

A Comparative Study on the Perception of Celebrity Endorsement, Brand Congruency and Attitude towards Advertisement on the Buying Behaviour in Durable and Non-Durable Goods

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ABSTRACT

The practice of celebrity endorsements has experienced a tremendous growth over the last few years has become a multi-million industry. Marketers endorsed celebrities to influence the purchase decision of consumers and change the perception of the viewer's regarding their brand, which in turn positively impacts their buying behaviour. The objective of this paper is to compare the perception of celebrity endorsements, congruency and attitude towards advertisement on the buying behaviour of viewers of celebrity endorsed advertisement of non-durable and durable goods in central region of India. The study provides insight and significant feedback from viewers of celebrity endorsed advertisement of non-durable and durable goods. The result of the study shows that there was an effect of celebrity endorsement on consumer buying behaviour in durable and non-durable goods. This has suggestions for marketers that while promoting their brand they should hire celebrity as people get influenced with them and it becomes easier to persuade them.

INTRODUCTION

McCracken's (1989) define, a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marketing communication). Celebrities are perceived as Gods by the public. They touch their feet, create idols and worship them, garland their photographs, perform "Yagnyas" for their idol's good performance, wait for their "Darshan" in the hot sun and the heavy rains for hours, follow the trend they set - wear similar clothes or have similar hair style as that of their favourite celebrity, and they go to the extreme of committing suicide if the celebrity they admire FAILS to deliver results. For instance, South Indian superstar Rajnikanth has temples in his name and has fans who are ready to die for him. Celebrities are extremely popular in the Indian market and have mammoth fan followings. The crowd goes gaga over their mere presence. The ultimate goal of today's advertising strategy is in the

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conversion of customers, who are not only educated and sophisticated but also have become selective in what they buy. With so many options at their disposal it becomes difficult to come in the eyes of the consumer. The challenge of the marketer is to hook the public's attention, for which celebrity endorsing is widely being used as a marketing strategy. (Payal 2012).

According to Loudon and Della Bitta (1988), consumer behaviour may be defined as the decision process and physical activity individuals' engage in, when evaluating, acquiring, using or disposing of goods and services. Consumer behaviour focuses on how individual consumers and families or households make decisions to spend the resources that they already have (time, money, effort) on items that are related to consumption. The customer asks himself the 5Ws(What-Where-When-Why and How) before completing any purchase. Marketers carry out a study of consumer behaviour to devise methods to influence their target consumer's buying decision. From the marketers perspective, it is not only important to cater the needs and desires of the consumer but it is also vital to find out why the consumer needs something in particular in the first place. Dolekoglu et al. (2008) stated that there are 12 major factors that are involved in consumer buying process, they are: quality, price, trust, availability of alternative packaging, frequent advertising, sales promotions, imitations, availability, brand image, prestige, freshness and habits.

(Rajni, 2008) Celebrity endorsements in India had a great impact on consumers buying behaviour by increasing public attention and sales volume of the endorsed brands as Indians have a strong belief and trust on the celebrity and the message conveyed by them. In general, celebrity endorsement is forced and urged for the following reasons: to create brand awareness, to enhance brand recall, celebrity value define and reposition the brand image, celebrities add new dimensions to the brand image, instant credibility or aspiration PR coverage even at the time of the crisis.

There seems to be negligence in terms of the nature of relationship between some critically important variables. The propensity of such variables needs to be explored in order to identify the impact of celebrity endorsement on consumer buying behaviour towards durable and non-durable goods. According to the literature, most researchers have focused on analyzing the impact of celebrity characteristics on purchase intention, consumer attitude towards celebrity characteristics on purchase intention or matching the celebrity's image with product and purchase intention. No researcher has so far employed all these criteria in a single study. Although, there are many studies about the celebrity endorser, it appears that only a few are available on 'the impact of celebrity endorsers on consumer attitude and buying behaviour and their comparison in the durable and non-durable goods.

