CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research is generally defined as a studious enquiry or examination. "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue" (Cresswell 2007). Significance of research is said by Hudson Maxim, “All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention”. Research work includes analysis of innumerable data, theories, experiences, concepts and law and interprets the results to arrive at a conclusion. There are two broad approaches to research viz. quantitative and qualitative. Quantitative research measure analysis the relationship between variables by following certain methods and meticulous procedures (Denzin and Lincoln 2000). Quantitative approach can be used when there is a need to analyse the relationship between the variables (Gordon and Langmaid 1988). In the Qualitative approach attitudes, opinions and behaviour of the population are assessed.

The result of the approach is non quantitative. Through this approach various factors which motivate people to behave in a particular manner can be analysed. There are few reasons for the qualitative research to gain popularity over quantitative research; the main reason among those is that it is more economical. It is also one of the best ways to understand the in-
depth motivations and feelings of the consumer resulting in first-hand experiences with consumers and witness consumers’ reactions to concepts and to listen to them a length of time. In their own language. In context to the research topic of this study, a quantitative method of enquiry is justified as the view on the perception of the Indian consumers about celebrity endorsement is highly subjective and difficult to measure by the researcher. A quantitative researcher is more involved with the truth as perceived by the respondent rather than the objective truth (Burns 2000).

3.2 DESCRIPTIVE RESEARCH

Descriptive Research: In a descriptive research variable of the issue to be studied is identified and measured are made. Procedures are developed to organize and summarize the findings. In this study college students perception of celebrity endorsements is analysed and its impact over the purchase intention is measured.

3.2.1 Area of the Study

Coimbatore has three state universities (Tamil Nadu Agricultural University, Bharathiar University, and Avinashilingam University) two deemed universities, 128 colleges affiliated to Anna University-Chennai and 163 colleges affiliated to Bharathiar University. Around 30,000 students pass out of these institutions every year. Both State-run and private educational institutions compete with one another to ensure that the city retains its position as the hub of higher education. Coimbatore offers a wide choice of institutions for those seeking higher education. Coimbatore is one of the ideal places to conduct a survey on the impact of celebrity endorsement on college students.
3.2.2 Population

The college students studying in 182 educational institutions in Coimbatore district education region was chosen for collection of data. 182 institutions account for Arts & Science (67), Pharmacy (6), Physiotherapy (8), and B’School (7), Engineering (33), technical educations (78), medical (2) and others (92 special and vocation skills) (Source: Census 2008).

3.2.3 Sampling Frame and Technique

This research was done in two stages. In the first stage the colleges in Coimbatore city were selected. There are 82 colleges in Coimbatore city region out of which 36 are Arts and Sciences, 44 are engineering and 2 are Medical colleges. By Quota sampling method 20 colleges were chosen for the data collection 9 Arts and Science colleges, 9 Engineering colleges and 2 Medical colleges were chosen for the data collection. In the second stage from each category of institutions, 60 students in the age group of 18-26 were selected and the data was collected from the respondents randomly. The statistical application calculations done with the help of G power 3.0 software indicated that the required samples size was 800 and expected sample size was 1200. 1200 samples were collected from the respondents. Out of 1200, 125 samples were rejected because of data entry incompletion and errors.

3.2.4 Data Collection Method

The study has equal contribution of both primary and secondary data. Secondary data is collected through data collection from the internet, from review of existing literatures, news papers, journals and magazines and research theses. A primary research was carried out through survey method. A well structured interview schedule was used for data collection and the responses were sought from the respondents.
### 3.2.5 Data Analysis

With relevance to the hypothesis framed, appropriate statistical methods and tools had been used in the study to arrive at the findings. Frequency distribution, Likert’s Scaling, Weighted Average, Chi-Square Test, ANOVA Test, Multiple Regression, Reliability Analysis, Rotated Factor Analysis, Pearson’s correlation and Visual PLS (Structural Equations Model) methods had been used. SSPS Version 16 was used for data analysis.

- The frequency distribution of the variables helped the researcher to calculate distribution value of variables tested.
- The weighted arithmetic mean was applied to measure and present a single datum for the Likert’s Scaling value. Weighted average, Likert’s scaling and rank order test was applied to measure the: perceptions of students towards owning branded products, their perception towards celebrity endorsement, purchase intention of a product endorsed by celebrity and the primary factors motivated their buying behaviour. In both the cases of film and cricket celebrity endorsement.
- ANOVA test was applied to measure the demographic attributes of the students on their perception towards brands and celebrity endorsement.
- With the help of Chi-Square test association between demographic attributes of the students’ and their attitude towards brand and celebrity endorsement was measured.
• Reliability analysis, Rotation factor, Pearson’s correlation test and multiple regression test has been applied to measure the consistency and most relevant variables on students' opinion on their perception owing branded products, their perception towards celebrity endorsement, purchase intention of a product endorsed by celebrity and the primary factors motivated their buying behaviour. In both the cases of film and cricket celebrity endorsement.

