

"A STUDY ON THE RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENT, CONSUMER'S GENDER & BRAND RECALL"

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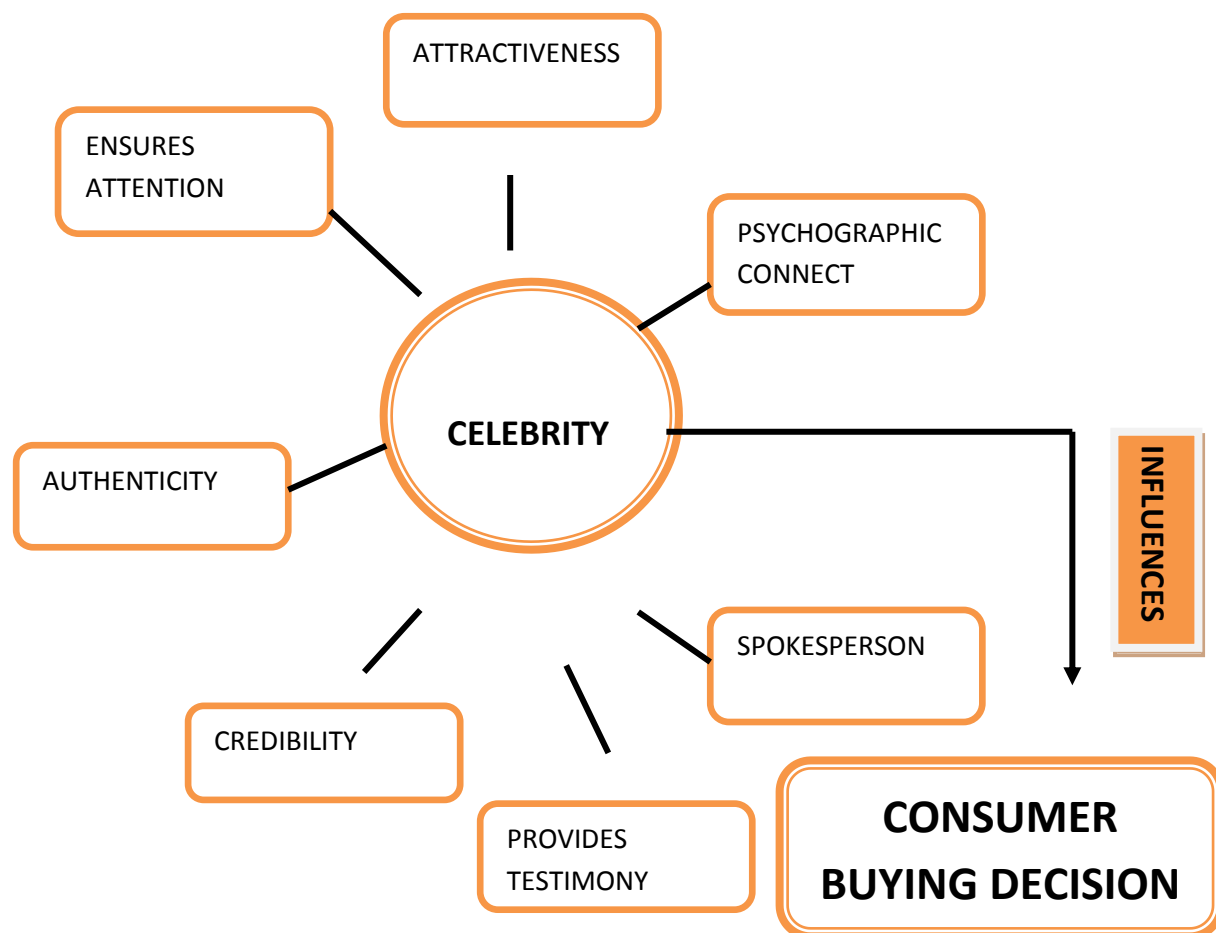
ABSTRACT: *The purpose of this paper is to study the ability of consumers to recall a brand when a celebrity endorses it. The paper also tries to find out the consumer preference of a celebrity category (Sports, films, etc) and the association between the gender of the respondents & his/her preference of celebrity (Gender & Category of celebrity). The study was done using the survey approach. The sample consisted of 100 respondents. Two hypotheses were formulated, based on which it was found that there is a relationship between consumer's gender & his/her ability to recall a brand featuring a celebrity of the same gender. And there was a mixed response as far as respondent's gender and his/her preference of celebrity type is concerned, for some products, null hypothesis was accepted but for some others, it was rejected.*

KEY WORDS: Celebrity, Endorsement, Brand, Recall, Gender, Consumer.

