CONSUMER'S PERCEPTION OF THE ASSOCIATION BETWEEN PRODUCT AND BRAND WITH THE CELEBRITY ENDORSER

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1. Introduction

In this modern age, people tend to ignore all commercials and advertisements while flipping through the magazines and newspapers or viewing TV. But even then, the glamour of a celebrity seldom goes unnoticed. Thus, celebrity endorsement in advertisement and its impact on the overall brand is of great significance. In this process, the companies hire celebrities from a particular field to feature in its advertisement campaigns. The promotional features and images of the product are matched with the celebrity image, which tends to persuade a consumer to fix up his choice from a variety of brands. Although this sounds pretty simple, but the design of such campaigns and the subsequent success in achieving the desired result calls for an in-depth understanding of the product, the brand objective, choice of a celebrity, associating the celebrity with the brand, and a framework for measuring the effectiveness. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable qualities and companies plan that these qualities are transferred to products via Marcum activities. Furthermore, because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for Marcum messages in today's highly cluttered environments. Similarly every product has an image. The consumer tries to consume a brand which has the maximum fit with his/her own personality/image. The celebrity endorser fits in between these two interactions, where he tries to bring the image of the product closer to the expectation of the consumer, by transferring some of the cultural meanings residing in his image to the product.

Objectives of the Study

To measure consumer's perception of the association between product/ brand with the celebrity endorser

Research Methodology

The research work is empirical in nature. A survey questionnaire designed and distributed under Random sampling method. 150 valid samples are considered for the study from Chennai city Tamilnadu

Data Analysis

To measure consumer's perception of the association between product and brand with the celebrity endorser the following null hypothesis has been framed

Ho: There is no association between consumer's perception of the product and the brand and the Celebrity endorser.

To test the above mentioned hypotheses two different advertisements featuring two different Celebrities were chosen. These two advertisements were chosen representing the different fields. The first celebrity selected was Jothika endorsing sakthi products. The second advertisement chosen was MRF Tyres advertisement featuring Veerat kohli. Same set of questions were administered for the two advertisements. One sample t- test with a population mean of 3 was used to check the congruency between celebrities and brands.

Details of Celebrity- Brand Congruency for Each Advertisement
Advertisement 1   (Jothika Endorsing Sakthi Products)

Table1 Descriptive Statistics of Celebrity- Brand Congruency in Advertisements

Sl. No	Factors	Mean	Std. Deviation	Std. Error Mean
1	Good Impression	3.53	1.235	0.101
2	Popularity	3.53	1.413	0.115
3	Reliability	3.59	1.321	0.108
4	Distinctiveness	3.53	1.268	0.103
5	Consistency	3.89	1.102	0.090
6	Attractiveness	3.49	1.174	0.096
7	Ability to Perform	3.74	1.298	0.106
8	Expertise	3.55	1.373	0.112
9	Competence	3.51	1.473	0.120
10	Good Performance	3.22	1.310	0.107

It could be observed from the above table that the mean values of all respondents towards various factors of brand congruency in advertisement 1 (Jothika endorsing sakthi products) are 3.53, 3.53, 3.59, 3.53, 3.89, 3.49, 3.74, 3.55, 3.51 and 3.22 respectively. It also observed that all the mean values are greater than the population mean value of 3. The values of standard deviation indicate that there is not much variation in the sample responses. It indicates the absence of outliers in the sample. In order to test whether the respondents opinion towards factors of brand congruency for advertisement 1 are above average level one sample t test was applied. The result was depicted in the following Table

Table 2
Results of One Sample t- Test on Celebrity- Brand Congruency of Advertisements
(Jothika Endorsing Sakthi Products)

Sl. No	Factors	Test value 3					
		t	df	Sig. Level	Mean Difference	95% Confidence interval of the Difference	
						Lower	Upper
1	Good Impression	5.221	149	0.000	0.527	0.33	0.73
2	Popularity	4.624	149	0.000	0.533	0.31	0.76
3	Reliability	5.499	149	0.000	0.593	0.38	0.81
4	Distinctiveness	5.089	149	0.000	0.527	0.32	0.73
5	Consistency	9.851	149	0.000	0.887	0.71	1.06
6	Attractiveness	5.145	149	0.000	0.493	0.30	0.68
7	Ability to Perform	6.985	149	0.000	0.740	0.53	095
8	Expertise	4.934	149	0.000	0.553	0.33	0.77
9	Competence	4.211	149	0000	0.507	0.27	0.74
10	Good Performance	2.057	149	0.041	.220	0.01	0.43

It could observed from the above table the significance value (p- value) for all the factors of brand congruency in advertisement 1 is less than 0.05 which indicates that the t values for all the factors are significant. This means that the average values of responses are significantly different from the population mean score of 3. The lower and upper values of 't' lie on right hand side of the normal distribution curve. This implies the presence of acceptance region on the normal distribution curve on the right hand side tail.

