

# CONSUMERS PERCEPTIONS ABOUT CELEBRITY ENDORSEMENT – A STUDY IN COIMBATORE CITY

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## INTRODUCTION- PERCEPTIONS ABOUT CELEBRITY ENDORSEMENT

The customer's perceptions refer to the real interpretation about the term celebrity endorsement. It involves actual recognising, understanding, organising, interpreting and appreciating the various aspects about celebrity endorsement by means of the mind. Perceptions about celebrity endorsements by a customer is shaped by receiving, learning, memorising, expecting, experiencing and attending various information, news, data, facts, happenings, events etc., about the celebrities and their endorsement deals from the surrounding environment. Customers perception about celebrity endorsements, reflect their own personality traits. Perception has impact in purchase decision, satisfaction of celebrity endorsed products.

In order to study about the respondents perceptions about celebrity endorsement, eighteen statements were framed accordingly and the respondents were asked whether they strongly agree or disagree the statements in a five point scale and they scaled down as High, Medium and Low level of perception. Statistical tools like mean score was done to find the prime perception about celebrity endorsement by the respondents. Chi-square test was performed to find the existence of significant association between demographic factors and level of perception.

## RESULTS AND DISCUSSIONS

### RESEARCH METHODOLOGY

The following methodology is implemented in the study

#### a) Area of the study

The study is restricted to the second largest city, Coimbatore, an urban agglomeration in the state of Tamilnadu in South India. It is one of the fastest growing tier- II cities in India and a major textile, industrial, commercial, educational, information technology, health care and manufacturing hub of Tamilnadu.

#### b) Sample size and Sampling technique

The sample size of the study is 1250 respondents. Non- probability sampling method was used in the study. Considering the availability and accessibility of the consumers, convenient sampling technique was administered.

**c) Instrumentation**

Based on the objectives of the study a self administered interview schedule was prepared to cull primary data such as demographic profile of the respondents, perceptions about celebrity endorsements. Various relevant statements were framed and were quantified by using a five point likert scale. Cronbach's Alpha was used to determine the reliability of the scales and to measure internal consistency.

**d) Data sources**

Both Primary and secondary data were used in the study. A structured interview schedule was framed to collect the relevant primary data from the respondents. The interview schedule was distributed to the respondents in common places like educational institutions, malls, households, shopping centers, The study was also supported by secondary data which was collected from various sources such as journals, text books, thesis in the selected discipline, magazines, newspapers, online publications, websites, etc.

**e) Statistical tools for analysis**

The collected data was analysed using SPSS software package. The following statistical tools were applied in tune with the objectives. Percentage analysis, Mean score analysis, Chi-square test.

**Demographic profile of the respondents**

Percentage analysis is used to quantify the sample respondents. The following are the demographic profile of the respondents.

The gender of the respondents includes 54% males and 46% females, of which 60% are married and 40% were unmarried. 46% of the respondent's family consists of 4 members, followed with 26% of them with 3 members, 23% of the respondents fall under the category of 5 more members and only 5% of the respondents family consists of 2 members in their family. Maximum of 27% of the respondents age fall between 20-29yrs followed by 21% of the respondents age ranges between 30-39yrs. 20% of the respondents age fall below 19yrs, whereas 17% and 16% of the respondents age are categorised under 40-49yrs and above 50yrs of age respectively. Further 34% of the respondents are graduates, 25% are post graduates, 23% are professionals and 18% of them are in school level. Majority 33% of the respondent's family monthly income range between Rs.40, 000-49,000, while 28% of their monthly income is more than Rs.50, 000 where as 26% of the respondent's monthly income fall between Rs.30,000-39,000, followed by 11% and 2% of their monthly income lies between Rs. 20,000-29,000 and less than Rs.19,000 respectively. With respect to occupation of the respondents, maximum 29% of the respondents fall under others categories who are agriculturist, house wives, students, retired persons and self employed persons. 21% of the respondents are privately employed, 19% of the respondents run their own business whereas, 16% and 15% of the respondents are professionals and government employed respectively. Of the total respondents 58% of them are aware about celebrity endorsements for more than 2 years, followed by 26% of them for a period of 1-2years and 16% of them for a period less than a year.

### Perception about celebrity endorsement

The below table with eighteen statements explains about the respondent's perception about celebrity endorsements. With highest mean score of 4.24, the respondents have extremely perceived celebrity endorsements as one which creates awareness about the product. With the next higher mean score value of 4.06, the respondents have felt that, for celebrity endorsements to be successful, celebrities regional feature or match is essential.

