Chapter III

Research Methodology
3.1 Research Problem / Problem Statement (Based on Literature Review)

After reviewing and combining the literature available in the field of celebrity endorsement, researcher come to know that good research has been done form various angle on the topic Celebrity Endorsement but the Researcher felt that most of the research has been done abroad in countries like USA. Talking about the Indian counterpart Celebrity Endorsement is a latent topic for research though it’s a widely used tool in marketing. Some research has been done in the field; not so concrete is found which can be termed as an academic study with a specific objective.

*Research has shown that in general celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales also.*

So the researcher has decided to study consumers’ attitude towards celebrity endorsement because as mentioned it has much influence on consumer purchase intention and purchase decisions.

*The present study aims at*

“Measuring consumers’ attitude towards celebrity endorsement with special reference to filmstars versus sportsstar as celebrity endorser”

3.2 Research Objectives

1. **Primary Objective**
The Primary objective is to *measure consumers’ attitude towards celebrity endorsement with special reference to filmstars versus sportsstar as Celebrity Endorser*.

2. **Secondary Objectives:**
   
   1. *To measure consumers’ attitude towards celebrity endorsement with special reference to Filmstars as Celebrity Endorser*
   
   2. *To measure consumers’ attitude towards celebrity endorsement with special reference to sportsstar as Celebrity Endorser*
3. To measure consumers’ attitude towards celebrity endorsement with special reference to Filmstars as Celebrity Endorser for specific product likewise (Social Advertisement, Fashion Product, High Involvement Product, Low Involvement Product and Liquor)

4. To measure consumers’ attitude towards celebrity endorsement with special reference to sportstar as Celebrity Endorser for specific product likewise (Social Advertisement, Fashion Product, High Involvement Product, Low Involvement Product and Liquor)

3.3 Research Design
It describes the type of method that can be used for conducting the study for the particular problem. There are many ways to carry out research. Most types of research can be classified according to how much the researcher knows about the problem before starting the investigation. Wiedersheim-Paul and Eriksson (1999) identified that there are three classifications of research available when dealing with a research problem: exploratory, descriptive, or causal.

a. Exploratory research
The exploratory research is designed to allow an investigator to basically “look around” with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). Patel and Tebelius (1987) say that the idea is to gather as much information as possible concerning a specific problem. Exploratory research is often used when a problem is vaguely known, or the available knowledge is not definite. The method that is best suited for information gathering when performing an exploratory research is interviews Patel and Tebelius (1987).

b. Descriptive research
According to Patel and Tebelius (1987) the task is to provide a description of various phenomenon connected to individuals, situations or events that occur. The purpose might be to create empirical generalizations. Such generalizations are worth explaining once they begin to appear, which leads to theory development (Reynolds, 1971). Furthermore, descriptive research is often used when a problem is well prearranged and there is no intention to investigate cause-effect relations (Wiedersheim-Paul & Eriksson, 1999). Descriptive research is recommended when you search data, often secondary, in order to describe a few aspects of a clearly structured problem (Aaker & Day, 1990).

c. Causal research
The goal here is to develop precise theory that can be used to explain the empirical generalizations (Reynolds, 1971). Based on this, the researcher formulates hypotheses that are tested empirically (Patel & Tebelius, 1987). According to Yin (2003) a study is causal when the focus is on cause-effect relationships, explaining what causes produced what effects. Aaker and Day (1990) say that the causal research approach must be used when it is necessary to show that one variable causes or determines the value of the other variables.

A Descriptive Research Design is used for the present study.

3.4 Degree of Research Problem Crystallization:
A study may be viewed as exploratory or formal. The differences between them are degree of structure and immediate objective of the study. The exploratory study tends towards loose structure and with the objective of discovering future tasks. The immediate purpose of the exploratory study is to develop hypothesis or questions for further research. The formal study begins where the exploratory study leaves off- it begins with hypothesis or research question and involves precise procedures and Data source specifications. The objective of a formal study is to test the hypothesis or answer the research questions posed.

Here we have used the descriptive study. Past research studies are available. So a literature review is carried out. Based on review several hypotheses have been formed.

3.5 Sampling Plan:
Another step in planning the design is to identify the target population and select the sample if a census is not desired. The research must decide who, how many people to observe, what and how many events to observe or what and how many records to inspect.

a. The Universe: Students pursuing PG Programme in south Gujarat area.
b. The Sampling frame: Students pursuing MBA/MCA Programme in south Gujarat area.
c. Sampling Unit: A PG student pursuing MBA/MCA course.
d. Sampling Technique: There are mainly two of sampling methods which are being used by the marketers:
   - Probability Sampling (Random Sampling): Probability sampling is a method for drawing a sample from a population such that all possible samples have a known and specified probability of being drawn.
Non-probability Sampling: Non-probability sampling is a sampling procedure in which the selection of population elements is based in part on the judgment of the researcher or field interviewer.

In this research non-probabilistic sampling is used and Sampling Technique used is Convenience Sampling.

e. Sample Size: Sample size taken for the study was 800. In total 762 questionnaires were distributed among the respondents from various colleges of south Gujarat area; out of which 711 questionnaires were found to be complete; remaining 51 questionnaires were found incomplete and thus excluded from further analysis.

3.6 Methods of Data Collection:

a. The Data Collection Plan:
It refers to the data based on which research is carried out. It can be of two types; Primary and Secondary.

