CHAPTER 5

SUMMARY, FINDINGS, SUGGESTIONS
CONCLUSION AND SCOPE FOR FUTURE STUDY

The final chapter summarizes the key findings from the study. Some exceptionally interesting results have been obtained and it has provided a large room for further studies and research in the study.

5.1 SUMMARY

Celebrity endorsements can be seen as a powerful and effective advertisement tool to cut through today’s media clutter and grab the attention of consumers by underpinning a brand’s image. The use of celebrities as a spokesperson for products and brands has been steadily increasing over the past few decades. Celebrity Endorsements are perceived as present and future of modern marketing. Especially college students, who are considered to be, brand conscious are a prime target of celebrity endorsements. Owing to the steady growth of celebrity endorsements as an effective advertisement tool to boost a brand’s image, and to the fact that they will remain the prime target of Celebrity endorsements, this dissertation aims at investigating the impact of celebrity endorsement on the brand image perception and attitude of college students. Based on a critical literature review, a conceptual and theoretical framework was developed, in which this dissertation was set.
This study was conducted in Coimbatore City. And is focused on the college students. The age group of Respondents between 19 and 26 years. Respondents include undergraduates and postgraduates of almost all disciplines. 1200 samples were collected from the college students of Coimbatore region based on one-to-one survey out of which 125 samples were rejected because of incompleteness and the remaining 1075 samples were considered for the study. The findings of the study are briefly summarized in the following section.

5.2 FINDINGS OF THE STUDY

Celebrity endorsement is truly a multifaceted and debatable research topic. Based on the literature review it can be concluded that even though celebrity endorsement as a marketing communication activity is viewed in a positive light, it’s influence over the purchase intention of the consumers are not so effective.

The purchase behaviour of college students could differ based on their life style. Demographic attributes of the college students are expected to affect their purchase behavior, which in turn is expected to affect their attitude towards celebrity endorsement in general. After mulling over the analysis it was evident that all the participants were very much aware of the trend of celebrity’s endorsing products. There appeared to be a clear demarcation between consumers, one being the ‘celebrity enthusiast’ and the product enthusiast’. The results of the study revealed that there exists strong association between gender and price consciousness. Gender and age of the college students attributed to the quality consciousness behavior. Age and current status of the youth affect the importance given by them to the social values.
R. Madhavan (Film Actor) endorsing Pepsi in southern India or Sachin Tendulkar (Cricketer) endorsing in India are few examples of how celebrities are chosen to reach out to target audiences for brands in regional markets. Demographic connection establishes that different stars appeal differently to various demographic segments i.e. age, gender, class; geography etc., Here the association between the demographic attributes of the college students and their attitude towards the celebrity endorsement in general was measured. The results of the study revealed that but for the status of the student all the other factors like age, gender, level of graduation and discipline of study seemed to affect their attitude towards celebrity endorsement.

College students’ perception of celebrity endorsement is analyzed. Many respondents opined that presence of celebrities in the advertisement makes them to recognize and recall the brands. It is found to create brand awareness and also help the products to have a brand image. This is in coherence with the other studies result. The studies conducted by O’Mahony and Meenaghan (1998) affirmed that the consumer holds positive attitude towards celebrity endorsements. The results of both the studies concluded the celebrity endorsement has an impact on the consumers recall evaluations and attention. Usman et al (2011) stated that celebrity endorsement has the potential of being noticed and liked by the viewers. Friedman and Seno and Lukas (2007) stated that compared to the other genre of endorsers the celebrities are the most effective. The study by Basil (1996) stated that attitude towards celebrity endorser can have a direct or indirect influence on the attitude towards the brand. As a result celebrity endorsement in general is effective in recognizing and recalling the brands.
In a study among young people by King (2005) more than half of them opined that the celebrities appear in advertisements only for money. Tripp et al (1994) stated that the celebrity endorsement is more compensation inclined rather than product inclined. In this study, in the analysis of college students’ perception of celebrities in general most of them have opined that they do not believe that the celebrities use the product they endorse. But their opinion about cricketer and film star endorsement was totally different. When the students are asked in specific most of them opined that they believe both film star and cricketer use the product they endorse. It shows their trust over the cricketer and film star