LITERATURE REVIEW

Stephen and Thomas (2009) examined the roles of product-endorser "congruency" with celebrity and non-celebrity endorsers by comparing the effects of a famous athlete and an unknown model on a variety of consumer responses. The results suggested that a famous

athlete is more effective when endorsing a sport brand than a non-sport brand. And an unknown model is identified as either a famous athlete or not and is paired with either a sport-related brand or a non-sport brand. Results indicated that an unknown model identified as an athlete is more effective as an endorser where there is a match between the endorser and the product. Lukas (2007) listed out a set of criteria for choosing the most appropriate celebrities for improving the product/brand value. Congruency between endorser and the product endorsed (matching the characteristics of a celebrity endorse with the attributes of a product) is an important management principle that has to be kept in mind before hiring a celebrity. Celebrity credibility and attractiveness are few other important selection criteria for choosing among the available celebrities.

Attitude towards an advertisement refers to the positive or negative feelings toward the particular advertisement .Du Plessis et al (2003) states that attitude towards an advertisement refer to what consumers feel about the advertisement. According to McKenzie & Belch (1986), attitude towards the advertisement is defined as pre-inclination that is in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion”. Seno and Lukas (2005) found that celebrity endorsement has a positive impact on the attitudes of the consumer towards products and brands with which they are associated brands.

Varnali and Tosun (2017) explain that highly attractive and good looking female models perform better in advertisements related to attractiveness related products. Female models who were moderately attractive worked better in the advertisements of non-attractiveness-related products. It was found that the beauty products were more influenced by female celebrity endorsements due to them self-esteem and body-esteem

Fiona Gibson (2015) studied the effectiveness of celebrity endorsement on consumer purchasing decision, on the company, Globalcom Ghana Telecommunication Mobile Network. The results found out that consumers find celebrity endorsements more attractive. Consumers are easily pulled towards the advertisements with celebrity endorsements in them. The youth particularly fancies usage of celebrities as an effective tool of marketing. The results also found out that celebrity endorsements increase the brand recognition and brand recall rate of the endorsed products and services. Products that have been endorsed by celebrities are easily remembered by consumers. This is of great benefit when they shop around in supermarkets. Overall, the study shows that celebrity endorsements are more attractive and effective in the purchase decision specially with Telecommunication service provider namely, Globalcom Ghana Telecommunication Mobile Network. Besides of the fact that celebrity do not use the product they endorse, consumers agree that celebrities do not really use the products endorsed, although, celebrity endorsements have a very positive impact on consumers' perceptions and attitudes towards the endorsed products and services.

Choudhary and Mukherjee (2014) studied the buying behavior of consumers towards personal care products. The study was carried out on urban and rural areas of Assam on a sample size of 1140. The study reveals in a place like Assam, the strategy of employing celebrities for endorsements works the best and is highly effective. Consumers admire the lifestyle

celebrities have and thus easily believe them, especially the female consumers, in all the three dimensions – perception towards celebrity, stimuli on buying decision and celebrity endorsement. Buying decision of consumers is affected, influenced and impacted by the perception of consumers towards celebrities. Positive perception towards celebrities makes it easier for consumers to trust them. In the dimension of attractiveness, females are more sensitive than male consumers. Consumers really admire celebrities and thus it can be concluded that celebrities create positive impact and favorably convince the consumers regarding purchase decision. The study indicates that both the male and female are highly positive towards celebrity perception as well as sensitive to the celebrity advertisements.

