

Impact of Source Credibility Elements of Consumer Endorser on Consumers Attitude and Purchasing Patterns- An Empirical Analysis in Malappuram, Kerala

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ABSTRACT

The purpose of this paper is to empirically analyse the impact of trustworthiness of consumer endorser and popularity of consumer endorser on consumer attitude and purchase intention of potential customer. Perception towards trustworthiness of consumer endorser is evenly distributed among the categories of socio-economic variables gender, education and region of residence. However, it is significantly different between the categories of occupation ($P=0.002$) and annual income ($P=0.0001$). Popularity is concerned, there are significant differences between categories of occupation ($P=0.001$), annual income ($P=0.043$) and region of residence ($P=0.047$). It is seen that consumers of rural region have higher perception towards popularity of consumer endorser.

1. Introduction

Now days, there is a trend is that good number of companies are providing consumer satisfactory measures so that potential customer can get good feedback about the product and improve their purchasing intentions. Consumer endorsers are the actual users of the product who don't have any prior knowledge of the product and they acquire knowledge after using it (Friedman and Fried man, 1979). Consumer endorsement given by consumer endorsers can reduce expenditure caused by the celebrity advertisement. According to (Shimp, 2000) consumer endorsement is less costly and can avoid undesirable approaches towards celebrity endorsers. Consumer endorsement is a common marketing techniques employed by many industries in worldwide economy because they are providing actual experience of the product so that the potential customer will become the future consumer endorsers. According to (Menon, 2001) non celebrity as a person who before engagement in campaign has no public disrepute and appears in an advertisement for the product. The consumer endorser as atypical person who is a regular person who is non-celebrity endorsing product (Shimp 2003). Cost advantage of non-celebrity endorsement and its relations with the products is studied (Erdogen ,1999,Tom,et al). Ohanan, 1990 studied the source credibility is measured by positive characteristics of user that affect the receiver's acceptance towards the message conveyed. The source credibility elements are based on trustworthiness, popularity, attractiveness and expertise is taken as the base of the study. This study demonstrated that Brand attitude attitude and purchase intentions was influenced by the consumer endorser's source credibility dimensions i.e. Trustworthiness and popularity.

2. Significance of the study

Consumer endorsement given by consumer endorser plays an inevitable role in world wide economy. Many companies in Kerala especially in Malappuram district, occupied at its higher level due to its brand value by means of advertisement by consumer endorsers. Now major trend is

that, besides the advertising picture or images, consumer endorsers are introducing the product as spoke person or by reviews posted and rating using social domains like 'you tube' Face book, Instagram etc. The confident among the companies is that most of the people use to spend a major part of their leisure hours in front of the mobile phone and other internet devices. A good number of companies in Malappuram district of Kerala getting their brand values by the reviews and rating given by the consumer endorsers irrespective of the major and minor brand. Hence this study is significant to understand the major trends, influence of consumer endorsers and source credibility elements in this fast changing scenario.

3. Objectives

1. To analyses the effect of socio-economic factors of consumer on the consumer attitude.
2. To evaluate the impact of source credibility elements of consumer endorser on consumer attitude and purchasing patterns.

4. Methodology

The present study is an empirical analysis. This study is based on both primary and secondary data. Primary data collected through relevant questionnaire using the scale of source credibility dimensions of consumer endorser. Primary data for analysis is collected from 82 sample costumers (both male and female) of Malappuram district. Descriptive and inferential statistical tools are used to analyse and interpret the data.

5. Limitations of the study

1. The present study confine to the Malappuram district of Kerala.
2. The study examines empirically, because it totally based on consumer believe, attitude etc.

3. There is no quantitative information collected during the entire study, hence the qualitative scaling strategies are applied.
4. The respondent is not willing to disclose all information about their income.
5. Some respondent not taking patience to understand the questionnaire and attending the responds without seriousness.

Perception towards trustworthiness of consumer endorser on purchase pattern is evenly distributed among the categories of socio economic variables gender, education and region of residence. However it is significantly different between the categories of occupation and annual income (Table.1). Post hoc analysis for occupation reveals that differences between Private and Business categories as well as Business and Unemployed categories are significant (Table.2). Post hoc analysis for annual income shows that differences between below 2 lakhs and 5 to 10 lakhs categories and between 2 to 5 lakhs and 5 to 10 lakhs categories are significant Table.3).

