CHAPTER 5

Research Methodology
5.1 Introduction

Marketing research and measurement long have been areas of great difficulty and opportunity for the marketer, not just because they provide more complex and precise responses, but also because the training, analytical, and communication requirements are substantial. The present study basically a marketing research which has been defined by The American Marketing Association as “The function that links the consumer, customer, and public to the marketer through information-information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues; designs the method for collecting information; manages and implements the data collection process; analyzes the results; and communicates the findings and their implementations”.

In other words, Marketing Research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision-making related to the identification and solution of problems (and opportunities) in marketing. Through research Marketers and Advertisers have been able to evaluate consumer attitudes toward the product, plus awareness and knowledge levels about their advertising and marketing communications program. Much of this research has been based on testing the ability of the consumer to recall advertising messages or state how seeing or hearing advertising messages might, could, or in fact had changed their attitudes toward the product or their inclination to either buy or continue buying it. Marketing research is systematic. Thus, systematic planning is required at all the stages. The procedures followed at each stage are methodologically sound, well documented, and, as much as possible planned. Therefore, in the present study the following six steps of marketing research process have been used to carry out to the study systematically and conceptually sound.

- Problem Identification
• Approach to the problem
• Research Design
• Fieldwork or Data collection
• Data Preparation and Analysis
• Report preparation and presentation.

5.2 Problem Identification

Celebrity endorsement is the buzz word amongst marketers and advertisers, but much confusion is prevailing regarding its effectiveness. This study was designed to provide suggestions to marketers and advertisers regarding effectiveness of celebrity endorsements amongst consumers. There are several questions that need to be answered in order to make celebrity endorsement more successful pertaining to effectiveness, credibility, attractiveness, trustworthiness and expertise of endorsers. Similarly consumer characteristics in terms of gender and age groups are also expected to influence the perception of celebrity endorsers. This study was conceived as an attempt to provide answers to the above mentioned problems.

5.3 Development of an approach to the problem

Development of an approach to the problem includes formulating an objective or theoretical framework, analytical models, research questions, hypothesis and identifying characteristics or factors that can influence the research design.

The present study primarily focuses on the effectiveness of celebrity endorsements amongst consumers with respect to attractiveness, trustworthiness and expertise of celebrity endorsers. The Study aims to explore related issues like buying intentions, reasons for liking of celebrity and Influence of negative information and multiple product endorsements by celebrities.
5.3.1 **Rationale of the study**

The literature review has revealed that most of the studies have mainly concentrated on personality traits and source characteristics. There have been hardly any studies which take into account the socio-demographic variables of the target consumers for evaluating effectiveness of endorsers. The study would try to leverage real associative attributions inherent in any celebrity in order to influence the consumer positively. Also tracking consumer's changing behavioral pattern in the light of socio demographic and environmental changes that are important to adopt communication and promotional programmes to increase effectiveness. The findings of the present study are expected to fill the vacuum in the area of celebrity endorsements. It is also likely to set at rest all the intuitive speculations about the applications of celebrity endorsement concept across various product categories and services in Indian context. Further it is expected to provide an answer to the questions regarding psychological processes that result in recall, recognition and persuasion by use of celebrity endorsers. The outcomes of this study are likely to provide effectiveness and suitability of celebrity endorsers amongst different consumer groups, which will be of great help to the practitioners in particular for formulating advertising strategies by using celebrity endorsers and to the academicians in general to venture in to new areas of research.

5.3.2 **Objectives of the study**

- To explore celebrity endorsements as a communication strategy.

- To study the impact of celebrity endorsements on brand recall and persuasion.

- To find out effectiveness of celebrity endorsements amongst consumers with respect to expertise, trustworthiness and attractiveness of endorsers.

- To study the influence of consumer characteristics (Demographic) on the effectiveness of celebrity endorsers.
Chapter 5 Research Methodology

5.4 Research Design

A research design is a framework or blueprint for conducting the scientific inquiry. It details the procedures necessary for obtaining the required information needed to structure or solve marketing research problem. Its purpose is to design a study that will test the hypothesis of interest, determine possible answer to the research questions, and provide the information needed for decision-making. Research design may be broadly classified as exploratory or conclusive (Descriptive research and Causal research)

For the present study, a descriptive research design has been used, which is typically more formal and structured than exploratory research. It is based on large, representative samples, and the data obtained are subject to quantitative analysis. The present investigations were descriptive in nature with survey being used as the major research approach. In first stage, a measure to judge effectiveness of the celebrity endorser was developed with the help of available literature and through interaction with academicians and experts in the field. In the second stage, data was collected from the respondents to explore effectiveness of celebrity endorsers and demographic influences amongst consumers.

Survey and observation are two main methods employed in case of descriptive research. The study used survey method of obtaining information, which is based on the interrogation of respondents through a structured questionnaire.

