Finding out impact of celebrity endorsement on customers for personal care products.

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Abstract :This paper is focused on finding the impact and association of characteristics of a celebrity in an endorsement for personal care products in customer's purchase intension. For achieving the objectives of this research paper a descriptive cross-sectional design is used. Data collected from the population of India, West Bengal, Kolkata 700119 and sample size for this research is 109 but before collection of data reliability of questionnaire is measured by using cronbach's alpha and it is found reliable. In order to make the findings more practical, hypotheses test based on chi-square test of independence and Phi-coefficient is used to find and measure the strength of association of characteristics of a celebrity with customer's purchase intension. As per the findings of this paper, characteristics of a celebrity in an endorsement really puts a positive impact on customer's purchase intension for personal care products but only one characteristic i.e., product matchup of celebrities having an association with purchase intension and other two characteristics (i.e., Trustworthiness and attractiveness) doesn't have any association. However, the association of product matchup with purchase intension is really very weak as found in Phi-coefficient.

Keywords: Celebrity endorsement, customer's purchase intension, chi-square test of independence, Phi-coefficient, Personal care products.

I.Introduction-

The primary aim of this research is to find whether there is any association between characteristics of a celebrity in an endorsement and purchase intension of customers based on their gender for personal care products. The reason behind this topic is, the Indian cosmetics and beauty products segment has been showing a slow growth. Personal care sector is divided into five types- body care, face care, hair care, hand care and color cosmetics. Indian beauty and personal care (BPC) industry is approximately to be worth USD 8 billion. India's per capita spend on beauty and personal care is it is growing in line with India's GDP growth[1]. The present

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[1] BEAUTY AND PERSONAL CARE MARKET IN INDIA, Ministry of economy and industry foreign trade administration, Consulate General of Israel, Mumbai Economic Department. p-1

scenario of market is full of cut throat competition due to large availability of substitute products for each and every other products. Industry of personal care products is not different from this scenario. If compared with other type of product industries, almost every company from personal care industry are using celebrity endorsement in order to make their product look different. Although, nobody knows whether this endorsements in which company invest so much money are becoming a success factor or not.

(Bhaveshkumar J. Parmar, Rajnikant P. Patel)[2] have stated that there is a huge difference for all FMCG advertisements having a celebrity endorser or not. (**Daniel Francis, Rashad Yazdanifard 2013**)[3] if the company aware about the star power and celebrity image in connection with the influence and the functions of the brand it wishes to be related with, but the company must have to ensure that the brand have to be bigger than the image of celebrity otherwise the primary objective of endorsement will be obsolete. **(Okorie Nelson, Oyedepo Tunji, Akhidenor Gloria 2012**)[4] Celebrity endorsement is a popular product promotional strategy used to promote products and services in the society. celebrity endorsement also have advantages and disadvantages in organisational and its productivity.

II.   <u>**Review of related literatures**</u>-

Celebrities are well known, successful individuals (Filmstars, sports person, youtubers, business tycoons etc).

There are basically two types of celebrity in advertising, celebrity licensing and endorsement (Mistry 2006). difference lies between these two is in celebrity licensing celebrity is used for directly promoting their products for long-term whereas celebrity endorsement is for short-term.

some previous research related to celebrity endorsement-

Successful celebrity/brand partnerships have resulted in significant gains in income for brand owners. Small factors such as the need for interaction, the extent of control exercised by buyers over messages received and raising media fragmentation turn into celebrity endorsement a valid strategy. One important job is to carefully manage brand image that impacts on brand association which will stays in mind of customers for years particularly in the case when the image of the celebrity and the brand matches customers feels high degree of connection between self-brand image and image of celebrity if that celebrity consistently endorse that product. Celebrity endorsement effects can be boosted by brand symbolism, such that if brands are communicating that messages which consumers yield will have more stronger effects than brands that do not. Therefore, it is an

[2] Parmar j. Bhaveshkumar, Patel p. Rajnikant. A study on consumer perception for celebrity & non celebrity endorsement in television commercials for fast moving consumer goods. Global Business and Economics Research Journal ISSN: 2302-4593 Vol. 3 (2): 1 - 11. p- 9.

[3] Francis Daniel, Yazdanifard Rashad 2013. The Impact of Celebrity Endorsement And Its Influence Through Different Scopes On The Retailing Business Across United States and Asia. IRACST – International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 Vol. 2, No.1, February 2013. p- 4.

[4] **Nelson Okorie, Tunji Oyedepo, Gloria Akhidenor (2012),** The Dysfunctional and Functional Effect of Celebrity Endorsement on Brand Patronage. Online Journal of Communication and Media Technologies Volume: 2 – Issue: 2 – April - 2012. p- 10.

important consumers are motivated by their self-needs to utilize brand associations derived from celebrity endorsement in a contingent fashion to construct and present their self-identities. (*Debiprasad Mukherjee, 2009*)

Study reveals that Celebrity Endorsement has little bit an impact on. Thus, Celebrities should not always be used for endorsing Brands of various products. Not only that people are also motivated to buy products endorsed by celebrities. Clebrity helps to promote a brand and also brings brand equity. (*Dr Vipul Jain, 2011*)

Result of the paper suggest that there is a positive relationship exist between the cartoon endorsement and children impulse buying. The results also recommended that there is no difference between the impulse buying behavior of boys and girls which means that they both insist buying the cartoon endorsed products. Although it appears a class difference in the impulse buying behaviors of the children. Parents with higher income, their children tend to buy things more impulsively as compared to parents with low income. (*AsimTanvir, Muhammad Rehan Arif, 2012*)

Celebrity endorsement actually helps customers to create awareness and also in recalling endorsed brands. Customers are ready to purchase those brands which are endorsed by celebrity. If a company frequently changes celebrity for endorsing their offering then it generally looses all its value also found that famous personalities are more influensive no matter whether they are filmstars or sports-person. However, quality of goods are not determined by buyers after seeing celebrity endorsed products. (**Ms**. *Anmol Randhawa and Mr. Javeed Ahmed Khan* **2014**)

Research focused only in Indian student's perception about celebrity endorsement and results reveals that celebrity endorsement is more attractive and on the basis of these attractiveness respondents find bollywood celebs more influencial. Also reveals that it's able to increase the recognition and recall rate of endorsed product. therefore, role of celebrity is prominent in personification of product to his/her image. This study also states Value for money, name of celebrity is also plays an important role in students' buying behavior. (*Dr. Raman preet singh, kritika nagdev, 2016*)

Research was focused on cosmetics and this research only focuses on the behavior of the female segment. it found that there are 4 attributes of celebrity endorsement. First attribute is credibility which comprises of Expertise and trustworthy, if these two factors positively meet then celebrity endorsement can positively influence sell. So it has positive relationship. Second attribute is 'attractiveness' which comprises of 'similarity', 'familiarity', 'likeability' and third attribute is 'Product celebrity matchup' researcher suggests that domain of cosmetic is very fragile and attractiveness has no relationship. Fourth attribute is 'meaning that are transferred to the product by the celebrity' it has a positive relationship with purchasing a product. (*Muhammad amir adam 2017*)

