

LP Influence of Celebrity Endorsement on the Purchase Intentions of the Youth Population of Ahmedabad City

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Abstract

Celebrity endorsement is a most popular and widely used technique in advertising to attract the subject's attention. It is an effective technique to attract consumer's attention because the familiarity and popularity of a celebrity seldom goes unnoticed. Thus, the celebrity endorsement has a great significance in the advertising. Present study examined the impact of celebrity endorsement on the buying behaviour of youth in Ahmedabad city. For this paper; data of 313 respondents constituted of Youth Population of Ahmedabad City have addressed the questionnaire. Respondents were asked their opinion on 25 statements (V6 to V30) based on five point Likert scale. Hence the reliability test and exploratory factor analysis with principal component method was conducted to extract the factors affecting the purchase intention of youth population of Ahmedabad city. The study result revealed five factor model comprised of **Morality, Fascination, Congruence, Proficiency and Civility** were extracted. It was revealed that has an impact on the purchase decisions of the youth population of Ahmedabad city. So, this five factor model can be useful in device marketing strategies involving celebrity endorsement for any product to address the youth population of Ahmedabad city. It is also useful in selection of celebrity. These factors positively influence the purchase intention of youth population of Ahmedabad city. This result can be generalized to other big cities across the nation due to the cosmopolitan culture of the city.

Key Words

Celebrity Endorsement, Purchase intention, Youth,

1.0 INTRODUCTION

In the everyday life consumers are exposed to thousands of advertisements through magazines, newspapers, billboards, internet and television. Every advertisement 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 greatest challenge lie in attracting subject's attention towards a product or service. Marketers use various tools and techniques to attract subject's attention. Celebrity endorsement is a most popular and widely used technique in advertising to attract the subject's attention.

Current era is regarded as information overload era, so influence a consumer's concentration or something gets noticed by customer is very much difficult task. So much information flow makes it difficult for consumers to keep something in memory for longer period of time. Sometimes they forget previous advertisement by just flipping a page of magazine where another advertisement is present. Typically they tend to ignore all commercials and advertisements due to their excessive attack; hence it is very difficult to attract consumer's attention toward the attributes of the product. Use of celebrity is an effective technique to attract consumer's attention because the glamour of a celebrity seldom goes unnoticed. Thus, the celebrity endorsement has a great significance in the advertising. Celebrity endorsement attracts the attention of the consumers and it influences the purchase intentions of buying behaviour of the consumers.

There is a huge debate on the impact of celebrity endorsement and a large amount of literature is available on the impact of celebrity endorsement on purchase intentions or buying behaviour in the Indian as well as world context. Most academic researchers have studied various aspects, dimensions and avenues; however the field of research requires continuous study as the pattern of socio-economic life of human being is continuously changing. Lord Buddha rightly preached that *'Change is permanent; where change is permanent therefore study is continuous'*.

Celebrities such as Movie stars, Sports person, TV personalities, or popular entertainers are enjoying large amount of public recognition by certain group of people. They are influential personalities who have high degree of attention capturing power as the affection and good will associated with them. This affection and goodwill can be transferred to product through celebrity endorsement. Therefore in today's information overload era where expedite recall is very difficult; celebrity endorsement is used as a promotional as well as brand building strategy.

Present study aims at studying the impact of celebrity endorsement on the buying behaviour of youth in Ahmedabad city. Ahmedabad is a claimant for the metro city status as its population is more than 70 lacs. It is a cosmopolitan city with diverse social structures. Vibrant Gujarat summits have attracted major industrial giants such as Essar, TATA, Reliance, Adani, Maruti, Ford etc. to invest in the Gujarat for their establishments. Being an economic capital of Gujarat, Ahmedabad became a centre of activity. Ahmedabad is also regarded as education hub. Thus the fast development of the city has attracted the youth from every corner of the state and country. Therefore the study of influence of celebrity endorsement on the purchase intention of youth population of Ahmedabad is necessary.

