EFFECTIVESNESS OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract
Customer perception is an important component of relationship with the customers. Perception is the recognition and interpretation of sensory information. Despite the potential benefits derived from celebrity endorsements, they increase a marketer's risk manifolds and should be treated with full attention and aptitude. A brand should be cautious when employing celebrities to ensure promise believability and delivery of the intended effect. The growing importance of mythical characters as celebrities and their sway over the target segments are ample proof of public demand for icons to look up to. This study is an attempt to evaluate the customer's perception, expectation, and satisfaction towards the Celebrity Endorsement, Coimbatore.

Keywords: Customer's satisfaction, Perception, Expectations, Services.

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing strategy.

India is a country where people love to live in dreams. They worship celebrities. Celebrities might be cricket stars like Sachin Tendulkar, Mahinder Singh Dhoni or Film Stars like Vijay, Ajith, Surya, Shah Rukh Khan or John Ebrahim. They treat them as God. Marketers use this very preposition so as to influence their target customers may exist or potential ones. For this they rope in these celebrities and give them whopping amount of money. They believe that by doing this they can associate their products with their target customers. This is called celebrity endorsement. This Impact would be both short term and long term, but here the focus would be more on the long term implications of the brand.

There is no doubt that celebrity advertising has its benefits -- the four Qs:
- **Quick saliency:** It gets cut through because of the star and his attention getting value.
- **Quick connects:** There needs to be no insight but the communication connects because the star connects.
- **Quick shorthand for brand values:** The right star can actually telegraph a brand message fast without elaborate story telling.
- **Quick means of brand differentiation:** In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market.

Statement of Problems
Most of the researchers have analyzed celebrity's attributes to be a good endorser, but is it enough to build a good strategy. The product is sometimes forgotten and too much focus is on the celebrity, while the focus should be on the product. Today, companies spend crores of rupees each year for endorsing their product by celebrities. It is always a greater challenge for marketers to determine the meaning of consumer associated with the brand in order to select the right celebrity and to build right brand for celebrity endorsement concept. Therefore, it is essential that company make use of too many components.

Objectives of the Study
- To understand consumer perception of the celebrities in advertisements.
- To understand the other factors like price, quality and celebrity endorsement affect the purchasing decision of consumers.
- To understand the effectiveness of celebrity endorsement.

Scope of the Study
- The study is to identify the consumer's perception of celebrity endorsement.
- To identify the customers' expectations towards the products.
- This study has examined that how celebrity is effective for endorsing the products.

Hypothesis
To accomplish the above objectives the following null hypothesis were framed.
H01: There is no association between age group of the respondents and to the statement that celebrity endorsement is an effective tool of persuasion of buying a product.
H02: There is no association between the Occupational status of the respondents and to the Motivation factor for the celebrity endorsing products.
H03: There is no association between the Educational qualification of the respondents and to the medium in which the respondents wish to watch celebrity endorsing products.

Methodology
Primary data were collected through interview schedule. 300 samples were used for the study. The study was conducted in Coimbatore city. The various tools and techniques used for analysis are percentage analysis, Chi Square, F-test, and Spearman's Rank correlation.

Simple Percentage Analysis

Table – 01 Celebrity endorsement is an effective tool of persuasion of buying the product

Effective tool	No of Respondents	Percentage (%)
Strongly agree	54	18
Agree	69	23
Neutral	142	47.33
Disagree	15	5
Strongly Disagree	20	6.67
Total	300	100

Interpretation
Table - 01 show that 18% of the Respondents strongly agree, 23% of the Respondents agree, 47.33% of the Respondents are in neutral statement, 5% of the Respondents disagree and balance 6.67% of the Respondents strongly disagree the statement.
Majority of (47.33%) of the Respondent's are in Neutral statement.

Table – 02 Advertisement that attracts the Respondents

Advertisement	No of Respondents	Percentage (%)
Celebrity Advt	203	67.67
Non Celebrity Advt	97	32.33
Total	300	100

Source: Computed Value

Interpretation
Table 4.02 shows that 67.67% of the Respondents like to watch celebrity advertisement and 32.33% of the Respondents like to watch Non celebrity advertisements.
Majority of (67.67%) of the Respondent's like to watch celebrity advertisement.

Table – 03 Celebrity personas that the Respondents like the most

Celebrity persona	No of Respondents	Percentage (%)
Bollywood	51	17
Kollywood	96	32
Sports Stars	54	18
Television Stars	61	20.33
Others	38	12.67
Total	300	100

Source: Computed Value

Interpretation

Table 4.1.8 shows that 17% of the Respondents like Bollywood stars, 32% of the Respondents like Kollywood stars, 18% of the Respondents like Sports stars, 20.33% of the Respondents like Television stars and balance 12.67% of the Respondents comes under other categories.

Majority of (32%) of the respondent's like Kollywood Stars.

Chi – Square
In this part of data analysis the chi-square test was used between different personal factors considered in the study were divided into two groups namely group1 and group 2. The group1 denote the personal factors. Here the personal factors of sample respondents surveyed are dealt with it. The personal factors considered under this group are age, education. The group2 denotes the study factors. The various study factors considered under this category are grouped into.

Chi-square test formula:

$$\chi^2 = \frac{(0 - E)^2}{E}$$

Where O = Observed frequency
E = Expected frequency
The calculated value (c.v) x2 is compared with the table value (T.V) x2. The table value is obtained at 5% level of significance with the degrees of freedom (dof) where degree of freedom (dof) = (Row-1) x(Column-1)

The results of chi – square analysis are interpreted with the following principles
   a) If the calculated value is greater than the table value, the hypothesis will be insignificant, accepted and it is a null hypothesis.
   b) If the calculated value is lesser than the table value, the hypothesis will be significant, rejected and it is an alternative hypothesis.
   In this case, the chi-square test was applied to know whether the Celebrity Advertisements is effective tool for the customers.

