

Effect of Celebrity Endorsement on Purchase Intention-Sem Analysis

Dr.veto Dey¹, Dr. Swapna H R², Dr. Desai Krishna Gayathri³

¹Assistant professor, T.john college taragem3@gmail.com

²Professor, JAIN (Deemed-to-be-University) Swapna.hulimavu@gmail.com

³HOD & Associate Professor, T. John Institute of Business and Management gayathridesai.ashok@gmail.com

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Abstract

Personalities who are well known in public because of their credibility and the work they do is known as celebrity. Advertisers are using celebrity to enhance the effectiveness and influence of their commercials. Previous research has also proven the fact the celebrity endorsement plays a very important role in influencing consumer. A global study of tv advertising also found out that celebrity endorsing a TV ad is common on every continent. The present study is an attempt to outline how celebrity endorsement leads to purchase Intention towards the endorsed brand. The study was conducted on a sample of 150 respondents residing in and around Bangalore city using non-probability sampling method. Structural equation modeling (SEM) was applied to understand the relationship between Celebrity Endorsement, Attitude towards Ad, Brand credibility, and Attitude towards brand and its influence on purchase intention. Results endorse the fact that celebrity does play a significant role in influencing the audience positively The study also show the way audience receive, associate and identify the product and finally get influenced by celebrity endorsement and how celebrity endorsement in advertisement as a tool affects and influence people opinion in marketing.

Keywords: Celebrity endorsement, Attitude towards Brand, Attitude towards advertisement, Brand credibility, Purchase Intention,

Introduction

Strategic planning and effective communication are two important “mantras”. Corporate companies are ensuring all possible effort to make their brand globally recognized and grab customer mind share (Steiger, J.H., 2007). In a market where advertising plays a very important role in influencing consumer purchases, it become vital for the companies to track all the possible avenues to attract and motivate consumer desire to purchase. Celebrity endorsement is a global phenomenon. TV, print advertisements, social media will highlight the fact that celebrities have inevitable image in advertising image in industry (Misra, S. and Sharon, 1990). The millions, billions of rupees spend on celebrity endorsement contract show that celebrities like Akshay Kumar, Shahrukh Khan Plays an important role in the advertising Industry. Though research studies supported the power of stars to a considerable extent, it cannot be perceived as a risk-free strategy to brand building. Pressure is mounting on the face of the advertisers as the risk associated with celebrity advertisements grows in proportion to the cost involved in it. In this context, periodical research confirmation or disconfirmation of the success theory/myth of celebrity in advertisements becomes crucial (Steiger, J.H., 2007). The present study tries to do the same in a comprehensive manner by tracing the role of Attitude towards Ad, Brand credibility and Attitude towards brand and its impact on purchase intention. Celebrities will have different levels of connection with those who follow them. There is a huge impact of celebrity endorsement among the consumer through television commercials. Celebrity endorsement if used efficiently makes the brand prominent, enhances brand recall and facilitates instant awareness. Celebrity Endorsement is a way to get the brand noticed amidst the rush that is there in the market place. Celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume (Diamantopoulos and Siguaw, 2000).

Literature Review

Effect of celebrity advertisements

Celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed (Friedman & Friedman, 1979).

According to Nelson (2017) celebrity endorsement is important strategy used to promote brand in market places. A celebrity endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement - McCracken (1986). Literature raises no doubt on the power of celebrities as attention attractors as it confirmed by many researchers. Celebrities generate/expedite message recall, brand recognition, advertisement believability, advertisement effectiveness, positive brand attitude, product desirability and confer endorsed brands distinct personalities (Friedman and Friedman, 1979, Spielman, 1981, Petty et al., 1983, Kamins, 1989, McCracken, 1989, Mishra & Beauty, 1990, Ohanian, 1991, Erdogan, 1999, Piccalo, 2005 and Premeaux, 2005). Furthermore, it was found that celebrities influence consumers' perceptions and positive influence on the credibility, memory, likeability and rating of the advertisements and finally on purchase intentions (Lafferty et al., 2002, Pringle & Binet, 2005 and Roy, 2006). Amir et al., (2014, 99) "suggested that the use of celebrity endorsement or celebrity brand ambassador in communicating the message about the features of a brand is most effective. Matching a celebrity and the brand or product to be endorsed increases the products effectiveness. "

