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RESEARCH ARTICLE

Are Celebrity Moms Influencing today's Mommy's Buying Behavior?- A Descriptive Research

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Abstract

Indian advertising has come a long way and evolved out of the age. A major turning point in this entire evolutionary process was the introduction of celebrity to endorse the brands and strategically this proved to be successful when done with correct correlations and calculations. The visibility of celebrities in Indian advertising has increased manifold over the last decade. Due to the over flooded media and brand options it is indeed a challenge for the marketer to position its brand competitively and this where celebrity enhances the value offered by the marketer's effort. It is essential that today's marketer must realize that it is the personality of the brand and the content to be communicated to the consumer audience that determines the nature of celebrity to be involved in the promotional efforts. And this is the reason today we not only see the celebrities that rule the heart of today's youth but even those who have successfully bid farewell to their careers and have been ruling the heart of all generations. The vast consumer segment in India can be classified into many segments based on age, gender and socio economic classes. So the marketer needs to be extremely careful while communicating to each of these segments and their sub segments. And that is the reason today another strategy implemented by the marketers is the usage of celebrity mothers who have the potential to influence the large consumer segment of mothers. Those days are gone when just a model could help brands to get differentiated from the massive clutter, now a well-known and reliable face is required to not only make the consumers differentiate the product or brand but also to believe in the brand. Undoubtedly a woman with a family can easily relate to the mature celebrity mother faces which boost the chances of recall value of the brand and influence purchase decisions. Mothers constitute a major portion of the consumer class in India and researches have shown that being a mom changes the way women shop as an increased focus is on safety, value and nutrition of everyday purchases. Research has also shown a significant majority of moms across SECs and regions believe that it is important for a mother to stay at home for at least a few initial years after the child is born, and the fact that the celebrity mothers who are the yesteryear's popular faces, do not have an active careers now helps them to connect to the millions of other moms across the country.

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Aim/ Objectives:-

This study attempts to explore the factors that make these celebrity moms a success among the young mother consumers and thereby try to find the influence on their buying behavior.

Theoretical Background:-

Over the couple of years more and more brands especially those catering to family and children's health, that target homemakers and working mothers are making their foray towards the celebrity supermoms. The yesteryears female film actors have taken up a more dignified road compared to their male counterparts, by trading in their style quotient for the trappings of an upwardly mobile Mom about town. While a decade ago mothers aspired to be Supermom, today's mothers aim to be pragmatic, efficient and rooted in reality. They just don't see things as black and white. Marketer hence should empower these female consumers by devising strategies to reach a population that rarely has time to sit down, read or watch or enjoy something. Communicating through celebrity moms turns out to be successful as these celebrity moms are the last vestiges of the era of the superstar heroine. They had mystique which was a lot easier to pull off in a world without Twitter, Instagram or Facebook. For the women in late 20s, 30s and early 40s, many of these former celebrities have special place as they were on top when the same lot of women were growing up. These celebrity moms impress the women consumers working or homemakers instantly as they are trustworthy, mature and have responsible face value and also their recall value is very high. But the question that arises, do these celebrity moms really influence the buying behavior of today's mother? Or the mother is guided by her own instincts, knowledge and peer group? This research paper tries to find out the factors that actually make these celebrity moms a hit among the certain age group of mother consumers. And then establish a relationship between the celebrity endorsers, perceived value, trust/credibility brand image, and consumer's buying intentions. Based on the literature review the following hypotheses were developed:

H1: Perceived value of the celebrity mom endorsers has a positive impact on consumer mother's trust-credibility.

