

A Comparative Study of Influence of Celebrity Endorsements by Film Stars and Sportspersons with Special Reference to FMCG Products

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ABSTRACT

The role 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 film stars in comparison to sportspersons. Attractiveness trustworthiness and expertise have been positively perceived by the consumers w.r.t. sportspersons but it is not the same for film stars. Paired test for comparison is used to infer on the data along with regression coefficients.

1. Introduction

Consumers always tend to be influenced by the presence of familiar faces in advertising campaigns. When the faces are of admired celebrities advertisement appeal is ignited. 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).

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."

For the purpose of the study, the two major categories of celebrities viz., film stars and sportspersons are compared.

1.1. Statement of the Problem

The role of the celebrity spokesperson can be multiple and not necessarily mutually exclusive, such as: Testimonial, Endorser and Spokesman (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 film stars in comparison to sportspersons.

Attractiveness, trustworthiness and expertise are hypothesized to differ between the two sets. Research question also arises on the influence of endorsements on the purchase intention.

1.2 Objectives

The present study aims to serve the following objectives:

- To study the consumer perception towards celebrity endorsements by film stars in comparison to sportspersons
- To compare the influence of celebrity endorsements on purchase intention with respect to FMCG products

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 –	18	20

	Govt/Public Sector		
	Salaried – Private Sector	18	20
	Self Employed	8	9
	Student	36	40
	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	20	22
	Rs 5 lakhs to Rs 10 lakhs	18	20
	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 [Film Stars]

	Mean	SD	t	df	P Value
Attractiveness	3.90	0.7933	10.788	89	< 0.001**
Trustworthiness	3.04	0.8694	0.412	89	0.681
Expertise	3.67	0.8199	7.713	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 is found to be moderate and Expertise is found to be significant.

Table 3
Association of Consumer Perception with Socio Economic Variables

Variable & Category		Attractiveness		Trustworthiness		Expertise	
		Mean	P Value	Mean	P Value	Mean	P Value
Gender	Male	3.90	0.991	2.84	0.169	3.70	0.781
	Female	3.90		3.12		3.65	
	Total	3.90		3.04		3.67	
Occupation	Salaried – Govt/ Public Sector	4.33	0.167	3.00	0.868	4.20	0.293
	Salaried – Private Sector	4.00		2.97		3.70	
	Self Employed	3.20		2.60		3.47	
	Student	3.79		3.07		3.73	
	Unemployed	4.24		3.18		3.20	
	Total	3.90		3.04		3.67	
Education	+2/ Diploma	3.68	0.014*	2.79	0.042*	4.01	0.001**
	Graduate	4.23		3.35		3.93	
	Post Graduate	3.75		2.91		3.33	
	Total	3.90		3.04		3.67	
Annual Income	Below Rs 2 lakhs	3.79	0.558	3.15	0.235	3.65	0.837
	Rs 2 lakhs to Rs 5 lakhs	3.97		2.95		3.78	
	Rs 5 lakhs to Rs 10 lakhs	4.11		3.14		3.60	
	Above Rs 10 lakhs	4.00		2.50		3.50	

Region	Total	3.90	0.114	0.412	3.04	3.67	0.201
	Rural	3.75			3.13	3.54	
	Urban	4.02			2.97	3.76	
	Total	3.90			3.04	3.67	

Source: Computed from Survey Data

** Highly Significant

*Significant

Independent Sample t Test / One Way ANOVA

The perception towards expertise of celebrity endorsements is found to be evenly distributed among the different socio economic categories except education. Perceived

attractiveness of celebrity endorsement by Film Stars is found to be significantly high among the consumers in graduate category and expertise perceived by +2/Diploma category.

Table 4
Consumer Perception towards Celebrity Endorsement [Sportspersons]

	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

One Sample t test

The consumer perception towards celebrity endorsement by Sports Persons is found to be relatively high in Expertise,

Attractiveness and Trustworthiness are also found to be significant.

