

CONSUMER PERCEPTION ON WOMEN FILM CELEBRITY ENDORSEMENT AND PURCHASE INTENTION

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Abstract

The women celebrity endorsements show the times of change by breaking stereotypes. This study deals with the perception of the customers towards the brands that are endorsed by women. The study has been conducted in Chennai city with 127 respondents. Structured Questionnaire was distributed and random sampling has been adopted. The types of product categories and the perception of the customers towards the brands endorsed by women celebrities are explored. Percentage analysis, Factor analysis, mean based ranking, Multiple Regression have been applied using SPSS 23 software. The study shows the most dominant product is Fashion products. The most suitable product category suitable for women endorsement is Packed and Processed foods. The most perceived opinion of the customers towards women brand endorsement is that they have strong and favourable associations with brands, brands fulfils what they promise and customer are able to recall quickly the logo, symbol and colour of the brands that are endorsed by women.

Keywords: Consumer perception, Women Celebrity endorsement, Brand endorsement, Purchase intention.

INTRODUCTION

During earlier times women were seen as home makers and people were able to associate women only with lifestyle, house hold and cosmetic products in the advertising industry. But now women are seen as achievers, and the advertising industry is as well breaking stereotypes by using women endorsers for their brands. By this, the advertising companies and the brands feel that they can bring about a sense of change, difference and a commitment towards empowering women being translated through their advertisements.

REVIEW OF LITERATURE

Mc Cracken (1989) defines celebrity endorsement as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”.

In simple terms, celebrity endorsement is something where the particular business gets a seal of approval from a person who has a public recognition to endorse the products (Dwivedi et al., 2015). It is a simple attempt to stimulate the emotional responses of the customers towards changing their purchasing behaviours (Alsmadi, 2006). In such a case where a celebrity endorses a product, customers feel that the particular product as the preferred option of the celebrity and thus end up buying the product (Knoll and Mathews 2016). This celebrity brand endorsement is helpful in creating brand equity (Till 1998). The celebrity endorsement can be more appropriate and useful for smaller business or for launching of new products or brands (Wheeler, 2003). By this, the brands can gain huge popularity within a very limited period of time and the product can be introduced through different channels (Erdogan, 1999). When compared to the brands that do not use celebrities for endorsement the brands with celebrity endorsement tend to achieve greater purchase intentions from customers and more positive responses (Byrne et al., 2003).

There are various types of celebrity endorsements – explicit, implicit, co-representational and imperative (Seno & Lukas 2007). Many researches and studies show that implicit celebrity is widely used where the advertisements show the celebrities are actually using the brands for themselves and this type of endorsement seems to be the preferred option (Knoll & Mathews 2016). But when it comes to deciding the most influential, demographics lay a major part and researches still have not come to a conclusion as to which type of endorsement is the best in all demographics (Pradhan, et al., 2016). The brands that use celebrity endorsements for their brands the customers tend to have more product standing, customers will be able to recall and

the customers will have better attitude towards the brands (Saaksjarvi et al., 2015).

In more recent times, the women endorsers are shown in a different approach where it is more inclusive and real (DiSalvatore 2010). There is more usage of women celebrity endorsers as the main characters on products that are related to household and feminine products (Bahadur N 2014). The use of female celebrity endorser for brands are seen more as a feminist move where it builds the image of the women and leaves behind the stereotypes.

Brands that use women as their endorsers are seen as brands that are working with a cause of being more passionate and altruistic and sees women as aspirers and not just having physical beauty. Brand marketing is a subset of the culture and whenever there is a shift in the culture, there is a shift the strategies of marketing (Vijay Subramaniam).

In today's world, women have become more stronger, achievers in every field like science, technology, politics and literature and this shift is also beginning to reflect in the marketing industry by using more women endorsers and has also started to show women as more than family caregivers. Using women achievers instead of luxury models brings about a reality where women is much more than their physical beauty and as those who do what they love to do.

RESEARCH METHODOLOGY

This study explores the Perceptions of customers towards products endorsed by women celebrities. This study is limited to products endorsed by women celebrities of Chennai city. It is an analytical study and the primary data has been collected through distribution of structured questionnaire using random sampling method. 127 respondents have participated in the study. The demographic profile of the customers was categorized and percentage analysis has been applied. Factor analysis has been applied on product categories and perception of customers towards various brands endorsed by women celebrities. Mean based ranking has been applied on product categories and perception of customers towards various brands endorsed by women celebrities. Multiple Regression has been performed to know the significance of the Perception of the customers towards various brands endorsed by womencelebrities.