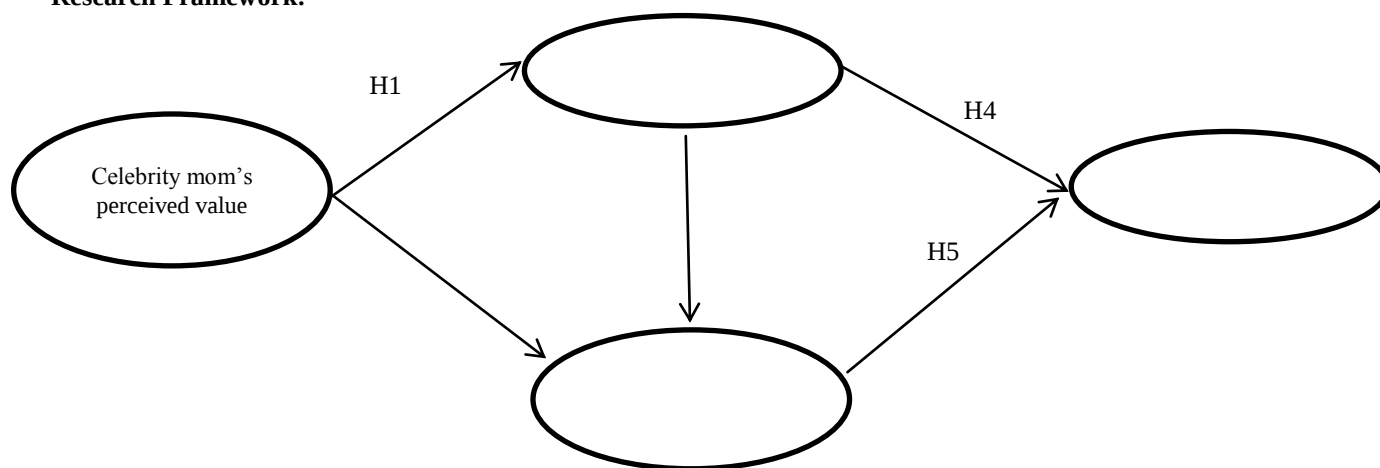
H2: Perceived value of celebrity mom endorsers has a positive impact on perceived brand value.

H3: Consumer mother's trust-credibility has a positive influence on perceived brand value.

H4: Consumer mother's trust credibility has a positive influence on their buying behavior.

H5: Perceived brand value has a positive influence on consumer mother's buying behavior.

Research Framework:-



Research Methodology:-

Research is conducted at two stages. At first exploratory factor analysis is conducted for which a convenience sample of 210 women consumers, all mothers (under 43 years of age) are surveyed online and in person all over India to explore the factors that actually make celebrity mom endorsers click and establish the right connect with the target audience.

At second stage confirmatory factor analysis is conducted to find out the influence of these celebrity mom endorsers on the buying behavior of the target audience. For this a sample of 455 women consumers all mothers and between 18-43 years of age are surveyed online and in person. The sampling technique used is simple random sampling and snowball sampling. For

Exploratory factor analysis research instrument was developed having 22 variables (factors responsible for the success of celebrity mom endorsement) which the respondents had to rate their importance on a 4 point likert scale (1-least important and 4- most important). For confirmatory factor analysis, research instrument was developed with statements for exogenous and endogenous variables which the respondents had to rate their degree of agreeability (1- strongly disagree and 4-strongly agree).

Data Analysis:-

For exploratory factor analysis SPSS 20 was used to conduct the factor analysis and Cronbach's alpha was calculated to check the reliability of the instrument. For confirmatory factor analysis, Structural Equation Modeling was performed using AMOS 19 is used to test the one dimensionality of the constructs taken all together (Gerbing et al, 1987). Amos estimations were performed for measurement model and structural model and model fit indices and standardized path coefficients were calculated.

Results and Conclusions:-

Primarily four major factors are extracted from factor analysis that makes the celebrity mom endorsement hit the right cord in the correct audience. These are Emotional Factor, Relational Factor, Brand Recall Factor, Trust-Benevolence Factor.

Confirmatory factor analysis gives the results of the hypotheses testing and is able to establish a positive influence of perceived value of celebrity mom endorsements on buying behavior.

