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# IMPACT OF CELEBRITY ENDORSED ADVERTISEMENTS ON GENDER IN ATTITUDE FORMATION

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## Abstract

*The present study aims to identify the role of gender while forming an attitude towards celebrity endorsed advertisements with the help of quantitative analysis of two hundred thirty three respondents. More deliberately, the study tries to explore that whether gender plays as an important role while forming the attitude towards celebrity endorsed advertisements. The data was collected using questionnaire method and analyzed with the help of SPSS (Version-20) Software using Mann Whitney U Test. The research results indicate that males and females differ significantly on few dimensions with female exhibiting more positive attitude towards celebrity endorsement for the factor such as attentive and persuasive, whereas both the gender equally score for factors like entertainment, impression, information and score better than non-celebrity endorsed advertisements.*

**Keywords:** Consumer Attitude, Celebrity Endorsement, Advertisements, Marketing, Gender Behaviour.

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## Introduction

It is very imperative for the business organizations to devise strategies which can help in strengthen the competitive differential advantage for the organization's products and services. In order to create positive impression in the minds of the consumers, marketing communication (also called MarCom strategy) activities back up other elements in the marketing mix such as product design, branding, packaging, pricing, and place decisions (distribution channels and physical distribution). In order to achieve this, celebrity endorsement is a widely used MarCom strategy (Erdogan, 1999).

The practice of using celebrities in advertisements to promote products dates back to more than a hundred years and continues till date. Recent researches on celebrity endorsements have concluded that as much as 25 % of the total advertisements aired use celebrity endorsements (Shimp, 2000). The picture is also not much different in India. Celebrities from the field of sports and movies have a line of endorsements in their hands. Diverse range of products, from high involvement to low involvement, is been promoted using celebrities. A famous celebrity can get as many as 21 advertisers to endorse products (AdEx India Report 2007). Consequently, celebrity endorsements become a pertinent field of research in India. One of the key streams of research in celebrity endorsements is the source credibility research that primarily looked into

finding out the dimensions of a celebrity source which affect the consumer in the communication process. The other important stream of research is the celebrity brand congruence studies (Roy & Y.L.R.Moorthi, 2009). Some studies comparing the impact of advertisements with and without celebrity endorsers have observed that those featuring celebrities were rated more positively (Mishra, Dhar, & Raotiwala, 2001). This was especially true among teenagers who were more likely to project the celebrity's credibility to the advertising message and the endorsed product (Atkin and Block, 1983). Although gender is less frequently observed factor in the celebrity endorsement process, has received some consideration in studies on evaluations of advertisements and its effectiveness (Lynn Langmeyer, 1991). The aim of the study is to assess the role of gender of the consumer who is exposed to an ad featuring a celebrity on consumer response to celebrity endorsements.

## Literature Review

The advertising industry in India which is estimated to be Rs 63, 000 crore by 2017 (US \$ 10 billion) has shown an outstanding growth and creativity in recent times. Such high growth potential in consumer spending attracts huge interest in different strategy and marketing initiatives (India Brand Equity Foundation, n.d.). TV, radio, websites, newspapers, magazines, and out of-home (OOH) are some of the commonly used media in

advertising. In all these media adopted, advertisement through celebrity endorsement is one of the most important communication tool used. Celebrity endorsement has always been considered as an attractive option for companies to endorse their products. According to the findings of Boyd and Shank (2004), 20% of all television commercials include celebrities in one form or another. One of the major factors for consideration by organizations while selecting celebrity endorsers is the credibility and likeability of that particular endorser (Mishra et.al., 2001). The another gain of celebrity endorsement for company is that celebrities draw attention to the commercial and are seen by the consumer as interesting, authoritative and credible (Sundar, Ram, Ravindran, & Satish, 2009). Solomon (2002) states that companies using celebrities for the promotion of their products are able to reap the benefits of creating awareness, affirmative feeling towards their brand, and advertising. Advertisement featuring celebrity endorsement is often also perceived to be entertaining (Temperley & Tangen, 2006). Besides this, it is also justified that celebrities that endorse products that they might have expertise of, stimulates enhanced desires for the consumers (Premeaux, 2009).