Present study aims at examining the factors of celebrity endorsement that has an impact on the purchase intention of the youth population of Ahmedabad City. This study will also examine that how celebrity endorsement increase brand awareness and sales among youth

population; which attributes of the celebrity endorsement influence the youth population of Ahmedabad in their purchase intention.

2.0 LITERATURE REVIEW

The field of advertising changed over a few decades from the classical age of the advertising to modern advertising arena. The greatest challenge found in delivering information that appeals target audience favourably. Typically marketers are using someone known or unknown person to appeal the target audience but in the most cases they are using someone who is well-known personality who has a greater power of grabbing attention. Celebrity endorsement is a credible source that disseminates information about product or company. People follow them because they admire the values and aspire to the lifestyles of celebrities. The most important consideration in any effective promotion strategy is a selection of suitable celebrity. Raluka pointed out some consideration in selection of suitable celebrity such as celebrity attractiveness (in terms of physical appearance, intellectual abilities, skills and lifestyle), celebrity credibility (perceived expertise and confidence) and apparent congruency between celebrity and brand (Chiosa Ana Raluca, 2012). McCracken pointed out that the celebrity endorser is a ubiquitous feature of modern marketing. Further it was indicated that the effectiveness of endorsement process depends on the meaning transfer to the consumers (McCracken, 1989). Hovland and Weiss observed an effect of source credibility on communication effectiveness and explained how communication's persuasiveness is affected by the perceived credibility of the source of the communication. Expertise and trustworthiness were suggested as the dimensions of source credibility (Carl I Hovland and Walter Weiss, 1952). Ohanian observed Physical attractiveness as the third dimension of source credibility along with expertise and trustworthiness. Sellar and Kucza stated that McGuire originated source attractiveness model that explains the effects of source's attractiveness through the dimensions such as similarity, familiarity and likeability (Roger Seiler and Gunther Kucza, 2017). According to Kamins and Gupta, the congruent image of a celebrity with the product can lead to better advertisement and credibility (Michael A. Kamins and Kamal Gupta, 1994). Kahle and Homer found significant attractiveness difference on the crucial attitude dependent variable and the same effect was observed on the behavioural intention measure. The phenomenon was replaced with an effect for physical attractiveness. The study results were observed more closely approximate with the hypotheses of social adaptation theory and matchup hypothesis. The results were also observed jibe with Aristotle's observation: "Beauty is a greater recommendation than any letter of introduction" (Lynn R Kahle and Pamela M. Homer, 1985). Shimp proposed a TEARS model consist of two most important attributes: Credibility (*Trustworthiness and Expertise*); and Attractiveness (*Physical Attractiveness, Respect and Similarity*) (Terrence A Shimp, 2003). Jack Landis founded Q rating system popularly known as Q-Score where Q stands for quotient. Q score is recognized industry standard for measuring consumer appeal of personalities, characters, licensed properties, programs and brands. It is calculated by asking two simple questions on consumer's familiarity and popularity (Douglas Hawks, 2017). Thus these are the models which evaluate the celebrity endorsement.

Till and Shimp examined impact of negative information about a celebrity, it was indicated that negative information about celebrity has a detrimental effect on the brand. However it was observed that the familiar brands have less detrimental effect than the new and some unfamiliar brands (Brian D. Till and Terence A. Shimp, 1998). Udo et al critically reviewed the literature that has revealed the effect of celebrity endorsement in terms of more memorable advertisement and the company. It was also observed that in the short-run