Research Methodology:-

Research is conducted at two stages. At first exploratory factor analysis is conducted for which a convenience sample of 210 women consumers, all mothers (till 45 years of age) are surveyed online and in person all over India to explore the factors that actually make celebrity mom endorsers click and establish the right connect with the target audience.

At second stage confirmatory factor analysis is conducted to find out the influence of these celebrity mom endorsers on the buying behavior of the target audience. For this a sample of 410 women consumers all mothers and between 18-45 years of age are surveyed online and in person. The sampling technique used is simple random sampling and snowball sampling.

For Exploratory factor analysis research instrument was developed having 23 variables (factors responsible for the success of celebrity mom endorsement) which the respondents had to rate their importance on a 4 point likert scale (1-least important and 4- most important). The variables are shown in Table1.

Table 1-Variables used in the survey for factor analysis

S.no	Codes	Dimensions	
1	V1	EC	Emotional Connect
2	V2	REL	Able to Relate
3	V3	MEM	Better Memory
4	V4	CRED	High Credibility
5	V5	NOST	Nostalgic
6	V6	RECALL	Better Recall
7	V7	TRST	Trust
8	V8	BEL	Believe
9	V9	PAL	Palatable
10	V10	RESP	Sense of Responsibility
11	V11	SOCL	Change in Social & Cultural Fabric
12	V12	AYM	Agile, Youth and Modern
13	V13	PBV	Change in Perceived Brand Value
14	V14	UNAMB	Unambiguous Heroines
15	V15	TRANS	Dignified Transformation
16	V16	ENDU	Endurance, Old World Charm and Credibility
17	V17	ATTEN	Attention
18	V18	IMPAC	Impact on memory
19	V19	HOME	Good Homemaker
20	V20	PURCHASE	Purchase Power with older audience
21	V21	BELONG	Feeling of belongingness
22	V22	CIMG	Clean image
23	V23	GRACE	Graceful

confirmatory factor analysis, research instrument was developed with statements for exogenous and endogenous variables which the respondents had to rate their degree of agreeability (1- strongly disagree and 4-strongly agree). The constructs and their measurement items are mentioned in Table 2.

Table 2: Constructs and their Measurement Items

Constructs	Measurement Items
Perceived Value of Celebrity Moms (PCM)	PCM1: I am able to remember the products/brands endorsed by the celebrity moms, while shopping for my children/family.
	PCM2: I feel nostalgic to see yesteryear celebrities endorsing brands for kids and family
	PCM3: When these celebrities reappear after years in the role of a multifaceted woman, they become more palatable
	PCM4: I feel women audience connect better to these celebrity mothers because of their transition into a very healthy motherhood.
	PCM5: The fact that celebrity mom endorsers do not have active careers probably adds even more to their ability to connect
Trust-Credibility (TC)	TC1: I feel the credibility of the brand increases when endorsed by a celebrity mom.
	TC2: Celebrity moms add upto the brand value due to the trust factor.
	TC3: I tend to believe their message as I am able to connect to their phases of life
	TC4: Celebrity moms are more easily acceptable among the mother consumers because moms are increasingly conscious about themselves apart from their responsibility towards raising family.
Brand Perceived Value (BPV)	BPV1: The yesteryear aura of the celebrity mom endorsers enable them to strongly position the brand across the women of all the sections of society
	BPV2: The celebrity mom endorsers who are the unambiguous heroines, are already a built brand, hence any brand endorsed by them is perceived to be equally strong.
	BPV3: Brands of women and children's healthcare, nutrition and family welfare have found ways to remain alive in public memory through celebrity mom endorsements
	BPV4: The brand's position strengthens more due to the endurance, old world charm and credibility of their endorser.
Buying Behaviour (BB)	BB1: Even though India is a young country, much of the purchasing power in middle and upper middle class families lies with the older female audience.
	BB2: I usually look out for the brands endorsed by the celebrity moms and compare before making the final purchase decision
	BB3: Commercials featuring the products and services endorsed by celebrity moms grab my attention
	BB4: I can easily remember and recall the brands endorsed by the celebrity moms that help in my buying decision

Sample Characteristics

The demographic characteristics of the sample are summarized in table 3 below. Total Sample Size considered is 600.