Table 5
Association of Consumer Perception with Socio Economic Variables

Variable & Category		Attractiveness		Trustworthiness		Expertise	
		Mean	P Value	Mean	P Value	Mean	P Value
Gender	Male	4.03	0.005**	3.59	0.710	4.01	0.630
	Female	3.52		3.50		3.93	
	Total	3.68		3.53		3.96	
Occupation	Salaried – Govt/ Public Sector	4.07	0.807	2.93	0.609	4.33	0.329
	Salaried – Private Sector	3.76		3.47		3.88	
	Self Employed	3.60		3.27		3.80	
	Student	3.59		3.66		4.07	
	Unemployed	3.72		3.36		3.58	
	Total	3.68		3.53		3.96	
Education	+2/ Diploma	3.74	0.110	3.51	0.007**	3.96	0.003**
	Graduate	3.88		3.93		4.30	
	Post Graduate	3.50		3.24		3.70	
	Total	3.68		3.53		3.96	
Annual Income	Below Rs 2 lakhs	3.61	0.211	3.53	0.751	3.85	0.247
	Rs 2 lakhs to Rs 5 lakhs	3.54		3.58		4.22	
	Rs 5 lakhs to Rs 10 lakhs	4.06		3.63		3.89	
	Above Rs 10 lakhs	3.85		3.20		3.80	
	Total	3.68		3.53		3.96	
Region	Rural	3.59	0.383	3.43	0.401	3.75	0.025*
	Urban	3.74		3.60		4.11	
	Total	3.68		3.53		3.96	

Source: Computed from Survey Data

** Highly Significant

*Significant
Independent Sample t Test / One Way ANOVA

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 and trustworthiness of celebrity endorsement is found to be significantly high among the consumers in graduate category and urban by region.

Comparison between Celebrity Endorsements by Film Stars and Sports Persons

Table 6
Paired Comparison of Consumer Perception

		Mean	N	SD	t	P Value
Pair 1	Attractiveness (FilmStars)	3.90	90	0.7934	2.920	0.004**
	Attractiveness (SportsPersons)	3.68	90	0.7953		
Pair 2	Trustworthiness (FilmStars)	3.04	90	0.8694	-5.937	<0.001**
	Trustworthiness (SportsPersons)	3.53	90	0.9334		
Pair 3	Expertise (FilmStars)	3.67	90	0.8199	-4.599	<0.001**
	Expertise (SportsPersons)	3.96	90	0.7583		

Source: Computed from Survey Data

** Highly Significant

*Significant

Paired Sample t Test

Endorsements by Film Stars is found to have a significant perception w.r.t. attractiveness. Whereas, trustworthiness and

expertise are perceived higher in the case of endorsements by Sports Persons.

Influence of Celebrity Endorsement on Purchase Intention of FMCG Products

Table 7
Correlation between Perceptions towards Celebrity Endorsement by Film Stars and Purchase Intention

		Attractiveness FilmStars	Trustworthiness FilmStars	Expertise FilmStars	Purchase Intention
Attractiveness FilmStars	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	90			
Trustworthiness FilmStars	Pearson Correlation	0.342**	1		
	Sig. (2-tailed)	0.001			
	N	90	90		
Expertise FilmStars	Pearson Correlation	0.508**	.595**	1	
	Sig. (2-tailed)	< 0.001	< 0.001		
	N	90	90	90	
Purchase Intention	Pearson Correlation	0.568**	.612**	.578**	1
	Sig. (2-tailed)	< 0.001	< 0.001	< 0.001	
	N	90	90	90	90

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

Source: Computed from Survey Data

The perceptions towards celebrity endorsements by film stars are found to be positively correlated with purchase intentions of FMCG products.