If consumers start trusting the brand or product, it is the success of the product. If the college goers have faith in both cricketers and film stars endorsing the product, then this is expected to influence their purchase decision, which in turn contributes to the total of increase in the sale of the product. It is also observed from the results that presence of both Presence of Cricket celebrities in an advertisement grabs the attention of the consumers and makes the product more reliable. Film stars expertness influences the college student’s perception of the product and the endorsement makes the product reliable and helps the product in retaining the brand image.

College students’ belief over the Cricketer endorsement was observed in their perception analysis itself. In purchase intention analysis again cricketers are proved to be trusted by the students. College students’ view of film star endorsement is a little different from that of cricketer endorsement. Results of this study indicate that film stars inclination towards a product stimulate the college students better than the cricketers. They find the stars as socially active thereby using the products endorsed by film stars they think they belong to high social strata.
The college students believe that both the Cricketers and film stars endorse a product only if it is of good quality. So it can be concluded from the study that both the cricketer and film star endorsement have influence over the purchase intention of the college students. The studies by Stafford et al (2003); Erdogan (1999; Kamins (1990) concluded in their studies that since presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to use celebrity endorsements in order to sell their products. intention Lui et al (2007) have stated that an endorser who has major source factors of credibility is able to impress purchase intentions of the consumer considerably. These studies support the results of this study. But Hsu and Donald (2002) stated that although consumers might have a favorable disposition towards celebrities, this does not necessarily always translate into purchase intentions.

With regard to purchase decision most of the college students opined that they support multiple cricketers endorsing single product and also stated that it affects their purchase decision. Many advertisements feature multiple cricketers for a single product endorsement. In order to copy the cricketers social strata college students buy the product endorsed by cricketer. Hsu & Donald (2002) also stated that it might be beneficial to endorse a product with multiple celebrities as it leads to attracting and connecting to the different and diverse sets of target audience to the product and it was also stated in the same study that the boredom which is caused by the presence of a single celebrity can be reduced with the help of multiple celebrities. Temperley & Tangen (2006) stated that the strategy of using an assortment of celebrities is quite high-flying among sports brands like Nike, Adidas, Reebok. By using multiple celebrities in collaboration one can more successfully endorse a specific product.
The results of Multiple Regression Analysis for the celebrity match-up indicated that out of 19 variables tested only three were observed to be very significant and youth perception towards cricket celebrity influences on purchase behaviour. These are noted as: celebrity success, appearance and competence. Eight variables were observed to be very significant and youth perception towards film celebrity influences on purchase behaviour among the youth. These are noted as: reliability, expertise in the product, competence, performance over time, superiority, dependability, reconcilability and hard working.

Lui et al (2007) concluded that celebrities with major credible factors like expertise, trustworthiness and effectiveness are able to impress purchase intentions of the consumer considerably. Ohanian (1990) stated that the expression source credibility is used commonly to entail the communicator’s positive attributes that affect the recipient’s acceptance of a message. Erdogan (1999) concluded that the advertisers by selecting endorsers who are widely regarded as honest, believable and dependable can capitalise on the value of trustworthiness.

A construct level correlation analysis is used as a preliminary check for the proposed hypothesis. The first hypothesis framed measures the effect of celebrity match up factor with the product being endorsed on college students purchase behavior. Celebrity match up factor with the product in general is found to be highly significant (correlation coefficient=0.425 and t=17.634). The relation was found to be highly significant in case of cricket celebrities compared to films celebrities (beta=0.292 and t=12.760).
The first hypothesis stated stand accepted. (Belch and Belch 2001) concluded that the source needs to be trustworthy, in the nous of believability, honesty and ethics. Information from a credible source such as a celebrity has the power to influence the opinions, belief, attitude and behavior through a process called internalization based on the assumption that the information from the source is accurate.