Table 3: Demographic Characteristics of Sample

Sample Characteristic	
Working Mom	51.50%
Stay At Home Mom	48.50%
Age Category	
18yrs-24yrs	9%
25yrs-31yrs	28.50
32yrs-38yrs	40.50%
39yrs-45yrs	22%
Education	
Could not complete school	0
Completed School	5.6%
Bachelor's Degree	48.4%
Master's Degree	46%
Average Monthly Income	
<INR 15000	10.2
INR15000-INR30000	34.8%
INR30001-INR45000	41%
>INR45000	14%

Source: Primary Data

Data analysis:-

Part1: Exploratory Factor Analysis

- i) Reliability- The reliability of the questionnaire was checked using Cronbach's Alpha as shown in Table 4.

Table 4: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.811	.856	23

The Cronbach's Alpha value of 0.811 shows very high internal consistency among the Variables.

- ii) Extracted Factors and Communalities- In order to identify the factors behind the success of celebrity mom endorsers among the target audience of mother consumers 18 variables in the form of statements describing consumer's perception towards these endorsers were included in the questionnaire. The respondents were asked to record their views regarding the statements on four point Likert scale (4-Strongly Agree, 3-Agree, 2-Disagree and 1-Strongly Disagree). The responses were subjected to exploratory factor analysis. The extraction method used for the analysis was principal component analysis and the rotation method was Varimax with Kaiser normalization. The communalities calculated from the factor matrix explaining the proportion of variance by the common factors were presented in Table 4.

Table 5: Extracted Factors and Communalities

Factors	Initial	Extraction
Emotional Connect	1.000	.644
Able to Relate	1.000	.570
Better Memory	1.000	.569
High Credibility	1.000	.606
Nostalgic	1.000	.678
Better Recall	1.000	.753
Trust	1.000	.786
Easily Believe	1.000	.733
Palatable	1.000	.755
Responsible	1.000	.823
Change in Social & Cultural Fabric	1.000	.721
Agile, Young and modern	1.000	.616
Change in Perceived Brand Value	1.000	.738
Unambiguous Heroines	1.000	.640
Dignified Transformation	1.000	.592
Endurance, Old World Charm	1.000	.643
Attention	1.000	.779
Impact on Memory	1.000	.653

Extraction Method: Principal Component Analysis

The extraction communalities in Table 4.4 showed satisfactory values of nearly 0.60 for all the variables which showed that the variables fit well into the factor solution. The total variance explained by the five components by the rotated sum of squared loadings constituted of 69.035 per cent in which the first three components converged more than half (52.491 per cent) was a satisfactory variance for further analysis. In order to identify the factors that meaningfully summarise the sets of closely related variables, Varimax rotation was performed. This was done to minimize the number of variables that have high loadings on a factor and enhance the interpretability of the factors.

- iii) Factors responsible for the success of celebrity moms among mom consumers
The factor loadings for the five factors extracted were rearranged in the order of the loadings for each of the factors.

Table 6: Rotated Component Matrix

Code numbers of variables	Components				
	1	2	3	4	5
V1	0.856				
V2		0.722			
V3			0.619		
V4				0.820	
V5	0.737				
V6			0.778		
V7				0.614	
V8				0.800	
V9		0.813			
V10				0.98	
V11					0.877
V12					0.681
V13					0.567
V14			0.654		
V15		0.762			
V16	0.729				
V17			0.786		
V18			0.987		

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Rotation converged in 6 iterations.

Hence Factor 1 consists of Emotional Connect, Feeling Nostalgic, Endurance and Old world charm.

Factor 2 consists of Ability to relate, Palatable and Dignified Transformation.

Factor 3 consists of Good Recall, Better memory, Unambiguity, Grab attention and Strong impact on memory.

