

A Study on College Students' Perception Towards Celebrity Endorsement

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Abstract

Background and Objective : The practice of celebrity endorsements has proliferated over time. Nowadays, it has become an omnipresent part of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to manipulate the purchase-decision of consumers in instruct to increase their sales and extend their market shares. Several celebrities are used in different marketing campaigns and in most cases, the use of celebrities as endorsers is seen from primarily optimistic aspects. This research study aims to investigate the perception of college students towards celebrity endorsement in Pollachi, Tamilnadu. Quantitative research method has been used to investigate the perception of college students towards celebrity endorsement. Primary data has been collected by questionnaires using convenience sampling technique. Simple percentage analysis, Correlation, ANOVA and Fried-Man Rank test has been employed to analyse the data collected. There is a significant positive association between the attitude on celebrity endorsement and the year which students belong. Moreover, there is a statistically significant mean difference between gender, educational status of the parents, discipline of the students and their perception on celebrity endorsement.

Key Words

Student, Attitude, Reason, Celebrity Endorsement

INTRODUCTION

Celebrity Endorsements is a billion dollar industry in today's era. Use of

celebrities as part of marketing communications strategy is a common practice for major firms in supporting brand image. Firms have invested large sums of money to align their brands and corporate images with celebrity endorsers' qualities such as attractiveness, likeability, and trustworthiness in order to underpin competitive differential advantage for a firm's products or services. The promotional features and images of the product are matched with the celebrity image, which tends to convince a consumer to fix up his choice from a plethora of brands. Furthermore, celebrities serve not only to create and preserve attention, but also to achieve high recollect rates for marketing communication messages in today's highly jumbled environment. Adolescent age group has been predictable as the most influential and powerful consumer power. The way teenagers (18 years old and over) behave today as consumers will have an impact on the market shares of major companies. The contemporary face-up faced by marketers today consists in how to begin useful communication with young consumers, by employing a language they understand and trust. Hence, the present study is undertaken to identify the college students' perception on celebrity endorsement.

OVERVIEW OF LITERATURE

Kaminski and Michael (1990) revealed that physical attractiveness of a celebrity has no effect on the product and advertisement in relation to the physically unattractive celebrity has an attractiveness of unrelated product. Erdgan *et al.* (1999) found that the attitude of celebrity like attractiveness, likeability and trust worthiness are the very important attributes in the selection of the celebrity for the advertisement. Goldsmith *et al.* (2000) found that the corporate credibility plays an important role on the consumers credibility has the strongest impact in the advertisement. Mohanambal (2003) mentioned that celebrity advertising has become significant in creating awareness of product; important point of the celebrity advertising is the connection between the endorser and the product they endorse. Smitha Sharma (2006) stated that using celebrity can increase the awareness of the advertisement, capture their attention and make advertisements more memorable. Varsha Jain (2009) found that proficiency, reliability, pleasantness, elegance, distinctiveness, approachability and non-controversial is the factors that customers perceived to be important in selecting the celebrities. Pradeep Agrawal and Dubey (2012) found that (i) The male endorsers are more popular and effective than their female counterparts. (ii) The results of Chi-square established that the celebrity endorsement is

an effective tool to affect positively the consumers' decision towards a product. (iii) Bollywood stars are still the rulers of the advertisement domain in India. Renganathan *et al.* (2014) reveal that Shah Rukh Khan can boost the sale of a product and he can transfer the mass brand to class brand.

Based on the literature reviewed, following question has been raised :

- How do students perceive Celebrity Endorsement?
- What are the variables associated with the students' perception on celebrity endorsement?

OBJECTIVES OF THE STUDY

The following objectives are framed to seek solutions for the questions raised above :

- To examine the perception of college students towards celebrity endorsement
- To investigate the variables associated with the students' perception on celebrity endorsement

MATERIALS AND METHODS

(i) Data

Research design used for the study is qualitative and descriptive. The study is based on primary data collected from college students residing in Pollachi, Tamilnadu. Secondary data has been gathered from journals, magazines and websites.

(ii) Sample

A sample of 50 college students of Pollachi, Tamilnadu has been selected using Convenience Sampling Technique.

(iii) Framework of Analysis

Primary data collected has been analysed using statistical tools like Simple Percentage Analysis, ANOVA, Fried-Man Rank Test and Correlation.

