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Ashok Kumar Dhaka
Research Scholar, Haryana
School of Business, GJUS&T
(Hisar) Haryana, India

Amit Kumar Bdgujar
Research Scholar, Haryana
School of Business, GJUS&T
(Hisar) Haryana, India

A study to identify the attributes of celebrity that influence the students' perception

Ashok Kumar Dhaka and Amit Kumar Bdgujar

Abstract

The objective of the present study is to identify the attributes of celebrity that influence the students' perception. The present research study is exploratory-cum-descriptive in nature. The sample size for the present study was 150 which was selected on the basis of convenience sampling. These respondents were from various colleges and university teaching department of Sirsa district. Out of 150 respondents 130 respondents gave proper responses without any error. Both types of data i.e. primary data as well as secondary are used in the present study. Primary data were collected through the structured questionnaire on likert scale i.e. Strongly Agree to Strongly Disagree. The secondary data were collected from various articles, journals, books and websites, etc. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation (S.D.). PASW 18.0 was used for analysis. It found that majority of respondents are male from the age- group of 18-21 years from urban area are post-graduate and from income group of above Rs. 30,000 per annum. The study concludes that majority of respondents are agreed with image, identity, personality, popularity, style, beauty, way of presentation, suitability with product, slogan used and attraction of celebrity as attributes of celebrity which influence them.

Keywords: Cold drink, customer, attributes, celebrity, etc

1. Introduction

Advertisers recognize the value of using spokespersons who are admired: Television and movie stars, athletes, musicians and other public figures. Companies spend huge sum to have celebrities appear in their advertisement and endorse their products because they think that celebrities have stopping power. Marketers think a popular celebrity will favourably influence consumer's feeling, attitudes and purchase behaviour and they also believe that celebrities can enhance the target audience's perception of the product in term of image and performance. Advertisers must try to match the product or company's image, the characteristics of the target market and the personality of the celebrity. Companies frequently use spokespersons to deliver their advertising message and convince consumers of their brands. Furthermore, celebrities increase awareness of a company's advertising and creating a positive feeling towards the brand because a celebrity is perceived as god by masses. They follow fashions of them - wear similar clothes or have similar hair style as that of celebrity and on wrong side even commit suicide if celebrity fails to deliver results. They pull crowds with their presence only. Thus, using a celebrity in a company's advertising is likely to have a positive impact on the consumers' brand perception and purchase decision (Agrawal and Kamakura, 1995) [1]. Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement called celebrity endorser (McCracken, 1989) [6]. Endorsement is a popular advertising strategy involves the use of a spokesperson who endorses a brand. Celebrities have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Thus, it can be said that within a society, celebrities generally differ from the common people and enjoy a high degree of public awareness. Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics that cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness.

Correspondence
Ashok Kumar Dhaka
Research Scholar, Haryana
School of Business, GJUS&T
(Hisar) Haryana, India

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability of commercials.

2. Review of literature

The present section deals with few prominent research studies.

Shukre and Dugar (2013) ^[9] studied the effect of celebrity endorsements on consumers' decision making processes on 100 students of National Capital Region and found that if the respondents' favourite celebrity endorses the product then they are more likely to go and buy the product within month after watching the advertisement. Celebrity endorsement has a strong effect on consumers' memory and learning approach too. The study further revealed that females are more likely to go and buy the product as compared to males. checked the effectiveness of celebrity endorsement on buying behavior of 100 consumers of FMCG products in NCR Delhi and found that consumers are more likely to purchase a celebrity endorsed product because celebrities draw attention to the brand. The study further revealed that target audience age group of 25-35 years like celebrity endorsed FMCG Companies advertisement over other advertisements. Budhiraja (2012) ^[2] studied to judge and understand the customers' attitude towards celebrity endorsement on 148 youngsters of Delhi and NCR region and found that 61percent respondents like celebrity endorsed advertisements whereas 12 percent respondents are neutral about it. The researcher also found that celebrity endorsed advertisement leaves a moderate impact on consumer's minds. Dash and Sabat (2012) ^[3] studied the impact of celebrity endorsed television commercials on 200 respondents of Ganjam district of the state of Odisha and found that there is a significant difference between the attitude of male and female customers towards the celebrity endorsed television advertisements and males are more attracted towards celebrity endorsed advertisements. The study found that age factor plays a significant role in developing attitude towards celebrity endorsed advertisement. Pughazhendi and Ravindran (2012) ^[8] studied 200 students from various colleges in Coimbatore region to investigate the factors that influence of using celebrity endorsements on consumer buying behaviour and product choice and found that demographic factors like age, gender and family income has not much impact on the consumer buying behaviour for the celebrity endorsed advertisements. The researcher also found that celebrity endorsement enhances product information and creates awareness among consumers. Vyas (2012) ^[11] studied effectiveness of celebrity endorsement of various brands on 200 students of various colleges of Surat city and found that celebrity endorsement increases recall and preference of products/services and most of the people notice celebrity advertisement on television. The researcher also found that film stars are more effective than sports person and artist. Among film stars, actors are more popular among female teenagers and actresses are more popular among male teenagers. Khanna and Kumar (2011) ^[5] studied the role and influence of leadership style of celebrities among 197 respondents and found that the level and the magnitude of the effect vary with the celebrity and the