Second hypothesis analyses the effect of endorsement by celebrities over the student’s perception and attitude. The relation between the cricket celebrity endorsement and college student’s attitude towards them is found to be significant (correlation coefficient=0.252, \( t=10.52 \)). The relation between the Film Star endorsement and college student’s attitude towards them is found to be significant (correlation coefficient=0.309, \( t=15.62 \)). Thus the second hypothesis stated stand accepted.

From the results it is concluded that the College students attitude towards the product is influenced more by the film star endorsement (48.40 percent) than cricketer endorsement (39.60 percent). The association between the perceived values to attitude is found at 44.30 percent, students’ attitude to cricket celebrity valued at 36.30 percent and to film stars at 35 percent. Seno and Lukas (2005) stated that the consumer perceives the celebrity endorsements in a positive way. Friedman, (1979) analyzed the competitive advantage of using celebrities, experts and typical consumers for endorsements and concluded that celebrity endorser was most effective in sustaining brand-name recall and recall of the advertisement in print advertisements.
The third hypothesis framed compares the effect of film star and cricketer on purchase intention. The relation was found to be highly significant in case of cricket celebrities compared to films celebrities (beta = 0.309 and t = 15.622). Film stars are found to have more impact on the purchase intention of youth.

A confirmatory rotation factor analysis revealed a high degree of validity among the variables (purchase intention, perception and celebrity Match-Up factor). The structural model showed adequate fit of the model, with the largest amount of variance being explained by the relationships of Match-up factor to PurInt (53.30%) and perception to PurInt (47.30%). Identification was found to have a small influence on Match-Up, with only 36.30% (cricketer) and 35.0% (film star) of the variance explained. The variables test establishes significant association between the variables tested as the F values of regression test were observed to be significant at 5 percent.

5.3 SUGGESTIONS

The following suggestions are made for FMCG companies:

- Select appropriate approaches for advertising appeal. First, the company has to determine the type and attributes of a product instead of immediately emphasizing consumers’ dependence on emotions. Companies need to make good judgments on consumers’ needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisements.
• Carefully select an advertising spokesperson. Companies should carefully choose and evaluate a popular celebrity to promote their product. The costs and benefits achieved by a spokesperson for some product should be considered so the spokesperson could create maximum effects for the product.

• Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the college students. Young people are manipulated by advertisement promise that the product will do something special for them which will transform their life. Young are more serious about the celebrity’s sex, beauty, reliability and honesty and trust. College students buying behavior are depending on the celebrity endorsements in compare to adult. The manufacturers should, therefore, take care to give all the information which would facilitate the college students in decision making process.

5.4 CONCLUSION

Celebrity endorsements pull in hundreds of crores of money every year, and are widely preferred by marketers to promote their products. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers.
College students of Coimbatore city prefer to own a brand which is endorsed by famous film star or a sport star. They buy it because they want to maintain some status, and feel that using a brand promoted by a star can satisfy that loneliness. It is not only that they have trust over the film stars and cricketers; this makes them to have a good perception of the product also. To conclude, Celebrity endorsement has positive impact on the college students.

5.5 SCOPE FOR FUTURE STUDY

The following suggestions are made as reference for researchers who are interested in conducting subsequent investigations in this field of study: (1) Expand the range of objects being surveyed. Surveys can be conducted in schools in more areas. Such surveys can also be conducted on respondents from different age groups to generalize the results, (2) use newly marketed brands as the promotion target. Researchers may use a newly marketed product as the promotional target in the future. As such, the results obtained will be more practical. Researchers can add real brands and make comparisons between products with and without brand names, (3) select different types of products. Researchers can also choose other types of products for study and make comparisons in the advertising effects between different types of products and (4) use other advertising approaches. Researchers may choose media other than printed advertisements and make related comparisons.