Regression analysis produced the following results:

Table 8
Regression Analysis – Model Summary

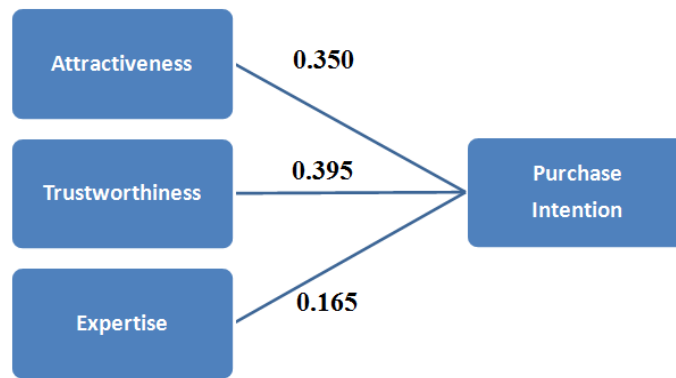
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.732	0.536	0.520	0.59478

Table 8 A Regression Analysis – ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.105	3	11.702	33.078	<0.001**
	Residual	30.424	86	0.354		
	Total	65.528	89			

Source: Computed from Survey Data
** Highly Significant

The regression coefficients obtained are plotted on the conceptual model as follows:



Expertise of Film Stars is found to be weak to influence purchase intentions of consumers.

Table 9
Correlation between Perceptions towards Celebrity Endorsement by Sports Persons and Purchase Intention

		Attractiveness SportsPersons	Trustworthiness SportsPersons	Expertise SportsPersons	Purchase Intention
Attractiveness (SportsPersons)	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	90			
Trustworthiness (SportsPersons)	Pearson Correlation	0.460**	1		
	Sig. (2-tailed)	< 0.001			
	N	90	90		
Expertise (SportsPersons)	Pearson Correlation	0.480**	0.762**	1	
	Sig. (2-tailed)	< 0.001	< 0.001		
	N	90	90	90	
Purchase Intention	Pearson Correlation	0.447**	0.566**	0.586**	1
	Sig. (2-tailed)	< 0.001	< 0.001	< 0.001	
	N	90	90	90	90

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

Source: Computed from Survey Data

The perceptions towards celebrity endorsements by sports persons are found to be positively correlated with purchase intentions of FMCG products.

Regression analysis produced the following results:

Table 10
Regression Analysis – Model Summary

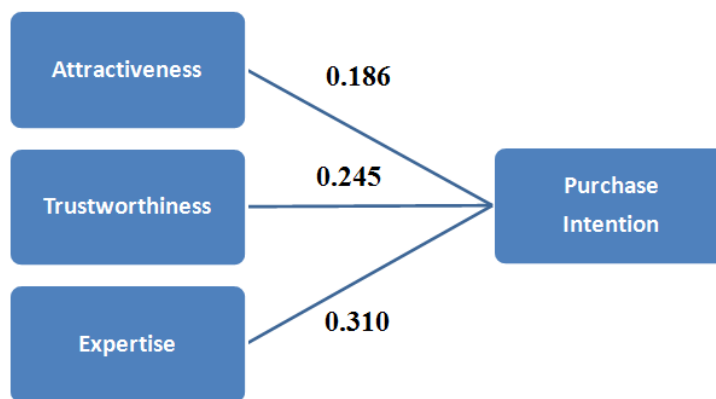
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.635	0.403	0.382	0.67437

Table 10 A
Regression Analysis – ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	26.418	3	8.806	19.364	<0.001**
	Residual	39.110	86	0.455		
	Total	65.528	89			

**Highly Significant

The regression coefficients obtained are plotted on the conceptual model as follows:



Attractiveness is found to be weak in influencing purchase intentions.

3. Discussion

Celebrity endorsements appear to be having a positive perception in the minds of consumers in terms of attractiveness trustworthiness and expertise. Endorsements by film stars are less perceived for expertise in comparison to endorsement by

spots persons. Attractiveness is found to be high w.r.t. endorsements by film stars. Marketers can tap this opportunity to provide better influence among the consumers in the FMCG segment.

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