product category but most endorsements have a favorable impact. Wang, *et al.* (2011) ^[12] conducted a study used the case of advertising spokespersons for cell phones with general consumers as subjects and a total of 202 customers' responses obtained through the questionnaire and found that celebrity endorsement, advertising effect and advertising appeal positively influence purchase intention of consumer. They also found the when consumers evaluate a celebrity positively and have good feelings regarding a particular celebrity endorsement their intention to purchase the product will increase. Pandey (2011) ^[7] studied the impact of television advertisement on the buying pattern of 300 youngsters, studying in graduation and post-graduation and found that advertisements played a vital role in introducing a new product in the family list and making better choice during their shopping. The researcher also found that majority of the respondents pursue purchase after watching advertisement of any product and they follow those product which are endorsed by the female celebrities. Further, the author revealed that youngsters are more serious about the celebrity's sex, beauty, reliability and honesty and trust because their buying behavior depends on the celebrity endorsements in comparison to adult buyers. Tamizhjothi and Rajakumar (2011) ^[10] conducted a study on 150 University students in the state of Tamilnadu to find out the impact of the celebrities' profession and demographic characteristics on multiple celebrity endorsements. The study further revealed that the gender of the different profession of celebrities does not have a significant influence with respect to purchase intention. Hudha and Hidayat (2009) ^[4] conducted a study to analyze the consumer attitudes towards celebrity endorsed television advertising. This study was based on 150 university students, who are enrolled in undergraduate program in Yogyakarta. The study found that the celebrity-based television advertising has positively attracted the consumers and positively influence consumers' brand choice behavior. McCracken (1989) ^[6] stated that celebrities are individuals who enjoy public recognition and use this recognition on behalf of a consumer good by appearing with it in an advertisement. The researcher further stated that the use of celebrity endorsers stand for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer.

3. Methodology

The objective of the present study is to identify the attributes of celebrity that influence the students' perception. The present research study is exploratory-cum-descriptive in nature. There is no significant difference towards the attributes of celebrity that influence the students' perception is taken as null hypothesis (H₀). The sample size for the present study was 150 which selected on the basis of convenience sampling. These respondents were from various colleges and university teaching department of Sirsa district. Out of 150 respondents 130 respondents gave proper responses without any error. Both types of data *i.e.* primary data as well as secondary are used in the present study. Primary data were collected through the structured questionnaire on likert scale *i.e.* Strongly Agree to Strongly Disagree. The secondary data were collected from various

articles, journals, books and websites, etc. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation (S.D.). PASW 18.0 was used for analysis.

4. Analysis and interpretation

Table 1 shows that majority of respondents 59 (45.4 per cent) are from the age- group of 18-21 years and only 5 respondents (3.8 per cent) are from the age group of 15-18

years. 69 respondent (53.1 per cent) are male and 61 (46.9 per cent) are females. Majority of respondents 76 (58.5 per cent) are from urban area and 54 (41.5 per cent) are from rural areas. 65 respondents (50 per cent) are post-graduate and 65 (50 per cent) are graduate. 51 respondents (39.2 per cent) are from income group of above Rs. 30,000 per annum and 22 respondents (16.9 per cent) are from income group of below Rs. 10,000 per annum.

Table 1: Profile of the respondents

Age (In years)	No. of respondents	Per cent
15-18	5	3.8
18-21	59	45.4
21-24	53	40.8
Above 24	13	10.0
Total	130	100.0
Gender		
Male	69	53.1
Female	61	46.9
Total	130	100.0
Areas		
Urban	76	58.5
Rural	54	41.5
Total	130	100.0
Educational Qualification		
Under Graduation	65	50.0
Post Graduation	65	50.0
Total	130	100.0
Family Income (M)		
Less than 10000	22	16.9
10000-20000	33	25.4
20000-30000	24	18.5
More than 30000	51	39.2
Total	130	100.0

Source: Survey.

