

## **Investigating the claim that beliefs about the attractiveness of celebrities have an effect on behavioral loyalty**

**Y.Ananda Reddy,M.Sc(Statistics);M.Sc(Mathematics)\*1., G.Dhana Lakshmi,  
M.Sc(Statistics)\* 2.**

\*1 HOD in statistics, Siva Sivani Degree college, Kompally, Sec'Bad-100

\*2 Faculty in statistics, Siva Sivani Degree college, Kompally, Sec'Bad-100

---

**Abstract:** This study explores the relationship between opinions on celebrity attractiveness and behavioral loyalty, considering the variables of age, gender, and respondent perspectives. The research employs hypothesis testing to investigate the potential positive influences of opinions on celebrity attractiveness on behavioral loyalty. By examining the interplay of these factors, the study aims to contribute to a deeper understanding of how diverse demographic characteristics and subjective viewpoints may shape individuals' loyalty behaviors in the context of celebrities. The findings from this research have implications for marketing strategies and consumer engagement, shedding light on the nuanced dynamics that influence behavioral loyalty in the realm of celebrity endorsements.

**Keywords:** Celebrity attractiveness, Behavioral loyalty, Hypothesis testing, Age, Gender, Respondent perspectives, Opinions, Positive influences, Demographic characteristics, Consumer engagement, Marketing strategies, Celebrity endorsements

### **INTRODUCTION:**

In the contemporary landscape of media and consumer culture, the nexus between opinions on celebrity attractiveness and behavioral loyalty has become a subject of growing interest. This study embarks on an exploration of this dynamic relationship, taking into account the nuanced variables of age, gender, and respondent perspectives. Employing hypothesis testing as the analytical framework, our research delves into the potential positive influences that opinions regarding celebrity attractiveness may exert on behavioral loyalty. By dissecting the interplay of these factors, we seek to contribute valuable insights into the intricate web of influences that shape individuals' loyalty behaviors concerning celebrities. The investigation not only aims to enhance our comprehension of these dynamics but also holds implications for refining marketing strategies and understanding consumer engagement, particularly in the context of celebrity endorsements. As we navigate the complex terrain of opinions, demographics, and behavioral loyalty, this study endeavors to uncover patterns that illuminate the multifaceted nature of contemporary consumer choices.

### **NEED OF STUDY:**

The need for the study arises from the evolving landscape of media, celebrity culture, and consumer behavior, where the intricate relationship between opinions on celebrity attractiveness and behavioral loyalty is increasingly significant. Several factors underscore the importance of investigating this dynamic interplay:

**Y.Ananda Reddy** / International Journal of Engineering & Science Research

1. **Consumer Influence:** Celebrities play a pivotal role in influencing consumer choices and behaviors. Understanding how opinions about a celebrity's attractiveness impact behavioral loyalty can provide valuable insights into the mechanisms driving consumer decision-making.
2. **Demographic Variability:** The inclusion of demographic variables such as age and gender acknowledges the diverse nature of consumer populations. Exploring how different age groups and genders respond to celebrity attractiveness and its influence on loyalty contributes to a more comprehensive understanding of these phenomena.
3. **Marketing Strategy Refinement:** Insights gained from this study can inform marketing strategies, particularly in the realm of celebrity endorsements. Marketers can tailor their approaches based on a deeper understanding of how specific demographic groups respond to varying levels of celebrity attractiveness.
4. **Consumer Engagement:** Behavioral loyalty is a key metric for brands seeking to build long-term relationships with consumers. By uncovering the connections between opinions on celebrity attractiveness and loyalty, the study can guide businesses in developing more effective engagement strategies.
5. **Academic Contribution:** The study contributes to the academic understanding of consumer behavior by exploring a relatively uncharted area. It adds to the body of knowledge in marketing and psychology, providing a foundation for further research in this domain.
6. **Changing Media Landscape:** With the advent of social media and the pervasive influence of celebrities across digital platforms, the dynamics of celebrity-consumer relationships are evolving. This study aims to capture and analyze these contemporary shifts.

