AN EMPERICAL STUDY ON CUSTOMER OPINION OF CELEBRITY CHARECTERSTICS ON THE SELECTED PRODUCT CATEGORIES

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Abstaract: *The benefits of using celebrity in advertisement is to assist a brand strategy can include increased attention, image polishing, brand introduction, brand repositioning and the potential to strengthen global campaigns. The researcher considers this research as descriptive in nature.In this research a well structured questionnaire and interview schedule are used to collect the primary data from 546 respondents in Virudhunagar district. Stratified Random sampling is applied for selecting samples from the universe. There is a significant difference between locality and celebrity characteristics like Physical Attraction, Trustworthiness, Expertise, Meaningfulness, Likeability, and Overall Celebrity Characteristics. Moreover celebrity characteristics positively influence the purchase intention of the consumer*

Key Words: *Celebrity endorsement, celebrity characteristics, Purchase intention.*

1. INTRODUCTION

Companies invest huge sums of money to align their brands and themselves with celebrity endorsers. As per the research it is identified that reputation of celebrities, they do not only create and maintain the attention of the consumers but also achieve high message recall (Ohanian, 1991; O'Mahony and Meenaghan, 1997). The advantage of using celebrity in the media for advertisement is to support a brand strategy consists of increased attention, image polishing, brand introduction, brand repositioning and the potential to underpin global campaigns. Research has indicated that customers are more likely to select goods and services endorsed by celebrities than those without such endorsements (Agrawal & Kamakura, 1995) and celebrities help advertisements stand out from the surrounding clutter, thus improving better communicative ability in conveying the message to the consumers (Sherman, 1995).

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2. REVIEW OF LITERATURE

Dash and Sabat (2012) have conducted a study on the impact of celebrity endorsed television commercials on the demographic dynamics of attitude. The study is conducted with 200 respondents and a survey is conducted in the five towns of Ganjam district of the state of Odisha. In attitudes towards celebrity endorsed advertisements, the expertise of the endorsing celebrities is accorded the greatest importance, followed by their trustworthiness and physical attractiveness.

Pughazhandhi and Rani (2012) attempt to explore the impact of celebrity endorsement on advertisement in various media towards the selected retail outlet in Chennai, India. Two hundred questionnaires are filled with consumers of various retail outlets in Chennai from big bazaar, shoppers stop, Spencer's plaza, and Vishal mega mart. The researchers conclude that broadcast media is more popular than print media. Celebrity endorsements in advertising have a certain level of impact on the consumer purchase decision. Customers are aware of the product through celebrities.

Ganesan and Saravanaraj (2012) have pointed out the effectiveness of celebrity endorsement. Data are collected from 150 respondents from Salem region, Tamilnadu. Convenience sampling is used to obtain data from customers. The researchers concluded that most viewers are excited at seeing their favourite personality in the commercials, and that, the impact is high. Viewers are also greatly interested in seeing sportspersons as endorsers in television commercials.

Pughazhandhi and Rani. (2012) have conducted a study on the influence of using celebrity endorsements on consumer buying behavior in Tamilnadu, India. The survey is conducted in Coimbatore city and the sample chosen from the students in different colleges. The sample size for this study is 200 respondents, with the age group between 19 and 25. The findings and conclusion indicate that the customer has an overall positive attitude towards celebrity endorsement and it increases the awareness of the product and it makes the brand product more memorable and the celebrity endorser has a direct positive effect towards the advertisement and the brand.

Vyas (2012) attempt to investigate "The Effectiveness of Celebrity Endorsement of various Brands: teenager's perception" the researcher has taken sample size of 200 students from various colleges of Surat city, India. The researcher has chosen non probability convenient sample for this study. The result reveals that most of the people notice the celebrity advertisement on television that means celebrities are enjoying more influence on television rather than other media of advertisement. Film stars are more effective than sports person and artists. Celebrity endorsement upturns recollection and preference of product/ service.

Grace and Furuoka (2007) have examined the celebrity characteristics and their relationship with the image of consumer products. The sample consisted of university PG and UG students who are mostly single, female, aged between 21-24 and watched television commercials. The data are tested against multiple regression analysis and the findings showed that a significant relationship between expertise, trustworthiness likeability, attractiveness, meaningfulness and product brand image, with the highest score for the credibility dimension.

3. RESEARCH METHODOLOGY

3.1 Objectives

1. To study the characteristic features of celebrity endorsement.
2. To analyse the Impact of celebrity characteristics on purchase intention.

3.2 Hypothesis Testing

1. There is no significant difference between localities with regard to celebrity characteristics.
2. There is no relationship between Celebrity Characteristics and Purchase Intention
3. There is no significant impact on purchase intention by Physical Attraction, Trust Worthiness, Expertise, Meaningfulness and Likeability.