Table 2 shows that 52 respondents (40.0 percent) are agreed that image of celebrity influence them. 47 respondents (36.2 percent) are agreed that identity of celebrity influence them. 41 respondents (31.5 percent) are agreed that they influenced by personality of celebrity. 53 respondents (40.8 Percent) are neutral about gender of celebrity that influences them. 44 respondents (33.8 percent) are agreed that they influence by popularity of celebrity. 47 respondents (36.2 percent) are agreed that style of celebrity influence them. 45 respondents (34.6 percent) are neutral about performance of celebrity that influences them. 46 respondents (35.4 percent) are neutral about physic of celebrity that influences them. 42 respondents (32.3 percent) are agreed that beauty of celebrity influence them. 49 respondents (37.7 percent) are agreed that way of presentation influence them. 53

respondents are agreed that suitability with product of the celebrity influence them. 55 respondents (42.3 percent) are agreed that slogan used by celebrity influence them. 57 respondents (43.8 percent) are neutral about credibility of celebrity influence them. 53 respondents (40.8 percent) are neutral about age of celebrity influence them. 46 respondents (35.4 percent) are neutral about wearing sense of celebrity influence them. 52 respondents (40 percent) are neutral about emotional appeal that influences them. 54 respondents (41.5 percent) are neutral about perfectness in related field influence. 53 respondents (40.8 percent) are neutral about occupation of celebrity influence them. 52 respondents (40 percent) are neutral about sexual appeal of celebrity influence them. 55 respondents (42.3 percent) are agreed that attraction of celebrity influence them.

Table 2: Attributes of celebrity influence students

Sr. No.	Attributes	N/%	1	2	3	4	5	Total
1.	Image of celebrity	N	6	17	33	52	22	130
		%	4.6	13.1	25.4	40.0	16.9	100
2.	Identity of celebrity	N	10	17	44	47	12	130
		%	7.7	13.1	33.8	36.2	9.2	100
3.	Personality of celebrity	N	8	13	38	41	30	130
		%	6.2	10.0	29.2	31.5	23.1	100
4.	Gender of celebrity	N	9	29	53	28	11	130
		%	6.9	22.3	40.8	21.5	8.5	100
5.	Popularity of celebrity	N	6	18	43	44	19	130
		%	4.6	13.8	33.1	33.8	14.6	100
6.	Style of celebrity	N	9	20	33	47	21	130
		%	6.9	15.4	25.4	36.2	16.2	100
7.	Performance of celebrity	N	9	14	45	44	18	130
		%	6.9	10.8	34.6	33.8	13.8	100
8.	Physic of celebrity	N	8	28	46	35	13	130
		%	6.2	21.5	35.4	26.9	10	100
9.	Beauty of celebrity	N	11	24	29	42	24	130
		%	8.5	18.5	22.3	32.3	18.5	100
10.	Way of presentation	N	9	10	21	49	41	130
		%	6.9	7.7	16.2	37.7	31.5	100
11.	Suitability with product	N	7	5	33	53	32	130
		%	5.4	3.8	25.4	40.8	24.6	100
12.	Slogan	N	5	11	29	55	30	130
		%	3.8	8.5	22.3	42.3	23.1	100
13.	Credibility of celebrity	N	6	21	57	28	18	130
		%	4.6	16.2	43.8	21.5	13.8	100
14.	Wearing sense	N	8	25	46	30	21	130
		%	6.2	19.2	35.4	23.1	16.2	100
15.	Emotional appeal	N	11	19	52	40	8	130
		%	8.5	14.6	40	30.8	6.2	100
16.	Perfectness in related field	N	3	21	54	34	18	130
		%	2.3	16.2	41.5	26.2	13.8	100
17.	Occupation of celebrity	N	10	18	53	33	16	130
		%	7.7	13.8	40.8	25.4	12.3	100
18.	Age of celebrity	N	11	26	53	26	14	130
		%	8.5	20	40.8	20	10.8	100
19.	Sexual appeal of celebrity	N	15	33	52	21	9	130
		%	11.5	25.4	40	16.2	6.9	100
20.	Attraction of celebrity	N	10	20	28	55	17	130
		%	7.7	15.4	21.5	42.3	13.1	100

Source: Survey, Data processed through PASW 18.0.