2. Advertisement 2 (MRF Tyres Advertisement Featuring Veerat Kohli)
  Table 3 Descriptive Statistics of Celebrity- Brand Congruency in Advertisements 2

Sl. No	Factors	Mean	Std. Deviation	Std. Error Mean
1	Good Impression	3.78	1.164	0.095
2	Popularity	4.03	0.915	0.075
3	Reliability	3.82	0.956	0.078
4	Distinctiveness	4.08	1.240	0.101
5	Consistency	3.83	1.104	0.090
6	Attractiveness	3.81	1.184	0.097
7	Ability to Perform	3.59	1.254	0.102
8	Expertise	3.97	1.071	0.087
9	Competence	4.08	1.156	0.094
10	Good Performance	3.95	1.163	0095

It could be observed from the above table that the mean values of all respondents towards various factors of brand congruency in advertisement 2 are 3.78, 4.03, 3.82, 4.08,

3.83, 3.81, 3.59, 3.97, 4.08 and 3.95 respectively. It also observed that all the mean values are greater than the population mean value of 3. The values of standard deviation indicate that there is not much variation in the sample responses. It indicates the absence of outliers in the sample. In order to test whether the respondents opinion towards factors of brand congruency for advertisement 2 are above average level one sample t test was applied. The result was discussed in the following Table.

Table 4 Results of One Sample T- Test on Celebrity- Brand Congruency of Advertisements 2

Sl. No	Factors	Test value 3					
		t	df	Sig. Level	Mean Difference	95% Confidence interval of the Difference	
						Lower	Upper
1	Good Impression	8.210	149	0.000	0.780	00.59	0.97
2	Popularity	13.827	149	0.000	1.033	0.89	1.18
3	Reliability	10.507	149	0.000	0.820	0.67	0.97
4	Distinctiveness	10.669	149	0.000	1.080	0.88	1.28
5	Consistency	9.174	149	0.000	0.827	0.65	1.00
6	Attractiveness	8.415	149	0.000	0.813	0.62	1.00
7	Ability to Perform	5.796	149	0.000	0.593	0.39	0.80
8	Expertise	11.057	149	0.000	0.967	0.79	1.14
9	Competence	11.444	149	0.000	1.080	0.89	1.27
10	Good Performance	9.968	149	0.000	0.947	0.76	1.13

It could observed from the above table the significance value (p- value) for all the factors of brand congruency in advertisement 4 is less than 0.05 which indicates that the t values for all the factors are significant. This means that the average values of responses are significantly different from the population mean score of 3. The lower and upper values of 't' lie on right hand side of the normal distribution curve.

Table 4 Overall Descriptive Statistics of Celebrity- Brand Congruency in Advertisements 1 And 2

Sl. No		ADVT 1	ADVT 2
1	Mean	35.58	38.94
2	Std. Error of Mean	43.00	43.00
3	Median	43	44
4	Std. Deviation	11.327	8.919
5	Percentiles 25	23.00	39.00
6	Percentiles 50	43.00	43.00
7	Percentiles 75	43.00	44.00

It could be observed from the above table that the mean values of all respondents towards various factors of brand congruency of two advertisement, advertisement 2 got the

highest mean score of 38.84 and followed by advertisement1 got the mean score of 35.58. The values of standard deviation indicate that there is not much variation in the sample responses except advertisement 6 and advertisement 5. In order to test whether the respondents opinion towards factors of brand congruency for two advertisement are above average level one sample t test was applied. The result was discussed in the following Table.

Table 6 Results of One Sample T- Test on Celebrity- Brand Congruency of Advertisements 1 & 2

| Sl. No | Factors | Test value 30 | | | | 95% Confidence interval of the Difference | |
		t	df	Sig. Level	Mean Difference	Lower	Upper
1	Advertisement 1	6.033	149	.000	5.580	3.75	7.41
2	Advertisement 2	12.276	149	.000	8.940	7.50	10.38

It could observed from the above table the significance value (p- value) for all the factors of brand congruency in all six advertisement is less than 0.05 which indicates that the t values for all the factors are significant. This means that the average values of responses are significantly different from the population mean score of 3. The lower and upper values of 't' lie on right hand side of the normal distribution curve. This implies the presence of acceptance region on the normal distribution curve on the right hand side tail.

Conclusion

From the analysis the null hypothesis is rejected. Hence it is concluded that there is no association between consumer's perception of the product and the brand and the Celebrity endorser.

References

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