Factor 4 consists of High credibility, Trust, Belief, Easily believe and Responsible.

Factor 5 consists of Change in Social & Cultural fabric, Agile, Young and Modern, Change in Perceived Brand Value.

Based on these the factors were names as follows

Factor1- Emotional Factor

Factor 2- Relational Factor

Factor 3- Brand Recall Factor

Factor 4- Trust Benevolence Factor

Factor 5- Social Factor

iv) Confirmatory Factor Analysis

Reliability & Validity

The Reliability of the questionnaire for Confirmatory factor analysis was checked using Cronbach's Alpha .

Table 7: Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Based on	N of Items
.771	.787		17

The Cronbach's Alpha value of 0.771 shows very good internal consistency among the measurement items.

The adequacy of measurement model was assessed through Confirmatory factor analysis which was performed using maximum likelihood method.

Model Fit

Measurement Model

The measurement model indicated an acceptable model fit of the data ($\chi^2 = 287.786$, $df=147$, $p<0.001$; $\chi^2 / df = 1.957$ (<2); CFI= 0.94; TLI=0.92; IFI=0.95; NFI=0.84; PNFI= 0.70; PCFI= 0.78 and RMSEA= .055).

The Cronbach's Alpha for the measurement instrument came out as 0.771 which is acceptable and shows the instrument is reliable. We further proved the reliability of the scale with the score of Composite Reliability (CR) and Average Variance Extracted (AVE) of all the dependent and independent factors (Fornell and Larcker, 1981; Hair et al., 2006), which is shown in Table 7.

Composite reliability (CR) of all the latent variables is greater than the acceptable limit of 0.70 (Carmines and Zeller, 1988). The average variance extracted for all the factors is greater than 0.5, which is acceptable (Fornell and Larcker, 1981).

Table 8: Composite Reliability & Average Variance Extracted Values

Factors	CR	AVE
Perceived Value of Celebrity Mom (PCM)	0.85	0.68
Trust-Credibility(TC)	0.78	0.65
Brand Perceived Value (BPV)	0.82	0.57
Buying Behaviour (BB)	0.86	0.69

Discriminant Validity

Table 9: Correlation Matrix

	PCM	TC	BPV	BB
PCM	0.824			
TC	0.698	0.80		
BPV	0.731	0.503	0.75	
BB	0.704	0.68	0.81	.83

Table 9 indicates that the square roots of the AVE values of all the latent constructs are greater than the interconstruct correlations thereby supporting the discriminant validity of the constructs.