Table 3: Confirmatory Data Analysis to identify the attributes of celebrity influence the students' perception.

Attributes	Descriptive statistics		Inferential statistics									
			Age df(3,126)		Gender df(1,128)		Area df(1,128)		Education df(1,128)		Income df(3,126)	
	Mean	S.D	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Image of celebrity	3.515	1.065	4.988	.003*	.066	.798	6.703	.011*	4.344	.039*	.325	.807
Identity of celebrity	3.261	1.053	4.667	.004*	4.138	.044*	.677	.412	.998	.320	.461	.710
Personality of celebrity	3.553	1.134	8.428	.000*	.247	.620	4.325	.040*	1.950	.165	.779	.508
Gender of celebrity	3.023	1.030	1.930	.128	.909	.342	.150	.700	.876	.351	1.285	.283
Popularity of celebrity	3.400	1.046	4.783	.003*	.595	.442	.843	.360	.448	.505	1.655	.180
Style of celebrity	3.392	1.137	4.645	.004*	1.560	.214	1.915	.169	2.654	.106	2.001	.117
Performance of celebrity	3.369	1.072	4.619	.004*	4.290	.040*	.257	.613	.668	.415	2.036	.112
Physic of celebrity	3.130	1.059	2.663	.051	3.377	.068	7.533	.007*	3.071	.082	.641	.590
Beauty of celebrity	3.338	1.217	5.906	.001*	.663	.417	4.124	.044	3.580	.061	.675	.569
Way of presentation	3.792	1.172	4.689	.004*	1.697	.195	2.941	.089	.273	.603	1.104	.350
Suitability with product	3.753	1.042	3.252	.024*	4.207	.042*	.084	.772	.028	.867	.558	.644
Slogan	3.723	1.034	6.074	.001*	2.306	.131	.461	.498	.717	.399	2.658	.051
Credibility of celebrity	3.238	1.032	5.808	.001*	6.297	.013*	.444	.506	2.636	.107	1.111	.347
Wearing sense	3.238	1.126	4.586	.004*	.723	.397	1.270	.262	.296	.588	1.087	.357
Emotional appeal	3.115	1.016	5.109	.002*	5.186	.024*	2.095	.150	2.724	.101	.386	.763
Perfectness in related field	3.330	.983	5.261	.002*	10.92	.001*	.267	.606	.198	.657	1.714	.168
Occupation of celebrity	3.207	1.076	2.382	.073	2.888	.092	.281	.597	.536	.465	.835	.477
Age of celebrity	3.046	1.084	1.405	.244	2.057	.154	1.142	.287	.026	.872	2.160	.096
Sexual appeal of celebrity	2.815	1.062	.777	.509	2.108	.149	1.367	.244	.434	.511	.919	.434
Attraction of celebrity	3.376	1.129	2.385	.072	1.980	.162	.137	.712	.006*	.938	1.097	.353

Source: Survey, Data processed through PASW 18.0. * Significant value at 5% level

To achieve the objective the table 3 was prepared on the basis of responses given by 130 respondent and found that way of presentation at top to influence the students' perception ($X = 3.792$, $S.D = 3.753$) followed by; suitability with product ($X = 3.753$, $S.D = 1.042$); slogan ($X = 3.723$, $S.D = 1.034$); Personality of celebrity ($X = 3.553$, $S.D = 1.134$); image of celebrity ($X = 3.515$, $S.D = 1.065$); Popularity of celebrity ($X = 3.400$, $S.D = 1.046$); style of celebrity ($X = 3.392$, $S.D = 1.137$); attraction of celebrity ($X = 3.376$, $S.D = 1.129$) and Performance of celebrity ($X = 3.369$, $S.D = 1.072$). It found that there is significant difference to identify the attributes of celebrity influencing the students' perception on the basis of age, gender, areas, education and income at 5% level of significance. Therefore, it concluded that Hypothesis is rejected.

5. Conclusion

It found that majority of respondents are male from the age-group of 18-21 years from urban area are post-graduate and from income group of above Rs. 30,000 per annum. It is found that majority of respondents are agreed with image, identity, personality, popularity, style, beauty, way of presentation, suitability with product, slogan used and attraction of celebrity as attributes of celebrity which influence them. It is also found that most respondents are neutral about gender, performance, physic, credibility of celebrity, wearing sense, emotional appeal, perfectness in related field, occupation of celebrity, age of celebrity and sexual appeal of celebrity which influence them.

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