**Table – 1 Mean Score**  
**Perception about celebrity endorsement**

Perceptions about celebrity endorsement	Mean	SD	Cronbach's Alpha
Creates awareness about the product	4.24	.940	<b>0.797</b>
Ensures credibility of the product	3.83	1.121	
Assures product quality	3.72	1.226	
Creates new interest and excitement about the product	3.84	1.166	
Positions a brand(i.e., makes a brand more noticeable / differentiates. The brand from other competing brands)	3.88	1.187	
Attracts new consumers	3.92	1.061	
Motivates /influences the consumers to buy the product	3.77	1.170	
Enhances brand/ company image	3.56	1.196	
Uplifts a failing brand	3.62	1.249	
Negative publicity about the celebrity impacts the reputation of the brand	3.60	1.233	
Leads to price increase	3.71	1.186	
Leads to overshadowing (focusing on the celebrity not the brand)	3.58	1.230	
Endorsing a celebrity involves high cost	3.74	1.155	
Effective only when there is a fit between the product and the endorser	3.82	1.150	
Physical attractiveness of the celebrity will have positive impact on the endorsement	3.96	1.167	
Celebrities regional feature/nature match is essential	4.06	1.131	
Personal characteristics of the celebrities suits with the target audience	4.01	1.100	
When a celebrity endorses so many brands he/she fails to add meaning to the brand	3.56	1.255	

With mean score of 4.01, the respondents have perceived that in any type of product endorsement deals, there should be match between the personal characteristics of the celebrities and the target segment of the market. And they have also perceived that, physical attractiveness of the celebrity will definitely have positive impact about the product and in the minds of the consumers (3.96). The respondents have highly agreed and perceived that celebrity endorsements, attracts new consumers as with the mean score of 3.92. The respondents have perceived that celebrity endorsements positions(3.88) a brand that is differentiating from other competing brands, enhances

and creates new interest(3.84) about the product, also ensures product quality(3.83), and they have felt celebrity endorsement will be effective only when there is a fit between the product and the endorser(3.82). With least mean scores of 3.56, 3.58 the respondents have agreed less to the fact that when a celebrity endorses so many brands fails to add meaning to the brand, enhances company image and leads to overshadowing. With as high 0.797, cronbach's alpha value supports, the reliability of the variables.

### Level of perception about celebrity endorsement

The sample respondents were divided into three groups in accordance with their level of perception about celebrity endorsement as high, medium and low based on the scores of each variable by the respondents. Of the total 1250 sample respondents, 12.88%, 67.68% and 19.44% of them have high, medium and low level of perception about celebrity endorsement.

The table 2 discuss about the level of perception by the respondents based on their demographic profile. Based on the **gender** of the respondents, a maximum of 14.4% and 21.8% of the females have high level of perceptions about celebrity endorsement. 70.9% of the males have medium level of perception. But with highest mean score of 54.93, the male respondents have higher level of perception on celebrity endorsement.

Considering the **age** of the respondents, a maximum of 15.0% of the respondents whose age falls between 30-49yrs have high level of perception. 86.2% of the respondents, who are above 50yrs have medium level of perception and 23.4% of the respondents whose age fall below 29yrs have low level of perception. On considering the highest mean score of 57.90, the respondents who are above 50yrs have high level of perception.

Likewise, in case of **marital status**, the married respondents have a maximum of high(14.0%) and medium (75.0%) level of perception. The unmarried ones have low(32.3%) level of perception. With highest mean score of 56.67, it is the married respondents have high level of perception.

**Table –2 Descriptive statistics**  
**Demographic factors of the respondents and level of perception about endorsement**

Demographic factors		Mean	Range	Level of perceptions about celebrity endorsement		
				High	Medium	Low
Gender	Male	54.93	22.40-67.20	79(11.6)	483(70.9)	119(17.5)
	Female	54.42	27.20-67.20	82(14.4)	363(63.8)	124(21.8)
Age	Young below 19-29 years	53.22	22.40-67.20	75(12.9)	369(63.6)	136(23.4)
	Middle 30-49 years	55.30	40.00-67.20	71(15.0)	308(65.0)	95(20.0)
	Old Above 50 years	57.59	40.80-64.80	15(7.7)	169(86.2)	12(6.1)
Marital status	Married	56.67	40.00-67.20	106(14.0)	566(75.0)	83(11.0)
	Un married	51.68	22.40-67.20	55(11.1)	280(56.6)	160(32.3)
Size of the family	Small 2-3	53.37	24.00-67.20	30(7.6)	273(69.5)	90(22.9)
	Medium 4-5	54.74	22.40-67.20	84(14.6)	364(63.4)	126(22.0)
	Large above 5	56.44	33.60-66.40	47(16.6)	209(73.9)	27(9.5)
Monthly Income	Low below rs 30,000	52.85	24.00-64.80	30(18.0)	91(54.5)	46(27.5)