INTRODUCTION

In this modern age of cut throat competition, thousands of products are introduced in the market every nanosecond with a view to attract the attention of consumers. But most of the products go unnoticed as the advertisements fail to hold the interest of consumers as it has nothing unique to attract them. One of the biggest promotional tools that the marketers can use to make their products registered in the minds of consumers is "Celebrity Endorsement", as the glamour of a celebrity seldom goes unnoticed. Celebrities provide credibility to the advertisements, hence making the products more appealing to the masses. Celebrities, by endorsing a particular brand, provide

testimony for the same & thus their social status influence the consumer purchase decision process. There exist a relationship between the gender of consumer and his/ her preference of a celebrity. In other words, their buying behavior is affected by the gender of the celebrity endorser. For instance, there are many fairness creams available in the market endorsed by female celebrities. Here the presence of female celebrities appeals the female consumers. On the other hand, when Shahrukh Khan started endorsing male fairness cream, it appealed male consumers.



LITERATURE REVIEW

Market relies on the celebrity endorsement for varied products such as soft drinks, chocolates, biscuits, soaps, cars, foot wares, etc. Study done by Agarwal & Kamakura (1995) suggests that 20 % of the advertisements have celebrities in them. Clark & Horstman (2003) suggested that celebrity endorsement enables consumers to recall the product brands better than the product brands which are not endorsed by a celebrity. McCracken states that celebrity endorsers influence masses better than others due to the congruency between celebrity & product, thus persuading the consumers to buy the product. Every product needs a sales person & the study done by Prachi Raturi (2005) suggests that celebrity sales person is the most competitive & unique one. Soloman (2002) suggest that the main goal of advertising is to persuade consumers to modify their attitude towards the

brand. So, in order to project a reliable image, celebrity endorsers play a vital role. Till & Buster (1999) suggested that effectiveness of celebrity endorsement is dependent on the "Fit" between the celebrity endorser and the brand he/she is endorsing. McCracken (1989) suggested that in order to enhance the effectiveness of celebrity endorsement, there should exist clarity in assessing the meanings consumers associate with the endorser which are eventually transferred to the brand. Ohanian (1991) in her study said that each source has different effect on the way a consumer perceives a brand thereby making it necessary to pursue a systematic strategy of celebrity endorser selection.

OBJECTIVES OF THE STUDY

The main objective of the study is to study the association between gender of respondents and his/her preference of celebrity i.e., gender of celebrity. And the sub objective is to study top of the mind recall of celebrity advertisements.

RESEARCH METHODOLOGY

Prime objective of this study is to find the association between gender of the respondents and his or her preference of celebrity (gender wise and category wise). For this purpose we have designed two hypotheses.

1. **Null Hypothesis**-Respondent's gender and his/her preference of first celebrity in Top of mind recall are independent.

Alternate hypothesis- Respondent's gender and his/her preference of first celebrity in Top of mind recall are not independent.

2. **Null Hypothesis**- Respondent's gender and his/her preference of celebrity type i.e. sports or film personality are independent.

Alternate Hypothesis- Respondent's gender and his/her preference of celebrity type i.e. sports or film personality are independent.

Research Design	Descriptive
Research Method	Survey
Research Technique	Questionnaire
Data Collection	Raipur and Bhilai
Sampling Plan	Simple random sampling
Number of Samples	100

The questionnaire used was divided into 5 parts.**PART I****Demographic Details****PART II-Top of the mind recall**

Celebrity Endorsement has become a common phenomenon today. Most advertisements on TV feature celebrities largely from films, cricket and other fields. Respondents have to recall any five TV ads that come first to their mind that featured celebrities.

PART III-Latest Endorsements Recall

List of five celebrities are given. Respondents have to name brand they endorse.

PART IV- Match The Pairs

For some product categories such as soft drinks, soaps, cars, celebrity advertising is widely used. However celebrities are changed more frequently. Leading celebrities replace the former endorsers. It may create confusion amongst the audience to relate the specific brand with specific celebrity. List of four celebrities and four brands are given for each product categories and respondents are asked to match the pairs of brands and latest celebrity endorser.