5.4.1 Scope of the study

The study was confined to Gujarat state which is one of the prosperous and advanced states of the country. Sample was taken from seven major cities i.e. Ahmedabad, Baroda, Surat, Rajkot, Bhavnagar, Jamnagar, Junagadh (all municipal corporations) of the Gujarat state. These are the most important urban centers of Gujarat and represent diversity of Gujarat in terms of geographic coverage also. Respondents were taken from areas coming under municipal
corporations of these respective cities. Data was collected during the period of Dec-06 to April 07.

5.4.2 Primary and secondary data

Secondary data is collected in form of literature reviewed from various national and international Journals, Magazines, Newspapers, Websites, Online Databases and Reports. The Major International Journals reviewed are Journal of Advertising, Journal of Advertising Research, Advances in Consumer Research, Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Sciences, and Journal of Personality and Social Psychology. Major Indian Journals Referred includes Vikalpa, ICFAI Journal of Marketing Management, and Indian Journal of Marketing. Well Known Magazines related to Marketing and Advertising referred are Indian Management, Marketing Mastermind, Advertising Express, USP age. Almost all leading Indian business newspapers are referred like Economic Times, Business Standard, Business Line, etc. Primary data was collected using a structured questionnaire. After scanning various secondary data sources, primary data is collected to meet the objectives of the present study. To collect primary data, a structured questionnaire was prepared. Different ordinal, nominal, and rank-order measurement scales are used to collect first hand information from respondents.

5.4.3 Sampling Plan

Sampling is the method of obtaining information from a portion of the large group of population and the sample is sub-set of the population selected for investigation by some sampling methods. A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure the researcher would adopt in selecting items for the sample. It includes population and sampling unit, determining the sampling techniques and sampling size.
The Population:

A population is the aggregate of all the elements that share some common set of characteristics, and that comprise the universe for the purpose of the marketing research problem. In other words, population represents the total set of things under consideration about which some information is desired. The study is carried out in seven major cities of the Gujarat state. All the existing and potential customers means the total urban population of all seven selected cities becomes population for the study. All the seven cities of Gujarat state that have been notified as municipal corporations by government of Gujarat, and represent the state with respect to geographic and demographic dimensions.

Sampling Unit:

A sampling unit is an element or a unit containing the element that is available for selection at some stage of the sampling process. Sampling units for the study is individual customers. From the above population, all the existing customers who were able to identify the celebrities and recall products endorsed by celebrities were defined as sampling unit for the purpose of the study. Those who failed to identify the celebrities selected for the study were excluded from the study.

Sampling techniques:

Sampling techniques may be broadly classified as probability and non-probability sampling. Non-probability relies on the personal judgment of the researcher rather than chance to select sample elements. While in probability sampling, sampling units are selected by chance. The main non-probability sampling techniques are Convenience Sampling, Judgment Sampling, Quota Sampling, and Snowball Sampling. Probability sampling includes simple random sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling, and other sampling techniques.
Quota sampling has been adopted in present study. Quota sampling may be viewed as two-stage restricted judgmental sampling. The first stage consists of developing control categories, of population elements. To develop these quotas the researcher lists relevant control characteristics and determines the distribution of these characteristics in the target population. In the second stage, sample elements are selected based on convenience or judgment. It is form of non-probability sampling used widely by marketing researcher.

The sample of the present study, represented the population with respect to demographic dimensions i.e. gender, age, income, and occupation. Care was taken to make the sample representative of the actual population.

**Size of the Sample:**

Total 630 questionnaires were received out of which 50 were rejected due to incomplete responses. Thus final valid respondents for the study were 580. The sample consisted of respondents from the cities selected for the study. City wise break of respondents was as follows-

<table>
<thead>
<tr>
<th>City</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmedabad</td>
<td>104</td>
<td>17.9</td>
<td>17.9</td>
</tr>
<tr>
<td>Baroda</td>
<td>80</td>
<td>13.8</td>
<td>31.7</td>
</tr>
<tr>
<td>Jamnagar</td>
<td>75</td>
<td>12.9</td>
<td>44.7</td>
</tr>
<tr>
<td>Junagadh</td>
<td>89</td>
<td>15.3</td>
<td>60.0</td>
</tr>
<tr>
<td>Bhavnagar</td>
<td>74</td>
<td>12.8</td>
<td>72.8</td>
</tr>
<tr>
<td>Rajkot</td>
<td>79</td>
<td>13.6</td>
<td>86.4</td>
</tr>
<tr>
<td>Surat</td>
<td>79</td>
<td>13.6</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>580</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Table 5.1: City wise sample profile**

Adjustments were made in sample size of every city to make it representative of other demographic dimensions like Gender and Age-groups.
5.4.4 Instrument for data collection

For data collection a survey using a structured questionnaire was conducted to collect data from selected cities of Gujarat. Survey as an approach to study has advantage of coverage of large number of dimensions pertaining to the study. Since the study was related to consumer perception and preferences it was decided to use survey rather than any other method like observation or interviews. Structured questionnaire help in collecting large amount of information in short time and in an organized manner. The questionnaire was developed using the available literature and discussion with academicians and experts of the field. Source credibility scale developed by Ohanian (1990) was used to judge effectiveness of celebrity endorser as part of the questionnaire. The questionnaires were pre tested using a pilot study and based on the responses received necessary corrections were made in the final questionnaires.

