

INFLUENCE OF CONSUMER ENDORSER ON BUYING INTENTIONS: A STUDY IN DELHI NCR

Dr Pooja¹
Khushbu Arora²

Abstract: ‘Old marketing that involved mass production, mass distribution, mass marketing and lots of 30-second commercials which would put everyone to sleep is now dead’, said Philip Kotler. The future of building successful brands relies on creating memorable user experiences and positive consumer endorsements. A single review from an endorser can be seen by hundreds of consumers which thereon can expeditiously travel to thousands users. Marketers are occupied in garnering Likes and Followers instead of engaging with them. The purpose of the study is to understand the concept of consumer endorsement and how the companies not just by engaging with their customers also earn loyal customers and use them as guard in order to save from any bad reputation in time. Taking Source credibility model as base, statements in questionnaire are based on online review and feedback; Expertise of Consumer Endorser; Trustworthiness of Consumer Endorser and Similarity of Consumer Endorser. The data is collected within a time period starting from October 10, 2018 to November 29, 2018 from 170 respondents of age groups from 20 years to 40 years in Delhi NCR. Exploratory Factor Analysis is used to analyse the data. The results of study show similarity of consumer endorser as the most important factor. Results even show reviews of service are huge in number and both positive and negative feedback are available for the service by endorsers. Consumer endorser review influences decision of consumers to prefer a service as per respondents. Though respondents feel rating given by endorsers is not appropriate and review did not have sufficient reasons for supporting the opinions and are not sure that consumer endorsers have used or not used the service for which they have reviewed.

Key words: Consumer Endorsement, Expertise of Consumer Endorser, Trustworthiness of Consumer Endorser and Similarity of Consumer Endorser and Online review.

1. Introduction: Consumer endorsers are ordinary persons with no prior special knowledge of the endorsed product but acquire product knowledge through use of the products

¹ Associate Professor, Department of Management Studies, Rukmini Devi Institute of Advanced Studies, New Delhi

² Assistant Professor, Department of Management Studies, Rukmini Devi Institute of Advanced Studies, New Delhi

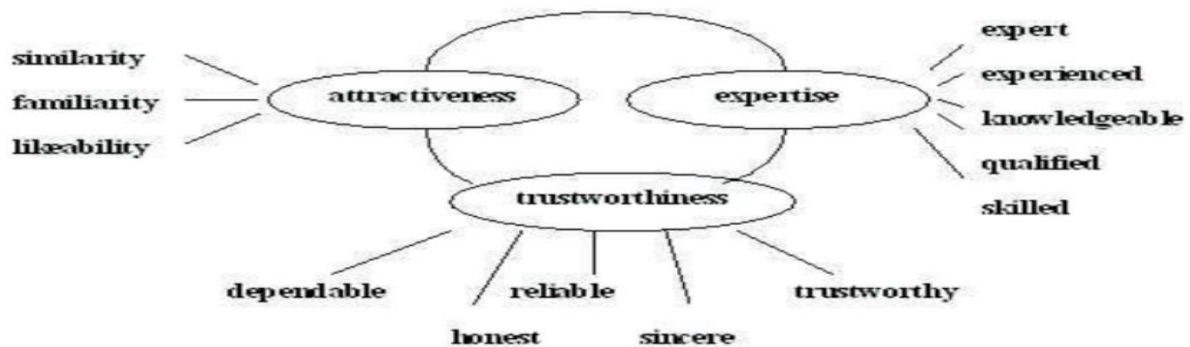
(Friedman & Friedman, 1979). Advertising, which use consumer endorser, reflects the typical experiences and feelings of consumers. Using consumer endorsers is considered less costly than celebrity endorsers, and can avoid negative attitudes of consumers toward using “unrealistically beautiful people” in the advertisement (Belch & Belch, 2009; Shimp, 2000). Consumer endorsers, unlike celebrities, do not enjoy wide recognition nor does the status symbol accorded to a celebrity. Consumer endorser is the subject of discussion in this study. Source Credibility is measured by communicator’s positive characteristics that affect the receiver’s acceptance of a message. (Ohanian, 1990 pp 41).