Research reveals that celebrity endorsement and majority respondents are positively related in an advertisement. Respondents have ranked different attributes comprising brand, cost, quality, experience and celebrity endorsement and result from the ranking result it is found that people ranked brand as first priority, quality as second priority, cost as third priority, celebrity endorsement as a forth priority and experience as fifth priority. For FMCG products, trust is not highly important. Because high degree of competition in FMCG industry holding attention of customers in an advertisement are very tough thus company must use celebrity endorsement to standout the competition because it has a positive side. Correct celebrity endorser can play a major role in creating added value, synergy and visibility to a particular brand, but it cannot be and should not be taken as brand. (***Aradhana Pokharel and Binita Pradhan***)

III. Research gap-

After going through a lot of related available literatures (by keeping the limitations in mind) it is found that till now no research has been conducted that might find, which among 3 important characteristics of celebrity in endorsement (i.e., Credibility, attractiveness and product matchup) which puts more impact on gender in purchase decision making for personal care products.

IV. Research question

Which among 3 characteristics (i.e., Attractiveness, Trustworthiness, product matching) of a celebrity in celebrity endorsement is highly associated with gender of customers in purchase intension personal care products?

V. Objectives of research-

The primary objective of this study is

I. To find out whether there is any association between characteristics of celebrity with purchase intension of customers for personal care products,

II. To find out whether there is any association between celebrity endorsement and product recall.

V.I.   Hypotheses of this research:-

To make this study more practical following hypotheses were made-

H_{01}:- There is no association between purchase of endorsed product on the basis of attractiveness of a celebrity and gender of customers.

H_{a1}:- There is an association between purchase of endorsed product on the basis of attractiveness of a celebrity and gender of customers.

H$_{02:}$- There is no association between purchase of endorsed product on the basis of product matchup with celebrity and gender of customers.

H$_{a2:}$- There is an association between purchase of endorsed product on the basis of product matchup with celebrity and gender of customers..

H$_{03}$- There is no association between purchase of endorsed product on the basis of trustworthiness of celebrity and gender of customers.

H$_{a3}$- There is an association between purchase of endorsed product on the basis of trustworthiness of celebrity and gender of customers.

H$_{o4}$- there is no association between brand recall and celebrity endorsement

H$_{a4}$- there is an association between brand recall and celebrity endorsement

1)   **Research Methodology**

I.Research design-

As per the demand of this research, a descriptive cross-sectional study is used. The main objective of this study is to quantify the attitudes and reactions of customers towards brand endorsement by measuring the impact on gender for purchase decision making.

II.Sampling design-

Sampling technique- After utilizing *convenience sampling,* a non-probability sampling method samples were drawn and responses were collected.

Sample size of the proposed study is 109.

III.Types of data-

For fulfilling the objectives of this research both primary as well as secondary data is used,

Instrument of primary data collection- A structured questionnaire was built in correlation with objectives of research and hypotheses. Thus, data using structured questionnaire was be collected from consumers with the help of '*Google form'.*

Secondary data collected from various research papers, websites etc.

IV. Research tools:-

- For the purpose of collecting responses 'Google form' was used.

- Statistical method used- Chi-square (Test of independence), Phi-coefficient,

- Statistical tools used- SPSS 20

2. Conceptual framework-

Brand is actually a unique way to introduce a company's offering to its target market. Brand is a name, term, sign, symbol etc or a combination of all of them which helps to differentiate one marketer's offering as against to its competitors and also a unique brand stays in mind of a buyer.

A brand is an asset to its maker it helps in building an image about the firm, associate something with it etc so it is important for marketer to protect it from fading out of it. Thus, many times we see some existing and new personal care products are being endorsed by celebrities.

2.1 Consumer Behavior-

Consumer Behavior is diversionary in nature, It is the study of people whether individually or in a group their buying pattern eating pattern etc. In other words, it is generally concern with the pre-purchase activity to post-purchase activity. It emerged in 1940-50. Behavior of a consumer depends hugely on 5 factors (i.e. Demographic, Psychological, Social, Personal, Cultural factors) it is very essential for every marketer to study it properly for success.

- Demographic Factors:-

    Under this behavior of a consumer or a person depends hugely on Income, sex, age, occupation, education, marital status. For example, buying pattern of a young man differs from a old one also buying behavior of a married woman and a single woman varies.

- Psychological Factors:-

    It generally includes attitude, self-esteem, life style, personality etc. Buying behavior of a consumer with high self –image and a consumer with lower self-image varies.

- Social Factors:-

    It includes reference group, family and opinion leaders etc. buying behavior of each member from each groups varies.

- Cultural Factors-

    It includes culture, sub-culture, and social class. A person having western culture may not prefer to buy Indian or any other culture's product. Similarly a Indian Hindu person, Muslim person differ

2.2 Consumer Buying decision making process-

A consumer or a buyer makes a decision what to purchase or what to not is undergoes from several stages. This is very important for a company to recognize these stages to track down their decision making process from the beginning to end. Unless otherwise a person feels the need of a product he/she will never purchase it but which is not in the case of impulse buying. The stages are-

- **Identification of a problem**- here the consumer feels like something is missing. **E.g. a person may feel need of a skincare item**.

- **Information search**:- Once a buyer feels the need he/she will start searching various available products in the market **(such as Lakme, Pond's,)**

- **Comparison between alternatives:-** here buyer generally start comparing various products among the available ones to buy the most perfect one. **(e.g. Lakme, Mac etc)**.

- **Purchase**:- here, after evaluating various alternatives a buyer will purchase the best suitable one and might become the consumer of the item. **(e.g. lakme is purchased).**

- **Post purchase evaluation**:- This one is most crucial, here consumer determines whether the product deliver the value as it is positioned. If it exceeds his own expectation than he will tells others about it. (e.g. she is satisfied with Lakme, it delivers the values in which it is positioned in the market through advertisings by HUL)

2.3 Brand endorsement-

Brand or celebrity endorsement is same thing where a company generally uses popular personalities like-film-stars, sportsperson, Business tycoons etc to present or represent their offerings in the market in order to attract attention of customers, differentiate their offerings in the market or increase sales volume. e.g., **Aishwarya Rai Bachchan for Loreal, Katrina kaif for lux, Tiger shroff for Garnier men face wash etc.**

2.3.1 *Why celebrity endorsement?*

Celebrity endorsement can be used as a strategic communication weapon. companies are signing up with famous celebrities and paying them huge amount of money in order to present or represent company's product into the mind of target audiences. company believes that when they endorse their product with celebrities they generally attract attention of target audiences also it helps to build trust among the viewers for this reason when endorsement is done by a normal unknown person there is a high possibility that viewers will not believe on their statement about the product but when same is done by a celebrity there is high possibility that they will believe on it. So, for this reason celebrity endorsement might become a success factor for a company.