In summary, the study addresses a gap in current knowledge by investigating the nuanced relationship between opinions on celebrity attractiveness and behavioral loyalty, considering demographic factors. The findings have practical implications for businesses aiming to refine marketing strategies and enhance consumer engagement in the dynamic context of celebrity endorsements.

#### **Null Hypothesis:**

Opinions on celebrity attractiveness do not have a significant positive influence on behavioral loyalty, irrespective of the age and gender of respondents.

#### **Alternative Hypothesis:**

Opinions on celebrity attractiveness have a significant positive influence on behavioral loyalty, and this influence varies depending on the age and gender of respondents.

#### **DATA ANALYSIS:**

The analysis for this study was conducted utilizing both SPSS (Statistical Package for the Social Sciences) and Excel as the primary analytical tools. SPSS, renowned for its robust statistical capabilities, was employed for in-depth statistical analyses,

**Y.Ananda Reddy** / International Journal of Engineering & Science Research

hypothesis testing, and data exploration. The software's versatility allowed for the examination of relationships, trends, and patterns within the dataset. Additionally, Excel was utilized as a complementary tool, particularly for data visualization, charting, and graphing, enhancing the presentation of key findings. This dual-platform approach facilitated a comprehensive examination of the data, leveraging the strengths of both SPSS and Excel to ensure a rigorous and insightful analysis of the study's variables.

#### Crosstab

% within GENDER

		CELEBRITYATTRACTIVNESSWILLLEADTOBEHAVIORALLOYALITY					Total
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	
GENDER	MALE	19.1%	34.5%	28.2%	10.9%	7.3%	100.0%
	FEMALE	15.6%	40.1%	25.2%	15.6%	3.4%	100.0%
Total		17.1%	37.7%	26.5%	13.6%	5.1%	100.0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	4.074	4	.396
Likelihood Ratio	4.073	4	.396
Linear-by-Linear Association	.016	1	.900
N of Valid Cases	257		

#### Crosstab

% within AGE

		CELEBRITYATTRACTIVNESSWILLLEADTOBEHAVIORALLOYALITY					Total
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	
AGE	10-20	14.6%	40.2%	25.6%	17.1%	2.4%	100.0%
	20-30	18.1%	38.1%	25.6%	12.5%	5.6%	100.0%
	30-40			66.7%	16.7%	16.7%	100.0%
	40-50	33.3%	33.3%	22.2%		11.1%	100.0%
	Total	17.1%	37.7%	26.5%	13.6%	5.1%	100.0%

#### Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	14.640	12	.262

\*Corresponding Author

www.ijesr.org

Likelihood Ratio	17.209	12	.142
N of Valid Cases	257		

Upon conducting a rigorous statistical analysis, it was observed that the significance values corresponding to the variables of age and gender exceeded the predetermined level of significance. This outcome leads us to accept the null hypothesis, suggesting that opinions regarding celebrity attractiveness do indeed have a positive impact on behavioral loyalty. Importantly, this influence is determined to be consistent and not contingent upon the age and gender of the respondents. In other words, the data suggests that regardless of the varied demographic characteristics of the respondents in terms of age and gender, the link between opinions on celebrity attractiveness and behavioral loyalty remains unaffected and can be considered statistically non-significant in relation to these demographic factors. This nuanced understanding sheds light on the robustness of the observed influence and provides valuable insights into the dynamics of how opinions on celebrity attractiveness contribute to behavioral loyalty across diverse demographic segments.

### **PARTIAL CORRELATION BETWEEN CONSIDERATION OF PERSONALITY, FACE VALUE OF CELEBRITY AND AGE OF THE CELEBRITY**

In this study, we assess the correlation between personality traits and the facial appearance of celebrities, with a specific focus on how this relationship varies across different age groups of the celebrities.

**Correlations**

Control Variables			CONSIDERATION OF PERSONALITY OF THE CELEBRITY	CONSIDERATION OF FACE VALUE OF THE CELEBRITY
CONSIDERATION OF THE AGE OF THE CELEBRITY	CONSIDERATION OF PERSONALITY OF THE CELEBRITY	Correlation	1.000	.545
	CONSIDERATION OF FACE VALUE OF THE CELEBRITY	Correlation	.545	1.000

Controlling for the age of the celebrity, our analysis reveals a positive correlation between the evaluation of personality traits and the perceived facial attractiveness of the celebrity.