PART V- Top of Mind ads of Top celebrities

Film stars like Amitabh Bachhan, Shahrukh Khan and cricketers like Sachin Tendulkar are the most popular celebrities in India. Respondents have to name any three latest brands endorsed by each of them which first comes to their mind when they think of these three celebrities.

DATA ANALYSIS & RESULT**A. Statistical tool used for data analysis- Chi Square**

The chi-square test is used to determine whether there is a significant difference between the expected frequencies & the observed frequencies in one or more categories. Chi-square test requirements are as follows:

1. Quantitative data
2. One or more categories
3. Independent Observations
4. Adequate sample size (At least 10)

5. Simple random sample
6. Data in frequency form

B. Hypothesis testing

The two hypotheses that we formulated for the research gave the following results:

1. **Null Hypothesis**-Respondent's gender and his/her preference of first celebrity in Top of mind recall are independent

Alternate hypothesis- Respondent's gender and his/her preference of first celebrity in Top of mind recall are not independent.

S.No	Calculated value	Table value	Hypothesis
1.	11.05	3.84	Rejected

Result: From chi-square test it has been proved that, since the calculated value is greater than the table value, hence the null hypothesis is rejected, showing respondent's gender and his/her preference of first celebrity in Top of Mind recall are not independent. Thus resulting that male audience gives preference to male celebrities and female audience give preference to female celebrities.

2. **Null Hypothesis**- Respondent's gender and his/her preference of celebrity type, i.e. sports or film personality are independent.

Alternate Hypothesis- Respondent's gender and his/her preference of celebrity type, i.e. sports or film personality are independent.

S.No	Calculated Value	Table Value	Hypothesis
Product 1	1.885	3.84	Accepted
Product 2	0.725	3.84	Accepted
Product 3	3.9477	3.84	Rejected
Product 4	.3841	3.84	Accepted

Result: - From chi-square test it has been proved that null hypothesis is accepted for product 1,2 and 4. Thus proving that respondent's gender and his/her preference of celebrity type i.e. sports or film personality is independent. But for product 2 null hypothesis is rejected, showing respondent's gender and his/her preference of celebrity type are dependent.

FINDINGS

Question-wise findings

Demographic Data

- Among the total 100 respondents, 62% are male and 38% are female respondents.
- Average age of respondents is 22 years.
- 97% respondents own TV and only 3% do not have TV.
- Maximum respondents 60% watch TV everyday for 1-3 hours, followed by 30% who watch for less than one hour and only 10% watch TV for more than three hours.

Part 1- Top of Mind Recall

S.No	Celebrity	No. Of Respondents
1.	Salmaan Khan(Mountain Dew)	25
2.	Sachin Tendulkar(Castrol)	20
3.	Katrina Kaif(Slice)	15

- About 25% of respondents have give preference to Salmaan Khan for his endorsement of Mountain Dew, a soft drink.
- About 20% respondents have given preference to Sachin Tendulkar, a sports personality for his endorsement of Castrol.
- About 15% of respondents have give preference to Katrina Kaif for her endorsement of Slice, a soft drink.

Part 2- Match the pair

Beauty Soaps

Total number of Respondents	100
No. of respondents who matched correctly	53
No. of respondents who didn't match correctly	46
No. of responds who didn't attempt the question	1

- Out of the total 100 respondents, 53 have matched the pair correctly.
- 46 respondents didn't match the pair correctly and most of them got confused between Dyna and Fiama Di wills
- Only one respondent didn't attempt the question at all.

Soft Drinks

Total number of Respondents	100
No. of respondents who matched correctly	99
No. of respondents who didn't match correctly	0
No. of responds who didn't attempt the question	1

- Out of the total 100 respondents, 99 have matched the pairs correctly.
- Only one respondent didn't attempt the question.

Cars

Total number of Respondents	100
No. of respondents who matched correctly	76
No. of respondents who didn't match correctly	23
No. of responds who didn't attempt the question	1

Out of the total 100 respondents, 76 matched correctly, and 23 did it wrong and one didn't attempt the question at all.

CONCLUSION

It was concluded that featuring non-celebrities as their product endorsers might earn extra profit for producers & marketers, but they are ready to let go of this in exchange of the celebrity endorsers who provide face & personality to their brands. This helps consumers to recall different brands easily thus making it easier for the marketers to position their products & brands effectively.

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