it generates high brand awareness as well as an increase in market share. Certain risks associated with celebrity endorsement such as negative publicity, overshadowing, multiple endorsement, over-endorsement, extinction and cost implications were identified. The study indicated that, successful celebrity endorsement is a combination of attributes such as trustworthiness, expertise, similarity, familiarity, likeability, and a match between the celebrity and the message (brand) (Udo et al., 2015). Knight and Hurmerinta identified processes involved and explore whether celebrity endorsement should be considered a brand alliance. Transfer of meanings and associations were observed and it was found that there is a strong alliance between brand and celebrity endorsement (Elina Halonen-Knight and Leila Hurmerinta, 2010). Radha and Jija observed the perception of respondents in respect of celebrity endorsement; where 51% considered quality of the product as a main aspect, 45.5% admitted positive effect of celebrity endorsement on brand recall. 30.5% of respondent's strongly agreed up on the effectiveness of the attractiveness of the celebrity (G. Radha and Jija.P, 2013). Dimed and Joulyana examined six attributes such as Expertise, Trustworthiness, Similarity, Likeability, Meaning Transfer and 'Fit' Match that influence willingness to purchase. Trustworthiness and expertise were observed the most important out of the six attributes (Chabo Dimed and Sauoma Joulyana, 2005). Silvera and Austad's study results reveal that perceived product knowledge of the endorser was not significantly correlated with attitudes toward the advertised product. The resulting models indicated that attitude toward the endorser was associated with attitude toward the product; a finding that is consistent with previous work based on source attractiveness models of persuasion (David H. Silvera and Benedikte Austad, 2004). Pughazhendi and Ravindran found that the respondents were influenced by celebrity product endorsement in terms of buying decision process or product choice (Annadurai Pughazhendi and Deenadhayal Sudharani Ravindran, 2012). SERTOGLU et al. examined three credibility dimensions of credibility such as Attractiveness, Trustworthiness and Expertise and observed that celebrity endorser and created spokesperson have a positive relationship with purchase intention for both (SERTOGLU et al., 2014). Hassana and Jamila observed celebrity attractiveness ineffective in the case where the consumers are quality conscious or consumers hold practical experience for making any positive or negative assertion about product. Celebrity attractiveness was also found ineffective where the consumer hold strong image of familiar product in mind. Hence it was revealed that physical appearance is way to capture attention towards Ads, not influencing the purchase (Syed Rameez ul Hassana and Raja Ahmed Jamil, 2014). Mukherjee identified some important factors on the impact of celebrity endorsement on brand as the celebrities' acceptability, availability, regional appeal factors, popularity, attractiveness, image and belief system (Debiprasad Mukherjee, 2009). Abhishek and Sahay contributed to the literature by bring in the notion of congruence between the celebrity and the consumer as a driver of effectiveness of celebrity endorsements and (b) by offering propositions using the dimensions of culture (like individualism-collectivism, power distance and long term orientation) to suggest ways in which this congruence manifests itself (Abhishek and Arvind Sahay, 2013). Roy observed overexposed celebrity ineffective as compare to underexposed celebrity. Study results also revealed favourable outcomes in respect of congruent celebrity to the product and finally it was suggested that the perceived credibility of a celebrity diminished with overexposure through endorsements (Subhadip Roy, 2012). Jayswal et al. observed that the single celebrity attractiveness and single celebrity product match-up were significantly correlated and it was also observed that Multiple celebrity attractiveness variables were not significantly correlated but multiple celebrity product match-up variables were significantly correlated with consumer's brand choice behaviour when considered individually (Jayswal et al., 2013). Thus huge literature available in respect of

the impact of celebrity endorsement on purchase intention, majority of the studies have paid focus on evaluating the dimensions of celebrity endorsement.

3.0 Statement of the Problem

Celebrity Endorsement has an influence on the buying behaviour of the target audience; but intensity of influence differs across the demographic profiles such as age, genders, place of residence, Occupations, Income, and Cultures etc. Ahmedabad is a fast growing city with cosmopolitan population. It is a claimant for metropolitan city status and considered a mega city. Rapid development has attracted the youth from every corner of the state and country. Therefore the study of influence of celebrity endorsement on the purchase intention of youth population of Ahmedabad can be generalized to the state and nation.

Present study aims at understanding the factors that influencing the purchase intention of the youth population. It also predicts effectiveness of celebrity endorsement and understand the attributes of Celebrity Endorsement that yield to change.