Many researchers have also made efforts in order to explain the differences in response of men and women for same stimuli. One of the study done by Meyers-Levy and Sternthal (1991) observed that there was little dissimilarity established among how men and women interpret cues and different messages. The study further states that men are thought to be discerning processors and emphasize on signals that are extremely accessible to them. Women's information process is more complex, because they are absolute processors. Gender differences are also considered another factor to identify the differences in the consumer's attitude. However, numerous of the studies on celebrity endorser have looked at the issue of gender, but from the viewpoint of the celebrity themselves and not of the consumer's gender purposely (Freiden, 1984; Sawatari, 2006).

Wolin & Korgaonkar (2003) have done a wide research on role of gender differences in advertising. With the help of this research, certain generalized statements were concluded in relation to gender and advertising. Wolin & Korgaonkar (2003) observed from their extensive research that "under low risk condition, females show

similarly positive attitude to objective and subjective claims" and that males illustrated no inclination for objective claims. They also reported that the women tend to be more persuadable than men. Therefore, it is predicted that, on the whole, women will counter more positively to advertising than men. Outcome of the various research emphasizing on gender suggest that marketers should use different advertising arrangements to target each gender (Erlandsson, Hansen, & Mokhtari, 2013).

### **Objective Of The Study**

The aim of current research is to find out consumer's attitude towards celebrity endorsed advertisements. The present study further intends to identify the differences in consumers' attitude towards celebrity endorsed advertisements on the basis of their gender with the help of quantitative analysis of two hundred and thirty three responses. More deliberately, the study tries to explore that whether gender of the consumer plays as an important factor while forming the attitude towards celebrity endorsed advertisements.

### **Research Design**

The study is descriptive in nature. Descriptive research focuses on the accurate description of the variables under consideration and is often of a quantitative nature (Malhotra, 2007). Therefore, descriptive research was considered as a feasible option for use in the current study, as the objective was to evaluate the consumer's attitude or behaviour towards celebrity endorsed advertisements. Responses were collected using field survey which generated samples of 119 male respondents and 114 female respondents.

### **Data Collection**

Based on the objectives of this study and its exploratory and descriptive nature, a survey was deemed as the most appropriate data collection method. A self-administered questionnaire was chosen as the most appropriate data collection technique. Questionnaire contained few pictures of advertisements endorsed by celebrities to

provide an idea to the respondents about the study. Earlier researchers have also used related method of presentation of different pictures with a certain products and celebrities to comprehend respondents' perception and attitude towards celebrity endorsement (Cortini, Vicenti and Xuffo, 2010; Erlandsson et. al, 2013). Responses were collected on the basis of various factors to identify and evaluate the attitude of respondents towards celebrity endorsement advertising. Factors included viz. celebrity advertisements are attentive; entertaining; persuasive; provide true picture of advertised product or informative; helps to buy to make impression; and better in comparison with non-celebrity advertisements. Questions were prepared using five points Likert scale indicating "Strongly Agree" as '5' points and "Strongly Disagree" as '1' point.

### **Sample Size and Sampling Technique**

For the purpose of this study, the target population was consumers of Jodhpur city, in the age group of 15-40 years. With the help of field survey 233 responses were collected. Since these consumers are exposed to the same macroeconomic environment and the same marketing messages it allows for sample comparability. A random sampling method was used to draw the needed sample for this research study.

### **Limitations of the Study**

This research is focused on target respondents of Jodhpur city in the age group of 15-40 years. The same study may result in different outcomes when conducted with different age and class of population. The study will be furthermore focused on the consumer buying behaviour and attitude towards celebrity endorsed advertisements, which may differ on the basis of nature of the products being advertised. Due to time and resource restraints in this study, the survey was conducted with 233 respondents and collected from Jodhpur city that may not be representative of the whole. The effect of gender differences toward purchasing a product can also produce a different result, which is not covered in this study and leaves a scope for further analysis.