2. Literature Review: Menon Mohan K. (2001). “A non-celebrity is a person who, prior to placement in the campaign, has no public notoriety but appears in an advertisement for the product”. Shimp A. Terence (2003). “A typical-person endorser – A frequent advertising approach is to show regular people – that is, non-celebrities using or endorsing product.” Roozen Irene (2008). “An anonymous model or person influences the attitude of consumers and used for the purpose of advertisement.” A source/celebrity that is more expert has been found to be more persuasive (Aaker and Myers 1987) and to generate more intentions to buy the brand (Ohanian 1991). **Expertise** - Expertise is defined in this study as “the extent to which a communicator is perceived to be a source of valid assertions” (Hovland et. al., 1951 pp 635-650). Erdogan (1999) also explained that expertise refers to “the knowledge, experience or skills possessed by the endorser” (pp 298). **Trustworthiness** - McCracken (1989) defined trustworthiness as “perceived willingness of the source to make valid assertions” (pp 311). The items pertaining to this dimension referred to the believability of the endorser. **Similarity** - Roy (2006) explains similarity is “the supposed resemblance between the source and the receiver of the message” (pp 141). These similarities can be based on a belief the consumer and athlete share similar opinions, intellect, and lifestyles (Stevens, Lathrop, and Bradish, 2003).

2.1 Source Credibility Model: A possible exception to the belief that the more credible a source is, the more persuasive the source is likely to be, has been pointed out by Karlins and Abelson (1970) in terms of the cognitive response theory which claims that a message recipients initial opinion is an important determinant of influence. This theory advocates that if individuals have a positive predisposition toward the message issue, a source who lacks credibility can be more persuasive than a high credibility source, since those favoring the advocacy will feel a greater need to ensure that a position with which they agree is being adequately represented (Aaker and Myers 1987). On the other hand, if individuals have a negative disposition, a high credibility source is more persuasive than a

less credible source since the highly credible source is thought to inhibit individuals' own thought activation and facilitate acceptance of message thoughts.

Figure 1: Source Credibility Model by Ohanian, R. (1990)



Source: Ohanian, R. (1990)

3. Research Methodology: Research Design applied is Descriptive and convenience sampling is used as a technique for analysing influence of consumer endorser on buying intentions of respondents of Delhi NCR.

3.1 Purpose: The objective is to understand the concept of consumer endorsement and how the companies not just by engaging with their customers also earn loyal customers and use them as guard in order to save from any brand damage in time.

3.2 Data Collection: Data is collected by questionnaire created through Google forms. Questions in survey are based on online review and feedback, Expertise of Consumer Endorser, Trustworthiness of Consumer Endorser, Similarity of Consumer Endorser. Data is collected in time period starting from October 10, 2018 to November 29, 2018.

3.3 Sample Size: The data collected from 170 respondents of age groups from 20 years to 40 years in Delhi NCR.

3.4 Data Analysis Tool: Exploratory Factor Analysis will be used to analyse the data collected from respondents of Delhi NCR.

3.5 Statements for survey:

A. Online Reviews/ Feedback

1. I found number of reviews for the service was huge.
2. I found enough information was available through reviews.
3. I found both negative and positive feedback was available for the service.
4. I found each review had sufficient reasons supporting the opinions.
5. I found each review very clear and understandable.

B. Expertise of Consumer Endorser

1. I feel consumer endorser is an expert.
2. I feel consumer endorser is knowledgeable.
3. I feel consumer endorser has used the service.
4. I feel consumer endorser is qualified.
5. I feel consumer endorser has a good understanding about service.

C. Trustworthiness of Consumer Endorser

1. I feel consumer endorser is credible.
2. I feel consumer endorser is believable.
3. I feel consumer endorser is sincere.
4. I feel Opinion of the consumer endorser is reliable and dependable.
5. I feel consumer endorser is unbiased.
6. I feel consumer endorser is honest.