## ASSOCIATION BETWEEN CONSIDERATION OF CELEBRITY AND SELECTION OF APPARELS

### CONSIDERATION OF CELEBRITY \* ON WHAT BASIS YOU WILL PURCHASE APPARELS

#### Cross tabulation

			ON WHAT BASIS YOU WILL PURCHASE APPARELS				Total
			COS T	CELEBRITY ENDORSEME NT	BRAN D	STORE AVAILABILI TY LOCATION	
CONSIDERATI ON OF CELEBRITY	STRONGL Y AGREE	Count	8	2	23	6	39
		% within CONSIDERATI ON OF CELEBRITY	20.5 %	5.1%	59.0%	15.4%	100.0 %
	AGREE	Count	16	8	36	7	67
		% within CONSIDERATI ON OF CELEBRITY	23.9 %	11.9%	53.7%	10.4%	100.0 %
	NEUTRAL	Count	45	4	31	30	110
		% within CONSIDERATI ON OF CELEBRITY	40.9 %	3.6%	28.2%	27.3%	100.0 %
	DISAGRE E	Count	27	1	8	4	40
		% within CONSIDERATI ON OF CELEBRITY	67.5 %	2.5%	20.0%	10.0%	100.0 %
	STRONGL Y DISAGRE E	Count	12	2	4	2	20
		% within CONSIDERATI ON OF CELEBRITY	60.0 %	10.0%	20.0%	10.0%	100.0 %
	Total	Count	108	17	102	49	276

% within					
CONDIERATI	39.1				100.0
ON OF	%	6.2%	37.0%	17.8%	%
CELEBRITY					

#### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.395	.000
N of Valid Cases	276	

The analysis, based on the contingency value, reveals a noteworthy positive association between considerations related to celebrities and the selection of apparel. This signifies that there is a statistically significant relationship between factors associated with celebrities, such as their public image, endorsements, or personal style, and the choices individuals make when it comes to selecting apparel. The observed positive association suggests that respondents who take into account celebrity-related factors are more inclined to align their preferences with particular types of apparel. This insight contributes to a deeper understanding of the intricate interplay between celebrity influences and consumer behavior in the context of apparel selection, providing valuable information for marketers and researchers seeking to comprehend the dynamics shaping consumer choices in the fashion industry.

### ASSOCIATION BETWEEN CONSIDERATION HONESTY OF CELEBRITY AND SELECTION OF APPARELS

#### PURCHASING APPARELS \* CONSIDERATION OF HONESTY OF THE CELEBRITY

##### Cross tabulation

% within PURCHASING APPARELS

		CONSIDERATION OF HONESTY OF THE CELEBRITY					Total
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	
PURCHASING APPARELS	LESS THAN ONE MONTH	15.0%	31.2%	27.5%	20.0%	6.2%	100.0%
	1 TO 6 MONTHS	14.9%	28.9%	31.4%	17.4%	7.4%	100.0%
	6 TO 9 MONTHS	3.0%	6.1%	60.6%	15.2%	15.2%	100.0%
	IN A YEAR	4.8%	28.6%	33.3%	19.0%	14.3%	100.0%
Total		12.0%	26.8%	34.1%	18.1%	9.1%	100.0%

#### Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	.294	.022

	Cramer's V	.169	.022
N of Valid Cases		276	

The Phi value, derived from the statistical analysis, indicates a discernible positive association between the consideration of a celebrity's honesty and the subsequent choice of apparel. This finding implies that respondents who prioritize or perceive honesty as a prominent trait in a celebrity are more likely to align their preferences with the apparel choices associated with that particular celebrity. The Phi value serves as a measure of the strength and direction of this association, offering insights into the extent to which considerations of honesty influence the selection of apparel. This nuanced understanding contributes to a deeper comprehension of the intricate dynamics between celebrity traits and consumer choices, shedding light on the impact of perceived honesty in shaping preferences within the realm of apparel selection.

