. ads have more retentions than Newspaper ads.	.784
	The presences of celebrities' in an advertisement encourage you to purchase a product.	.626

Factor 1: Celebrity Credibility (Total Factor Load: 2.984)

First factor is **Celebrity Credibility (2.984)**. This factor was constituted of Celebrity endorsement helps in brand promotion (.873). Celebrity endorsing is the motivating factor when you plan to buy a product. (.785). You think brand is a good fit for celebrity to endorse. (.775). These ads aware us of the latest fashion style and what should we wear to look decent. (.551) This indicates that the customer believes the celebrities endorsement for a particular product and is motivated to buy the product.

Factor 2: Purchase Intention (Total Factor Load: 2.868)

Second factor is **Purchase Intention (2.868)**. This factor was constituted of I am more likely to purchase a product if it is being advertised by a celebrity that I like or admire. (.866). You pay more for a product which is advertised by a celebrity endorser. (.861). You believe that product specifically advertised by the celebrities is of good quality. (.714), Celebrity is the most persuading factor to purchase the product (.427). This factor indicates that celebrity matters a lot while purchasing a product. The purchase intentions become very strong and positive if the product is advertised by a particular celebrity.

Factor 3: Celebrity Awareness (Total Factor Load: 2.289)

Third factor is **Celebrity Awareness (2.289)**. This factor was constituted of the ads represent a true picture of the product advertised. (.814) These ads aware us of which features of the product are important. (.635). You believe that celebrity use the product based on TV ads. (.696). This indicates that the celebrities make the customer understand what to buy and what not. It makes the customer aware of the features and forms of the product which is advertised in the media.

Factor 4: Celebrity Trustworthiness**(Total Factor Load: 1.674)**

Fourth factor is **Celebrity Trustworthiness (1.674)**. This factor was constituted of your purchase decision is influenced by TV advertisement always. (.887). You are influenced by the message or the content given by a celebrity. (.787). This indicates that the customer has a trust on the celebrity's involvement in the product and he believes that whatever is conveyed by a celebrity is true in its context.

Factor 5: Celebrity Attractiveness**(Total factor Load: 1.41)**

Fifth factor is **Celebrity Attractiveness (1.41)**. This factor was constituted of T.V. ads have more retentions than Newspaper ads. (.784) The presences of celebrities' in an advertisement encourage you to purchase a product. (.626). This factor indicates that the celebrity attracts the customers towards a particular product and fascinates them to buy it.

Suggestions

A limitation of this research is that the data has been taken from Jaipur city only. Although 100 is a significant number of respondents but since all were working respondents, so the results may represent a certain sect of society. The results might be different or diversified, had the study been conducted group wise, as on, students, professionals, non-working, etc. However, research has no limit and there is a room for extensive research in this regard in future. Since the results of this study are positive, another area of research can be impact and efficacy of media on its viewers with respect to marketing products

Conclusion

It is concluded from the study that Advertising is something that helps in Marketing and Creating in Brand image, because it reaches to millions of peoples and places in their own languages. Celebrity endorsement uses the power of advertisement and the factors affecting the Advertising Effectiveness proved that the endorsement of the celebrity in advertisement is very effective and plays a very important role in the field of Media. The research was based on people at different education levels like graduate, post graduate, under graduate and the result is positive towards the celebrity endorsement. This research study further provides better scope for doing research study in the field of Advertising.

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