Objectives of the study

1. To understand the demographics of therespondents.
2. To identify the underlying latent dimension of productcategories.
3. To understand the importance of perception of customers towards brands endorsed by women celebrities.
4. To understand the influence of perception of women celebrity and profiles on purchase intention.

ANALYSIS AND DISCUSSION

Table 1 – Demographic Profile of the Respondents

Gender	Male	69 (54.3%)
	Female	58 (45.7%)
Educational Qualification	UG	69 (54.3%)
	PG	36 (28.3%)
	Professional	22 (17.3%)
Profession	Student	56 (44.1%)
	Job seeker	7 (5.5%)
	Employee	49 (38.6%)
	Self – employed	11 (8.7%)
	Home maker	4 (3.1%)
Type of family	Nuclear	79 (62.2%)
	Joint	48 (37.8%)
Marital status	Married	73 (57.5%)
	Unmarried	54 (42.5%)
Age	Mean with Std. Deviation	28.31 ± 10.156
	Median	23.00
	Mode	19.00
	Skewness	0.726
Monthly Family Income	Mean with Std. Deviation	45326.72 ± 5344.265
	Median	40000

Mode	50000
Skewness	0.641

Table 1 shows that majority of the respondents are males (54.3%) who are students (44.1%) and have an educational qualification of Under graduation (54.3%). Majority of the respondents are live in a nuclear family (62.2%) and are married (57.5%). Average of the respondents is 28 and Average monthly family income is 5,326 Rs. (approx.).

To understand the underlying dimensions of the 10 product categories variables the factor analysis has been applied. The Principal Component Analysis of Extraction Method and Rotation Method of Varimax with Kaiser Normalization has been used in the factor analysis and presented in Table 2.

Table 2 – Descriptive Statistics, Communalities and MSA of Product Categories Variables

Factors & % of Variance Explained	Variables	Mean	S. D	Communalities	MSA	Factor Loading
Fashion Products Factor (27.514%)	Cosmetic Products	4.30	0.759	0.751	0.778	0.859
	Hair Care products	3.91	0.984	0.933	0.505	0.831
	Women Apparels & Clothing	4.39	0.713	0.627	0.834	0.774
	Skin care products	4.28	0.784	0.669	0.805	0.705
Niche and Household Products Factor (20.081%)	Mobile Phones	3.56	1.013	0.811	0.585	0.898
	Jewelry	3.52	1.045	0.764	0.619	0.860
	House hold Appliances	3.87	0.987	0.577	0.799	0.590
Personal Hygiene Products Factor (15.012%)	Home care Products	4.33	0.757	0.788	0.621	0.868
	Oral Care Products	3.72	0.851	0.743	0.660	0.784
Food Products Factor (11.113%)	Packed & Processed foods	4.42	0.695	0.710	0.777	0.957
KMO-MSA = 0.725 , Total % of Variance Explained = 73.720						
Bartlett's Test of Sphericity chi – square value of 375.672 with df of 45 and P value of <0.001						

The table 2 shows that with the range of communalities of the 10 Product categories variables from 0.577 to 0.933 and that of MSA 0.505 to 0.834 reveal that 10 Product categories variables are eligible to be factorized. KMO Measure of Sampling Adequacy Value of 0.725 and Chi- square Value of 375.672 at df 45 with P-value of 0.000 in Bartlett's Test of Sphericity reveal that the Factor Analysis is applicable for factorization of Product categories variables. Four Factors have been extracted and they explain 73.720% of the variance in the 10 Product categories variables. The most dominant factor is Factor 1 labelled as Fashion Products Factor followed by Niche and Household Products Factor, Personal Hygiene Products Factor and Food Products Factor.

Table 3 – Mean Based Ranking – Perception about Women Celebrities

Perception about Women celebrities	Mean	Rank
Women Celebrities endorsing a brand, makes the brand more informative .	3.80	3
When a woman celebrity endorses a brand, it brings strong and favorable associations	3.90	1
Women Celebrities endorsing a brand makes it unique from other brands.	3.74	6
The reputation of the brand is increased because of the women celebrity endorsement.	3.79	4
When a woman celebrity endorses a brand it brings about the feeling that the brand has the ability to fulfill what it promises	3.72	7

The brand is able to pose cut throat competition because of a woman celebrity endorsing it.	3.71	8
Woman celebrity endorsing a brand makes the product claims believable.	3.66	10
The brands endorsed by women celebrities always meet the expectations.	3.68	9
When a woman celebrity endorses a brand, it makes the brand quite familiar to me.	3.84	2
I can quickly recall the symbol, logo or color of the brand because it is endorsed by a woman celebrity.	3.78	5

Table 3 explains Perception about women celebrity's variables and are ranked based on the mean values. The respondents opine that when women celebrities endorse a brand they have strong and favorable associations followed by brand being familiar because of women celebrities, brand being more informative, reputation of the brand being increased because of women celebrity, customers being able to recall the symbol, logo or color of the brand because of women celebrities, brand being unique, brand having ability to fulfill what it promises, cut throat competition, brands endorsed by women celebrities meeting the expectations and claims being believable.