3.3 Methodology

In this research the researcher used descriptive research design. This study attempts to study the opinion of consumer regarding celebrity characteristics. In this research a well structured questionnaire and interview schedule are used to collect the primary data from 546 respondents in Virudhunagar district. In this research rural, semi urban and urban area are selected to collect data and the researcher has collected data from both educated and uneducated. Stratified Random sampling was used for selecting samples from the universe. The people who are viewing television advertisement in virudhunagar district and the age between 15 to 35 from urban, semiurban and rural part is selected as sampling unit.. The SPSS 16 (statistical package for social science) is used for analyzing the data in this research work. The statistical tools applied for the analysis and interpretation is t test, ANOVA, correlation, multiple regression.

4. ANALYSIS AND INTERPRETATION

Hypothesis 1

Null hypothesis: There is no significant difference between localities with regard to celebrity characteristics.

Table 1
ANOVA for significant difference between localities
with regard to celebrity characteristics

Dimensions of Celebrity Endorsement	Localities			F value	p-value
	Urban	Semi- urban	Rural		
Physical Attraction	87.43^b (12.35)	87.02^b (13.49)	82.27^a (15.45)	8.168	0.000**
Trustworthiness	79.43^{ab} (15.26)	81.83^b (14.64)	76.12^a (16.23)	7.196	0.001**
Expertise	78.20^b (15.66)	79.98^b (14.18)	74.57^a (14.58)	7.426	0.001**
Meaningfulness	77.50^b (15.11)	80.53^b (14.42)	73.78^a (16.17)	10.158	0.000**
Likeability	81.15^b (15.18)	81.19^b (14.67)	74.03^a (16.47)	14.141	0.000**
Overall Celebrity Characteristics	404.29^b (58.03)	407.78^b (59.78)	382.76^a (61.24)	10.589	0.000**

Note: ** denotes significance at the 1% level.
  *denotes significance at the 5% level

Since *p*-value is less than 0.01, the null hypothesis is rejected at the 1% level of significance with regard to Physical Attraction, Trustworthiness, Expertise, Meaningfulness, Like ability, and Overall Celebrity Characteristics. Hence, there is a significant difference between Locality and celebrity characteristics like Physical Attraction, Trustworthiness, Expertise, Meaningfulness and Like ability. Based on the Duncan Multiple Range test, in Physical Attraction, rural people significantly differ from the semi-urban and urban populations with regard to the following attributes: Trustworthiness, Expertise, Meaningfulness, Like ability, Convincing Ability, Overall Celebrity Characteristic.

Hypothesis 2

Null hypothesis: There is no relationship between Celebrity Characteristics and Purchase Intention

Table 2
Pearson correlation coefficient between celebrity characteristics and purchase intention

Celebrity Characteristics	*Purchase Intention Created by Celebrities*			
	Purchase Intention Created by Movie Stars	*Purchase Intention Created by Sports Stars*	*Purchase Intention Created by Advertising Models*	*Overall Purchase Intension created by Moviestars, Sports Stars, and Advertising Models*
Physical Attraction	0.506**	0.180**	0.288**	0.432**
Trustworthiness	0.500**	0.251**	0.369**	0.498**
Expertise	0.482**	0.251**	0.342**	0.477**
Meaningfulness	0.473**	0.269**	0.342**	0.481**
Likeability	0.401**	0.222**	0.318**	0.418**
Overall Celebrity Characteristics	0.514**	0.275**	0.368**	0.513**

Note: ** correlation is significant at 1%level

The correlation coefficient between Physical Attraction and Purchase Intention created by movie stars is 0.506, which indicates a 50.61% positive relationship between them and is significant at the 1% level. The correlation coefficient between Overall Celebrity Characteristics and Overall Purchase Intention created by movie stars, sports stars, and advertising models is 0.513, which indicates a 51.3% positive relationship between them and is significant at the 1% level. The correlation coefficient between Expertise and Overall Purchase Intention created by movie stars, sports stars, and advertising models is 0.477, which indicates a 47.7% positive relationship between them and is significant at the 1% level. The correlation coefficient between Overall Celebrity Characteristics and Purchase Intention created by sports stars is 0.275, which is 20.5% lesser than the corresponding value for movie stars, and is significant at the 1% level.

Hypothesis 3

Null hypothesis: There is no significant impact on purchase intention by Physical Attraction, Trust Worthiness, Expertise, Meaningfulness and Likeability.