3.2.6 Interview Schedule

Interview schedule is an often used observational device for collecting personal data and opinion and it provides a way to collect personal information from subjects that many not be readily obtainable using other methods. Interview schedules provide structured responses and must be carefully developed, and revised to obtain valid data. The same procedure has been applied in this study. The schedule included sections assessing demographics attributes of students towards owning branded products, their perception towards celebrity endorsement, purchase intention of a product endorsed by celebrity and the primary factors motivated their buying behavior. Interview schedule is divided into five categories. Based on the previous studies connected suitable questionnaire was and adapted for the study.

Section I: Contains detailed demographic information status of the students like their gender, age, discipline of study, their status in the colleges and their level of degree studying.
Section II: Draw information on demographic attributes of students towards owning a branded product.

Section III: Draw a detailed discussion on the students’ perception towards celebrity endorsement

Section IV: In this section of the purchase intention of a product endorsed by celebrity among the students is presented.

Section V: These section portraits the primary factors that motivated their buying behaviour of students towards celebrity endorsement.

Likert’s scale is a research method need to consumer attitude in a quantitative fashion. Whereas other methods, such as shadowing and behavior mapping, use qualitative observational data in order to interpret consumer perceptions. Regardless of the research methods used, the process of uncovering consumer perceptions and attitudes involves defining the problem, developing a research plan, collecting the information, analyzing the information, and making a strategic decision.

The questionnaire was framed to identify the college students purchase behavior in general and to measure and analyze the college student’s perception of celebrity endorsement and its influence over their purchase intention. Purchase behavior of the college students with is based on the price consciousness or quality consciousness or social status consciousness. While choosing a product they might also consider the longevity of the product and also the comfort factor it offers. Not everyone believes that the celebrity uses the product they endorse and also there is mistrust about the use of celebrities for endorsement. Because of their expertise. Consumers might even think the celebrities do the endorsement for money. By including the above said factors
in the questionnaire, it helps in measuring the perception of college students about the celebrity endorsement.

Celebrities’ presence in the advertisement could have certain effects over college students like creating interest, creating awareness of the product, grabbing attention, making the ad memorable, helping in recognize and recall brands, creating attention towards unfamiliar product, creating brand image and persuading to own the product. Inclusion of these factors helps in measuring influence of celebrities in the ad over the college students’ attitude towards the product.

Celebrities’ presence in the advertisement could influence the purchase intention of college students in numerous ways. They might consider celebrities as their role model and if they use the products endorsed by celebrities they might think that their social status increases and finds themself at par to celebrities. The survey included questions regarding the Celebrity match-up factors like: Success, Popularity, Reliability, Distinctiveness, Consistency, Appearance, Attractiveness, Stylish and Trendy, Ability to perform, Expertise in the product, Competence, Sincerity, Performance over time, Accomplishments, Quality, Superiority, Dependability, Reconcilability and Hard working. Care was taken to avoid ambiguous, incorrect and biased questions while preparing the questions.

The interview schedules were distributed and collected among the students after a briefing explanation about the study and the questions. Product endorsed by celebrities in the field of film and cricket has been focused in the current study.
3.2.7 Measures

The study uses multi-item scales to measure the constructs in interview schedule model. All items in the questions are measured on a five-point Likert-type scale anchored from “strongly disagree” (1) to “strongly agree” (5). Some of the measures are available in the literature, though most are adapted to suit this particular context. To measure Match up factors (Matfact) to branded products research had used 7 items, perceived toward celebrity endorser 14 items are used. Purchase intention (PurInt) had 7 items, and celebrity match up/motivation toward purchase behaviour are measured with 18 items, respectively. In order to measure reliability of questions in the questionnaire, 46 questions has been pre-tested through pilot studies. Then, coefficient of confidence has been calculated by method of Cronbach's alpha for which 0.935 (93.50 percent) was obtained. This number shows that the applied queries enjoy confidentiality or in other words the necessary reliability.

3.2.8 Introduction and Conceptual Framework

The framework of the study is designed based on the literature review. It is designed in such a way that in order to analyze the impact of advertisement appeal factors and celebrity match up factors on the consumers’ attitude towards a particular product which in turn affects of purchase the decision.
Figure 3.1 Conceptual Framework

Product Appeal
- Rational Appeal: Quality & Price
- Emotional Appeal

Advertisement Appeal
(Celebrity Match-Up)
- Expertise (like: Competence, Performance, Ability, Superiority, Success and Accomplishments)
- Trustworthiness (Sincerity, Quality, Consistency, Dependability and Reliability)
- Image (Style, Attractiveness, Quality, Reconcilability, Distinctiveness and Appearance)

Consumer Attitude

Purchase Intention
Rational advertisement appeals like quality and price of the product being endorsed is expected to affect the college students’ attitude towards the product. When a celebrity is being used for endorsement, their match up factor with the product is also expected to affect the college students’ attitude towards the product. The celebrities’ expertise, trustworthiness and image are taken as celebrity match up factors with the product.