RESULTS AND DISCUSSIONS

Demographic Breakdown – Percentage Analysis

Table 1 depicts the demographic characteristics of the college students. Percentage analysis of the demographic profile of college students reveals that

approximately 60% of the students were female and the rest 40% students were male. Area-wise classification of the students reveals that largest group (88%) of students resides in rural area. Majority (98%) of the students are pursuing Under-graduation. In terms of their discipline, computer science (48%) students were the highest numbers followed by commerce (22%) students. With regard

Table 1
Demographic Profile of the College Students

Factors	Classifications	Frequency (N=50)	%
Gender	Male	20	40.0
	Female	30	60.0
Area of Residence	Rural	44	88.0
	Urban	6	12.0
Educational Qualification	UG	49	98.0
	PG	1	2.0
Discipline	Commerce	11	22.0
	Computer science	24	48.0
	Business administration	12	24.0
	BA english	3	6.0
Year of Study	II	40	80.0
	III	10	20.0
Monthly Income	Up to Rs.10,000	15	30.0
	10001-25000	24	48.0
	25001-50000	9	18.0
	Above 50000	2	4.0

Table 2
Purpose of Celebrity Endorsement – Fried Man Rank Test

Statement	Mean Rank	Rank
Popularity	2.58	IV
Attraction	2.90	III
Good Image	1.86	V
Meet Competition	3.68	II
Hike in Sales	3.98	I

to the year they belong, (80%) largest group of students belongs to IInd year. Income-wise classification depicts that most (48%) of the students' family income ranges from Rs.10001 to Rs.25000.

Table 3
Perception and Year of Study Correlations

		Attitude	Year of Study
Perception	Pearson Correlation	1	.438**
	Sig. (2-tailed)		.001
	N	50	50
Year of Study	Pearson Correlation	.438**	1
	Sig. (2-tailed)	.001	
	N	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Purpose of Celebrity Endorsement - Fried-Man Rank Test

Table 2 explains the students' opinion on the purpose of celebrity endorsement made by company. Students were asked to rank the purpose of celebrity endorsement by companies. Fried-man Rank Test has been used to analyse the responses received from the students. Students gave first rank for 'Hike in sales' has the purpose of celebrity endorsement followed by 'to meet rival competition', 'attraction towards celebrities' and likewise.

Perception on Celebrity Endorsement and Year of Study – Correlation Analysis

As can be seen from the below Table, there is strong and positive correlation ($r = .438$, $p < 0.01$) between the students perception on celebrity endorsement and year of study.

Variables Associated with Perception on Celebrity Endorsement – One-Way ANOVA

H_{01} : Mean Perception index does not differ among students classified based on their demographic characteristics

Table 4 exhibits that, out of the six variables selected for the analysis, only three variables namely : Gender, Education of the parents and discipline showed significance towards celebrity endorsement. The study reveals that there is a significant mean difference among the students classified based on their (i) Gender ($p < .005$) (ii) Educational status of their parents ($p < .003$) and (iii) Monthly family income ($p < .003$). Compared to female students, male students

Table 4
Demographic Variables and Perception on Celebrity Endorsement

Demographic Variables		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	5.242	14	.374	1.939	.005
	Within Groups	6.758	35	.193		
	Total	12.000	49			
Area of Residence	Between Groups	1.822	14	.130	1.317	.247
	Within Groups	3.458	35	.099		
	Total	5.280	49			
Monthly Income	Between Groups	5.620	14	.401	.534	.895
	Within Groups	26.300	35	.751		
	Total	31.920	49			
Edu. of Parents	Between Groups	6.428	14	.459	3.156	.003
	Within Groups	5.092	35	.145		
	Total	11.520	49			
Year of Study	Between Groups	3.133	14	.224	1.610	.125
	Within Groups	4.867	35	.139		
	Total	8.000	49			
Discipline	Between Groups	28.630	14	2.045	1.833	.003
	Within Groups	39.050	35	1.116		
	Total	67.680	49			

have high level of perception towards celebrity endorsement. Higher income group students perceive high on celebrity endorsement than low income group students.

LIMITATIONS OF THE STUDY

- Area of the study is limited to Pollachi only
- Primary data is collected through questionnaire, so all limitations pertaining to it are binded

SUGGESTIONS

Marketers need to be smart enough to choose celebrities in their product advertisement as the personality of celebrity has link with the product what he/

she is advertising on media. The right choice of celebrity for the right product advertisement is highly profitable for the company.

CONCLUSION

Research results conclude that college students have positive attitude towards celebrity endorsement. Celebrity endorsement is, in fact, a useful aspect in promotion for a marketer. In order to market the product and to get brand equity, celebrity endorsement is one of the important tools in advertising. In a heavily populated country like India, numerous products are available in the market, celebrities can make the clients to recognize and recall a specific brand. Celebrity endorsements definitely make customers recollect a particular brand.

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