6. Findings

6.1 Trustworthiness of consumer endorser

Table.1 Socio economic factors and consumer pattern towards Trustworthiness of consumer endorser

Variable	Category	Mean	F/t	p-value
Gender	Male	3.81	-0.77	0.442
	Female	4.08		
Occupation	Govt	4.18	4.77	0.002*
	Private	3.08		
	Self Employed	3.00		
	Business	5.00		
	Unemployed	3.56		
Education	Below Secondary	2.00	0.92	0.457
	Higher Secondary	4.20		
	Degree	3.89		
	PG	4.00		
	Professional	2.50		
Annual Income	Below 2 Lakhs	3.75	7.39	0.0001*
	2 to 5 Lakhs	3.50		
	5 to 10 Lakhs	7.00		
	Above 10 Lakhs	4.71		
Residence Region	Rural	3.98	1.05	0.295
	Urban	3.58		

Table.2 Post hoc analysis for occupation

(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Govt	Private	1.098	.564	.217	-.38	2.58
	Business	-.818	.523	.405	-2.19	.56
	Unemployed	.621	.459	.533	-.58	1.83
Private	Business	-1.917*	.510	.002	-3.25	-.58
	Unemployed	-.478	.444	.705	-1.64	.69
Business	Unemployed	1.439*	.390	.002	.42	2.46

Table.3 Post hoc analysis for annual income

(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 2 Lakhs	2 to 5 Lakhs	.250	.320	.863	-.59	1.09
	5 to 10 Lakhs	-3.250*	.790	.001	-5.32	-1.18
	Above 10 Lakhs	-.964	.539	.286	-2.38	.45
2 to 5 Lakhs	5 to 10 Lakhs	-3.500*	.804	.000	-5.61	-1.39
	Above 10 Lakhs	-1.214	.559	.141	-2.68	.25
5 to 10 Lakhs	Above 10 Lakhs	2.286	.913	.067	-.11	4.68

6.2 Popularity of consumer endorser

There are significant differences between categories of occupation, annual income and region of residence. It is seen that consumers of rural region have higher perception towards popularity of consumer endorser (Table.4). There is significant difference between Private and Business categories and

between Business and Unemployed categories of occupation (Table.5). For annual income the differences between categories below 2 lakhs and 5 to 10 lakhs and between categories below 2 lakhs and above 10 lakhs are significant (Table.6).

Table.4 Socio economic factors and consumer perception towards Popularity of non-celebrity endorsement

Variable	Category	Mean	F/t	p-value
Gender	Male	7.16	0.27	0.789
	Female	7.04		
Occupation	Govt	7.82	5.44	0.001*
	Private	6.08		
	Self Employed	8.00		
	Business	8.41		
	Unemployed	6.68		
Education	Below Secondary	7.00	0.26	0.902
	Higher Secondary	7.00		
	Degree	7.22		
	PG	6.64		
	Professional	7.00		
Annual Income	Below 2 Lakhs	6.80	2.85	0.043*
	2 to 5 Lakhs	7.14		
	5 to 10 Lakhs	9.00		
	Above 10 Lakhs	8.29		
Residence Region	Rural	7.34	2.01	0.047*
	Urban	6.42		

Table.5 Post hoc Test for occupation

(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Govt	Private	1.735	.665	.052	-.01	3.48
	Business	-.594	.617	.771	-2.21	1.03
	Unemployed	1.135	.541	.163	-.29	2.56
Private	Business	-2.328*	.601	.001	-3.91	-.75
	Unemployed	-.600	.523	.662	-1.97	.77
Business	Unemployed	1.729*	.460	.002	.52	2.94

Table.6 Post hoc Test for Annual income

(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 2 Lakhs	2 to 5 Lakhs	-.347	.412	.401	-1.17	.47
	5 to 10 Lakhs	-2.205*	1.016	.033	-4.23	-.18
	Above 10 Lakhs	-1.490*	.693	.035	-2.87	-.11
2 to 5 Lakhs	5 to 10 Lakhs	-1.857	1.034	.076	-3.92	.20
	Above 10 Lakhs	-1.143	.719	.116	-2.57	.29
5 to 10 Lakhs	Above 10 Lakhs	.714	1.175	.545	-1.62	3.05

7. Discussion

Perception towards trustworthiness of consumer endorser is evenly distributed among the categories of socio economic variables gender, education and region of residence. There are significant differences between categories of occupation, annual income and region of residence as far as popularity of

consumer endorser is concerned. It is seen that consumers of rural region have higher perception towards popularity of consumer endorser. Trustworthiness has no significant role in consumer endorsement although popularity has major role in consumer endorsement especially in rural region.

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