• Secondary data
A vital step is the review of previous research on the topic chosen. In fact, an important part of nearly all research is a review of the literature (Bell 1999; Clark et al. 1998; Finn et al. 2000; Greenfield 1996; Pender 1999; Veal 1997). Brunt (1997) suggests that secondary data refers to information which already exists and which was collected for a purpose other than that of the current researcher but which can be used a second time for a current project. According to Clark et al. (1998), secondary data can be superior to primary data, as previous researchers could have had different circumstances to work under, e.g. less constraints concerning time or resources.

Secondary data played an important part for this study and can be considered as the backbone of the study. Veal (1997) takes the view that if the information that answers the research questions already exists, it would be a waste of time to collect it again through primary data.

In addition, Hakim (1982 in Finn et al. 2000) suggests that secondary data allows the researcher to think more closely about the theoretical aims and substantive issues of the study instead of spending most of the time thinking about the problems of collecting new data.

Furthermore, the use of secondary data helped the researcher to establish new relationships between his ideas that were, at the beginning of the research collection, entirely unforeseen (Dale
et al. 1988 in Finn et al. 2000). Moreover, the use of existing sources helps the researcher to formulate and understand the research problem better (Ghauri et al. 2002).

The literature review comprised of academic work and other published sources related to the theories in consumer behaviour, endorsement, marketing and tourism. Regarding the aim and overall objectives it had an in particular focus on destination marketing and celebrity endorsement. According to Bell (1999), journals are a more rich and up-to-date source of information than books due to the frequency of publication.

Therefore, the academic journals the most widely used sources and they were assessed at the Bournemouth University library (UK). The next section will describe the limitations to secondary data.

The literature review allowed the researcher to see clearly what kind of research has been done on Celebrity Endorsement; especially in India Context.

- **Primary data**

Primary data are new data specifically collected in the current research project, where the researcher is the first user, as opposed to secondary data (Clark et al. 1998; Veal 1997). According to Pender (1999), there are two main types of research: qualitative and quantitative. Quantitative is the rigorous scientific method, while qualitative is less rigorous and employs more flexible tools of research (Finn et al. 2000). For the primary research a qualitative method was used which is an unstructured form of data collection and it employs descriptions and explanations rather than quantitative measurement and statistical analysis (Johns and Lee-Ross 1998). A lot of qualitative research is based on the idea that it is better that people describe and analyse their own experiences and feelings, than if they only answer questions the researcher thinks are important (Gill and Johnson 2002; Kelly 1999; Veal 1997). Qualitative techniques allowed the researcher to get rich information of a small number of subjects (Veal, 1997). The next section will describe the target group and the way they were selected.

_In this research both primary and secondary data were used._

As mentioned earlier secondary data were collected through various sources like research articles, magazines, journals, text books, news papers, websites etc. in the initial stage of the research whereas primary data were collected through personal survey method by filling up structured questionnaires from respondents.
b. Data Collection Instrument

- Primary sources:

*Data were collected from the respondent using closed ended questionnaire. Personal interview method was used for Data collection.*

The questionnaire is majorly dived in to three parts

*Part I* consist of various questions related consumer’s attitude in general towards celebrity endorsement in general.

*Part II* consists of ten specific advertisements appearing celebrity; for which responses were collected on a five point semantic differential scale adapted from the scale developed by Ohanian in 1990.

Responses were collected on 10 different scale (mentioned below) to measure expertise and trustworthiness of the celebrity which combinely constitute celebrity credibility which is an important parameter affecting consumer attitude towards a celebrity.

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*Part III* of the questionnaire consists of some personal information of the respondent.
Pilot testing done in two phases to cross check the information needed and to ensure the suitability of the instrument. Questionnaire was also shown to different persons in the field of academics for their viewpoints on questionnaire.

- Secondary Data

Secondary data for the study were collected from the journals, magazines, newspaper, reference books and websites. (*Literature review chapter*).

3.7 Degree of Control of Research Variable: In terms of researcher’s ability to manipulate variables, we differentiate Experimental and Ex post facto designs.

In an experiment the researcher attempts to control and manipulate the variables in the study. With an Ex Post facto study, the researcher has no control over the variables in the sense of being able to manipulate them.

*Here the researcher has used the Ex post facto design means the researcher has not manipulated the variables under study.*

3.8 The time dimension of the study: The Cross Sectional studies are carried out once and represent a snapshot of one point of time. Longitudinal study is repeated over an extended period.

*Here we have conducted Cross Sectional Study.*

3.9 The Topical Scope of the Study:

As mentioned earlier;

The thesis focuses on “Measuring consumers’ attitude towards celebrity endorsement with special reference to filmstars versus sportsstar as celebrity endorser”.

- The attempt was made to capture the population’s characteristics by making inferences from sample’s characteristics.
- Hypotheses are tested quantitatively.
- Generalizations about findings are presented based on the representativeness of the sample.

3.10 The Research Environment: The research Environment also differs as to whether they occur under actual environmental conditions (*Field Study*) or under staged or manipulated conditions (*Laboratory Study*).
Here the research is a Field Study conducted in the actual environment.

3.11 Data Analysis:
This phase includes processing, coding, tabulation and analysis of data. First of all coding of the questionnaire was done as some part of the questionnaire was not pre coded. For analysis data were fed into Excel sheet. The excel sheet was updated with SPSS with the help of which data were analysed.

a. Methods of Data Processing:
Software packages like SPSS (Statistical Package for Social sciences) and Excel were used for data analysis.

3.12 Data Presentation:
The content of the thesis has been presented as per following chapterisation scheme.

1. Introduction
2. Review of Literature
3. Research Methodology
4. Analysis and Finding
5. Conclusion and Recommendation
   Bibliography