3) <u>**Data presentation and analysis (descriptive and statistical manner)**</u>

Before collecting data pilot test was conducted with 30 samples to see the reliability or internal consistency of data collection instrument. For this purpose Cronbach's alpha coefficient used, if alpha value is more than equals to .7 than it is suitable for using the instrument and the value of cronbach's alpha for this research is .714 which means questionnaire is a reliable instrument for collection of data. which can be seen below **table 3.0**-

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 3.0 Reliability Statistics	
Cronbach's Alpha	N of Items
.714	5

Source: computed using SPSS 20

3.1) <u>**Data presentation and descriptive**</u>

Table 3.1.1
Demographic bifurcation of respondents-

GENDER		Frequency	Percent	Valid Percent	Cumulative Percent
	MALE	61	56.0	56.0	56.0
	FEMALE	48	44.0	44.0	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

AGE		Frequency	Percent	Valid Percent	Cumulative Percent
	18-25	52	47.7	47.7	47.7
	26-33	35	32.1	32.1	79.8
	34-41	22	20.2	20.2	100.0
	Total	109	100.0	100.0	

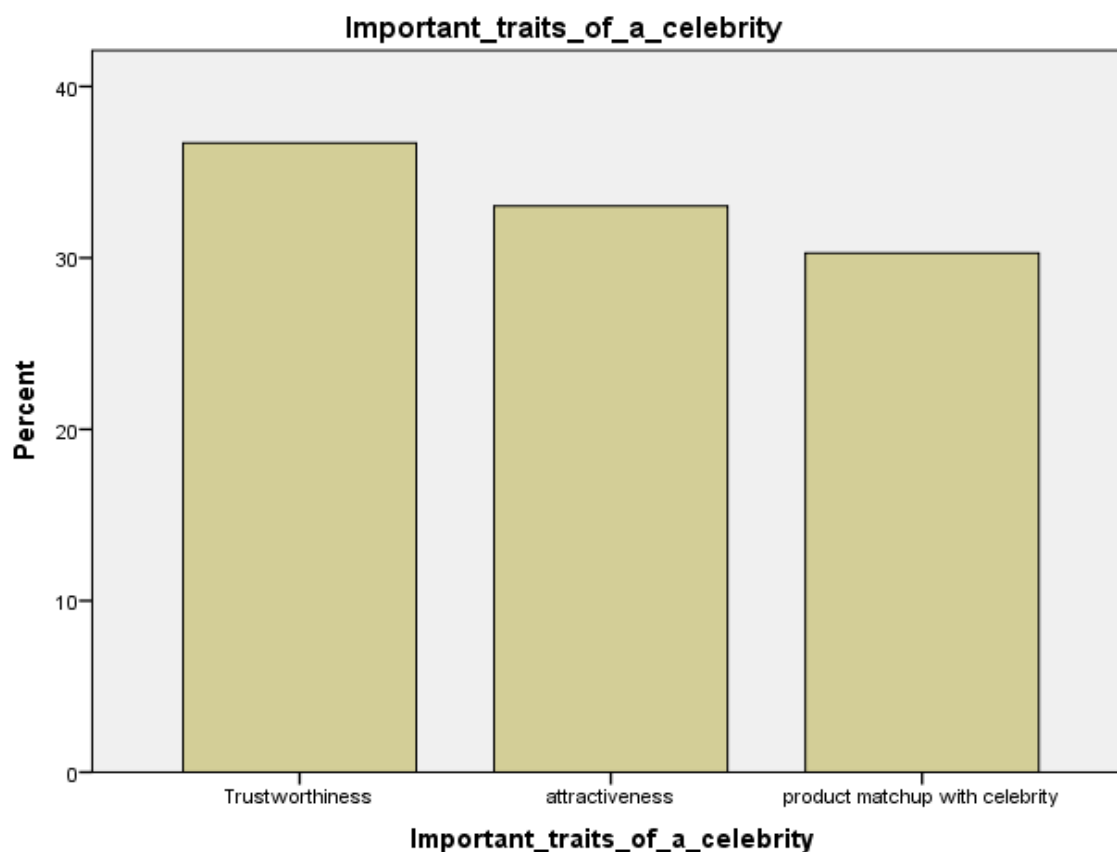**Source: Extracted from primary data through SPSS 20.0**

TABLE: 3.1.2

Which of the following trait of a celebrity is more important for you in an endorsement

		Frequency	Percent	Valid Percent	Cumulative Percent
	Trustworthiness	40	36.7	36.7	36.7
	Attractiveness	36	33.0	33.0	69.7
	product matchup with celebrity	33	30.3	30.3	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

After observing the above table, it can be stated that trustworthiness of a celebrity in an endorsement plays a major role on influencing customer's purchase intension. However, other two factors i.e., attractiveness and product matchup with celebrity are also putting a favorable positive influence upon customers. **Thus, this factor of a celebrity in endorsement might have an association with the purchase of endorsed personal care product**.

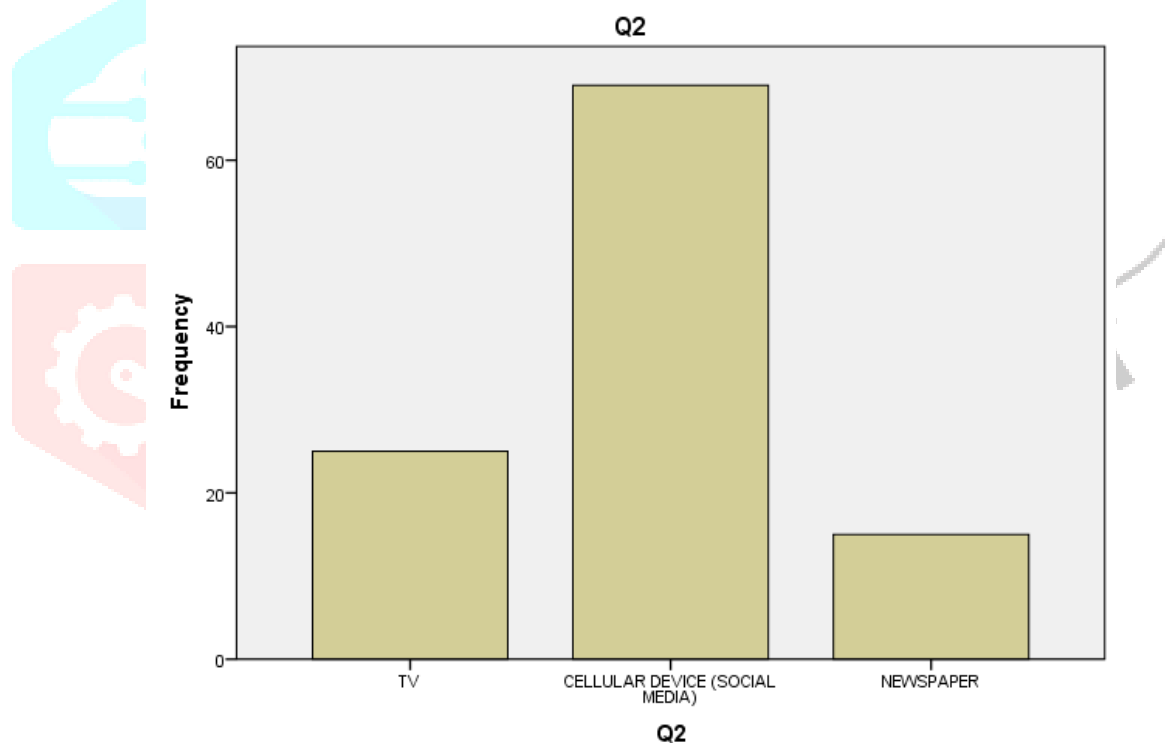**Source: Extracted from primary data through SPSS 20.0**