Table 4 – Model Summary and ANOVA Results of Multiple Regression

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	29.445	13	2.265	2.926	<0.001**
Residual	87.513	113	0.774		
Total	116.958	126			
Model	R	R ²	Adjusted R ²	Std. Error of Estimate	
	0.610	0.372	0.008	0.881	

** Significant at 1% LOS

Table 5 – Determinants significantly influencing Perception of customers towards brands endorsed by women celebrity

Determinants significantly influencing Perception of customers	Unstandardized Coefficients		Standardized Coefficients	t Value	P Value
	B	Std. Error			
(Constant)	3.364	0.538		6.256	0.000
Age	0.004	0.011	0.044	0.343	0.732
Monthly Family Income	-0.006	0.000	-0.090	-0.916	0.362
Women Celebrities endorsing a brand, makes the brand more informative	-0.088	0.103	-0.098	-0.851	0.397
When a woman celebrity endorses a brand, it brings strong and favorable associations	0.160	0.128	0.166	2.249	0.021
Women Celebrities endorsing a brand makes it unique from other brands.	-0.011	0.159	-0.010	-0.072	0.943
The reputation of the brand is increased because of the women celebrity endorsement.	0.013	0.126	0.013	0.101	0.920
When a woman celebrity endorses a brand it brings about the feeling that the brand has the ability to fulfill what it promises	0.205	0.139	0.202	2.480	0.014
The brand is able to pose cut throat competition because of a woman celebrity endorsing it.	0.000	0.111	0.000	0.004	0.997

Woman celebrity endorsing a brand makes the product claims believable.	0.252	0.136	0.262	2.857	0.047
The brands endorsed by women celebrities always meet the expectations.	-0.039	0.129	-0.041	-0.304	0.762
When a woman celebrity endorses a brand, it makes the brand quite familiar to me.	-0.131	0.139	-0.123	-0.943	0.348
I can quickly recall the symbol, logo or color of the brand because it is endorsed by a woman celebrity.	0.129	0.109	0.135	2.181	0.024
Educational qualification	0.088	0.133	0.077	0.662	0.509

Tables 4 and 5 depict the strong and favorable associations, ability to fulfill what it promises, quickly being able to recall symbol, logo or color of the brand because of the women celebrity factors significantly influences the Perceptions of customers towards brands endorsed by women celebrities. The characteristics such as Age, Monthly family income, Brand being more informative, brand more unique, reputation of the brand, cut throat competition, believable claims, meeting the expectations, brand being familiar, does not significantly influence the Perception of customers towards brands endorsed by women celebrities.

MAJOR FINDINGS AND SUGGESTIONS FROM THE STUDY:

1. About 54.3% of the respondents are males, 44.1% of them are students having an educational qualification of Under graduation 54.3%, about 62.2% of the respondents are living in a nuclear family and having an average age of 28years.
2. The most dominant product categories that are suitable for endorsement by women celebrities are Fashion ProductsFactor.
3. The product category that is suitable for women celebrity is Packed and Processedfoods.
4. The most perceived opinion by the customers towards the perception about products endorsed by women celebrity is product having strong and favorable associations when endorsed by womencelebrity.
5. Product having strong and favorable associations when endorsed by women celebrities, products fulfilling what it promises, customers being able to recall quickly the symbol, logo or color of the brand when endorsed by the women celebrities significantly influences the perception of the customers towards endorsement of products by women celebrities.

CONCLUSION

The study shows that Fashion Products Factor is suitable for women endorsement. The product category that is most suitable for women endorsement is Packed and Processed foods. The customers feel that women celebrity have strong and favorable associations with the brands when they endorse it. Times are slowly changing with using women celebrities being endorsed for brands and they are seen as achievers. Nowadays, even when customers feel they are more related with fashion, packed and processed foods, but they also seem to have more favorable associations with brands when they are endorsed bywomen.

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