Findings
1. The association between the age group of the respondents and to the statement that celebrity endorsement is an effective tool of persuasion of buying a product. Here, the calculated value is greater than the table value. Therefore the hypotheses have association between the age group of the respondents and to the statement that celebrity endorsement is an effective tool of persuasion of buying a product. Hence, it is non-significant and the hypothesis is accepted.
2. The association between the Occupational status of the respondents and to the Motivation factor for the celebrity endorsing products. Here, the calculated value is less than the table value. Therefore the hypotheses have no association between the Occupational status of the respondents and to the Motivation factor for the celebrity endorsing products. Hence, it is significant and the hypothesis is rejected.
3. The association between the Educational qualification of the respondents and to the medium in which the respondents wish to watch celebrity endorsing products. Here, the calculated value is greater than the table value. Therefore the hypotheses have association between the Educational qualification of the respondents and to the medium in which the respondents wish to watch celebrity endorsing products. Hence, it is non-significant and the hypothesis is accepted.

F-TEST:
F-Test is carried out between the medium in which the customers like to watch celebrity advertisements(X2) and in what criteria will the customers buy a celebrity endorsed products(X1).

$x1$	$(x1 - \overline{x1})$ $\overline{x1}$=60	$(x1 - \overline{x1})2$	$x2$	$(x2 - \overline{x2})$ $\overline{x2}$=37.5	$(x2 - \overline{x2})2$
135	75	5625	46	8.5	72.25
63	3	9	31	-6.5	42.25
52	-8	64	59	21.5	462.25
39	-21	441	36	-1.5	2.25

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11	-49	2401	27	-10.5	110.25
			40	2.5	6.25
			25	-12.5	156.25
			36	-1.5	2.25
$x1$ =300	0	8540	$x2$ =300	0	854

Source: Computed Value

$x1$ = 300/5
    = 60
$x2$ = 300/8
    = 37.5
$S1^2 = \epsilon(x1 - \overline{x1})2 / n1 - 1$
    = 8540/ 4
    = 2135
$S2^2 = \epsilon(x2 - \overline{x2})2 / n2 - 1$
    = 854/ 7
    = 122
$\therefore F = \dfrac{S1^2}{S2^2}$

    $= \dfrac{2135}{122}$

    = 17.5

Calculated value = 17.5
Degree of freedom = (n1 – 1) & (n2 – 1)
            = (5-1) & (8- 1)
            = (4) & (7)
            = 6.09

Interpretation: The calculated value is greater than the table value. Hence, the hypothesis is null hypothesis and it is rejected.

Rank Correlation
Spearman's Rank correlation coefficient is used to identify and test the strength of a relationship between two sets of data. It is often used as a statistical method to aid with either proving or disproving a hypothesis. It assesses how well the relationship between two variables can be described using a monotonic function. Spearman's coefficient is appropriate for both continuous and discrete variables, including ordinal variables.

Rank Correlation between medium in which respondents wish to watch celebrity advertisement and what makes them to notice a brand.

Medium to watch celebrity advertisement		Notice a brand		R1	R2	R1-R2	D2
Television	135	Quality	85	1	2	-1	1
Newspaper	63	Advertising	55	2	3	-1	1
Internet	52	Endorsing celebrity	50	3	4	-1	1
Magazines	39	Price	89	4	1	3	9
Other factors	11	Other factors	12	5	5	0	0
						D²	**= 12**

r = -71/120

r = -0.592

$$r = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Interpretation

This low value shows that correlation between the medium in which respondents wish to watch celebrity advisement and what makes them to notice a brand. Hence, it shows that there is a negative Rank Correlation.

Suggestion

- Television and advertising together present a lethal combination and has become an integral part of modern society .It is the most convenient route to reach customers. Young generation people are manipulated by advertisement promise that the product will do something special for them which will transform their life. Young are more serious about the celebrity's sex, beauty, reliability and honesty and trust. College students buying behaviour are depending on the celebrity endorsements in compare to adult. The manufacturers should, therefore, take care to give all the information which would facilitate the college students in decision making process.
- Celebrity endorsements will be more effective when using a celebrity who is not already strongly associated with another product or service.
- Celebrity endorsements will be more effective for less familiar brands.
- Celebrity endorsers will be more effective for brands for which consumers have limited knowledge/facts.
- It is found that product quality is also countable in influencing consumer to purchase the same product again and again. Celebrity is not sufficient to influence the consumer decision alone but it also depends on brand as well to establish its image in the mind of consumer which can make it possible through offering quality product according to consumer's need.
- Celebrity should stay for long period in a particular brand in which there will be a strong belief towards the product by the customers.
- Celebrity endorsements will be more effective when the ad execution is simple, clean and free of irrelevant design elements. Focus on the celebrity and the brand together.

Conclusion

Celebrities have always been the easiest way for a new product launch (consumer goods) and will remain to do so in the near future on account of their mass appeal and a world full of star stuck loyal fans. But the impact on the brand is much greater than just an advertisement showing a celebrity. Celebrity endorsements pull in hundreds of crores of money every year, and are widely preferred by marketers to promote their products. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement.

The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers. Through the findings of the study and chart representation, it is found that celebrity endorsement is a powerful marketing tool which is always a centre of attraction to most of the consumers. Consumers perceive celebrity endorsed advertisement positively as compared to non-celebrity ads. According to the respondents celebrity endorsed advertisement are more reliable than non-celebrity endorsed advertisement due to which they preferred trustworthiness of celebrity to be the influencing factors in their mind. According to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.

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