	Moderate rs30,000-40,000	55.03	38.40-66.40	35(10.8)	243(75.0)	46(14.2)
	High rs40,000-50,000	54.96	22.40-67.20	96(12.6)	512(67.5)	151(19.9)
Educational qualification	School level	52.05	22.40-67.20	20 (8.8)	150(66.1)	57(25.1)
	Graduation	55.12	36.80-67.20	56(13.1)	284(66.4)	88(20.6)
	Post graduation	54.75	43.20-66.40	35(11.4)	215(70.0)	57(18.6)
	Professional course	56.08	39.20-64.80	50(17.4)	197(68.4)	41(14.2)
Occupation	Private employed	54.29	36.80-67.20	27(10.1)	183(68.5)	57(21.3)
	Government	54.38	36.80-65.60	11(6.0)	132(72.5)	39(21.4)
	Professional	56.13	36.80-65.60	26(12.9)	154(76.6)	21(10.4)
	Business	56.76	36.80-66.40	66(28.3)	120(51.5)	47(20.2)
	Others	53.05	22.40-67.20	31(8.04)	257(70.0)	79(21.5)
Duration of awareness	Less than 1 year	53.47	24.00-67.20	25(12.3)	130(64.0)	48(23.6)
	1-2years	53.68	22.40-67.20	36(11.0)	205(62.5)	87(26.5)
	More than 2 years	55.50	27.20-65.60	100(13.9)	511(71.1)	108(15.0)
<b>Total</b>	<b>1250</b>	<b>24.70</b>	<b>22.40-67.20</b>	<b>161(12.8)</b>	<b>846(67.6)</b>	<b>243(19.4)</b>

Note: figures in parenthesis indicates percentages

Further, in case of **monthly income**, the respondents whose income is below rs.30, 000 a maximum of high (18.0%) and low (27.5%) level of perception. The the respondents whose income are between rs.30, 000- 40,000 have maximum of medium (75.0%) level of perception. With highest mean score of 55.03, the respondents whose income lies between rs.30, 000-40,000 have high level of perception.

In considering the **education** of the respondents, the professional course respondents have high level of perception with a maximum of 17.4%. the post graduates have a maximum 70.0% of medium level of perception and the respondents education at school level have a maximum of low level of perception. With highest mean score of 56.08, the respondent whose education is professional have higher level of perception.

Based on **occupation** of the respondents, a maximum of 28.3% of the respondents who have high level of perception are those whose occupation is business. Professionals (76.6%) have medium level of perception followed by other categories, which includes housewives, students, retired person, self employed have low(21.5%) level of perception. With highest mean score of 56.76, the business respondents have high level of perception.

While considering **duration of awareness** about celebrity endorsement, the respondents who are aware about celebrity endorsement for more than two years have a maximum of high (13.9%) and medium (71.1%) level of perception about celebrity endorsements. those respondents, who were aware about celebrity endorsement for 1-2 years have low (26.5%) level of awareness. with highest mean value of 55.50, the respondents who are aware about celebrity endorsement for more than 2yrs have high level of awareness.

### Hypothesis

*There exist no significant association between the demographic factors of the respondents and their level of perception about celebrity endorsements.*

**Table – 3 Chi- Square**  
**Demographic factors of the respondent and level of perception about celebrity endorsement**

S.no	Demographic factors	Chi-square value	DF	Significant value
1	Gender	7.203	2	0.027
2	Age	40.4258	4	0.000
3	Marital status	86.92	2	0.000
4	Size of the family	34.69	4	0.000
5	Monthly income	21.63	4	0.000
6	Educational qualification	16.577	6	0.011
7	Occupation	79.41	8	0.000
8	Duration of awareness	22.02	4	0.000

From the above table, it is understood that, the significant value for all demographic factors of the respondents have significant value of less than 0.050, the hypothesis is rejected and proved that there exist a significant association between the demographic factors of the respondents and level of perception about celebrity endorsement.

## CONCLUSION

Perception begins with the self-image and lifestyle of a consumer who initiates an information search for a need-satisfying experience. The credibility and relevance of the information determines the consumer's beliefs that eventually formulate the consumer's ultimate perception of the product. Consumer's perception about celebrity endorsement is based on the beliefs that have been formed as a result of the information search process. The very goal of advertising is to provide information and to persuade the consumer by increasing the perception of product quality and performance. The information found in advertisement can be divided into two categories. Direct information is factual and usually includes such things as features, price, locations where to make the product purchase, etc. Indirect information, on the other hand, is obtained by the consumer who makes inferences based on his or her perception.

## REFERENCE

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