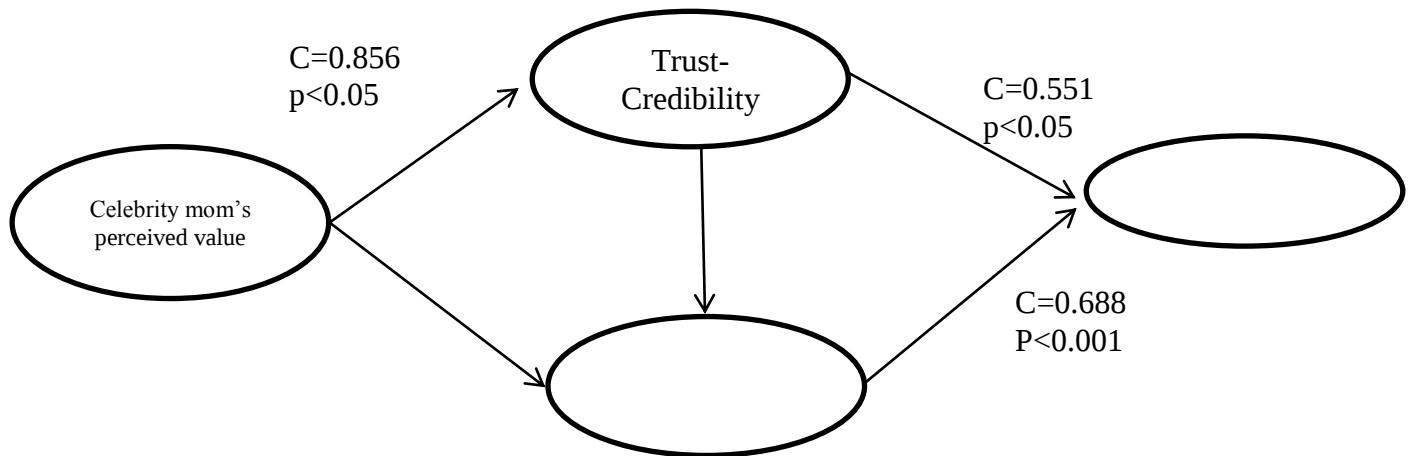
Structural Model and Hypothesis Testing

Structural equation modeling was used to estimate the parameters of the structural model. Goodness of fit statistics of the structural model were acceptable, ($\chi^2 = 309$, $df = 174$, $p<0.001$; $\chi^2 / df = 1.78$ (<2); CFI= 0.947; TLI=0.91; IFI=0.95; NFI=0.84; PNFI= 0.71; PCFI= 0.82 and RMSEA= .044).

Table 10: Results of Hypothesis Testing

Hypothesis	Hypothesised Paths	Standardised Path Coefficients	p value	Results
H1:PCM/TC	PCM=> TC	0.856	.023*	Accept
H2:PCM/BPV	PCM=>BPV	0.702	**	Accept
H3: TC/BPV	TC=>BPV	0.587	.042*	Accept
H4: TC/BB	TC=>BB	0.551	0.065*	Accept
H5: BPV/BB	BPV=>BB	0.688	***	Accept

Notes:*Implies significant at $p<.05$; ** Implies significant at $p<.01$; *** Implies significant at $p<.001$; NS Implies "not significant"



Results and Conclusion:-

The five major factors extracted from exploratory factor analysis are

- i) Emotional Factor,
- ii) Relational Factor
- iii) Brand Recall Factor,
- iv) Trust Benevolence Factor
- v) Social Factor

While a decade ago mothers aspired to be “supermom”, today’s mothers aim to be pragmatic, efficient and rooted in reality. They want to be real moms. Now the turning point here is that be it a celebrity or a common mother, the focus remains on transformation of roles through various phases of life. That makes celebrity moms more approachable because today’s mothers understand that tradeoffs are implicit in motherhood. Real moms yet, have unmet needs –as women and mothers. To reach this demographic, marketers need not just communicate that the goods and services they offer are practical and convenient; they also need to make real moms feel confident and in

charge. And this is where celebrity mom endorsers play a vital role in empowering the women consumers emotionally and at cognitive level as well. These celebrities moms help the mother consumers to be a good mom and COO of the household but also have an identity outside that. The mother consumers look out for solutions that help them manage the complexities of their life and the celebrity endorsers help the common women consumer by becoming a source of inspiration for all. The mother consumers agree to the point that those brands that are endorsed by the celebrity moms have much high recall value, much deeper impact in the minds of the consumers, and they influence the buying behavior also. And this is more prevalent as all these yesteryear celebrities are themselves established brands and many of the women in their 30s have grown seeing these celebrities on television, so they are able to establish a connect with them as those celebrities have also transformed into the role of mother in a very dignified manner. Also there is a change in social and cultural fabric as many educated mothers have opted to be stay at home moms compromising on their careers and many celebrities have taken this path too, this further gives the way for emotional connect.

The confirmatory factor analysis conducted also proves the hypotheses as follows.

- i) Celebrity mom endorser's perceived brand value has a significant influence on consumer mother's trust-credibility.
- ii) Perceived value of celebrity mom endorsers has a significant influence on perceived brand value.
- iii) Consumer mother's trust credibility has a significant influence on perceived brand value.
- iv) Consumer mother's trust credibility has a positive influence on their buying behavior.
- v) Perceived brand value has a positive influence on consumer mother's buying behavior

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