### **Findings**

In order to find differences in consumers' buying behaviour and attitude towards celebrity endorsed advertisement on the basis of factor Gender, statistical analysis was conducted. Mann-Whitney U test was applied, using SPSS IBM 20.0, to evaluate the hypothesis that median of male and female group differs in their attitude towards the celebrity endorsed advertisements. In examining the stated research problem, following hypotheses were explored.

**Hypotheses:** There is a significant difference between males and females in their attitude towards various aspects of the celebrity endorsed advertisements.

### **The aspects are:**

1. Celebrity Endorsement Advertisements capture consumer's attention.
2. Celebrity Endorsement Advertisements are Entertaining.
3. Celebrity Endorsement Advertisements are Persuasive.
4. Celebrity Endorsement Advertisement taught Me What to buy to Impress Others.
5. Celebrity Endorsement Advertisements Represents True Picture of Advertised Product.
6. Celebrity Endorsement Advertisements are better than Non-Celebrity Commercials.
7. Celebrity Endorsement Advertisements inform me about what is available in Market Place.

Since the distribution of scores on attitudes were not distributed normally the non-parametric test viz., Mann-Whitney U test was used for looking at differences in the ranking of scores in the two gender groups.

**Table-1: Showing the difference between males and females about their attitudes on different aspects.**

	<b>Gender</b>	<b>N</b>	<b>Mean Rank</b>	<b>Test Statistics</b>	<b>Significance (P)</b>
<b>Celebrity Endorsement Advertisements capture consumer's attention</b>	Male	119	107.17	U=5613.0 W=12753.0 Z=- 2.450	P= 0.14 Significant
	Female	114	127.26		
<b>Celebrity Endorsement Advertisements are Entertaining</b>	Male	119	116.45	U=6717.5 W=13857.5 Z= - 0.135	P= 0.893 Not Significant
	Female	114	117.57		
<b>Celebrity Endorsement Advertisements are Persuasive</b>	Male	119	109.05	U=5837.5 W=12977.5 Z= 1.972	P= 0.049 Significant
	Female	114	125.29		
<b>Celebrity Endorsement Advertisement taught Me What to buy to Impress Others</b>	Male	119	120.50	U=6366.0 W=12921.0 Z= .831	P= 0.406 Not Significant
	Female	114	113.34		
<b>Celebrity Endorsement Advertisements Represents True Picture of Advertised Product</b>	Male	119	117.71	U=6699.0 W=13254.0 Z= .168	P= 0.867 Not Significant
	Female	114	116.26		
<b>Celebrity Endorsement Advertisements are better than Non-Celebrity Commercials</b>	Male	119	120.87	U=6322.0 W=12877.0 Z= .932	P= 0.351 Not Significant
	Female	114	112.96		
<b>Celebrity Endorsement Advertisements inform me about what is available in Market Place</b>	Male	119	117.62	U=6709.5 W=13264.5 Z= .151	P= 0.880 Not Significant
	Female	114	116.36		

The Table 1 shows the hypotheses test statistics and summarizes the data after it has been ranked. The first three columns of the output show the 'Gender' as group, number (N) of people in each condition and the mean ranks for each group. The Mann-Whitney test works by looking at differences in the ranked positions of scores in different groups. The Mann-Whitney test depends on scores being ranked from low to high; therefore, the group with the lowest mean rank is the group with the highest number of frequency for low scores in it. Similarly, the group with the highest mean rank has large number of frequencies for high scores within it. Therefore, the mean ranks can be used to ascertain which group has the highest scores and is useful to interpret the significant results. Test Statistics column of the Table 1 provides the actual test results for the Mann-Whitney U test. "U" in the Mann-Whitney U test statistics reflects the difference between the two rank totals (Zikmund, 2012). As there are large numbers of respondents in this study, so instead of considering value of "U" statistics, value of "Z" statistics would be taken into consideration. The test results will be analyzed using the 1.96 critical values for Z at 5 percent level of significance for all the factors as given below.

**a) Celebrity Endorsed Advertisements Capture the Consumer's Attention:**

As shown in table, P value (.014) is less than level of significance (.05) and Z value (2.450) is greater than Critical value of Z (1.96), i.e.  $2.450 > 1.96$  resulting in rejecting the null hypothesis. Thus it can be concluded that there is statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements capture consumer's attention. Female group with the highest mean rank has large number of high scores within it.