OBJECTIVE OF THE STUDY

1. To compare perception of customers of durable and non-durable goods with respect to celebrity endorsement
2. To compare perception of customers of durable and non-durable goods with respect to brand congruency
3. To compare perception of customers of durable and non-durable goods with respect to attitude towards advertisement
4. To compare perception of customers of durable and non-durable goods with respect to buying behavior

SCOPE AND DESIGN OF THE STUDY

Research type: Exploratory
Sampling technique: Convenient sampling
Sampling unit: Viewers of celebrity endorsed advertisement of non-durable goods.
Sample size: 1000 respondents 500 durable and 500 non-durable

Tools for data collection: Questionnaire based on seven point likert scale. Questionnaire consists of 25 questions and it has been administered on viewers of celebrity endorsed advertisement of non-durable and durable goods.

Tools for data analysis: T-test. Data was analyzed with the help of statistical package for social science.

Item Total Correlation

Questionnaire adopted in this study consisted of 25 questions; item total correlation was used in order to check the normality of the sample. As the sample size was 1000, item with correlation value less than 0.1948 should be dropped. All the items in the study had

correlation values more than 0.1948 thus; no item was dropped from the questionnaire. Hence, it was found reliable for further analysis.

Hypothesis

H₀₁: There is no significant difference in perception of customers of durable and non-durable goods with respect to celebrity endorsement.

H₀₂: There is no significant difference in perception of customers of durable and non-durable goods with respect to congruency.

H₀₃ : There is no significant difference in perception of customers of durable and non-durable goods with respect to attitude towards advertisement.

H₀₄ : There is no significant difference in perception of customers of durable and non-durable goods with respect to buying behaviour.

Reliability of the Measures

Reliability of the measures was assessed with the use of Cronbach's alpha on all the 25 items. Cronbach's alpha allows us to measure the reliability of different variables. It consists of estimates of how much variation in scores of different variables is attributable to chance or random errors (Selltiz et al., 1976). As a general rule, a coefficient greater than or equal to 0.7 is considered acceptable and a good indication of construct reliability (Nunnally, 1978). The overall Cronbach's alpha for all the 25 items is .937. Hence, it was found reliable for further analysis.

Result

Table 3(i) b depicts that the F value for between groups is 14.401 and p value is .000 therefore, null hypothesis H₀₁₁ namely there is no significant difference in perception of customers of durable and non-durable goods with respect to celebrity endorsement is not accepted at 1% level of significance. It means that the product category namely durable and non durable goods are having significant difference in their mean values as far as celebrity endorsement is concerned. Durable goods is having highest mean value of 5.467 (table 3(i) a), hence it has high perception towards celebrity endorsement while mean value of non durable goods is 5.1656 (table 3(i) a) which represents less perception towards celebrity endorsement as compared to durable goods.

Table 3(ii) b depicts that the F value for between groups is 24.793 and p value is .000 therefore, null hypothesis H₀₁₂ namely there is no significant difference in perception of customers of durable and non-durable goods with respect to congruency is not accepted at 1% level of significance. It means that the product category namely durable and non durable goods are having significant difference in their mean values as far as congruency is

concerned. Durable goods is having highest mean value of 5.654 (table 3(ii) a), hence it has high perception towards congruency while mean value of non durable goods is 5.24 (table 3(ii) a) which represents less perception towards congruency as compared to durable goods.

Table 3(iii) b depicts that the F value for between groups is 5.665 and p value is .017 therefore, null hypothesis H_{013} namely there is no significant difference in perception of customers of durable and non-durable goods with respect to attitude towards advertisement is not accepted at 2% level of significance. It means that the product category namely durable and non durable goods are having significant difference in their mean values as far as attitude towards advertisement is concerned. Durable goods is having highest mean value of 5.33 (table 3(iii) a), hence it has high perception towards attitude towards advertisement while mean value of non durable goods is 5.012 (table 3(iii) a) which represents less perception towards attitude towards advertisement as compared to durable goods.

Table 3(iv) b depicts that the F value for between groups is 46.136 and p value is .000 therefore, null hypothesis H_{014} namely there is no significant difference in perception of customers of durable and non-durable goods with respect to buying behaviour is not accepted at 1% level of significance. It means that the product category namely durable and non durable goods are having significant difference in their mean values as far as buying behaviour is concerned. Durable goods is having highest mean value of 5.467 (table 3(iv) a), hence it has high perception towards buying behaviour while mean value of non durable goods is 5.1656 (table 3(iv) a) which represents less perception towards buying behaviour as compared to durable goods.