### CONCLUSION:

In conclusion, our study delved into the complex dynamics surrounding opinions on celebrity attractiveness, behavioral loyalty, and their potential dependence on demographic variables such as age and gender. Through a meticulous analysis conducted using SPSS and Excel, we unearthed valuable insights into the intricate relationships within these variables.

The statistical examination revealed that, contrary to our alternative hypothesis, the significance values associated with age and gender surpassed the predetermined levels. Consequently, we accept the null hypothesis, indicating that opinions regarding celebrity attractiveness positively influence behavioral loyalty, irrespective of the age and gender of respondents. This robust and consistent influence holds across diverse demographic segments, emphasizing the enduring impact of celebrity attractiveness on consumer behavior.

Additionally, the Phi value analysis demonstrated a positive association between considerations of a celebrity's honesty and the selection of apparel. This finding highlights the relevance of celebrity traits in shaping consumer preferences, particularly in the realm of fashion choices.

Furthermore, the contingency value analysis affirmed a positive association between considerations related to celebrities and the selection of apparel. This suggests that consumers who factor in celebrity-related considerations are more likely to align their preferences with specific types of apparel, indicating the substantial influence of celebrity endorsements and images in the fashion landscape.

In summary, our research contributes nuanced insights to the fields of consumer behavior and marketing, emphasizing the enduring impact of opinions on celebrity attractiveness and the multifaceted associations between celebrity traits and consumer choices in the realm of apparel selection. These findings hold implications for marketers, guiding them in the development of effective strategies that resonate with diverse consumer demographics and preferences in the ever-evolving landscape of celebrity endorsements and fashion.

### REFERENCES:

\*Corresponding Author

[www.ijesr.org](http://www.ijesr.org)



- 1) CHOI, S. and N. J. Rifon (2007). "Who is the celebrity in advertising? Understanding dimensions of celebrity images." *The Journal of Popular Culture* 40 (2): 304-32
- 2) Schlecht, C. (2003). "Celebrities impact on branding." Center on Global Brand Leadership, Columbia: Columbia Business School.
- 3) McCracken, G. (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process", *Journal of Cons*
- 4) Silvera, David H. and Austad, Benedikte. (2004), "Factors predicting the effectiveness of celebrity endorsement advertisements", *European Journal of Marketing*, Vol.38, No. 11/12
- 5) Friedman, H. and Friedman, L. (1979), "Endorser Effectiveness by Product Type", *Journal of Advertising Research*, Vol.19, No.5.
- 6) Reginald Esangbedo, "THE IMPACT OF CELEBRITY ENDORSEMENTS ON THE BUYING BEHAVIOR OF ROWAN UNIVERSITY STUDENTS AGE 18-24" Rowan University, May 20, 2011.
- 7) Katyal, S., (2007). Impact of Celebrity Endorsement on a Brand, Chillibreeze writer, available at [www.chillibreeze.com/articles/](http://www.chillibreeze.com/articles/) accessed on 15th Jan, 2010.
- 8) Kambitsis, C., Harahousou, Y., Theodorakis, N., & Chatzibeis, G. (2002). Sports advertising in print media: The case of 2000 Olympic games. *Corporate Communications*, 7(3), 155-161.
- 9) Temperley, John and Tangen, Daniel (2006), — The Pinocchio factor In Consumer Attitudes towards Celebrity Endorsement: Celebrity Endorsement, The Reebok Brand, And an Examination of a Recent Campaign, *Innovative Marketing*, Volume 2, Issue 3, and Special Edition on Consumer Satisfaction- Global Perspective
- 10) Lafferty, B. A. and R. E. Goldsmith (2004). "How Influential are Corporate Credibility and Endorser Attractiveness When Innovators React to Advertisements for a New High Technology Product?" *Corporate Reputation Review* 7: 24-36.
- 11) Loudon, D. & Della, Bitta A. (1994) *Consumer Behavior Application* (4th ed). New York: McGraw Hill.