IMPACT OF CELEBRITY CHARACTERISTICS ON PURCHASE INTENTION

Dependent variable	:	Purchase intention (y)
Independent variables	:	1. Physical Attraction (X_1)
		2. Trustworthiness (X_2)
		3. Expertise (X_3)
		4. Meaningfulness (X_4)
		5. Likeability (X_5)
Multiple R value	:	0.671
R-squared value	:	0.450
F value	:	88.307
p-value	:	0.000**

Table 3
**Multiple Regression test results on Impact of celebrity
characteristics on purchase intention**

Variables	Unstandardized co-efficient	SE of B	Standardized co-efficient	t value	p-value
X_1	0.237	0.060	0.200	3.950	0.000**
X_2	0.213	0.072	0.196	2.939	0.003**
X3	0.140	0.075	0.122	1.862	0.063
X4	0.178	0.071	0.164	2.503	0.013*
X5	0.071	0.058	0.067	1.226	0.221
Constant	27.383	3.391	-	8.076	0.000**

Note: ** denotes significance at the 1% level.
    *denotes significance at the 5% level

The multiple correlation coefficient is 0.671 and measures the degree of relationship between the actual values and the predicted value of Purchase Intention. Since the predicted values are obtained as a linear combination of Physical Attraction (X_1), Trustworthiness (X_2), Expertise (X_3), Meaningfulness (X_4), and Likeability (X_5) value of the correlation coefficient (0.671) indicates that the relationship between Purchase Intention and the five independent variables is quite strong and positive. Hence there is a strong relationship between Celebrity Characteristics and Purchase Intention created by celebrities.

The coefficient of determination (R-square) measures the goodness-of –Fit of the estimated sample regression plane (SRP) in terms of the proportion of variation in the dependent variable explained by the fitted sample regression equation. Thus, a value of 0.450 for the R-square simply means that about 45.00% of the variation in Purchase Intention is explained by the estimated SRP that uses Physical Attraction, Trustworthiness, Expertise, Meaningfulness and Likeability as the independent variables and the R- square value is significant at the 1% level.

The multiple regression equation is as below:

$$Y = 27.383 + 0.237\,X_1 + 0.213\,X_2 + 0.140\,X_3 + 0.178\,X_4 + 0.071\,X_5$$

Here the coefficient of X_1 is 0.237 represents the partial effect of Physical Attraction on Purchase Intention, keeping Trustworthiness, Expertise, Meaningfulness, and Likeability as constant. The estimated positive sign implies that such an effect is positive,with the purchase intention increasing by 0.237 for every unit increase in Physical Attraction and that this coefficient value is significant at the 1% level. The coefficient of X2is 0.213, which represents the partial effect of Trustworthiness on Purchase Intention keeping Physical Attractiveness, Expertise, Meaningfulness, and Liability constant. The estimated positive sign implies that such an effect is positive where purchase intention score would increase by 0.213 for every unit increase in trustworthiness and that this coefficient value is significant at the 1% level.

Here, the coefficient of X_5 is 0.071 representing the partial effect of Likeability on Purchase Intention, keeping Physical Attractiveness, Trustworthiness, Expertise and Meaningfulness, as constant. The estimated positive sign implies that such an effect is positive where Purchase Intention score would increase by 0.071 for every unit increase in Likeability, and that, this coefficient value is not significant at the 5% level.

5. DISCUSSION AND CONCLUSION

There is a significant difference between locality and celebrity characteristics like Physical Attraction, Trustworthiness, Expertise, Meaningfulness, Likeability, and Overall Celebrity Characteristics. Rural respondents significantly differ from their semi-urban and urban counterparts with regard to the above-stated criteria. Most of the rural people are illiterate and their occupation is agriculture, plumbing, fitting, carpentry, and so on. The rural people's earnings are also lower than those of the urban and semi-urban people. Consequently, their exposure to the media and internet is also very low, though not completely absent. They obtain this little exposure when they attend schools in the nearby towns, which brings them into contact with urban students and also There is a strong relationship between

Overall Celebrity Characteristics and Overall Purchase Intention created by movie stars, sports personalities, and advertising models. If customers are happy and positive about the characteristics of the celebrity, the purchase intention of the customer is also positive, and vice versa. To summarize, celebrity characteristics positively influence the purchase intention of the consumer. Among 23 celebrities chosen for the study on the basis of a set of characteristics, including Physical Attraction, Trustworthiness, Expertise, Meaningfulness and Likeability, Surya ranks first, followed by Trisha and Shah Rukh Khan.

In the celebrity characteristics dimensions, the customer accords more importance to the physical attraction of the celebrity. If the celebrity is physically very attractive, the customer has a positive attitude to the celebrity, and his / her (customer's) purchase intention is high

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