Attitude towards ad, Attitude towards brand, Brand credibility and Purchase Intention

Ajzen & Fishbein (1975) define the attitude as "an individual's positive or negative feelings about performing the target behavior". Kotler (1991) suggested that attitude refers to an individual's long-lasting perceived evaluation of like, dislike, emotional feelings, and action intention towards an object or idea. It is an individual's evaluative judgments of an object (Crites, Fabrigar & Petty, 1994). In the words of (Eagly & Chaiken, 1998) Attitude towards an object is "a psychological tendency that an individual express by evaluating a particular entity with some degree of favor or disfavor". Schiffman and Kanuk (2007) stated that attitudes are a psychological tendency accrued from learning and a continual evaluation

towards a subject. Shimp (1981) found attitude towards Advertisement as a mediator for consumers' brand choice. Later the relationship between attitudes toward advertisement and attitudes toward brand empirically established (Mitchell & Olson, 1981, Gardner, 1985 & Homer, 1990). Extension of this relationship on purchase intention was also analysed (Bagozzi & Burnkrant, 1979 and Bagozzi, 1981). An organization could work towards building brand credibility as it is highly influenced by the quality of the information pass on through marketing strategy associated with brand (Erdem and Swait 1998). Researchers (Brown & Stayman, 1992; MacKenzie, Lutz & Belch, 1986) extended strong support for the "attitudes toward the ads, attitudes toward the brand, purchase intention" relationships. Craciun and Madden (2002) looked into the influence of attitudes toward the ads on brand attitudes and purchase intentions and found that more than general brand impressions (GBI), brand specific associations (BSA) component of a brand influence purchase intention. Spry, A. (2011) in his research paper stated that higher endorser credibility lead to higher credibility, Celebrity endorsement and purchase intention Jain, V. (2011) The celebrity endorsement is influencing the purchase intention and people feel motivated by the result of these endorsement. Gaurav, (2017) described a road map, a model to capture consumer mind, celebrity endorsement is one of the way to influence consumers mind.

Research Gap

From the literature reviewed it was found that many studies investigated the effect of celebrity using Attitude towards ad, Attitude towards Brand and purchase intention. There are limited studies explored the effect of celebrity endorsement by outlining the mediating role of Attitude towards ad, Brand credibility and Attitude towards brand on purchase intention using SEM Analysis. This study emerges as an important addition to celebrity advertisement effectiveness literature by attempting to sketch out the mediating role of Attitude towards ad, Brand credibility and Attitude towards brand on purchase intention using SEM Analysis.

Objective of the study

- 1.To examine the effect of celebrity endorsement on customer purchase intention.
- 2.To identify the relationship between celebrity endorsement, Attitude towards brand, attitude towards ad, brand credibility and purchase intention.

Research Methodology

The present study is an attempt to sketch out the path through which celebrity endorsement in an advertisement works. Based on the literature review it was found that the relationships among the mediating consumer response variables were complex and that is the reason why SEM analysis was used in the study.

Selection of Advertisement Stimuli

Major entertaining TV Channels were observed for a week (December, 2020) and advertisements of various product categories were collected and grouped in to Celebrity and Non-Celebrity Advertisements. Random choice was made to pick 1 advertisement from each cluster and these are the two advertisements (Celebrity / Non-Celebrity) selected for the study.

Questionnaire Design

The instrument used to collect responses for the study is a structured questionnaire. The first part had questions on respondents' personal profile and the second part measured Attitude towards ad, Brand credibility, Attitude towards brand and Purchase Intention on a Five point Likerts' scale.