TABLE: 3.1.3

In which of the following media your interaction with Brand endorsement appears most

		Frequency	Percent	Valid Percent	Cumulative Percent
	TV	25	22.9	22.9	22.9
	CELLULAR DEVICE (SOCIAL MEDIA)	69	63.3	63.3	86.2
	NEWSPAPER	15	13.8	13.8	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

From the above table it is clear that 63.3%,i.e., majority of the respondents are now-a-days interact with brand endorsement advertisements in their cellular devices (on social media) where as only 13.8% of respondents interact with brand endorsement advertisements in newspaper.

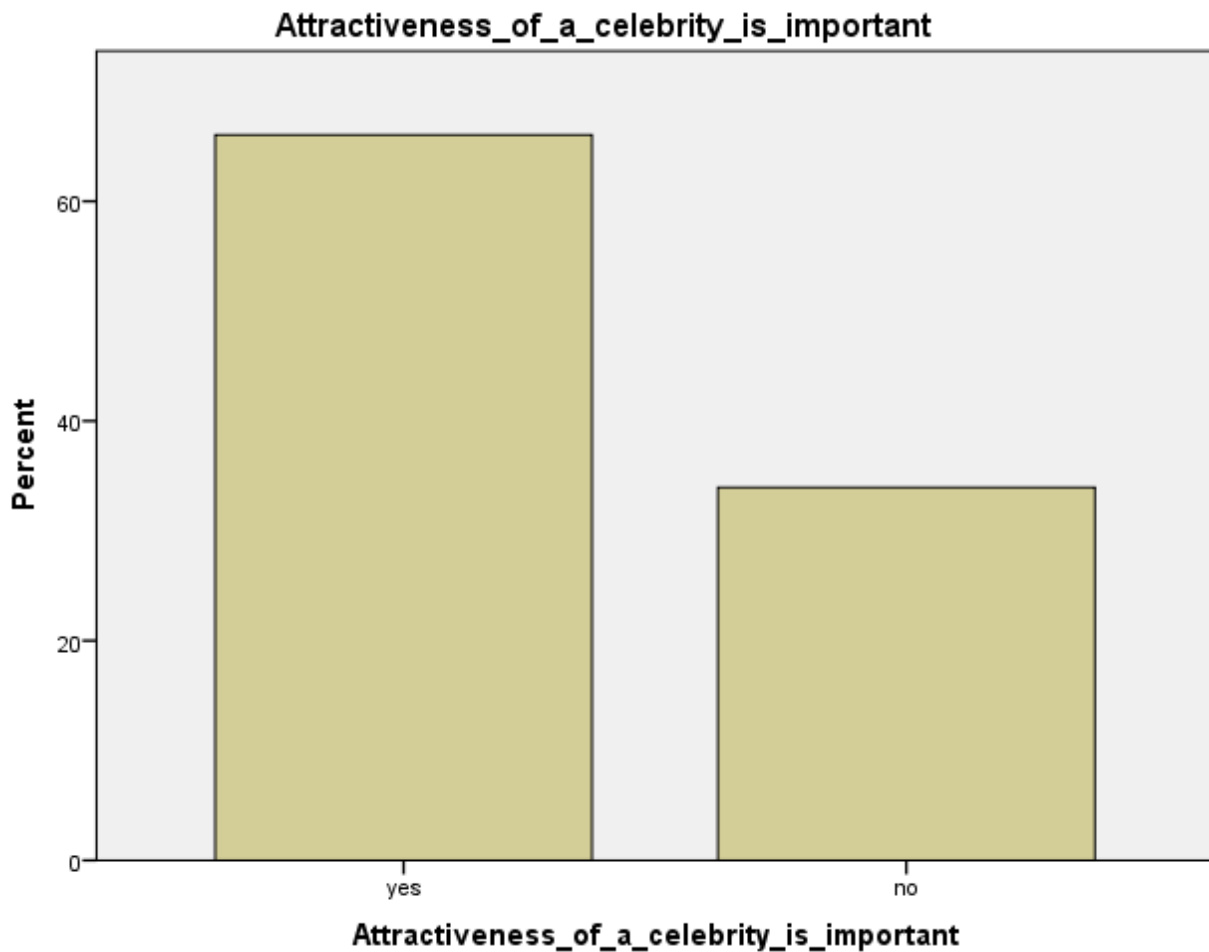Source: Extracted from primary data through SPSS 20.0

TABLE: 3.1.4

Attractiveness of a celebrity in an endorsement plays a major role in influencing my purchase decision for personal care products

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	72	66.1	66.1	66.1
No	37	33.9	33.9	100.0
Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

From the above table it can be seen that 66.1% of respondents agrees that attractiveness of a celebrity plays important role in influencing their purchase decision. In spite of that it can be said that, it might have an association with purchase of a personal care product.