Main purpose of proposed study is to know the influence of Celebrity Endorsement on purchase intentions of the youth population of Ahmedabad city.

3.1 Objectives

The objectives of the proposed study are:

- To study the Celebrity Endorsement - various aspects, dimensions and avenues by comprehensive literature review
- To understand the key drivers and extracting change factors predicting effectiveness of influence of Celebrity Endorsement on the purchase intentions of youth population of Ahmedabad city

4.0 Methodology

Present study is descriptive in nature followed a cross sectional survey research design which was conducted in the Ahmedabad city with the help of self administered as well as interviewer administered questionnaire that include scaled questions. Samples of 313 respondents (Youth Population of Ahmedabad City) have addressed the questionnaire. Respondents were asked their opinion on 25 statements (V6 to V30) based on five point Likert scale. SPSS software was used to analyse the data; reliability test and Exploratory Factor Analysis (Principal Component Method) was conducted.

5.0 Data Analysis

Exploratory Factor Analysis was conducted to extract factors affecting the purchase intention of the youth population of Ahmedabad city and original variables were summarized into a smaller set of composite dimensions.

Four iterations were performed to extract factors from the data set and results revealed factors for Influence of Celebrity Endorsement on the Purchase Intentions of the Youth Population of Ahmedabad City which were read follows

5.1 Determining Reliability of the scale

A review of the item-total statistics has suggested that the items 25 items (V6 to V30) correlated very well.

Table- 1
Reliability Statistics

Variable	No. of Statements	Cronbach's alpha
Influence of Celebrity Endorsement on Youth Population of Ahmedabad City	25	0.829

Cronbach's alpha was found to be .829; which indicates a high level of internal consistency and the scale was found to be reliable.

5.2 Exploratory Factor Analysis

After the forth iteration performed on the data set of 22 items with orthogonal rotation (Varimax) the high correlation ($r = .864$) between V26 and V27 was observed which was below $\pm .9$; on the other side the low correlation was observed between V15 and V28 ($r = .300$) which was not below $\pm .3$. Therefore it was conceived that the problem of multi-collinearity was not present in the data set. Thus the patterned relationship among variables was revealed. KM O measure (Kaiser –Meyer-Olkin measure) was verified to determine the sampling adequacy, the KM O measure revealed as .831 which was found superb. Significant result of Bartlett's test of sphericity indicated that correlation matrix is not an identity matrix as there was a sufficiently large correlation between items. An initial analysis was conducted to explain total variance and the five components were found with the Eigenvalues over Kaiser's criterion of 1 and combination explained 70.33 Per cent of variances. Communalities and Rotated Component Matrix output revealed significant values which were $> .5$ for all the items. Therefore further iterations were not needed on the data set. After the fourth iteration five factors were extracted and retained for the final analysis. The successful extraction of five factors indicated the construct validity. Summarized results were revealed in the Table – 2

Table – 2 Summary of EFA Result (SPSS) for Influence of Celebrity Endorsement on the Youth Population of Ahmedabad City (n =313)

		Component				
		1	2	3	4	5
V9	Influence of Trustworthiness of Celebrity	.888				
V26	influence of Honesty of Celebrity	.828				
V13	Influence of Authenticity of celebrity	.809				
V27	Influence of Reliability of Celebrity	.804				
V25	Influence of Values associated with Celebrity	.685				
V11	Influence of Beautiful/Handsome celebrity		.856			