Method of Data Collection

Data were collected from 180 respondents residing in and around banglore using non-probability convenience sampling method and out of which 150 responses were found fit & used for the study. Respondents were met at common venues and briefed about the questionnaire and its purpose. Selected advertisements (2 in No's – Celebrity and Non- celebrity) were shown with the help of laptop and then the respondents were asked to fill in the questionnaire. The Sample respondents comprise of 94 females and 68 males and their mean age is 27. Majority of them are undergraduates and belong to the monthly family income category between Rs 60,001 – Rs. 75,000.

Measurement of Variables and its Reliability

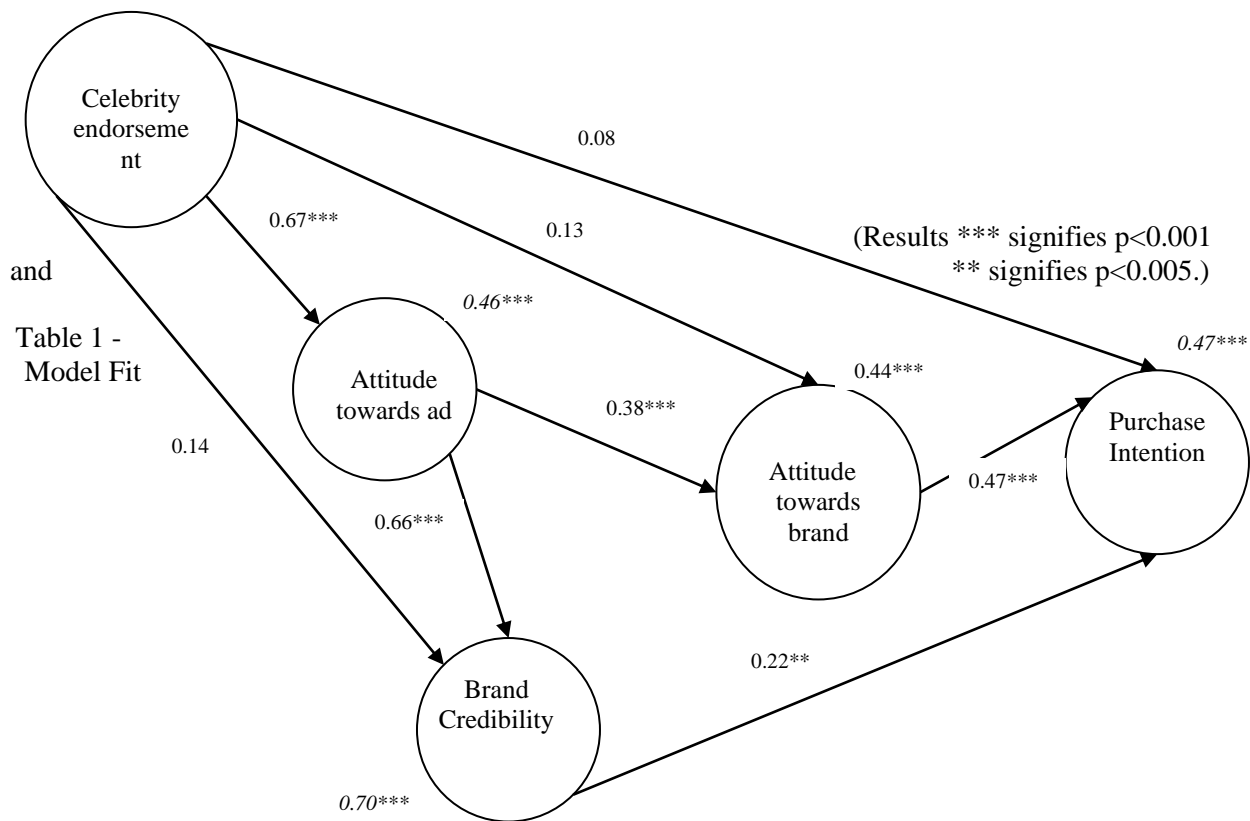
Attitude towards an ad is a situation bound emotional reaction in a favorable or unfavorable manner generated at the time of exposure to that particular advertisement (Lutz, 1985). Attitude towards brand is an overall evaluation of brand from the consumers' perspective.