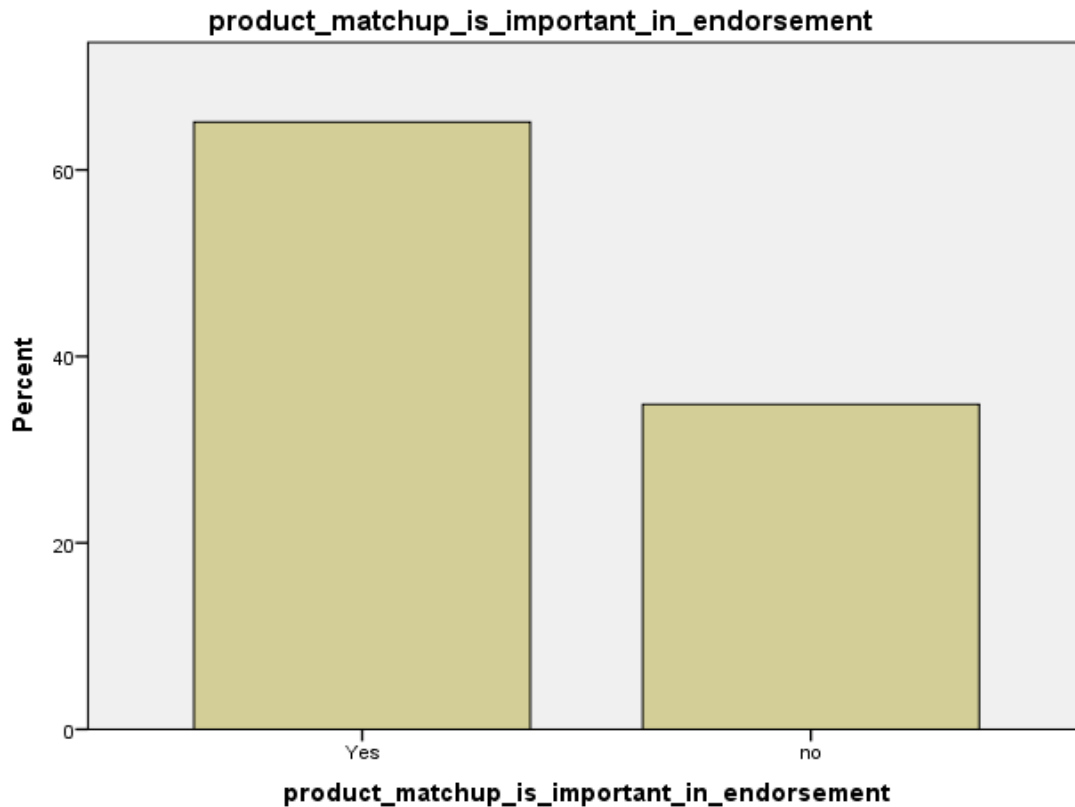Source: Extracted from primary data through SPSS 20.0

TABLE: 3.1.5

Endorsement which is characteristically matching between personal care products and celebrity, plays major role in influencing my purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	71	65.1	65.1	65.1
	No	38	34.9	34.9	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

From the above table it can be seen that 65.1% of respondents states that if celebrity's characteristics and characteristics of endorsed product matching than it puts a positive influence in their purchase intension. In relation to this it can be stated that this factor of celebrity endorsement also might helps to increase a company's

sale volume. **Thus, this factor of a celebrity in endorsement might have an association with the purchase of endorsed personal care product.**

Source: Extracted from primary data through SPSS 20.0

TABLE: 3.1.6

Endorsement which is characteristically matching between personal care product and celebrity gives me a more glamorous feeling

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	69	63.3	63.3	63.3
	no	40	36.7	36.7	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

From the above table it can be seen that 63.3% of respondents, i.e., majority of respondents states that endorsed product which is matching characteristically between product and celebrity it puts a positive image because respondents will feel glamorous if they buy these types of products but still 36.7% of respondents don't feel in this way. **Thus, this factor of brand endorsement might have an association with the purchase of endorsed personal care product.**

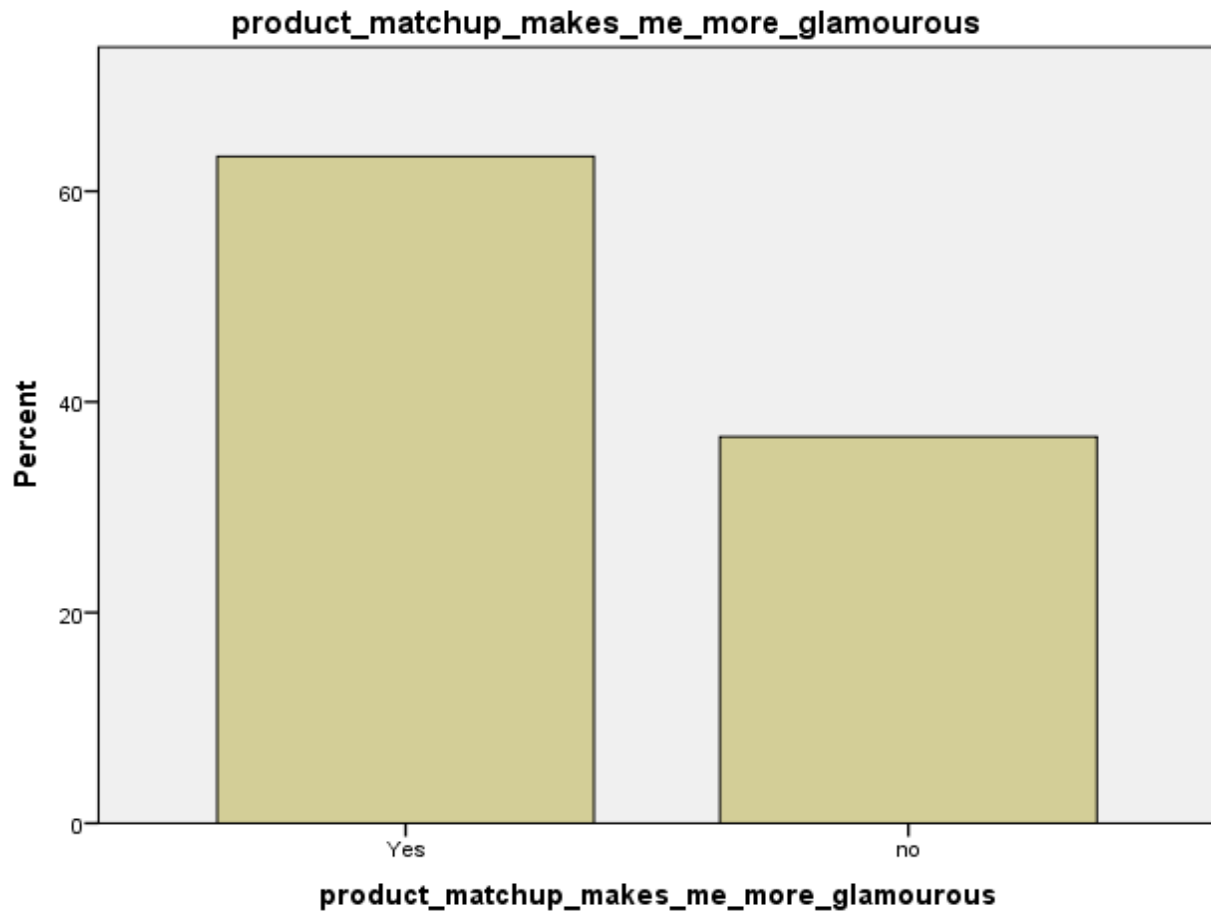Source: Extracted from primary data through SPSS 20.0

