

Consumer Perception towards Celebrity Endorsement in FMCG Products: A Study with Special Reference to Endorsements by Sportspersons

¹Shabna Babu & ²Dr Vineeth KM

¹Assistant Professor of Commerce on Contract, Aquinas College, Edakochi, Kerala (India)

²Assistant Professor of Commerce, Maharaja's College, Ernakulam, Kerala (India)

ARTICLE DETAILS

Article History

Published Online: 05 July 2018

Keywords

Attractiveness, Celebrity Endorsement, Consumer Perception, Expertise, Trustworthiness

*Corresponding Author

Email: vineeth[at]maharajas.ac.in

ABSTRACT

The importance of the celebrity spokesperson can be multiple and not necessarily mutually exclusive, such as Testimonial, Endorser & Spokesman. Psychology literature has identified three dimensions of source credibility, in particular when the source is an individual; trust, expertness and attractiveness. The present study empirically examines the consumer perception towards FMCG endorsements by sportspersons. Attractiveness trustworthiness and expertise have been positively perceived by the consumers. The socio economic factors are not found to have any significant association except education and region in the case of expertise; and education alone in the case of trustworthiness.

1. Introduction

The concept of celebrity endorsement has its origin in Psychology. One of the most studied areas is that of "source credibility" which is very similar to the "ethos" of Aristotle (Hovland & Weiss 1952; McCroskey & Young 1981). Source credibility has been defined as: "attitude toward a source of communication held at a given time by a receiver" (McCroskey & Young 1981). Psychology literature has identified three dimensions of source credibility, in particular when the source is an individual; trust, expertness and attractiveness. (Roy & Moorthi, 2009)

Celebrity has been defined by Friedman, Termini, and Washington (1976) as someone who is, "known to the public for his accomplishment in areas unrelated to the product class endorsed."

According to McCracken (1989), a celebrity endorser can be defined as, "any individual who enjoys public recognition and who uses this on behalf of a consumer good by appearing with it in an advertisement."

1.1. Statement of the Problem

The role of the celebrity spokesperson can be multiple and not necessarily mutually exclusive, such as: Testimonial: Here the individual attests to the superiority or excellence of a product or service on the basis of personal experience with it. Endorser: Here the individual is merely associated with the brand, which implies an endorsement. In this case the individual mayor may not be an expert in the field of the brand. Actor: Here the individual is merely a character in a dramatic presentation. Spokesman: The individual represents the company or brand, much as does a salesman. (Kamen, Azhari and Kragh 1975)

The celebrity selected for the endorsement sometimes may be an expert in the product/related area, such as Michael Jordan endorsing basketball shoes for Adidas. However, the celebrity may not be an expert. Sometimes, the celebrity may

also have a long-term association with the product or brand. (Roy & Moorthi, 2009)

This paper attempts to assess the consumer perception towards celebrity endorsements with special reference to endorsements by sportspersons.

1.2 Objectives

The present study aims to serve the following objectives:

- To study the consumer perception towards celebrity endorsements with special reference to endorsements by sportspersons
- To compare the perception across socio economic factors

1.3. Methodology

The present study is empirical in nature. Primary data has been collected using structured questionnaire adopting scale on Expertise, Trustworthiness, and Attractiveness of Celebrity Endorsers (Ohanian 1990). Descriptive and Inferential statistics are applied to analyse and interpret the data.

2. Results

The data collected using the scales were found to be reliable with Cronbach's Alpha above 0.7 (Nunnally, 1978). The data were also found to be normally distributed using KS test and SW test. Hence the data is eligible for parametric tests in analysis.

Table 1
Profile of the Sample

Variable	Category	Frequency	Percent
Gender	Male	27	30
	Female	63	70
	Total	90	100
Occupation	Salaried – Govt/Public Sector	3	3
	Salaried – Private Sector	28	31
	Self Employed	3	3

	Student	46	51
	Unemployed	10	11
	Total	90	100
Education	+2/Diploma	17	19
	Graduate	31	34
	Post Graduate	42	47
	Total	90	100
Annual Family Income	Below Rs 2 lakhs	44	49
	Rs 2 lakhs to Rs 5 lakhs	25	28
	Rs 5 lakhs to Rs 10 lakhs	13	14
	Above Rs 10 lakhs	8	9
	Total	90	100
Region of Residence	Rural	38	42
	Urban	52	58
	Total	90	100

Source: Survey Data

Table 2
Consumer Perception towards Celebrity Endorsement

	Mean	SD	t	df	P Value
Attractiveness	3.68	0.7953	8.059	89	< 0.001**
Trustworthiness	3.53	0.9334	5.375	89	< 0.001**
Expertise	3.96	0.7583	11.954	89	< 0.001**

Source: Computed from Survey Data

** Highly Significant

The consumer perception towards celebrity endorsement is found to be relatively high in Attractiveness, Trustworthiness and Expertise which is also found to be significant.