D. Similarity of Consumer Endorser

1. I feel consumer endorser is similar to me.
2. I feel consumer endorser and me are alike.
3. I feel consumer endorser Opinions is similar to me.
4. I feel consumer endorser and me have lot in common.
5. I feel consumer endorser and me share similar view points.

E. Influence of Consumer Endorser

1. I read consumer endorser reviews and feedback.
2. Consumer endorser review influences preference for service.
3. Consumer endorser review influences my decision.
4. Rating given by endorser was appropriate.
5. I take actions as per consumer endorser review.

4. Data Analysis:**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.925
Bartlett's	Approx. Chi-Square	2275.272
Test of	df	325
Sphericity	Sig.	.000

Table 1: KMO and Bartlett's Test

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
I found huge number of reviews for the service.	.051	.166	.007	.800	.164
I found enough information available through reviews.	.217	.170	.236	.627	.057
I found both positive and negative feedback available for the service.	.096	.051	.041	.168	.811
I found each review had sufficient reasons supporting the opinions.	.489	.141	.192	.263	.280
I found each review very clear and understandable.	.569	.132	.216	.453	-.113
I feel consumer endorser was an expert.	.654	.342	.031	.118	.213
I feel consumer endorser was knowledgeable.	.653	.192	-.016	.193	.154
I feel consumer endorser had used the service.	.476	.196	.357	-.095	.407
I feel consumer endorser was qualified.	.771	.135	.049	.081	-.002
I feel consumer endorser had a good understanding about the service.	.716	.130	.167	.024	.120
I feel consumer endorser was credible.	.520	.419	.052	.025	.263
I feel consumer endorser was believable.	.633	.226	.254	.051	.165
I feel consumer endorser was sincere.	.637	.294	.295	.084	.115
I feel Opinion of the consumer endorser as reliable and dependable.	.594	.333	.325	.171	-.081
I feel consumer endorser was unbiased.	.671	.274	.197	.082	-.103
I feel consumer endorser was honest.	.536	.385	.373	.109	-.110
I feel consumer endorser was similar to me.	.183	.821	.067	.157	.090
I feel consumer endorser and me were alike.	.264	.748	.148	.192	.148
I feel consumer endorser Opinions similar to me.	.383	.645	.325	.061	.009
I feel consumer endorser and me have lot in common.	.379	.754	.139	.162	.024
I feel consumer endorser and me share similar view points.	.215	.741	.341	.054	.017
I read consumer endorser reviews and feedback.	.199	.078	.579	.371	.367
Consumer endorser review influences my preference for service.	.135	.121	.705	.318	.024
Consumer endorser review influences my decision.	.105	.219	.788	-.044	.088
Rating given by endorser was appropriate.	.446	.418	.297	.214	-.106
I take actions as per consumer endorser review.	.345	.317	.630	.047	-.049

Table 2: Rotated Component Matrix^a

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

4.1 Data Interpretation: Table 1 Kaiser-Meyer-Olkin (KMO) Test shows value of KMO as .925 which proves data collected is valid and is suited to conduct Factor Analysis. Results of EFA, Table 2 shows that statement respondents feel that consumer endorser was similar to him (.821), respondents found huge number of reviews for the service (.800), and both positive and negative feedback available for the service (.811) and Consumer endorser review influences their decision (.788) has the highest loading and thus are the most important factors. As per the respondents analysis shows that rating given by endorsers is not appropriate, review did not had sufficient reasons supporting the opinions and are not sure that consumer endorsers have used or not used the service for which they have reviewed.

5. Findings: The results of study show similarity of consumer endorser as the most important factor. Results even show reviews of service are huge in number and both positive and negative feedback are available for the service by endorsers. Consumer endorser review influences decision of consumers to prefer a service as per respondents. Though respondents feel rating given by endorsers is not appropriate and review did not have sufficient reasons for supporting the opinions and are not sure that consumer endorsers have used or not used the service for which they have reviewed.

6. Scope for further researchers: Source credibility model as a base model can be further used by marketers to know credibility of endorsers used by them. And hence making out who could be the best endorser for their brand. Further researchers can use confirmatory factor analysis as a tool to analyse data.

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