TABLE: 3.1.7

Trustworthiness of a celebrity in an endorsement plays major role in influencing my purchase decision for personal care products

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	82	75.2	75.2	75.2
	No	27	24.8	24.8	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

If we observe the above table than we can see that a vast portion of respondents i.e., 75.2% of sample size states that if a celebrity is trustworthy like they have seen him/her in various movies, advertisements etc than it puts a positive impact on their purchase decision. **Thus, this factor of a celebrity in endorsement might have an association with the purchase of endorsed personal care product.**

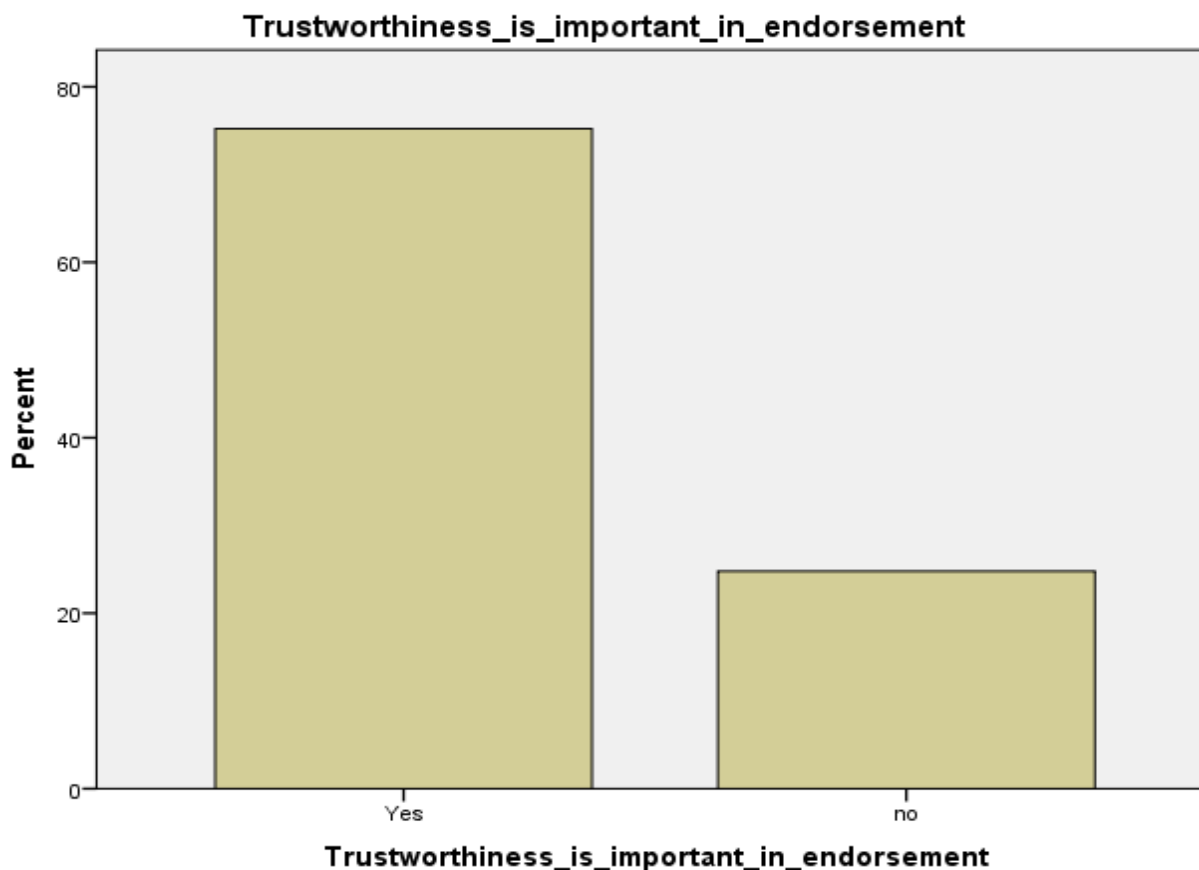**Source: Extracted from primary data through SPSS 20.0**

TABLE: 3.1.8

Celebrity endorsement helps me to recall personal care product names clearly

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	75	68.8	68.8	68.8
	No	34	31.2	31.2	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

Above table states that almost 68.8% or 69% of the sample size agrees that celebrity endorsement also helps to remember their brand name.
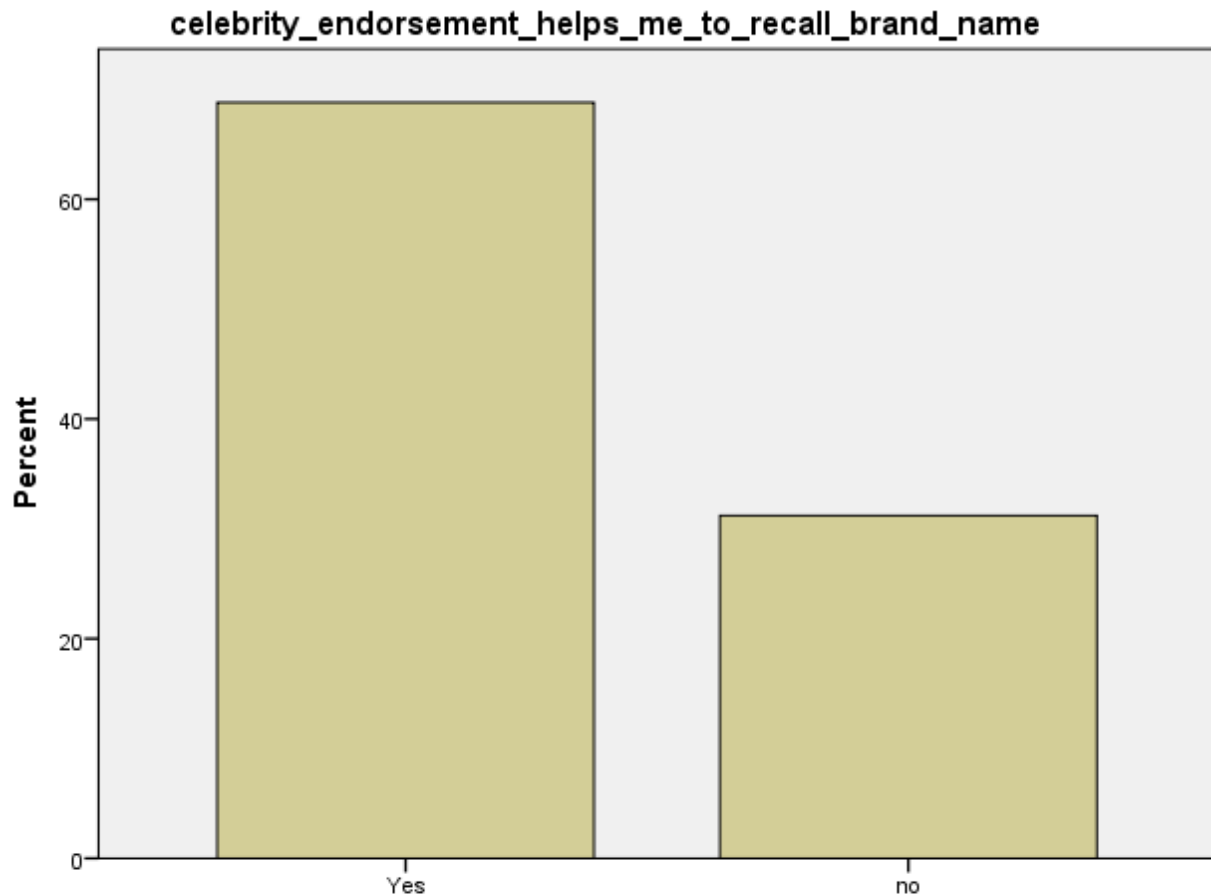
celebrity_endorsement_helps_me_to_recall_brand_name