Brand credibility is known as the trustworthiness of the product information contained in a brand and consumers perceive that the brand has the ability and trustworthiness) to deliver what has been promised Purchase intention is a plan or willingness to purchase the brand promoted in an advertisement in the future. The variables used in the study are Attitude towards advertisement (20 items), Brand credibility (12 items), Attitude towards brand (10 items) and Purchase Intention (6 items) measured on a 5 point Likerts' Scale (LaTour et al., 1990, Henthorne, 1993 & Tai, H.C Susan, 1999 and Shanthi, P. & Thiyagarajan, S., 2013). Pilot study on 52 respondents was conducted and results were checked for reliability. The reliability scores for Attitude towards advertisement, Brand credibility, Attitude towards brand and Purchase Intention are 0.799, 0.865, 0.819 and 0.759 respectively which confirms the internal consistency of the scales.

Findings and Discussion

Absolute fit indices and Relative (Comparative) fit indices are commonly used to assess the model fit in SEM studies. The absolute fit indices are: Insignificant χ^2 (p-value > 0.05) value indicates good fit (Barrett, 2007, Hair et al 2009), Root mean square error of approximation (RMSEA) < 0.10 is acceptable fit and < 0.05 is good fit (MacCallum et al, 1996, Hu & Bentler, 1999, Steiger, 2007, Hair et al 2009) and Goodness-of-fit statistic (GFI) & adjusted goodness-of-fit statistic (AGFI) values should be > 0.90 (Bentler, 1990, Fan et al, 1999 Hooper et al, 2008, Hair et al, 2009).

Figure 1 SEM Model Diagram



Chi	df	Sig	RMSEA	SRMR	GFI	AGFI	CFI	NFI	AIG	CAIC
0.693	1	0.405	0.000	0.000	0.998	0.974	1.000	0.999	28.693*	85.919*

* Default model and Lowest of the three models

The Results in Table 1 shows that the significance value of the χ^2 is 0.405, RMSEA is 0.000, GFI & AGFI are 0.998 & 0.974 indicate that the model exactly fits the data. The Comparative fit indices are Normed Fit Index(NFI) & Comparative Fit Index (CFI) values should be > 0.90 (Bentler, 1990, Fan et al, 1999 Hooper et al, 2008, Hair et al, 2009) and the values for the model are 0.999 & 1.000 respectively from this it can be concluded that the model fits the data very well. Standardised Root mean square residual (SRMR) value should be < 0.05 (Byrne, 1998; Diamantopoulos and Siguaw, 2000) and the value for the model is 0.000 which also states that the model tested fits the data very well. Akaike Information Criterion (AIC) and the Consistent Version of AIC (CAIC) should be least for the model tested (Akaike, 1974, Diamantopoulos and Siguaw, 2000) and it is so in the case. From all the Goodness of fit indices, it can be clearly concluded that the model fits the data very well so one can proceed with interpretation of Hypotheses testing.

Table 2 - Results of Hypotheses testing

Hypotheses	Relationship	Co-efficient	Results
H ₁ : Celebrity endorsement → Purchase Intention	Positive	0.08	Rejected
H ₂ : Celebrity endorsement → Attitude towards Ad	Positive	0.67***	Accepted
H ₃ :Celebrity endorsement → Brand credibility	Positive	0.14	Rejected
H ₄ : Celebrity endorsement → Attitude towards Brand	Positive	0.13	Rejected

H ₅ : Attitude towards Ad → Brand credibility	Positive	0.66***	Accepted
H ₆ : Attitude towards Ad → Attitude towards Brand	Positive	0.38***	Accepted
H ₇ : Brand credibility → Purchase Intention	Positive	0.22**	Accepted
H ₈ : Attitude towards Brand → Purchase Intention	Positive	0.47***	Accepted

(Results *** signifies $p < 0.001$ and ** signifies $p < 0.005$.)

This study attempted to figure out how celebrity endorsement works through consumer response variables viz., attitude towards ad, Brand credibility, attitude towards brand and purchase intention.