Table 3
Socio Economic Factors and Perception towards Attractiveness of Celebrity Endorsements

Variable	Category	Mean	F / t	P Value
Gender	Male	4.03	2.876	0.005**
	Female	3.52		
	Total	3.68		
Occupation	Salaried – Govt/Public Sector	4.07	0.401	0.807
	Salaried – Private Sector	3.76		
	Self Employed	3.60		
	Student	3.59		
	Unemployed	3.72		
	Total	3.68		
Education	+2/Diploma	3.74	2.264	0.110
	Graduate	3.88		
	Post Graduate	3.50		
	Total	3.68		
Annual Family Income	Below Rs 2 lakhs	3.61	1.535	0.211
	Rs 2 lakhs to Rs 5 lakhs	3.54		
	Rs 5 lakhs to Rs 10 lakhs	4.06		
	Above Rs 10 lakhs	3.85		
	Total	3.68		
Region of Residence	Rural	3.59	-0.877	0.383
	Urban	3.74		
	Total	3.68		

Source: Computed from Survey Data

Independent Sample t Test / One Way ANOVA

The perception towards attractiveness of celebrity endorsements is found to be evenly distributed among the different socio economic categories except gender. Consumers belonging to male category are showing a significantly higher perception to attractiveness of sportsperson endorsements.

Table 4
Socio Economic Factors and Perception towards Trustworthiness of Celebrity Endorsements

Variable	Category	Mean	F / t	P Value
Gender	Male	3.59	0.373	0.710
	Female	3.50		
	Total	3.53		
Occupation	Salaried – Govt/Public Sector	2.93	0.678	0.609
	Salaried – Private Sector	3.47		
	Self Employed	3.27		
	Student	3.66		
	Unemployed	3.36		
	Total	3.53		
Education	+2/Diploma	3.51	5.291	0.007**
	Graduate	3.93		
	Post Graduate	3.24		
	Total	3.53		
Annual Family Income	Below Rs 2 lakhs	3.53	0.403	0.751
	Rs 2 lakhs to Rs 5 lakhs	3.58		
	Rs 5 lakhs to Rs 10 lakhs	3.63		
	Above Rs 10 lakhs	3.20		
	Total	3.53		
Region of Residence	Rural	3.43	-0.844	0.401
	Urban	3.60		
	Total	3.53		

Source: Computed from Survey Data

Independent Sample t Test / One Way ANOVA

The perception towards trustworthiness of celebrity endorsements is found to be evenly distributed among the different socio economic categories except education. Trustworthiness is perceived significantly lesser by the consumers in the post graduate category, whereas the same is having a significant higher perception among the consumers in the graduate category. Post hoc test could find a significant difference only among graduate and post graduate categories.

Table 5
Socio Economic Factors and Perception towards Expertise of Celebrity Endorsements

Variable	Category	Mean	F / t	P Value
Gender	Male	4.01	0.483	0.630
	Female	3.93		
	Total	3.96		
Occupation	Salaried – Govt/Public Sector	4.33	1.172	0.329
	Salaried – Private Sector	3.88		
	Self Employed	3.80		
	Student	4.07		
	Unemployed	3.58		

	Total	3.96		
Education	+2/Diploma	3.96	6.165	0.003**
	Graduate	4.30		
	Post Graduate	3.70		
	Total	3.96		
Annual Family Income	Below Rs 2 lakhs	3.85	1.404	0.247
	Rs 2 lakhs to Rs 5 lakhs	4.22		
	Rs 5 lakhs to Rs 10 lakhs	3.89		
	Above Rs 10 lakhs	3.80		
	Total	3.96		
Region of Residence	Rural	3.75	-2.278	0.025*
	Urban	4.11		
	Total	3.96		

Source: Computed from Survey Data
 # Independent Sample t Test / One Way ANOVA
 *Significant

The perception towards expertise of celebrity endorsements is found to be evenly distributed among the different socio economic categories except education and region. Perceived expertise of celebrity endorsement is found to be significantly high among the consumers in graduate category and urban by region. Post hoc test could find a significant difference only among graduate and post graduate categories by level of education.

3. Discussion

Celebrity endorsements appear to be having a positive perception in the minds of consumers in terms of attractiveness trustworthiness and expertise. The socio economic factors are not found to have any significant association except education and region in the case of expertise; and education alone in the case of trustworthiness. Marketers can tap this opportunity to provide better influence among the consumers.

References

1. Friedman, Hershey H., Salvatore Termini, and Robert Washington (1976), "The Effectiveness of Advertisements Utilizing Four Types of Endorsers," *Journal of Advertising*, 5 (3), 22-24.
2. Hovland, Carl I., and Walter Weiss (1952), "The Influence of Source Credibility on Communication Effectiveness," *The Public Opinion Quarterly*, 15 (4), 635-650.
3. Hovland, Carl I., Irving L. Janis, and Harold H. Kelley (1953), *Communication and Persuasion*, New Haven: Yale University Press.
4. Kamen, Joseph, Abdul Azhari, and Juidith Kragh (1975), "What a Spokesman Does for a Sponsor," *Journal of Advertising Research*, 15 (2), 17-24.
5. McCracken, Grant (1986), "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," *Journal of Consumer Research*, June, 13 (1), 71-84 .
6. McCracken, Grant (1989), "Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process," *Journal of Consumer Research*, 16 (3), 310-21.
7. McCroskey, James c., and Thomas J. Young (1981), "Ethos and credibility: The construct and its Measurement after Three Decades," *Central States Speech Journal*, 32, 24-34. Retrieved on 02/20/2007 from <http://www.jamescmccroskev.com/publications/096.pdf>.
8. Roy, S., & Moorthi, Y. (2009). *Celebrity Endorsements and Brand Personality (Working Paper)*. IIM Bangalore.