Source: Extracted from primary data through SPSS 20.0

TABLE: 3.1.9

What influences you to purchase a personal care product more

		Frequency	Percent	Valid Percent	Cumulative Percent
	Celebrity endorsement	15	13.8	13.8	13.8
	family/peer influence	19	17.4	17.4	31.2
	price of the product	29	26.6	26.6	57.8
	quality of the product	46	42.2	42.2	100.0
	Total	109	100.0	100.0	

Source: Extracted from primary data through SPSS 20.0

From the above table it can be seen that at the time of purchase of a product respondents are very conscious about quality of the product because almost 42.2% of respondents are saying that they find quality of a product is being most important for them and then 26.6% of respondents chooses price of the product is important. 17.4% of respondents purchase in the basis of peer/family influence and celebrity endorsement is having a poor importance at the time of purchase of a product because only 13.8% respondents find celebrity endorsement is important factor.
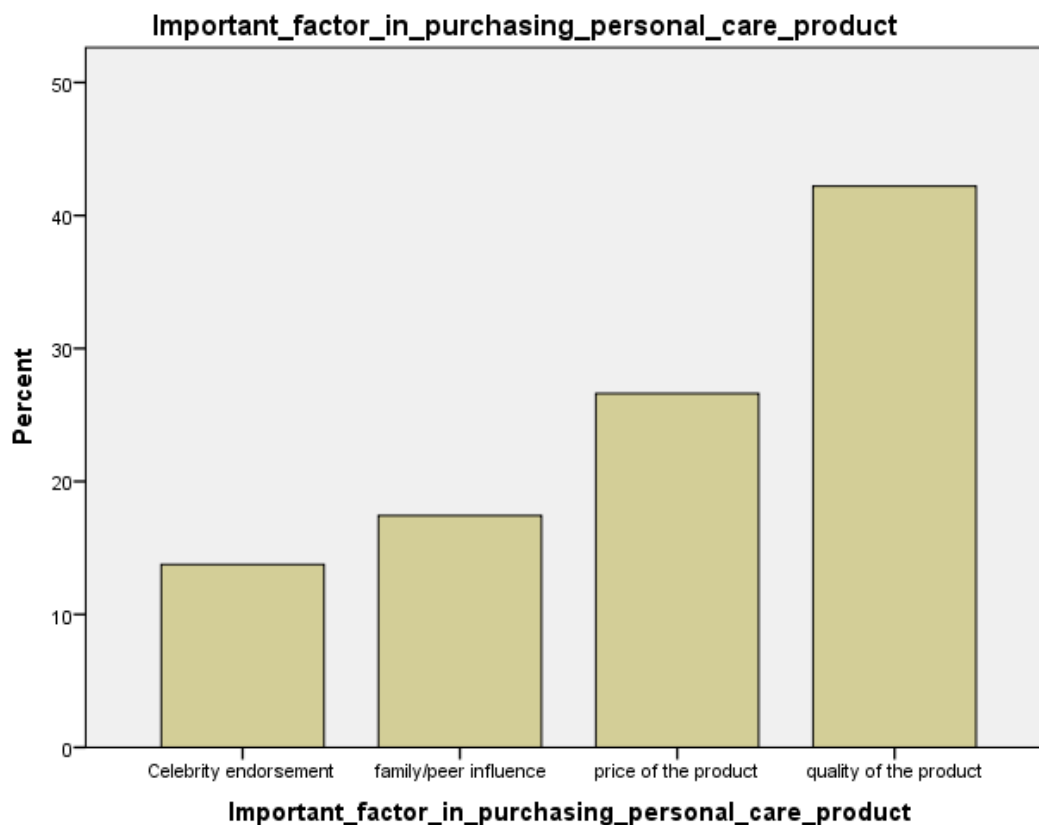
Source: Extracted from primary data through SPSS 20.0

3.2) Statistical analysis (Hypotheses testing)

H_{01}:- There is no association between purchase of endorsed product on the basis of attractiveness of a celebrity and gender of customers.

H_{a1}:- There is an association between purchase of endorsed product on the basis of attractiveness of a celebrity and gender of customers.

Table 3.2.1 Cross tabulation of attractiveness of a celebrity in brand endorsement on purchase intension of customers and gender of customers

Crosstabulation					
			GENDER		Total
			MALE	FEMALE	
Attractiveness of a celebrity in an endorsement plays a major role in influencing my purchase decision for personal care products	Yes	Count	40	32	72
		Expected Count	40.3	31.7	72.0
	No	Count	21	16	37
		Expected Count	20.7	16.3	37.0
Total		Count	61	48	109
		Expected Count	61.0	48.0	109.0

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.014[a]	1	.905		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.014	1	.905		
Fisher's Exact Test				1.000	.535
Linear-by-Linear Association	.014	1	.905		
N of Valid Cases	109				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.29.					
b. Computed only for a 2x2 table					

Level of significance 5% and degree of freedom is 1, critical value is 3.84. Here the calculated value of chi-square test of independence is 0.14 which is much less tha**n** critical value at 1 degree of freedom and 5% significance level, even if we check Yate's continuity correction because it a 2*2 table still calculated value is lower than critical value. Therefore, *we fail to reject the null hypothesis.*

$H_{02:}$ There is no association between purchase of endorsed product on the basis of product matchup with celebrity and gender of customers.

$H_{a2:}$ There is an association between purchase of endorsed product on the basis of product matchup with celebrity and gender of customers..