**b) Celebrity Endorsed Advertisements are Entertaining:**

The P value (.893) is greater than level of significance (.05) and Z value (.135) is less than Critical value of Z (1.96), i.e.  $.135 < 1.96$  resulting in accepting the null hypothesis. Thus it can be concluded that there no statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements are Entertaining.

**c) Celebrity Endorsed Advertisements are Persuasive:**

The P value (.049) is less than level of significance (.05) and Z value (1.972) is greater than Critical value of Z (1.96), i.e.  $1.972 > 1.96$  resulting in rejecting the null hypothesis. Thus it can be concluded that there is a statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements are Persuasive.

**d) Celebrity Endorsed Advertisements taught me what to buy to impress others:**

The P value (.406) is greater than level of significance (.05) and Z value (.831) is less than Critical value of Z (1.96), i.e.  $.831 < 1.96$  resulting in accepting the null hypothesis. Thus it can be concluded that there is no statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements taught me what to buy to impress others.

**e) Celebrity Endorsed Advertisements represents true picture of advertised product:**

The P value (.867) is greater than level of significance (.05) and Z value (.168) is less than Critical value of Z (1.96), i.e.  $.168 < 1.96$  resulting in accepting the null hypothesis. Thus it can be concluded that there is no statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements represents true picture of advertised product.

**f) Celebrity Endorsed Advertisements are better than non-celebrity commercials:**

The P value (.351) is greater than level of significance (.05) and Z value (.932) is less than Critical value of Z (1.96), i.e.  $.932 < 1.96$  resulting in accepting the null hypothesis. Thus it can be concluded that there is no statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements are better than non-celebrity commercials.

**g) Celebrity Endorsed Advertisements inform me about what is available in Market Place**

The P value (.880) is greater than level of significance (.05) and Z value (.151) is less than Critical value of Z (1.96), i.e.  $.151 < 1.96$  resulting in

accepting the null hypothesis. Thus it can be concluded that there is no statistically significant difference between the scores of Male and Female for Celebrity Endorsed Advertisements inform me about what is available in Market Place.

## **DISCUSSION**

The paper deals with the impact or influence of celebrity endorsement on male and female consumer's attitude formation. It is found that there is a significant difference between the attitudes of males and females regarding Celebrity Endorsed Advertisements as such advertisements capture consumer's attention and are persuasive. The female respondents are impacted more due to celebrity endorsed advertisements than the male respondents. Female respondents consider these advertisements as more persuasive too than the male respondents. For few other factors such as for entertainment, impression and information there is no statistically significant differences between the scores of males and females. Both the genders consider that celebrity endorsed advertisements are entertaining; such advertisement taught what to buy to impress others and represents a true picture of advertised product. In addition, both genders equally consider that Celebrity Endorsed Advertisements are better than non-celebrity commercials and they do inform about what is available in market.

Out of seven factors, only in two factors female respondents exhibited more positive attitude towards celebrity endorsement than the male respondents. For the rest of the factors there were no statistically significant differences in the attitude scores of males and females. Whereas gender of celebrity significantly influences consumer perceptions about the product irrespective of consumers' gender (Mishra et. al., 2001). Thus it is observed that celebrity endorsements are one of the most accepted advertising strategies to promote products (Wei & Lu, 2013). Celebrities are impacting from every age and class of people. Various research and evidences have proved this.

## **CONCLUSION**

The findings of the study points at broad inferences for marketing practitioners and for advertisers as well. The

study has pointed out that the gender of consumer influences the formation of consumer attitude for celebrity endorsements to certain extent only. Celebrities are playing bigger role in contemporary civilization and consumption patterns, helping as trendsetter of taste, style and community opinion around the world. Their endorsement and inventive contribution facilitate them to fetch attention, credibility and other insubstantial benefits to a brand in a way that no other type of advertising can. Marketers are taking advantage of celebrity power to produce an emotional and attentive bond with the consumer and thus augment sales. Selection of celebrities and considering the role of consumer's gender can help marketers to wisely devise the advertising strategy.

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