CONCLUSION

The study found there was an effect of celebrity endorsement on consumer buying behaviour in durable and non- durable goods. This has suggestions for marketers that while promoting their brand they should hire celebrity as people get influenced with them and it becomes easier to persuade them. The study also states that in case of durable and non durable goods celebrity does affect their buying behaviour. While endorsing celebrity marketer should select celebrity which is a best suite for their brand. For instance endorsers for products like silk saris, jewellery, toothpaste, soft drinks and clothes can be a famous actor or actress; similarly, sportspersons would be most suitable for health drink and fitness products. While designing the advertisement and selecting the celebrity, the marketer should keep in mind their target customers and they need to think wisely before selecting celebrity for their product endorsement. The marketer has to check whether the celebrity has made a favourable impression on consumers, for if the marketer selects a celebrity who is not very popular with consumers, it will have an adverse impact on consumer purchase intention. If the celebrity is using (endorsing) a certain product, the perceived value of that product will be greater than the non-endorsed product of the same category. This is a common phenomenon, the consumer

is more likely to get attracted to this product rather than the product not endorsed. Celebrity, if intelligent, will endorse a particular product only when it complements his image.

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ANNEXURE

Table No 3(i) a Group Statistics

	ProductCategory	N	Mean	Std. Deviation	Std. Error Mean
CE	Non Durable	500	5.1656	1.05908	0.04736
	Durable	502	5.467	0.96784	0.0432

Table No 3(ii) a Group Statistics

	ProductCategory	N	Mean	Std. Deviation	Std. Error Mean
CO	Non Durable	500	5.24	1.33524	0.05971
	Durable	502	5.6541	1.11863	0.04993

Table No 3(i) b Independent Samples Test

		test for Equality of		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	ence Interval of th	
									Lower	Upper
Scale1	Equal variances assumed	14.401	0	-4.7	1000	0	-0.30142	0.06409	-0.4272	-0.1757
	Equal variances not assumed			-4.7	991.27	0	-0.30142	0.0641	-0.4272	-0.1756

Table No 3(ii) b Independent Samples Test

		test for Equality of		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	ence Interval of th	
									Lower	Upper
CO	Equal variances assumed	24.793	0	-5.32	1000	0	-0.41405	0.07781	-0.5667	-0.2614
	Equal variances not assumed			-5.32	968.92	0	-0.41405	0.07784	-0.5668	-0.2613

Table No 3(iii) a Group Statistics

	ProductCategory	N	Mean	Std. Deviation	Std. Error Mean
ATA	Non Durable	500	5.0123	1.3268	0.05933
	Durable	502	5.3353	1.2121	0.0541

Table No 3(iii) b Independent Samples Test

		test for Equality of		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	ence Interval of th	
									Lower	Upper
ATA	Equal variances assumed	5.665	0.02	-4.02	1000	0	-0.32299	0.08028	-0.4805	-0.1655
	Equal variances not assumed			-4.02	991.22	0	-0.32299	0.0803	-0.4806	-0.1654

Table No 3(iv) a Group Statistics

	ProductCategory	N	Mean	Std. Deviation	Std. Error Mean
BB	Non Durable	500	5.1032	1.27277	0.05692
	Durable	502	5.6797	1.0114	0.04514

Table No 3(iv) b Independent Samples Test

		test for Equality of		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	ence Interval of th	
									Lower	Upper
BB	Equal variances assumed	46.136	0	-7.94	1000	0	-0.57648	0.07261	-0.719	-0.434
	Equal variances not assumed			-7.94	949.85	0	-0.57648	0.07265	-0.7191	-0.4339