HO1: Celebrity endorsement has no influence on purchase intention

The first hypothesis was supported and there is no direct influence of celebrity endorsement on purchase intention. Celebrities might enhance the advertisement reachability but there is no guarantee that the celebrity factor alone will persuade the consumer to try the product.

HO2: Celebrity endorsement has no influence on attitude towards ad

The second hypothesis was not supported and celebrity influences attitude towards advertisement. The coefficient is positive and significant indicates that celebrity makes the audience to process the advertisement positively resulting in forming favourable attitude towards it.

HO3: Celebrity endorsement has no influence on Brand credibility

The third hypothesis was supported and celebrity does not influence directly the Brand credibility, the brand need the quality and services also to effect the brand credibility. Consumers will not evaluate the brand credibility based on celebrity factor alone.

HO4: Celebrity endorsement has no influence on attitude towards the brand

The fourth hypothesis was supported and there is no direct influence of celebrity endorsement on attitude towards the brand. Though the coefficient is positive it is not significant and thus confirms that celebrity has no direct impact on the attitude towards the brand.

HO5: Attitude towards advertisement has no influence on Brand credibility

The fifth hypothesis was not supported and Attitude towards advertisement influences the Brand credibility of the consumers. The model shows that Attitude towards advertisement has a major bearing on the Brand credibility implying that the more favourable attitude one has, more positive the Brand credibility they would come up with.

HO6: Attitude towards advertisement has no influence on attitude towards the brand

The sixth hypothesis was not supported and Attitude towards advertisement influences Attitude towards brand of the viewers. Positive Attitude towards advertisement makes the consumers to perceive the brand favourably.

HO7: Brand credibility towards advertisement has no influence on purchase intention

The seventh hypothesis was not supported and Brand Credibility Ad influences the purchase intention. If the viewer perceives an advertisement highly ethical it will increase the probability of the consumer to buy the brand.

HO8: Attitude towards the brand has no influence on purchase intention

The eighth hypothesis was also not supported implying Attitude towards brand influences the purchase intention. The model shows favourably perceived brand will significantly persuade the consumer to buy the brand.

From the results discussed it can be concluded that celebrity endorsement leads to favorable Attitude towards advertisement which in turn influence attitude towards ad and Attitude towards brand positively which then increase the purchase intention towards the endorsed brand. The acceptance and use of celebrities in advertising in many cases raised the awareness of adverts but the sales cannot be based on celebrity endorsement alone it depends on quality of product too.

Conclusion

Celebrity endorsement is emerged as essential promotional approach used by the companies. Celebrity enhances the value of an ad compared to non-celebrities or ordinary individual. The study

model clearly asserts two things: (1) Celebrity endorsement has no direct influence on purchase intention (2) Celebrity endorsement influence purchase intention only through a certain path mediated by the consumer response variables which have a define relationship pattern among them. The power of celebrity could only be traced upon by studying the behaviour and route in which the mediating consumer response variables affect purchase intention. Celebrity endorsement is a, tool that is adopted in advertising campaign it is used to boost an added advantage to a brand because when celebrity recognition by a large group of people , consumers tend to feel a sense of belonging to the brand.

Though the study results were in favour of celebrity endorsement, marketers should not jump into a conclusion that celebrity can wave a magic wand by instantly escalating sales and mere presence or recommendation of celebrity alone in an advertisement will guarantee success. It was observed during the data collection process that respondents perceived the select celebrity advertisement very convincing that might be a crucial reason for the results. Hence relying on star power might cost heavily if the advertisement is illogical and unconvincing. Advertisers should exercise utmost caution while designing their commercial campaigns as the study results show Brand credibility has a direct bearing on purchase intention. While choosing the celebrity as Brand Ambassador, company must take care to choose a person who portrays the image of the company. Singh (2014) states that a brand is a company's most valuable asset.

This finding is a valuable contribution to our understanding of companies are making use of advertisement to create awareness about their products and to make its more effective and long lasting in customer mind.

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