Table 3.2.2 Cross tabulation of matchup of characteristics between celebrity in brand endorsement on purchase intension of customers and gender of customers

Crosstabulation			GENDER		Total
			MALE	FEMALE	
Endorsement which is characteristically matching between personal care products and celebrity, plays major role in influencing my purchase decision	Yes	Count	33	38	71
		Expected Count	39.7	31.3	71.0
	No	Count	28	10	38
		Expected Count	21.3	16.7	38.0
Total		Count	61	48	109
		Expected Count	61.0	48.0	109.0

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.434[a]	1	.006		
Continuity Correction[b]	6.371	1	.012		
Likelihood Ratio	7.676	1	.006		
Fisher's Exact Test				.008	.005
Linear-by-Linear Association	7.366	1	.007		
N of Valid Cases	109				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.73.					
b. Computed only for a 2x2 table					

Level of significance 5% and degree of freedom is 1 critical value is 3.84. Here the calculated value of chi-square test of independence is 7.434 which is higher tha**n** critical value at 1 degree of freedom and 5% significance level, even if we check Yate's continuity correction because it a 2*2 table still calculated value is higher than critical value. Therefore, *we reject the null hypothesis*. However, if we see **Table 3.2.2.1** the value of Phi-coefficient value is negative, it should be ranging between 0-1. so it is sure that although we reject null hypothesis but still the association between product matchup with a celebrity and gender are poorly associated i.e., very weak association.

Table 3.2.2.1

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-.261	.006
	Cramer's V	.261	.006
N of Valid Cases		109	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

H03- There is no association between purchase of endorsed product on the basis of trustworthiness of celebrity and gender of customers.

Ha3- There is an association between purchase of endorsed product on the basis of trustworthiness of celebrity and gender of customers.

Table 3.2.3 Cross tabulation of trustworthiness of a celebrity in brand endorsement on purchase intension of customers and gender of customers-

Crosstabulation			GENDER		Total
			MALE	FEMALE	
Trustworthiness of a celebrity in an endorsement plays major role in influencing my purchase decision for personal care products	Yes	Count	46	36	82
		Expected Count	45.9	36.1	82.0
	No	Count	15	12	27
		Expected Count	15.1	11.9	27.0
Total		Count	61	48	109
		Expected Count	61.0	48.0	109.0

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.002[a]	1	.961		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.002	1	.961		
Fisher's Exact Test				1.000	.567
Linear-by-Linear Association	.002	1	.961		
N of Valid Cases	109				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.89.					
b. Computed only for a 2x2 table					

Level of significance 5% and degree of freedom is 1 critical value is 3.84. Here the calculated value of chi-square test of independence is 0.018 which is much less tha**n** critical value at 1 degree of freedom and 5% significance level, even if we check Yate's continuity correction because it a 2*2 table still calculated value is lower than critical value. Therefore, *we fail to reject the null hypothesis*.

H$_{o4}$- there is no association between brand recall and celebrity endorsement

H$_{a4}$- there is an association between brand recall and celebrity endorsement

Table 3.2.4 Cross tabulation of brand recall because of celebrity endorsement and gender

			Celebrity endorsement helps me to recall personal care product names clearly		Total
			Yes	No	
GENDER	MALE	Count	43	18	61
		Expected Count	42.0	19.0	61.0
	FEMALE	Count	32	16	48
		Expected Count	33.0	15.0	48.0
Total		Count	75	34	109
		Expected Count	75.0	34.0	109.0

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.183[a]	1	.669		
Continuity Correction[b]	.048	1	.826		
Likelihood Ratio	.183	1	.669		
Fisher's Exact Test				.683	.412
Linear-by-Linear Association	.181	1	.670		
N of Valid Cases	109				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.97.					
b. Computed only for a 2x2 table					

Level of significance 5% and degree of freedom is 1 critical value is 3.84. Here the calculated value of chi-square test of independence is 0.183 which is much less than critical value at 1 degree of freedom and 5% significance level, even if we check Yate's continuity correction because it a 2*2 table still calculated value is lower than critical value. Therefore, *we fail to reject the null hypothesis*.

4. Conclusion-

This research paper is completely focused on finding the association of important characteristics of celebrity in endorsement upon purchase intension and product recall of customers for personal care products. After collection and observation the responses, results reveal that majority purchase intension and brand recall of respondents are highly influenced by the characteristics (i.e., Attractiveness, Trustworthiness and Product matchup with celebrity) of a celebrity in an endorsement. However, after conducting the chi-square test of independence for finding their association with purchase intension and recall of customers it is found that except for one attribute which is *product matchup with celebrity* other two attributes of celebrity endorsement *i.e., Attractiveness, Trustworthiness* doesn't have any association with purchase intension of customers based upon their gender. Though product

matchup attribute of celebrity is having an association but this association is very weak which can be seen in **Table 3.2.2.1.**

So, it is sure that characteristics of celebrity endorsement has a positive impact upon purchase intension of customers and also it increases recall rate for personal care products but this positive impact is very weak in the sense that this impact of celebrity endorsement attributes doesn't have any strong association with purchase intension and recall of respondents for personal care products. Therefore, these attributes don't really act as a success factor for a company.

Recommendation-

As it is concluded that there is no association between attributes of a celebrity in an endorsement with purchase and recall of a personal care product but it can influence their purchase decision. Therefore, in order to make celebrity endorsement as a promising success factor for a company it can be recommended-

I. As found in **Table 3.1.3,** with the advancement of technology and easy availability of internet connection along with the emergence of social media most of the respondents are generally able to interact with endorsement advertising about personal care products in their cellular devices. Very few respondents interact with these advertisings on T.V. and other communication medias. Therefore, it is recommended that if company increase their advertisings with endorsement for personal care brands on social media then it might attract more customers and this might also helps company to create an association with celebrity's attributes and purchase intension of personal care products.

II. As we can see **in Table 3.1.9** majority of respondents consider quality of the personal care is the prime factor at the time of purchase and in **Table 3.1.2** respondents prefer those celebrities as endorser for personal care products who are trustworthy means experienced and well known. Therefore, Companies dealing with personal care products should not only use a celebrity on the basis of their popularity and success rather they should select celebrities on the basis of most important factor i.e., trustworthiness by keeping the price moderate and quality high. On this way, company might create an association between attributes of a celebrity in brand endorsement and purchase intension of respondents on the basis of gender for personal care products.

Limitations and scope of this study-

Every research paper has some limitations relating to cost, data availability, time duration etc. Limitations of this paper are-

I. Sample size is not very large it is only 109. Availability of respondents is very limited due to pandemic situation. also sampling technique is used convenience sampling and it is limited to only a market which is Khardah situated in India, West Bengal, Kolakata-700119. If different sample size can be utilised then a larger area can be tapped with greater sample size for more accuracy.

II. The gap in research is filled by this paper, this paper is very specific into one sector which personal care products. Thus, findings and recommendations cannot generalised to other companies dealing with different sectors and using celebrity endorsements. Therefore, many other industries like Automobiles industries, service sectors can be tapped in this same way.

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