5.5 Fieldwork and Data collection

Data was collected from seven cities of Gujarat during the period of Dec-06 to April 07. Data was collected after checking the consumer’s awareness regarding the celebrities and understanding of endorsement process.

5.6 Data Analysis

Data preparation includes the editing, coding, transcription, and verification of data. After editing the data number codes have been assigned to each response to each question. A data sheet has been prepared containing all the variables and responses for each question in a code form with the help of MS excel.

Analysis of data is the process by which data is converted into useful information. Raw data as collected from questionnaires cannot be used unless it is process in some way to make it amenable to drawing conclusions. For the purpose of
advanced statistical analysis, SPSS 11 and MS Excel 2003 edition were used. The collected data was then subjected to suitable statistical analysis including:

- Frequency Distribution and percentile
- Mean and mean based ranking
- Cross-tabulation
- Chi-square test
- One Way ANOVA - multiple comparison tests
- Z test for significance of difference of means.

5.7 Report preparation and presentation

Reports help to present the study in a systematic manner. Research problem, current scenario and future directions can be effectively presented in form of report. A Research reports typically contain Literature Survey and identification of knowledge Gaps, Nature and Scope of study, Methodology, analysis of data, findings and conclusion. This report is also organized on a similar framework. The report is organized in eight chapters. Brief description of chapters in the report is as follows-

CHAPTER-1
INTRODUCTION OF MARKETING, CONSUMER BEHAVIOUR, ADVERTISING AND CELEBRITY ENDORSEMENTS

The American marketing association defined marketing as “the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational goals”. The Promotion part is said to be most important as well as most difficult part of entire marketing process. The Primary task of promotion is to inform and second most important task of promotion is persuasion. The most important component of promotion mix is advertising. This chapter attempts to
explain the basic concepts related to the study including Marketing, promotion, Advertising and celebrity advertising.

CHAPTER – 2
THE WORLD OF CELEBRITY ENDORSEMENTS
The second chapter gives information regarding evolution and usage of celebrity endorsements. This chapter includes types, forms, advantages and problems of celebrity endorsements. It also explains the legal and ethical issues related with celebrity endorsements in India.

CHAPTER – 3
CONCEPTUAL FRAMEWORK OF THE STUDY
CELEBRITY ENDORSEMENTS AND ITS INFLUENCE ON CONSUMER BEHAVIOR
This chapter covers all important concepts that are useful for the study starting from Basics of Marketing and Promotion to Communication process and use of celebrity endorser as a source of message. This chapter discusses consumer behavior and perception and buying decision process. This chapter explains Focus, contribution and significance of this study with context to marketing and consumer behavior.

CHAPTER - 4
LITERATURE REVIEW
This Chapter refers the various research studies carried out in India as well as abroad. The literature has helped in understanding various dimension of celebrity endorsement process and has helped in designing an appropriate and comprehensive study on the said subject. Extensive research studies have been carried out on these aspects in foreign country. So far as India in general and specifically Gujarat region is concerned there is no such study of same magnitude and detail. A number of Research papers from renowned journals and magazines from world over were referred. Journal of Advertising, Journal of Advertising...
Research, Journal of Consumer Research, and Journal of Marketing Research are few of those names. Several Books pertaining to Advertising Management and Integrated Marketing Communications from renowned Authors have been referred.

CHAPTER- 5
RESEARCH METHODOLOGY
This chapter is the current one which explains the Research objectives, scope, rationale and methodology followed for the study.

CHAPTER- 6
DATA ANALYSIS AND INTERPRETATION
The data is tabulated using Microsoft office- Excel and SPSS. Results are analyzed and interpreted in light of research objectives of the study. This chapter includes detailed analysis of data and testing of hypothesis.

CHAPTER - 7
FINDINGS AND CONCLUSION
Major findings based on analysis of data are outlined and interpreted. Conclusions based on findings are drawn.

CHAPTER - 8
SUGGESTIONS AND SCOPE FOR FURTHER RESEARCH
On basis of Analysis and interpretation of data as well as literature reviewed as part of secondary data suggestions and implications for Marketers, Advertisers consumers and Celebrities are given in this chapter as an outcome of the study. The suggestions include ways to improve effectiveness of celebrity endorsers and suitability for product categories based on gender and profession. Future research directions are also suggested.
5.8 *Limitations of the study*

Traditional limitations associated with non probability sampling techniques go with this study also but due care was taken to make sample representative of the actual population. Non response errors and faulty questionnaires were found during data entry and were required to be eliminated thus reducing the sample size. Time and cost constraints were involved as the study was self funded. Celebrity endorsements being a vast area of study, the study does not claim to cover all aspects of celebrity endorsements and certain dimensions might have left untouched during the study.
References


2 ibid.


9 ibid, 334.