V1 4	Influence of Glamorous celebrities		.79 8			
V1 0	Influence of Popularity of Celebrity		.67 4			
V1 2	Influence of Elegant Celebrity		.66 8			
V2 8	Influence of similarity to Celebrity		.61 7			
V1 5	Influence of Celebrity - brand user or not		.51 2			
V7	Celebrity endorsements increase awareness			.84 8		
V8	Celebrity endorsements help to recall			.84 7		
V6	Celebrities are making brand more noticeable			.69 0		
V1 8	Fit between the Celebrity and brand image			.52 9		
V1 7	Match between Celebrity and target audience			.51 1		
V2 2	Influence of Experienced Celebrity				.82 7	
V2 3	Influence of Knowledgeable Celebrity				.78 5	
V2 4	Influence of Skilled Celebrity				.67 8	
V2 9	Product and profession of celebrity match up				.66 0	
V1 6	Influence of Negative news about the celebrity					.62 0
V3 0	Influence of Sociability of Celebrity					.57 4

Thus, five components were extracted and they were labelled with the meaningful name by their representativeness of the properties they possess. Factor – 1 represents general worry about the moral values hence it was labelled with the name **Morality**. Factor– 2 represents general worry about the drawing power hence it was labelled with the name **Fascination**. Factor – 3 represents general worry about the Match up or Fit hence it was labelled with the name **Congruence**. Factor – 4 represents general worry about the competence or expertise hence it was labelled with the name **Proficiency**. Factor – 5 represents general worry about the agreeability hence it was labelled with the name **Civility**. Hence the reliability of each of the factors was examined.

Table 3 Reliability Statistics in respect of the Factors

Variable	No. of Statements	Cronbach's alpha
Morality	5	0.903
Fascination	6	0.783
Congruence	5	0.845
Proficiency	4	0.844
Civility	2	0.608

Table – 3 exhibits information on the Cronbach's Coefficient for each of the factors. The reliability scores were interpreted based on George and Mallery's guideline (George & Mallery, 2011). The first factor "Morality" revealed significant reliability score $\alpha = .903$, which was believed to be excellent as it is $> .9$. The second factor "fascination" revealed significant reliability score $\alpha = .783$, which was believed to be acceptable. The third factor Congruence revealed significant reliability score: $\alpha = .845$, which was well above good. The fourth factor "Proficiency" revealed significant reliability score: $\alpha = .844$ which was also good. The fifth factor "Civility" revealed significant reliability score: $\alpha = .608$ which was questionable.

6. Conclusion

Large amount of literature on celebrity endorsement has uncovered number of attributes of celebrity. These attributes or factors have an impact on the purchase intention of consumers which summarized as follow.

1. Trustworthiness: It manifests honesty, integrity, believability and dependability. It implies that someone who is not expert but trustworthy
2. Expertise: It manifests knowledge, experience, skill of celebrity with respect to the endorsed brand. The extent to which an endorser is perceived to be a source of valid assertions.
3. Attractiveness: It manifests physical look, personality, lifestyle of the celebrity that has a pertinent impact on the buying behaviour. Attractiveness also entails concepts such as intellectual skills, personality properties, way of living, athletic performances and skills of endorsers..
4. Respect: The quality of being admired or even esteemed due to one's personal qualities and accomplishments.
5. Similarity: The extent to which an endorser matches an audience in terms of characteristics pertinent to the endorsement relationship.
6. Familiarity: it is an extent to which consumers are familiar with the celebrity) Familiarity is the supposed resemblance as knowledge that a celebrity endorser possesses through exposure.
7. Likeability: it possesses the property of easily Liked, Pleasing. The affection for the source as a result of the source's physical appearance and behaviour.
8. Celebrity image & Product Brand Fit: Message conveyed by celebrity image and the product message should be congruent for effective advertising
9. Popularity: liked, admired, or supported by many people.

So far the investigation of impact of celebrity endorsement on purchase intension of youth population of Ahmedabad city is concern five factors model comprises of **Morality**,

Fascination, Congruence, Proficiency and Civility was revealed that has an impact on the purchase decisions of the youth population of Ahmedabad city.

So, this five factor model can be useful in device marketing strategies involving celebrity endorsement for any product to address the youth population of Ahmedabad city. It is also useful in selection of celebrity. These factors positively influence the purchase intention of youth population of Ahmedabad city. This result can be generalized to other big cities across the nation due to the cosmopolitan culture of the city.

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